



REGIONE  
PIEMONTE



Arne Kittler, Fork Unstable Media, Hamburg

# upa Europe 2008

Eindrücke und ausgewählte Inhalte einer gelungenen Konferenz

# Turin – VIEL schöner als erwartet

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**Turin – VIEL schöner als erwartet**

# **Organisatorisches**

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**183 Teilnehmer aus 23 Ländern**

**1 Track mit insg. 26 Präsentationen zu 5 Themen**

**2 ½ Tage, lange Pausen**

**Spot Me Device**

**Papierfrei**

**Kosten: ab 260 EUR**

# Veranstaltungsort



# Veranstaltungsort



# SlowFood



# SlowFood – ist das so gedacht?



Wein

Spot Me Device



# Spot Me Device





**Gala Dinner**



**Gala Dinner**



**Inoffizielles Rahmenprogramm**  
**Danke an Paola und Experientia**



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# **Die Vorträge: Grosse Themen**

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**Ethnografie**

**Agile UCD**

**Rolle von UX-Professionals**

**Patterns, Klassifikationen, Prozesse**

# Elizabeth Churchill (Yahoo):

Design and Mnemotechnics in the Age of Distributed Digital Data





# Elizabeth Churchill (Yahoo):

## Design and Mnemotechnics in the Age of Distributed Digital Data

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mne·mon·ics

*noun (used with a singular verb)*

the process or technique of improving or developing the memory

mne·mo·tech·nics\*

*noun (used with a singular verb)*

the technologies of human+machine memory

\* Reflects *my* use of this term - emphasis on distributed and sociotechnical nature of memory as a collaborative system between people and the technologies they use. Requires and assumes reliability in performance, trust in the robustness of the technology

# Elizabeth Churchill (Yahoo):

Design and Mnemotechnics in the Age of Distributed Digital Data



# **Elizabeth Churchill (Yahoo):**

**Design and Mnemotechnics in the Age of Distributed Digital Data**

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## **Interessante Gedanken:**

- Dachboden vs. HD vs. Online Storage**
- private vs. soziale Daten („social butterflies“)**
- Instant-Memo vs. Archivieren**
- Nachhaltigkeit vs. Dynamik digitaler Service-Angebote**



## **Fergus Roche:**

**Owning the interaction in dynamic environments**

# Fergus Roche:

Owning the interaction in dynamic environments

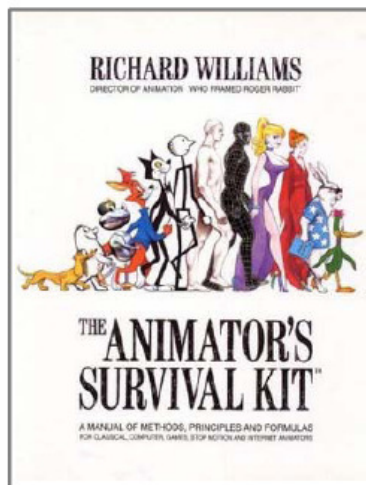
## Kernaussagen:

Medienkonvergenz -> erweiterter Aktionsraum für UX-Spezialisten

Klassische Wireframes vermitteln Interaktion nicht ausreichend:

**Wireframes + Process Map = Storyboard (Keyframes!)**

**Handzeichnen, am besten live in Präsentation**



# Fergus Roche:

## Owning the interaction in dynamic environments

A

### TASK

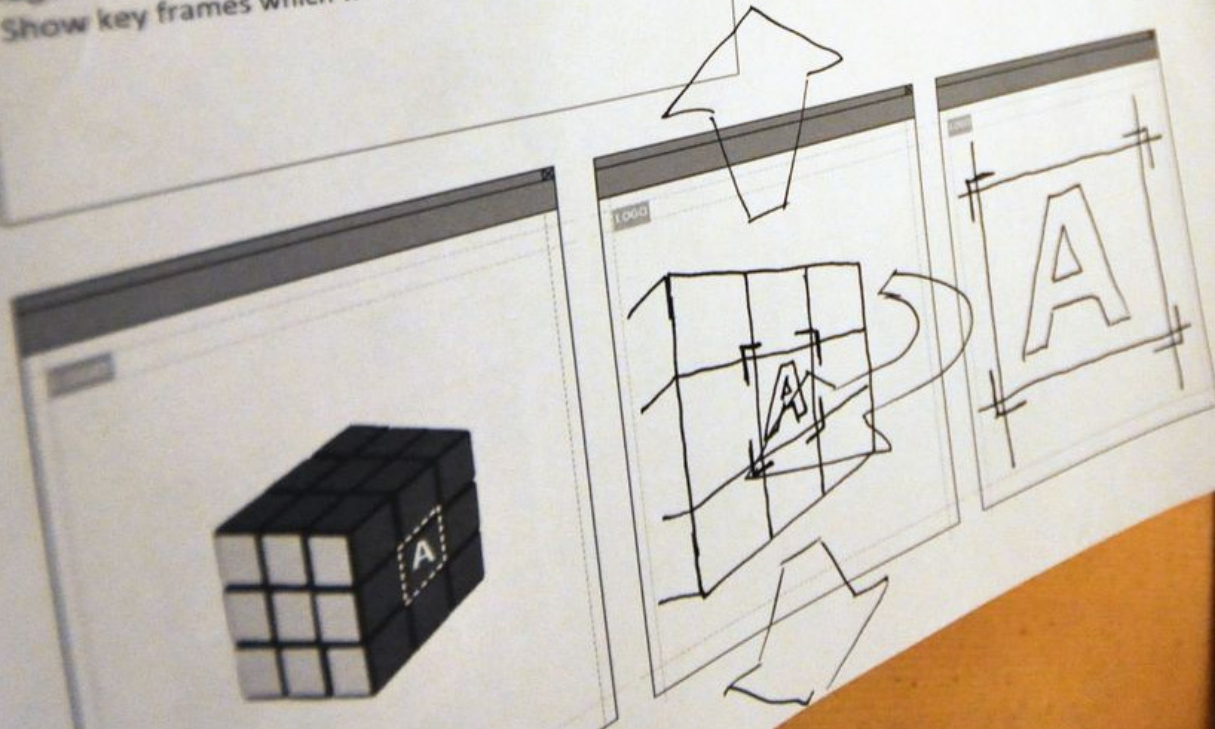
**Rotate and scale cube - from 3D to 2D**

