



# Design, User Experience and Usability 2021 (DUXU 2021)

## Call for Your Participation in a Conference for Designers

10th International Conference on Design, User Experience and Usability, an affiliated Conference of HCI International 2021 (HCII2021 with about 2000 people from around 70 countries), 24-29 July 2021, Washington Hilton, Washington, DC, USA <http://2021.hci.international/duxu>



Submission deadlines are available at the HCII 2021 website:  
<http://2021.hci.international/submissions>

### Co-Chairs:

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

**Submit your work:** <http://2021.hci.international/>.

*Proceedings* published by Springer, available on-line at SpringerLink Digital Library, via subscribing libraries worldwide. Presentation sessions permitted.

**User experience (UX):** how a person thinks, feels, and acts with usable, useful, and appealing interactive products and services. The conference showcases how products/services are perceived, learned, and used; design knowledge, methods, and practices, with a focus on deeply human-centered design processes.

### DUXU2021 offers you these topics:

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 in 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