



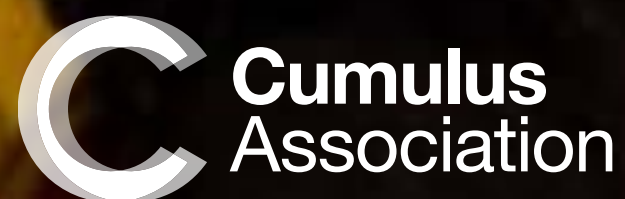
ORGANIZERS GUIDE

World Interaction Design Day 2022: Fundamentals + Perspectives

27 September 2022



PRESENTING SPONSOR



SUPPORTING PARTNERS





World Interaction Design Day (#IxDD) is IxDA's annual event where we come together as a united global community to show how interaction design improves the human condition.

Our aim is to have a positive, long-lasting impact by facilitating activities that support dialogue and outcomes.

This year's IxDD edition returns to our original format of organizing local meetups around the globe. We welcome everyone to contribute by hosting activities for their local communities around our 2022 theme: **Fundamentals and Perspectives**.

Your participation in this year's event will:

- Amplify awareness of Interaction Design and our best practices
- Build connections within your IxDA community
- Enhance the profile of your group and your objectives
- Contribute to the global dialogue on design's potential to improve the human condition.

IXDD

Zürich, Switzerland

Realtime to the core

WORLD INTERACTION DESIGN DAY

18:00



DATE: 18.09.2019

TIME: 18:00 - 21:00

LOCATION: HANSAHOTEL ZÜRICH

PROGRAMME

18:00 - 18:30: WELCOME

18:30 - 19:00: KEYNOTE

19:00 - 19:30: BREAK

19:30 - 20:00: TALKS

20:00 - 20:30: BREAK

20:30 - 21:00: TALKS

21:00 - 21:30: NETWORKING

21:30 - 22:00: DINNER

22:00 - 22:30: NETWORKING

22:30 - 23:00: DINNER

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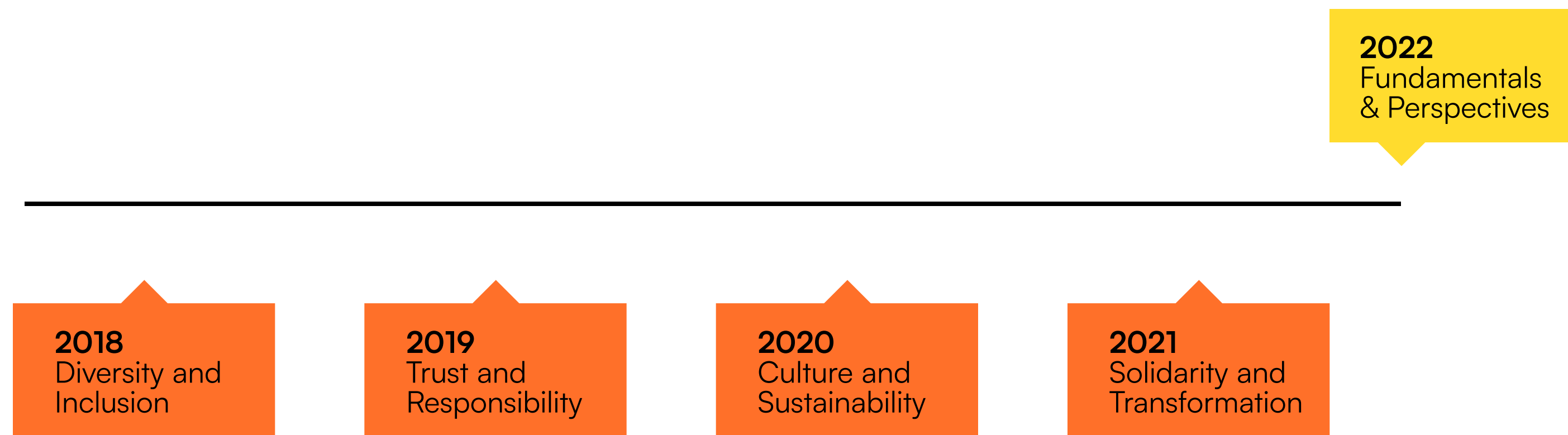


Local meetups: 2022 sees World Interaction Design Day return to our roots, with local meetups hosted around the globe. You can chose in-person or online depending on your local context.

