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UX
TRENDS
REPORT
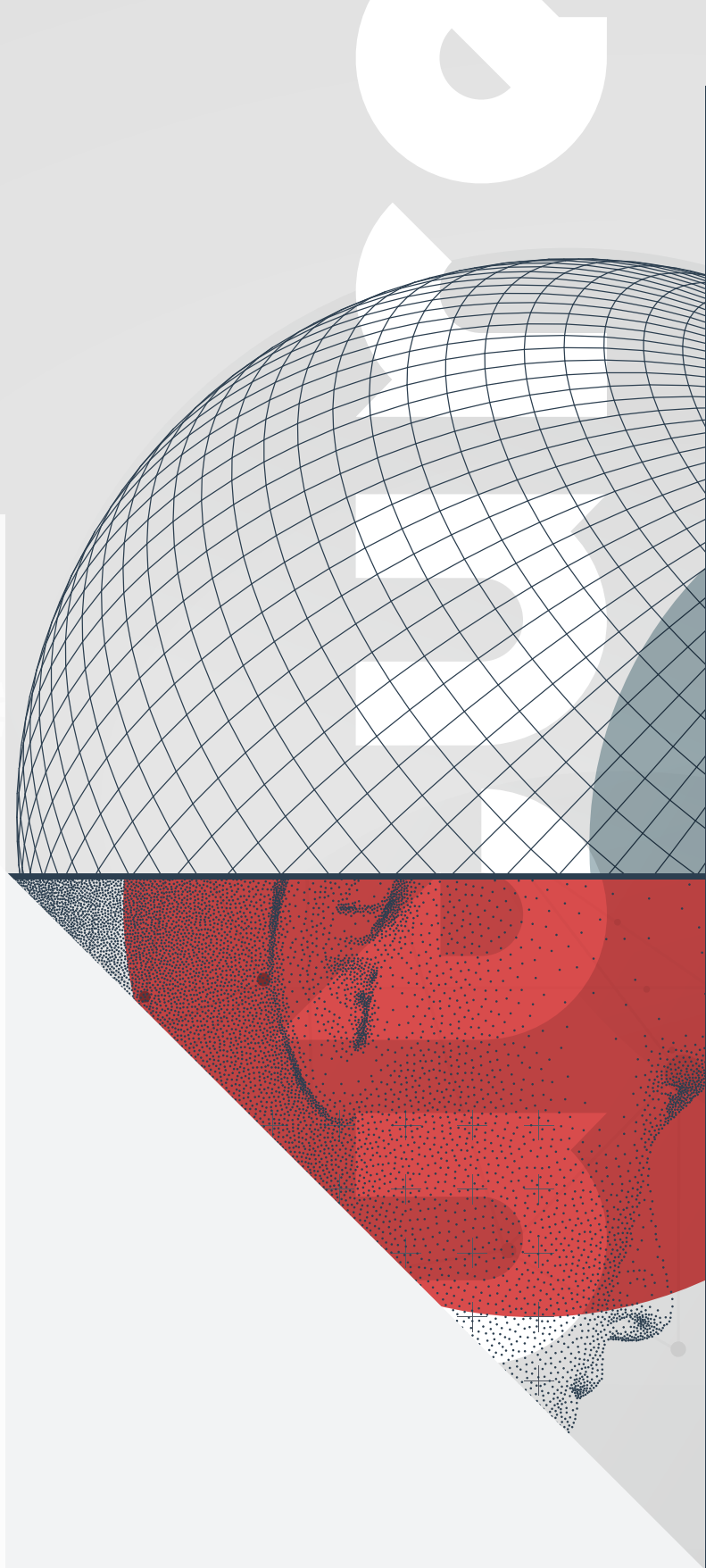
UXTRENDS
REPORT

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 2023 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.

UX TRENDS REPORT 2023

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THE FUTURE OF UX

20
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EDITORIAL STATEMENT
EXPERIENCE KNIGHTS

—

HANNES ROBIER, RUSS WILSON,
CLEMENS LUTSCH, JENNIFER ROMANO,
JOE LANZISERO & KLAUS HOFER

When writing about the future of a subject that is strongly connected with technology and design, a sophisticated discussion about tools and functional capabilities would be obvious. And there is much to tell, much to be anticipated and much to argue about: what about the increasing dependence on a specific tool or tool chain to be able to work as UX professional, the emerging and ever-surprising power of Artificial Intelligence, the defensive maneuver when planning platforms determine how we shape our input to projects (if there is any before coding starts).

But the future of UX is far more than those flanking discussions and fleeting technologies. When we seriously want to address the future of a professional field like UX, we must treat it just as that: as a professional field. A profession can survive in the storms of time and technology when it is able and willing to accept responsibility. Regarding UX, we must claim responsibility for the experience of users with interactive systems. These interactions become more and more complex and ubiquitous, emphasizing our work for seamless experiences of different touchpoints of services and products.

In this report, the emerging importance of seamless experiences in business has been identified as one of the key trends, stressing the strong connection of strategic experience design to business strategy. This important connection can only thrive, when UX professionals start to understand and accept that there are roles and activities that require work in strategy design. Activities that do not happen in sprint teams, roles on eye level with portfolio managers, project planners, product owners. How else can we fulfill our ambition for sustainable UX, ethical design or increased accessibility of systems, products, and services? All of these are trends that will gain more momentum in the next few years. All of these are trends that do not deal initially with technology or software development. All of these are trends that encourage discussion and engagement with stakeholders in business management. The professional field of UX will have to increase the skills related to that challenge: Business strategy, Managing & Leadership as well as Industrial foresight / Trend analysis. Unfortunately, these fields are occupied and determinedly defended by other stakeholders. How on earth can UX professionals gain a place at the table of decision makers when we already struggle to be heard in development and implementation activities? Who is to take us as equal partners when it comes to deciding the fate of a product or service idea? Today, it is so easy to dismiss UX professionals only as designers... meaning "let them work on the interface", "create something nice", "make something engaging" and, let's be honest, "make bad things look pretty". We are caught between the notion that UX is something that you can invest in, if there's some time and budget left, and the deep understanding that regardless, if a company decides to invest in UX and to adopt a professional approach to human-centered design, every interaction of a human with products, service and systems creates an experience. Sales driven domains cherry pick aspects of UX in order to make their work more palatable, without bothering to understand or even adopt human-centered design qualities. Yes, we can talk about big data, we can talk about AI and we talk about UX writing done by some artificial author. But we are facing a far more serious problem as UX professionals: How to create an ethical user experience and how to defend that ethical user experience against deceptive patterns - therefore maintaining the role of the user's real advocate?

