USID 2007

Usable
Software
Interface
Design

Living in Digital World
Challenges for Designers & Engineers...

Technology has become the driving force of change in the modern world. While hardware and software matured at a very fast pace, equal adoption of these technologies however continued to exclude individuals and communities from harnessing the true benefits. The power of design to link technology to the latent needs of users had not been fully exploited. The result is, failure to connect people with solutions that make a positive impact on their lives.

What design techniques and methodologies should be employed that contributes to build an Information Society where maximum number of people can use technology with minimum effort?

HCI Hyderabad

USID 2007

Usable
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HCI-Hyderabad is a community of Human Computer Interaction enthusiasts formed in May, 2006 with an objective to serve students, researchers, professionals, specialists, and others in the academia and industry who has a keen interest in the field of Human-Computer Interaction (HCI), Usability Engineering, Interaction Design, User Experience Research, Technical Communication, Project and Product Management. Today, this community has grown to 150+ members.

Since May 2006, HCI - Hyderabad has successfully organized 10 workshops/ seminars with an average participation of 40 enthusiasts per session. The members are from varied professional backgrounds and industries like IT & ITES, Telecom, Research, Media, Education, Consulting, etc. The complete list of participating companies is enclosed.

As we approach closer to mark the first successful anniversary in May 2007, we are organizing a 2/3 day event in June 2007 which will provide us an opportunity to serve a larger audience. The event runs on a theme of current interest – "Living in the Digital World," the challenges and resolutions.

Tentative Program

Day 1
- Keynote
- Conference
- Paper Presentation

Day 2
- Workshops and Tutorials
- Panel Discussion
- Design Competition Entry Display
- Quiz/Contest

Day 3
- Exhibition
- Prize Distribution
- Closing Event

Events

Conference and Paper Presentation

Eminent speakers representing the IT industry, HCI practitioners, researchers and academicians are invited. The conference will also have 4-5 best papers selected by a panel comprising of members from industry, academics and research.

Workshops and Tutorials

Day2 and Day3 of the event will include a number of half and full day workshops & tutorials to address the varied interest and learning needs of the IT and HCI professionals.

Following is a tentative list of workshops:
1. Understanding User Centered Design Process
2. User Research and Analysis
3. Conducting Usability Test & Analyzing Results
4. Integrating UCD Process in the Software Life Cycle
5. Designing Highly Usable Mobile Services for Small Display Devices
6. Design for Learning & Education through New Media
7. Accessibility & 508 compliance
8. Graphic Design for Digital Delivery/Artifacts
9. Creating the Business Case for User Experience Projects

UI Design Competition for Students

Beginning of April, HCI-Hyderabad will announce a UI Design Competition on the following theme for the engineering and design student.

"Design a public email system for users over age of 58 years with no internet experience."

Closing ceremony will include a prize distribution ceremony.

Photo and Digital Art Display

Day 2 and Day 3 will also include a display of the photographs and digital art on the event's theme.

Other Activities

Panel discussions, quiz/contest, informal information sharing sessions will also be running as a parallel activity of Day 2 and Day 3.

Closing Event

The event will be closed with the prize distribution and acknowledgement to contributors and volunteers. The highlight of the closing event will be concluding thoughts by an eminent personality from the industry or a policy maker.

Target Audience

The target audience for the USID 2007 tutorials & workshops include a wide range of audience not only the usability / user experience professionals but also various stakeholders with in the industry who are interested in the Human-Computer Interaction, Usability, User Experience, HCI Research and UCD Process and Methodologies. Participants shall include professionals from Product Management, Development, Quality Assurance, Technical Communication, Marketing & Consumer Insight, Executive Management and Recruiters.

Event Publicity

We plan to publicize the event amongst the IT industry not only in Hyderabad, but also Bangalore, Pune, Mumbai, Chennai, Kolkata, Delhi and Chandigarh through electronic mailers, posters, and direct letters to decision makers of each organization. We will also put up the posters in premiere design, technology & business institutions all over India and IT Parks as well as the places, frequently visited by the IT professionals like Barista, Café Coffee Day, gyms, shopping malls, subject to getting the permission from the respective authorities. In the event of receiving sufficient sponsorship, HCI-Hyderabad will also advertise USID 2007 in a national daily.

Sponsorships

HCI-Hyderabad invites you to be a part of this event by working with us together in promoting Human Computer Interaction and its benefits to one and all, in order to facilitate that, we have worked on four sponsorship options. This event shall give you visibility in the industry and media, enhancing your brand image, while contributing to a noble cause. The sponsorship details are as follows:
- Platinum
- Gold
- Silver
- Bronze

We are optimistic that you will be interested to partner with HCI-Hyderabad and help us spread the message amongst all the stakeholders.

Please contact us at +91 9866 237620 or email us at hci_hyderabad@yahoo.com.

You can also visit us at www.hci-hyderabad.org

HCI Hyderabad   USID 2007

USID 2007 Sponsorships

HCI-Hyderabad has put together some sponsorship packages to allow you to reach the IT and HCI community more effectively. These are wonderful opportunities to market your company/organization during the event, in our publicity materials, electronic mailers and our website.

Deadline For Purchase: May 10, 2007

The HCI-Hyderabad's USID 2007 will be the biggest HCI event in India so far. The participants will be from varied professional backgrounds and industries like IT & ITES, Telecom, Research, Education, Consulting, etc from Hyderabad, Bangalore, Pune, Mumbai, Chennai, Kolkata and Delhi.

