



HCI International 2014

16th International Conference
on Human-Computer Interaction
22-27 June 2014
Creta Maris, Heraklion, Crete, Greece
www.hcii2014.org

Call for Participation

for the affiliated conference
in the context of HCI International 2014

DUXU 2014

**Third 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 2014 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 in DUXU
- Branding and DUXU issues/trends
- Business leaders understanding DUXU
- Chart and diagram design
- Color design
- Corporate culture and/or country culture
- Design patterns and DUXU
- Design philosophy and DUXU
- Design thinking and DUXU
- Design/evaluation for cross-cultural users
- DUXU vs. marketing issues
- Education/training for DUXU
- Emotional design and persuasion design
- Energy management systems and DUXU
- Enterprise UX structure and process
- Ethical issues in DUXU
- Financial/banking systems and DUXU
- Future trends in DUXU
- Gamification, especially of enterprise applications
- Globalization/localization of DUXU
- Healthcare/Medical systems and DUXU
- Heuristics
- Image design
- Information/knowledge design/visualization
- Open Innovation/frugal Innovation and DUXU
- ISO and usability
- Management of DUXU processes
- Map design
- Maturity models of DUXU
- Medical/healthcare and DUXU
- Memory management and DUXU
- Mental model design
- Metaphor design
- Mobile products and services
- Mobile TV and video
- Motivation in DUXU
- Navigation design
- Offshoring vs. onshoring of DUXU
- Patterns of DUXU practice and solutions
- Science-fiction and DUXU
- Search and DUXU
- Semiotics: Sign/symbol/icon design and DUXU
- Service Design
- Social networks, especially in the enterprise
- Storytelling
- Sustainability and DUXU
- Travel/booking systems and DUXU
- Usability methods and tools
- Wealth management and DUXU