UX

TREND
REPORT
2022

THE REAL AND VIRTUAL

HUMANIZING UX

UX OF THE FUTURE

CONTENTS

**UX TREND REPORT
2022**

ABOUT THE
UX TREND REPORT

2022

WHY

Interest in UX has been growing now more than ever, particularly over the last few years. 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 concern everyone, becoming 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 2022 is to identify both micro and macro trends in UX as well as discover new approaches to UX applications.

WHO

The UX Trend Report is published annually by youspi Consulting, an agency 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, with the latest virtual conference hosting over 250 experts who participated in this year's survey.

HOW

The UX Trend Report has been published annually by youspi Consulting in collaboration with Daito Design Group. The interviews included in this report were recorded over extensive conversations with experts across multiple disciplines from around the world. The insights extracted from these interviews allow us to compare different perspectives on trends in UX. The results of the Survey were analyzed and interpreted by experts in the field.

INCREASING UX VISIBILITY

EDITORIAL STATEMENT
HANNES ROBIER

**HANNES ROBIER | youspi Consulting
Chief Executive Officer**

Hannes Robier is the founder of the UX agency youspi GmbH. He has worked in 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 acceleration of digital transformation that started in 2020 continued last year, with UX remaining at the centre of the trend. The challenges brought on by the pandemic became an opportunity to grow due to increased investment in UX. Although UX is becoming more visible, its adoption is still near infancy and non-uniform around the world.

In this 2022 trend report, we explore the development and challenges in the UX industry as perceived and experienced by UX professionals of different backgrounds and specialities.

To support and strengthen the UX community, we have made the report available for free to everyone.

Each year, I am deeply grateful to the UX community for their engagement and support to make the congress and the report a success.

This year was no different.

It was a pleasure to see so many faces in person at the World Usability Congress 2021. I want to thank all those who attended and am sorry to miss those who could not. I hope next year we will be able to come together without restrictions.

My sincerest gratitude also goes to the speakers and interviewees who made the Congress and the UX Trend Report 2022 possible.

I would also like to thank my team who were core to the success and smooth running of the event.

THANK YOU ALL 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.
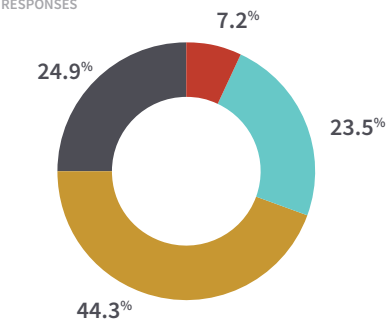
UX

VISIBILITY

EXPERIENCE TREND SURVEY 2022

GENERAL UX QUESTIONS

At which 'Design' level do you recognize your company at the moment?
221 RESPONSES

7.2%
23.5%
44.3%
24.9%

- NON Design - Design is not applied systematically
- Design as FORM GIVING - Design is used as finish or styling in products or services
- Design as PROCESS - Design is an integrated element in development processes
- Design as STRATEGY - Design is a key strategic element in our business model

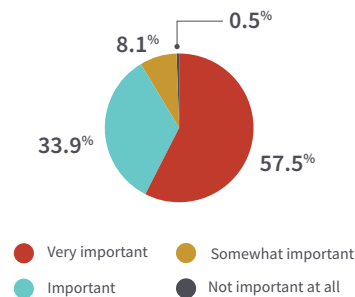### To what extent is the potential of 'Experience Design' in your company being realized?
221 TOTAL RESPONSES

5.9%
5.4%
18.6%
29.0%
41.2%
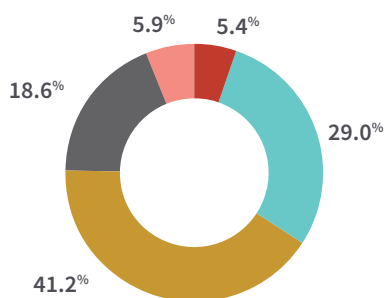
- Almost fully
- To a high degree
- Somewhat
- Barely
- Hardly at all

How do you rate the impact of 'Experience Design' on business performance?
221 TOTAL RESPONSES

0.5%
8.1%
33.9%
57.5%

- Very important
- Important
- Somewhat important
- Not important at all

Does your company measure the impact of 'Experience Design'?
218 TOTAL RESPONSES

29.4%   58.3%   12.4%
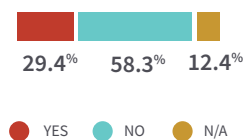
- YES
- NO
- N/A

How do you measure the impact of 'Experience Design' in your company?
64 RESPONSES

10.9%
17.2%
29.7%
42.2%
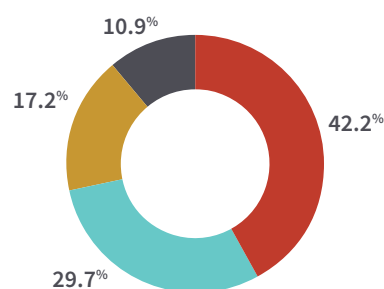
- Link KPIs
- User/Client Involvement
- Business Growth
- Other

Why don't you measure the impact of 'Experiences' in your company?
127 RESPONSES

4.7%
16.5%
25.2%
18.9%
21.3%
13.4%
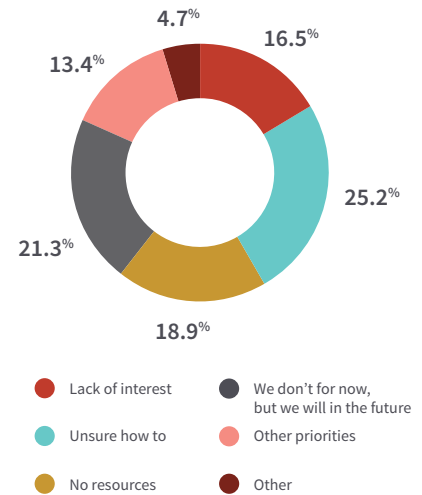
- Lack of interest
- Unsure how to
- No resources
- We don't for now, but we will in the future
- Other priorities
- Other

Do you link 'Experience' KPIs to Business and Technology KPIs? (KPI = Key Performance Indicator)
37 RESPONSES

8.1%
10.8%
45.9%
35.1%
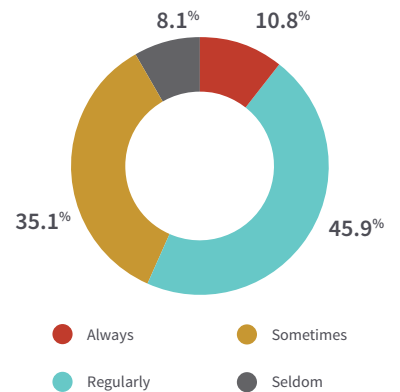
- Always
- Regularly
- Sometimes
- Seldom

Which buzzwords in the world of 'Experience Design' did you hear most freqently this year?

omnichannel ui unicorn usability ai
accessibility personalization
customer thinking cx
agile experience ux product
design
journey user service
human empathy seamless system
centric research centered

Where does 'Experience Design' have the highest impact?
192 RESPONSES

B2B   5.2%
B2C   19.8%
Equally important for B2B and B2C   68.2%
Internal Processes   3.1%
Other   3.6%

0 10 20 30 40 50 60 70
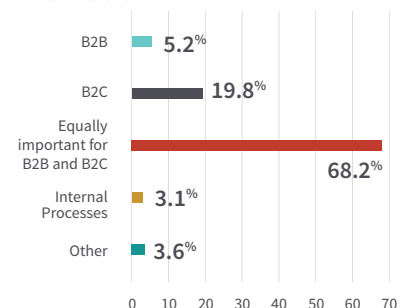
Which department should 'Experience Design' be located in?