Expected Attendance: 200

Sponsor Levels

Platinum Sponsor

What you get
- Co-branding with HCI-Hyderabad for the backdrop and the podium
- Your logo will be displayed prominently on the registration/reception desk, backdrop and on the podium.
- Prominent display of your logo in all the collateral and advertisements
- Separate handout/display table at registration, prominent signage, mention at general sessions from the podium, set of mailing labels for conference attendees list in sponsor brochure
- Five complimentary conference registrations

Gold Sponsor

What you get
- Medium size logo in all the collateral and advertisements
- Large logo on both the HCI-Hyderabad and USID2007 websites
- Three (3) complimentary conference registrations

Silver Sponsor

What you get
- Small logo in all the collateral and advertisements
- Small logo on both the HCI Hyderabad and USID2007 websites

Bronze Sponsor

What you get
- Mention of your name in sponsors list in collaterals
- Small logo on both the HCI-Hyderabad and USID2007 websites

List of Items/Kinds for sponsorship

- Venue (Conference and Workshop)
- Audio and Projection Systems
- Computer and Networking System

- Backdrop Banner
- Panels and Displays
- Registration Bags
- Conference Memento
- Competition Prizes
- Stationary
- Souvenir
- Participant Tags

- Speakers/Panelist Honorarium
- Speakers Travel & Accommodation
- Speakers Gifts
- Local Transportation

- Tea/Snacks
- Lunch/Meal

- Pre Event Print Publicity (Sold)
- Media Publicity (Electronic & Print)
- Closing Event Ceremony

- Miscellaneous

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HCI Hyderabad   USID 2007

Presentations, Workshops & Information sharing sessions organized by HCI-Hyderabad since May 2006

1. **"Integration of User Centric Design with SDLC at Infosys"**
    Sridhar Marri, AVP & Head CDG,
    Infosys Technologies

2. **"Usability Studies in Product Development in Context to Microsoft"**
    Amit Chowdhury, Product Designer,
    Microsoft India R&D

3. **"Service-Oriented Architecture"**
    Senthil Doraiswamy, Principal Architect,
    Infor

4. **"Tree Views in Enterprise Applications -- Is it the right choice?"**
    Ripul Kumar, Director Usability,
    Kern Communications

5. **"Cognitive Psychology in context to HCI"**
    Prof. C. Beena, Head, Department of Cognitive Psychology,
    Osmania University

6. **Workshop - "Innovation through Design"**
    Atul Manohar, Head, User Experience Management,
    Satyam

7. **"UI Standards to UI Components"**
    Victoria Chattopadhyay, Senior UI Designer &
    Soumitra Das, Senior Manager,
    CA (Computer Associates)

8. **"Research in Tangible Interfaces"**
    Sharad S. Solanki, UI Architect,
    Pramati Technologies

9. **"Remote Usability Testing Tools/Methods and a Case Study"**
    Deepak Namboothiri, Usability Engineer,
    Mphasis

10. **"Bus and Bus Stand Identification System for the visually challenged"**
    Product Concept by Engineering Students from Hyderabad

11. **"Innovation Frameworks"**
    Masood Nasser, Solution Architect,
    Satyam

12. **"Power of Metaphors"**
    Sumit Dey, Senior UI Designer,
    CA (Computer Associates)

13. **"Quantifying Usability Analysis"**
    Afshan Kirmani, Usability Analyst,
    Kern Communications

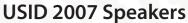14. **"Portals-What are they? Why do we need them?"**
    Wagesh Kulkarni, Senior Business Analyst - Usability,
    INFOR

15. **"Accessibility & 508 Compliance"**
    Raman Saxena, UCD Architect,
    CA (Computer Associates)

HCI Hyderabad   **USID**2007

USID 2007 Speakers
(confirmed as on April 30 2007)

Prof. MP Ranjan
Principal Designer and Faculty,
National Institute of Design, Ahmedabad (NID)

Professor M P Ranjan is a senior member of the faculty of the National Institute of Design (NID), Ahmedabad , India and Chair of the Task Force on GeoVisualization set up by the Government of India. He headed NID's Publications and Resource Centre, and managed Information Technology initiatives in his capacity as Chairman of the Computer Centre and Head of the Apple Academy at NID.

Kentato Toyama
Assistant Managing Director,
Microsoft Research India

Kentaro Toyama is assistant managing director of Microsoft Research India, in Bangalore, where he supports the daily operation and overall management of the lab. He additionally heads an interdisciplinary group that conducts research to identify applications of computing technology to international development and is currently also the acting manager for the digital geographics research group. .

Dr Orville Leverne Clubb
Associate Professor,
Computer Science Department, City University of Hong Kong

Dr. Orville Leverne Clubb is an Associate Professor in the Computer Science Department of the City University of Hong Kong. His research interests are in HCI and also has extensive experience as an academic administrator. He has recently concentrated on the Internet and its effects on society. Dr Clubb started his computing career in 1966, at the Bank of America. His first full-time academic post was Senior Lecturer at the Hong Kong Polytechnic in 1977.

Sridhar Marri
Associate Vice President & Head of Communication Design Group,
Infosys

Sridhar Marri is Associate Vice President and Head of Communication Design Group at Infosys Technologies Ltd, a global business consulting and IT services company. He is an alumnus of NID with 17 years of experience spanning journalism, design education, user experience design consultancy and design management. Sridhar believes in bringing design from the by-lanes to the mainstream by creating large scale impact through value creation and business alignment.

Hiren Dalal
Director – Quality and PMO,
CA

Hiren Dalal is the Director – Quality and PMO at CA in Hyderabad, India. His responsibilities include driving Business Process Re-engineering, Process Improvements, Implementing Lean Six Sigma and Setting up the PMO for the global Engineering and Technical Support organizations. He is a certified Green Belt, Black Belt and Master Black Belt in Six Sigma. His interests include application of Lean Six Sigma in Software development.

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