Onclick of square A, rotate and scale cube until only square A is visible and flat to the full available screen. Make sure the logo remains visible.

Show key frames which will describe this interaction.

NAME Cesar Astudillo

COMMENTS



# Thyra Rauch (IBM):

## Agile UCD – The Good, the bad, and the potentially ugly (Case: eDiscovery)

The image shows a woman pointing at a screen displaying a comparison of a search interface. The screen is divided into two sections: 'Before' and 'After', with an arrow pointing from the 'Before' section to the 'After' section.

**Before:** The interface shows a search box at the top. Below it is a sidebar with several expandable sections: 'Review Flags', 'Review Folders', 'Ignore Filters' (with sub-items: Bulletins, Newsletters, Sports), 'Concepts', 'Entities', 'Sentiment', 'Email Attributes', and 'File/Attachment Types'. At the bottom of the sidebar are buttons for 'Include criteria', 'Exclude criteria', and 'Start new search'.

**After:** The interface is simplified. It shows a list of search results with the following items: 'frames no frames (1695)', 'public interface (926)', 'interface.com (749)', 'superinterfaces (705)', 'public save (621)', 'string (395)', 'file (354)', 'agreement (316)', 'attached file (312)', and 'null parameters (309)'. Below the list are expandable sections: 'Senders', 'Recipients', 'Sender Domains', 'Recipient Domains', 'People', 'Companies', 'Locations', and 'Flags'. At the bottom are radio buttons for 'New search' and 'Add to search', and 'Search' and 'Clear' buttons.

The woman is pointing at the 'agreement (316)' item in the 'After' section. The screen also displays the number '20' in the bottom left corner and 'UPA Europe 2008 IBM' in the bottom right corner.

# **Thyra Rauch (IBM):**

**Agile UCD – The good, the bad, and the potentially ugly (Case: eDiscovery)**

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## **Aussagen:**

**Agile Prozess erst nach Team-Training erfolgreich**

**Einbindung UX: Mehrere dedizierte Experten. Vollzeit!**

**Viel Kommunikationsroutinen!**

**Starke Parallelen zum XING-Case beim WUD 2008**



# Daniel Szuc (Apogee HK): Selling Usability in(to) Organizations



# Daniel Szuc (Apogee HK):

## Selling Usability in(to) Organizations

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### Hauptaussage:

**Nutzen vermitteln statt Selbstdiskriminierung durch Schlaubergerei**

- User Tester v **Designer**
- Closer (issues) v **Opener (innovations)**
- Loner v **Collaborator**
- Critic v **Creator**
- Silo v **holistic**

*“Be more open, more creative, take risks, challenge our assumptions,  
listen to each other”*



**User  
Experience**

**The Next Generation of Web Globalization**

# Web Globalization balanced by User Experience

Typical sections & contents of brand websites

Different local UX demands?

No!

Yes!

Standardize!

Can patterns or rules be applied?

No!

Yes!

Local  
Developments

Modular  
Internationalization

€ \$ £ ¥

## **Fazit upa Europe 2008**

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**Die Reise hat sich gelohnt und hätte sich auch für weitere HH UXler gelohnt.**

**Gute Vorträge sind wichtig, die Atmosphäre drumherum machte in Turin aber den Unterschied.**

**98% für Fortsetzung! Derzeit in Planung.**

# Referenzen

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## **Photos dieser Präsentation (Danke!):**

[http://picasaweb.google.ch/swissupa/UPA\\_Europe\\_2008](http://picasaweb.google.ch/swissupa/UPA_Europe_2008) (Urs Zimmermann)

<http://www.flickr.com/photos/xeeliz/sets/72157610696512609/> (Elizabeth Churchill)

<http://www.flickr.com/photos/paolasales/sets/72157610953595608/> (Paola Sales)

## **PDFs (fast) aller Vorträge:**

<http://www.upaeurope2008.org/index.asp?p=5>

## **Mein Vortrag bei Slideshare:**

[http://www.slideshare.net/rn3\\_hh/web-globalization-balanced-by-user-experience-presentation](http://www.slideshare.net/rn3_hh/web-globalization-balanced-by-user-experience-presentation)

## **Usabilityblog.de (Thorsten Wilhelm):**

<http://www.usabilityblog.de/2008/12/upa-europe-2008-1-tag-usability-und-design/>

**Mille grazie!**

**arne@fork.de**

