UX TREND REPORT 2021

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THE UX TREND REPORT 2021

All you need to know about this report

WHY The interest in UX has been increasing in the last few years, recently more than ever. Within the next year, UX will change immensely and will continue to grow exponentially. As a result, UX will play a crucial role in almost every industry and sector and will, therefore, concern everyone, being a major part of everyday life. UX will incorporate other disciplines and fields of expertise, such as psychology, to achieve the best possible outcome. The aim of the UX Trend Report 2021 was to find both micro and macro trends in UX as well as new approaches on how UX can be applied.

WHO The UX Trend Report 2021 is administered by youspi Consulting that offers services ranging from strategy development and design to problem-solving and customer analysis for businesses. Ten years ago, youspi founded the World Usability Congress. At the online version of the World Usability Congress more than 250 experts participated in the UX Trend Survey.

HOW The interviews, which are part of the report, took place in the form of extensive conversations with numerous experts across different disciplines from all over the world. The information taken from these interviews allows us to compare different points of view on trends and UX. Finally, the results of the UX Trend Survey were analyzed and interpreted by experts.

UX IN THE DIGITALISATION ERA

Editorial Statement by HANNES ROBIER

UX has never garnered more attention from businesses than at present. As companies begin (or build on) their digitalisation journey — whether as part of their business development strategy or out of necessity due to the pandemic — demand for UX expertise has surged. However, with more interest comes dilution and misunderstanding of UX. Race to success often overlooks fundamentals that could bottleneck or negate positive results.

With the trend report, we explore the development and challenges UX professionals have encountered, focusing on the past year and glancing perceptively into the future. We aim to provide insight based on expert opinions while connecting and strengthening the UX community.

Therefore, we have made this report available for everyone free of charge.

Although the pandemic forced the World Usability Congress online, I was, nonetheless, delighted with the engagement from the UX community. It would not have been possible without my team, who were integral to the smooth running of the event, and the UX experts who took part in the UX Trend report 2021. THANK YOU VERY MUCH!

Finally, I would like to thank you for taking the time to read.

Please feel free to share and reach out to me via LinkedIn, if you have any feedback. Let’s join forces for a greater global UX community.

HANNES ROBIER | youspi

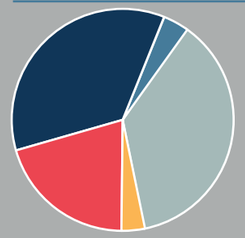
Chief Executive Officer - youspi, Senior UX Designer

Hannes Robier is the founder of the UX agency youspi GmbH. He has worked in the field of User Experience, Customer Experience, Usability and Service Design for more than 15 years, consulting organizations of all sizes and various industries. He developed and leads the first „Design Management“ course in Europe.

THE UX TREND SURVEY 2021

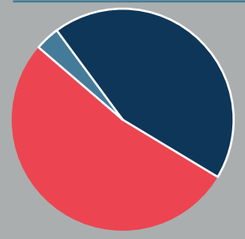
This survey was conducted as part of the World Usability Congress Connect to evaluate possible future trends and to discuss important questions in the UX scene. In total, 250 designers, managers, and UX evangelists participated and shared their thoughts on what the future of User Experience might look like.

Age



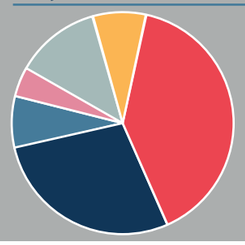
- 3% 18-24 years old
- 37% 25-34 years old
- 35% 35-44 years old
- 21% 45-54 years old
- 4% 55-64 years old

Gender



- 45% Female
- 51% Male
- 4% Prefer not to answer

Are you satisfied with the role and importance of UX in your company?



- 8% Very unsatisfied
- 15% Unsatisfied
- 34% Somewhat satisfied
- 28% Satisfied
- 10% Very satisfied
- 6% Not applicable

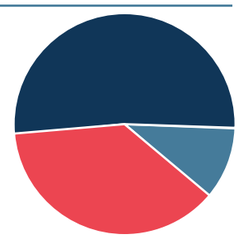
Level of expertise

- 22% <5 years
- 27% 5-9 years
- 19% 10-14 years
- 10% 15-19 years
- 23% >20 years

Company size

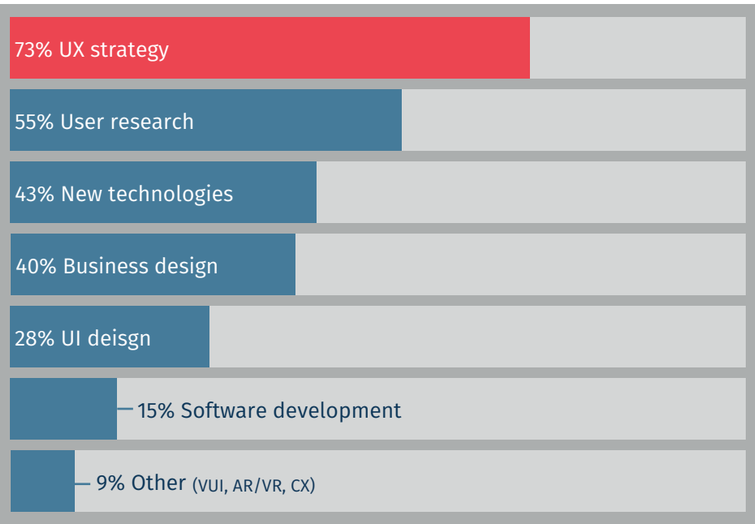
- 9% <10 employees
- 21% 10-50 employees
- 17% 51-250 employees
- 18% 251-1.000 employees
- 34% >1.000 employees

Job level

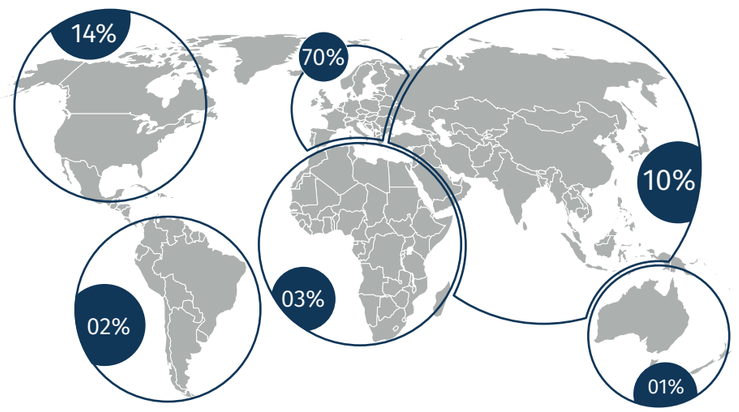


- 53% Entry level
- 36% Management level
- 11% Executive level

What fields and areas of UX are you currently most interested in?



Country of residence



UX IN GENERAL

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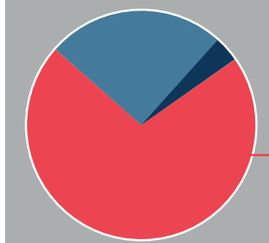
UX IN GENERAL

As businesses adapt to the technology-driven environment, UX has stepped up to build relationships between users and companies. In this chapter, Alexander Lingg and Craig Tomlin explain the link between UX and business success and highlight some ideal qualities designers should possess.

How do you rate the importance of UX for business success?



- 0% Not important at all
- 0% Unimportant
- 2% Somewhat important
- 25% Important
- 73% Very important

Craig Tomlin
from WCT & Associates

Founder & Author

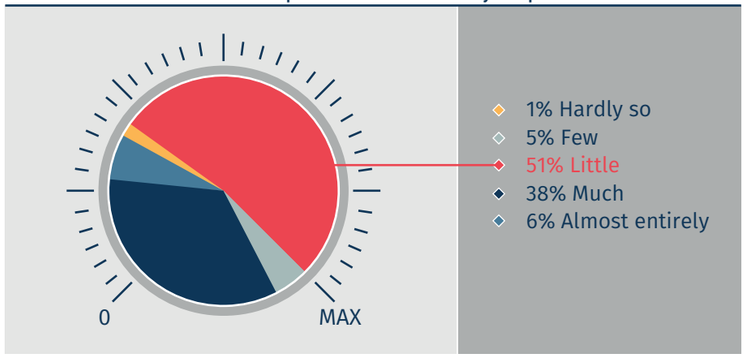
» UX is crucial for all businesses. It is mission-critical for businesses because the experience you have with a brand IS the brand. And now, with the entire world being forced to use virtual means to interact, the online component of UX has become top-of-mind for all firms. This is true for businesses we normally wouldn't associate with 'online.' For example, consider the local pub. Even if you are the owner of a local pub, you want to have some way for your customers to interact with you. You may create online experiences so your customers can order food virtually, and have it delivered via a last-mile delivery service. You may not be able to pour drinks via an internet connection, but you can have special food orders and delivery for your customers via ordering off the internet. So, UX, and specifically online UX, has become very important for everyone, everywhere, no matter what line of business you are in. «

Alexander Lingg
from SAP

Head of User Experience

» UX is very important for business success. Companies that do not understand the value of UX will not survive. «

To what extent is UX's potential currently exploited?



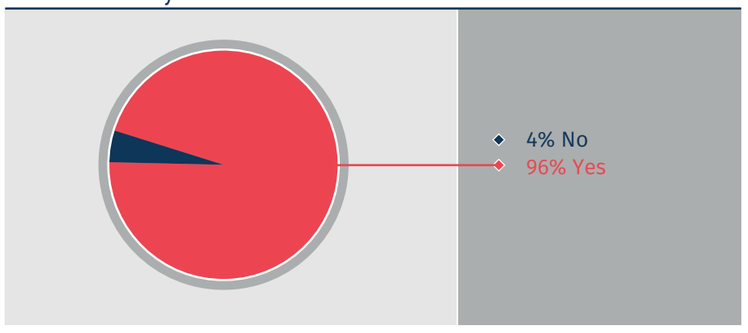
Amol Kadam
from RBBi

Co-Founder/CEO

» I would say little because the concept of UX is very much limited to UI design. Unless everybody (the stakeholders, clients) changes their understanding of UX beyond UI design, it is going to be little. «

What were the most important buzz words in UX design this year?

Will UX design become more popular over the course of the next 10 years?



SCALING TO SUCCESS WITH UX

How UX can build trust and bring more success

KEY TOPICS

- How success inhibits further success
- Trust and human-machine interaction
- Familiarity matters
- Scaling with users in mind

Interview with ALEXANDER LINGG from SAP conducted on 30 October 2020 as part of the World Usability Congress 2020

Are the companies taking a user-centric approach when it comes to UX?