193 RESPONSES

- 3.6% In their operative area
- 3.6% Middle Management (top arrow)
- 23.3% Directly under CEO
- 23.3% Its own department
- 17.6% Decentralized
- 1.6% Not applicable
- 26.9% Depends on the company structure

Legend:
- In their operative area
- Middle Management
- Directly under CEO
- Its own department
- Decentralized
- Not applicable
- Depends on the company structure
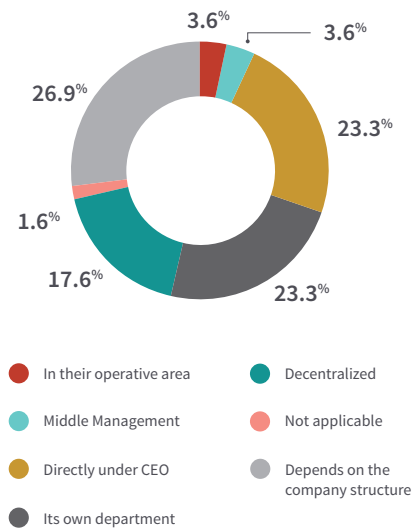
How do you expect your company's 'Experience Design' budget to change in next year (in 2022)?

192 RESPONSES

- 6.3% Expect slight decrease
- 6.3% Significant increase
- 28.1% Stay the same
- 59.4% Expect slight increase

Legend:
- Expect slight decrease
- Stay the same
- Expect slight increase
- Significant increase
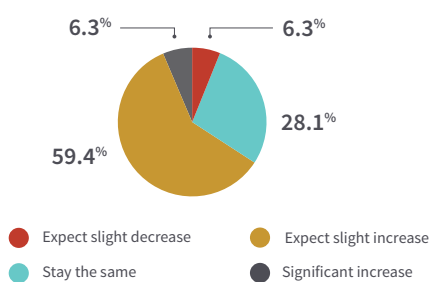
What will be the most important 'Experience Design' trend in the coming year?

1282 RESPONSES

Trend	%
Predictive UX	19.9%
Gamification	4.3%
Emotional Design	10.0%
Device-agnostic Experiences	10.0%
Wearables	3.3%
Collaboration Methods	11.8%
Voice-UI	8.1%
Design Ops	10.0%
Storytelling	8.1%
UX Writing	4.7%
Standardized Design Methods	6.6%
Other	3.3%

HOW UX DESIGNERS WORK

How satisfied are you with the role and importance of 'Experience Design' in your company?

193 RESPONSES

- 11.4% Very Satisfied
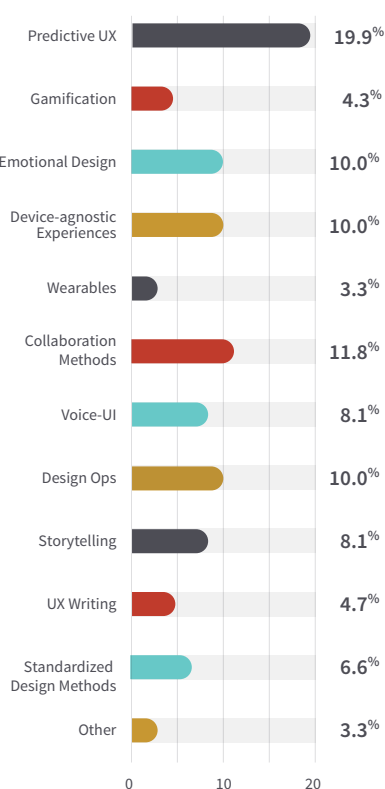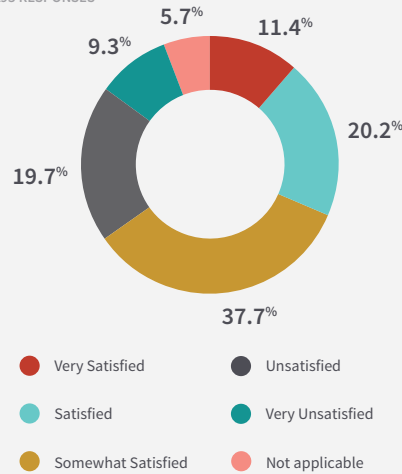- 20.2% Satisfied
- 37.7% Somewhat Satisfied
- 19.7% Unsatisfied
- 9.3% Very Unsatisfied
- 5.7% Not applicable

Legend:
- Very Satisfied
- Satisfied
- Somewhat Satisfied
- Unsatisfied
- Very Unsatisfied
- Not applicable

Which areas of 'Experience Design' are you currently most interested in?

537 RESPONSES

Area	%
UX Strategy	82.0%
UI Design	29.9%
Software Development	16.0%
Emerging Technology	38.7%
User Research	56.2%
Business Design	47.9%
Other	6.2%
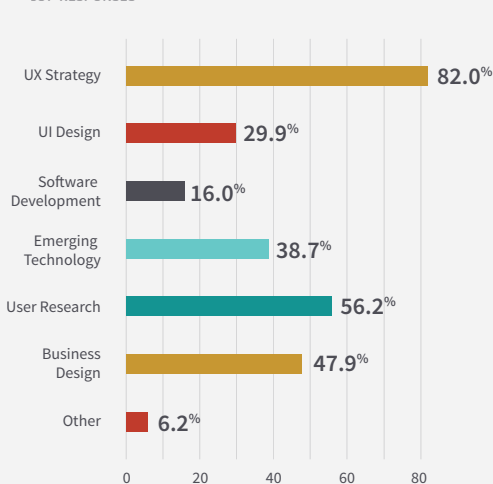
What skills will 'Experience' designers need to develop in the coming years?

701 RESPONSES

Skill	%
Psychology	65.7%
Linguistics	18.4%
Design	37.3%
Programming	12.9%
Business Strategy	59.7%
Behavioral Science	66.7%
Industrial Foresight/ Trend Analysis	36.8%
Management & Leadership	46.3%
Other	5.0%

Will there be a higher demand for specialist or generalist UX designers?

180 TOTAL RESPONSES

- Specialist 60.0%
- Generalist 40.0%

What would be the best way to introduce a design-specific code of ethics?

157 RESPONSES

- 22.9% Personal commitment to ethical design
- 28.0% Business guidelines on ethical design
- 11.5% National policies on ethical design
- 25.5% International policies on ethical design
- 10.2% Independent watchdog evaluating the ethical standards in products
- 1.9% Other

Legend:
- Personal commitment to ethical design
- Business guidelines on ethical design
- National policies on ethical design
- International policies on ethical design
- Independent watchdog evaluating the ethical standards in products
- Other

Who should be responsible for ensuring a product/service meets ethical standards?

