

In October 2008, a small group of UX enthusiasts met at the Barcamp Berlin, amazed and enthused by the open and collaborative atmosphere.

"We need to do a barcamp for UX colleagues" was the common understanding. From this idea in 2008, UXcamp Europe has grown to one of Europe's biggest UX Events with regularly more than 550 guests.

And still, every year again, we experience the same open and collaborative spirit that inspired us to start the event.

Over the last nine years, we have seen topics rise and fall. Prototyping tools were a big theme in the first years. Then came agile methods and processes. Design Thinking, Service Design and Jobs-to-be-done domineered in the last years.

Since 2015 we offer to document the broad spectrum of talks, sessions and workshops that take place at UXcamp Europe in the proceedings. Over the next years, this will help to give our guests and the readers of these abstracts a glimpse into how themes and issues have developed and changed over the years and how that shaped our profession.

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

Design without Talking to Users

...and a Method for Analysing Non-verbal Behaviour

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Keywords

observation, non-verbal behaviour, basic needs, analysis

Summary

Don't get me wrong – it is very important to talk to your users whenever you have the possibility to! They will reveal a lot about your service or product, but they won't do a good ideation work for you. Verbal communication also, is not the best way to get access to their fundamental needs, as people are often unaware of what deeply motivates their behaviour and they have hard times expressing emotions and feelings.

In this crash-workshop I highlighted the importance of non-verbal behavioural aspects and introduced some of the psychological theories regarding basic human needs. The focus was on the Consistency Theory from Klaus Grawe (2004), as it results in a very sophisticated behaviour-analysis method (Plan analysis).

Breaking down the method and simplifying it with the help of my friend D. Valkova (Psychotherapist in Education) helped us to come up with a simplified 4-steps-method for accessing deeper levels of human motivation. We exercised the simplified method for non-verbal behaviour analysis in groups. After the analysis we talked about jumping into the ideation phase and resulting from this we will generate outcomes, that can now be directly discussed with users.

https://www.dropbox.com/s/fiuxaewz9mm9i5n/WorkSheet_Analysis_Table_MartinaMitz.pdf?dl=0

Talk Human

Stop being a hypocrite and start using user's language

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Keywords

following our own advice, talking human UX language, not hiding behind terms, terms don't make professionals

Summary

Following a very spontaneous discussion at UXCE 15, I registered a domain www.talk-human.de. In 2016, I was extremely happy to gather with 3 very different people (senior, intermediate and a student) and to be able to get some great input and inspiration for the digital concept of the initiative "Talk Human".

The initiative aims to remind us, how important it is to follow our advice - "speak the user's language" - and to keep the reminder alive, but also to help others to get access to and understanding of our professional language, as this will also broaden the correct understanding for our discipline and will prevent the buzz-word hype. Stay tuned! :)

Making Things Memorable

How does human memory work and how to manipulate it?

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Keywords

memory, attention, cognitive psychology, banana

Summary

Knowing the human memory allows designers creating memorable design. Such design can help users to remember specific information that can improve usability, brand recognition, and long-term user experience. The session described the principles of human memory and demonstrates them on practical examples.

To be specific, the following topics are covered in theory and practical examples: Sensory memory, working memory, long-term memory, memory capacity, memory suppression, false memory effect, encoding specificity, effect of emotions and mood on recall accuracy, effect of stimuli context, memorising strategies (narrative technique, first letter technique, hierarchy, chunking, visual imagery, self-reference, deep-level information processing), and organisation of memory.

The lecture was presented for the first time in 2011 in a banana costume to demonstrate that absurd and unexpected situations are remembered better than others (i.e., more accurate and longer).

The current presentation (in 2016) also reflected to the past 5 years, proved the previously assumed effect, and explained in detail why audience of the first presentation still remembers the session better than other sessions from that year.

Designing for Devs

Lessons learned designing when developers are the end user

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Keywords

developer, wireframing, code, programming

Summary

When designing a series of programmatic interfaces (APIs) for developers, we attempted to apply modern design techniques to ensure a positive User Experience for our end users. Many of our assumptions about idiomatic design in programming languages were rebuffed, and following attempts to use wireframes, prototypes and mockups of our interfaces, we realized there are many specific issues applying these tools in the context of developers and code. This talk discusses our failures applying modern design tools to code and API design, and what we learned from this experience.

(Project in question was undertaken at IBM)

How hitchhiking affected my professional life

A story of how I hitchhiked from Paris to Prague in 12 hours

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Keywords

hitchhiking, soft skills, design process

Summary

The story happened two years ago. At that time I simply enjoyed the great adventure and didn't realize how much has the time on the road influenced me. Two years after the trip I look at the adventure with a dose of self-reflection and a little bit of retrospectivity and I observe how are the gained skills helping me in my current life.

The talk is divided into four parts:

- General information on how to hitchhike effectively – linked to design process.
- Story about journey from Paris to Prague in 12 hours
- Impact on my life after two years
- Funny stories from the road

You will want to pack your own bag and try hitchhiking on your way from UXCamp Europe.

<http://cl.ly/3c3B0N0y1p3R>