uxcon vienna

September 15th & 16th 2022

AGENDA

Brotfabrik Wien
Absberggasse 27
1100 Wien

version: Sept 14

uxcon
vienna

AGENDA DAY 1
Sept 15th

Time	Session	Description
07.30	**Doors Open**	Registration & welcome coffee
09.00	**Welcome!**	**uxcon vienna** opening - with Nicole, Andreas & Mirjam
09.15	**Anker Talk**	*Outcome Based Roadmaps – customer-centered product planning* - **Jeff Gothelf**, author & coach
09.45	**Anker Talk**	*Radical UX - the design and research practices advancing the industry* - **Renee Reid**, LinkedIn
10.15	**Coffee Break**	Visit **foyer** & **anzenbergergallery** on ground floor and get yourself some coffee.

10.55 Workshops I — Deep dive in one out of 8 different topics!

OKRs for UX'ers	*Measuring UX (Tools, Metrics, KPIs)*	*UX writing crash course*	*Building DesignOps at scale through performance data*	*Develop your Trend Radar*	*Enhancement or Amputation? Need driven UX for better integration of automation in everyday Life*	*Frameworks & foundations for research team development*	*Creating an effective, actionable career plan as a Designer*
Jeff Gothelf author & coach	**Christiane Moser**, CUXpro **Marc Busch**, user feedback	**Elif Alp-Marent** Bitpanda	**Lucas Lemasters Paco Giurfa** American Airlines	**Silvia Catharina Lache** independent	**Philipp Wintersberger** Univ. of Tech. Vienna	**Molly Stevens** booking.com	**Teslim Alabi** Netflix
Anker.Saal	Superar 1	Superar 2	Superar 3	Besprechungsraum 1+2	Projektraum	Design Thinking Space	Ten.Fifty

Time	Session	Description
12.55	**Lunch Break**	Yes, that delicious smell comes from **foyer** & **anzenbergergallery** on ground floor...

02.10 Workshops II — Choose your favorite topic to work on!

UX psychology - deciphering user behavior!	*Empowering UX: How leaders can help researchers & designers do their best work*	*Future of Design Systems*	*Knowledge and processes of usability testing*	*Establishing a long-tail customer feedback setup in your company*	*Design includes...*	*Advanced Simplicity*	*Finding Your Path to UX Leadership*
Verena Seibert independent	**Renee Reid** LinkedIn	**John Bevan** bejo	**Xuan Zheng** Instacart / former TikTok	**Philipp Swoboda Sabrina Egle** A1	**Sofia Carvalho** WithCompany	**Giles Coleborn** cxpartners	**Kremena Pehlivanova** VMware
Anker.Saal	Superar 1	Superar 2	Superar 3	Besprechungsraum 1+2	Projektraum	Design Thinking Space	Ten.Fifty

Time	Session	Description
04.10	**Coffee Break**	Have a break, have a chit chat - at foyer & **anzenbergergallery** on ground floor.
04.50	**Anker Talk**	*Meaningful Direction: Guiding Strategy through Intentional Listening* - **Indi Young**, independent (remote)
05.20	**Anker Talk**	*Ethics and the designer* - **Peter Purgathofer**, Vienna Univ. of Technology
05.40	**UX Debate**	*On the edge of ethical: Where do we draw the line between helpful and harmful design?* **Verena Seibert, Peter Purgathofer, Renee Reid**
06.00	**Closing, Party & Book Club**	Drinks, music and a fun program are waiting for you at **anzenbergergallery** on ground floor! Still hungry for knowledge? Visit the **UX book club** with **Sabine Ballata** on first floor

Quick question?
Text us via WhatsApp!
0043 676 38 26 819

audio-recordings
live stream + video recordings

AGENDA DAY 2
Sept 16th

Time		Session
08.00		**Doors Open**
09.00	((•))	**Opening** — Starting the day with your moderator **Mirjam de Klepper**
09.05	((•))	**Anker Talk** — *The learning organisation. How to fix the divide between UX and your business* - **Giles Coleborn**, cxpartners
09.35	((•))	**Anker Talk** — *The Nature of Innovation. How to build and launch 0 to 1 projects* - **Teslim Alabi**, Netflix
10.05		**Coffee Break** — Visit **foyer** & **anzenbergergallery** on ground floor and get yourself some coffee.

