

3rd International Conference on HCI
India **HCI**, bangalore 9-11 April, 2011

student design competition



Adding **humor** to telephony

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ज्ञानमुत्सवम्

Topic

Humor in mobile phones is currently restricted to irritating ringtones and a limited number of badly built applications. The scope of experimenting and introducing humor here is immense because of the high maturity level of technology and the involvement that we have with our mobile phones. Especially in the context of the fast paced and stressed lives we force on ourselves, humor can bring in the necessary respite. And that is exactly what we expect the students to try.

Unlike in communication design, traditionally in product design, due to the nature of usage involved humor does not really find a place in the priority list. But when boundaries between products, interfaces and communication are merging, there are new possibilities, desires, expectations and needs. Humor is one of the understated but an important entity out of these, the benefits of which are usually ignored over more direct and measurable needs.

We would like students to think and conceive of applications, product forms, usage scenarios, new features etc. which help in adding some fun and enjoyment in our daily lives. The concepts could range from incremental additions to sweeping new concepts in telephony. The idea is to have some serious fun !

Judging Criteria

The jury expects the students to have blast of a time thinking about the concepts and hopefully translate that into innovative and engaging concepts. The main criteria for judging would be

1. **Engaging** : Should be able to engage majority of the users and does not have a one time appeal only
2. **Innovative** : Should have a feeling of novelty associate to it
3. **Apt Presentation** : How well the design has been conveyed using story boards renderings etc.
4. **What Next** : How easy would it be to develop the concept into a real world product.

Eligibility and Rules

Open to all currently enrolled college students.

Can participate individually or as a team (max. 3 members). One entry per team.

Jury

Fabio Paterno, Head HIIS Lab, Italy

Suresh Chande, Nokia, Finland

Ankur Sardana, Honeywell, India



Submission Process

For the entry you will be requested to supply:

1. **Up to 3 images** (images or a composition of more images) : of your project. To upload your images please note: use only .gif, .jpeg, (72 dpi), RGB color mode. Maximum image size width: 600 pixels. max image size height: 800 pixels.

The original high-resolution image(s) will be requested if your work is shortlisted.

2. **Explanation of ideas** : a brief description of your work.

3. You will be requested to **accept the competition guidelines**: projects participating to the competition, must be original works. projects must be free from copyrights and any kind of obligation. the design shall not in any way infringe any third party's right, including but not limited to copyright, logos, trademark, trade names, or other proprietary rights of publicity or privacy.

To submit a design, follow the following steps:

Create an account on www.easychair.org. (This itself is a 4-step process - a short form, email address verification, a longer form and login.)

Come back to this page and click here. Click on "New Submission" menu, and fill in your design details.

OR Send your material with your details like at submissions@indiahci2011.in

Awards

Winners to be awarded latest Nokia devices. Details to be announced soon on the website: <http://www.indiahci2011.in/Submission/Designproject.htm>

Important Dates

Submission deadline: 15 Jan 2011

Acceptance notification: 10 Feb 2011

Final version deadline: 28 Feb 2011

For More Information

Visit the conference website: <http://www.indiahci2011.in/index.htm>

For clarifications regarding the contest : ankur.sardana@gmail.com or gaurav.bhargva@gmail.com