289 RESPONSES

- 18.9% Internal ethics committee
- 12.8% Society
- 21.4% Senior Management
- 23.0% Design Team
- 68.9% All of the above
- 2.6% Other

Legend:
- Internal ethics committee
- Society
- Senior Management
- Design Team
- All of the above
- Other

Is it necessary to have a clearly outlined code of ethics in design?

196 RESPONSES

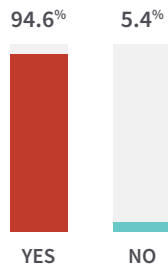- 80.1% YES
- 19.9% NO

Legend:
- YES
- NO

EXPERIENCE TREND SURVEY 2022

PREDICTIONS FOR THE FUTURE

Do you believe 'Experience Design' will become more popular over the next 10 years?
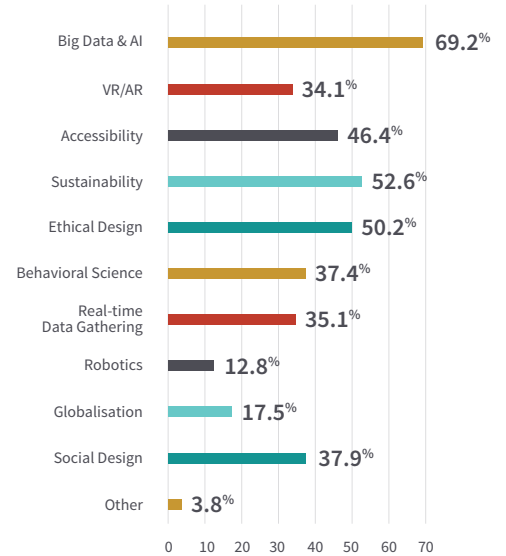
221 TOTAL RESPONSES

94.6% YES   **5.4%** NO

Which industries will be seeking for 'Experience Design' support in the coming years?

1282 RESPONSES

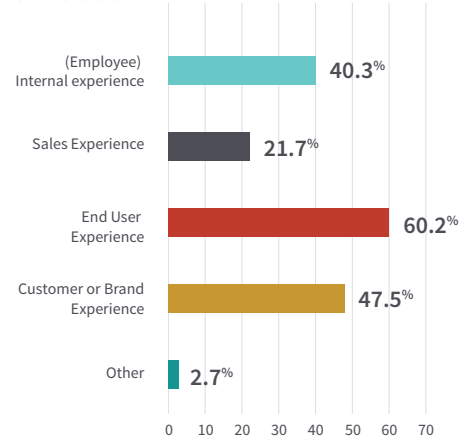| Industry	%
Health	71.6%
Mobility	49.8%
E-Commerce & Retail	51.7%
Government	48.3%
Education	59.7%
Communications	29.9%
Entertainment	40.8%
News & Media	31.3%
Finance/Banking Insurance	51.2%
Engineering /Architecture	22.9%
Sustainable Area	43.3%
Legal	13.9%
Manufacturing	25.4%
Marketing/Market Research/Public Relations	33.3%
Social Media	32.3%
Research/Science	24.4%
Other	6.0%
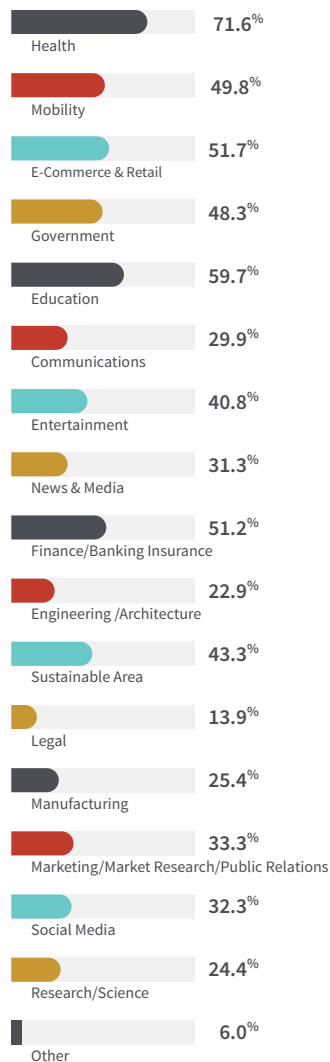
Which topics will be most important for the 'Experience' industry professionals in the coming year?

838 RESPONSES

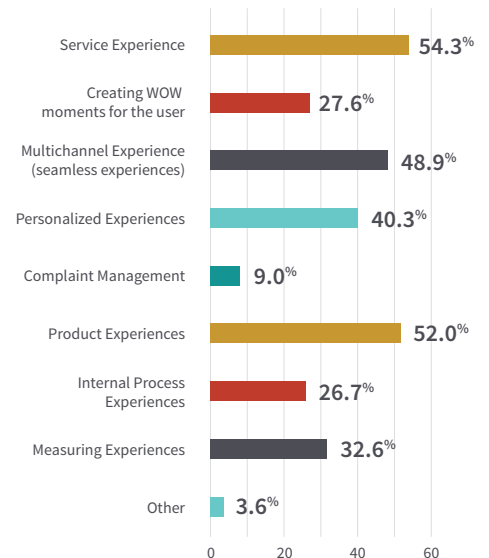| Topic	%
Big Data & AI	69.2%
VR/AR	34.1%
Accessibility	46.4%
Sustainability	52.6%
Ethical Design	50.2%
Behavioral Science	37.4%
Real-time Data Gathering	35.1%
Robotics	12.8%
Globalisation	17.5%
Social Design	37.9%
Other	3.8%

The social experience economy is coming faster than we change our businesses. In which areas do you see the highest impact on your business in the coming years?
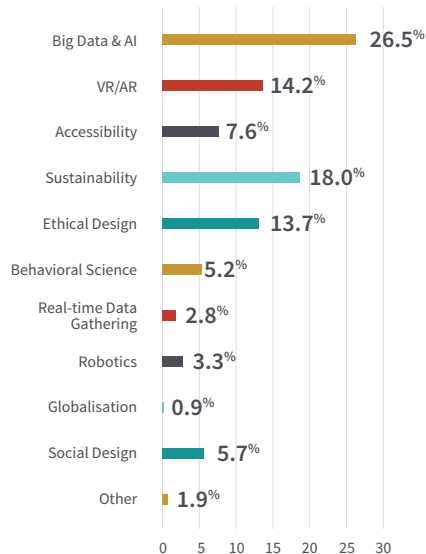
381 RESPONSES

Area	%
(Employee) Internal experience	40.3%
Sales Experience	21.7%
End User Experience	60.2%
Customer or Brand Experience	47.5%
Other	2.7%

In which area of work do you see the highest impact in the coming years for your business?

652 RESPONSES

Area of work	%
Service Experience	54.3%
Creating WOW moments for the user	27.6%
Multichannel Experience (seamless experiences)	48.9%
Personalized Experiences	40.3%
Complaint Management	9.0%
Product Experiences	52.0%
Internal Process Experiences	26.7%
Measuring Experiences	32.6%
Other	3.6%

Which topic will be most important for an 'Experience' industry professional in 10 years time?

