All authors are part of the institute human-computer media at the University of Wuerzburg. They have varying backgrounds ranging from psychology to human-computer-interaction to media communications. The authors’ summarized main interests are: Measurement and design for intuitive use, inclusive design, participatory design, and user experience design. In their work, the authors combine, investigate, and apply these interests in various different contexts and projects. Such projects are, for example, the ForDemocracy project (https://www.fordemocracy.de/en/home-en/) that aims to investigate democratic practices in times of digitalization in Germany or or the book HAPPY IS UP – SAD IS DOWN (BIS Publishers) that summarizes latest research on using metaphors in design.