Of course, the advances in automation, AI-driven text & UI generation will disrupt many roles and professions in system design as well as in system engineering. This will add more momentum to the ever-changing work and profile of UX. It will pose new challenges. We can either find a niche in this new, upcoming game of "big data – driven" economy and hope that we will be asked sometime to do some UX work... or we step up and shape this new world. Step up to shape towards ethical & sustainable design... both of which are essential aspects of human-centered design.

EXPERIENCE TREND SURVEY

2023

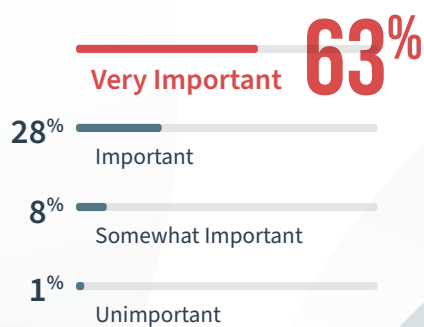**How do you rate the impact of "Experience Design" on business performance?**

166 RESPONSES

Very Important 63%

28% Important

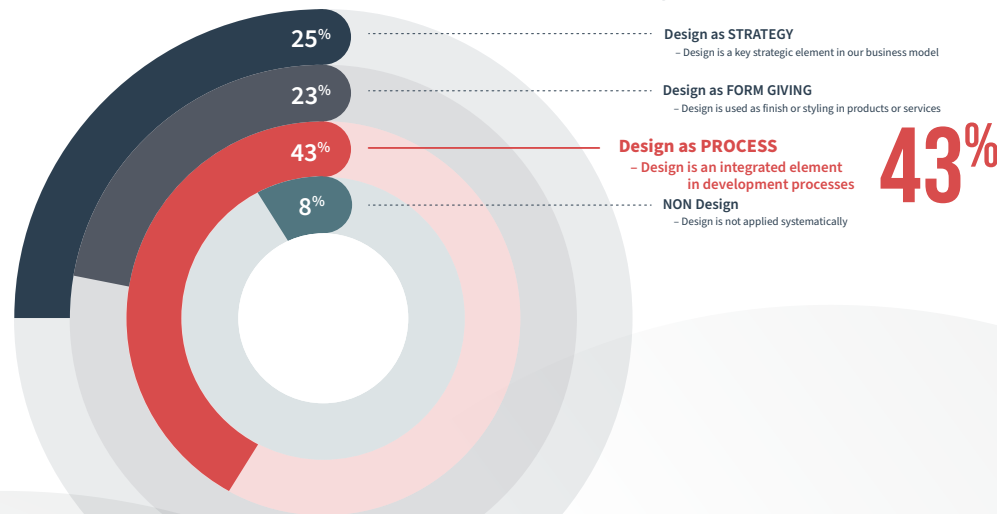8% Somewhat Important

1% Unimportant

Do you believe "Experience Design" will become more popular the next 10 years? 98% YES

2% NO

To what extent is the potential of "Experience Design" in your company being realized?

25% **Design as STRATEGY**
– Design is a key strategic element in our business model

23% **Design as FORM GIVING**
– Design is used as finish or styling in products or services

43% **Design as PROCESS**
– Design is an integrated element in development processes

43%

8% **NON Design**
– Design is not applied systematically

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

489 RESPONSES

Service Experience	49.4%
Creating Wow Moments for the User	22.9%
Multichannel Experience (seamless experiences)	47.0%
Personalized Experiences	43.4%
Complaint Management	11.4%
Product Experience	**53%**
Internal Process Experience	25.9%
Measuring Experiences	32.5%
Other	9.0%

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To what extent is the potential of "Experience Design" in your company being realized?

166 RESPONSES

4% 17% 12% 27% **40%**

● Almost fully   ● **Somewhat**
● To a high degree   ● Hardly at all
● Barely

Does your company measure the impact of "Experience Design"?

161 RESPONSES

58% NO   33% YES

9% Not applicable
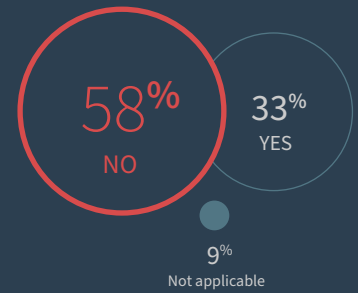
How do you measure the impact of "Experience Design" in your company?

52 RESPONSES

Other 6%
Business Growth 10%
User/Client Involvement 37%
Link KPI's 48%
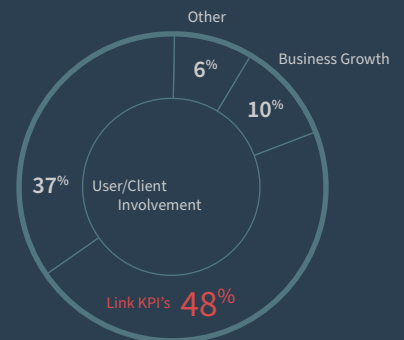
Why don't you measure the impact of "Experiences" in your company?

94 RESPONSES

Other 4%
Other Priorities 13%
Lack of Intrest 11%
Not yet, but will measure in the future 25%
No Resources 17%
Unsure how to 31%
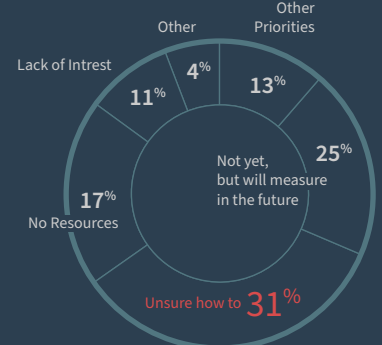
Do you link Experience KPI's to Business and Technology KPIs? (KPI = Key Performance Indicator)?

