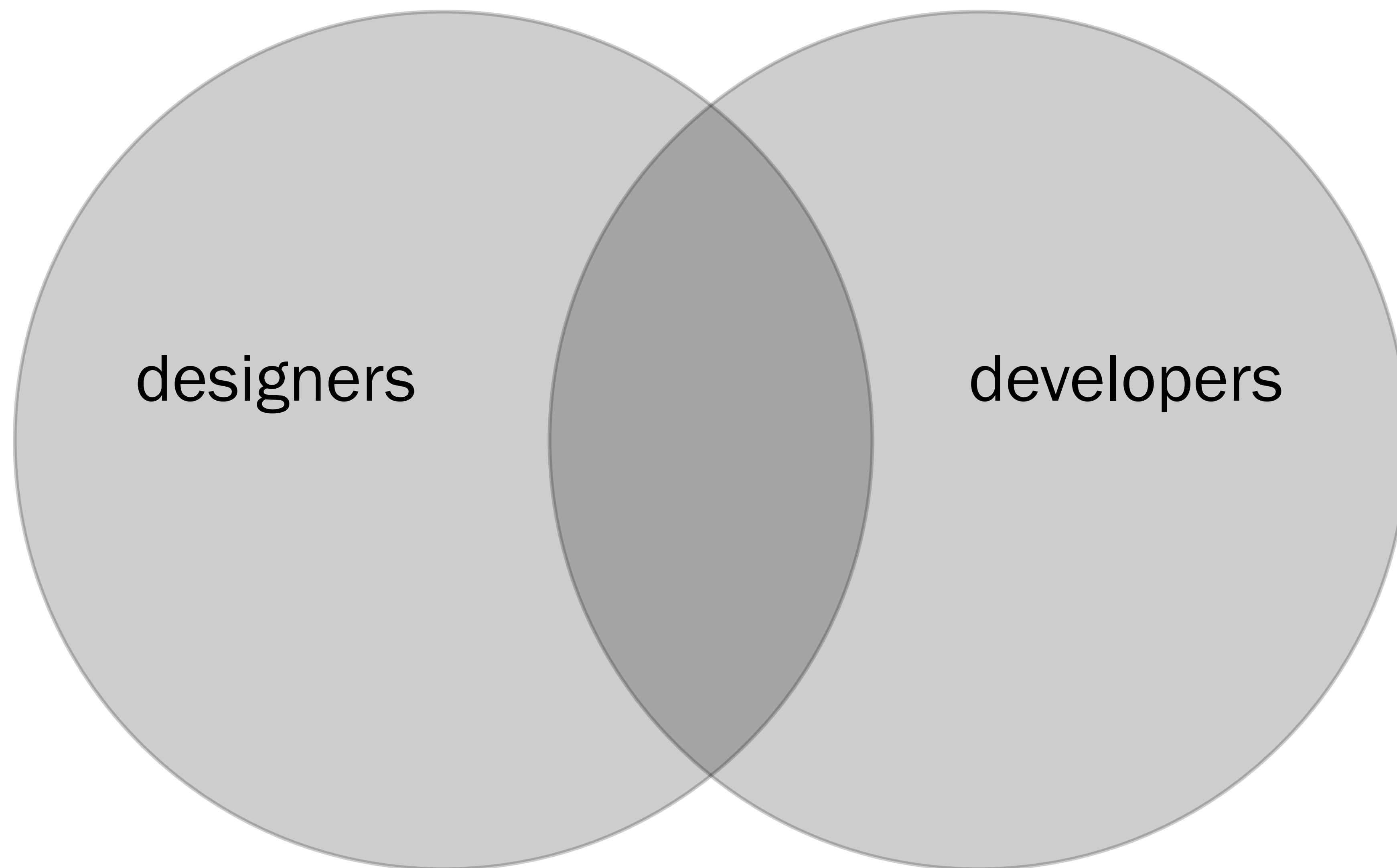


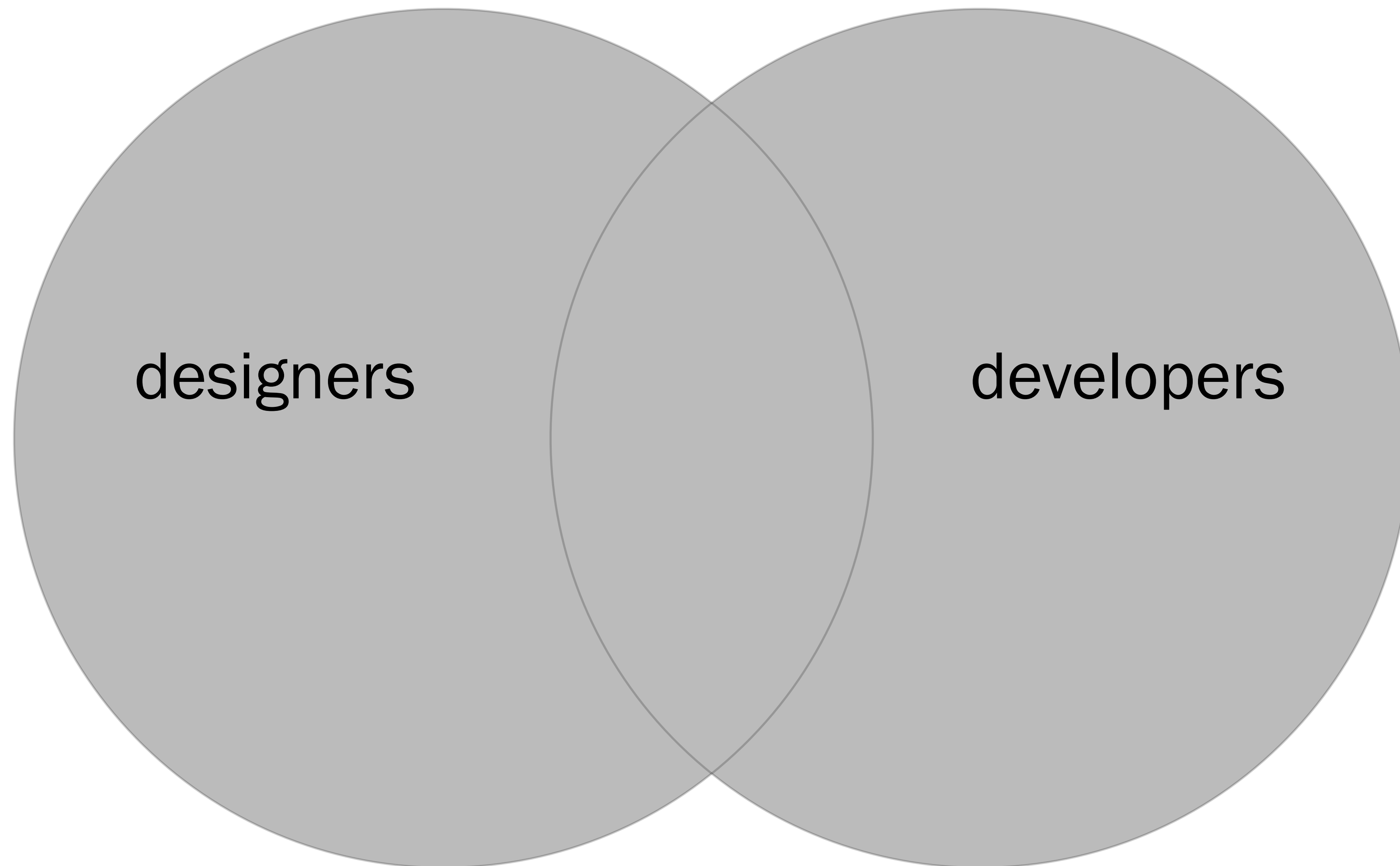


Lorem Ipsum, Rest in Peace



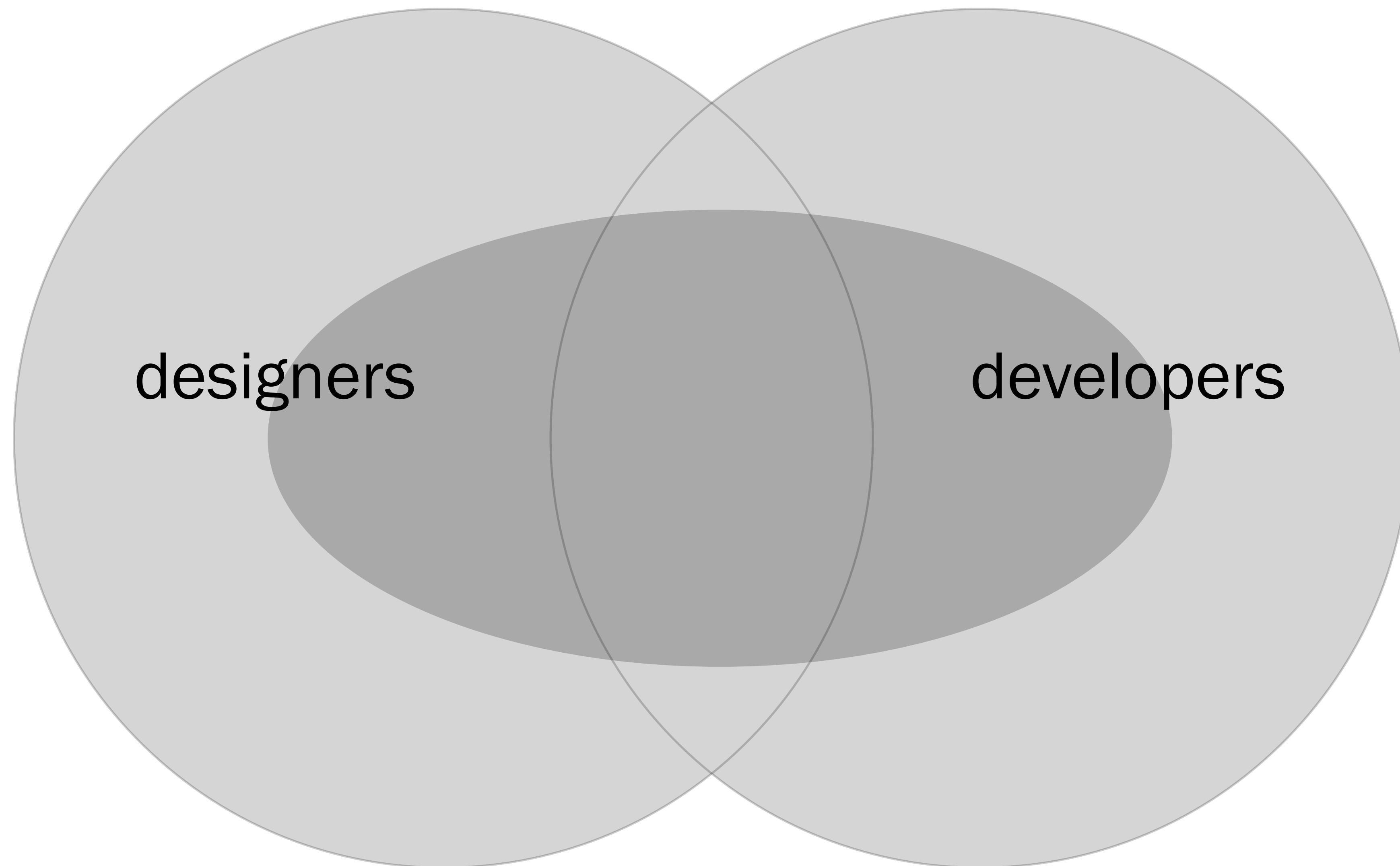
Lorem Ipsum, Rest in Peace





designers

developers



designers

developers

GROUND FLOOR

SIEMENS

XL - 288 seats

FLASHSCORE

L - 128 seats

BERLIN

M - 77 seats



M - 77 seats



L/M - 98 seats

Simple Minds

L/M - 98 seats

GROUND FLOOR

11:00

11:45

12:00

12:45

LUNCH BREAK

14:00

14:45

15:00

15:45

16:00

16:45

17:00

17:45

TITLE: UX of life
DESCRIPTION: How to hack the human condition without losing your mind or WiFi
SPEAKER: Peter Machat
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **24**

TITLE: Regulation is Inspiration - for accessibility in Europe
DESCRIPTION: The EAA and BFGG give us energy for the journey!
SPEAKER: Mitchell Evan
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **38**

TITLE: AI Image Generation: From toy to a real design tool
DESCRIPTION: A hands-on look at how designers use AI for icons, mockups & more
SPEAKER: Alyona Morozova
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **2**

TITLE: Building on other people's research
DESCRIPTION: #research methodologies #behavioral design #user insights I'll show what I have used to create a user journey map, persona, design statement for low SEP parents in a health project
SPEAKER: Nymphae Notschale
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **17**

