

# Call for Participation

## World Usability Day 2024 in Leipzig



When **Thursday, November 14, 2024**

Where **Paulinum – Assembly Hall and University Church of St. Paul**

Call for Participation until **Friday, 30.08.2024**

Submit to **[cfp.wud.leipzig@itsonix.eu](mailto:cfp.wud.leipzig@itsonix.eu)**

Still questions? **[wud.leipzig@itsonix.eu](mailto:wud.leipzig@itsonix.eu)**

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## WUD on the November 14, 2024

„It is about celebration and education – celebrating the strides we have made in creating usable products and educating the masses about how usability impacts our daily lives.“ –

<http://worldusabilityday.org>

Since 2005, World Usability Day has been held internationally on the 2nd Thursday of November. Participants and interested people from the fields of human-centered design, user experience and usability engineering meet with people from web and front end development as well as representatives of the press and IT-related companies to exchange ideas, discuss trends and thus establish a platform for the topic of "user centered design".

More than 200 free events are now held in over 40 countries - and since 2017 also in Leipzig.

The main organiser is IT Sonix Custom Development GmbH, an IT company that specialises in the development of customised software and the adaptation of standard software. Software ergonomics and thus usability engineering are of elementary importance for this. With WUD, the department for user experience design wants to underline this importance.

## Motto 2024: Designing For A Better World

Imagine you could change the world by revolutionising the user experience. As a UX Designer, you have the opportunity to design technologies such as artificial intelligence, virtual reality and smart devices in such a way that they not only make our everyday lives easier, but also address global challenges. Your innovations can succeed in speeding up lengthy processes, overcoming global distances and facilitating collaboration between different players in new ways.

We are currently in a prolonged state of crisis, characterised not least by climate change, wars and social inequalities.

These challenges require urgent action and innovative solutions to meet current and future tasks. This is where user centered design has the opportunity to make a decisive contribution.

Through applications and methods tailored to people's needs, we can not only improve digital interaction but also help shape a shared future that is more sustainable, equitable, and healthier.

In this context, this year's WUD sees its opportunity in the motto:

### “Designing For A Better World“

User-centered design plays a crucial role in creating a more environmentally friendly and equitable world.

WUD 2024 therefore aims to provide a platform for all those who are committed to better usability and a more sustainable world through their work.

Whether it's about promoting environmentally friendly purchasing decisions, creating inclusive learning environments, or designing accessible public spaces – each of these areas of application requires a simple and intuitive user experience.

The diversity of application scenarios ranges from digital solutions for sustainable mobility, renewable energies, and the promotion of sustainable agriculture to social platforms and health applications. The future of urban planning can also be supported by UX by focusing on the needs of users.

Wherever user-centered design is used, it offers the opportunity to increase overall well-being.

We invite you to contribute your ideas and shape the future of user experience together. Let's explore together how the resources of UX can help us meet the challenges of our time, both in everyday life and globally.

Anything is possible at WUD 2024: We are open to innovative presentations and creative, unusual approaches.

## Your presentation at the World Usability Day

Does the topic appeal to you? Do you have an idea for a lecture? Or for a workshop? Then submit it no later than Friday, Aug. 30, 2024, to [cfp.wud.leipzig@itsonix.eu](mailto:cfp.wud.leipzig@itsonix.eu).

What should your submission include?

- Of course, we need to know who you are, so we need your name and, if applicable the name of the **company/university** you work for.
- We need to know how to reach you, so we need your address, phone number and **e-mail address**. Of course, this information will be kept strictly confidential and only used in the context of our organisational work for the WUD.
- We need to know what you want to present, so we need the title and a half- to one-page **summary** of your presentation/workshop. Please note: Presentations should not exceed 30 minutes. We recommend a division into 20 minutes presentation and 10 minutes discussion. Workshops should last about 2 hours, but we can be more flexible than with presentations.
- Contributions should be held in German or English.

**Once you have sent us your submission, we will contact you by Friday, September 20, 2024 at the latest.**

We are looking forward to your message!

Sören, Constanze, Annika  
Your WUD-Orgateam

P.S. You need more information? You can find it under  
<https://www.itsonix.eu/wud/>  
<https://www.linkedin.com/company/world-usability-day-leipzig/>  
[https://www.instagram.com/wud\\_leipzig/](https://www.instagram.com/wud_leipzig/)

Or simply write to us at [wud.leipzig@itsonix.eu](mailto:wud.leipzig@itsonix.eu).

P.P.S. You know someone who could contribute a great topic? Then please forward this Call for Participation - we would like to say "thank you".