UX Budapest Census 2017

Csaba Varga & Zoltan Kollin

We surveyed the Hungarian UX community to learn more about who we are, what we do, how we work, and so on.

We conducted the same research in 2014 so we were also looking forward to checking what has changed since.

Survey date:
Dec 20, 2016 - Jan 19, 2017

Number of respondents:
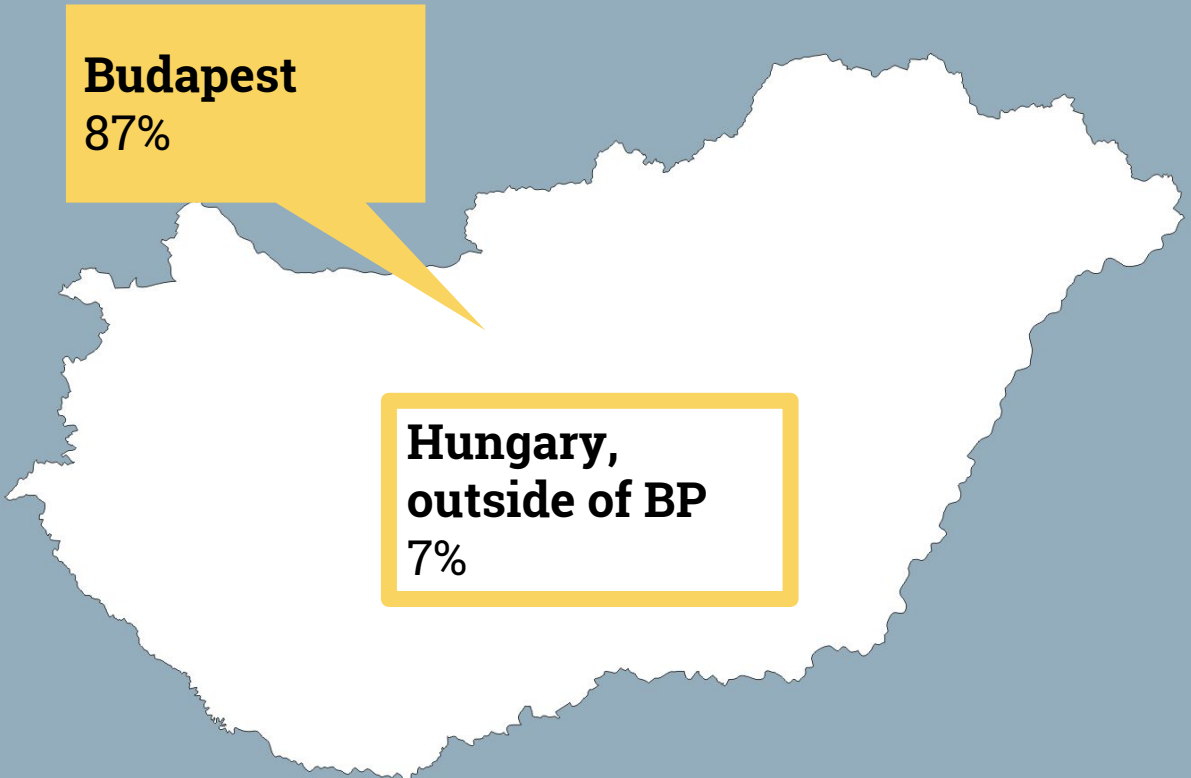**154**

Survey tool:
Google Forms
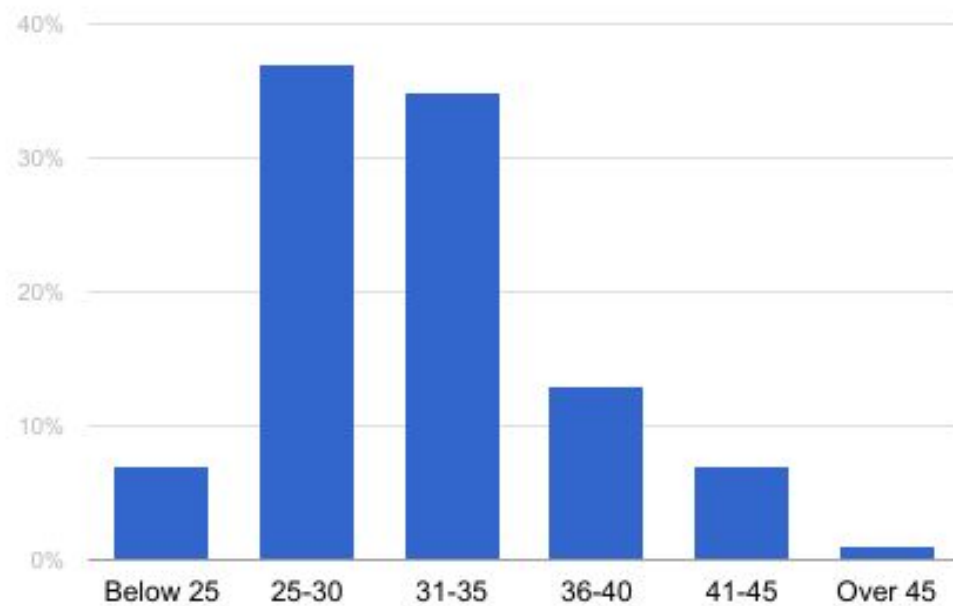
Demographics

Budapest

31 years old

With a degree

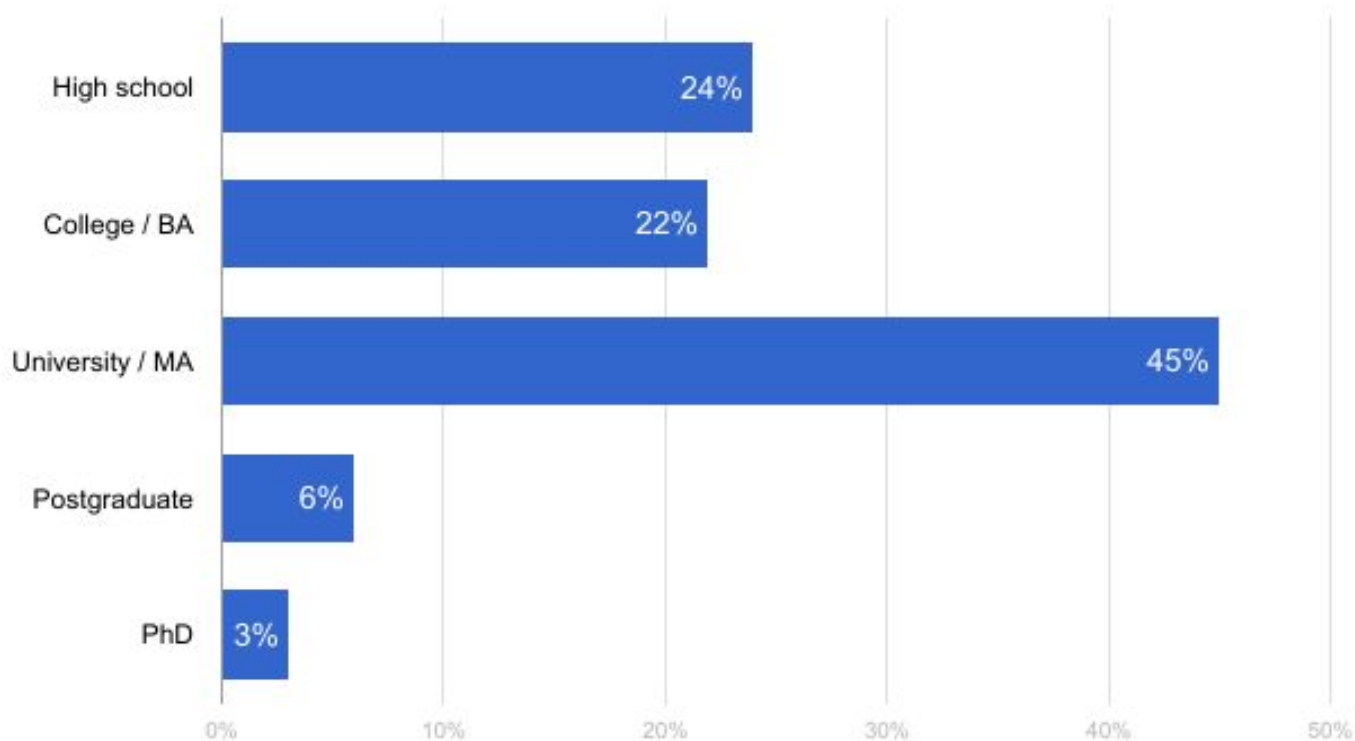# Residency

Budapest
87%

Outside of Hungary
6%

Hungary, outside of BP
7%

Age

Highest level of education

Where we come from

"I've been everything but a hanged man"