Talks I

	Mod.: Mirjam de Klepper	Mod.: Renae Elkassih	Mod.: Benjamin El'Abied	Mod.: Max Scheugl
10.45	*AI for the Creative Process* **Michelle Cheung** Meta	*People first. Design second.* **Wolfgang Bremer** Elli	*Design (Thinking) Doing with SparkCanvas* **Sebastian F. Müller & Anastasia Held** Sparklery & Deutscher Sparkassenverlag	*A Life-long learning journey: How to stay relevant as UX Professional* **Johannes Lehner,** UX Graz
11.15	*Designers - the key to machine learning* **Konrad Piercey** Delivery Hero	*Design Future(s): Using speculative design to drive product thinking* **Namrata Kannan,** Google	*X Design Culture - Why BX, CX and UX Design need to collaborate and support each other* **Christiane Moser,** CUXpro	*Fresh results of humans of UX - a community study* **Bob Marvan & Jitka Bartošová**, Asociace UX
11.45	*From my UX journey to yours: What I learned working in large organizations* **Kathy Toney,** Mercedes-Benz	*And now I would leave your website* **Alexander Schüller & Michael Platzer** XXXL.digital	*10 Principles from Behavioral Economics and implications for UX-Design* **Wilhelm Schmid & Bernd Bechyna**, TOWA	*Elevate your UX with social intelligence* **Dávid Gáspár,** UX Budapest
	Anker.Saal ((•))	**Superar 1** 🎧	**Superar 2** 🎧	**Superar 3** 🎧

12.15		**Lunch Break** — Again: **foyer** & **anzenbergergallery** on ground floor is, where the magic happens!

Talks II

	Mod.: Mirjam de Klepper	Mod.: Renae Elkassih	Mod.: Benjamin El'Abied	Mod.: Max Scheugl
01.30	***UX Debate:*** *Bringing UX research and user-centric design practices in big and well-established organisations* **Kathy Toney, Paco Giurfa, Philipp Swoboda, Michael Gutsch**	*Conducting International Research: Roadblocks, Reflections, and Opportunities* **Xuan Zheng,** Instacart / former TikTok	*Lessons from Using the Jobs-to-be-Done Theory to Guide Product Strategy* **Sonja Bobrowska** UNIQA	*medical devices and UX* **Thomas Grill,** UX Linz
02.00	*Sustainable collaborations: translating Vinted's mission into everyday practices* **Paweł Nowik Nowicki & Marcus Schaefer,** Vinted	*Content Science: How we can quantify qualitative information at scale* **Kostas Kononovas,** Instagram	*Sustainability by default. Beyond human-centered design.* **Florian Sametinger & Alicia Carpousis** KISKA	*Community panel discussion: a career as UX Professional* **Dávid Gáspár, Bob Marvan, Johannes Lehner, Nathalie Köck**
02.30	*Data Driven Experience* **Ania Sosztek** (remote) Tinder	*Understanding your global users through UX research* **Rüya Ince** Ladies that UX Utrecht	**Superar 2** 🎧	**Superar 3** 🎧
	Anker.Saal ((•))	**Superar 1** 🎧		

Time		Session
03.00		**Coffee Break** — Have a break, have a chit chat - at **foyer** & **anzenbergergallery** on ground floor.
03.40	((•))	**Anker Talk** — *How to sell your designs to stakeholders* - **Elize Todd**, designer & coach & youtuber (remote)
04.10	((•))	**UX Debate** — *Growing organisations (and UX departments) in a high pressure environment* - **Rasika Krishna-Schmid, Teslim Alabi, Molly Stevens**
04.45	((•))	**Closing** — All good things come to an end. But we have yoga and sightseeing ahead!

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uxcon vienna

September 16th

cool down & relax

Join one of our sightseeing tours or do yourself some good with a yoga class!

meeting point (6pm):
main entrance Burgtheater
Universitätsring 2, 1010 Wien

*You can either leave with
us or meet us there.*

Bad weather program:
Stories about Vienna in a
cozy café!

Yoga

Yogaloft Vienna

Enjoy a relaxing yoga session at Yogaloft Vienna: Deep stretching and relaxation for muscles and mind. Beginner or advanced - everybody is welcome!

Yogaloft Vienna:
Wiedner Hauptstraße 78, 1040 Wien
Class starts at **6.15pm**

Do not forget to bring a **towel**
(or borrow one for 2€).