27 RESPONSES

11.1%	Always
40.7%	Regularly
33.3%	Sometimes
11.1%	Seldom
3.7%	Never

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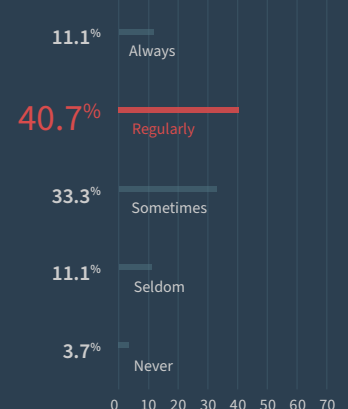
DESIGNING
WITH PURPOSE

- Continuation of human-centred design
- Looking beyond human experiences
- Clear purpose attracts partners and customers
- Journey Map in purpose-led design

Purpose-led design looks beyond human experiences to also consider the impact on society and the planet.

08

INTERVIEW WITH
XHENSILA RECI

from The LEGO Group at the World Usability Congress 2022

XHENSILA RECI | The LEGO Group
User Experience Lead
—

Xhensila Reci is dedicated to contributing to sustainable businesses and foucses on purpose-driven projects. Before joining the LEGO Group, she collaborated with businesses, start-ups and design agencies as a freelancer, executing a series of projects in various backgrounds.

Q+A

What is purpose-led design? Why is it important from an organisational and user perspective

Purpose-led design is a continuation and extension of human-centred design, which was the first major design mindset and methodology that came out of the World Wide Web bubble, full of unstructured links and information. The 2000's web was unorganised and messy. Nobody knew how to navigate it, until the user-centred design framework created the mindset that the web exists to help people complete tasks and not the other way around. While laser-focusing on the users, we started to forget that they (we) are humans. So, the narrative evolved to human-centred design. We realised, we are designing for a person with a character, a family, a house, and an everyday life beyond the screen of a laptop or a mobile phone. We started talking about user journeys and how our designs impact their everyday lives. The ecosystem spectrum started broadening from users to humans, eventually leading to the exploration of the purpose-led design topic. With an even larger magnifying glass, we start seeing design beyond human experiences considering its impact on society and the planet at the same time.

The question is, can we do so much good through technology while still driving a good business? To sum up, purpose-led design brings all these elements together, comprising humans and the impact on business, society, and the planet, together in this mindset where the purpose of a person, community or organisation inspires our designs in the future.

Purpose-led design starts within a company. It builds out its purpose and ingrains it in its journey. However, where does the user side come in? What if the user and the company's purpose value do not align?

Not everyone is aware or connected to their purpose and their values. There is a necessary step where people start by becoming aware of their individual purpose and values. When a company is clear on its purpose, they automatically attract employees, and do business with partners and customers with a similar purpose. Take The LEGO Group as an example: The mission/purpose is to inspire and develop the builders of tomorrow. Building of course refers to building using Lego bricks, which is our core product. So, we get as many LEGO products in the hands of as many children in the world, and we have done our part to inspire and develop the builders of tomorrow, right? However, we can't stop there. Our purpose refers to building the world and new life through imagination and creativity. That's why we collaborate with many institutions and organisations that can help us educate children, do charity, or help them play. Building and inspiring are ingrained in our core and our partner companies have a similar set of values that are attracted to this purpose. Likewise, we also collaborate with children, their parents and our customers who have become like a family to us. They not only buy our products but also ideate with us on new products. So, when you think about it, if your purpose is clear, then users, businesses and customers who feel connected will continue to interact with your brand and create long-lasting relationships.

How does the journey in the purpose-led design method compare to human-centred or user-centred design?

No such framework exists yet. But after reflecting on my explorative talk at the World Usability Congress, I see how this framework could be designed, and I am in that process. What I can say is that when you look at a usual journey, you have all the touchpoints of a journey the user goes through, such as the actions they take and the emotions they experience.

We are yet to uncover the point in this journey that connects those actions and emotions to purpose and values and what impact they have on user decisions. Where are the critical points? How much of the behaviour is impacted by the ease-of-use capabilities, and how much by the values and purpose?

According to statistics, over 70% of decisions made at the moment of purchase is driven by value and purpose and supported by ease of use (or dark patterns of design and neuromarketing - but that's another topic). So, right now, I am still working on mapping out the framework in a way that will be easy for designers to understand, connect to these values and use them for their journey mapping in their organisations.

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

"Multi-channel Experience (seamless experiences)"

I believe multichannel experience is the way forward in e-commerce user experience design – especially the seamlessness of the purchase journey. If I, as a user, am able to start my exploration of an item on my desktop, continue exactly where I left off on my mobile device, and finish my purchase on my tablet without noticing that I switched devices – that is the future. We are already getting very close to that experience, so I see seamless design continuing to trumpet that path.

What will be the most important "Experience design" trend in the coming year?

"DesignOps"

It has been predicted that the number of UX professionals will reach a million by 2030. This makes Design Operations not only the most important but also essential in organising and evolving the usability competency in the industry.

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

"Task Automation"

Artificial intelligence might replace basic UI tasks, as well as research documentation, insights summary or even transcription and testing.

LACK OF GUIDANCE
HAS HINDERED ETHICAL DESIGN

10

- Features of ethical design
- State of implementation
- Reasons for lack of ethical design implementation
- Envisioning UX code of ethic

Lack of accountability, unclear ROI and education gap has hindered ethical design implementation

INTERVIEW WITH
AMOL KADAM   from RBBi at the World Usability Congress 2022

AMOL KADAM | lRBBi
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.

Q + A
What are the features of an ethical design? What makes design ethical?

I think there are three aspects to ethical design. The first aspect is an objective way of looking at the topic: Is the design or the product trying to use persuasion tactics to their own benefit or are they using it for the user's benefit. The next one is the subjective way of looking at it: how involved are the brands in making design decisions, and how involved are the users in those final decisions. The third aspect can be seen from an industry point of view and looks at the industry-related ethics within the sector and competition. That is because ethical design standards are going to vary among industries. For instance, ethical design may mean not using any data for one industry, but data might be a crucial factor in another. So, they might instead look at how to use those data. If you combine these three aspects, we will understand whether the design is ethical or not.

Which topics will be most important for our the Experience industry professionals in the coming year?

