



# Trending UX

Here we outline user experience movements, contemporary topics, upcoming models and near future expectations.



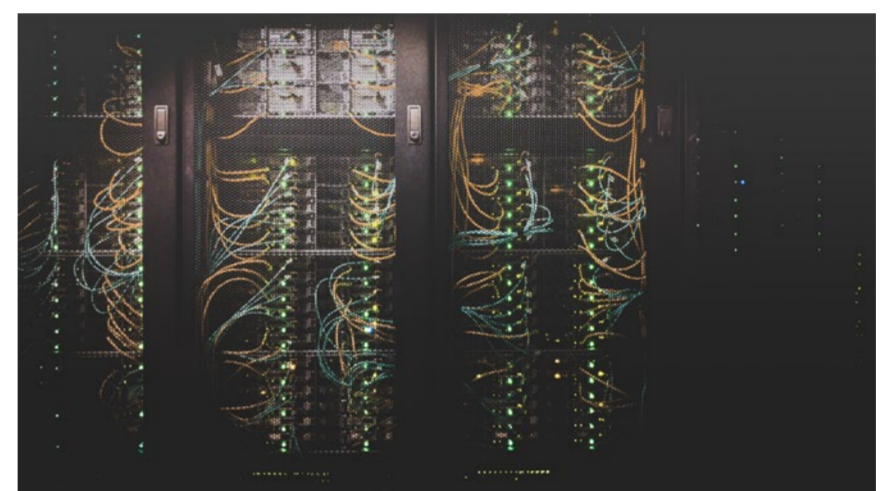
## Handling of terms & cookies

Transparency vs. flow through re-design & re-wording of conditions & settings



## Reducing complexity through journeys

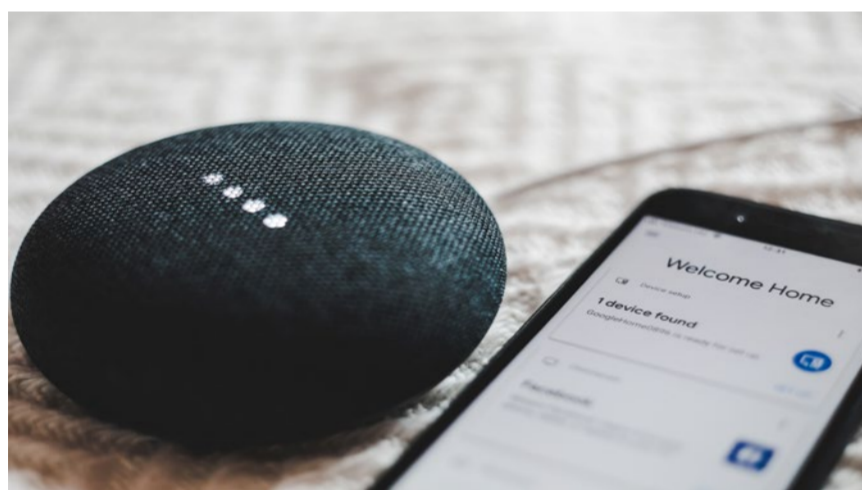
Focus on relevant interaction & design elements Reducing complexity through journeys to support the customers' journey



## File-less cloud collaboration

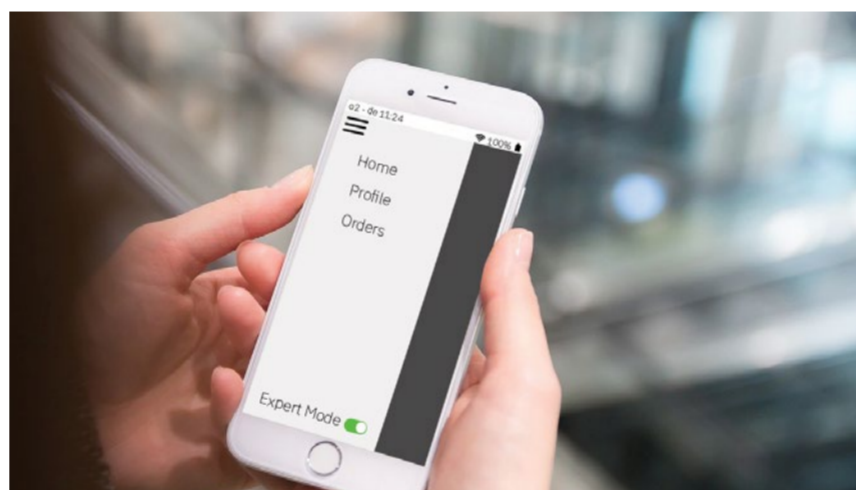
One source for all in times of international projects, home-office and decentralized teams

