



HALL 2

Software
Development



HALL 10

Automotive &
Aviation



HALL 11

UX
Management



HALL 12

Design
Experience



HALL 3

Masterclasses

08:00 - 10:00
Check In

09:00 - 09:20 | HALL 1
Johannes Robier \ youspi
Welcome by Johannes Robier

09:20 - 10:00 | HALL 1
Kevin Lee \ Visa, Inc
Opening Keynote: Change is the only constant: how to scale the impact of design

10:15 - 11:00
Maricel Cabahug \ SAP
Simpler and Richer:
Unleashing Human
Potential through
Design

10:15 - 11:00
Yannick Forster \ BMW
Usability at OEMs

10:15 - 11:00
Andrea Picchi \ Design
Director at ThinkDesign
Continuous Innovation:
Going beyond Agile, Lean and
DT toward a new human-
centered paradigm of working.

10:15 - 11:00
Martina Mitz
UX Charlatans: How
to Spot Them Quickly
and Stop Wasting Time,
Money and Nerves

10:15 - 12:30
Akar Şümşet \ Invertiv
Gamifying Products
using Behavioral Design
Techniques - A Holistic
Application

11:10 - 11:55
Katharina Seke & Rene
Pachernegg \ APUS
Software
Ignorance is no excuse.
UX & the General data
Protection Regulation

11:10 - 11:55
Iona Koglbauer \ Graz
University of
Technology
Managing the Efficiency, Safety
and Security of Automotive
and Aviation Systems

11:10 - 11:55
Ranjeet Tayi \
Informatica
Human With Machine:
Harnessing power of UX
for Securing Data

11:10 - 11:55
Ramy Nassar \ Mattel
Inc.
Hot Wheels & Barbies
in 2020 - Designing
new Retail Buying
Experiences for Mattel

12:00 - 13:00 | GALLERY
Lunch Break

13:15 - 14:45 | HALL 1
Group Workshop - Lets define Measurable UX

14:50 - 15:35
Christopher Grant \
KING
My UX "Saga": Bringing
UX to Games and
Games to UX

14:50 - 15:35
Kate Fisher \ Fast
Design Group
From syntax to content:
natural interfaces in
automotive industry

14:50 - 15:35
Julie Blitzer \ Design
Group Italia
Cross-Cultural,
Multilingual, Localised,
Global Design

14:50 - 15:35
Bill Albert \ Bentley
University
Exploring the
Emotional User
Experience

14:50 - 16:30
Keith Andrews \
Graz University of
Technology
Introduction
to Information
Visualisation

15:45 - 16:30
Oliver Pitsch \ Trusted
Shops
UX in an agile World

15:45 - 16:30
Andy Dae-Yol
Na \ Daewoo
Electronics
AI inspired vehicle
experience

15:45 - 16:30
Julie Kennedy
Design Teams Are a
Design Exercise: How to
Build, Inspire and Keep Design
Teams (Happy)

15:45 - 16:30
Nandini Nayak \ Fjord
Data + Design: UX in the
Age of Living Services

16:45 - 17:30 | HALL 1
Russ Wilson \ Google
Achieving product excellence through measurement

19:00 - 23:00 | SCHLOSSBERG
Networking Dinner



HALL 2

VR & AR



HALL 10

eCommerce



HALL 11

UX Strategie



HALL 12

UX & Industrial
Safety



HALL 3

Masterclasses

08:00 - 09:30 | WUC NORTH
Networking & Scrambled Egg Breakfast

09:30 - 10:15
Ana Garcia Puol \ IrisVR
Remodeling Reality:
Revolutionizing Design
with VR

09:30 - 10:15
Aldrich Huang \ UXTesting.io
Cross-continent
business through UX
data-driven design

09:30 - 10:15
Pascal Heynol \ USEEDS° GmbH
Design Is
Communication

09:00 - 10:15
Bruce Horn, Klaus
Hofer
Live on Stage USABILITY
Test - Klaus Hofer

09:00 - 12:00
Towards Human Aware
Computer Human
Interaction

10:25 - 11:10
Savannah Niles \ Magic
Leap
Designing a Toolkit for
Mixed Reality

10:25 - 11:10
Timo Sackman \ User
Experince Consulting
Different users,
different website UX

10:25 - 11:10
Jürgen Blematl \
aurena.at
There and never back
again - a UX learning
journey for building an
auction platform

10:25 - 11:10
Harald Mayer \ Trivas
GmbH
Focus on patient
safety in hospital
management

11:20 - 12:00
Anja Wilbert \ SAP
Customer Experince
Labs
Signal in the Noise -
Interacting with Big
Data in Real Time

11:20 - 12:00
Wolf Brüning \ Otto
(GmbH & Co KG)
How to build awesome
products - 13 principles
for an efficient product
Discovery

11:20 - 12:00
Vivian Gomes \ Human
Factors Research &
Design Pvt. Ltd.
Institutionalizing UX:
How to establish a go-to UX
team in your organisation

11:20 - 12:00
Mike Hanna \ CATi
Safety and UX: Journey
to Zero is a Dead End

12:00 - 13:00
Lunch Break

13:15 - 14:00
Christophe Mallet \
Somewhere Else
How (Not) to Tell
Stories in VR

13:15 - 14:00
Peter Gregersen \ Spiir
How users love mobile
payments

13:15 - 14:00
Sascha Wolter \
Cognigy
Conversational AI
Demystified: Build your
bot live on stage with
almost no code.

13:15 - 14:00
Zeljka Pozgaj \
Frequentis AG
Safety-related Design

14:20 - 14:50 | HALL 1
Student UX World Championship Presentation

15:00 - 15:45 | HALL 1
Sean Chiu \ Alibaba Group.
New Technology, New Experience

16:00 - 16:45 | HALL 1
James Powderly \ Magic Leap
Biased Reality

16:45 - 18:00 | PARK
Closing with Keistn & Sturm