211 RESPONSES

Topic	%
Big Data & AI	26.5%
VR/AR	14.2%
Accessibility	7.6%
Sustainability	18.0%
Ethical Design	13.7%
Behavioral Science	5.2%
Real-time Data Gathering	2.8%
Robotics	3.3%
Globalisation	0.9%
Social Design	5.7%
Other	1.9%

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

201 TOTAL RESPONSES

53.2%
46.8%

● Become more human-like
● A technical assistant
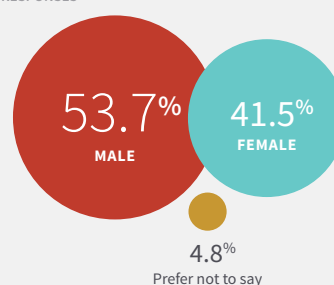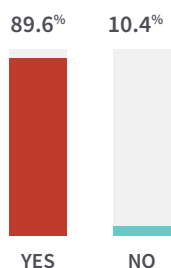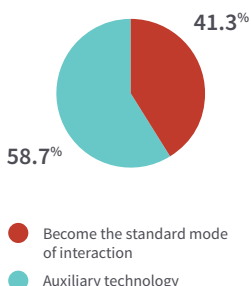
Will the nature of work in 'Experience Design' change over the course of the next 10 years?

201 TOTAL RESPONSES
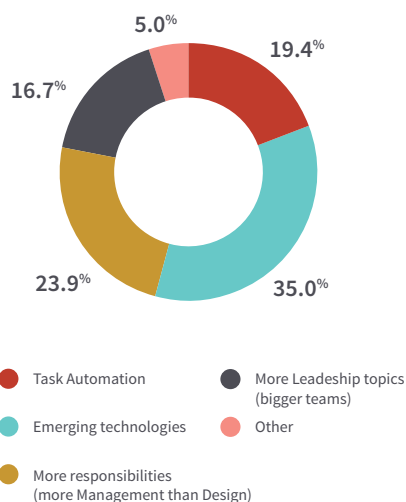
89.6% YES
10.4% NO

Will VUIs become the standard mode of interaction in the distant future or will they remain just an auxiliary interaction technology?

201 TOTAL RESPONSES

41.3%
58.7%

● Become the standard mode of interaction
● Auxiliary technology

What will have the biggest impact on the nature of UX design work in the future?

180 TOTAL RESPONSES

5.0%
16.7%
19.4%
23.9%
35.0%

● Task Automation
● Emerging technologies
● More responsibilities (more Management than Design)
● More Leadeship topics (bigger teams)
● Other

I am working in the Design area

193 RESPONSES

75.6% YES
24.4% NO

Company Size

190 RESPONSES

Size	%
1 - 10	11.1%
11 - 50	12.1%
51 - 150	7.9%
150 - 500	16.8%
501 - 1,000	12.1%
1,001 - 5,000	10.5%
5,000 - 10,000	6.3%
10,000 & over	23.2%
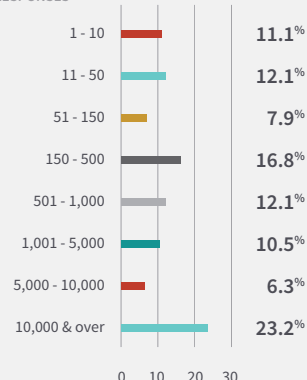
Current Country of Residence

184 RESPONSES

Country	%
Austria	29.3%
Germany	17.9%
India	5.4%
Italy	3.3%
Netherlands	3.3%
United States	11.4%
All Others	28.8%

Age

185 RESPONSES

Age	%
18 to 24	1.1%
25 to 34	26.5%
35 to 44	40.0%
45 to 54	28.1%
55 to 64	4.3%

Gender

188 RESPONSES

53.7% MALE
41.5% FEMALE
4.8% Prefer not to say

10

THE REAL AND VIRTUAL

THE REAL AND VIRTUAL

MERGING OFFLINE & ONLINE EXPERIENCES

12

Disconnecting from online activity in the modern world

- Addressing the need to go offline
- Combining real world with the digital
- Tackling privacy concerns
- Establishing transparency in data collection

INTERVIEW WITH SIRI BREEN

from Siemens at the World Usability Congress 2021

SIRI BREEN | Siemens
UX Director and Digital Communications

—

Siri works as a User Experience Lead in Corporate Communications at Siemens. In her role, she defines UX strategy within the area of Digital Communications and leads the design team in developing new digital platforms, both internally and externally. Her prior experiences include ten years at ABB Ltd, and two years in Credit Suisse, among others. She also worked as a UX designer in a FinTech start-up, defining a future-proof model of wealth management for the UHNW segment.

Q/A

One of the trends you picked out was the desire to go offline. Do you think it is the pandemic that is driving this trend?

I think there has been a need to go offline even before the pandemic. There was an overflow of information that was pushing beyond an individual's coping ability. We saw more people getting radicalised because there is a lot of information, and you cannot deal with all of them. So, you end up moving in one direction. During the pandemic, the lines between work and home started to blur. There was also an increase in daily screen time. At work, people would step away from the screen to grab coffee at the drink station, where they would have conversations with their colleagues. But in the pandemic, you didn't have that option. You were always online. So, yeah, I think the pandemic must have been the driver too.

> "During the pandemic, the lines between work and home started to blur. There was also an increase in daily screen time."

In contrast to going offline, some companies are looking to build a 3-D virtual environment that would push our daily lives online. Now there is a group that seeks to stay online while the rest seek to go offline. How do you reckon this will develop?

Last year, we did a virtual conference where we tried to include digital zen moments. We are also looking to incorporate similar software from Microsoft to allow the employees to take a break whilst remaining online. So, I think attempts are being made to enable users to take a break whilst remaining online. Those methods might be effective. I know a lot of people who use apps for meditation and relaxation. Imagine putting on VR glasses, and you are taken to a beach somewhere with a piece of meditative music and a relaxing ambience. It may not be equivalent to a real-world experience, but it could work. You are not going offline, but you are going to a different state of mind.

> "We must make the users understand why they see something specific, because our end goal is a better user experience."

Big Data was also one of the trends you picked out. As technology improves and we collect more data, privacy concerns have been at the forefront. What can designers do against privacy issues?