» I believe many companies are doing this, but the question is on which level. Are they doing this from an execution perspective or a strategic perspective? There are different levels. Some companies want to take the approach but are inhibited by their current success because they have a strong product and their business model works. So, they wonder why they should change. However, they also wonder why they don't have the growth rate their competitors have. I believe that companies need to understand that their success lies in the user experiencing their product or service. «

With virtual design, how can designers combine the elements of human and machine interaction so they can work together?

» We need to understand the requirement when mocking a human-to-human interaction or enabling it, and then make a cautious decision of what works best within context. We also need to build trust. For instance, if I have an issue with my internet provider, I do not want to have a conversation with a chatbot. I want to speak to a human who gives me the impression that someone is taking care of my problem. If a chatbot is telling me that it has received my input, then I need to trust that the chatbot understands my issue and can provide me with an update. Regardless of the situation, we need to understand what is necessary to create trust. And that is the beauty of this new paradigm - we have the choice. However, we need to understand what works; we need to understand our alternatives, and not lock this into one model. We have to put AI and machine learning into the context of the problem we want to solve, and then see how humans perceive it. →

"If we do not understand the user, it is not UX; it is just an experience."

Otherwise, it is not UX. If we do not understand the user, it is not UX; it is just an experience. We must put UX at the centre and understand all aspects and then provide a fitting solution. «

How can designers scale UX successfully?

» Firstly, designers need to understand the patterns users find familiar. If users sense, for even a second, that you're presenting them with something artificial, they will not trust you. This is a stretch goal because you do not want to mock history; however, it is also probably too big of a step to go from history to the future. So, designers need to understand if their innovations are revolutionary or improving the status quo. Secondly, you need to understand the level at which you are scaling. For example, in an enterprise, patterns you want to establish must reach all applications and all concerns you want to control. So, you can either repeat what already exists or provide a new pattern to your audience. If you do this on a local scale, you need to understand the local environment. If you do this on a global scale, you need to know how many local environments you need to consider. That way, you can understand the different perspectives that exist and vary according to situation and geography. Ultimately, you need to go back from the large scale to the people you are addressing and ensure that they understand how the system behaves. Acceptance from the user is the ultimate currency, so, the user must be understood.«

"Ultimately, you need to go back from the large scale to the people you are addressing and ensure that they understand how the system behaves. Acceptance from the user is the ultimate currency, so, the user must be understood."

ALEXANDER LINGG l SAP

Head of User Experience

Alexander Lingg is the Head of User Experience in German multinational software company SAP. He leads the user experience and design strategy and execution across SAP. Alexander has been working at the company for nearly 18 years, starting as a Chief Development Architect. In his current role, he is responsible for all central SAP User Experience topics, ensuring consistent and enjoyable SAP Fiori user experience to all SAP users.

OPTIMISING UX FOR SUCCESS

What you need for an efficient UX optimisation

KEY TOPICS

- Measuring UX optimisation success
- Combining quantitate and qualitative data
- The unicorn myth
- Collaboration to succeed

Interview with CRAIG TOMLIN, author of 'UX Optimization: Combining Behavioral UX and Usability Testing Data to Optimize Websites', conducted on 28 October 2020 as part of the World Usability Congress 2020

When is UX optimisation a success?

» UX optimisation is never done. There is always something that can be improved. However, there are success metrics that tell us if we are moving in the right direction. For example, if your error rate has decreased and task completion has increased, then that is a sign of success. On the qualitative side, you can look at people's satisfaction in response to their experience. You can also measure changes over time in ease of use via Single Ease Question (SEQ) or System Usability Scale (SUS) scores. The SEQ score is a powerful way to trend ease of use in conjunction with changes made to user experience over time. Likewise, the SUS score is a rating based on ten questions which we can compare to other systems across industries that track the same score. Satisfaction is another quantifiable metric that we can measure over time via satisfaction or Net Promoter scores. We can and should measure these metrics to determine if we are improving the user experience with the modifications and optimisations we are conducting. «

"I think the overlooked aspect for both desktop and mobile is the separation that businesses sometimes place between the behavioural UX data (the quantitative data) and the qualitative data. I feel that some firms have been operating off of an assumption that data scientists and behavioural UX data are part of a market research or data analytics group."

What do companies often overlook when optimising experiences for desktop and mobile?

» I think the overlooked aspect for both desktop and mobile is the separation that businesses sometimes place between the behavioural UX data (the quantitative data) and the qualitative data. →

I feel that some firms have been operating off of an assumption that data scientists and behavioural UX data are part of a market research or data analytics group. The qualitative data comes from the usability and UX research side of a separate UX research group. Larger firms will have UX researchers who are very good at capturing usability and testing data – the qualitative data. Separately, they will often have a data analysis team, maybe data scientists, who can analyse and report on the behavioural UX – the quantitative 'what is happening' data. These two groups are often separated; however, a good firm brings them both together. «

What skills do designers need to optimise UX in the best possible way?

» What we have seen over the past few years is the requirement for UX designers to be unicorns – to do everything. They need to not only design, but are often expected to understand analytics, plus know HTML, and, to a certain extent, be able to code, conduct usability testing, and so on. Of course, no single person can be an expert in all these fields. Most designers I speak to are short on time, so, it is impossible to immerse themselves on several disciplines. However, UX designers should remember that since they may not be an expert in all things, they should know when to go to the experts. They should seek help when they need answers to questions they have but are unable to spend the time or may not have the necessary expertise to address themselves. UX designers can do many things well; they should feel comfortable consulting with an expert when necessary. «

"Most designers I speak to are short on time, so, it is impossible to immerse themselves on several disciplines. However, UX designers should remember that since they may not be an expert in all things, they should know when to go to the experts."

CRAIG TOMLIN l WCT & Associates

Founder & Author

William Craig Tomlin is a senior user experience strategist, researcher and conversion rate optimisation expert. He is the author of UX Optimization: Combining Behavioral UX and usability Testing Data to Optimise Websites. He consults with start-ups to the Fortune 500 and has been optimizing websites, mobile sites and apps for over 20 years. He's worked with firms including; AT&T, CDC.gov, Charles Schwab, DirecTV, Disney, IBM, Prudential Insurance Company, Sprint, Verizon, Zurich Insurance Company and many more.

MEASURING UX

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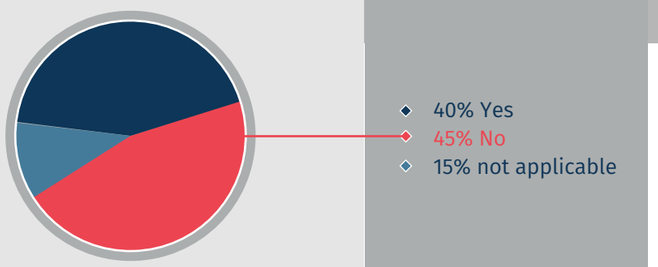
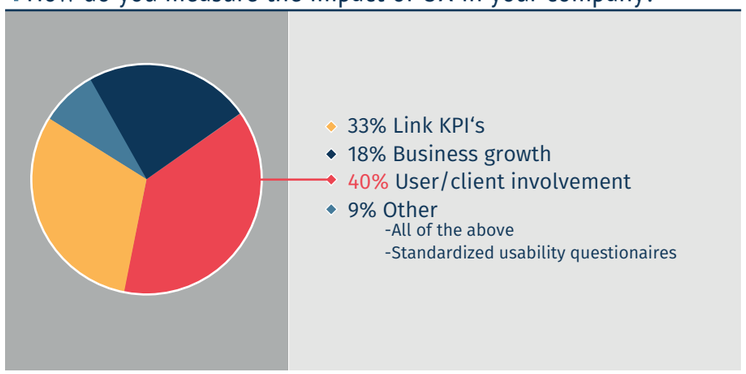
MEASURING UX

Businesses operate on numbers. KPIs, revenues, EBITDA are some of the often-looked figures in organisations that determine companies' vitality. What about UX? As one of the most integral tools for business success, how is it measured? What will you gain from the measurement?

Does your company measure the impact of UX?



How do you measure the impact of UX in your company?

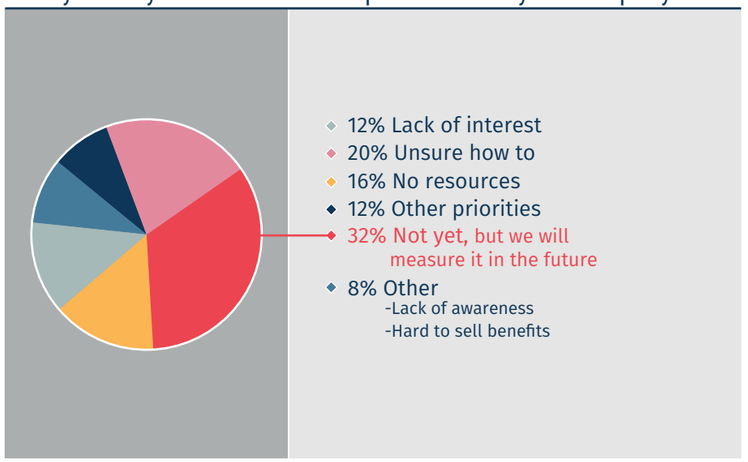


Alexander Lingg
from SAP

Head of User Experience

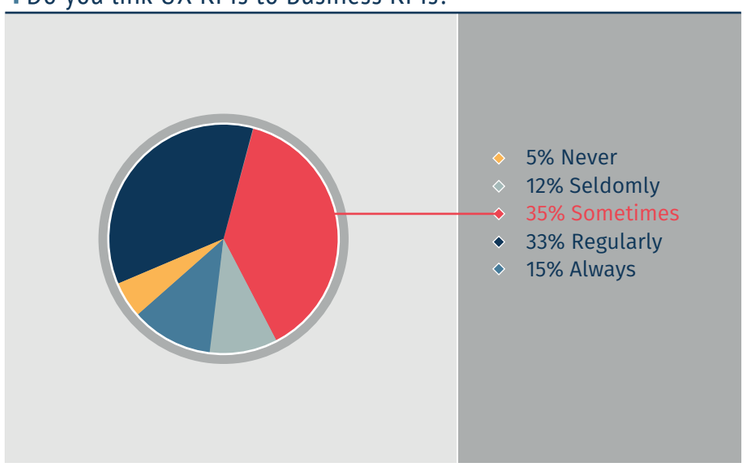
» In our company, we have, for example, net promoter score. We also have an understanding of what deals we are and are not making because of UX. Every company needs to understand that measuring should be done not only on the surface level but on a deeper level. Therefore, you also need to measure usability, such as the number of clicks you need, the error rate, confusion caused by an action like moving the mouse a lot, and so on. If you do not measure such things, you do not realise that there are measures of effects, and measures to understand the root cause of good or bad UX. Ultimately, it is about understanding the user much more in using our software. «

Why don't you measure the impact of UX in your company?