Education backgrounds

29%

Economics

Economist
Marketing
FInance
Business

27%

Design

Graphic design
Digital graphics
Media design
Industrial design
Multimedia
Sculptor

27%

IT

Development
Software engineering

24%

Engineering

Technician
Mechanical engineer
Industrial product designer
Architect
Printing engineer

Previous jobs

49% Designer

17% Project manager

20% Developer

7% Marketing

Many more:
QA engineer, consultant, architect, teacher, PR manager, copywriter, journalist, business analyst, HR manager, analyst, researcher, pressmen, finance manager, technician.

Knowledge sources

Where do you seek new knowledge

Blogs, Internet	**98%**		Online courses	**44%**
Ask from peers	**67%**		Conferences	**44%**
Books	**60%**		Offline course in Hungary	**21%**
Meetups	**54%**		Offline course abroad	**10%**

Online content sources

- Social media
  - Facebook
  - Twitter
  - LinkedIn
- Newsletters
- Peers
- Few blogs directly

Important mediums

UX-specific:
- A List Apart
- InVision blog
- NNgroup
- Smashing Magazine
- UsabilityGeek
- Usabilla blog
- UX Booth
- UX Mag
- UX Movement
- UX Planet
- UXDesign.cc
- UXmatters
- UXpin

General outlets:
- Designer News
- Fast Co Design
- Fubiz
- Hacker News
- Muzli
- Sidebar.io
- TechCrunch
- The Next Web
- The Verge

Content platforms:

Hungarian channels:
- UX Budapest Facebook group
- UX Studio blog
- Users First blog
- Hungarian UI/UX Designers Facebook group
- Mito Weekly newsletter

What we do

and how

Full time

Not just UX

Not just interfaces

Occupation type

Employed, ful-time UX	**46%**
Employed, not only UX	**38%**
UX in private project	**9%**
Freelancer	**7%**

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Graphic designer
Project manager
Product designer
Developer
Consultant
Researcher
E-commerce expert

Team Leader
Manager

UX professional experience

Less than 2 years	**23%**
2-3 years	**34%**
4-6 years	**26%**
7-9 years	**8%**
More than 10 years	**9%**

Typical tasks

IA planning and/or user interface design	**88%**
Product and/or service design	**71%**
Research	**46%**
Client communication	**38%**
Management, team/company leading	**27%**
Teaching, mentoring	**24%**
Workshop facilitation	**24%**

Research

Typical **research** tasks

	Often	Occasionally	Never
Usability testing	47%	45%	8%
User data analysis	35%	46%	19%
User interviews	30%	52%	18%
(Web)analytics	30%	43%	26%
Stakeholder interviews	24%	46%	30%
Heuristic evaluation	17%	43%	40%
Remote user testing	16%	30%	54%
Card sorting testing	5%	46%	49%

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Top **research** tools

Google Analytics	**47%**
Hotjar	**37%**
Optimal Workshop	**22%**
Notebook *(pen & paper)*	**15%**
Google Forms	**9%**
Skype	**9%**
Camtasia	**8%**
Lookback.io	**8%**
Own tool	**6%**

Design & Prototyping

Typical **Design** tasks

	Often	Occasionally	Never
UI design for web	70%	20%	10%
Prototyping	60%	33%	7%
IA planning	43%	46%	11%
Product design	47%	32%	21%
Interaction design	39%	43%	18%

Typical **Design** tasks

	Often	Occasionally	Never
Mobile app UI	33%	48%	19%
Desktop app UI	42%	24%	34%
Copywriting	23%	55%	22%
Service design	17%	39%	44%
Tablet app UI	14%	45%	41%
Accessibility	3%	36%	61%
Non-digital XP design	6%	26%	68%

Top **design** tools

Sketch	**55%**
Adobe Photoshop	**41%**
Adobe Illustrator	**33%**
Axure	**31%**
Pencil & paper	**14%**
Balsamiq	**10%**
Adobe XD	**6%**
Microsoft Visio	**4%**

Top **prototyping** tools

Axure	**47%**
InVision	**45%**
Marvel	**23%**
Pencil & paper	**13%**
Principle	**12%**
Sketch	**9%**
HTML/CSS/JS	**8%**
Balsamiq	**7%**
Framer	**7%**

Workplaces & teams

Company types and sizes

Company types

Company working on own product(s)	**59%**
Engineering company	**32%**
Agency / Studio	**28%**
E-commerce company	**4.6%**
Media company	**3.1%**
Freelancer	**6.5%**

Company types and sizes

Company types

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Engineering company	**32%**
Agency / Studio	**28%**
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Media company	**3.1%**
Freelancer	**6.5%**

Number of colleagues

1-10 people	**13%**
11-50 people	**28%**
51-200 people	**30%**
201-500 people	**8%**
500+ people	**21%**

UX people work in teams now

How many UX colleagues do you have?