Privacy concerns are a challenge for data collection and designers. Hyper-personalised data can improve user experience but are used negatively for monetary gain through a business model of selling data. I think it is vital to be transparent and disclose the type of data we are collecting and why. We must make the users understand why they see something specific to them, because our end goal is a better user experience. Sometimes, as a user, you are scared by the results you see, and I'm sure everyone has experienced this: You talk about something specific, and you see a related advert on your digital device soon after. So, for me personally, it is crucial to avoid using such tricky methods to collect data. Instead, we should be open and clearly explain the different ways we use and the types of data we collect. While it is possible to see the types of data websites collect from you, it is not always simple to view that information. It should not be that way. Users should have easy access to such information and be able to opt out of data collection if they want. It's all about transparency.
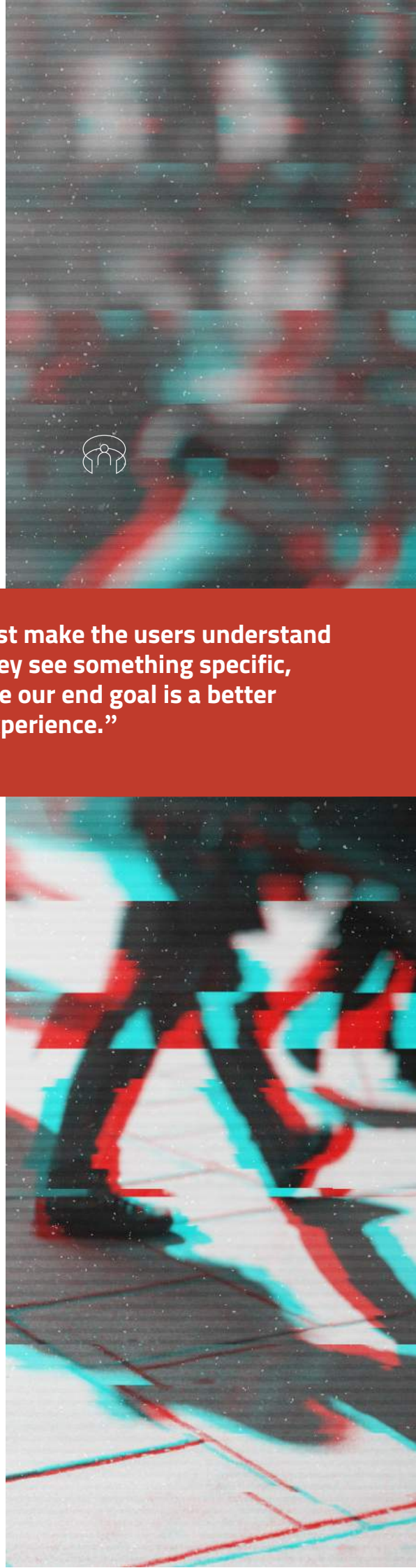
DESIGN FOR MULTIPLE SENSES

A brief glimpse into different sensory experiences

- Synesthetic experience
- Sound design trends
- Benefits of multi-sensory experiences
- Cooperative relationship between humans and technology

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INTERVIEW WITH MOHAN KRISHNARAJ

from HARMAN at the World Usability Congress 2021

**MOHAN KRISHNARAJ | Harman International
Senior Vice President of Product Design**

Mohan Krishnaraj has over two decades of experience in enabling UX-led business transformation for several Fortune 100 companies by optimizing customer interactions with the brand, offerings, and touch points. He has been instrumental in institutionalizing UX in companies such as Wipro Technologies, Renaissance IT, Aditi Technologies, HARMAN International, etc., and has moved these organizations from an ad-hoc user centric design approach to a mature, self-sustained UX practice that delivers value and is driven by core business metrics.

Q/A What were the UX trends in 2021?

Sound as an experience is evolving and has evolved into a better state of interaction with customers, understanding emotions and delivering certain services through a sonic experience. With touch and proximity being issues at present, designers are looking into alternative ways to interact with people, and sonic experience is one of the alternatives.

Synesthetic experience, where one sense triggers another, is another trend. Coca Cola (Coke) did a great job on this. If you look at the print advert of Coke, the opening of the cola actually makes you feel the "POP" sound, the fizz of the drink, and the sense of drinking it. The visual experience triggers the other senses.

We are also seeing increasing cooperation between humans and machines. Before, people drew a distinction between what humans and machines know, focusing on how they act on each other. Now, however they are uniting through a stronger bond and improved relationship to work together. AI has allowed machines to better understand human behaviour and anticipate human interactions. So, the systems are trying to understand, learn and be more human from a machine standpoint.

What is trending in sound design?

In today's generation, almost everybody is in vibration mode. Silence is the new noise. They have their headphones on, so the outside world only hears the vibration and silence. But the users are still listening. And what stores in your subconscious memory is what the designers are aiming for. Designers want to create a unique sound that people immediately associate with a brand.

How can multi-sensory experiences benefit the users?

For instance, a multi-sensory pod that can emit smells can be used for retail shopping. It enables you to shop for perfumes whilst you are in a virtual world. Likewise, you could use the pod to put the user on a battlefield, and the smell of gunpowder can be engaged to make the experience feel more authentic. The same pods have also been used in the care sector, providing virtual classes for children with autism. If they are not maintaining eye contact with the teacher, then that data is sent out to the therapist in real-time and programs are engaged to ensure eyeball exercises are increased for the user. Synesthetic experiences have also been used for military and fire drills training by creating a virtual environment and engaging different sensory receptors.

> " AI has allowed machines to better understand human behaviour and anticipate human interactions."

> " In today's generation, almost everybody is in vibration mode. Silence is the new noise."

What caused the relationship between humans and machines to evolve towards cooperation?

I think it is purely from design playing a vital role in every industry. When designers are involved, they first look at the user needs and ways to empathise with the human relationship with the machines. So, they strengthened that relationship by including aspects of human connection into the machines where people would expect it to exist. When designers started implementing newer technologies (like AI, VR, AR), these increased system intelligence, allowing machines to better understand human needs. Machines also became reliant on data and intelligence fed by humans to improve. So, these new trends and technologies now exist to strike a balance to make a meaningful experience, which is about the relationship between humans and machines.

FLEETING ATTENTION

Tackling the increasing shorter attention span of users

- Shifting work environment
- Designing for all
- Bulk information in brief
- Race to grab user attention

**UX TREND REPORT
2022**

INTERVIEW WITH SARA MASTRO

from Perceptronics Solutions at the World Usability Congress 2021

SARA MASTRO | PERCEPTRONICS SOLUTIONS
**Vice President, Operations &
Product Management**

Sara has extensive experience spanning over two decades, having worked as a product manager, design lead, and user experience director for several companies including Mediabarn, WeatherBug, and Discovery Health/Discover Education. She joined Perceptronics in 2017 as Director of UX and Product Management, before taking on the role of Vice President in 2020. She is also the President of UXPA International, which supports UX professionals around the world.

Q/A What were the UX trends in 2021?

One of the biggest ones in my opinion was remote user research. From a budgetary standpoint, it has always been a challenge to make sure that we get a great user research sample. The past year and a half have been about continuing to do my job while performing due diligence in research without meeting people. During this time we had to come up with creative ways to do remote research, remote usability, and remote testing focus groups. This was a prominent challenge last year and still is.

Inclusive design was another major topic. From a UXPA standpoint, we get more and more papers and submissions about inclusive and accessibility designs for our conference. And I think we are continuing to see that move forward and evolve.

In the US, I have also noticed an increase in users wanting more content in shorter chunks. The trend seems to be a desire for a brief, quick and easy flow of information. It is almost as if the content is simplified to the point of being spoon-fed. For instance, some websites tell you how long it takes to read the article; some offer you just snippets, so you don't have to read the entire piece and users can get to "the point" that much faster.

What is driving the increasing spoon-feeding?