Measuring UX can reveal areas where companies can improve or even validate that their action yields positive results. However, despite the potential and massive upsides, measurement metrics often overlook UX and focus directly on the monetary figures to determine company's health. Few companies have adopted and leveraged the results from measuring UX, but it is yet to be a universal approach.
The survey shows that 45% of the respondents' companies do not measure UX, compared to the 40% that responded positively. Although fewer companies measure UX, it is encouraging to note that the responses have been more positive than the previous year, where only 36% of the respondents had answered "yes".
Another encouraging result was that majority of the respondents said that they would measure UX in the future. However, the results also highlighted that perhaps more knowledge transfer needs to happen as 20% of the respondents were unsure how to measure UX.
User/client involvement was the most popular method to measure the impact of UX while linking KPI's was a close second.

Do you link UX KPIs to Business KPIs?



ADAPTING TO CHANGE

Are companies ready to adapt to trends?

KEY TOPICS

- UX trends in 2020
- Capability to leverage UX
- Quantifying joy
- Customer joy and company success

Interview with ULF SCHUBERT from DATEV conducted on 28 October 2020 as part of the World Usability Congress 2020

What are the biggest trends in UX in 2020?

» I think the concepts of UX and CX will grow together. The data-driven approach of optimising experiences and the broader CX perspective will develop into the UX discipline. In the past, UX design has often overlooked people's expectations and ways to find the balance between user expectations and their experiences. Going forward, I think we will now talk more about the psychological aspects, such as expectations, of human beings. We will also see the automation of user research methods now that we can use machine learning algorithms. We can replace traditional survey-based studies conducted once a year with automated and almost real-time experience measurement. We will use text analysis methods and sentiment analysis to automate the process of analysing the results and finding customer insights. These enable companies to adapt more quickly to changing customer expectations and needs. I see companies have started to adopt this method or are trying to already. «

"I think the concepts of UX and CX will grow together. The data-driven approach of optimising experiences and the broader CX perspective will develop into the UX discipline."

Are companies prepared to leverage these UX trends to their advantage?

» If you ask me if the German companies are prepared for that, I would answer no, they are not. There is a room for improvement on the UX maturity level of many small and medium enterprises (SME) in Germany. Big international companies have been improving their UX maturity level for a long time, and I would say that they are ready for the upcoming trends. However, the SMEs are lagging. There is a gap in the UX maturity levels between the SMEs and the large corporations in Germany. «

In your talk at the WUC 2020, you mentioned that investment in UX pays off, and companies can create experiences that can create joy and enthusiasm. Is there a way to quantify joy and enthusiasm so that companies can know that their investment has paid off?

» One of the easiest ways to quantify joy is to quantify situations where people express joy. When people buy a product, they want to express their emotions and talk about it through social media channels like Instagram, Twitter, etc. This expression of emotion - good or bad - is how we can quantify joy. If companies provide a mediocre product or an experience, then nobody would talk about it, and you would not be able to measure that joy. Therefore, companies should aim to provide an experience so good that the customer or the user decides to have that experience again because they like it. Building services that are exciting in every phase of the customer journey is impossible. So, you have to focus on finding the moments of truth in the user's or customer's journey where their excitement leads to companies reaching their objectives. Once you discover this point, you can focus on this phase of the customer's journey, where you know that if they experience a specific interaction with the company, it triggers excitement that can lead to the user talking about the company. You could even encourage them to talk about their experience. Some companies try to motivate their users by asking for public feedback. It may not be the best option, but it is one way to encourage customers to express joy or sadness to see if you have met customer expectations. «

"Building services that are exciting in every phase of the customer journey is impossible. So, you have to focus on finding the moments of truth in the user's or customer's journey where their excitement leads to companies reaching their objectives."

ULF SCHUBERT | DATEV eG

Senior Head of UX & Touchpoint Experience

Ulf Schubert is a CX Manager with broad experience in designing digital products. Ulf advises large enterprises to design successful products and become customer-centred at scale. He has provided consultations for companies such as eBay, Microsoft, OTTO, Axel Springer and MINI on user experience, innovation and design. He also runs a blog on design strategy, design leadership, customer experience and customer-centricity, while offering German-language courses on the same topics.

EVOLVING WITH REALITY

Infusing virtual reality into reality

KEY TOPICS

- Role of a designer
- Challenges in MR projects
- Overcoming challenges
- Learning with MR

Interview with DANIEL FABRY from FH JOANNEUM University of Applied Sciences conducted on 30 October 2020 as part of the World Usability Congress 2020

How will the role of a designer evolve?

» I think a designer should be a generalist and have a broad spectrum of knowledge and skills. They should be able to analyse, not only products but also *ways* to create better user experiences. However, they should have a holistic approach and think about the whole communication processes involved in product development. They should have the capability to change the entire system, like the company structure. «

In your talk at the WUC 2020, you highlighted a project you and your team worked on to develop an interactive room that incorporated mixed reality technology. You mentioned that one of the challenges was finding the right language to communicate with your team. Can you elaborate on this?

» There are several aspects to this particular challenge. We had a lot of different stakeholders in the project, such as the programmers, engineers, game developers, the client, etc. On that particular project, we wanted to combine the real world and the virtual world. So, we had user interfaces in both those worlds. However, in a mixed reality situation, it was hard to define which world's UI we were referring to. For example, if we talked about a button, was it a real button or a virtual button? Or both? When we mentioned media channels, was it a visual channel? Or an auditive channel? And so on. So, we had to be very specific when referring to the real world and its features. And when it came down to stories and characters, it got even more confusing, because the story, of course, develops in both worlds. →

"In a mixed reality situation, it was hard to define which world's UI we were referring to. For example, if we talked about a button, was it a real button or a virtual button? Or both? When we mentioned media channels, was it a visual channel? Or an auditive channel?"

What helped a lot in solving these issues was finding the right tools to communicate. For example, besides defining words specifically for virtual or physical UI elements, we brought together the team in one room using virtual reality. It helped a lot because we could visualise both worlds. So, we were able to interact using visual language. We could point to the virtual or real-world interfaces, making it easier to communicate. «

Can mixed reality be a viable alternative to teaching?

» Mixed reality (MR) is based on the old dream of being able to communicate the right information in the right situation. It is designed to level up your real-life situation with the information you need. And this can also be a ritual. So, we can experience the same environment and get different information. I have examples from my experience where MR and augmented reality (AR) have been suitable tools for knowledge transfer, educational aspects, etc. At the university, we have various research projects on the subject, especially in the field of industrial training and education. In one of our projects, we looked to train welders by using AR. Welders have to learn a lot before they are capable of welding. It takes a lot of human and mechanical resources. So, we developed an app, and it has evolved over the years from tablet-based app to, now, AR classes. Using AR, we can transfer a lot of information and give precise feedback on how they have been welding. There are also a few other research projects focused on explaining. Learning via MR and AR are mostly used by employees for training purposes or by students to learn about complex machines. «

"Mixed reality (MR) is based on the old dream of being able to communicate the right information in the right situation. It is designed to level up your real-life situation with the information you need."

DANIEL FABRY | FH JOANNEUM

Head of Master Program Communication, Media Sound & Interaction Design

Daniel Fabry has been the head of the master degree programme at the Institute of Design and Communication of the FH JOANNEUM University for Applied Sciences, Graz, Austria since 2018. He graduated from the same university as Information Designer in 2004 and continued to be part of the institution as a lecturer and researcher in the fields of interaction design and media design. He is member of the international art collective "monochrom".

TODAY AND TOMORROW

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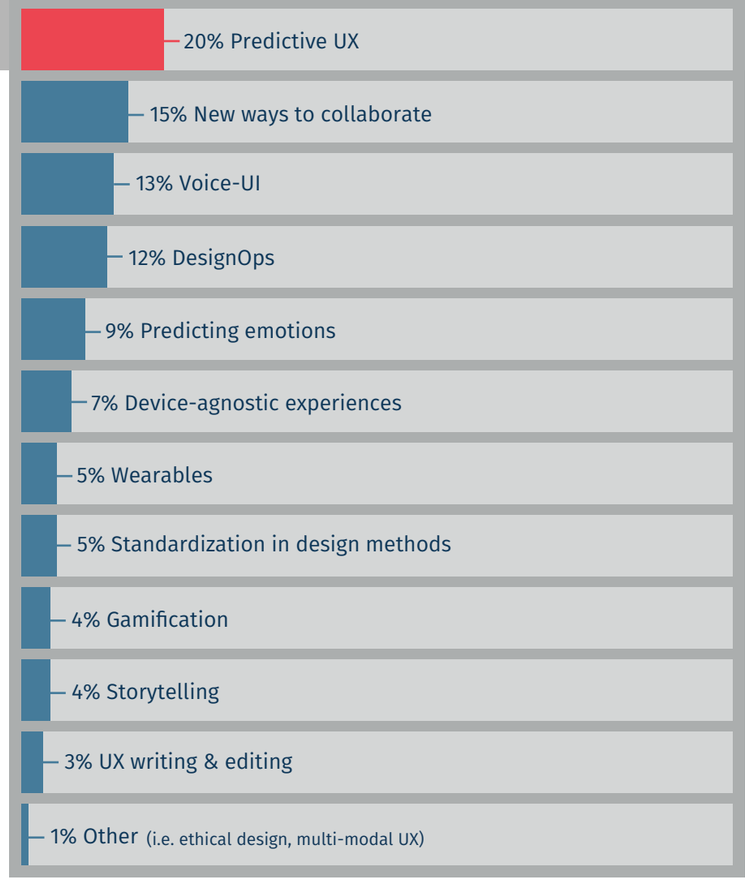
TODAY AND TOMORROW

One of the challenges of technological advancement has been finding the right balance between incorporating the latest technology and investing in future technology. This challenge has, of course, forced designers to ensure that their design do not alienate users but yet somehow remain transitional for the future.

What will be the most important UX design trend **next year**?