TITLE: UNLOCKING YOUR PRODUCT POTENTIAL VIA A/B TESTING
DESCRIPTION: how | why | user process & real usecase
SPEAKER: TOMAŠ VOVEŠ-FLASHSCORE
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **22**

TITLE: What I learned from games about UX as professionals / Why is Splatoon so much fun?
DESCRIPTION:
SPEAKER: Pimm / Jan
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **12**

11:00

11:45

12:00

12:45

LUNCH BREAK

14:00

14:45

15:00

15:45

16:00

16:45

17:00

17:45

TITLE: ALWAYS BE CREATING CLARITY
DESCRIPTION: DAILY HABITS FOR STRATEGIC SOLUTIONS PRACTICAL METHODS TO MAKE YOUR IDEAS COMPELLING TO ALL
SPEAKER: BEN SAUER
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **42**

TITLE: HOW TO EXPERIENCE DEMOCRACY
DESCRIPTION: AND WHAT YOU & YOUR COMPANY CAN DO TO SAVE IT
SPEAKER: KATJA PAAR
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **14**

TITLE: A11Y
DESCRIPTION: SHARE YOUR EXPERIENCES WITH ACCESSIBILITY FROM A REAL PROJECT
SPEAKER: PAMELA WITKOWSKI + MAX SCHEVAL
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **140**

TITLE: Creating IMPACT! with STRATEGIC DESIGN
DESCRIPTION:
SPEAKER: @holger eggert
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **1**

TITLE: You are not the User! ... So who are you then?
DESCRIPTION: The art of self-observation
SPEAKER: Nodia
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **46**

TITLE: HOW WE SHAPE OUR COMPANY THROUGH STRATEGIC RESEARCH (AND YOU CAN TOO)
DESCRIPTION:
SPEAKER: JAN VALDER *FLASHSCORE
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **104**

TITLE: 'MAPPING THE OCEAN'
DESCRIPTION: User Journey Management at Scale How to organize journey maps in a large organization - let's find out together!
SPEAKER: SABINE BERGHAUS
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **128**

TITLE: Designing AI experiences (From LLMs to Agent) - Why UX for AI matters Now
DESCRIPTION: Today Talks about: UX - what are types of AI & challenges - My experience - Q&A, Discussion...
SPEAKER: Seulki Lee
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **34**

TITLE: DRAWING TIME AND ATTENTION
DESCRIPTION: OUR DIGITAL STRESS COMES FROM A REDUCTIVE MODEL OF ATTENTION - WHAT IF WE HAD A MORE NUANCED MODEL?
SPEAKER: JULIA RACKO
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **106**

TITLE: HOW WE AIM TO MAKE GERMAN JUSTICE SERVICES MORE USER-CENTRED
DESCRIPTION: CASE STUDY FROM DIGITAL SERVICE - LE GAUSE TO PLAIN, FEDERAL TO PARTICIPATION
SPEAKER: MARLENE
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **3**

TITLE: PROTOTYPES IN CONTEXT
DESCRIPTION: THE REAL MEASURE OF VALUE #MEDUX
SPEAKER: YIN-HO CHONG
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **132**

TITLE: HOW TO GENERATE INSIGHTS WITH GEN AI (FAST??)
DESCRIPTION: GEN AI IN RESEARCH, DEALING WITH HUGE AMOUNT OF DATA - BEYOND TOOLS
SPEAKER: MELANIE
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **13**

TITLE: Designing FUTURE EXPERIENCES
DESCRIPTION: Future Personas, Journeys, ...
SPEAKER: Steffen, usability.de
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **88**

TITLE: DESIGNING FOR VALUE Product Design & AI
DESCRIPTION: How to make sure your product adds value to your organization. And how AI will bring design & development very close!
SPEAKER: VLAD RUGENTIAN, IDTIX
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **138**

TITLE: From UX Ninja to Frustrated Archeologist - Why your Job Title Sucks
DESCRIPTION: A brutally honest journey through the absurdity of UX titles and behind the hood of a Bojo
SPEAKER: Michael R.
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **11**

TITLE: The AI Mirage in user research "when insightful becomes noise"
DESCRIPTION: Is AI creating more noise than what we're missing?
SPEAKER: RAMIRO COTARELO
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **134**

TITLE: 3 Words on Strategy
DESCRIPTION:
SPEAKER: HENNING
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **136**

