

## Press release

### World Usability Day to be held for the second time

## **Spiegel Institut and the Technical University of Ingolstadt will organize another meeting of UX experts in Ingolstadt, Germany**

**Mannheim/Ingolstadt, October 30, 2018 – After the WUD is before the WUD, and thus it is now time for this year’s event on November 8: Spiegel Institut and the Department for User Experience Design of the Technical University of Ingolstadt extend an invitation to this second meeting of UX experts.**

Under the motto of “UX Design for Good or Evil?“, this year’s global series of events will provide insights into the theory and practice of usability and user experience research. In addition to interesting talks and panel sessions, an excellent program will provide space for discussions and active exchange among the participants.

### **UX up close and personal & scientific perspectives**

Topics such as “Can we trust Robo-taxis? On the Role of Predictable Vehicle Behavior” or “User-Centered Design Process Mapping – An Innovative Framework of Spiegel Institut” will show how user-centered development can impact us and our everyday lives. At the same time, they raise an awareness of the need for usability in development processes. Another part of the program will feature Prof. Dr. Andreas Riener, Head of Hexapod Laboratory of the TUI, who will present the topic “Dynamic driving simulator and possibility of use in usability research“. Participants will be able to have their very own “VR experience” and immerse themselves in the world of 3D with Spiegel Institut’s own virtual reality goggles: UX up close and personal.

Spiegel Institut and the Technical University of Ingolstadt are looking forward to welcoming UX and Usability professionals and students as well as anyone interested in research, industry, and business!



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06.11.2018  
Page 2/2

**When:** November 8, 2018, 3:00 p.m. to 7:15 p.m.

**Where:** Old Assembly Hall, University of Ingolstadt, Esplanade 10, 85049 Ingolstadt

**Flyer WUD Ingolstadt 2018:**

<https://www.spiegel-institut.de/media/Spiegel-Institut-WUD-Ingolstadt-2018.pdf>

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