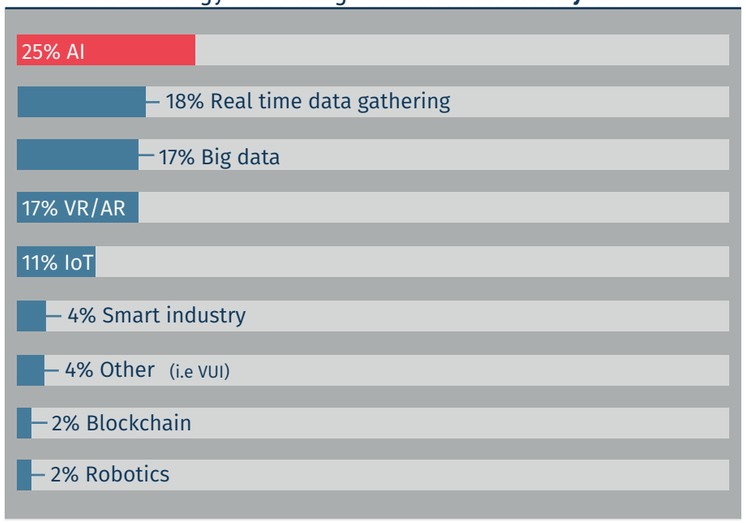


Alexander Lingg
from SAP

Head of User Experience

» I believe there are combinations we need to apply. However, I would say storytelling is very important because you need to understand it. I would also pick new ways to collaborate because how else can we move on from the classical environment to a virtual one? «

Which technology will change UX the most **next year**?

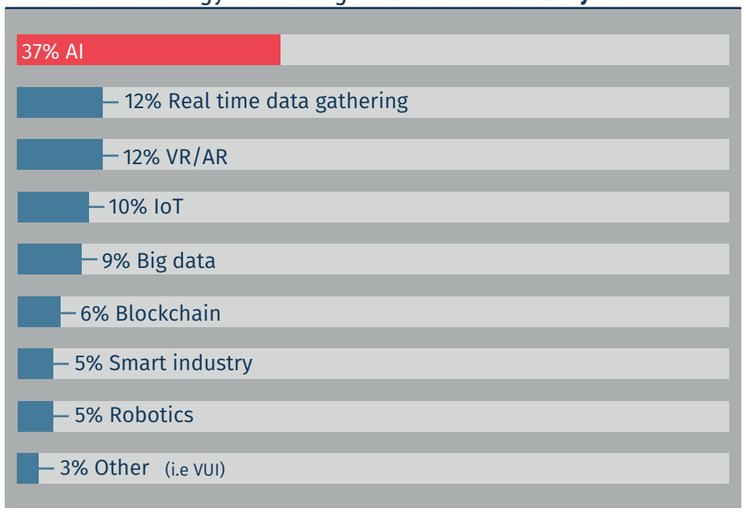


David di Sipio
from ANZ

Psychologist, Lead Experience Designer & Podcast Host

» I think real-time data gathering will change UX the most next year. I think we are capturing a lot of data, and we can learn a lot quicker than we have ever been able to before. And I think that is really powerful if it can be understood and used to take action. «

Which technology will change UX the most in **10 years**?



Giles Colborne
from cxpartners

Founder, Business Mentor, Author

» We will see growth in AR and VR, and they will change the way people interact digitally. However, underlying it, our practice will remain the same. We have to understand how to apply these, the same way we learned to apply our practice to mobile users. So, real-time data gathering, and anything that reaches our understanding of customers is useful with the proviso that you have to do the qualitative research before you understand how to do quantitative research. «

ENGAGEMENT AND DIGITALISATION

How technology can overcome incompatibility with humans

KEY TOPICS

- Rediscovering user touch points
- Increasing business-user connection with digitalisation
- Designing for delight
- Reframing the use of AI

Interview with GILES COLBORNE from cxpartners and author of Simple and Usable conducted on 23 October 2020 as part of the World Usability Congress 2020

Something I stumbled on, which was very interesting, was your concept of designing for delight. Could you explain it to us briefly?

» When you ask users about a time they were last delighted by a product or a service, they will often tell a story of a pain point they encountered while using a service and a worry that the service would let them down. And when the service fixes that pain point or supports them when they thought they were about to be disappointed, they report this moment as a delightful experience. This story arc is fascinating. It is one of the reasons why we often look for customer pain points when we examine a user journey. If we can fix those pain points, people will notice; they will tell stories about it; you will get increased loyalty and marketing from word of mouth. So, designing for delight is about finding a pain point that is worth fixing, and fixing it in a way that people feel the difference. «

Do you think the phenomenon that companies drifting away from their customers and clients is due to more and more products and services being available digitally only?

» No, I think that is just due to scale and the outdated ways of running organisations. It's an industrial era problem. People have been talking about faceless organisations that have lost touch with humans for more than two centuries as industrialisation has happened. However, I think digitalisation provides more opportunity for contact with customers. It certainly makes it easier to talk to customers individually. It also makes it easier to aggregate data. There is value in having both the scale information that data provides and the sense of a person and the individual that contact provides. →

"There is value in having both the scale information that data provides and the sense of a person and the individual that contact provides."

However, user-centricity is not just about having a sense of information about a person but also about understanding their life. With technology, organisations now have an increased need, desire, and opportunity to engage with their customers on that personal level. I think we are getting away from the industrial era dissociation where people got lost within vast organisations. We have the opportunity to be far better connected with our customers — as long as we don't kid ourselves into thinking that having data is the same thing as understanding data, and that understanding data is the same as understanding people. «

What are your thoughts on AI and the role it might play in the near future in the field of UX or CX?

» I think AI is critical, and many organisations are only starting to understand its uses. Many early attempts at introducing AI focused on making computers do smart things and taking away control from the users. They tried to get AI assistants to manage our health, our money, and our diaries. However, this approach really failed to understand what it means to be human and how complex it is to be one. People want to be pilots, not passengers. They want to be in control of their world. They have intentions that AI cannot predict. So those early implementations either felt creepy or irritating and dumb. What AI can do, and should do, is play a supporting role in helping people do things that they want to do and make sense of their world. For this to happen and implement AI in a useful way, UX experts will be necessary. «

"People want to be pilots, not passengers. They want to be in control of their world. They have intentions that AI cannot predict."

GILES COLBORNE | cxpartners

Founder, Business Mentor, Author

Giles Colborne founded cxpartners, a user experience design consultancy firm, in 2004. Since then, it has grown to be one of the world's most respected UX consultancies and has worked for clients such as the NHS, Google, Spotify, Zurich, Hertz, and the Co-operative Bank, among others. He is also the author of Simple and Usable, now in its second edition and translated into four languages.

DESIGNING FOR FEW TO DESIGN FOR ALL

How to be design inclusive and why you should

KEY TOPICS

- Increasing focus on data and humans
- Instilling diversity into design
- Practicality of universal design
- Impact of inclusive design

Interview with DAGMAR WEHR and HANNA KÖHLER from Deutsche Telekom IT GmbH conducted on 30 October 2020 as part of the World Usability Congress 2020

Are there any particular UX trends that you can pick out, ones that will continue to be a trend?

Dagmar: » I believe that data-driven UX will have more impact in the coming years because there is a lot of information which we can get from data that can help us make meaningful decisions during the design process. «

Hanna: » Yes, the trend will also be an increasing focus on human needs. On the one hand, you have lots of data, and on the other hand, people are being put more into focus, and it is even broader than UX - you have human–centred companies and everything like that. So, you have both these things in balance - lots of data and a greater focus on human values. «

"Inclusive design is about incorporating the diversity of humankind into the design."

How can design be more inclusive?

Dagmar: » I think the main message is that you must have a diverse target audience in mind. You should not focus on some sort of "average user" but keep in mind that people have different needs and abilities. Disability happens at different points of interaction between people and their environment. So, you should think about which needs occur in these situations. In essence, you should have a broad focus when designing. «

Hanna: » Right. It is not only about permanent disabilities; it is also important to think about the different situations where you might use an app or device. So, you have to be aware of the different scenarios where users could have constraints, and these constraints occur to all of us. So, inclusive design means to include everyone, people that have special needs as well as people in different situations. →

That could mean that you have good contrast ratios to benefit the visually impaired users along with the people using a cell phone in bright sunlight or have close captions to help those who have a hearing impairment or are in a loud environment. It could also mean removing time limits to support people with motor disabilities as well as people with mental health issues like anxiety; whatever it may be, inclusive design is about incorporating the diversity of humankind into the design. «

Is it possible to create a design that is inclusive for everyone?

Hanna: In theory, yes. In practice, there are limitations; however, if you follow the principles of inclusive design, you can do a lot to lower the barriers.

Dagmar: I fully agree. There are some situations, which we cannot design for when you think about the context of use. For example, we do not design a field service app for blind users. So, you have to keep your mind open but also be aware of the context of use.

"There are several steps between having no disability to having a severe disability. That means that inclusive design can be advantageous for a lot more people than the 10% to 15% of the population."

What impact can inclusive design have for the companies?

Hanna: If we only look at people with permanent disabilities, it is a large number. 10 to 15% of the world's population have a permanent disability. So, if you reach out with your product to everyone, you get a lot more people that can use your application or your website, and that, of course, is beneficial to your business.

Dagmar: In addition to that, inclusive design leads to innovation because you have to think outside the box. Also, those 10 to 15% Hanna mentioned are people with a severe disability; however, there are several steps between having no disability to having a severe disability. That means that inclusive design can be advantageous for a lot more people than the 10% to 15% of the population.

Hanna: Yes, like people with glasses. Many people, as they age, will need reading glasses. People with those needs can benefit from simple features such as being able to change the font size and zoom. It may be a small feature, but it helps a lot of people; so, it benefits companies because it allows them to build better products. Designing for inclusion is not a constraint. On the contrary, it means designing well.

DAGMAR WEHR | Deutsche Telekom IT GmbH

Senior UX Designer

Dagmar has been working as a senior UX designer at Deutsche Telekom AG for more than 15 years. In addition to extensive experience in both waterfall and agile projects, she has contributed to the design and implementation of concepts for the integration of usability/UX methods into an organization. For five years now, she has been promoting the Design for All approach and has built up a profound knowledge of accessibility.

HANNA KÖHLER | Deutsche Telekom IT GmbH

Program Manager User Centered Design

Hanna is a senior UX expert with more than 15 years of in-house UX experience in large international companies. As Program Manager UX at Deutsche Telekom IT, Hanna is committed to the best UX of applications used by Deutsche Telekom employees all around the world. Before that, Hanna worked at Siemens Healthcare (now Siemens Healthineers), where she worked as a senior usability engineer on user interface concepts for various medical imaging systems.