1-3 people	**50%**
4-6 people	**16%**
7-10 people	**19%**
10+ people	**15%**

Only 15%
lonely UXer

Job title & position

No surprise, many "UX" titles:

UX Architect
UX Designer
UX Lead
UX Researcher
UX Strategist
Head of UX
UX/UI designer
UI/UX designer

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UI/UX designer

However,

64% have the word **design**

49% have the word **UX**

15% have the word **UI**

12% have the word **product**

3% have the word **research**

Not All Heroes Wear Capes

Project Manager
Product Manager / Product Owner
Front-end Developer
UI Developer
Scrum Master
Consultant
Engineer
Business Development Manager
General manager / CEO / Co-owner

Seniority

Which level describes your position best?

	2017
Junior UX designer	23%
UX designer	36%
Senior UX designer	21%
UX team leader	11%
UX director	9%

Seniority

Which level describes your position best?

	2017	2014
Junior UX designer	**23%**	17%
UX designer	**36%**	41%
Senior UX designer	**21%**	23%
UX team leader	**11%**	19%
UX director	**9%**	

Seniority

Which level describes your position best? – number of respondents

	2017	2014	change
Junior UX designer	35	17	+106%
UX designer	54	42	+29%
Senior UX designer	32	24	+33%
UX team leader	30	19	+58%
UX director			

Seniority

Which level describes your position best? − experience

	2017	average experience
Junior UX designer	23%	2.2 years
UX designer	36%	2.7 years
Senior UX designer	21%	6.8 years
UX team leader	11%	5.5 years
UX director	9%	5.8 years

40 hours of work, 6 hours of meetings per week

How many hours do you...?	work per week	spend on meetings per week
Junior UX designer	38.3	4.2
UX designer	40.4	5.3
Senior UX designer	40.7	7.9
UX Team Leader	40.6	9.2
UX director	48	9.3

40 hours of work, 6 hours of meetings per week

How many hours do you...?	work per week	spend on meetings per week
Junior UX designer	38.3	4.2
UX designer	40.4	5.3
Senior UX designer	40.7	7.9
UX Team Leader	40.6	9.2
UX director	48	9.3
Freelancer UX designer	37.7	6.1

Compensation

The estimated average net salary has increased by 11% since 2014 and is now around **HUF 398,000** (ca. 1,300 EUR).

Note that there are also more junior respondents now than in 2014.

Half of the respondents make between 240k and 480k.

The more senior position means larger salary.

Larger companies *usually* pay better.

