

In late 2008 we started talking about organizing an event for the German User Experience, Usability and Information Architecture community. We had no idea how many people would be interested in an event like this. There was just our own need for something that would enable open discussions and exchange of experiences, best practices and failures between practitioners and academics, newcomers and seasoned professionals in the wide field of UX – which was a relatively new buzzword in Germany at the time.

The first UXcamp took place in June 2009 and roughly 220 people joined us then. Fast Forward to 2014: UXcamp Europe is one of the biggest UX events in the world. For the last two years we had to restrict attendance to 550 guests but we are still amazed, that nearly half of our 550 guests come from countries all over Europe, even from around the globe.

For the first time, UXcamp Europe 2014 collected abstracts from the sessions, talks and workshops that were held at the barcamp which we are proud to present in this journal. These abstracts demonstrate the wide variety of topics and talks that make UXcamp so unique. There are academic findings on special UX topics as well as reports from the field on what makes users click as well as how UX can be implemented in productive processes at design service providers, product development or software development.

Just like UXcamp Europe brings together academics and practitioners, this journal gives an insight on the state of user experience research and design.

Our thanks go out to everyone who has contributed to this journal - and everyone who makes UXcamp Europe such an amazing event.

Don't kill your app with brand – mobile branding done right

Marie Schweiz. marie.schweiz@gmail.com

Keywords

mobile, branding, ux

Summary

Companies like to have mobile apps, but they just pick ideas and brand them with logos. Branding is much more than that and I explained this with an example.

Learn to be persuasive – tips and tricks on presenting UX work and value to a non-UX person

Irena Zatloukalová. irena.zatloukalova@gmail.com

Keywords

presenting your work, argumentation, public speaking

Summary

Sometimes specialists and professionals lack the ability to explain their work and its value to people outside their field. They do great work but take its presentation for granted. They assume that the ones to whom they are to hand their work and ideas have the same concepts and understanding of their project as they do themselves. Thus, many times even great UX work is not understood by a non-UX person.

There are, however, few tricks and tips one can learn to be more persuasive. The good thing is that most of the UX professionals know and practice most of these tricks in their work. Thus they just need to take one more step and adapt their knowledge into a different field – presentation of their work to people outside the UX world.

Get inspired to be more persuasive...

All you want to know about accessibility are things you already know

Joakim Bording. joakim@netliferesearch.com

Keywords

universal design, accessibility, UX

Summary

How should UX professionals approach accessibility on the web? The focus on guidelines and technical demands is neither motivating, nor is it the best solution to provide an accessible web. Designers should do what they do best: design. To do that they need to understand the needs of users and the tools they use.

We know how to design for different target groups, with different user needs. Adopt to different screen resolutions, mouse and touch, different browsers and follow web standards. We put money in writing good content and are not satisfied until we test our designs on users. This we know. And this also makes our designs more accessible.

To reach an even larger set of users we should expand our knowledge of tools and needs we design for. We should also design for keyboard navigation, screenreaders, screen zoom and browser zoom. And design for users who need high contrast to be able to read the content and users who are colorblind. How will the webpage be experienced by users who use these tools and have those needs? The methods we use are the same, we just need to broaden our scope.

From desktop to big screens – introduction and lessons learned from the HbbTV platform

_____ Zdenek Zenger. zdenek.zenger@gmail.com

Keywords

hbbtv, hybrid broadband broadcasting, TV, television, application, smart app, design, UX

Summary

HbbTV is a new way to distribute digital content such as movies / shows, live broadcasting, articles, games and more through TV via broadband broadcasting. In Europe, there is wide availability of TVs supporting the HbbTV technology, especially in Germany, where over 90% connected TVs support HbbTV. Although most TV manufacturers enable HbbTV in new models, almost nobody, even potential providers such as TV stations, are aware of its existence. Find out more about HbbTV and lessons learned from the app design.

The ZDF app universe – how we proved to everybody the existence of the killerfeature UX

_____ Thorsten Jonas. tjonas@cellular.de

Keywords

cellular, zdf, zdfheute, zdfmediathek, brand experience

Summary

In my talk, I will give some insights on how we build a consistent app universe and brand experience with the ZDFheute and ZDFMediathek apps for and with our customer ZDF.

I am also talking about the Olympic Games and FIFA World Cup extensions for the ZDFMediathek.

I end by pointing out the most important lessons learnt and reasons on how to build a good user experience and how much this pays off to the customer's brand. The German version of the presentation can be found here:

<http://de.slideshare.net/tjonas/das-zdf-app-universum-35132934>

Unplugged usability testing for mobile – pull out the mobile device and start testing

Max Scheugl. m@nofro.com

Keywords

mobile, usability testing, screen recorder, agile, lean, usability video workshop

Summary

Part 1 describes common usability test setups for mobile devices like phones and tablets. All of them need extra hardware: Document camera/cradle with camera/camera on a tripod above the mobile device, USB or WiFi attached laptop, strap-on camera on test participants. After describing the status quo, a hierarchy of needs for screen recorders is presented.