TITLE: Why we say one thing and do another?
DESCRIPTION: Exploring the say-do gap from behavioral perspective
SPEAKER: Lucie Glaser
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **130**

TITLE: ANALYSING INTERACTION WITH CUSTOMERS USING AI AGENTS
DESCRIPTION: COMPANIES HAVE LOTS OF INFORMATION ON THE CLIENT IN THE FORM OF TEXT IT'S USUALLY NOT REALLY ANALYZED. IT CAN BE DONE USING AI AGENTS
SPEAKER: TUKASZ BODWIĘCZKI
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **146**

TITLE: Always run a changing system. - THE UX OF THE ONLY DESIGN FOR INNOVATION
DESCRIPTION: PLACES WHERE DESIGN PLAYS / SHOULD PLAY A PROMINENT ROLE IN ORGS
SPEAKER: JAN SCHMIEDGEN (@janschmiedgen)
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **50**

TITLE: STAYING RELEVANT AS A DESIGNER (WHILE EVERYTHING IS ON FIRE)
DESCRIPTION: → TRENDS → BETS YOU CAN PLACE
SPEAKER: @THIAGOESSER
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **92**

TITLE: GUERRILLA ORG DESIGN
DESCRIPTION: MAKING BETTER CHANGE HAPPEN
SPEAKER: SASCHA BROSMANN
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **86**

TITLE: The making of Thermomix TM7
DESCRIPTION: From vision to launch - a UX journey. Our journey on building a kitchen device with a strong digital experience.
SPEAKER: Florian Schröder
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **40**

TITLE: Product Value Model
DESCRIPTION: How to explain 'Product' to your mom and your stakeholders.
SPEAKER: Tim Heiler
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **80**

TITLE: Lorem ipsum, R.I.P.
DESCRIPTION: about mock-ups and collaboration between designers and developers
SPEAKER: Gunter Bittersmann
TALK | DISCUSSION | WORKSHOP BEGINNER | ADVANCED **94**

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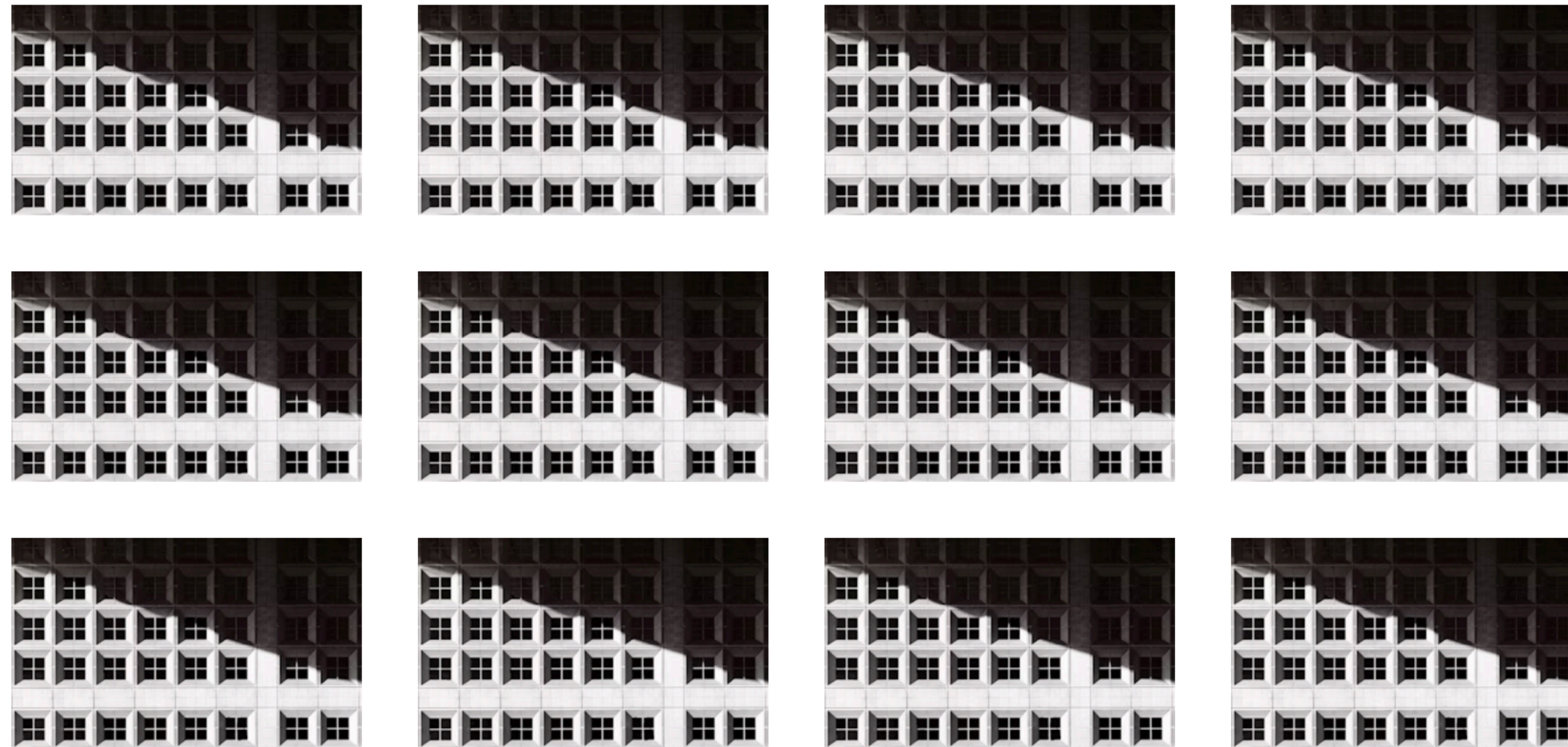