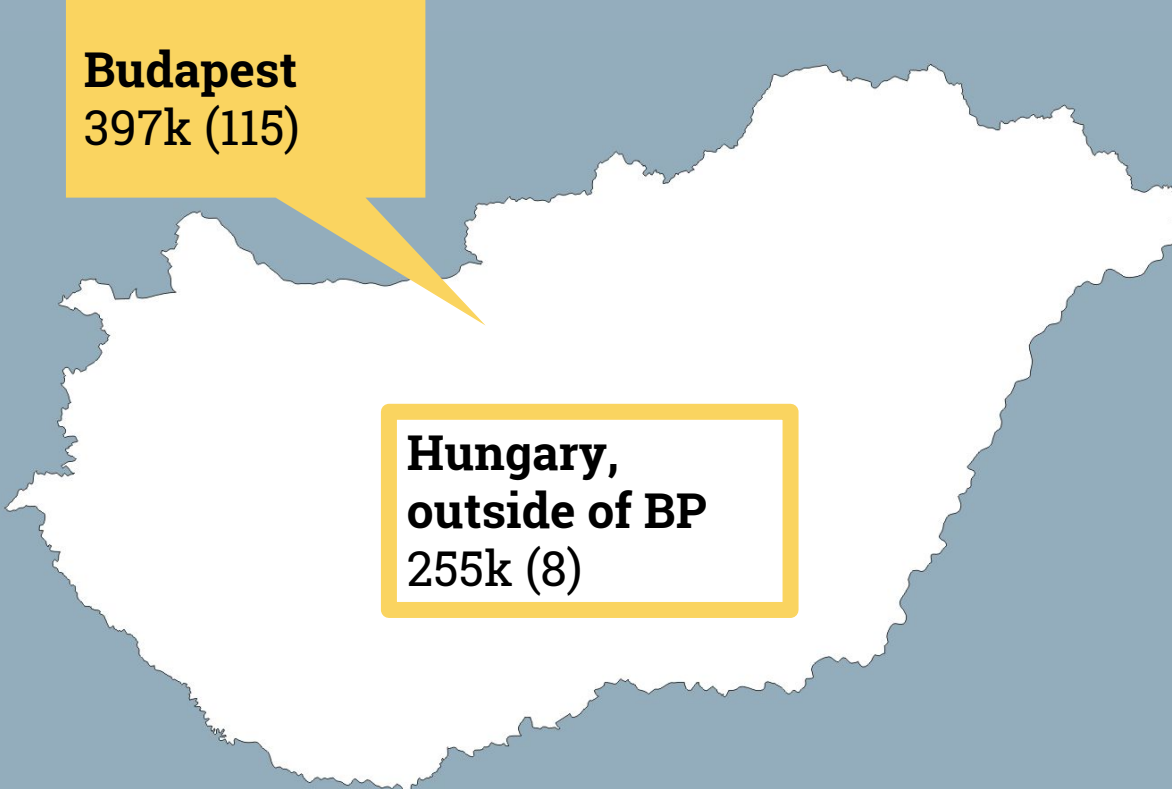Freelancers earn better than the average (HUF 513,000).

Salary ranges

Net salary in HUF	2017	2014
Less than 120k	-	6,86%
120k - 240k	**11,11%**	15,69%
241k - 360k	**27,45%**	33,33%
361k - 480k	**27,45%**	16,67%
481k - 600k	**8,50%**	11,76%
601k-720k	**5,23%**	5.88%
More than 720k	**9,80%**	
Wouldn't like to disclose	**9,15%**	9,8%

Estimated average salary by positions

	2017	2014
Junior UX designer	292k	252k
UX designer	360k	296k
Senior UX designer	455k	451k
UX Team Leader	577k	454k
UX director	504k	
Freelance UX designer	513k	480k

Salaries are different by region

Budapest
397k (115)

Outside of Hungary
555k (8)

Hungary, outside of BP
255k (8)

What UX people want

To learn and improve

What would make you consider change jobs?

The ability learn and develop myself	**74%**
Better salary	**55%**
Company with a more professional approach	**52%**
Career move (promotion)	**46%**
Opportunity abroad	**43%**

Satisfaction with work

Somewhat satisfied or very satisfied with	2017	2014
Work place, work environment	**76%** ⬇	81%
The projects they work on	**78%**	78%
The output of their work	**71%**	70%
Salary	**73%** ⬆	62.8%
Development opportunities	**60%**	-

What areas would you like to learn?

User research and analytics

Psychology

Front-end development

Programming

Communication & presentation skills

Graphic design

What are some things that you would like to do more at work but there's no opportunity?

User research	**27%**
UX tasks, in general	**10%**
Service design	**9%**
Personal development	**8%**
Product design, working on a product	**7%**

...and 40 different answers

What are some things that you would like to do more at work but there's no opportunity?

Methods & activities
User interviewing, usability tests, graphic design, front-end development, UI design, facilitating workshops, etc.

Working style
More focused sessions, less paperwork, more responsibilities, team work, etc.

Specific projects
Machine learning, social responsibility projects, virtual reality, accessibility, hardware design, etc.

Dream industries:

Automobile

Industrial interfaces

Space tech

Government

Games

Internet of Things

Virtual Reality

The dream is to work on...

something meaningful

my own product

a social project

a product used by millions
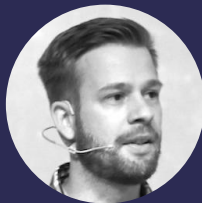
a non-profit cause

physical products

games

"If MIT and Gates Foundation jointly were going to save the world with something high-tech, ideally somewhere in South-East Asia or Amazonia – I would like to be the part of the team."

What we want is

Ownership & Impact

Thank you!

Created by

Zoltan Kollin

Csaba Varga