Part 2 explains a usability test setup for Android devices with unplugged screen recording. The setup requires the operating system CyanogenMod 11 and the app "CyanogenMod Screencast". Then the author shares his experience and practical tips for this setup and gives an overview of alternative setups.

Part 3 describes usability test setups for iOS devices. Part 4 describes a new method for agile teams to develop a shared understanding of usability issues. This method is called "Usability Video Workshop". It replaces the common usability test report and its presentation.

xCulture – cross-cultural UX elements: research method and design guidelines

Jan Brejcha. jan@brejcha.name

Keywords

cross-cultural research, cultural markers, methodology, design, guidelines, user-interface, HCI, UX, semiotics

Summary

Thanks to the intensification of globalization through communication technology, we are faced more and more with UIs coming from different cultural backgrounds. In order to suit the user's cultural expectations as closely as possible, designers need to combine usability knowledge with cultural insights. By defining a usable set of UI design guidelines for a target culture, designers could market their products with lower costs than with cross-cultural testing. To promote this line of research, we carried out a pilot study targeted at the habits, mental models and UI preferences of Chinese and Czech users.

Our findings show there is a strong influence of globalization on the cultural markers mainly through the use of common software platforms. However, we found many important culture-specific differences as well in both groups. We present our results as guidelines that could be used to enhance the user's acceptance of the UI in a specific culture.

Just don't! – application mistakes and interview disasters

Asta Baumöller. ab@melt-media.biz

Keywords

application, CV, folio, interview, freelance, project, job, permanent

Summary

As recruiters, we are the interface between applicants/candidates & clients/employers. In our practical work we do – unlike most candidates – receive concrete feedback on applications and interview situations from employers. In this session, I will pass on some revealing hints, that hopefully will help you understand the whole application-situation (hr-interpretations, typical misunderstandings etc.) a bit better and to avoid possible mistakes in the future.

Download a short list of my presentation here – or send me mail (or apply for our database...) if you would like to receive the detailed version!

Great work starts by understanding each other
– map the journey users make through your product

Colin Claverie. colin@the-skore.com

Keywords

shared understanding, user journey mapping

Summary

UX is communication heavy, and reaching a shared understanding is not easy. Maybe the traditional way to communicate is not fit for purpose? Introducing a different language, made of boxes and brackets. Boxes describe the WHAT needs to be done, the action; and the brackets WHY it is necessary, the reaction.

With this notation, you can map the journey users make through your product in a very clear way. Actions (rectangles) are precise and always in the right context so that everyone understands. No matter the role (designer, analysts, developer, customer...), the training or the mindset of the audience.

Skore is a software based on this approach. Make a map of your product at the speed of talking. It's available for download.

The next-level interactions – it's a trap! ...or, is it?

Petr Kosnar. hello@iampetr.com

Keywords

adaptive design, sensors, big data, wearable technology, internet of things, responsibility

Summary

Designers talk about the future of interaction design, user experience, and amazing machines improving the lives of the users. Their visions mention latest trends like designing with sensors, adaptive design, big data, the internet of things or wearables among others.

What do these technologies have in common? They share or contribute to several key concepts, such as: context-awareness, personalization and adapting its content to the individual user, considering identity of the user, learning, processing rich information from the environment, and anticipating user's needs and behavior. To sum up, technology is adopting more human characteristics.

When you enter a bank, the agent estimates how old you are, what you look like, and which products might be interesting for you, so he talks to you in a different way than to your mom or dad. And this is what the current context-aware technology is capable of.

What is the dark side of all that? With great power comes great responsibility, as the classic said. Who is responsible for wrong decisions a device makes? Should an autonomous car protect its owner in case of unavoidable accident, or rather minimize the total number of casualties? Do we accept and forgive errors made by devices as we forgive human errors? Can technology consider ethical and cultural aspects of the situation? Shall we keep certain information private or share everything with our devices to help them know us better?

The discussion continues.

Nailing it! – how can others better understand our ideas and concepts?

_____ Fabian Klenk, Katharina Weber. fabian@fabianklenk.info

Keywords

ideas, communication, presentation, workshop, improv

Summary

Our session was about how to best communicate and present ideas, such as wireframes, designs or even research insights. We decided to work with a practical activity to freshen up everyone's experience of having to convincingly present something.

The UX campers had to sit in pairs, back to back, and each pair was handed a different photograph. One had to describe the photo and the other had to sketch it, without having seen it, of course.

Participants became very engaged in the activity. The moment of truth came afterwards when they compared their scribbles with the actual photographs.

As you can see in the examples, results varied from super accurate to very abstract representations. They differed to the original image e.g. in perspective, proportion or relation of objects.

In the discussion afterwards we collected important techniques that supported getting the image across. We always related the insights to our work in UX. We agreed on the following strategies: Start with setting up the right context for your ideas or insights. Why are you presenting? What does it relate to? Before going into detail give a short overall summary, then present the bits and pieces in the right order according to their relevance. Use the technique of progressive disclosure. Do not forget to present the little facts that seem obvious to you but could be unknown to others. Avoid the curse of knowledge.

Don't just present the facts but also think about how to connect to your listeners emotionally.

