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User Friendly 2013

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Keynotes
主题演讲人

Donald Norman
Co-Founder, Nielsen Norman Group

- Opening Keynote: The Design of Everyday Things in the 21st Century

Jesse James Garrett
CEO, Adaptive Path

- Service Design – New area of UX
- Product Planning and User Experience Design
- Closing Keynote: Design for Engagement

Tim Kobe
Founder and CEO, Eight Inc.

- Service Design – New area of UX
- Keynote: Omni Channel Branded Experience - From Me to We.

Jason Huang
Co-Founder & President, UXPA China
CEO, TANG UX

- UXPA China Annual Report

Dr. Matthias Rauterberg
Full Professor, Department of Industrial Design, Eindhoven University of Technology (TU/e)
Head of the Designed Intelligence Group

- Keynote: User experience beyond cognition and emotion

Josh Clark
Founding Principal, Global Moxie

- Product Planning and User Experience Design
- Keynote
- Workshop: Designing for Touch

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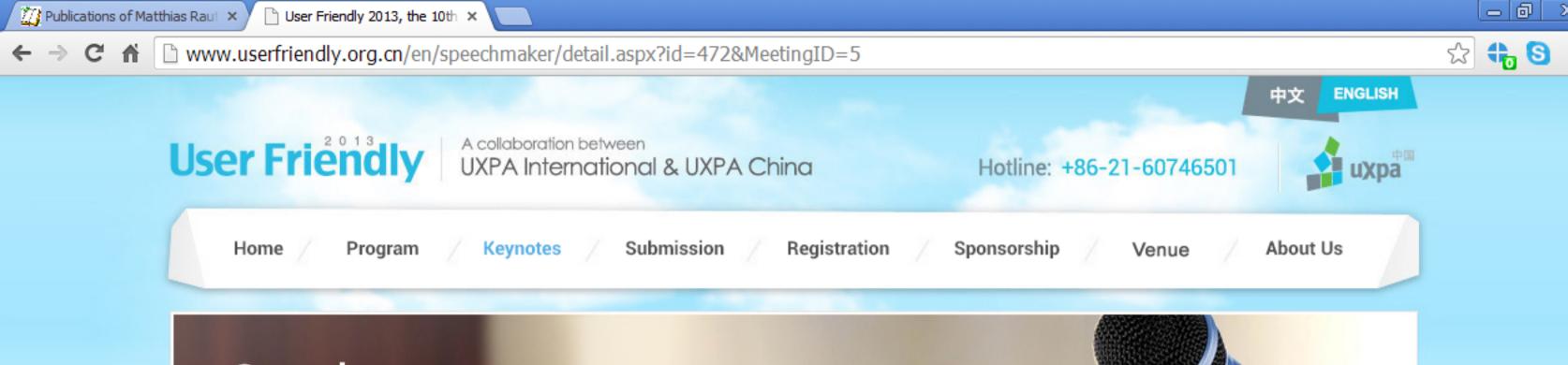
Speakers
主讲人

Dr. Matthias Rauterberg

Prof.dr. Matthias Rauterberg received the B.S. in Psychology (1978) at the University of Marburg (Germany), the B.S. in Philosophy (1981) and Computer Science (1983), the M.S. in Psychology (1981) and Computer Science (1986) at the University of Hamburg (Germany), and the Ph.D. in Computer Science/Mathematics (1995, awarded) at the University of Zurich (Switzerland). He was a senior lecturer for 'usability engineering' in computer science and industrial engineering at the Swiss Federal Institute of Technology (ETH) in Zurich. He was the head of the Man-Machine Interaction research group (MMI) from the Department of Industrial Engineering at the ETH-Zurich (Switzerland).

In 1998 he was appointed as fulltime professor for 'Human Communication Technology' and since 2012 He is professor for 'Interactive Systems Design', first at IPO - Center for Research on User-System Interaction, and later at the department of Industrial Design at Eindhoven University of Technology (The Netherlands). From 1999 till 2001 he was director of the Center for Research on User-System Interaction (IPO), and director of the User-System-Interaction (USI) design program. He is now the head of the Designed Intelligence (DI) group and the director of the graduate program. Since 2013 He is appointed as director of our Graduate Program Industrial Design.

He was the Swiss representative in the International Federation for Information Processing (IFIP) Technical Committee (TC) 13 on 'Human Computer Interaction' (1994-2002) and the chairman of the IFIP Working Group (WG) 13.1 on 'HCI and Education' (1998-2004). He is the Dutch representative and the vice-chair of the IFIP TC14 on 'Entertainment Computing' (2002-2012). Since 2012 He is elected as chair of IFIP TC14 (term 2013-2015). He was also the chair of the IFIP WG14.3 on 'Entertainment Theory' (2004-2012). He was appointed as visiting professor at Kwansei Gakuin University (Japan) (2004-2007), and since 2011 I am guest professor at Jiangnan University (China) (2011-2013).