I am no social scientist, so I haven't done a lot of research into this, but from my perception I see that the attention spans in the age of the digital world have shortened. In the world of Tik Tok videos and tweets, everything is brief. You can absorb those videos and tweets in two minutes or less. I think that is establishing a standard among people. You can go to YouTube and look up how to cook a pie, and you get a three-minute video on how to make one, and you are done. I have also noticed that people want to get their information quickly. And you see this with the availability of new visual features. Infographics and visualisation of information (while not at all new) have become increasingly important lately. At the beginning of the pandemic, news organisations introduced new ways to visualise the data on the infection rate by countries, and so on. If you look at the news now, you will see that data visualisation is becoming more prominent because users just want to get a quick snapshot of what they are reading and move on to the next thing.

> " Designers should understand that the product we build would not equally benefit and burden the users."

> " In the US, I have also noticed an increase in users wanting more content in shorter chunks. The trend seems to be a desire for a brief, quick and easy flow of information."

How has a shorter attention span impacted the designers, if any?

Well, I think it will impact everyone because you need to consider new, exciting ways to visualise concepts and produce infographics while making it super simple. The days of having a key to go along with concepts are gone; you now need to spell everything out clearly in basic format. Both browsing sites like Twitter and consumer websites like shopping web pages want to get to that stage quickly. So, design now must incorporate that. Both browsing sites, like social media or news based, and consumer shopping sites want to get to that stage quickly.

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HUMANIZING UX

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WHY DESIGN NEEDS TO PICK SIDES

The ethical imperative of design to support disadvantaged users

- Increasing demand for designers
- Fear of missing out
- Ethical challenges in design
- How to make design ethical

INTERVIEW WITH YOEL SUMITRO

from tiket.com at the World Usability Congress 2021

YOEL SUMITRO | tiket.com
Senior Vice President of Product Design
—

Originally from Indonesia, Yoel Sumitro is a UX designer and researcher with a global experience. He worked as UX designer at Apptio in USA, Mobilewalla in Singapore, and Adidas Group in Germany. He was also a Senior UX researcher at Uber in Singapore, before leaving to become a VP of Product Design at Indonesian Unicorn Bukalapak. After more than two years there, Yoel joined tiket.com to help them design the most consumer-centric online travel agent.

Q/A

You mentioned that one of the trends in Indonesia for 2021 was that there is more demand for designers. Which industries are starting to hire designers for their business?

Tech companies and start-ups have been the frontrunner in adopting design into their businesses. In the last few years, however, the government and corporations have started learning about design and are building design teams.

" Designers should understand that the product we build would not equally benefit and burden the users."

What drove the government and corporations to look towards designers?

Firstly, there is a fear of missing out. Everyone is talking about AI, big data, and user experience so they do not want to be left behind. On the other hand, there is a lot of innovation happening in the tech industry. The non-technology companies see the innovation and look at what the technology companies are doing differently. There has been a hiring spree, with the companies often bringing in key people from the technology space into the government and other corporate sectors.

As technology advances, conversations about ethical issues have also risen. What are the ethical challenges right now?

In Indonesia, concerns about big data, privacy, and AI have not attracted as much discussion about ethics as in some other parts of the world. Here, concerns around the gig economy have been the topic for ethical discussions. There was a viral online discussion in Indonesia recently about a dispute between a customer and a courier. The customer had found their food delivery courier rude and vice versa, which led to some an altercation between them. As a result, the customer rated the courier one star, which prompted the delivery company to deactivate the courier's account. Here we can see a need to understand how designers can help prevent such situations that take place due to design of products. I see a lot of similar ethical discussions taking place around the gig economy.

Why is the tension between the courier and customer a designer's responsibility?

Designers should understand that the products we build will not equally benefit and burden the users. We should not think that our design will be a neutral tool for the users. In the customer/courier case, the design benefitted the customer more than the courier. As a first step, we as designers should acknowledge that and map what type of relationship is being developed on the field and how our product will make the relationship better, neutral, or worse. Secondly, we need to decide who should receive more benefits from our design as it can never be neutral. We need to be aware of the different advantages and burdens we give to our various users. When choosing the beneficiary, I think design should always benefit the disadvantaged side to be ethical. We see this theory apply in law. For example, in a divorce proceeding, the law takes the best course of action that benefits the children rather than the parents. Why? Because it aims to protect the weakest side in this power relationship. Therefore, I think designers should follow a similar principle and design to protect the vulnerable when they use a product or a service.

> " Everyone is talking about AI, big data, and user experiences. So, they do not want to be left behind."

IMPACT OF PSYCHOLOGY ON UX

Why psychology knowledge is important in UX

- Growing Interest in UX Psychology
- Behavioral Changes in the Pandemic
- Designer's Responsibility for Positive Influence
- Influencing for the Best

INTERVIEW WITH VERENA SEIBERT-GILLER

a UX Psychology Consultant at the World Usability Congress 2021

VERENA SEIBERT-GILLER
Consultant
—

As a psychologist, Verena Seibert-Giller is a European pioneer of Usability and User Experience. She has been working in respective industrial as well as research settings for over 25 years in over 500 relevant projects, favouring safety critical areas. She has authored books and is an internationally invited speaker, engaging in industrial and university trainings to introduce UX to the broader audience. Currently, she focuses on enhancing user experience work through insights of behavioural and cognitive psychology.

Q/A What were the trends in UX in 2021?

I see that people are increasingly interested in learning more about human behaviours. Many companies and designers from various industries still do not have the option to do extensive user research even if they design a lot. However, if they learn about people and psychology, they can, at least, adapt better to human cognition and behaviour. If they understand psychology, it is easier to understand research.

Has this interest translated into more psychologists entering the UX industry?

I think so. I have gotten to know more psychologists who now want to work in the field. Standard psychology education only focuses on clinical studies; therefore, UX psychologists will have to supplement their knowledge by learning about UX. However, I am finding that more psychologists are interested in learning about UX and entering the industry.

In the current state that you see, how are businesses incorporating psychology into their UX strategy?

Rarely do they because most companies continue to expect UX professionals to know about psychology. Sometimes, psychology is part of the strategy when companies have specific goals like determining user feelings and responses to certain products and services. However, they do not really know how to reach that using psychology. While designers do have some education on emotions, their knowledge is not as advanced as it could be.

"Yes, you cannot avoid influencing people. But if you positively use psychology, you do influence people but for their best."

Were there any behavioural changes in customer expectations caused by the pandemic?

Definitely. People have been dealing more with IT and technologies, and they now have more experience. A wise person once said, "Your users always compare your systems with their best experience." So whatever my best experience is will always be compared against new experiences. During the pandemic, users were exposed to different tools and products, which gave them good experiences. After that, all other tools were expected to be comparable in quality. Before the pandemic, especially in the workplace, people just accepted things as they were given and did not really question them as they did not really have a chance to. Now, so much new IT has entered the world that it has improved people's experiences which has boosted their expectations.

"During the pandemic, users were exposed to different tools and products, which gave them good experiences. After that, all other tools were expected to be comparable in quality."

Designing with psychology in mind, it's almost impossible to avoid influencing users. How would you make sure that you're not influencing the users too much?

Yes, you cannot avoid influencing people; however, if you positively use psychology, you influence people but for the better. If I know how my influence will perform, I can always see if it is for the better of the user. Better may not mean that the user buys something but that they are more aware of the decisions they have taken or want to take. The designer may iinfluence a decision, but they should ensure the users get to ultimately decide themselves, and that the decision is the best from the user's point of view. Thus, while designers may influence, it can be positive.