Global Reach and Inclusion: Anyone can organize a World Interaction Design Day event. In 2021, IxDD included 70+ sessions from 36 countries attended by over 3700 participants.

A global team: Our international Advisory Committee includes representation from all regions in our community.

Funding opportunities: IxDA Local Groups and chapters of our Supporting Partners are eligible to apply for funding to support your local activities.



IXDD

New York, USA

EXIT



LENDING LIBRARY





About IxDA

As a community of more than 120,000 with 200+ local groups around the globe, IxDA's network actively focuses on Interaction Design issues for the practitioner, no matter the level of experience.

We are driven by a passion for design, and a belief that our practice of interaction design can make the world a better place. Through local meetups to global events and initiatives, this community comes together to connect, to advance our professional craft and improve our shared human condition through that effort.

We believe that the human condition is increasingly challenged by poor experiences. Diversity, inclusion, and parity are core values. IxDA relies on individual initiative, contribution, sharing and self-organization as the primary means for us to achieve our goals.

IXDD 2019 TRUST & RESPONSIBILITY LONDON



Cardine Sinders

- Anger
- Disgust
- Happiness
- Sadness
- Fear
- Surprise

6 basic emotions which based on most of the facial recognition software & products

Design for **PRIVACY** 1ST

HUMAN RIGHTS CENTRED DESIGN, INSIDE MACHINE LEARNING

TRANSPARENCY

Legibility (read about) Threat modelling?

DESIGN CAN

create shift & make interventions & translations

BAD OF GOOD MEDIocre & GREAT TECHNOLOGY

Human experience / Design of ENTRY & EXIT EXPERIENCE



Alastair Somerville

ACCESSIBLE VIRTUAL REALITY

- CAPACITY
- AGENCY
- CAPABILITY
- CONCENTRATION
- CONFIDENCE
- AUTONOMY

you end up designing for impairment not for human experience

ALTERNATE EXPERIENCES

ARE POSSIBLE

LAYERS OF LAYERS



VIRTUAL REALITY

Needed HUMAN CONNECTION

VOICE NARRATORS

MUTUALITY BETWEEN HUMAN BEINGS

one may choose the ability to leave the experience

NORMAL IS NOT RIGHT

3 PRINCIPLES of TRUST



Rob Steery

- BRAVERY
- VULNERABILITY
- AUTHENTICITY

Do not underestimate the power of **LOYALTY** Schemes - bespoke offer - original - exclusive

EXCLUSIVITY can SUPERSEDE

TRUST & MONETARY VALUES in DECISION MAKING

EXPERIENCES



Laurent Christoph

- Privacy Concerns
- Rising Consumer Power

TRUST



CONFIDENCE (EXPERTISE)

INTEGRITY (PROMISE)

BENEVOLENCE

3P: Profit



MACHINE'S HUMANLIKE ASPECTS

empathy encouragement



"NOT A COMPUTER SHOULD RUIN YOUR LIFE, ONLY OTHER PEOPLE SHOULD" Aurélie Poiré

THINKING THROUGH MAKING

the ethos of IF, iterative approach

TRUSTED SYSTEMS DESIGN

PATTERNS for DATA SHARING

* Just-in-time

CONSENT

patterns users to give consent in context: tagging a location for instance

PRIVACY Luxury!

INDIVIDUAL USER NEEDS ARE NOT ENOUGH

How do we make DATA FLOW IN THE CITY WHERE THERE ARE NOT INTERFACES? How do we MAKE THEM UNDERSTAND

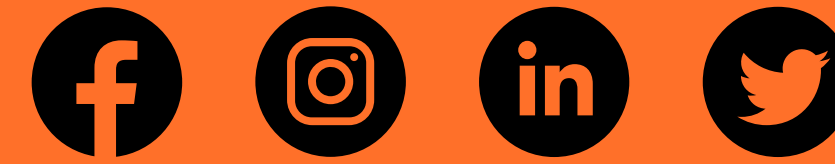


Ways to get started

Reach out to your local IxDA group or design related Meetup to see if they are planning something and how you can help.

Share your plans

Use the **#ixdd** hashtag and tag **@ixda** so that we can retweet, repost and amplify your contributions to the celebration.



