



# Design und Usability

in the Berlin-Brandenburg capital region



World Usability Day Berlin 2016



“Design meets nutrition” workshop series in Potsdam

### Business

Apliki Psychologische  
IT-Beratung  
Aperto  
AVM Audiovisuelles Marketing und Computersysteme  
bao  
Blaue Botschaft  
Creative Construction  
Heroes  
D-LABS  
Ergosign GmbH  
excentos GmbH  
Exozet Berlin  
Eye-Square  
HFC Human Factors  
Consult  
IxDS Interaction Design  
interactive tools  
INNOKI  
Studios  
Leanproductable  
LoCoNet GmbH  
Man+Machine Interface  
Works  
Micromovie  
Neofonie  
SAP Innovation Center  
Scoreberlin  
Service Innovation Labs  
Test IO  
trinckle 3D Printing  
Solutions  
USEEDS  
Userlutions  
USEYE  
Usetree  
User Interface Design  
Userfriend Usability Agentur  
UCD Digital Agentur  
Volkswagen Group Future  
Center Europe GmbH  
YOUSE

## Usability and User Experience as Factors for Success

Usability and user experience – in short: UUX – are increasingly understood to be success factors of companies. Products that demonstrate a good user experience are preferred by buyers and users, both on the consumer market as well as in the business environment. They are characterized by increased effectiveness and efficiency and lead to happier, and thus more productive users, customers, and employees. In security-critical applications, such as in control rooms or for medical devices, good usability and user experience is increasingly becoming a legal requirement.

Technical criteria, such as functionality, reliability, and performance are fulfilled by a variety of available IT solutions. As a result, buyers and users are increasingly choosing products based upon UUX aspects as well. A look at the industries shows that the industrial and logistics industry has the largest share of UUX projects (about 39%). UUX projects are also now widespread in e-commerce (about 31%), in the financial services industry (about 22%), in the automotive sector (21%), and in healthcare (16%).\* However, ex-



**Ulrike Müller**  
Future Center Europe  
Volkswagen Design Center Potsdam GmbH  
Head UX Designer

»In the Future Center Europe from VOLKSWAGEN AG, we deal with the future of mobility. One thing is certain: Our future is digital. Thanks to the highly dynamic scene in Berlin/Potsdam – with a good mix of business and creativity – this location is the best choice for us in Europe.«



**Jan Jursa**  
MOBX Mobile UX Summit  
Founder

»Berlin is an important, international event location for designers and usability experts. With many creative agencies, an extraordinary user experience scene, and many design conferences, Berlin is the adopted home or top destination for creatives from Germany and around the world. Between Stockholm and Milan, Paris and Warsaw, Berlin is an excellent place for designers, usability professionals, and UX consultants.«

perience or knowledge about the appropriate methods are often lacking. The capital region is strongly positioned in this regard with its numerous service providers for usability and user experience testing and analysis, management consulting, prototype development, information architecture, product and industrial design, and design agencies. Larger cluster players such as Zalando, eBay, AVM, SAP, Deutsche Telekom, Akquinet, and many more have maintained their own UUX departments for a long time in order to ensure their market success.

## UUX in the Capital Region

Numerous campaigns to promote design and usability have increased the international reputation of the capital region. Creatives and designers love the inspiring environment and benefit from low office and living costs, giving them room to experiment. Networks such as the International Design Center Berlin (IDZ) have more than two hundred design-focused member companies, agencies, institutions, and creatives. In addition to events and formats for networking members, the IDZ carries



Presentation of UX Design Awards nominees at the IFA 2016 in Berlin

- Developments and trends in the area of interactive products: Virtual and augmented reality, smart home, streaming media, Internet of Things, wearables and fitness/health gadgets, and material design
- Important annual events: World Usability Day, MobX, IA Konferenz, Innovationskonferenz Design
- The most popular provider of additional usability and user experience training is the artop Institute – an institute at the Humboldt-Universität zu Berlin
- The UX Design Awards honor excellent design and user orientation in products, digital solutions, and services
- Novel forms of human-computer interaction (HCI) are researched, e.g. at the Fraunhofer Heinrich-Hertz-Institut, at the University of Potsdam or in the Berlin Brain Computer Interface project

out projects and events at the national and international level in the UUX exchange with players from politics, culture, and science. Among other things, the IDZ organizes the UX Design Award ceremony every year at the IFA. In science and research, UUX as a topic is covered in numerous chairs of virtually all universities and colleges in the capital region. More than 3,000 students\* take advantage of the diverse design-oriented training opportunities at universities and technical colleges, e.g. usability engineer, interface designer, human factors specialist, interface architect, engineer-psychologist, occupational scientist, or organizational and business psychologist.

The Design & Usability working group was created in July 2016 in order to increase awareness of the topics of usability and user experience in business and politics. It is made up of representatives from business, science, politics, associations, and networks. In addition to coordination and interstate networking, the initiation of cooperations is also part of the working group's undertaking.

