DUXU 2019

**Eighth International Conference on Design,
User Experience, and Usability
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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 DUXU 2019 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.

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

- 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