Guided Tour

Love and desire in Vienna

Stories about love and desire in Vienna are a universally intriguing and almost inexhaustible topic. Viennese have partaken in the pleasures of the flesh for centuries – sometimes in clandestine ways, sometimes openly. The so-called Hübschlerinnen (prostitutes) of the Middle Ages and the courtesans of the famous Graben street of the Baroque era were part of the Viennese way of life and love. The anecdotes and myths surrounding the Viennese courtesans of the 19th century surely contributed to the fantasies of many. This tour will give you insight into life inside those private dining rooms, and you will hear anecdotes about flirtatious encounters, but also about true love at the royal court.

Guided Tour

From Hofburg Palace to St. Stephen's Cathedral

If you are visiting the city for the first time, this tour offers you an ideal overview. During this walk you will see the inner city and its most important sights, such as the Hofburg, the former Imperial Residence. Here you will find the Imperial Treasury with the regalia of the Holy Roman Empire, and also the stables of the famous white horses, the Lipizzaners. The route leads by way of the Graben with the Baroque Plague Column to the very heart of Vienna, the Gothic Cathedral of St. Stephan.

Registration required: See attendee email or talk to us!

uxcon vienna

talks & workshops

DESCRIPTIONS

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Outcome Based Roadmaps – customer-centered product planning

Jeff Gothelf, author & coach

Managing to outcomes is the key to building agile teams. This is particularly visible as you begin to implement Objectives & Key Results. But how do you continue to plan product development, set expectations with stakeholders and clients and create product roadmaps that both adhere to some kind of plan and are agile enough to adjust to what your teams are learning from the market? This talk provides the answer to this and many other questions.

Meaningful Direction: Guiding Strategy through Intentional Listening - Indi Young, independent (remote)

Indi Young, independent

If your organization is making solutions for humans (not solutions that run a factory floor full of 'bots'), then your organization must learn to understand those humans, and their various approaches and patterns of thinking. It's time for your organization to value making people feel welcome and respected.

How do you get your organization to shift mindsets? It's not by persuasion.

*Radical UX- the design and research practices advancing the industry

Renee Reid, Senior Manager, UX Design Research
@ **linkedIn**

Let yourself be surprised!

Ethics and the designer

Peter Purgathofer, Associate Professor
@ **Vienna Univ. of Technology**

Since they exist as a profession, designers have had a special perspective on the world. Designers are handed the possibility to change the world, or at least some aspects of life, work or leisure, for other people. This has created a tradition of reflection on the power that comes with changing other peoples' lifes. The talk gives a short overview over the history of how designer handled this responsibility, and discusses current ethical issues that especially UX designers should think about.

The Nature of Innovation. How to build and launch 0 to 1 projects

Teslim Alabi, Product Design Lead
@ **Netflix**

In this talk, we will explore what innovation is in the context of product development. We will also explore how it occurs and what practical steps Product teams can take to spark it and create the environments for it to thrive and deliver value to your organization and business.

The learning organisation. How to fix the divide between UX and your business

Giles Coleborn, author and CEO
@ **CXpartners**

In 2021 my colleagues and I surveyed and interviewed hundreds of organisations across Europe to understand why UX thrives in some and struggles in others. We also discovered how being great at UX helps organisations to fix some of the biggest problems they face today. In this talk, I'll share some of the data and secrets we uncovered and discuss what it takes to transform organisations.

How to sell your designs to stakeholders

Elizee Todd, designer & coach & youtuber

Selling design solutions to clients or stakeholders can be challenging for most of us. In this workshop, we will examine how to feel confident about ourselves, as well as how to use storytelling to generate excitement around your ideas.

UX DEBATE

On the edge of ethical: Where do we draw the line between helpful and harmful design?

Verena Seibert, independent
Peter Purgathofer, Univ. of Tech. Vienna
Renee Reid, linkedIn

UX DEBATE

Growing organisations (and UX departments) in a high pressure environment

Teslim Alabi, Netflix
Rasika Krishna-Schmid, dynatrace
Molly Stevens, Booking

OKRs for UX'ers

Jeff Gothelf, author & coach

Everything you need to know about OKRs and how to use them to increase engagement with customers and bring UX front and center in the product design and development process.

Quantitative Assessment of Experience: Measuring UX – An interactive excursion to the background, goals, methods, metrices and KPIs to measure UX throughout the product development lifecycle

Christine Moser, UX Research & Design Freelancer @ **CUXpro**
Marc Busch, founder @ **rapid user feedback**

IIn this workshop we will introduce a set of methods, metrics and KPIs used to measure UX throughout the product development lifecycle. Participants will get a short introduction to the basics of UX measurement, as well as hands-on experiences and best practices with existing tools to measure UX (e.g., UXtweak, Userbrain, Rapid UX Score, SUS).