WORKING IN UX

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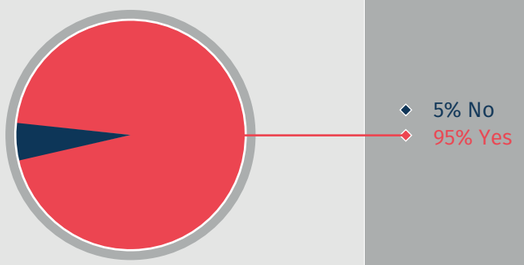
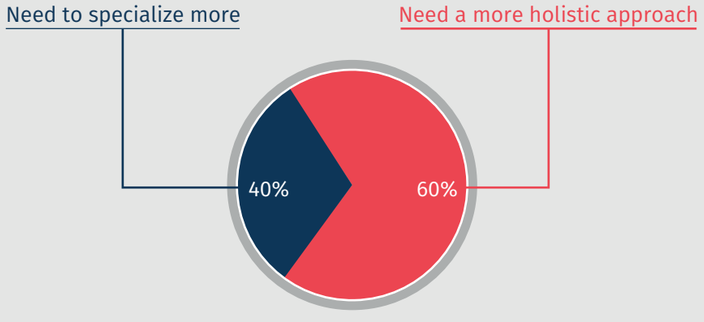
WORKING IN UX

UX goes beyond UI. While big markets have learned to see UX beyond UI, emerging markets have not yet reached that point. UX, on the other hand, has evolved to incorporate new knowledge and skills from different background along the way.

Will the work of UX designers change over the course of the next **10 years**?



Will UX designers need to specialize more or follow a more holistic approach?

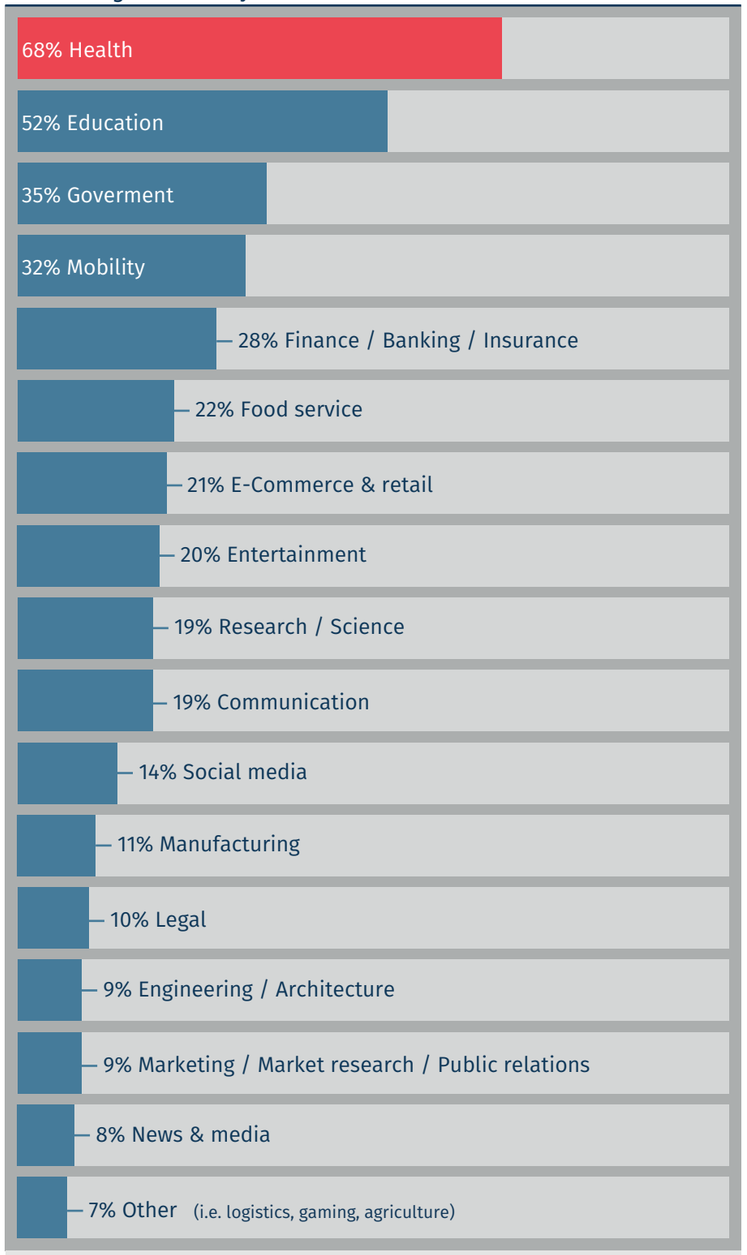


Hanna Köhler
from Deutsche Telekom IT GmbH

Program Manager User Centered Design

» I would say designers need a holistic approach. Even at our company, we definitely look for people who have vast horizontal knowledge and more than one specialisation. People would love to have someone who is a designer, a researcher and a developer at the same time. «

What do you think will be the emerging markets for UX designers **next year**?*



*Multiple choice question

Amol Kadam
from RBBi

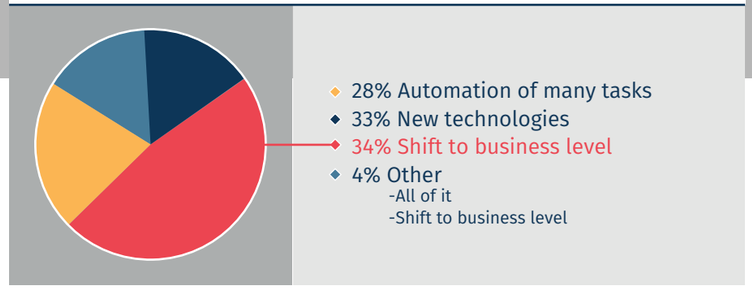
Co-Founder/CEO

» I am inclined to say government because I have seen the rise in the government sector in the UAE. However, that may not be true globally, especially in the emerging markets where the government holds a monopoly over certain services like paying fines and so on. Another sector where I see changes is in the finance industry because UX design can be very effective here. Education and eCommerce will also be the key sectors for UX designers.«

WORKING IN UX

Health, education, government, mobility and finance sectors, once again, are considered the top five emerging markets for UX. 68% of the respondents (compared to last year's 67%) chose health as the top emerging sector. Education was second, a rank higher than last year. The government sector jumped two spots from last year to round off the top three merging markets for UX.

What will change the way UX designers work in the future the most?



Giles Colborne
from cxpartners

Founder, Business Mentor, Author

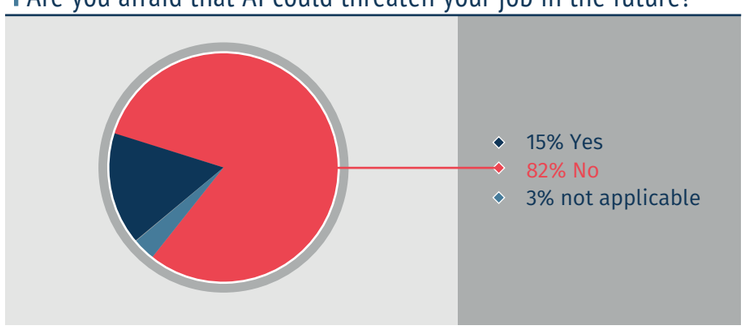
» I think there will be a shift to solving business-level problems because when that happens, designers are thinking about complete systems that are user-oriented and designed with customer's need in mind as opposed to solving smaller problems. «

Amol Kadam
from RBBi

Co-Founder/CEO

» I think UX designers' work will shift to business-level because UX is more than just a UI design part of it. I believe designers need to move to the business level to understand the overall impact of UX on every aspect of the customer journey. «

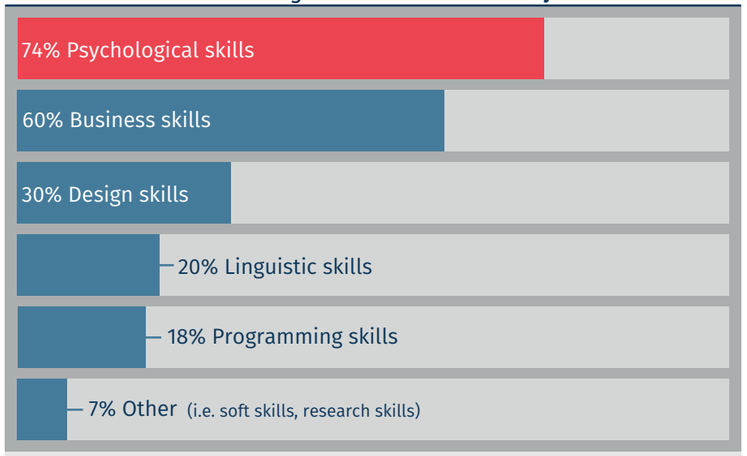
Are you afraid that AI could threaten your job in the future?



Rank which of the following jobs will become most popular in the future (top=most popular; bottom=least popular).

#	Job title	Overall ranking score
1	UX strategist	2,334
2	UX researcher	1,888
3	Experience designer	1,848
4	UX psychologist	1,762
5	UX manager	1,750
6	UX analyst	1,703
7	UX writer	1,356
8	VUI designer	1,327
9	AR/VR expert	1,301
10	Other	417

What skills will UX designers need more **next year**?



*Multiple choice question

David di Sipio
from ANZ

Psychologist, Lead Experience Designer & Podcast Host

» I am a big advocate for psychology in design. Business skill is also becoming increasingly important than ever. I recently signed up to a banking course to help my business acumen, and it has really helped me in my work context. «

UX INFLUENCE ON BRAND IDENTITY

Why UX will differentiate the brands

KEY TOPICS

- UX challenges in the emerging markets
- Effective journey mapping
- UX as a brand differentiator
- Customers' influence on UX future

Interview with AMOL KADAM from RBBi conducted on 30 October 2020 as part of the World Usability Congress 2020

What challenges exist in the field of UX in the emerging markets when compared to the developed market?

» Firstly, there is a lack of talent that perceives UX as a broader concept rather than just an executional UI design element. Secondly, from an educational perspective, from academics to the clients, organisations and brands, there is a lack of understanding as to what user experience is, its importance and its impact, and the investment and the ROI that companies can get from it. Thirdly, there is an increasing focus on academics; however, universities and institutes, which provide UX courses, mostly focus on teaching UX tools, mistaking the learning of those tools as the learning of UX. When you look at the professionals in these emerging markets, most of them tend to focus on easy-to-learn concepts. For example, when recruiting, I came across a LinkedIn profile of a candidate whose latest job title was UX designer. However, his career into a designer had evolved from a graphic designer to a senior graphic designer to a creative designer and then suddenly to a UX designer. So, this again highlights this misconception that UX is another way of design, therefore, it is UI design; and UI design or graphic design that we do for web or mobile is UX design. That is the biggest problem we see, and the biggest hurdle that emerging markets have to overcome. «

"Journey maps should go beyond the digital channels and looks at the holistic journey of your customer or your user."

