



HCI International 2011

14th International Conference
on Human-Computer Interaction
9-14 July 2011, Orlando, Florida, USA
Hilton Orlando Bonnet Creek
www.hcii2011.org

Call for Participation

for a new conference
in the context of HCI International 2011

DUXU 2011

**First International Conference
on**

**Design, User Experience, and
Usability**

Aaron Marcus, Chair

DUXU will bring designers, engineers, researchers, and business professionals together for the first time at HCII in a focused gathering that encourages especially designers to attend and interact with more than 2,000 HCII attendees from 80 countries. DUXU aims to attract participants from a broad range of disciplines and fields of expertise, including anthropologists, brand and identity designers, document designers, emotion designers, ethnographers, experience designers, film and cinema designers, game designers, graphic designers, human-computer interface designers, industrial designers, information designers, information visualizers, interaction designers, mobile product designers, music designers, sound designers, training designers, TV and video designers, user-interface designers, vehicle system designers, and Web designers.

The DUXU 2011 Conference solicits papers reporting R&D results of work on design, user-experience, and usability issues. Areas of interest include, but are not limited to those listed here:

- DUXU issues and trends worldwide
- Anthropology and ethnography in DUXU
- Branding and DUXU issues/trends
- Chart and diagram design
- Color design
- Corporate culture vs. country culture
- Design/evaluation for cross-cultural users
- Design patterns
- Design philosophy of HCI and UX
- DUXU vs. marketing issues
- Education/training of design, UX, and usability issues
- Emotional and persuasion design
- Energy management systems: DUXU issues
- Enterprise user-experience structure and process
- Ethical issues in DUXU
- Financial/banking systems: DUXU issues
- Future trends in DUXU
- Game DUXU
- Globalization/localization of DUXU
- Healthcare/Medical systems: DUXU issues
- Heuristics
- Image design
- Information design
- Information/knowledge visualization
- ISO and usability
- Management of DUXU
- Map design
- Medical/healthcare: DUXU issues
- Mental model design
- Metaphor design
- Mobile products and services
- Mobile TV and video
- Navigation design
- Offshoring vs. onshoring of DUXU
- Search: DUXU issues
- Semiotics: Sign, symbol icon DUXU
- Social networks: DUXU issues
- Storytelling
- Travel/booking systems: DUXU issues
- Usability methods and tools
- Vehicle Systems: DUXU issues