635 RESPONSES

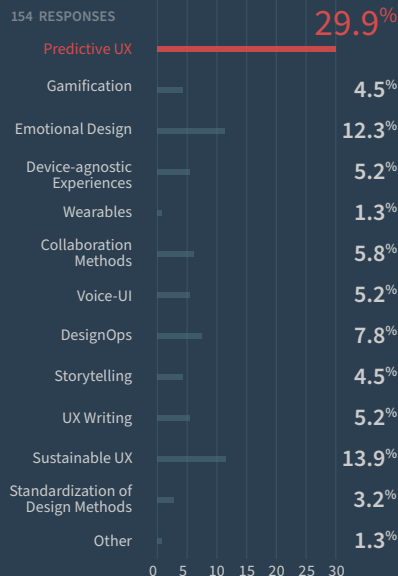| Topic	%
Big data & AI	62.6%
VR/AR	26.5%
Accessibility	58.1%
Sustainability	58.1%
Ethical Design	45.8%
Behavioral Science	49.7%
Real time data gathering	36.8%
Robotics	19.4%
Globalisation	14.8%
Social Design	34.2%
Other	3.9%

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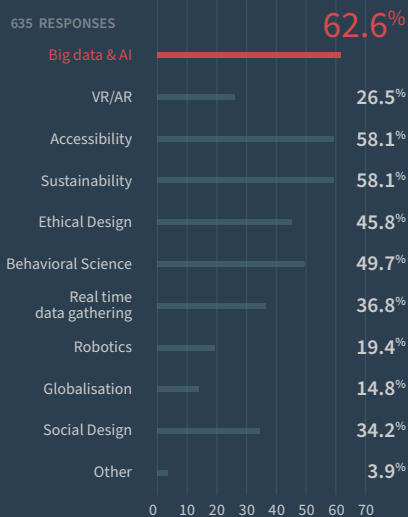
What will be the most important "Experience design" trend in the coming year?

154 RESPONSES

Trend	%
Predictive UX	29.9%
Gamification	4.5%
Emotional Design	12.3%
Device-agnostic Experiences	5.2%
Wearables	1.3%
Collaboration Methods	5.8%
Voice-UI	5.2%
DesignOps	7.8%
Storytelling	4.5%
UX Writing	5.2%
Sustainable UX	13.9%
Standardization of Design Methods	3.2%
Other	1.3%

0 5 10 15 20 25 30

What skills will Experience designers need to develop in the coming years?

576 RESPONSES

Skill	%
Psychology	72.8%
Linguistic	19.9%
Design	44.4%
Programming	19.2%
Business Strategy	62.9%
Behavioral Science	66.2%
Industrial Forsight / Trend analysis	38.4%
Managing & Leadership	51.0%
Other	6.6%

0 10 20 30 40 50 60 70

Are there any examples of ethical design that you can point to that you think adheres to those three features?

At this point in time, nobody has done much work on it. Some individuals and organisations are doing ethical design audits for customers. However, the demand is so low that not enough effort has gone into it.

What are some of the reasons for the lack of ethical design implementation?

Currently, there is no way to hold companies accountable. If you look at data and privacy, there are rules and guidelines surrounding them, pushing companies for compliance. However, there are no rules driving organisations to be ethical in their design process. The understanding of ROI on ethical design is not established yet. That is another reason why people would not opt for these practices. The lack of education, understanding, and maturity among the designers and the brands are other key reasons.

What would you like to see included in the UX Code of Ethics?

If I was to envision the content of it, I think it should have a code of ethics that would apply to organisations and designers. It should go into detail on how to use the persuasion techniques, detailing where to use them and the red lines that should not be crossed. These guidelines should cover different industries and the types of products and services people design. It should explain the different guidelines and nuances needed to understand when capturing leads, promoting offers, etc. For example, is it okay for a brand to say that this 20% discount is valid for 24 hours only? Maybe that is ethical, but showing that same offer when the user returns after two days is not ethical. So, these are the things, it should cover. It should also have guidelines on how to make the products ethical. It should have tools and mechanisms that designers can use and go to the management to convince them to leverage ethical design practices.
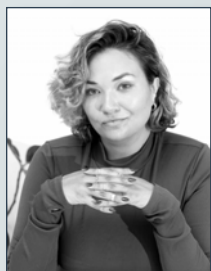
12

FRONTIER TECHNOLOGIES: WEB3, AR & AI

- Trends in UX
- Blockchain in UX design
- Skills for web3 and blockchain
- AI and its impact on job security

New technologies will bring an evolution to UX design and designers

INTERVIEW WITH
LIYA SAFINA
from Safina & Shektman Inc. at the World Usability Congress 2022

LIYA SAFINA | Safina & Shektman, Inc
Digital Design Director

—

Liya Safina is an independent designer with a track record of helping launch and transform 60+ businesses to over $2 billion in revenue. Her clients include Google, Nike, Alibaba, Toyota, Coinbase, Bumble, ASICS, and Soethby's among others. Notable individuals like Lebron James, Bob Dylan and Pharrell Williams are also among her clients.

Q + A

What are the general UX trends you have seen emerge recently?

In the last year alone, I have seen many new UX patterns emerge in the context of the popularisation of a few frontier technologies.

First, there is a whole new world of usability related to the blockchain-enabled new iteration of the internet — Web3. It includes user wallets, onboarding, and on-ramps and off-ramps for digital currencies, among others.

Machine learning and AI have also gained traction. Apps like DALL-E and ChatGPT have enabled a lot more bots-to-human interaction, way beyond what was possible before. People are actually leveraging AI to complete their work. Whole guides are being written about how to compose prompts to achieve desired outcomes. I recently explored 3 big ways AI will affect all of us in my newsletter, The GOOODS.
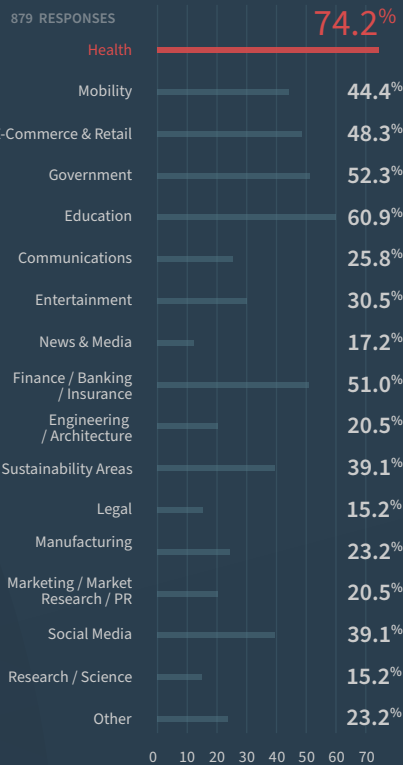
AR has become way more prominent in e-commerce (e.g. Ikea, Walmart, and Amazon are extensively leveraging it to help consumers visualise furniture in their homes pre-purchase), within gaming, metaverse, and via Google maps wayfinding.

