INTERACTION SOUTH AMERICA

The 7th Latin American Conference on Interaction Design
Córdoba, Argentina. November 2015
www.isa.ixda.org/2015

About Interaction South America

Interaction South America (ISA) is the most important conference for Interaction Design, User Experience, Technology and innovation within South America. The ISA events have a reputation for being exciting, top-level conferences. A tradition that is only possible thanks to sponsors, exhibitors, academics partners and local government support.

In November 2015 our city, Córdoba, Argentina will host the 7th edition! We estimate that about 600 people will attend the conference. They will join us in Córdoba in four days of talks and workshops to share the best of Interaction Design.

The first Latin American edition was held in São Paulo, Brazil in 2009. Since then it attendance and exhibitors has consistently grown, with such noted design personalities such as Donald Norman, Jared Spool, Lou Rosenfeld and Dan Saffer, among others speaking.

Other host cities have been Belo Horizonte (Brazil), Curitiba (Brazil), Recife (Brazil) and Buenos Aires (Argentina).

Edition	City	Attendees
ISA 11	Belo Horizonte	550 attendees
ISA 12	Saõ Paulo	750 attendees
ISA 13	Recife	700 attendees
ISA 14	Buenos Aires	600 attendees

ISA 2015 will be a great way to engage with the interaction design community. Attendees that will come to the event will have different levels of experience and background, including interaction designers, freelancers, user experience designers, startups, product managers, academia, renowned authors and managers of the most important companies in South America.

Based on last years' conferences, we estimate that about 600 people will attend the conference in Córdoba. Approximately 65% visitors will be from countries other than Argentina. That is why ISA is positioned as an unique opportunity to connect with an International audience.

Conference format

Interaction South America will be held for 4 days in November 2015. We plan to host the keynote talks at the Ciudad de las Artes center, with workshops at the university campus of IES. There will be 4 intense, exciting days full of presentations, discussions and social activities for everyone.

Days 1 & 2

There will be simultaneous talks and workshops, curated by a jury of respected professionals, academics and scientists. In order to grant to the Interaction Design community the opportunity to share their knowledge among peers, Interaction South America opens a Call for proposal. Key information and dates are expressed below.

Days 3 & 4

The keynote session includes a dozen speakers who will present on stimulating topics within the UX community, and defining and extending the boundaries of the profession. The talks will be given in their original language with simultaneous translation into Spanish and Portuguese. Plus, there will be other activities ranging from art and culture to design.

CALL FOR PROPOSALS

WHAT WE ARE LOOKING FOR

Professionals from different areas and backgrounds willing to be speakers, run workshops or participate in discussion panels in order to enrich Interaction South America's experience through different perspectives relevant for the Interaction Design, User Experience Design and related fields.

GOALS

- Spread the word about productions of groups working on Interaction design, User Experience Design and related areas.
- Encourage the production of research groups working on Interaction Design, User Experience Design and related areas for both undergraduate and graduate students.
- Provide a space for reflection about the inherent matters of Interaction Design, User Experience Design and related areas.
- Promote the articulation and dialogue between the academic field and the industry regarding to the practice of Interaction Design, User Experience Design and related areas.
- Promote Interaction design, User experience design and related fields as vehicles of development within Latin America.

INTERACTION SOUTH AMERICA'S PROFESSIONAL COMMITTEE 2015 IS CALLING FOR:

- **Articles:** showcasing results of businesses or professional cases.
- **Short articles:** describing topics of professional cases.
- **Posters:** that present topic of professional cases.
- **Talks:** Technical, business or professional presentations.
- **Lightning talks:** Technical, business or professional presentations.
- **Workshops:** Activities for learning by doing.

INTERACTION SOUTH AMERICA 2015 THEME

DESIGN IS A SERIOUS BUSINESS

If our design community wants to grow the profession and have a seat at the table, then it needs to understand that design is not the center of the universe. Certainly, design is a cornerstone in the process of product development, but the end point is a successful product, a product that maximizes business value.

The dichotomy between business and design is just a sign of the long path to maturity we have ahead. It is, at the same time different sides of the same problem. On one hand, taking to our users a product that will delight them, at the right moment, and with the resources we have available; and on the other hand, supporting the business proposition we want to develop.

