09:00

KEYNOTE 1a 1b — **The Future of Human-Technology Interaction**
Susan Weinschenk,
The Team W, Inc

1a Behavioral Science | **1b UX Strategy** | **2 UX Research** | **3 Masterclass**

10:30

The Top 5 Fun Takeaways From Behavioral Economics Research (There's No Math… We Promise)	**Ethics in Design**	**I just have to do good research to show my value – or not? How to have an impact in different organisational settings**	
Guthrie Weinschenk, The Team W, Inc	Amol Kadam, RBBi	Sabrina Duda, Department for Work and Pensions	

11:30

UX Psychology Lens	**Designing interfaces for the future city in Japan**	**Psychology of listening skills in remote UT**	
Verena Seibert-Giller, UX Psychologist	Liya Safina, Safina & Shektman, Inc	Adele Meijers, Discovery	

12:15

Lunch

13:15

Mindset Framework for Research	**UX Operation Is A New Key to Facilitate Your Company In The Fast-Changing World**	**Impact Map – A chain of reasoning from UX Research to Business**	**How to design Conversational interfaces (Chat / Voice)**
Ben Anyasodo, UK Health Security Agency	Aldrich Huang, UXTesting.IO	Swapnali Thakar, Cybersapien Inc.	András Rung, Ergomania

14:15

Creating joyful experiences	**How to succeed as a design leader**	**From UX Research to UX Knowledge: How to get away from an in-house research agency**	
Himanshu Bharadwaj, Centime	Julie Kennedy, Saint-Gobain	Julia Klammer, George Labs	120 min

15:15

Decluttering – A value for Experience Design	**The obvious is not always the obvious, put it to the test!**	**Back to office, working from home, or a mix of both: How Miro Research team explored this opportunity**	
Sabina Krishna, Human Factors Research & Design	Jen Wittingham, McKesson	Eduardo Gomez Ruiz, Miro	

16:30

KEYNOTE 1a 1b — **Adapt or Die – how to survive in a world of constant change**
Andre Morys,
konversionsKRAFT

19:00

Networking Dinner

08:00

Styrian Networking Breakfast

1a UX Engineering	**1b** UX Strategy	**2** UX for AI	**3** Masterclass

09:30

There are no facts, only interpretations

Muzaffer Akay,
Tamara

How to sell UX inside your company!

Johannes Lehner,
Intact

Do robots dream? The future of AI and UX Writing.

Florian Grögler,
Gofore

Best Practises for Eye Tracking in Usability and UX Research

Gerda Huber,
FH Technikum Wien
Benedikt Salzbrunn,
FH Technikum Wien

10:30

Closing the loop on Research and Testing

Guy Hatton,
Cognizant

Politics of Enterprise UX: Managing team conflicts and getting stakeholder buy-in

Bansi Mehta,
Koru UX Design

The impact of AI on product design

Bruno Recht,
Porsche Digital

105 min

11:30

Notifications : Just cut the sh*t ?

Arthur Retrou,
Dernier Cri

Digital transformation or Human-centric organization culture – which way you want to go?

Kerstin Röse,
Siemens

Designing the AI Experience

Ranjeet Tayi,
Informatica

12:15

Lunch

13:30

Design-led transformation for delivering a new mobility experience

David Ruiz,
e.Voyageurs SNCF

Purpose driven digital experiences

Xhensila Reci,
The LEGO Group

AI: So bad in many ways!

Sascha Wolter,
Deutsche Bahn

14:45

KEYNOTE 1a 1b **Control and Happiness: In Life and on Screen**
Jennifer Romano,
Google

15:45

KEYNOTE 1a 1b **Design Leadership 3.0 - CXO**
Russ Wilson,
Fidelity

16:30

Chestnuts & Goodbye