In your talk at the WUC 2020, you focused on journey mapping, what differentiates a good journey map from a poor one

» Journey map should go beyond the digital channels and looks at the holistic journey of your customer or your user. Often, the user's journey onto your digital channels may not give you insights; however, when you look at the user journey before coming onto your digital channel, and after they leave, you can gather most of the insight. →

Secondly, you must focus on multiple journey maps. Many times, brands, or organisations, create a very generic journey map, citing it an average user's journey map. However, there is no such term as an average user, because when you use average user classification, you're negating an entire demographic and the understanding of user insights. Thirdly, you must have a clear objective for your journey map. Unless you have clear goals, you cannot build a journey map that you need. These are three criteria that I would say make a good journey map. «

"From a technological point of view, most products are becoming stagnant, and they are reaching a threshold where almost all products can give you similar features. For instance, if you look at mobile phones, most of them have a high-quality camera and other similar features. Of course, these features have different segments, but the technology available to different brands is becoming less differentiated."

In your talk, you also referenced a study that concluded that experience is going to be a key differentiator and not the price or features. Why will UX be the brand differentiator?

» From a technological point of view, most products are becoming stagnant, and they are reaching a threshold where almost all products can give you similar features. For instance, if you look at mobile phones, most of them have a high-quality camera and other similar features. Of course, these features have different segments, but the technology available to different brands is becoming less differentiated. In the 90s, branding was the key differentiator. When two households had the same product like a washing machine or a stereo, the brand was the differentiating factor. However, now, since most of the products are technologically similar, the experience has become the key differentiator. Secondly, the user's expectation has changed because of the development of communication channels like social media. People are more vocal about their experience, whether good or bad. They no longer rely on local shops or local brands to get products, as they can purchase from a different continent, thanks to eCommerce. So, because of the rise in choices and various communication channels to voice their opinions, experience has taken a primary focus. Thirdly, customers have become more aware of sustainability, carbon footprint, and other issues, making them more conscious of the brands with which they interact. This rise in educated customers has also made experience a key brand differentiator. «

AMOL KADAM | RBBi

Co-Founder/CEO

Amol Kadam has over 24 years of experience in the field of design. He has conceptualised, designed, and managed the production of many digital products for a wide range of clients involving Digital Transformation, Digital Strategy, UX, Usability, Design Thinking and Customer Experience. In 2011, he co-founded RBBi, the first UX, CX and Usability consultancy firm in the Middle East. Beyond design, he pours his creativity into abstract paintings.

INCORPORATING PSYCHOLOGY INTO UX

Psychology enhances UX in the digital world

KEY TOPICS

- ◇ Psychology and UX
- ◇ Incorporating psychology into strategy
- ◇ Refering to behavioural models
- ◇ Emerging trends from the pandemic

Interview with DAVID DI SIPIO from ANZ and podcast host conducted on 28 October 2020 as part of the World Usability Congress 2020

What is the link between psychology and UX, and why is it important?

» I do not think there has ever been a better time to be marrying psychology and technology. I am on this massive mission at the moment to educate people on how to create experiences, products, and services that make a difference. And what I mean by making a difference is that it needs to leave you better off. For example, in Australia, Hello Fresh has captured the food market right now. They didn‘t do this just by sending food to people in the mail. They considered the people who cooked these meals in their home and provided an excellent experience, ensuring that every pain point in that experience was as frictionless as possible. So, I think the combination of design, human behaviour and psychology when married together is a real superpower. «

How can business incorporate psychology in their UX strategy?

» One way I like to incorporate human behaviour into my UX strategy is by referring to behavioural models. However, this approach has a caveat that you should communicate clearly with the models you are using clearly. There is no point bringing in some academic and hard-to-understand model into a context that people will not understand. If you cannot explain the behavioural model in a sentence, you do not have a model. The same thing goes for a strategy. That is why I lean on models, which I can easily explain. After you have your easily explainable behavioural model, you will need to find a business need or a pain point. →

"There is no point bringing in some academic and hard-to-understand model into a context that people will not understand. If you cannot explain the behavioural model in a sentence, you do not have a model."

It can be anything, such as lack of users clicking on a specific button or employees not turning up to work. You will then need to quantify these actions or lack thereof. You will need to understand what these actions are costing the business. This understanding will help you inform the strategy, and then you can look into running some tests which can deliver to solve the problem. In summary: don‘t scare people, find a business need, quantify that business need, and run tests on how to solve the problem. «

Do you think COVID has created any trends or ways that companies or designers can interact with users?

» I think COVID has amplified things and increased people‘s trust in technology. Before, people were maybe a little bit hesitant to order something online or have a video call; however, now people have no choice but to do this. So, I think Covid-19 has made people increasingly aware of the power of technology to connect us and do things more efficiently. My parents are a great example, who I would say are late adopters of technology. Before, they would say to me that they don‘t know how to use a video conferencing app like Zoom, and now they ask me if I want to zoom. That is a massive shift in mindset from: "I don’t know how to do it" to "I need to find out how to do it.“ I think we are seeing this a lot now, and it will speed things up with technology. So, the work we are doing as designers is going to become more and more relevant. «

"Most designers I speak to are short on time, so, it is impossible to immerse themselves on several disciplines. However, UX designers should remember that since they may not be an expert in all things, they should know when to go to the experts."

DAVID DI SIPIO | ANZ

Psychologist, Lead Experience Designer & Podcast Host

David Di Sipio is a psychologist working at the intersection of human behaviour, design and technology. Among his notable works, he led a team at Ausmed to develop a feature that helps healthcare professionals reflect and develop on their professional learning. This feature is now used 5K+ times per week around the world. He has experience in financial services, management consulting, SaaS, education and start-ups. He also has his own podcast Designing Behaviour.

SPECIFIC TRENDS

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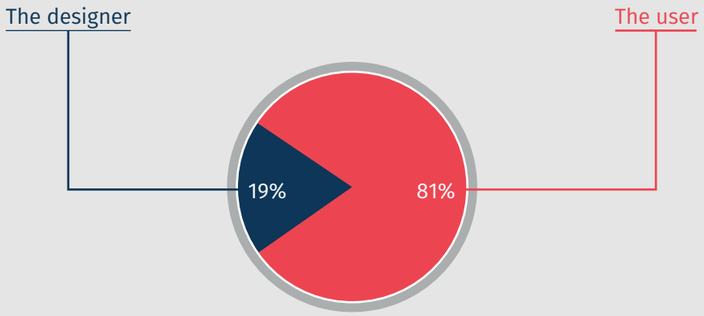
SPECIFIC TRENDS - AI

Artificial Intelligence continues to be a topic of interest. Most survey participants believe that AI will be more beneficial to users than designers. However, its impact on designers has not been overlooked. Respondents pinpointed AI's analytical prowess to have the most impact for designers.

To whom will AI provide a greater benefit in the future?



Monika Khanna
from IBM

Associate Design Director

» I would say AI will provide a greater benefit to the user, but I won't restrict it to the user, because designers are also user. «

Rate the design phase in which AI will have the biggest impact for UX designers in the future.

#	Job title	Overall ranking score
1	Define (Analyze given Information)	902
2	Test (Analyze & redefine outcome)	773
3	Emphatize (Understand the problem)	733
4	Prototype (Create low-fi mock-ups)	701
5	Ideate Come up with solutions	653

What was the most interesting AI you encountered recently?

Artificial Intelligence has intrigued users and designers alike with its limitless potential. While some welcome its rapid development, some has pushed backed, citing its potential dystopian future – a fear further exacerbated by science fiction shows. However, the presence and longevity of AI are undeniable. While its full potential is yet to be unlocked, its adoption and development results have been more tangible in recent years. According to the global survey conducted by US consultancy firm McKinsey, companies have begun adopting AI into their organisations to generate value. They attributed at least 20% or more of their earnings (before interest and tax) to AI. With digitalisation growing fast, AI finally has an environment it can thrive on and be a fundamental tool for companies.

The UX Trend Survey revealed that most respondents believe AI will be a better beneficiary tool for users than designers. 81% had selected users. However, as one of our interviewees Monika Khanna pointed out: "designers are also users". So, although users will reap more benefits, designers will still find AI beneficial, both as a user and a designer.

There is a general belief that designers will perhaps benefit the most from the AI's analytical capability. Many respondents suggested that the ability to define given information and analyse them would help designers the most. Its ability to analyse and redefine was the second leading choice, while its ability to empathise was the third popular choice. We can infer from this result that designers believe the use of AI can help analyse problems and situation that otherwise would have taken a lot of time.

Participants also highlighted some interesting AIs they have encountered recently. Unsurprisingly, universally known Alexa, Tesla, Google assistant and voice command AI were name-dropped. Figma Plugin, GPT-3 were also highlighted in the results.

SPECIFIC TRENDS - AUTONOMOUS DRIVING

Most respondents believe communication is the key to building trust with autonomous driving. Transparency and feedback were the two most recurring words respondents used when suggesting ways Autonomous driving could be trustworthy. A majority of the respondents also perceived Voice Control to be the most promising HMI within the autonomous driving context.

How can good UX design foster trust into autonomous driving?

„... The autonomous driving decisions and strategy (route etc.) need to be transparent. When users feels out of control, and when there is no **transparency**, they will lose trust.“

„being very **transparent**, small steps, let people get acquainted with it“

„Predictable beahvior of the car“

Transparency

„Make it easy, but more importantly, make it accurate. It needs to work correctly every time or users won't trust it as the consequences are significant. “

„design for real-time reassurance through **transparency**“

„Provide the user with good **feedback** and take him into account when creating the UX of the future“

„Information is Key! It should be visible to the "driver" what the car is doing“

„By providing early and sufficent **feedback** to all involved about what is going on, inside and outside the car. “

„**Transparency** in the vehicles' state, trip progress and the personality of the systems interfaces.“

„Be **transparent**, show what the Ai sees.“

By building multi-layered interaction approach based on accuracy of AI understanding, decision making and **feedback**.