So I think this is just the beginning of many new UX best practices that are yet to be established.

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

Industry	%
Health	74.2%
Mobility	44.4%
E-Commerce & Retail	48.3%
Government	52.3%
Education	60.9%
Communications	25.8%
Entertainment	30.5%
News & Media	17.2%
Finance / Banking / Insurance	51.0%
Engineering / Architecture	20.5%
Sustainability Areas	39.1%
Legal	15.2%
Manufacturing	23.2%
Marketing / Market Research / PR	20.5%
Social Media	39.1%
Research / Science	15.2%
Other	23.2%

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Will the nature of work in Experience design change over the course of the next 10 years?

151 RESPONSES

92% YES
8% NO
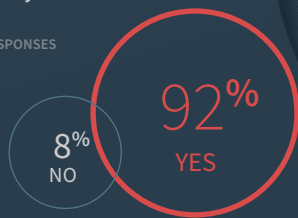
Will there be a higher demand for specialist or generalist UX designers?

139 RESPONSES

57% Specialist
43% Generalist

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

139 RESPONSES

	%
Task Automation	29.5%
Emerging Technologies	28.8%
More Responsibilities (more Management than Design)	27.3%
More Leadeship Topics (bigger teams)	13.7%
Other	0.7%

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How does design fit into the blockchain narrative?

Web3 has introduced a new layer to user-generated content — ownership. Imagine a tweet that becomes viral. It could bring visibility to the author, but if they wanted to monetise that visibility, the author had to promote sponsored products. With Web3 you can earn money through selling content, not ads, potentially freeing yourself from the grip of greedy corporations. And with ownership of tokens, you also get the ability to influence changes in digital products (like new features of Twitter), communities, and companies, because Web3 is cooperative and follows a consensus.

To store digital goods like passes, memberships, collectibles, and currencies, Web3 utilises a wallet. Essentially, it's a new way to represent your online identity. I can envision a world, where, when you connect your wallet to an online clothing store, it automatically changes all products on the site to your size, takes into account your preferences based on purchases in other stores, and generally saves you time and energy by personalising that experience.

All these patterns you see on Web3 are in the early stages. So, a lot of work still needs to be done. It is an interesting experiment of ownership on the web and definitely contributes to other UX patterns, whether it ultimately succeeds or not.

Do UX designers need technical knowledge to work with Web3 and blockchain?

I would say that you don't need to specifically go to a university to study blockchain. There are many free pathways, the simplest way is just to experiment. You don't have to own crypto but can experience what it feels like to hold tokens in your wallet. One can join different DAOs (Decentralised autonomous organisations) — groups that share common interests and goals. Another option is free courses, for instance, the University of Nicosia offers a free curriculum on blockchains.

The topic of AI leads to questions about job security. As AI evolves, wouldn't it eventually replace all parts of the designer's work?

I have been in design for almost a decade. At my stage, I don't feel threatened by it much because I think my role will eventually mutate into the role of an art director plus a technologist. Somebody has to pick the right design from thousands of options for the brand or decide which headline goes best within a particular context. So, I think the role of a curator will be vital more than anything. I also believe AI can impact user research in interesting ways, e.g. take care of the quantitative side of things. Whenever there is an interview or survey, AI can analyse that information and draw insights from it. But it is essentially a human's job to relate it with a human experience and interpret it. We will all be okay.

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UX PROFESSIONALS: MORE BUT LESS

- Newcomers are design-focused not UX
- Misrepresentation of UX in businesses
- Identifying UX professionals with UX accreditation
- Need for improvement in UX awareness

UX accreditation can be used to identity UX professionals and their expertise

INTERVIEW WITH
CLAUDIA BRUCKSCHWAIGER
from swohlwahr GmbH & Co at the World Usability Congress 2022

CLAUDIA BRUCKSCHWAIGER | swohlwahr Managing Partner

—

Claudia Bruckschwaiger is a trainer and UX strategy consultant focusing on human-centred, sustainable, and needs-oriented change and innovation management. For 15 years, she has been dealing with interdisciplinary connection of a wide variety of technologies, with a strong focus on ethical data-driven solution development. She is the founder of an international start-up, deputy chair of the accreditation board as well as an interaction design lecturer in Salzburg

Q + A
What trends do you see in the UX industry currently?

On the one hand, I see a lot of design systems with a greater focus on sustainability and strategy because we realised that focusing solely on design is not enough. Professionals who have been in the field longer realise that strategy is really important. However, we are seeing a lot of newcomers joining the industry from other disciplines like technology, psychology, design, etc., but they are not aware of the basics. So, to them, it is all about design. It is all about the tools, nice animations, Figma, and things like that. This is, I think, a big problem for UX. Similarly, customer experience has gained traction, so companies want to focus on the customer. This is the entrance to UX. But a lot of marketing companies have taken the term "customer experience" when they only deliver sales optimisation or something akin to it. This could be a huge problem because companies might think that UX is sales optimisation and never realise the full benefits of UX and that they need to implement it earlier in their journey.

SURVEY QUOTES FROM CLAUDIA

Will the nature of work in Experience design change over the course of the next 10 years?

On the one hand, UX is still underrepresented in a lot of areas like strategy – this will change the work. If we do a good job as evangelists, the environment of UX architects will change significantly for the better (time factor as impact on projects). On the other hand, society, media consumption, devices, environments, etc., all are changing extremely fast and tremendously, and experience designers must design the change.

> **So, newcomers from different industries are bringing in transferrable skills, but there is also a skill gap that comes with it. How do you deal with this challenge?**

There are a lot of certificates in the UX field. Some are reliable because it is a longer qualification, but some are provided after only two days, which is hardly enough time to become a UX practitioner. Many people are unaware that there are ISO standards for usability or human-system interaction (ISO 9241). This is increasingly becoming an important issue as more people enter the UX industry. So, we use UX accreditation to recognise a professional and their expertise. Additionally, UX has many different areas, such as psychology, information architecture and interaction design. We must realise that one person cannot do everything. Companies often look for designers who can claim to cover every aspect of UX work, but that is unrealistic and harmful for the final product. Furthermore, some designers try to do everything because they fear that companies will not hire them if they do not have an eclectic mix of expertise. Because someone is always there claiming to be able to do everything. But the quality may not be there. So, it is important to be aware that specialism has its advantages, and accreditation can help identify that.

