

# USID 2007

Usable  
Software  
Interface  
Design

India Event: 18 – 20 June 2007



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

# UI Design Competition

for design & engineering students

### Theme

**Design a public email system for users over 58 years with no internet experience.**

### Team Size

Maximum 4

### Important Dates

**Registration:** April 30, 2007

**Submission:** May 18, 2007

### Prizes

1st Prize: Rs. 15,000\*

2nd Prize: Rs. 10,000\*

3rd Prize: Rs. 7,000\*

\*Gadgets/Products of approx. value

### Jury

The jury panel is composed of eminent designers from industry and academia.

### For details visit

[www.hci-hyderabad.org/usid2007/uidesigncompetition/](http://www.hci-hyderabad.org/usid2007/uidesigncompetition/)

As the world walks rapidly into information age, technology is changing the way people live and learn. Cyberization has influenced societies, broadening the possibilities of life choices. Advancement in communication and transportation has encouraged population migration as livelihood strategies. Speed and cost effectiveness is slowly replacing the traditional postal communication with email.

According to Population Division, Department of Economic and Social Affairs, United Nations Secretariat, there has been a tremendous growth in the number and proportion of older persons all over the world. One out of every ten persons is now 60 years or above; by 2050, one out of five will be 60 years or older. This changing demography is set to underpin a rise in the incidence of age-related usability issues.

The issue is if the limitations and inexperience of the ageing population have been given due consideration by the designers and engineers while designing solutions. What design consideration should be taken into account to make such products and systems usable by the senior citizens?

HCI Hyderabad 1st anniversary celebration  
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