Plan your own event

1. Secure a venue or pick your online platform.
2. Find a speaker — tap into your network to find interesting perspectives on interaction design fundamentals and where we are headed.
3. Create a registration page.
4. Submit your event to be listed as one of this year's activities.

Join the conversation

There is a dedicated **#ixdd** channel on the IxDA Slack where organizers and attendees gather to discuss plans, presentations and share takeaways from World Interaction Design Day sessions.



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IxDA Taiwan





Code of Conduct

IxDA seeks to advance the discipline of interaction design by fostering a community of passionate individuals dedicated to moving our mission forward.

Our mission is broad and inclusive and our membership is passionate and diverse. While these attributes make IxDA a strong and vibrant organization, they also bring the possibility of disagreement and cultural disconnect. As a volunteer-led organization we rely on the active participation of our community, which can only happen if all of our members feel safe and respected.

To achieve this goal, IxDA respectfully manages a **Code of Conduct** for our community, to be applied to both online and in-person interactions under our brand.

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IxDA San Francisco





Venues + Platforms

Local meetups: Local sponsors can be great hosts for your venue. If your event is an informal discussion group, think about public places as well — your favorite coffee shop, restaurant or bar can be a good place to meet (make a reservation to ensure you have the space!)

For in-person meetings, be sure specify any health and safety guidelines you will be following.

Online platforms: You are free to choose your preferred platform if you are organizing an online meetup. All IxDA Local Groups have the following options:



Google Meet: Through your IxDA email address you have access to a [Google Meet](#) account, allowing you to host up to 100 participants.



Zoom: If you want to host a larger online event, [contact us](#) about using your IxDA Regional Zoom account. Meetings on this platform can be recorded and livestreamed.



Registration: IxDA Local Groups can use the global [Tito account](#) to create an event registration page. Get in touch by [email](#) or the [IxDA Slack](#).

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Santiago, Chile



Some ways you can contribute to IxDD

1.

Bring your community together in person — it can be a conference or an informal meetup!



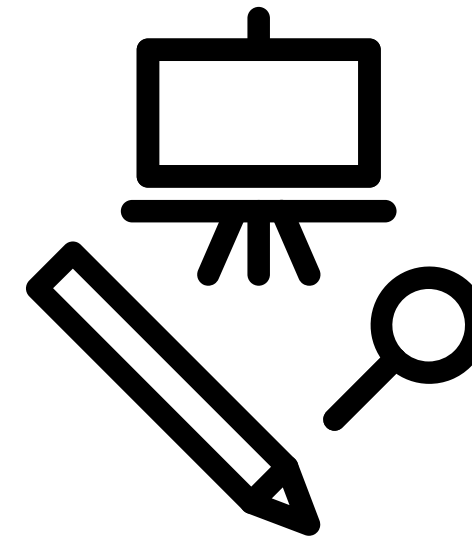
2.

Host a podcast and invite guests to join the discussion



3.

Workshops let you share skills and ideas in teams — in person or online.



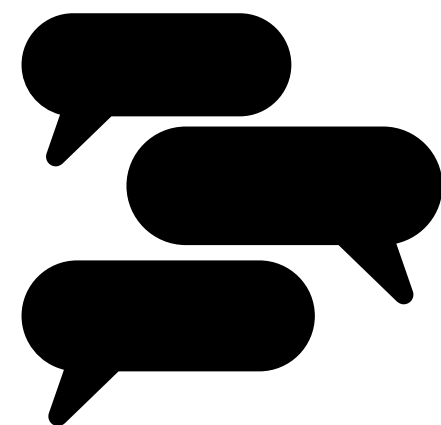
4.

Write an article for IxDA's Medium publication.



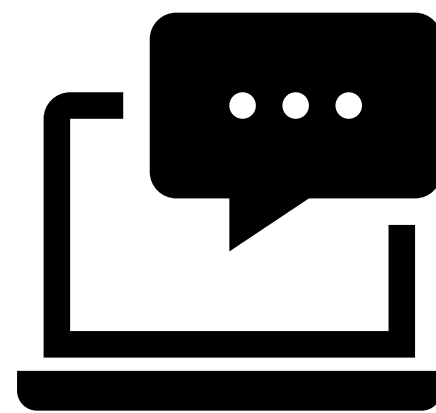
5.