It is very important for designers to grasp notions about how to manage projects, how to lay out a plan of action to attack a problem and, in that line of thought, how to select the relevant techniques and methodologies for each project. Projects have a budget, lack of planning or the selection of wrong practices impacts directly on the budget of the project, impacting on the cost–benefit ratio and of course ROI.

Design is not the endpoint. A design abstraction with no consideration for the user needs, technological viability or the projected business model is doomed to failure. It is time to assume that design is a key factor of the business equation. Design is a serious business.

TOPICS OF INTEREST

- Interaction design
- User-centered design
- Person-centered design
- Collaborative design
- Information architecture design
- Experience design
- User experience design
- Information design
- Interface design
- Product design
- Service design
- Public service design
- Strategic design
- Participative design
- Accessibility
- Architecture
- Information architecture
- Design thinking
- Ergonomics
- Ethnography
- Undergraduate and graduate educational experiences and pedagogic strategies on Interaction Design and User Experience Design
- Human-centered design
- Innovation
- Human-computer interaction
- Social interaction
- User research

- Design methodologies
- User research methodologies
- Mobility
- Prototyping
- Cognitive psychology
- Urban planning
- Usability
- Wearable and ubiquitous computing

FORMAT DETAILS

Articles (15000 to 20000 characters)

- Title.
- Abstract (maximum of 2000 characters).
- 5 keywords.
- The subject must correspond with a scientific investigation (finished or in the process to be finished), business or professional cases.
- Author's full name.
- Author's email.
- Author's organization.
- Short CV (2000 characters with spaces).
- Language in which the presentation will be delivered at the conference.

The presentation for accepted articles must be no more than 40 minutes. Authors will receive specific instructions about the date, place and presentation format. Those authors presenting must register for the event will receive a complimentary conference pass (maximum 2 tickets) and would be responsible for all travel and accommodation expenses. Interaction South America 2015 will not cover travel expenses. The expositions may be in Spanish, English or Portuguese. There will be no simultaneous translation. Presentations might be videotaped and posted on Interaction South America's website. The document used for the presentation will be published on the site. The selected professional articles will be published in digital format on a specific website section.

Short articles (5.000 to 10.000 characters)

- Title.
- Abstract (maximum of 2000 characters).
- 5 keywords.
- The subject must correspond with an investigation (finished or in the process to be finished), business or professional cases.
- Author's full name.
- Author's email.
- Author's organization.
- Short CV (2000 characters with spaces).
- Language in which the presentation will be delivered at the conference.

The presentation for accepted short articles must be no more than 20 minutes. Authors will receive specific instructions about the date, place and presentation format. Authors presenting expositions must register for the event will receive a complimentary conference pass (maximum 1 ticket) and would be responsible for all travel and accommodation expenses. Interaction South America 2015 will not cover travel expenses. The expositions may be in Spanish, English or Portuguese. There will be no simultaneous translation. Presentations might be videotaped and posted on Interaction South America's website. The document used for the presentation will be published on the site. The selected professional articles will be published in digital format on a specific website section.

Posters (A0 format)

- Title.
- Abstract (maximum of 2000 characters).
- 5 keywords.
- The subject must correspond with an investigation (finished or in the process to be finished), business or professional cases.
- Author's full name.
- Author's email.
- Author's organization.

- Short CV (2000 characters with spaces).
- Language in which the presentation will be delivered at the conference.

The selected posters must be printed and taken to the Congress by the authors themselves. Poster size must be A0 (118.9 x 84.1cm) portrait. Authors will received specific instructions about the place and time of the presentation. Posters may be in Spanish, Portuguese or English. Authors presenting must register for the event. They will receive a complimentary conference pass (1 ticket per poster) and will be responsible for all travel and accommodation expenses. Interaction South America 2015 will not cover travel expenses. A digital version of the posters will be published on Interaction South America's website. Authors will receive specific instructions about the format for this publication.

Talks (40 minutes exposition)
- Title.
- Abstract (maximum of 2000 characters).
- 5 keywords.
- 400 characters describing the speaker's expertise in the proposed topic
- 200 characters describing what attendees should already know in order to attend.
- The subject must correspond with technical, business or professional use cases.
- Full name of the author or authors
- Author's email
- Author's organization.
- Short CV (2000 characters with spaces).
- A video of the author demonstrating their speaking ability in order to evaluate their capacity as a speaker.
- Language in which the presentation will be delivered during at conference.

