

# USID 2007



**Living in a Digital World**  
Challenges for Designers & Engineers...



**Hyderabad International Convention Centre**  
HICC & Novotel Complex

**Conference**  
18 - 19 June, 2007

## Conference Speakers

**Prof. MP Ranjan**, Principal Designer and Faculty,  
National Institute of Design, Ahmedabad  
**Living in Digital World, Challenges  
for Engineers and Designers**

**Kentaro Toyama**, Assistant Managing Director,  
Microsoft Research India, Bangalore  
**User Experience Research in India for India**

**Dr. Orville Laverne Clubb**, Associate Professor,  
Computer Science Department, City University of Hong Kong  
**Internet & Society**

**Lalitesh Katragadda**, Centre Head, Google India  
**Making Information Accessible and Useful**

**Vijay Tadepalli**, AVP & Head CES Group, Satyam, Chennai  
**Impacting Business Through Usability**

**Hiren Dalal**, Director - Quality and PMO, CA, Hyderabad  
**Measuring User Experience**

**Jay R. Pullur**, Founder & CEO, Pramati  
Technologies, Hyderabad  
**Developing Usable Product UI -  
CEO's Vision**

**Ramakrishna Yarlapati**, SVP, SAP Labs,  
Bangalore

**Sanjai K**, Program Director & Head ERP,  
SAP Labs, Bangalore  
**Embracing Simplicity and  
Innovation in ERP Applications**

**Markus Hegi**, CEO & Founder, Colayer  
GmbH - Switzerland  
**Web 2.0 for Virtual Workplaces**

**Ravi Krishnan L**, Head, PTL U, Trina,  
Hyderabad  
**Designing eLearning Interface -  
Emerging Opportunities &  
Challenges**

Conference  
Paper Presentation  
Workshops  
UI Design Competition  
Photo Competition  
Exhibition & Display

**Workshops**  
June 20, 2007

User Centered Design Process  
How to conduct Usability Test & Analyze Results  
Experience AJAX: Workshop for Designers  
Accessibility & 508 compliance

**USID2007**

18 19 20 JUNE 2007

Sponsors:



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