Call for Participation
for the affiliated conference
in the context of HCI International 2015

**DUXU 2015**

Fourth International Conference on Design, User Experience, and Usability
Chair: Aaron Marcus, USA

"User experience" (UX) concerns how a person thinks, feels, and behaves during all phases of using an interactive system. UX design becomes fundamentally important in new and emerging mobile, ubiquitous and omnipresent computer-based contexts. The scope of design, user experience and usability (DUXU) extends to all aspects of the user's interaction with a product/service, how it is perceived, learned, and used, and addresses design knowledge, methods and practices, with a focus on a deeply human-centered processes. Usability, usefulness, and appeal are fundamental requirements for effective user experience design. The conference solicits papers reporting results, covering a broad range of research and development activities on a variety of related topics, from professionals, academics, and researchers. Professionals included designers, software engineers, scientists, marketers, business leaders, and practitioners in such fields as architecture, financial/wealth management, game design, graphic design, finance, healthcare, industrial design, psychology, and travel.

The HCI 2015 Conference Proceedings will be published by Springer in a multi-volume set. Papers will appear in volumes of the LNCS and LNAI series. Extended Poster abstracts will be published in the CCIS series. All volumes will be available on–line through the SpringerLink Digital Library, readily accessible by all subscribing libraries around the world, and will be indexed by a number of services including EI and ISI CPCI-S.

Topics include, but are not limited to, the following:

- Agile development incorporating DUXU
- Anthropology and ethnography
- Branding Business leaders understanding
- Chart and diagram design
- Color design
- Corporate culture and/or country culture
- Design patterns
- Design philosophy
- Design thinking
- Design/evaluation for cross-cultural users
- DUXU for developing countries
- Education/training
- Emotion, motivation, and persuasion design
- Energy management systems
- Enterprise UX structure and process
- Ethics
- Financial/banking systems
- Gamification, especially of enterprise applications
- Globalization/localization
- Healthcare/Medical systems
- Heuristics
- Image design
- Information/knowledge design/visualization
- Open Innovation/frugal Innovation
- ISO and usability
- Management of DUXU processes
- Map, wayfinding, and signage design
- Marketing
- Maturity models
- Medical/healthcare
- Memory management
- Mental model design
- Metaphor design
- Military systems
- Mobile products/services, including TV/video
- Navigation and search design
- Patterns of DUXU practice and solutions
- Personalities, psychology, personas
- Political issues of DUXU
- Rural Development and DUXU
- Science-fiction and future trends
- Semiotics: Sign/symbol/icon design
- Service Design
- Social networks, especially in the enterprise
- Storytelling, fiction, non-fiction, comics
- Sustainability
- Travel/reservation systems
- Usability methods and tools
- Vehicle/traffic systems
- Wealth management
- Wearables, fashion, beauty technology
- Women in DUXU