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

I think when companies do their jobs right, there will be a higher demand for generalists could be higher in the end. However, it is difficult to say.

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

Emerging technologies and the changes in society, behavior, etc. are hard to predict, in my opinion. We have many solutions and strategies for the other issues, and that will certainly change the field, but I think since we don't really know what is coming with new technologies, that will change the work the most.

> **Many UX professionals I have spoken to state that the understanding of UX at a company level is getting better over the years. Do you think that is the case?**
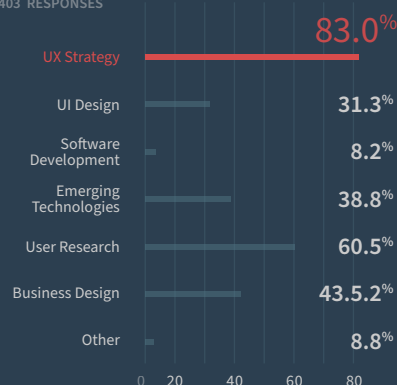
Huge companies have UX professionals that advanced in their careers to a management and C-suite level. They understand the problem and are currently working to fix it and also reshape the company structure. But that is not the case for companies starting out in UX. In fact, I think it is getting worse because there is a lack of qualified UX designers but an abundance of graphic and UI designers who are not specialised in UX. And I don't think this will change without an awareness strategy in companies. We need to make them see the value of UX professionals. At the same time, we need to educate the UX designers on human-centred design and develop a specialism to really add value and communicate the importance of UX at a company level.
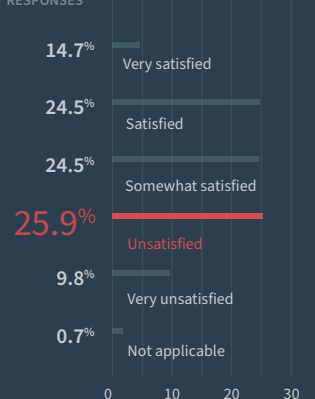
Which areas of Experience Design are you currently most interested in?

403 RESPONSES

Area	%
UX Strategy	83.0%
UI Design	31.3%
Software Development	8.2%
Emerging Technologies	38.8%
User Research	60.5%
Business Design	43.5.2%
Other	8.8%

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

143 RESPONSES

	%
Very satisfied	14.7%
Satisfied	24.5%
Somewhat satisfied	24.5%
Unsatisfied	25.9%
Very unsatisfied	9.8%
Not applicable	0.7%

Which department should "Experience Design" located in?

143 RESPONSES

	%
Within the Operative area	9.1%
Middle Management	7.0%
Directly under the CEO	23.1%
A own department	21.7%
Decentralized	15.4%
Not applicable	0.7%
Depends on the Company Structure	23.1%
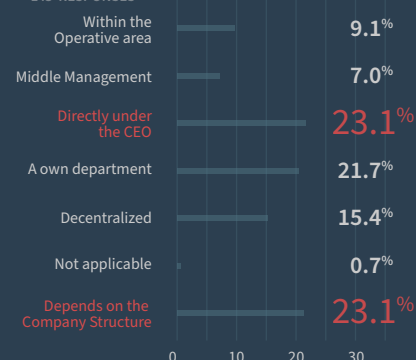
How do you expect your companies "Experience Design" budget to change in the next year (in 2022)?

143 RESPONSES

45% Expect slight increase
31% Stay the same
18% Expect slight decrease
6% Significant increase
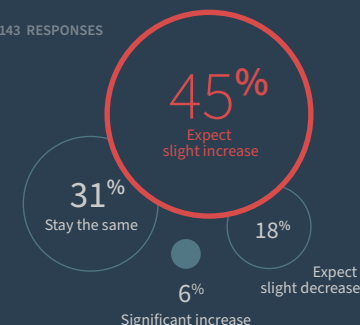
UX TRENDS:

SHIFT IN EXPECTATION AND TECHNOLOGY

Designers have to evolve alongside the trends in design

16

- Trends in UX
- Uneven shift in client expectations
- Automation and upskilling
- Hiring T-shaped designers

INTERVIEW WITH
JARED HUKE   from Daito Design at the World Usability Congress 2022

**JARED HUKE | Daito Design
Co-Founder/CEO**

—

Jared Huke helps the enterprise mobilise their workforce with a blend of contextual mobility and predictive User-centred Design. Jared Huke has a high level of skills ranging from 200+ page magazine layout and output to 500+ page websites integrating a large number of legacy databases across multiple platforms, mobile application development, and responsive design. Managing teams as well as companies, has played a key role in the turnaround of five companies through design, team building, process, and operational innovation.

Q+A

What were the trends in UX in 2021?

The trend we are seeing is a separation from everybody doing it to experts doing it. I think it is probably due to some of the poor performances of the under-trained practitioners. There is a striving industry trend to define a proficient UX skill set. Clients are also asking for performance metrics to be able to quantify whether we are hitting the mark or not. So it is all about rigorous discipline and metrics as opposed to just sentiment-gathering design thinking methodology. We are seeing a huge increase in automation, moving to AI-driven workflows and things like that. Businesses are actively operationalising user replacement technologies. So, users seem to be switching to monitoring AI recommendations than doing some of the work themselves.

Do you think client expectations, in terms of what they want to see in the performance metrics, have changed over the last couple of years?

It depends. The post-covid world is very uneven, with a lot of businesses shifting. In the energy space, companies are doing well, despite all of the upheavals. I'm still constantly surprised that I am pushing the agenda to measure the business impact more than our clients. And once they see the impact, they start to like it and move into that space. Maybe, they are also doing their own calculations. Before covid, we were working more in the nuclear sector, but after covid, they are less motivated by business KPIs and more interested in user performance capabilities.
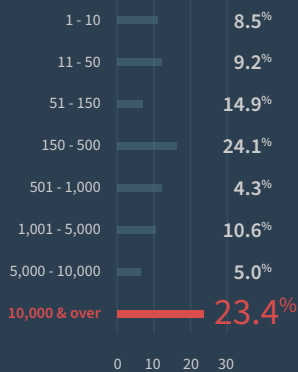
You mentioned that you see clients using user replacement technology. So where do designers fit?

