



HCI International 2020

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Hotel and Bella Center,
Copenhagen, Denmark

DUXU 2020

9TH INTERNATIONAL CONFERENCE ON DESIGN, USER EXPERIENCE AND USABILITY

Jointly held under one management and one registration with HCI International 2020

<http://2020.hci.international/duxu>

Chairs

Aaron Marcus (Aaron.Marcus@bAMandA.com)
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"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 a 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.

The related topics include, but are not limited to:

- Anthropology and ethnography
- Branding
- Chart and diagram design
- Color and image design
- Creativity
- Design thinking, design philosophy, and design patterns
- Design/evaluation for cross-cultural users
- Design patterns
- Education/training
- Emotion, motivation, and persuasion design
- Ethical/social issues
- Gamification, especially of enterprise applications
- Globalization, localization, and culture issues
- Heuristics
- Information/knowledge design/visualization
- Internet of Things
- 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
- Robots, AI agents
- Sci-Fi, speculative fiction, future trends
- Search Design
- Semiotics: Sign/symbol/icon design
- Service Design
- Social networks, especially in the enterprise
- Storytelling, design fiction, non-fiction, comics
- Sustainability
- Three-D Printing
- UX design in Africa, China, India, Japan
- Vehicle and automotive design
- Virtual reality, augmented reality, and mixed reality
- Wearables, fashion, and beauty technology
- Women, gender

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