2nd India International HCI Conference
4-6 September
The Leela Palace Kempinski
Airport Road, Bangalore



Design Innovation & User Experience

Transforming businesses in the new economy...

Advances in communication, and information technology have evolved users from 'informed buyers' to 'sophisticated consumers', who demand more from the products they buy. To meet the needs, and expectations of the 'sophisticated consumer', businesses require a paradigm shift in their strategies toward delivering a successful user experience.

While technology grows rapidly to deliver the 'function' for the product, the potential to equally deliver the 'user experience' for the product remains a challenge. The question, 'How to make..?" has outpaced our imagination of 'What to make...?". Acknowledging and addressing the wide gap between technology, innovation and user experience is crucial to transforming businesses in the 'new economy'.

Design Innovation & User Experience are the key drivers in the new economy that will build the identity and the distinctiveness required for a business to stand out in the global herd. When the design innovation is inspired by user experience, it transcends technology and utility to satisfy the new generation of 'sophisticated consumers' who aggressively seek alternatives, compare offers, and hold out for the best.

The new economy will be led by those who innovate - create, find, and combine knowledge and user experience into their new products, services, and distribution methods - faster than their competitors!

- Speakers
- Paper Presentations
- Design Challenge
- Panel Discussion
- Workshops / Tutorials
- Networking
- Quizzes& more...



Innovation Experience Siness Ideas



USID 2008 2nd India International HCI Conference 4-6 September The Leela Palace Kempinski Airport Road, Bangalore

About USID2008 Conference

USID2008 is the second 3-day India International Conference in the domain of HCI & Design, organized by the USID Foundation (formerly HCI-Hyderabad). USID successfully organized India's first 3-day conference, "USID2007" from 18th to 20th June 2007 at Hyderabad International Convention Center (HICC), Hyderabad.

The theme for USID2008 is "Design Innovation & User Experience- Transforming Businesses in the New Economy".

USID2008 – Conference Events

The USID2008 conference includes the following activities:

- 2 keynote conference addresses.
- 4 track keynote addresses.
- 18+ presentations by eminent speakers from HCI, Design, IT, Consulting and Product Management/Business domain.
- 4 Tracks Mobile User experience, Gaming & Entertainment, Social Computing and Networking.
- Selected paper presentations invited under "Call for Papers".
- Panel discussions
- Design Challenge for students and professionals. This will be announced for the participation in beginning of July.
- Design & HCl Quiz for participants
- Networking event
- Closing Ceremony The event will be closed with the prize distribution and Vote of Thanks.

USID2008 - Target Audience

The target audience for the USID2008 include professional from HCI, Usability, User Experience, Design, Software Development, Quality, Product Management, Research, Ethnography, Localization, Technical communication, Marketing, Business Development domains, and stakeholders representing IT, Design, Research, Service, Consulting and Academia. 225+ professionals are expected to participate in USID2008.

USID 2008 Sponsorships

USID Foundation invites you to be a part of this event by working with us together in promoting Human Computer Interaction, User Experience & Design innovation and its benefits to one and all. We have 5 sponsorship options. The sponsorship details are as follows:

Premium (1x) Rs. 400,000
Platinum (2x) Rs. 300,000/Gold (3x) Rs. 200,000/Silver Rs. 100,000/Bronze Rs. 75,000/-

This event will give your organization media and industry visibility and enhance your brand image while contributing to a noble cause.

We are optimistic that you will be interested to partner with USID Foundation and help us promote Design Innovation and User Experience.

Please contact us at +91 9866237620 or email at: usid_sponsor@usidfoundation.org

You can also visit us at www.usidfoundation.org/usid2008/sponsors





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USID2008 Sponsorship Opportunities Premium Sponsorship (1) Rs. 400,000

- Co-branding with the USID Foundation/ USID2008 for the podium.
- Prominent display of Sponsor name/Logo as a Premium Sponsor on signage at the registration desk and backdrop of the stage, and on other display boards (Standees) at the conference venue.
- Prominent recognition of Sponsor name/Logo as a Premium Sponsor in all marketing pieces, press releases and public announcements related to USID2008.
- Recognition as a Premium Sponsor in the presentation from the stage prior to the keynote.
- Recognition as a Premium Sponsor during the closing event.
- Displaying the Sponsor name/Logo as a Premium Sponsor in the USID Foundation/USID2008 website.
- 6 free registrations for the USID2008 conference (all three days).

Platinum Sponsorship (2) Rs. 300,000

- Prominent display of Sponsor name/Logo as a Platinum Sponsor on signage at the registration desk and backdrop of the stage, and other display boards (Standees) at the conference venue.
- Prominent recognition of Sponsor name/Logo as a Platinum Sponsor in all marketing pieces, press releases and public announcements related to USID2008.
- Recognition as a Platinum Sponsor the presentation from the stage prior to the keynote.
- Recognition as a Platinum Sponsor during the closing event.
- Displaying the Sponsor name/Logo as a Platinum Sponsor in the USID Foudation/USID2008 website.
- 4 free registrations for the USID2008 conference (all three days).

Gold Sponsorship (3) Rs. 200,000

- Prominent display of Sponsor Logo as a Gold Sponsor on signage at the registration desk and backdrop of the stage, and other display boards at the conference venue.
- Prominent recognition of Sponsor name/Logo as a Gold Sponsor in all the marketing pieces, press releases and public announcements related to USID2008.
- Recognition as a Gold Sponsor during the closing event.
- Displaying the Sponsor name/Logo as a Gold Sponsor in the USID Foundation website.
- 3 free registrations for the USID2008 conference (all three days).