The presentation for accepted talks must be no more than 40 minutes Authors will received specific instructions about the date, place and presentation format.   The presentations may be in Spanish, English or Portuguese. There will be no simultaneous translation. Authors presenting must register for the event . They will receive a complimentary conference pass (maximum 2 tickets) and will be responsible for all travel and accommodation expenses. Interaction South America 2015 will not cover travel expenses. The document used for the presentation will be published on the site. Presentations might be videotaped and posted on Interaction South America's website.

Lighting Talks (15 minutes exposition)

- Title.
- Abstract (maximum of 2000 characters).
- 5 keywords.
- 400 characters describing the speaker's expertise in the proposed topic
- 200 characters describing what attendees should already know in order to attend.
- The subject must correspond with technical, business or professional use cases.
- Full name of the author or authors
- Author's email
- Author's organization.
- Short CV (2000 characters with spaces).
- Language in which the presentation will be delivered at the conference.

The presentation for accepted talks must be no more than 15 minutes. Authors will received specific instructions about the date, place and presentation format.   The presentations may be in Spanish, English or Portuguese. There will be no simultaneous translation. Authors presenting must register for the event . They will receive a complimentary conference pass (maximum 2 tickets) and will be responsible for all travel and accommodation expenses. Interaction South America 2015 will not cover travel expenses. The document used for the presentation will be published on the site. Presentations might be videotaped and posted on Interaction South America's website.

Workshops (2.5 hours, 4 hours or 8 hours)

- Title
- Abstract (maximum of 2000 characters)
- 5 keywords
- 400 characters describing the speaker's expertise in the proposed topic
- 200 characters describing what attendees should already know in order to attend.
- Workshop duration (2.5 hours, 4 hours or 8 hours)
- The subject must correspond with technical, business or professional cases.
- Author's full name

- Author's email
- Author's organization.
- Short CV (2000 characters with spaces).
- Language in which the presentation will be delivered at the conference.

The selected workshops will be held in half a day or a day, according to the proposal. The workshop presenters will receive specific instructions on the date, place and format. The presentations may be in Spanish, English or Portuguese. There will be no simultaneous translation. Authors presenting must register for the event but they will not pay for a ticket (1 ticket for every 20 registered attendees with a maximum of 40 attendees, meaning maximum 2 tickets). Authors cannot charge fees to the attendees. Interaction South America 2014 will not cover travel expenses.

CRITERIAS FOR EVALUATION

- Overall proposal value. (Does this proposal adds value for the community? Is the proposal centered on the values of Experience Design? Does the proposal encourages a culture of evaluation, iteration and prototyping? Is the proposal focused on problem solving? Does the proposal inspires to take action after reading it?).
- Proposal's relevance with ISA15 theme (Is the proposal relevant to ISA15 lens "Design is a Serious Business"?).
- Technical correctness (Is the methodology adequate to the problem? Has it been clearly described and properly followed? Are the results consistent with it? Are the conclusions justified by it).
- Quality of presentation (Are the paper title, abstract, introduction and overall structure adequate? Is the text clear, concise and free of typos and grammatical errors? Are all figures and tables legible and briefly described in the text?).

IMPORTANT DATES

- **30/04/2015:** Opening Call for Proposal.
- **30/06/2015:** Close Call for Proposal.
- **31/07/2015:** Notice to author's.
- **15/08/2015:** Final date to register for the conference
- **30/10/2015:** Final date to submit complete version of articles and short articles.

FAQs

- The Professional Committee encourages to present as many proposals as the author considers her experience allows.
- Authors should only submit abstracts.
- Articles and short articles will be also evaluated based on their abstract. The submission of complete articles depends on approval: If the abstract is approved, the complete version of the article must be submitted by 15/10/2015. If not, registration will be cancelled.
- Proposals must be submitted in Spanish, English or Portuguese.
- At least two academic committee members will evaluate every proposal.
- The authors of the selected proposals will be informed on the announced date and will received specific instructions about the date, place and presentation format.
- Non-approved proposals will receive notice but not feedback.
- The Professional Committee of ISA15 has reserved the 10% of the total of the approved proposals to be destined for off-topic proposals.
- All the information submitted by the authors will remain confidential unless permission is granted by the authors. Only members of the Academic committee will have access to that information. If the abstract is approved the title, author's name, keywords and abstract will be published.