



# Design, User Experience, and Usability 2019 (DUXU 2019)

## Call for Your Participation in a Conference for Designers

8th International Conference on Design, User Experience, and Usability, an affiliated Conference of HCI International 2019, <http://2019.hci.international/duxu>. 26-31 July 2019, Walt Disney World Swan and Dolphin Resort, Orlando, Florida, USA



Co-Chairs: Aaron Marcus, Aaron Marcus and Associates, USA, [aaron.marcus@bamanda.com](mailto:aaron.marcus@bamanda.com), and Wentao Wang, Baidu, China, [wangwentao@baidu.com](mailto:wangwentao@baidu.com)  
Submit your work: <http://2018.hci.international/>

*Proceedings* published by Springer, available on-line at SpringerLink Digital Library, via subscribing libraries world-wide. **Note: Pure presentation sessions without published *Proceedings* papers are possible for 2018.**

**User experience (UX):** how a person thinks, feels, and acts with usable, useful, and appealing interactive products and services. The conference emphasizes how products/services are perceived, learned, and used; design knowledge, methods, and practices, with a focus on a deeply human-centered design processes. At HCII19, with 2000 people from 60 countries, offers you a place to report work covering many design/research topics:

- Anthropology and ethnography
- Branding and Marketing
- Chart and diagram design
- Color 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
- 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