What responsibilities do designers have to ensure that it is a positive influencer and not a negative one on users?

They have a massive responsibility. I do not teach how to get users hooked or unknowingly uninfluenced. I do a lot of teaching in the safety-critical area. If we take people who work in refineries, for example, we know that they work with systems in a stressful environment. They are stressed in their work environment, and we also know that stress decreases mental capacities. If we design systems that are capable of working with them even under stress, we can keep those working individuals safe in their workplace. So, it is a matter of responsibility for designers.

HUMAN EXPERIENCE: BEYOND CX

How Human Experience Design looks beyond the customer

- Impact of remote working
- Misconceptions about UX
- Thinking past CX
- Human Experience is broader

INTERVIEW WITH ANISH JOSHI

from Shell at the World Usability Congress 2021

**ANISH JOSHI | Shell
Design, Innovation & Digital –
Executive Advisor**

—

Anish Joshi leads Design & Innovation globally for Royal Dutch Shell's digital innovation hubs. His near 20-year experience includes designing user centred services and digital platforms for the likes of Barclays, Lloyds, Roche, Vodafone, Financial Times, and the Saudi departments of labor and health, among others.

Q/A How has the pandemic impacted the UX industry?

During the pandemic, designers relied more on online tools they had already been using such as Miro, Figma, Slack, usertesting.com, Lookback, and others. Although in-person testing and other research methods afforded a different and often better result, designers could still work and produce results during the pandemic.

> " On the flip side, the pandemic opened a lot of new ideas. It forced us to solve problems in different ways."

How has the pandemic impacted the UX industry?

From a design perspective, even though it is possible to get work done remotely, it is easier and faster to bounce off ideas on physical whiteboards in rooms together. You lose the organic nature of design in a virtual setting. For example, when I walk around and see something interesting on someone's screen, I can ask them about what they are doing. Likewise, people can approach me and ask questions directly. You can't get that dialogue online because you have to schedule an intentional time to meet.

On the flip side, the pandemic introduced a lot of new ideas. It can be harder to find solutions with a brief than without one. It is because the chosen design methodology constricts the path to a solution.. So, in some ways, because the pandemic forced us to be narrower, it allowed us to be more creative and solve specific problems. As a result, people's creativity and persistence naturally grew in many ways.

> " **User experience is multi-touchpoint and multi-channel, but it is mostly defined by who interacts or interfaces with the product or service. The human experience, however, is broader. It is everything from the front stage to the backstage.** "

Companies are adopting UX strategy and hiring UX designers. What misconceptions exist in companies when they establish their UX strategies?

Some people still do not know what design or UX is. They will look at their app and see ways to make it look nicer, feel better, and so on. There is a focus on the visual side of things. On the other side, there is an exclusive focus on customer experience. I often correct people saying that while customer experience is crucial, so is the human experience. It is HX, not CX because you should also think about the employees, the stakeholders, and other internal members. If you design better for everyone, the end-user is ultimately better served in both B2B and B2C scenarios.

How does human experience differ from the user experience?

User experience is multi-touchpoint and multi-channel, but it is mostly defined by who interacts or interfaces with the product or service. The human experience, however, is broader. It is everything from the front stage to the backstage. For example, in Amazon, you have a multitude of users. You have the buyers, sellers, admin staff, warehouse employees, and so on. Their experiences would all fall under user experience. However, you also have others like the truck drivers who will move the products around. You need to think about them too. It is their human experience. Even though they might not be interacting with the interface level part of Amazon, you still need to think about ways to make your design human-centric for them to do their job correctly. Them doing their job correctly means the buyer gets their delivery on time. Thererfore, HX is beyond touchpoints and channels.

UX TREND REPORT 2022

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UX OF THE FUTURE

DESIGNING THE FUTURE

Envisioning what the world influenced by automation could look like

- Lessons from the past
- Human role transition
- Digitalization of process-oriented jobs
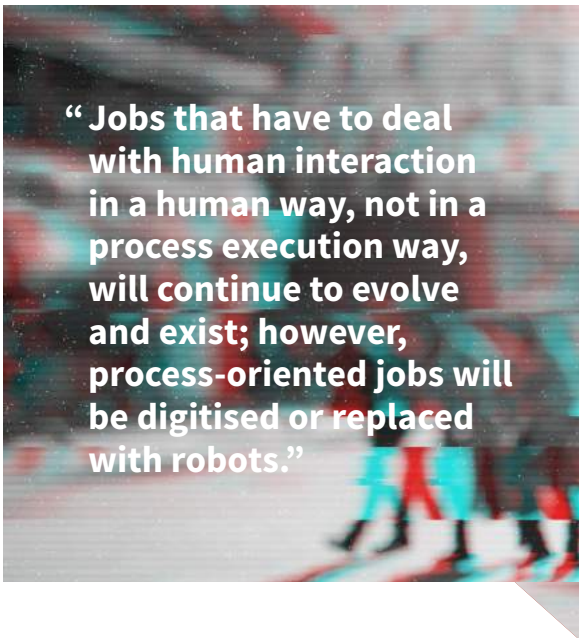- Prospective impact of automation

PANEL DISCUSSSION WITH SARA MASTRO, LIOR ARUSSY, VERENA SEIBERT-GILLER

at the World Usability Congress 2021

Q/A

What type of jobs do you think will exist in the future?

SARA: One would think that computer and software engineers and scientists will be there and always needed. I hope that people like us in research, UX, and visual design will also stand the test of time. I like to think that educators and teachers will always be a necessary component even in the future. I would not want them to be replaced by autonomous machines or digital videos.

Robotics will do well in terms of jobs. As we have already started to see, their roles will include working on new autonomous vehicles like self-flying planes or self-driving cars.

" **Jobs that have to deal with human interaction in a human way, not in a process execution way, will continue to evolve and exist; however, process-oriented jobs will be digitised or replaced with robots.**"

LIOR: In 2000, chats were one of the emerging technologies. Major analyst firms predicted the disappearance of call centres in eight to ten years. They speculated that customers would use chats and direct emails to communicate with companies instead of the traditional phone medium. Needless to say, that prediction did not come true. Call centres exist and are still used alongside emails, WhatsApp, and other social media platforms to reach out to companies. If you look at the travel industry, there are not many travel agents anymore. However, people still travel. Instead of travel agents, they use apps and act as their own travel agents. So, looking at it, it is fair to assume that rudimentary transactions will become digital and be taken control of by customers with enough knowledge to make their own decisions. This transition will require the elevation of humanity's role to the next stage, which is innovating, providing outside the box solutions, and demonstrating empathy to customers. Jobs that have to deal with human interaction in a human way, not in a process execution way, will continue to evolve and exist; however, process-oriented jobs will be digitalised or automated with robots.

> "I like to think that educators and teachers will always be a necessary component even in the future. I would not want them to be replaced by autonomous machines or digital videos."

Once automation is fully employed, how do you think the world would have changed?

VERENA: In automation, we have countless algorithms that automatically categorise and chart people by groups based on something specific. This categorisation comes with all those prejudices like gender biases, racial biases, etc., which we should try to get rid of and not support. If we are not careful, automation and AI will have algorithms that will strengthen these issues. This is one part where I am serious in saying that we really need a huge amount of critical thinking and empathy from whomever is overlooking the algorithms. At the same time, it will make a lot of things safer. If we think about medical diagnosis, it will be a huge help there.

