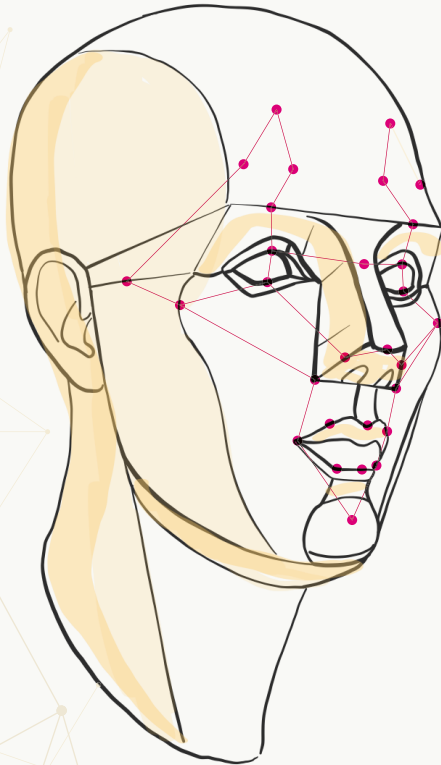


12.11.2020

world
usability
day



human-
centered

artificial
intelligence

call for participation

Since 2005, the World Usability Day (WUD) is celebrated on the 2nd Thursday in November. The goal of the WUD is to create awareness for the topic of Usability (and of course lately, the related UX). For the WUD, hundreds of events are organized around the world. The overall aim of the WUD is to offer inspiration and share knowledge within and beyond the UX community.

Switzerland is one of the pioneering countries. UX Schweiz as the national professional association for UX and Usability Professionals (UXPA) has been organizing WUDs from the beginnings in 2005. Let's celebrate the 16th event in Switzerland! In recent years, the WUD Switzerland is hosted in Rapperswil-Jona (HSR), close to Zurich. It has regularly attracted 300 professionals in the field of UX and is the main annual event organized by UX Schweiz.

This year's global topic is "Human-Centered AI"

Over the last two decades computers have advanced human's abilities to perform our work, ensure our safety, and even lightened our workload. Interest in AI's capabilities to expand human performance even further continues to increase. However, there is an accompanying fear that humans will lose control of the technology they create.

In our theme this year, Human-Centered AI we seek to explore design systems that are both highly automated and allow a great degree of user control and will result in to expand human capabilities 1000-fold. If we can design AI which is "reliable, trusted, and safe" we can dramatically enhance human performance in the coming decade.

We are currently looking for inspiring speakers as well as sponsors for the 12.11.2020

You have a talk (30-45 mins) or a workshop proposal that fits the global topic? Submit a 250-word abstract by 31st August. The advisory board will decide on your participation by end of September. Please include also some basic information about yourself (e.g. a short video introduction). The presentation can be hold in German or English and should last 30-45 minutes.

Please submit your proposal to:

worldusabilityday@uxschweiz.ch