

Albert Ziegler GmbH · Giengen/Brenz · Deutschland

## Z-Control by ZIEGLER nominated for UX Design Awards 2020



nominated  
2020

Berlin, June 15<sup>th</sup>, 2020 – The Z-Control of the latest generation by ZIEGLER was nominated for the UX Design Awards in the category "Product" of the year 2020. The UX Design Awards are a global competition for user and customer experience, organized by the International Design Center Berlin (IDZ). The list of previous winners resembles a "Who is Who" of the industry.

The intuitive and user-guided operating concept Z-Control by ZIEGLER is the central element of every firefighting vehicle and the basis of a successful operation. All important information on the new Z-Control can be found [here](#).

"Above all, the challenges in this project was to design the operation for all users in a way that it is correctly understood in emergency situations. The operation has to work flawlessly at any time of day or night, in different weather conditions and under the known difficult conditions such as enormous time pressure, stress and in personal protective clothing. The operating sequence should be self-explanatory so that even untrained persons can handle it. In addition, the operation should be easy to understand and error-free for all generations of emergency personnel from 16 to 65 years of age, volunteer and professional firefighters, procurement managers, emergency control centers, trainers, service and sales personnel worldwide," said Max Ruhdorfer, when asked what the special challenges of the project were especially concerning user experience.

Another insight that could be described as a "aha-experience" during the development process is that operation cannot be "simple enough". The supposed achievements of smart operation such as touch screen, menu and voice control would be completely out of place here. On the other hand, it is essential to assign exactly one function to each key: "Here the saying 'less is more' fits like no other," Ruhdorfer adds.

The UX Design Award jury, consisting of renowned experts, will now select the winners. All nominated solutions will be presented to the public in an online exhibition and the winners will be honored in September at a virtual awards ceremony.

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### About ZIEGLER

The Albert Ziegler GmbH is a leading international supplier of vehicles for firefighting, civil protection and the police, as well as firefighting accessories and technology. The comprehensive product range includes clothing for the firefighting services to highly specialized pumping and fire extinguishing systems to all kinds of emergency vehicles. Out of currently more than 1,300 employees worldwide, around 650 are employed at our headquarters in Giengen an der Brenz, Germany. Other ZIEGLER manufacturing facilities are located in Germany (Rendsburg and Mühlau) as well as The Netherlands, Croatia and Indonesia. Sales and service offices can also be found in the Czech Republic, Italy, Slovenia and China. <https://www.ziegler.de>