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IDC TO HOST INTERACT 2017 MUMBAI

Mumbai, September 21, 2017: A farmer in remote India uses an ATM for the first time and realizes it is much easier to use than what he feared. A student orders a pizza on his mobile and experiences much joy. This emotion of having successfully completing tasks is what we call 'User Experience'.

User Experience (UX) Design is the practice of making seemingly complicated products, services and software simple and easy to use for all kinds of users. The field of UX has its roots in human factors and ergonomics and focuses on interactions between human users, machines and the context in which these inter-operate.

Human-Computer Interaction (HCI) deals with the aspects of how humans interact with a digital device or digital product. The value that these concepts of HCI and UX bring to the software development process have gained tremendous importance in the past two decades. The software industry has also realized that better designs and better UX not only bring happy customers but also higher revenues.

India has also seen a major rise in the demand of UX designers and researchers over the past few years. The nascent and close-knit UX community in India currently comprises of professionals from various fields including architecture, engineering, media, technology, and entertainment.

UX Conferences and INTERACT

Conferences provide a window of learning and networking with academicians, researchers, scholars, professionals and students. The Human-Computer Interaction Professionals Association of India (HCIPAI) has been aiding this process by hosting the 'India HCI Conference' for more than a decade in different parts of the country. HCIPAI is a non-profit organization founded to spread awareness, practice and knowledge of HCI and UX in India.

This year, the HCIPAI in association with IIT Bombay and UNESCO's International Federation for Information Processing (IFIP) is organizing the 'INTERACT 2017 Conference' between September 25-29, 2017 in IIT Bombay campus. The earlier editions were held predominantly in Europe and Africa over the past 20 years and this is the first time that the conference has come to India. The principal host for the conference is the IDC School of Design at IIT Bombay.

The theme of INTERACT 2017 - *Global Thoughts, Local Designs* - was designed to let HCI researchers respond to challenges emerging in the new age of global connectivity, where they often design products for users who are beyond their borders belonging to distinctly different cultures. The conference focused its attention on four areas: India, developing countries, students and research.

Economists and thinkers believe that all regions of the world can achieve human development goals. Information and communication technologies (ICTs) can support this process and empower people to achieve their full potential. Today, ICT products have many new users and many new uses, but also present new challenges and provide new opportunities. It is no surprise that researchers are showing great interest in these emergent users.

INTERACT 2017 provides a platform to explore these challenges and opportunities, but also makes it easier for people from developing countries to participate through the various grants.

For further information please contact:

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Over 500 national and international delegates from diverse disciplines including scientists, sociologists, engineers, designers, writers, entrepreneurs, managers, and recruiters will converge in Mumbai to learn from each other and to contribute to the field of HCI, during the five-day conference.

Conference Content

The conference received over 571 submissions for its various tracks, out of which only 230 were selected after several rounds of reviews. The selected submissions will be presented during the conference and some of them will be published by the international publishing house, Springer.

Besides the traditional tracks such as Papers, Workshops, and Courses, INTERACT 2017 boasts of new tracks like Field Trips, Student Research Consortium, Student Design Consortium, Industry Presentations and Installations, which have opened new avenues of learning and sharing knowledge.

As part of the Field Trips, delegates will visit locations around Mumbai and carry out research activities with users in their local environments. The installations are a unique set of demonstrations where participants showcase their creativity and skills by building interactive installations.

The Student Design and Research consortia will showcase work of undergraduate and masters students. The Doctoral consortium gives a space to researchers early in their PhD to get feedback from the leading experts in the field.

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