Needs & requirements



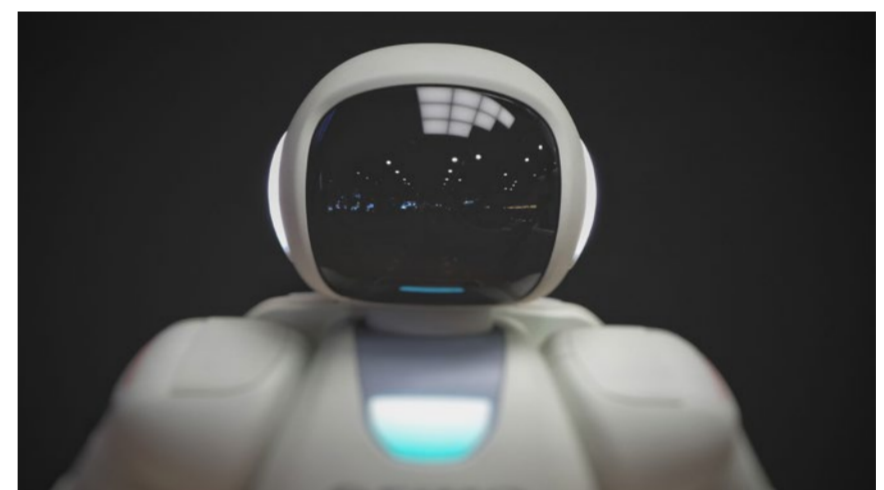
## Technology integration on mobile devices

Mobile first creates the need of more technology on the device and more links to IoT



## Situational expert mode

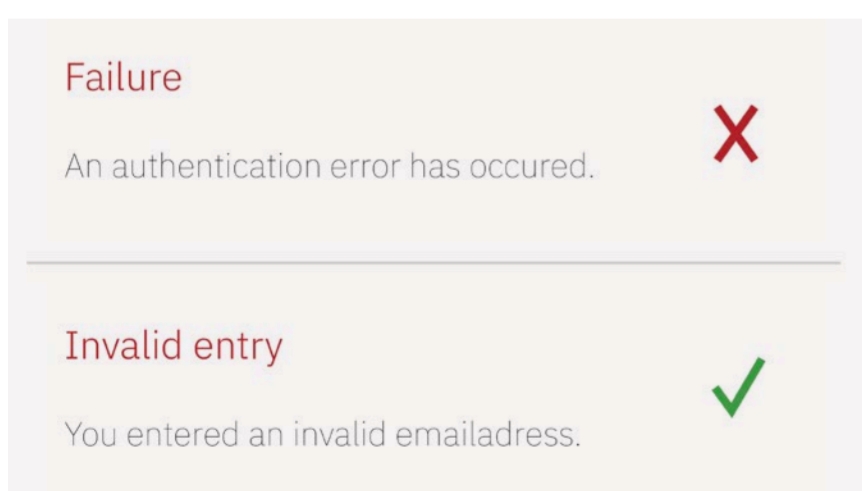
Feature & interaction extensions on demand



## AI & the user

Creating trust & performance consistency towards AI by making the user the final decision maker

Technology



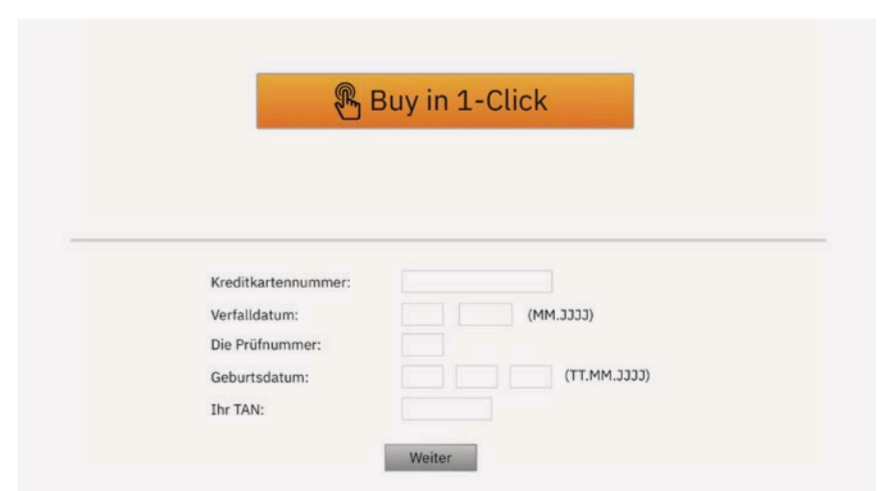
## UX writing

Guiding users with "designed" text (microcopy) on interface patterns



## Usage- & context-sensitive content

Tailoring context, content & media for different reading options & media



## Trust vs. 1-click solutions

Displaying responsible handling of data vs. the desire for simple & uninterrupted experience

Design & Experience