„Much **Feedback**“

„Giving valuable **feedback** to the user. Even tough autonomous the user always needs to know the status of the system.“

„Giving clear **feedback** “

by giving **feedback** in a way that is recognized, but does not irritate the people inside and outside the vehicle

„By providing **feedback** in a clear and easy to understand way.“

Feedback

„Control override and continuous **feedback**“

„Familiar controls and reassuring **feedback**.“

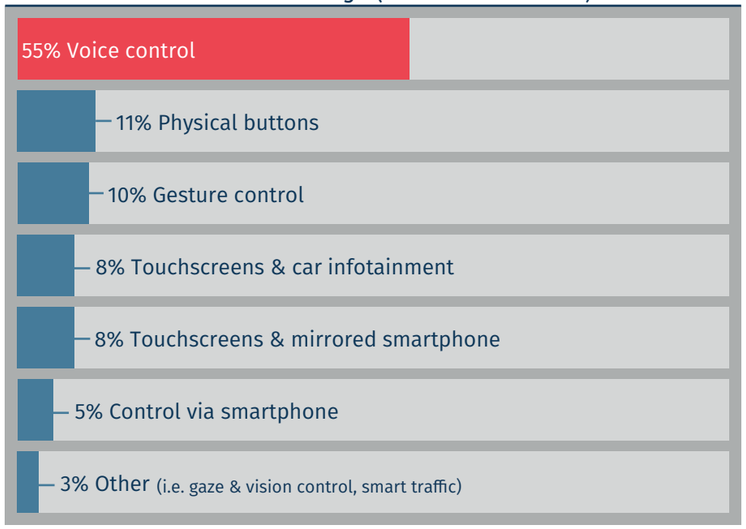
„Clearly communicate the limits of autonomous driving. Design ways for the system to fail safely.“

„giving solid **feedback** to the user“

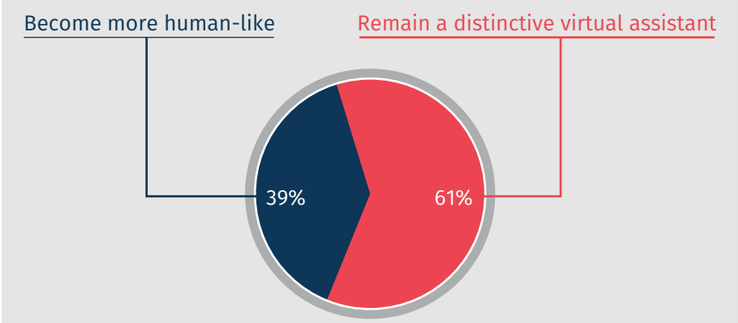
„Real-life, reliable and contant **feedback**“

„in giving noticeable **feedback** from machine to user that a task is understood and will be handled this or that way“

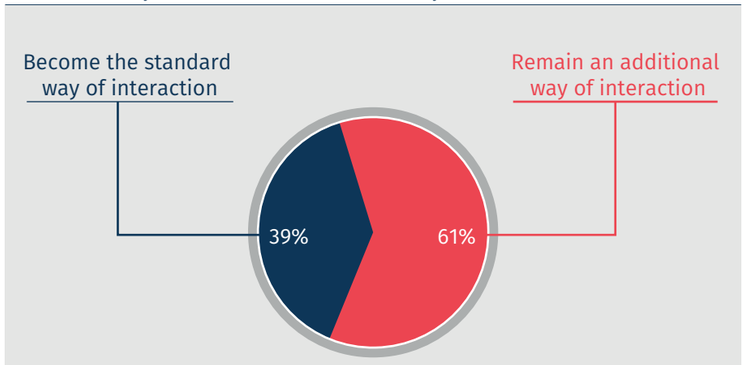
Which kind of HMI seems most promising to you when it comes to autonomous driving? (Level 3 and above)



Should VUIs become more human-like or remain a virtual assistant?



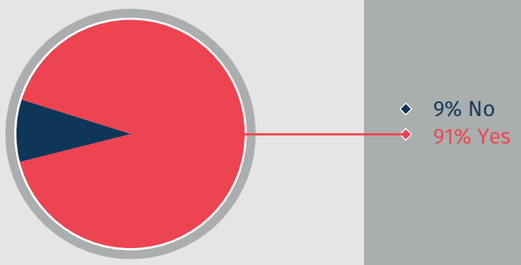
Will VUIs become the standard interaction in the distant future or will they remain an additional way of interaction?



SPECIFIC TRENDS - ETHICS IN DESIGN

As companies increasingly gather data, they have information that could help them anticipate and influence user actions. Such potential has put forward ethical questions. Almost all respondents agreed that clear policies outlining ethics in design were needed. However, respondents also revealed doubts about the practicality of such a move.

Is it necessarty to have clear policies outlining what is ethical in design and what isn‘t?



What would be the best way to introduce such policies?

Who is responsible for an ethical product/service?*

*Multiple choice question

Why isn‘t it necessary to have clear policies outlining what is ethical in design and what isn‘t?

„It should be necessary in each context, but trying to create those policies that apply across all situations is unlikely to be successful. “

„It depends a lot on the context. Guidelines would be good. But clear policies are probably **impossible**... “

„It's **not possible** to have that.“

It‘s not possible

„I believe it is **impossible** to have a clear policy and therefore it cannot be necessary to have one.“

„It may be DESIRABLE but **not NECESSARY**. But it depends on the goals.“

Not necessary

„Perhaps in particular product design scenarios and its potential impacts then it may be necessary to have policies of this respect, but there are many cases were it seems **unnecessary** given the many other things (accessibility) that are also fighting for effort within the effort available.“

„There's a lot of gray areas and we don't need to be so precise with the ethical distinctions. There's a wide spectrum between the 2 poles and we as designers can **fine-tune** our solutions to be more human-like. Ethical = Human.“

„always different **-flexible** reaction required“

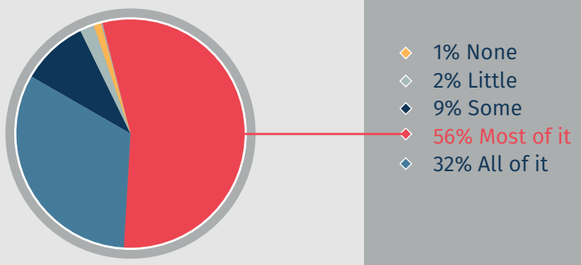
Flexibility needed

„Ethics are a very grey area and has different meaning in different regions. Humans have a basic ethic that we all follow, however designing a product and service needs to **focus primarily on the target audience**, and how their ethics are followed.“

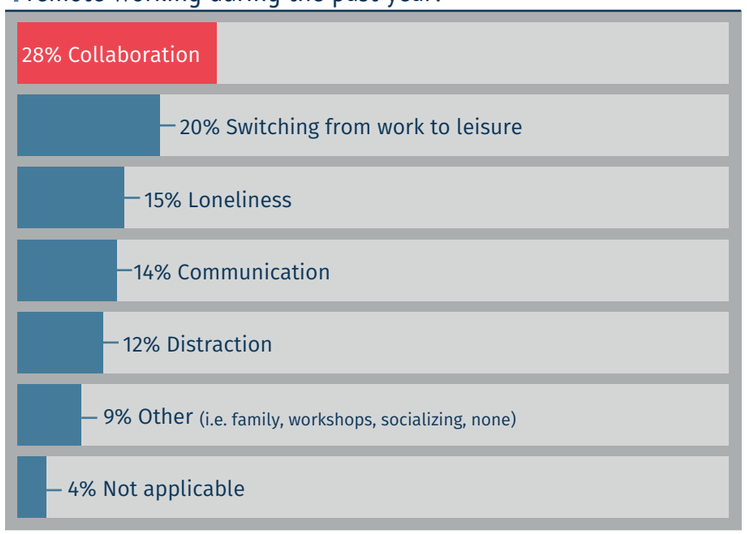
SPECIFIC TRENDS - REMOTE WORKING & CX

Working from home, we realised offices weren't necessary to do work. However, difficulty in collaboration, switching from work to leisure, loneliness reminded us that offices have its purpose. Likewise, retail spaces have also begun invading our home. It may be a convenient experience now, but CX challenges will not disappear.

How much of your work can be done remotely?



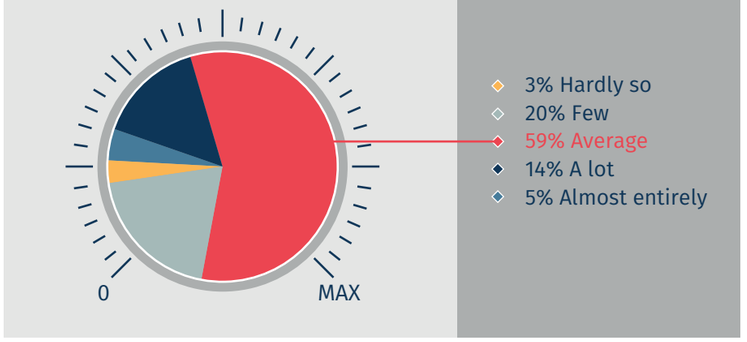
What was the biggest challenge for you concerning remote working during the past year?



Dagmar Wehr
from Deutsche Telekom IT GmbH
Senior UX Designer

» If you work only remotely, communication is a challenge. If you worked with someone before in person, then you have an idea about them. However, if you've only worked remotely and have never met in person, then communicating your ideas clearly to everyone often becomes a challenge. «

To what extent is CX's potential currently exploited?



What will be the biggest challenge CX faces in the future?

„Customer satisfaction **Customer expectations**“

„Customers with **high expectations** will be in trouble. “

„**customers expect more** very quickly“

„be ahead of **customers expectations** “

„**Customer expectations**“

Customer expectations

„The balance between **expectations** and actual experiences“

„Different markets, **higher customer standards.**“

„More technical possiblities, **more wishes of the customer** to have the newest gadgets. Dynamical **changes**.“

„The **trend changing**, device release new technology, society behaviour & needs changes“

„rapid **changes**“

Everything changes

„**new way of** payment, **new way of** consume, new war of interaction, several things will change...“

„Prediction of Trends, what People really Need. And the **Speed** that it takes to Always be state-of-the-art.“

„**changing** customer behaviour“

„A lot of companies are still not investing in it. “

„**Old ways are still stuck** in big organizations, in management and executives. So CX institutionalization“

„to **implement cx** focus in a company (because organisational change is necessary to create a customer-driven company)“

„**Onboarding companies** and moving them to adapt into cx “

Company implementation

„Getting management and larger company **buy in.**“

„**addressing the whole company** and all touchpoints of the customer as well as the employees“

„...CX, Customer services, and in-door design, so many departments may engage with CX mindset and strategy, whether we should set up the independent CX department in the organization is the problem. “

RESEARCH AGAINST ASSUMPTIONS

Mitigating the impact of the pandemic with UX

KEY TOPICS

- ROI of UX
- Post-pandemic experience
- Overcoming assumptions
- Communicating UX to the stakeholders

Interview with SABRINA DUDA from VERJ conducted on 29 October 2020 as part of the World Usability Congress 2020

Why is UX important for companies?

» Some figures show that an investment in UX as small as one dollar can bring benefits of up to one hundred dollars. A Forrester report from 2020 compared a portfolio of companies who are leading in CX with a portfolio of CX laggards. It reported that CX leaders have a much higher share price and return on investments. «

What influence does the pandemic have on UX and digital products and services?

