



HCI International 2021, 23rd International Conference on Human-Computer Interaction
24-29 July 2021

The Conference will be held virtually
<http://2021.hci.international/duxu>

Call for Participation for **DUXU 2021** affiliated conference in the context of HCI International 2021
See the HCII 2021 Website to submit your work:
<http://2021.hci.international/>

DUXU 2021

Tenth International Conference on Design, User Experience, and Usability

Co-Chairs:

- **Prof. Marcelo Soares**, PhD, School of Design, Hunan University, P. R. China and Federal University of Pernambuco, Brazil, soaresmm@gmail.com.
- **Prof. Elizabeth Rosenzweig**, Bentley College, Boston, USA, eliz@bubblemtn.com.
- **Aaron Marcus**, Principal, AM+A, Berkeley, USA, aaron.marcus@bamanda.com

User experience (UX) refers to a person's thinking, feeling, and behavior in using interactive systems. 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 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 AI, architecture, financial/wealth management, game design, graphic design, finance, healthcare, industrial design, mobile, psychology, travel, and vehicles.

Submission deadlines are available at the HCII 2021 website:

<http://2021.hci.international/submissions>



The 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. Sessions with only presentations (no published papers) are permitted.

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

Accessibility, illiterate users, the next billion users
Aging and DUXU
Anthropology and ethnography
Bias in DUXU: women, gender, people of color
Branding
Chart and diagram design
Color and image design
Creativity
Design thinking, philosophy, and patterns
Design/evaluation for cross-cultural users
Disability and DUXU
Diversity in UX design
DUXU and Emerging Technologies
DUXU in Africa
DUXU in China
DUXU in the Middle East
Education/training/children UX issues
Emotion, motivation, and persuasion design
Ethical/social issues
Gamification, especially of enterprise applications
Globalization, localization, and culture issues
Health, Covid-19, and DUXU
Financial DUXU
Heuristics
Information/knowledge design/visualization
Internet of Things (IoT)
Management of DUXU processes
Map, wayfinding, and signage design
Marketing
Metaphor, mental-model, navigation design
Mobile products/services, including mobile TV/video
Personalities, psychology, personas
Persuasive Technology
Politics and Racism in the DUXU community
Robots, AI agents
Sci-Fi, speculative fiction, future trends
Search Design
Semiotics: Sign/symbol/icon design
Service Design