He received the prestigious German GI-HCI award for the best Ph.D. in 1997 and the Swiss Technology Award for the BUILD-IT system in
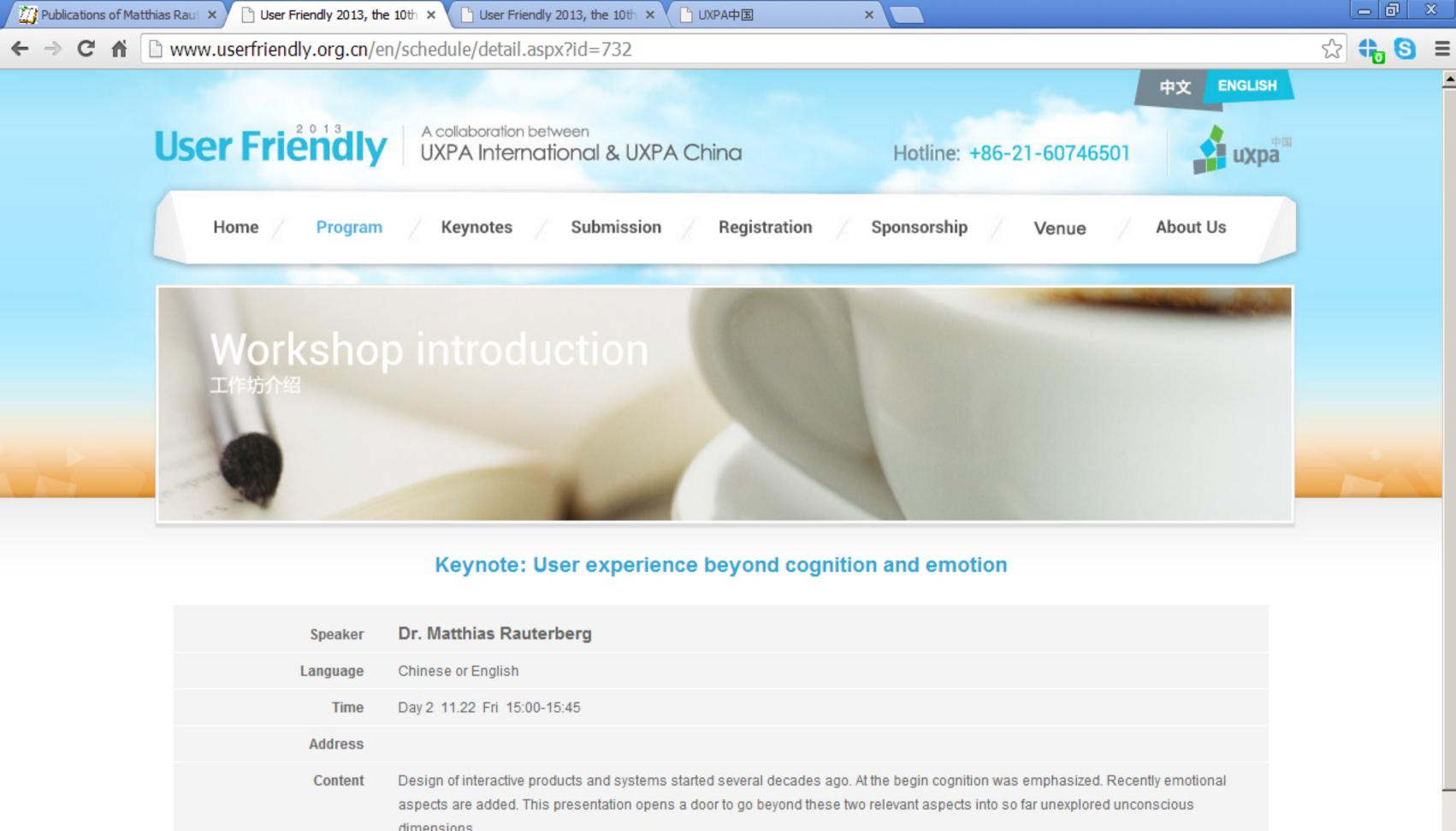
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Workshop introduction
工作坊介绍

Keynote: User experience beyond cognition and emotion

Speaker	**Dr. Matthias Rauterberg**
Language	Chinese or English
Time	Day 2 11.22 Fri 15:00-15:45
Address	
Content	Design of interactive products and systems started several decades ago. At the begin cognition was emphasized. Recently emotional aspects are added. This presentation opens a door to go beyond these two relevant aspects into so far unexplored unconscious dimensions.

Feedback

Name (required)