Design yourself: communication and process in UXD

Tanya Zavialova. tanya.zavyalova@gmail.com

Keywords

UXD, process, communication

Summary

As designers, we develop interfaces to various interactive systems. But there is one interface we create and use without even considering it. It is an interface from a designer within us to the outer world. So to say human-designer interface. There are many parties on the other side: stakeholder, managers, developers and yes, users. What are benefits of optimising human-designer interface? What to focus on first? And finally how? Those are topics I'm going to cover.

Teaching for application: experiences and ideas

Jan Dittrich. jan_c_dittrich@arcor.de

Keywords

teaching, design methods, education, university, enabling, application, hands-on, project-based

Summary

To enable students to do their own UX projects we need to teach them skills in UX design: Knowledge they can build on in practice and methods they can apply. With this focus on application in mind, a class has been designed and taught over the course of several semesters. Using methods based on research in psychology and instruction, students progress from receiving information toward an independent application of design method. This is achieved by showing and discussing examples and scaffolded exercises. These methods were used to teach a selection of lightweight methods to multidisciplinary student teams; the experiences of students and teacher were discussed.

Innovative designs for the embodied mind

Diana Loeffler, Joern Hurtienne. diana.loeffler@uni-wuerzburg.de

Keywords

design, innovation, intuitive use, embodiment, psychology

Summary

Innovative ideas break conventions. However, breaking conventions may confuse the user, because innovative user interfaces might not look or behave the way the user is used to. So how can we create technology that is both innovative and intuitive

to use? So far, to ensure that designs can be easily used, common practice is to copy design decisions made by others over and over again. These design decisions might be suboptimal and random in the first place and since interaction with specific tools is necessary to acquire this kind of knowledge, the number of potential users who consider the design as intuitive to use is very small.

However, designs that draw on a lower source of knowledge, namely the sensorimotor knowledge level, are intuitively usable for much more users since this kind of knowledge has been encoded and retrieved very frequently from the time we were born.

Because knowledge of how things work is formed through many bodily interactions with the environment, our minds are embodied. As a consequence, our minds do not only influence our bodies but our bodies influence our minds as well. Taking our rich learning history as embodied minds into account while designing technology, we can create true innovations and break suboptimal conventions at the level of expert technology knowledge that we gained through a very limited interaction with intangible software. This approach is supported by a growing body of research in many fields of human-computer interaction.

Let's talk about inspiration

Pascal Clausen. p.clausen@lighthouse-it.de

Keywords

inspiration, creativity, finding inspiration, creative process, inspiration for UX

Summary

One could describe inspiration as vital part of the creative process, but what exactly is inspiration? When looking for the term "inspiration" in popular search engines you could easily find thousands of sources and websites for inspiration. After

interviewing different people in creative or technical positions (like an author or a software developer), it became clear that inspiration can be much more than a sudden burst of creativity. These opinions are used as basis for a discussion about what exactly inspiration means for us as user-experience professionals. In the end inspiration seems to be something very personal, but there are still one or two tricks you can do to get inspired.

Web analytics is becoming universal

Audun Rundberg. audun@netliferesearch.com

Keywords

web analytics, Google Analytics

Summary

In the early days of web analytics, the hardest question you ever had to answer was "what is my hit counter going to look like". Things were really easy. Today, with tools like Google Analytics, there seems to be no limit to the amount of data that is gathered and the reports that can be displayed.

As people have started using more and more devices to access the web, it has become obvious that the number of "unique visitors" is even more meaningless than it used to be. HITS stands for How Idiots Track Success, and when people own one cell phone, one tablet and a laptop each, you don't even know how many hits you really have. And you don't know how people really use your services, since it's not that easy to know what percentage of your users really are multi-platform.

Universal Analytics is Google's answer to this situation. Through use of user ID and the Measurement Protocol, you can now track users as they access your web site across different devices and even offline.

In my talk at UXcamp Europe 2014, I demonstrated how user ID allows you to track

logged in users across devices, and how the Measurement Protocol allows you to track anything, even how often your cat eats. By using an RFID reader, it's possible to track when the cat eats from the food bowl, and send those hits as events to a Google Analytics account. No matter how interesting you think that experiment is, it shows how easily offline actions can be tracked and integrated with data from our web sites.

From Russia with UX
– insights from a design and research project in Moscow

_____ Matthias Langholz. matthias.langholz@sap.com

Keywords

user-centered design, design thinking, co-innovation, SAP, customer project, cultural characteristics, Russia, Moscow

Summary

Design projects with customers are usually adventures with many unforeseen events. Undeniably, this aspect of unpredictability intrigues designers and adds to the attractiveness of customer projects. Engaging in foreign countries and cultures increases even more the chance of surprises.

In this session the story of four designers from the SAP Design & Co-Innovation Center in Germany was recounted, who accepted the challenge to engage in a UX research and design project at a customer in Moscow. Their mission was to discover reasons for existing UX issues with the implemented SAP solution and to design solutions to overcome these. During the on-site activities in Moscow they interviewed and observed end-users and integrated their key stakeholders into the activities of synthesis and ideation.

Often they found themselves lost in translation and culture. However, they took