Design,
User Experience,
and Usability 2015
(DUXU 2015)

Call for Your
Participation
in a Conference
for Designers

User experience (UX): how a person thinks, feels, and acts when using interactive products and services. UX is important for designers of new/emerging mobile, ubiquitous, and omnipresent products/services. UX design extends to how products/services are perceived, learned, and used. UX concerns design knowledge, methods, and practices, with a focus on a deeply human-centered design processes. UX design must make products/services usable, useful, and appealing. This conference, in a context of about 2000 people from about 60 countries, offers you a place to show/report work covering a broad range of research/design topics:

- Anthropology and ethnography
- Branding
- Chart and diagram design
- Color design
- Design thinking, design philosophy, and design patterns
- Design/evaluation for cross-cultural users
- DUXU in developing countries
- Education/training for DUXU
- Emotion, motivation, and persuasion design
- Ethical issues in DUXU
- Future trends in DUXU
- Gamification, especially of enterprise applications
- Globalization/localization of DUXU
- Heuristics
- Image design
- Information/knowledge design/visualization
- Management of DUXU processes
- Map, wayfinding, and signage design
- Marketing
- Mental model and metaphor design
- Mobile products/services, including mobile TV/video
- Navigation and search design
- Patterns of DUXU practice and solutions
- Personalities, psychology, personas
- Science-fiction and future trends
- Semiotics: Sign/symbol/icon design
- Service Design
- Social networks, especially in the enterprise
- Storytelling, fiction, non-fiction, comics
- Sustainability
- Wearables, fashion, and beauty technology
- Women in DUXU