



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 - The Conference will be held virtually <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
- **Prof. Elizabeth Rosenzweig**, Bentley College, Boston, USA, eliz@bubblemtn.com
- **Aaron Marcus**, Principal, AM+A, Berkeley, USA, aaron.marcus@bamanda.com.

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

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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