



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...

Success
Growth
Innovation
User Experience
Business Ideas
Strategy



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 Foundation/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).

USID2008

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



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.

USID2007 - SPEAKERS



PROF. M.P. RANJAN
NID



KENTARO TOYAMA
Microsoft



DR. ORVILLE CLUBB
City University of
Hong Kong



LALITESH
Google



VIJAY TADEPALLI
Satyam



HIREN DALAL
CA



JAY R PULLUR
Pramati Tech.



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WWW.USIDFOUNDATION.ORG/USID2008

USID2007



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 HCI 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.