Silver Sponsorship Rs. 100,000

- Prominent recognition of Sponsor name/Logo as a Silver Sponsor in all the marketing pieces, press releases and public announcements related to USID2008.
- Prominent display of Sponsor name/Logo as a Silver Sponsor on signage at backdrop of the stage and other display boards at the conference venue.
- Recognition as a Silver Sponsor during the closing event.
- Displaying the Sponsor name/Logo as a Silver Sponsor in the USID Foundation website.
- 2 free registrations for the USID2008 conference (all three days).

Bronze Sponsorship Rs.75,000

- Prominent recognition of Sponsor Logo as a Bronze Sponsor in all the marketing pieces, press releases and public announcements related to USID2008.
- Prominent display of Sponsor Logo as a Bronze Sponsor on signage at backdrop of the stage and other display boards at the conference venue.
- Recognition as a Bronze Sponsor during the closing event.
- Displaying the Sponsor Logo as a Bronze Sponsor in the USID Foundation website.
- 1 free registration for the USID2008 conference (all three days).





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USID2007 - SPEAKERS



PROF. M.P. RANJAN NID



KENTARO TOYAMA Microsoft



DR. ORVILLE CLUBB City University of Hong Kong



LALITESH Google



VIJAY TADEPALLI



HIREN DALAL





Sanjai.K SAP Labs India





RAVI KRISHNAN I

USID2007 - SPONSORS

















USERLabAsia™

USID2007 Conference

USID2007 was India's first 3-day conference in the HCI & User Experience domain on the theme "Living in a Digital World, Challenges for Designers and Engineers..." The conference was attended by 150+ professionals representing 40+ organizations.

USID2007 – Participant Organizations

Nokia, Motorola, OnMobile, ACL Wireless, CA, Microsoft, Oracle, IBM, Intuit, SAP Labs, Tektronics, Hexaware, Honeywell, Invensys, Google, Yahoo, Philips, Delloite, Infosys, Satyam, Cognizant, Infor, Progress, Pramati Technologies, Human Factors, NID, IIT and others.











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USID2007 – Participant Profile

Domain/Professionals	%age
HCI & UX Designers/Researcher	50%
Software Engineer/QA Engineer	24%
Product Management & Business	10%
Academic -Professors & Students	7%
Internationalization & Localization	5%
Technical communication	2%
Others	2%

USID2007 – Participant Testimonials

"As Communications Chair of the British HCl Group (www.bcs-hci.org) I am very excited to see discover about the USID workshop in Hyderabad in June."

Dr Andy Dearden Reader in e-Social Action Communication & Computing Research Centre Sheffield Hallam University

- "... looked like a great conference. this event will grow in stature thanks to your efforts" Lalitesh Katragadda, Google
- "... By organizing this conference in Hyderabad, you made the whole industry proud. Great show Raman."

Ramam Atmakuri, Vice President HYSEA & Invensys.



USID2007 – UI Design Challenge

75+ teams had registered for this competition from premier design and Technological institutes across India including NID, IIT, IISc., and others. The first & second prizes were won by student of NID and the third prize was shared by student of IIT, Mumbai & NID. Prizes were sponsored by HYSEA (Hyderabad Software Export Association) and the design booklet was sponsored by Intuit.



USID2007 - Call for Papers

Around 50 professionals and students representing Organizations and Institution including MIT - USA, University of Lund-Sweden, University of Sussex- UK, Microsoft, CA, Persistent, HFI, Infosys and others registered for the "Call for Papers". 13 papers were selected for publication and 5 papers were presented during the USID2007 conference.

USID2007 – Workshops

Four workshops were organized as a part of the USID2007 conference event. Around 190 professionals and students attended these workshops.

USID2007 – Media Coverage

- 7 National News papers (English) including Times of India, Economic Times, Hindu, Indian Express, Business Line etc.
- 6 Local Language News papers
- 4 TV Channels including Times Now.





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USID Foundation

USID Foundation (formerly HCI-Hyderabad) www.usidfoundation.org is a community of Human Computer Interaction & Design enthusiasts. Formed in May, 2006 with an objective to serve students, researchers, professionals, and others in the academia and keen industry with а interest Human-Computer Interaction (HCI), Usability Engineering, Interaction Design, User Research, Technical Communication, Localization & Product Management. This community has grown to 250+ members now.

USID Foundation – Past Activities

USID Foundation had organized India's first 3-days conference in HCI Domain from 18th to 20th June 2007 at Hyderabad International Convention Center (HICC) in Hyderabad. More details about USID2007 can be found at www.usidfoundation.org/usid2007

Since May 2006, USID Foundation has also organized 15 workshops/seminars with an average of 50+ participants per session. Following workshop/presentation were organized:

- "Integration of User Centric Design with SDLC at Infosys"
 Sridhar Marri, AVP & Head CDG, Infosys Technologies
- "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
- "Tree Views in Enterprise Applications -- Is it the right choice?"
 Ripul Kumar, Director Usability, Kern Communications

- "Cognitive Psychology in context to HCI"
 Prof. C. Beena, Head, Department of Cognitive Psychology, Osmania University
- Workshop "Innovation through Design"
 Atul Manohar, Head, User Experience Management,
 Satyam
- "UI Standards to UI Components"
 Victoria Chattopadhyay, Senior UI Designer CA (Computer Associates)
- 8. "Research in Tangible Interfaces" Sharad S. Solanki, UI Architect, Pramati Technologies
- "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
- "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)