Building DesignOps at scale through performance data

Lucas Lemasters, Senior UX strategist
Paco Giurfa, DesignOps Lead
@ **American Airlines**

UX teams have grown at an accelerated rate, leaving gaps in design operations that manifest as performance problems scattered across complex workflows. With priority on product delivery and revenue, these problems never get worked on. Our workshop will help participants create a solution by building a foundation for DesignOps in their organization with a convincing data-driven approach. Attendees will uncover their design process, understand pain points, and apply DesignOps best practices to frame outcomes and develop a leadership-ready one-page pitch.

Enhancement or Amputation? Need driven UX for better integration of automation in everyday Life

Philipp Wintersberger, Post Doc Researcher
@ **Univ. of Tech. Vienna**

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UX writing 101:

Elif Alp-Martent, UX writer
@ **Bitpanda**

Curious about taking your interface writing to the next level but don't know where to start? Want to pick up a tip or two (or three or five!) so you can stop banish Lorem Ipsum from all your design files, forever? Then join this hands-on workshop! We'll go over UX writing basics before getting our hands dirty with writing exercises, and wrap up with easy tips for you to incorporate better writing practices into your daily design flow.

Frameworks & foundations for research team development

Molly Stevens, Senior Director of User Experience
@ **Booking.com**

Growing a successful research team within a complex organization can be overwhelming—and there are not many concrete resources available for leaders. You must consider a variety of elements to grow yourself and your team, at the same time that you impact the product and create value for both customers and stakeholders. There are many moving pieces, and often not enough time to consider which elements might be essential for that next step. This tutorial will help you navigate where and how to focus your efforts as you evolve your impact within the organization.

We will cover a framework that includes considerations around both individual people and groups of people, as well as cross-cutting complexities such as the organization, the domain, and the research itself.

Develop your Trend Radar

Silvia Lacher, Independent

Learn how to expand your strengths as a creator and creative to build forward thinking solutions for the future! In this workshop we will talk about mindset as well as tools and explore current signals of change. You just need to bring your imagination, pen & paper and your phone.

Creating an effective, actionable career plan as a Designer

Teslim Alabi, Product Design Lead
@ **Netflix**

Let yourself be surprised!

Finding Your Path to UX Leadership

Kremena Pehlivanova, Senior UX Manager
@ **VMware**

When we talk about UX Leadership, we often think about management practices, such as resource allocation and budgeting, hiring, or even career progression paths. But UX Leadership is less about team structures and career ladders, and more about removing barriers and creating impact though effective communication and focus on outcomes, regardless of what your title is.
In this session you will have the chance to better understand and master essential skills for UX leadership, while also deep-diving into your own strengths and motivations as a path to substantial growth in your career journey.

UX psychology - deciphering user behavior!

Verena Seibert, UX Psychologist and Human Behavior Expert

I will let participants personally experience the impact of applied psychology in UX projects! Hands on cases and experiments will explain what potentials organizations still leave out! Way beyond sales or marketing aspects! I will explain how psychology boosts

- more efficient and valid UX research
- better design solutions and products
- bringing forward better argumentations in stakeholder discussions

And I will provide a roadmap on how to get started with including psychology by applying the UX Psychology Lens® method.

Design Includes: [_____]

Sofia Carvalho, UX designer
@ **WithCompany**

Change perspectives of how we look at inclusion, disabilities (not a dirty word!) and abilities. In this workshop, we will go through a series of examples and exercises that aim to inspire us (and show how) to use the different points of view as a tool to tackle the most significant challenges we will face in the 21st century

For designers and organizations, working within their comfort zone can be the starting path towards exclusion.

So, in this workshop, we will start by experiencing the concepts of inclusion and exclusion with a role-playing exercise. Then, participants will go through the process of understanding different contexts of abilities and see how it's value to research and design for inclusion. Before the end, groups will explore different paths and ideas and make sure they're built for inclusion.

Future of Design Systems

John Bevan, Creative & Strategy Director
@ **bejo**

This workshop looks at how organisations are evolving Design Systems maturing Design Operations to reduce cost, time and increase velocity in assembling and operating digital platforms.
Through real-world use cases, plus showing tools, techniques, methods we set out to answer the following:

- How can organisations master multi-team design at scale?
- How to reduce time and cost to assemble and operate digital platforms?
- What do best-practice design systems look like?
- How to deliver consistency of UX without constraining creativity of UI?
- How to curate design systems and grow design capabilities?