Automation has been around since the invention wheel in some ways. It is a constant movement towards what humans are really good at – abstract thinking, selling to other humans, and things like that. For some of our clients, the automation strategy deals with energy transition activities. To hit the 2030 energy reduction targets, you need fewer people in trucks driving around, remote working, etc. The carbon footprint needs to be lowered, so, there is a lot of low-hanging fruit that our clients are trying to work on to do more with less. So, the user experience is going to be constantly changing. In the future, drilling for oil, hydroelectric plant, nuclear power plants, etc., will all utilise automation. That does not mean there will be no humans involved. It does mean those humans have to constantly change their skill set to adapt. However, user experience in some form will always be necessary until we no longer have an economy.

Company Size

141 RESPONSES
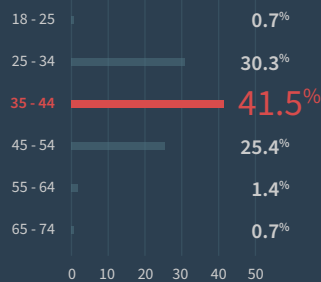
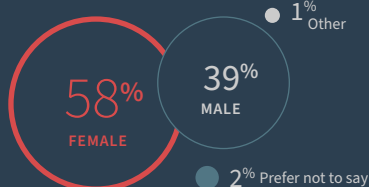|	
1 - 10	8.5%
11 - 50	9.2%
51 - 150	14.9%
150 - 500	24.1%
501 - 1,000	4.3%
1,001 - 5,000	10.6%
5,000 - 10,000	5.0%
10,000 & over	23.4%

0 10 20 30

Age

142 RESPONSES

18 - 25	0.7%
25 - 34	30.3%
35 - 44	41.5%
45 - 54	25.4%
55 - 64	1.4%
65 - 74	0.7%

0 10 20 30 40 50

Gender

144 RESPONSES

58% FEMALE
39% MALE
1% Other
2% Prefer not to say

What essential skills do you look for in designers?

We hire designers and researchers from varied backgrounds. We feel a fair number of candidates that work with us need some amount of training anyway. So, we are able to sample from different demographics. We have had successful designers that had degrees in accounting or biochemistry and things like that. People coming from different areas are able to bring some of their skills into the mix, which can be very helpful. For example, a designer with an accounting degree produced amazing calculators for quantifying business values. We were out in the field interviewing, researching, and documenting workflows, while she was able to convert those into Excel spreadsheets that allowed clients to enter their own values for business for costs, ROI, etc. We do not typically hire generalists. We like putting together a group of specialists and seeing what they produce. I would describe them as T-shaped people. They have a deep area of expertise, but a wide range of knowledge and experience they can draw from.

I am working in the Design area?

143 RESPONSES

88% YES
12% NO

Job Title

|	
Advance Design Engineer	Product Manager
Business Partner	Principle Human Factors
Caranguejo	Project Manager (2)
CEO (4)	Quality Engineer SW
Chapter Lead UX	Requirements Engineer
Chief Behavioral Scientist	Research Lead (2)
Customer Experience Management	Sales
CX Manager	Strategy & Design
Communications and Outreach Librarian	Strategic UX Designer
Creative Director	Sr Business Developer
Current a Masters Student	Sr Lead (Principal Designers, Design Director, Creative Director, VP of Design)
CXO	
Designer	Sr Consultant
Design Manager	Sr Design Consultant
Development Engineer	Sr Design Manager
Digital Experience Specialist	Sr LecturerService Designer
Digital Design Lead	Sr UX Designer (4)
Digital Designer	Sr UX Engineer
Director	Sr UX Consultant
Director of Design & UX	Sr User Researcher (3)
Director Product Design	Sr UX Manager (2)
Director, UX Research and Design	Sr Product Designer (3)
Director UX (2)	Sr UX/UI Designer - Usability Consultant
Design Lead (2)	Sr UX/UI Designer (2)
Experience Designer	Sr Customer Experience Designer
Experience Design Team Lead	Sr UX Lead
Experience Director	Team Lead, Requirement Engineer
Founder / Director	Team Lead Design
Head of Member Experience	Usability Engineer
Global Product Design Lead	User Experience Professional
Graphics Designer	UX Designer/Generalist
Head of Design (2)	UX & Service Design Lead
Head of Human Factors	UX Designer (12)
Head of UX (2)	UX Fellow
Head of UX Design	UX Professional
Head of UI/UX Design (2)	User Experience Designer
Interaction & Service Designer	UX Research Lead (2)
Information Engenieer	UX Architect
Jr UX Designer (3)	UX Manager
Jr UX/UI Designer	UX Writer
Lead	UX Psychologist
Lead UX Designer (2)	UX Engineer (3)
Manager	UX / UI Designer (3)
Managing Director	UX Lead (2)
No job title. (employed as "project manager")	UX Owner
	UX Expert
Product Manager, Packaging & UX	UX Researcher (5)
Principal Service Designer	UX Ergonomics & Web Accessibility Specialist
Professional UX Consultant	Ysywh
Product Designer (2)	

18

WRITERS, WRITING AND ARTIFICIAL INTELLIGENCE

AI will bring changes to UX writing but writers still have a role

- Polarising AI
- Fear of artificial intelligence
- Human's advantage over AI
- ChatGPT and its implications

INTERVIEW WITH
FLORIAN GRÖGLER

from Gofore at the World Usability Congress 2022
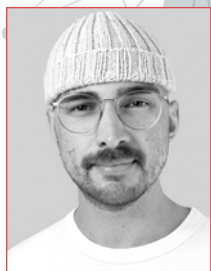
Florian Grögler | Gofore
UX Designer (Writing/Research)

Florian Grögler is a UX writer and researcher who aims to write simple content that users want to read. He is a German-native UX designer with a focus on human-centric writing.

Q+A

Why is AI a trending topic?

The reason is that nobody knows how to handle it properly. There are two types of responses to AI. One is being super hyped about it, and the other is being afraid of it. So, it is very polarising. There is no in-between. You either like it or hate it. And that is what makes it a big trend. I always think trends are made because they are polarising, and AI is super polarising.

Why is there a fear of AI from the UX writing perspective?

For example, you have a UX writing task to write concisely an emotionally engaging headline. If you ask the AI (ChatGPT) to write you a headline for a certain topic in an engaging and a concise way, it can produce results within seconds. A writer, on the other hand, would need a few hours and sometimes an entire day. So, that is why many people fear their work being outsourced and themselves being replaced by robots.

Which topics will be most important for our Experience industry professionals in the coming year?

"Big Data & A.I."

