



## Workshop 9: Conversations on Haptic Ecosystems: UX Guidelines and Big Tech's Blueprint for Implementing Next-Gen Haptic Experiences

**Organizer(s):** Dan Shor (Haptics Industry Forum)

This workshop brings together UX leaders from Apple, Google, Meta, and Razer to share in-depth case studies and UX guidelines for crafting exceptional haptic experiences. Presenters will detail their methodologies for designing nuanced touch responses—ranging from subtle confirmation clicks to intricate alert patterns—that optimize usability, accessibility, and immersion across mobile, VR/AR, and gaming platforms. Attendees will gain insight into each company's core design principles, prototyping workflows, and validation techniques. We'll conclude with a moderated panel and open Q&A, where experts will compare their philosophies, examine technical constraints versus user expectations, and identify strategic opportunities for cross-industry collaboration and standardization in user-centered haptic design.

Workshop Website: <https://sites.google.com/view/whc2025-ecosystems/home>