photo by Benjamin Bousquet on Unsplash

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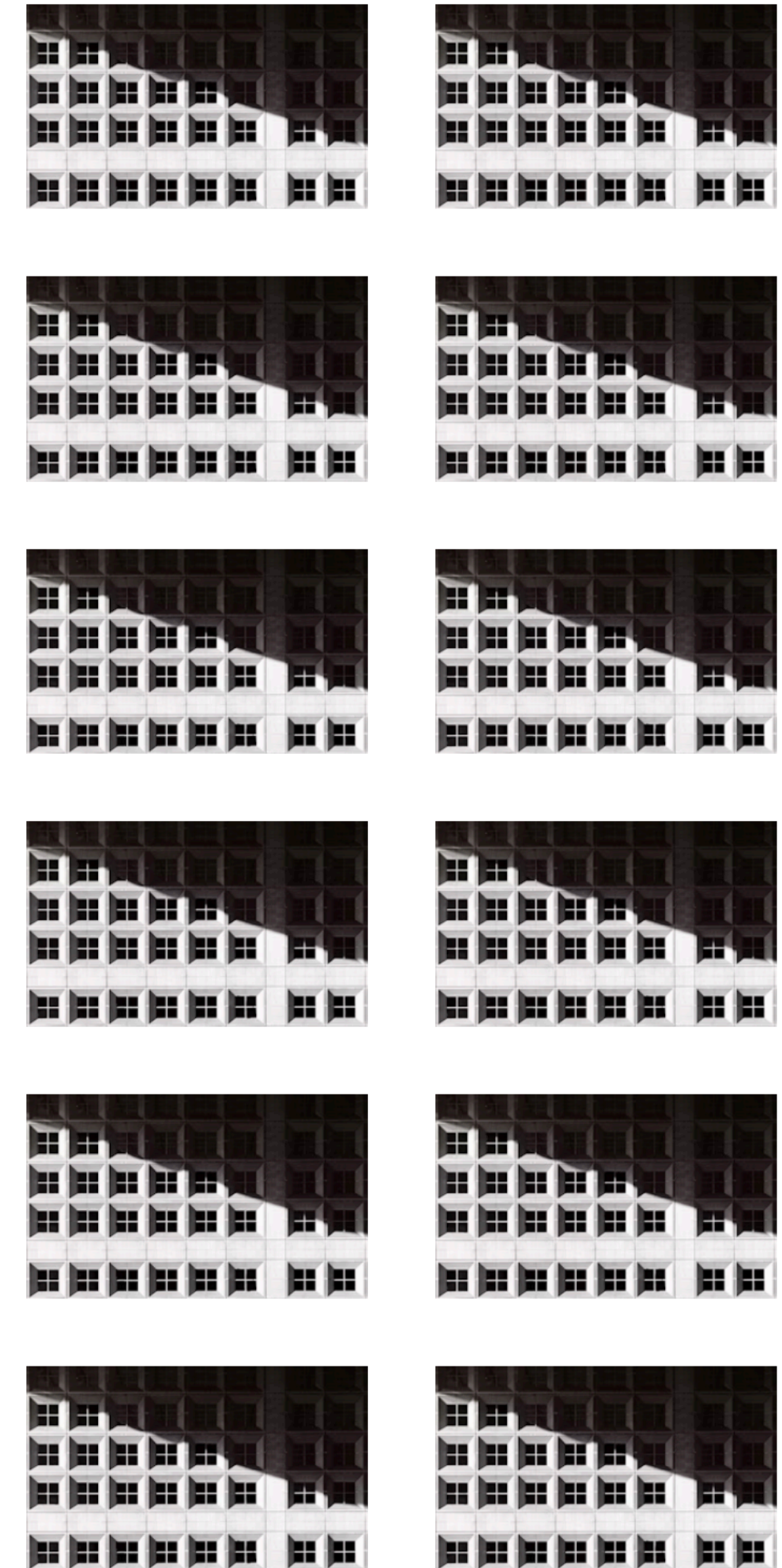
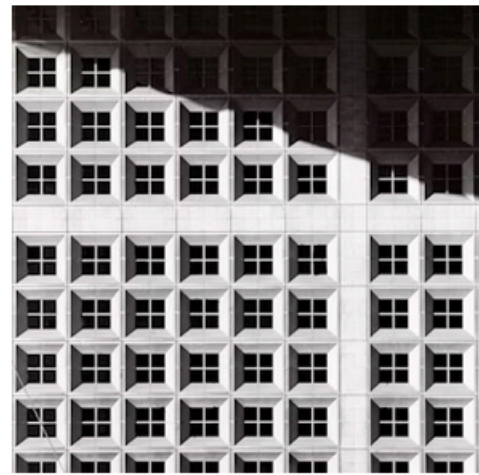
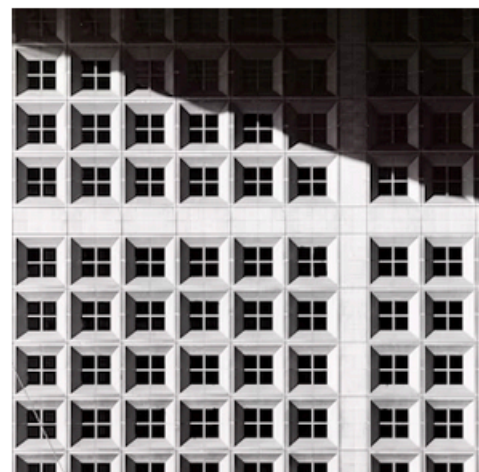