AI will change how we do UX in the future. There is no way to work around this topic.

What skills will Experience designers need to develop in the coming years?

"Behavioral Science"

Understanding people and how they make decisions are essential skills for designers. Being able to design persuasive patterns is key and requires an ethical mindset. With great power comer great responsibility.

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

"Emerging Technologies"

The simpler task can be performed by AI, like creating Wireframes or replacing Lorem Ipsum. That will give UX professionals more time to focus on strategy.

How can humans overcome this challenge? What can they do?

I do not think it is reasonable to fear AI because, at the end of the day, it is just an algorithmic machine with a complex dataset behind it. So, it is not really coming up with something truly new. It is always repeating, clustering, and giving you output in an understandable way. So, we may think that it is intelligent, but actually it is pretty stupid. Once you realise that and use the technology, the fear should dissipate. AI can help you establish initial ideas. But you, as a writer or a designer, should ultimately decide what you want to see live and what is just an idea for the draft. So, you are the decision maker for AI. It cannot work by itself.

ChatGPT has received a lot of hype and excitement. What do you think about it?

I think it is great. GPT has been live for many years; and it is improving with every iteration. We are now at three. Four is coming, meaning with every iteration there is more data available. It is really like trillions of contents and words. But now they have the chat version, which is great because it gives the whole topic a lot of attention. And that is the thing. It is opening doors for discussions about AI in design. The more people talk about it, the better. It is also great from a UX writing perspective because it uses a natural approach, similar to how humans would ask questions. It is no longer exclusive to professionals or coders who need to get on the back end of the technology to access it. Now, even fifth graders can talk to AI and play with it.

How can UX writers potentially leverage this AI tool, which as you said before, can write in seconds compared to the hours needed by humans?

When you save time doing the actual writing job using AI, you can utilise those saved time on other things. You can rest if you want, but you can also focus way more on research, for example, on checking how certain people react to certain headlines. In the end, it does not matter if the AI writes your headlines because it will not evaluate them. But you, as a writer, can train your research skills way more. So, I think research skills will be increasingly essential for writers and designers. Beyond that, I can also see AI being integrated into a workflow process by being adopted as a brand. A company could onboard AI and designate the writers to train the technology to speak and interact like the brand. Writers would be responsible for inputting the data, such as primary and secondary research data and user reviews, etc. So, the profession would evolve from a classical writing role to that of a trainer. We would be the trainer for the company's AI model.

20 —

HUMAN-TO-MACHINE INTERACTION AND TRUST

Designer needs to collaborate to build trust

- Pain points in human-to-tech interactions
- Popular human-to-computer interaction
- Predictive UX and data
- Designer's role in building trust

INTERVIEW WITH
SUSAN WEINSCHENK
from The Team W at the World Usability Congress 2022

SUSAN WEINSCHENK | The Team W Founder

—

Susan Weinschen is the founder of The Team W, a behavioural design agency that consults large companies, start-ups, small groups, governments and non-profits. Notable clients include Discover, Amazon, Disney, The European Commission, and the Mayo Clinic. She has a Ph.D. in Psychology and is author to several books, including 100 Things Every Designer Needs to Know about People, and How to Get People to Do Stuff.

Q + A

What do you think are the pain points in the current human-to-technology interactions?

It is not so much a pain point but rather a preference. We tend to think that we should take the things in the physical world and make them purely digital. We don't write letters; we write emails. We do not own paper calendars; we have them on our phones. This mindset brings along the assumption that everything should be digital. But if you think about it, we interact with the physical world a lot, and we like it. So really, we need to concentrate on the intersection of physical and digital. Digital products are useful and they are not going away. And their lower costs also makes them attractive. Physical products are more expensive than digital ones. But low cost should not always be the factor. Aesthetic preferences that we have as humans should also be taken into account.

SURVEY QUOTES FROM SUSAN

What will be the most important "Experience design" trend in the coming year?

"Other"

AI chatbot technology, i.e. ChatGPT It is as big a change as the internet was, so it will affect everything.

Which human-to-computer interaction do you think is the most popular and will continue to be so?

Mobile and desktop screens alongside voice technology will continue to be popular mediums of interaction. I think we will see growth in the intersection of the physical and digital. I think this will be a huge growth area with designers designing either a screen or voice while focusing on the physical design as well.

In your presentation at WUC, you highlighted that voice command technology needs to be better at prediction. Better prediction requires more data from the users, which raises the question of data privacy and trust. What impact will this have on the development of technology and building trust?

A seamless UX needs to be predictive. To be predictive, it needs data. Do we have enough trust in devices to give them all the required data? We should probably be more concerned than we are, but people often ignore privacy and trust issues if we find something useful. Our worries tend to disappear. And voice command can be useful because technologies, like machine learning and AI, will help us with further personalisation. If you think about human-to-human interaction, the more you know the other person, the better you communicate, including with just facial expressions. It is the same principle as the machines. The more it knows you, the better it can communicate. I think that is where we are headed. The smarter we get about parsing out a customised meaning for a particular individual, the more powerful the technology becomes.

What role do designers have in building trust?

Designers have a responsibility in building trust. The role of a UX designer is to think about the interaction and the impact on the human. They are responsible for deciding what fits for humans. And trust is part of that and at the heart of UX design. We need to communicate with data scientists and AI specialists when there are issues of trust in technology, but we cannot leave it to them because it is not their specialty They specialise in technology, not in human needs and wants. UX designers do that.

2023 EXPERIENCE TREND SURVEY
Current Country of Residence

141 RESPONSES

Austria
24%

Germany
22%

South Africa
4%

Switzerland
4%

United States
12%

All Others
34%
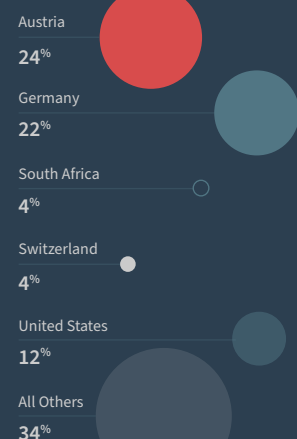
Which department should "Experience Design" located in?

"Depends on the company structure"

I do think it depends on the company structure and what it is that is being designed.

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

"Other"

I think machine learning and AI will do user interface design, so UX work will be centred around the more conceptual aspects of UX design and not the detailed design.

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UX TRENDS
REPORT
2023

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assembled in collaboration
with the **Daito Design Group**.

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