HCI International 2013
15th International Conference
on Human-Computer Interaction
21-26 July 2013, Las Vegas, NV, USA
The Mirage Hotel
www.hcii2013.org

Call for Participation
for an affiliated conference
in the context of HCI International 2013

DUXU 2013

**Second International Conference on Design,
User Experience and Usability
Chair: Aaron Marcus, USA**

User experience is how a person feels during all phases of use of an interactive system, and acquires renewed fundamental importance in new and emerging mobile, ubiquitous and omnipresent interaction contexts. The scope of user experience design extends to all aspects of the user's interaction with a product, how it is perceived, learned, and used, and addresses design knowledge, methods and practices, with a focus on a deeply human-centered process. In this context, usability is revisited as a fundamental aspect of user experience. The conference solicits papers reporting results, covering a broad range of research and development activities on a variety of related topics.

The HCII 2013 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.

Areas of interest of the DUXU 2013 Conference include, but are not limited to those listed here:

- 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 philosophy of HCI and UX
- DUXU vs. marketing issues
- Education/training for design, UX, and usability
- 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
- Gamification of enterprise applications
- Globalization/localization of DUXU
- Healthcare/Medical systems: DUXU issues
- Heuristics
- Image design
- Information design
- Information/knowledge visualization
- ISO and usability
- Management of DUXU processes
- Map design
- Maturity models of DUXU and UCD
- Medical/healthcare: DUXU issues
- Memory management DUXU issues
- Mental model design
- Metaphor design
- Mobile products and services
- Mobile TV and video
- Navigation design
- Offshoring vs. onshoring of DUXU
- Patterns of DUXU practice
- Patterns of DUXU solutions
- Search: DUXU issues
- Semiotics: Sign, symbol, icon DUXU issues
- Social networks in the enterprise: DUXU issues
- Storytelling
- Sustainability
- Travel/booking systems: DUXU issues
- Usability methods and tools
- Wealth management DUXU issues