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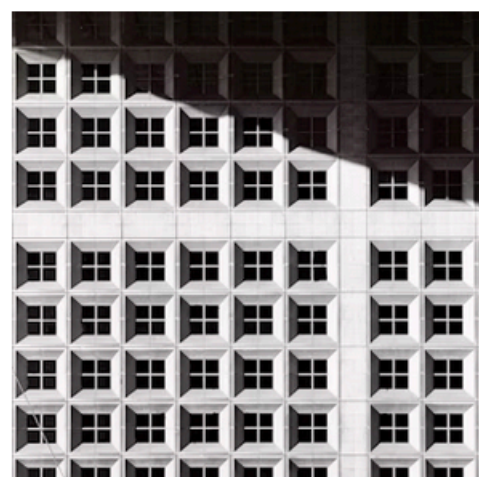
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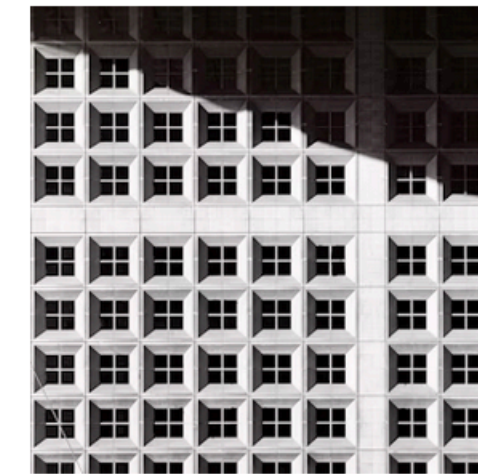
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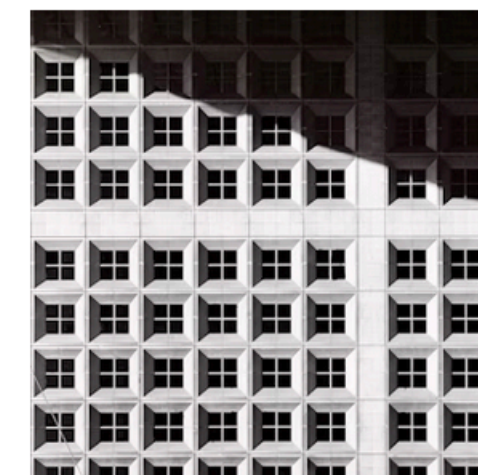
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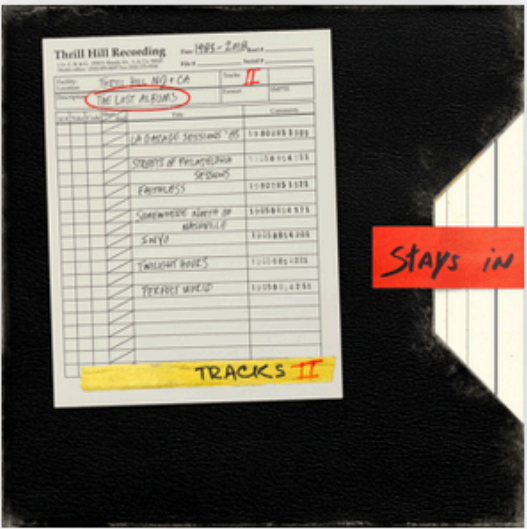
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HTML