\*Source: Senate Department for Economics, Energy and Business



»Designers develop solutions from the user's perspective. With this approach, complex technologies and processes can be used to create intuitive and successful products. Technology companies in particular find an enormous number of partners in the design industry of the dynamic capital region.«

**Ake Rudolph**  
International Design Center Berlin  
Strategic Leadership | Head of Strategy

#### Science

Design Research Lab der Universität der Künste  
School of Design Thinking des Hasso Plattner Instituts  
Hasso-Plattner-Institut  
Hybrid Plattform  
Fachbereich Design der Fachhochschule Potsdam  
UxLab Usability Labor, Hochschule für Technik und Wirtschaft Berlin  
ViNN:Lab an der TH Wildau

#### Interface of Science and Business

An-Institut der HU Berlin, Artop  
An-Institut der TU Berlin, T-Labs  
Brandenburger Agentur für Kultur und Kreativwirtschaft  
Internationales Design Zentrum

### Community and Events

The relevance of the topic is also reflected in numerous events in Berlin and Brandenburg. Various conference formats such as the World Usability Day Berlin, the Innovationskonferenz Design, the IA Konferenz, the MobX Summit, the UXCamp Europe, or the Human Machine Systems workshop in Berlin deal closely with the topic of design and UUX in various facets. Design and UUX also play an important role at event formats that are not superficially concerned with the topic such as at Droidcon, Berlin Buzzwords, Mobile Tech/IoT-Conference, BITKOM Trendkongress, VR Now CON, Design Days Brandenburg, among others.

Thus, a very lively community of freelancers, students, and employees has formed around UUX topics. Of particular note:

- IxDA Berlin
- Berlin User Experience Designer
- AG Design & Usability
- ProductTank Berlin



»The experience in many of the projects that involved optimizing a product has shown me that usability and design go hand in hand. Anyone uncovering a usability issue also has to provide design solutions to fix it. For the cooperation of human factors experts and designers, which by the way is necessary, the capital region offers an ideal environment.«

**Prof. Dr. Manfred Thüring**  
Technische Universität Berlin,  
Department of Psychology and Ergonomics,  
Cognitive Psychology and Ergonomics Specialty

# Promotion and Financing

Berlin-Brandenburg supports the area of design and usability through a transnational economic policy in the ICT, media, and creative industries cluster. The dense offering of consulting, financing, and targeted promotion creates a unique environment for settlements, startups, and innovative projects.

The two economic development agencies of Berlin and Brandenburg provide information about the various promotion and financing options.

The Berlin Senate Department for Economics, Energy, and Business and the Brandenburg Ministry of Economic Affairs and Energy support the industry with grants and loans for property investments, labor costs, or technology-oriented R&D projects, as well as through infrastructure projects, networking, funding competitions, and expo appearances.

The investment banks in Berlin and Brandenburg have set up VC funds, which invest in startups in the early and growth phases. There are also innovation and technology promotion programs.

**PUBLISHER:** Berlin Partner für Wirtschaft und Technologie GmbH, in cooperation with Wirtschaftsförderung Land Brandenburg GmbH (WFBB), on behalf of the Senate Department for Economics, Energy, and Business of the State of Berlin and the Ministry for Economic Affairs and Energy of the State of Brandenburg.

**PHOTOS:** Title: Dominik Glezer; inside: (WUD); WFBB Archiv; UX-Awards Lucas Ninno; Stefan Freimark, License: CreativeCommons BY-SA; © IDZ, Tomasz Poslada.

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Title: URA – The innovative sliding/swiveling system for micro apartments - Winner of the Brandenburg 2017 Design Award in the GROWTH category

## Selected Promotion Programs for Design and Usability

### ProFIT

The ProFIT program, which promotes research, innovation, and technology, supports research and development and related market launch campaigns in key technological sectors.

### BERLIN

#### Design Transfer Bonus

The Design Transfer Bonus promotion program supports the transfer of design expertise from companies in the design sector and academia and from small and medium-sized enterprises developing technology-oriented products or services.

#### Berlin Innovativ

The Berlin Innovativ program offers medium-sized companies (up to 500 employees) low-interest financing on investments and operating resources.

### BRANDENBURG

#### Mikrokredit Brandenburg

The Mikrokredit Brandenburg program supports small and medium-sized enterprises, such as startup companies and corporate successors, as well as new companies by granting a subsidized loan.

#### Gründung innovativ

With the Gründung innovativ promotion program, startup entrepreneurs are supported with innovative business ideas and the takeovers of innovative companies in the state of Brandenburg.

#### Brandenburgischer Innovationsgutschein (BIG)

The "Brandenburgischer Innovationsgutschein (BIG) [Brandenburg Innovation Voucher]" program supports innovation projects in small and medium-sized enterprises (SMEs), including craft businesses. The associated BIG Transfer promotes, among others, the transfer of design expertise. Additional Promotion programs include: BIG Digital, BIG FuE, and BIG EU.



**Berlin Partner für Wirtschaft und Technologie GmbH**  
Fasanenstr. 85  
10623 Berlin | Germany  
www.berlin-partner.com  
www.digital-bb.com

**Contact:**

Manuel Friedrich  
T +49 30 46302 535  
manuel.friedrich@berlin-partner.de



**Senatsverwaltung für Wirtschaft, Energie und Betriebe**  
Martin-Luther-Str. 105  
10825 Berlin | Germany  
www.projektzukunft.berlin.de

**Contact:**

Tanja Mühlhans  
T +49 30 9013 8335  
tanja.muehlhans@senweb.berlin.de



**Wirtschaftsförderung Land Brandenburg GmbH**  
Babelsberger Str. 21  
14473 Potsdam | Germany  
www.brandenburg-invest.com  
www.digital-bb.com

**Contact:**

Felicitas Höhn  
T +49 331 730 61 267  
felicitas.hoehn@wfbb.de



**Ministerium für Wirtschaft und Energie des Landes Brandenburg**  
Heinrich-Mann-Allee 107  
14473 Potsdam | Germany  
www.brandenburg.de

**Contact:**

Yvonne Moebius  
T +49 331 866 1762  
yvonne.moebius@mwe.brandenburg.de