Overall, the entire industry will benefit from robotics. We have a massive capacity for it, which will lead to fewer people having jobs. However, fewer jobs will also lead to plenty of spare time and raise concerns from a psychological perspective. With plenty of free time, people will be more vulnerable to the influences of social media and their likes which will shape their spare time. After all, we won't know what to do with it. So yeah, while automation has lots of potential, it also creates challenges for society and groups.

EVOLVING USER EXPERIENCE

WITH CUSTOMER EXPECTATION

Understanding and keeping up with customer expectations

- Evolving expectations
- Purposeful experience
- Meeting Customer Expectations
- Why CX gets overlooked by CEOs

INTERVIEW WITH LIOR ARUSSY

Author and CX consultant, at the World Usability Congress 2021

LIOR ARUSSY | liorarussy.com
AUTHOR AND CONSULTANT

—

Lior Arussy is one of the leading global authorities in the field of Customer Experience, Employee Engagement, and Strategy Execution. He has helped many of the world's top brands (including Mercedes-Benz and Johnson & Johnson, among others) achieve unprecedented goals in customer satisfaction, growth, and profitability. He is also an author of seven books and over 300 articles on business strategy, customer experience optimization, and achieving the ultimate success.

Q/A Besides Covid, what were the drivers of UX trends?

One of the biggest problems is that companies treat problems, products, and experiences as an event. The moment something works, they simply expect it to continue into perpetuity. But customers are going through constant changes, and their expectations are evolving. In 2008/09, we had a financial crisis that affected the customers. In 2015, we started to see the emergence of digital transformations, and customers expected to be reached out through different channels. In 2020, we got the Covid health scare which triggered another evolution of expectation. So, in general, the notable events we see always correspond to the elevation of customer expectations.

Secondly, when one vendor delivers an excellent experience, the customer expects other vendors to deliver that experience too. There is a constant growth in customer expectations due to the overall industry getting better.

Purposeful experience, especially among Gen Z, is also a significant factor. The expectation now is that the experience should be more than just seamless, timely, and knowledgeable. It should also be purposeful. By that, I mean the vendors they interact with must adhere to their personal values like sustainability, anti-racism, etc.

This evolution of expectation, elevation of expectation, and emergency of expectation into a new territory are the real drivers of UX trends.

Customer expectation, as you mentioned, is evolving and expanding. How can designers stay on top to meet or even exceed the ever-changing and evolving customer expectations?

Assume nothing. Always look for what is happening. I have been in the industry for 25 years, and my biggest pleasure has been talking to customers and discovering nuggets in our conversations. It is not because customers know what they want. They cannot innovate for you. But, if you ask them thoughtful questions that respect them, you will help them discover their pain points and expectations. We often go to customers, seeking to validate an idea we already have. If we drop that validation bias and try to understand their pain points, ecosystems, emotions, etc., we can identify their expectations.

> "One of the biggest problems is that companies treat problems, products, and experiences as an event. The moment something works, they simply expect it to continue into perpetuity."

> "The expectation now is that the experience should be more than just seamless, timely, and knowledgeable. It should also be purposeful."

At the World Usability Congress, your talk was titled: "Why your CEO does not care about CX". Why are CEOs not as invested in CX as they should be?

Every CEO will claim that they care about customer experience and are investing in it simply by having a team because their expectation is that CX is not something that requires real change. In their mind, CX is a change in attitude like smiling nicely and being kinder. So, when they say they are investing in CX, what they mean is they are employing people.

There is also a lack of financial discipline surrounding CX. Many companies, especially public ones, have short-term goals oriented to meet their investors' expectations. They sacrifice the long-term value of customers for short-term, quick, and transactional sales. They often overlook the soft benefits (like those from CX) that they do not know how to translate into into monetary values for return on investment.

Finally, the CEO's confidence also plays a role. A lot of companies were not born customer-centric. They were born product-centric or process-centric. Although companies may want to be customer-centric, they do not even know if they have the skillset for it. So, on top of everything, there is a lack of confidence that the organisation can actually put it off.

LIFE IMITATING ART

Discovering parallels between science fiction and reality

- Replicating humans
- Downloadable memories and emotions
- Iron Man and Matrix dashboards in reality
- Space travel and possibility

PANEL DISCUSSION WITH SARA MASTRO, SIRI BREEN, LIOR ARUSSY, MOHAN KRISHNARAJ

at the World Usability Congress 2021

Q/A **From the science fiction movies or literature you have seen/read, are there any scenarios that you think are closer to reality or will become a reality?**

SARA: I guess robots taking over the world is the most common answer, but I think the scarier scenario is the possibility of making another you. In several movies, fictional companies use DNA samples to make another you. In reality, we all know there are companies you can send your DNA samples to in order to get them sequenced. Some of us are sending in these samples, and companies now have the data that could potentially create another you. It is one of the things that comes to mind—and likely this is far off - but why couldn't companies replicate you with all the information and genetics research they do?

MOHAN: Science fiction dreams of the future that people would like to have. The transparent dashboards seen in *Iron Man* and *The Matrix* trilogy, where you can see an augmented reality object in front of you, have become a reality. Even beyond science fiction, if you look at mythology, things like flying objects have also become a reality.

We often see space travel as part of science fiction. Will it be a possibility in the future?

LIOR: Absolutely. The cost will be the main issue, but any other issues will be resolved over time. Visits to outer space will be part of the game, which may appeal to some and not to others. I do not think we have enough data to see if life can be there, but the fact that we can visit there is a scientific possibility. However, since the prohibitive net is so big, space travel will still not be a mainstream activity but an esoteric one. Certainly, people are pushing the boundaries because we are all curious. However, there is a lot more to be discovered.

MOHAN: It is a definite possibility. We already know that there are attempts to go to Mars and create life. A lot of other things are also happening. So, yes, with the implementation of innovation across the board, it is a possibility.

> "However, since the prohibitive net is so big, space travel will still not be a mainstream activity but an esoteric one."

> "One of the things that already exists is the implementation of social rank, where your credit score depends on your net social status."

(continued)

From the science fiction movies or literature you have seen/read, are there any scenarios that you think are closer to reality or will become a reality?

LIOR: Watching Black Mirror episodes always make me wonder if their scenarios will be a reality at some point. One of the things that already exists is the implementation of social rank, where your credit score depends on your net social status.

In one episode, technology was advanced enough to download memories into a body, and AI could reproduce a specific voice, replicating a particular individual. So yeah, re-creating a life-like personality, I would say, is a plausible scenario.

The episode about recording memories through your eyes also draws parallels to reality. Characters are able to access their memories which match their current emotions to the ones they had in that past moment. I do not know to what extent you can do such things now, but you can for sure record your bodily reactions like a heartbeat, body temperature, etc. With these reactions you can build a picture of your emotions in a particular moment. To add to it, as you are capturing everything it is through a camera or lens, which makes the scenario seem realistic. So yeah, Black Mirror left quite an impression and made me think that some of these scenarios could be a reality in the not-so-distant future.

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