



HCI International 2015

17th International Conference
on Human-Computer Interaction
2 - 7 August 2015

Westin Bonaventure Hotel, Los Angeles, CA, USA
www.hcii2015.org

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 HCII 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