Together, we'll look at how to structure design systems, components, patterns and how to work with data visualisation. We'll explore best practices, guidelines, principles and frameworks underpinning effective design systems at enterprise scale.

Establishing a long-tail customer feedback setup in your company: How to get started?

Philipp Swoboda, UX/UI lead
Sabrina Egle, UX/UI designer
@ **A1 Telekom Austria**

Receiving regular customer feedback is essential to be able to bring a company's goals into line with their customers interests. However, establishing a solid process to gather high quality feedback on a regular basis is a complex task.

In this workshop we will share some of the challenges we faced with this topic at A1 Telekom Austria AG and how we overcame them. In the hands on part, we will help our participants develop a standardised concept to facilitate constant customer feedback in their companies or projects.

Knowledge and processes of usability testing

Xuan Zheng, Senior UX Researcher
@ **Instacart / former TikTok**

Let yourself be surprised!

Empowering UX: How leaders can help researchers & designers do their best work

Renee Reid, Senior Manager, UX Design Research
@ **linkedIn**

Let yourself be surprised!

Data Driven Experience

Ania Sosztek, Product Director
@ **Tinder**

Have you ever designed a product based on your pure intuition? Did it work? While it often does, it is thanks to Product Analytics & Research that we can make informed decisions about Product direction or know if it is time to pivot. Measuring experiences helps us understand user emotions better and cater our product to meet user needs. Don't underestimate your intuition! But couple it with data to give the product a competitive advantage and understand the user.

Design (Thinking) Doing with SparkCanvas

Anastasia Held, Agile Coach
Sebastian F. Müller, designer / founder
@ **Sparklery & Deutscher Sparkassenverlag**

SparkCanvas is an ideation method that has been developed practically on real projects.
The method is used by start-ups, innovation labs and DAX companies to develop new ideas for products, services and business models with the help of inspiration from other areas.
In contrast to many ideation methods from design thinking, SparkCanvas is based on a clearly structured procedure. This makes it a great introduction to ideation and user-centered design for non-designers, as well as an ingenious method for facilitating design sessions.
During the talk you will get an insight into the SparkCanvas method by means of a practical use case.

People first. Design second.

Wolfgang Bremer, Head of Design
@ **Elli - A Brand of the Volkswagen Group**

As designers we follow a user-centered design aproach and we therefore focus all our attention on the users. While doing that we unfortunately often forget to pay attention to another very important group of people: the ones doing the actual work. Let's enable people to be their best selves.

Designers - the key to machine learning

Konrad Piercey, Product Design Lead
@ **Delivery Hero**

Balancing shareholder profitability while weighing the odds against social impact and sustainability, it's HARD… the largest fight you might undertake within an organization.
We will talk about how my team at Delivery Hero leverages our impact to create a healthy food delivery space, and how you can repeat these values in your work outside of the logistics domain. Think calories, carbon emissions, and machine learning content feeds.

Design Future(s): Using speculative design to drive product thinking

Namrata Kannan, Product Designer
@ **Google Maps**

- Understanding how speculative design allows us to stretch our thinking about possible futures as well as better understand it. Which can be used to our advantage in the creation of products and services.
- Case Study: Speculative design workshop conducted within Google Maps Location Sharing team and how it helped drive product conversations around privacy, safety and personalization.
- Provide participants a framework to conduct their own workshop for their product area.

And now I would leave your website

Alexander Schüller, CX expert
Michael Platzer, UX designer
@ **XXXLdigital**

Testing hurts sometimes. How it made us better and how we made testing better.

From my UX journey to yours: What I learned working in large organizations

Kathy Toney, CX and agile leader
@ **Mercedes-Benz Vans**

Maybe you are a UX team of one or on a small UX team. Either way, if you work in a large and traditional organization, you most likely have a challenge to increase the UX maturity and it can be difficult to know where to start. A large organization is an established system, so what works in a startup typically doesn't apply in this setting. I will share methods I have used over the past 10 years that have brought me success in increasing UX maturity and scaling the competency.

10 Principles from Behavioral Economics and implications for UX-Design

Wilhelm Schmid, Digital Strategist & Consultant
Bernd Bechyna, Senior UX Consultant
@ **TOWA**

In our talk, we will use interactive examples to introduce 10 principles of behavioral economics research and discuss the implications on UX/UI design. The goal is to better understand drivers for human behavior in order to provide better and innovative experiences to customers. You can expect concrete and interactive examples that will give you inspiration and new ideas!