CSS

```
1 html {
2   color-scheme: light dark;
3   font: 1.2em/1.4 'Franklin Gothic Book', sans-serif;
4 }
5
6 body {
7   margin: 0;
8 }
9
10 ol, footer {
11   list-style-type: none;
12   padding: 0;
13   margin-inline: clamp(0.5rem, 3vw, 1.5rem);
14 }
15
16 li {
17   display: flow-root;
18   margin-block: 1lh;
19
20   @media (32em <= width) {
21     display: flex;
22     align-items: start;
23   }
24 }
25
26 .is r
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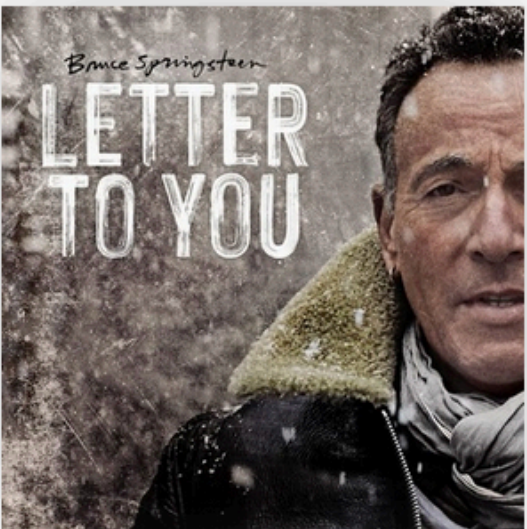
JS



Tracks II: The Lost Albums is a box set compilation album by American singer-songwriter Bruce Springsteen. It is scheduled to be released on June 27, 2025, through Columbia Records and serves as a follow-up to his 1998 box set *Tracks*, featuring previously unreleased songs recorded between 1983 and 2018. The collection is organized into six thematic albums, each showcasing rare and archival material from various sessions throughout Springsteen’s career.



Only the Strong Survive is the twenty-first studio album by the American singer-songwriter Bruce Springsteen, released on November 11, 2022, through Columbia Records. The album is a cover album of R&B and soul songs, and his second cover album following *We Shall Overcome: The Seeger Sessions* (2006). It was announced on September 29, 2022, along with the release of “Do I Love You (Indeed I Do)”, a cover of the song by Frank Wilson. The singles “Nightshift”, “Don’t Play That Song” and “Turn Back the Hands of Time” followed throughout October and November 2022.



Letter to You is the twentieth studio album by the American singer-songwriter Bruce Springsteen. Released in October 2020, it was Springsteen’s first new studio album with the E Street Band to be released since 2014’s *High Hopes*.



Western Stars is the nineteenth studio album by the American singer-songwriter Bruce Springsteen, released on June 14, 2019,



I'll See You in My Dreams