» When the pandemic hit, more companies turned to online channels and remote working to survive. If you look at some companies offering online products and services, their revenues exploded during the pandemic. The UK government is already offering most of its services online, and this will increase further. Traditional companies that only reluctantly allowed employees to work from home have been forced to innovate and offer better tools to connect employees remotely. Tools for remote collaboration (like digital whiteboards, or video conferencing tools) are getting a boost. Companies offering digital products are advised to invest in UX for a better user experience to differentiate themselves from their competitors. In economically challenging times, companies need to innovate and improve their products and services to survive. We will potentially see a market adjustment and the remaining companies will offer much better customer experiences. →

"Traditional companies that only reluctantly allowed employees to work from home have been forced to innovate and offer better tools to connect employees remotely."

We saw that happen in the previous crises. After the 2000 dot.com bubble burst or the 2008 financial crisis, many companies started investing more in UX. The UX maturity of B2B companies can still be very low, so, I think there is a lot of potential there for companies to invest and improve their products. «

In your talk at the WUC 2020, you referred to false assumptions that companies can have when developing products or services. How can we validate these assumptions?

» Some assumptions are integral to the whole business model. When these assumptions are false, and the entire business model is based on them, it can be dangerous. Therefore, an important part of the user researcher's job is to validate the assumed knowledge about the user. You need to use a combination of UX methods and data analytics to find evidence for your hypotheses. You don't always have to do the research yourself because you might find what you are looking for in other studies and data that already exists. When you start a product development project, you need to collect what you know about your users and assess how sure you are about these supposed facts. Then you identify missing information, or information without enough evidence, and make your plan for user research. «

"Some assumptions are integral to the whole business model. When these assumptions are false, and the entire business model is based on them, it can be dangerous. Therefore, an important part of the user researcher's job is to validate the assumed knowledge about the user."

As a researcher, how can you communicate to stakeholders the importance of UX research?

» When you work as a UX researcher within a company, often you have to be very pragmatic. In companies with low UX maturity, it is not easy to get a budget for research. Therefore, you have to start small and show your value step by step. When people see the results of user research, they begin to see the value. As a UX researcher, you should always consider the product and business as a whole. Researching user needs and creating products that address these needs are essential for a successful business. Too often, product roadmaps are based on untested assumptions, and the definition of requirements is not based on user data. «

SABRINA DUDA | VERJ (LAB Group)

Head Of User Experience

Sabrina Duda has over 20 years of experience in user experience and is passionate about design and user-centred product development. Sabrina has a degree in Psychology from Humboldt University in Berlin, specialising in Engineering Psychology and Cognitive Ergonomics. In October 2020, she started as Head of User Experience at VERJ (a LAB agency) in London. In 1999, she co-founded one of the first usability agencies in Germany, eye square GmbH, and served as a managing director and partner for over 12 years.

EMPATHY: BRIDGING HUMANS AND AI

Empathy will facilitate AI and design cohabitation

KEY TOPICS

- Building trust with conversational AI
- Personalising voice bots
- Touch of empathy in the machine
- Designers in the world of AI

Interview with MONIKA KHANNA from IBM conducted on 28 October 2020 as part of the World Usability Congress 2020

How can conversational AI build trust with the user?

» Conversational design helps to understand the needs of the user in their natural language as if they are talking to someone they know very well. This type of design gives the user what they need and exceeds their expectations which will eventually lead to trust-building. For some designers, ideas come into their mind, and then they want to build it regardless of its usefulness. As Prabhjot Singh, who is the director of Systems Design, rightly said: “We spend a lot of time designing the bridge but not enough time thinking about the people who are crossing it.” That approach does not help. What helps is understanding the reality of the situation, understanding challenges, and then bringing up the WOW factor. We are at a stage where we can see the real challenges; we can bring something here that can make life easier. «

"You have to balance the business needs and user goals. If you do not have the balance between the two, then there will always be a clash because you do not know your product, so you cannot build it."

In your talk at the WUC 2020, you highlighted the importance of finding the right personality for the voice bot‘s design framework. How can designers choose the right personality when its appeal can vary between users?

» Designers need to do the user and secondary research for different personas to find out the best personality of the bot that they can leverage for their conversational design. You need to think about how users relate to your business and look for different ways(utterances) in which they communicate the same thing while they talk to someone or do any action online. This helps in deciding the voice and tone of the bot. For example:

I want a pizza
I want to have a pizza tonight
Are there any pizza restaurants?
Is Domino‘s nearby?

→

Similarly, you also need to think about the product. For example: if a product is aimed at children, it is going to be funky, funny, engaging etc. It is similar to how one would approach the design language, establishing for the most suitable persona - your personality for your business. «

In your talk, you also highlighted how Nutella used Artificial intelligence to design the packaging for their products. If AI can do this, does this not endanger the jobs of the designer in the future? What differentiates UX designer from an AI designer?

» The conversational design, or the AI, we talk about, is not a self-created machine. Humans will build it. Without the human touch, how can you let it know what is required, and decide what features should exist? Without the human touch, empathy: the first principle of design, will be eliminated. Without the designers, you cannot build your product nor your bot. Therefore, designers need to be there. Of course, AI will evolve to eliminate mundane tasks such as assigning value to labels like name, gender, and so on. However, this will not endanger the designer‘s job. If they did then who will empathise? Who will talk to the user to understand their needs and the business needs? Currently, designers are increasingly introducing empathy via storytelling, which has helped AI products connect with people‘s motivation and reaction. This is helpful at the back-end to give more relevant results to the users, where we faced some challenges before. However, the face-to-face interaction, it will always be a designer who will help to get to that level and achieving it. «

"The conversational design, or the AI, we talk about, is not a self-created machine. Humans will build it. Without the human touch, how can you let it know what is required, and decide what features should exist?"

MONIKA KHANNA | IBM

Associate Design Director

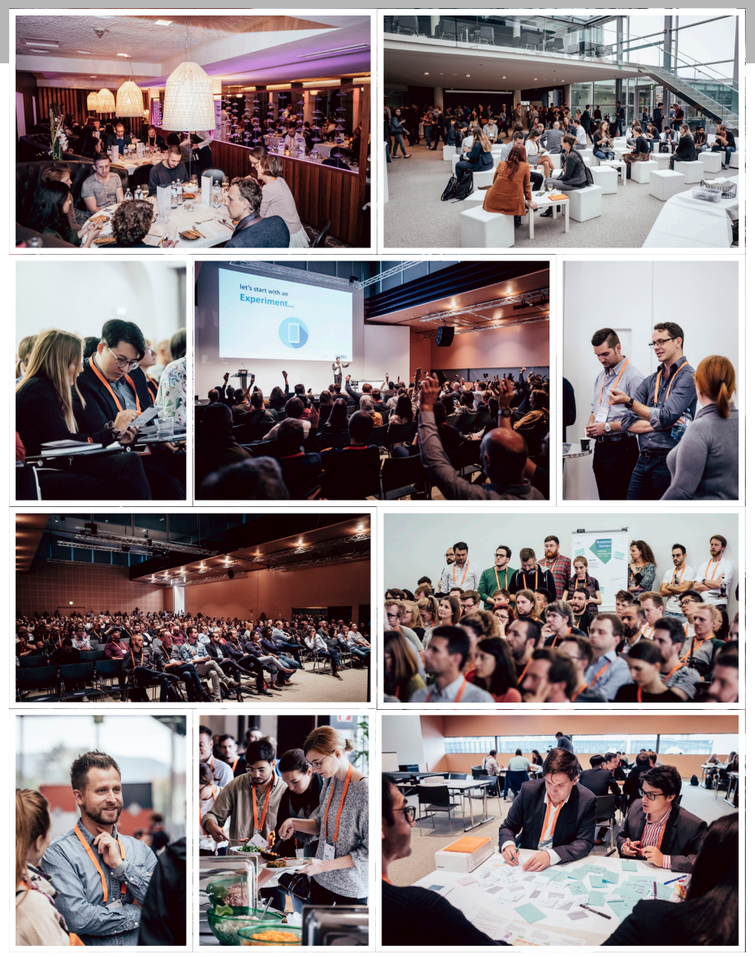
Monika Khanna is an experienced problem solver, with versatile experience in UX Design, team management, client handling and leading projects from end-to-end delivery. She has utilised her problem-solving skills for brands like Magicbricks, Mahindra Comviva, Extramarks, Hewett Packard, and Honeywell, among others. She started her career as a Software Engineer for India-listed software company Birlasoft.

THE WORLD USABILITY CONGRESS 2021

www.worldusabilitycongress.com

Save the Date: October 13th & 14th 2021

The World Usability Congress is a two day international UX conference. In 2021 it will take place for the ninth time in Graz, Austria. We invite over 40 speakers from different industries to share their real-world UX challenges and collaborate with our attendees in multi-disciplinary workshops.



World Usability Congress

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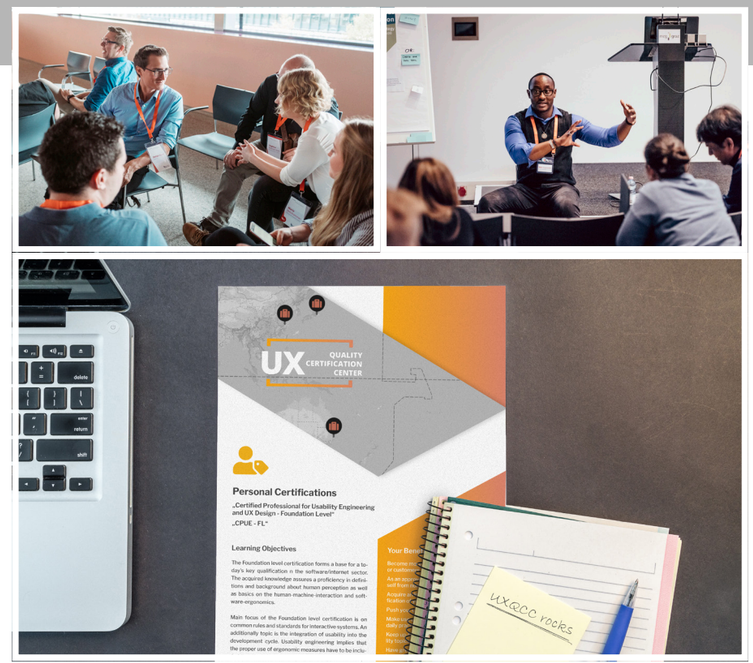

You can choose to either develop your User Experience Skills during a workshop, guided and held by an expert from the UXQCC Network, or to receive the syllabus and study by yourself for the exam.

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AKNOWLEDGMENT

We would especially like to thank all of the speakers from the World Usability Congress Connect 2020 who agreed to participate in this year‘s UX Trend Report as well as all the people who were involved in crafting this magazine.

Interviewees

Alexander Lingg
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Craig Tomlin
Dagmar Wehr
Daniel Fabry
David Di Sipio
Giles Colborne
Monika Khanna
Hanna Köhler
Sabrina Duda
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