*X Design Culture - Why BX, CX and UX Design need to collaborate and support each other

Christiane Moser, UX Research & Design Freelancer
@ **CUXpro**

In the first era, design was seen as a problem solver. In the second era, design is seen as a creator of meaningful experiences. A successful interplay of Brand (BX), Customer (CX), and User Experience (UX) is crucial for a company's success. Establishing an Experience (*x) Design Culture that aims at creating holistic experiences for humans can be a real game changer for any company.

Fresh results of humans of UX - a community study

Bob Marvan, Chairman of the UX Association
itka Bartošová, UX Researcher & Assistant Professor
@ Asociace UX

We are bringing you the results of the second census of UX professionals in Czechia and Slovakia for the better understanding of our markets. Data collection took place during 2017 and last summer 2021. The topics this talk will cover are:
- How did the UX community change since the last census?
- What is the current state of the UX community in Czechia and Slovakia?
- Subtopics: education, seniority, skills, salaries, tools, trends etc.
- How did the COVID-19 pandemic affect UX professionals?

Content Science: How we can quantify qualitative information at scale

Kostas Kononovas, UX Researcher
@ Instagram

We can apply a combination of qualitative and quantitative UX research methodsto analyze content on social media at scale. This approach helps us understand insights beyond what we observe in classic UX studies or what log data shows us.

Conducting International Research: Roadblocks, Reflections, and Opportunities

Xuan Zheng, Senior UX Researcher
@ Instacart / former TikTok

Conducting research on a product with international impact is very rewarding. However, it also brings a lot of challenges. In this talk, Xuan will demonstrate some of these challenges using a "failed" research project experience and initiate discussions.

Sustainable collaborations: translating Vinted's mission into everyday practices

Paweł Nowik Nowicki, Product Design Director
Markus Schaefer, Product Design Director
@ Vinted

Sustainability plays a major role in Vinted's organization. It's a fundamental piece of our business model, strategy and product vision. It's a value that we are striving to deliver with our user-centric solutions.

During our talk we will present how having sustainability in a core of the product translates into the way we organize ourselves, collaborate with each other and create alignment in the fast growing environment.

AI for the Creative Process

Michelle Cheung, Product Design Lead
@ Meta

Have you ever encountered a creative block? Join product design lead Michelle Cheung as she walks through how collaborating with AI in the creative process can supercharge your creativity.

UX DEBATE
Bringing UX research and user-centric design practices in big and well-established organisations

Kathy Toney, *Mercedes-Benz Vans*
Paco Giurfa, *American Airlines*
Philipp Swoboda, *A1 Telekom Austria*
Michael Gutsch, *Userzoom*

Design Includes: [_____]

Sofia Carvalho, UX designer
@ WithCompany

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UX DEBATE
Community panel discussion: a career as UX Professional

Dávid Gáspár, *UX Budapest*
Bob Marvan, *Asociace UX*
Johannes Lehner, *UX Graz*
Nathalie Köck, *Talent Garden Vienna*

Sustainability by default. Beyond human-centered design.

Florian Sametinger, Research Lead
Alicia Carpousis, UX Researcher
@ kiska

We are living in complex, challenging times. Now more than ever. As designers, we are faced with questions bigger than the products, brands and services we are working on. This talk explores the notion of sustainability by default. How the role of designers is increasingly changing. How principles of sustainability can be included in creative processes. And how we can implement the idea of a design practice that moves beyond human-centeredness.

Lessons from Using the Jobs-to-be-Done Theory to Guide Product Strategy

Sonja Bobrowska, Senior CX Researcher
@ UNIQA

Defining a digital product strategy is hard. It is especially hard in traditional companies in long-established industries which are struggling with customer-centricity and digitalization. Product owners at such organizations face challenges that limit their opportunities to focus on customers' needs. How can researchers help product teams redefine value and decide what to build? "Jobs to be done" could be an answer. Let me walk you through how we applied this method and why it has been fruitful thus far.

medical devices and UX

Thomas Grill, organizer
@ UX Linz

Let yourself be surprised!

A Life-long learning journey: How to stay relevant as UX Professional

Johannes Lehner, UX Designer & Usability Engineer
@ UX Graz

Let yourself be surprised!

Understanding your global users through UX research

Rüya Ince, independent UX researcher and co-organizer
@ Ladies that UX Utrecht

Let yourself be surprised!