Is Clubhouse or Twitter Spaces your thing? Host a session and invite your followers to participate



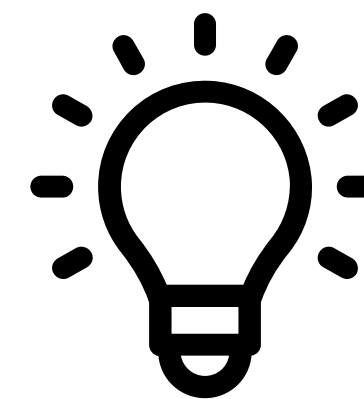
6.

Offer a webinar to share knowledge with the community



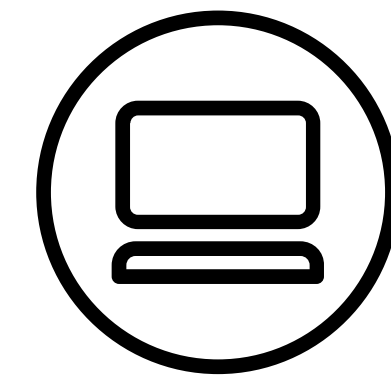
7.

Want to have tangible outcomes? Organize a hackathon.



8.

Organize a portfolio review and mentoring session.



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Manila, Philippines



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Master brand

IXDD

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Logos

Presenting sponsor



Supporting partner

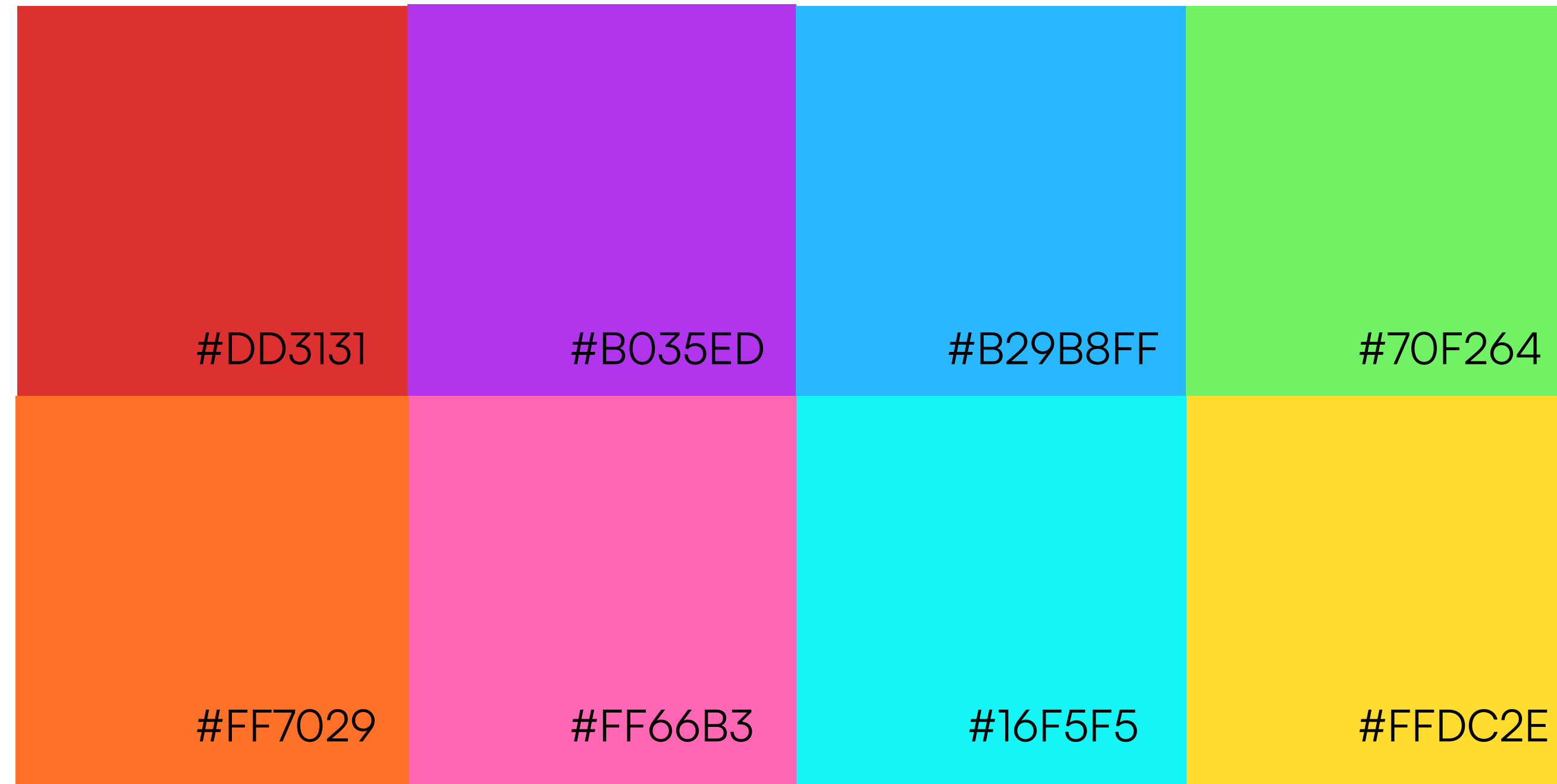


Supporting partner





Color palette





Satoshi Regular

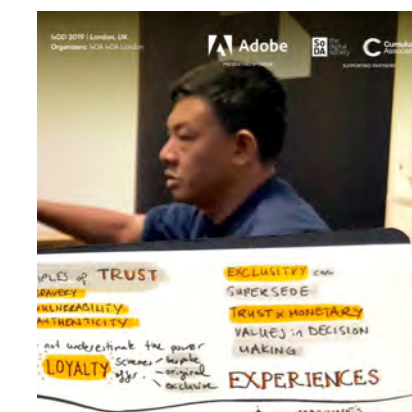
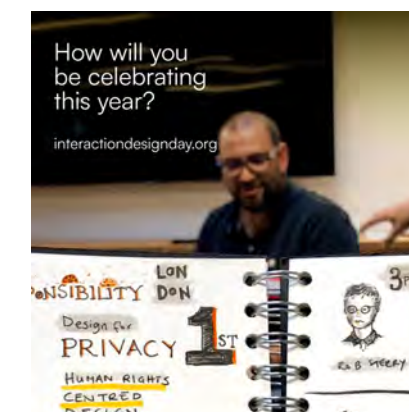
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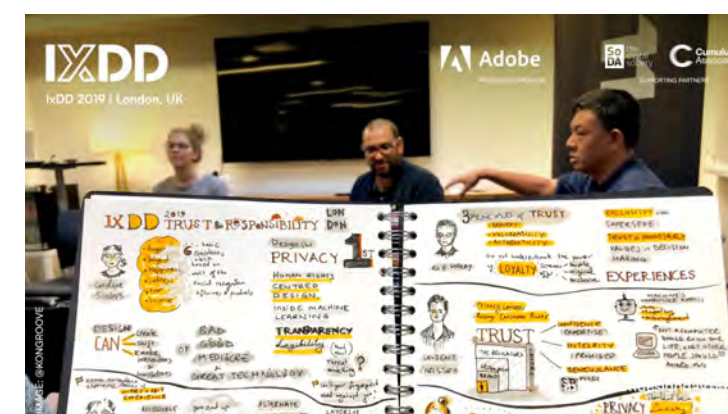


Social Media promotion



Instagram/Facebook stories

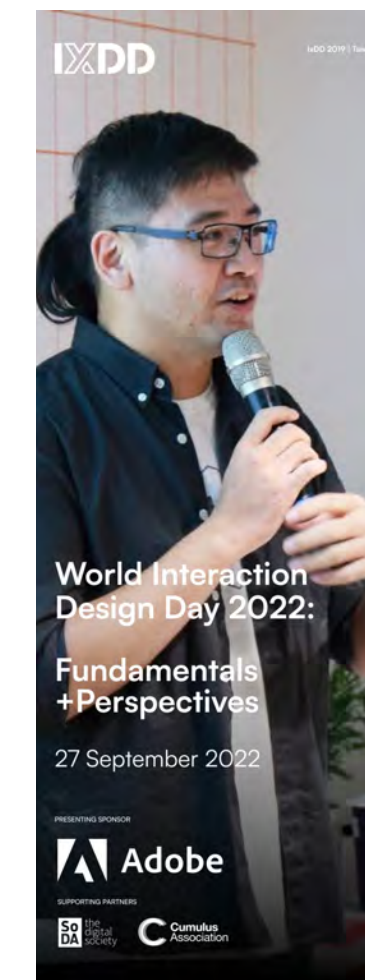
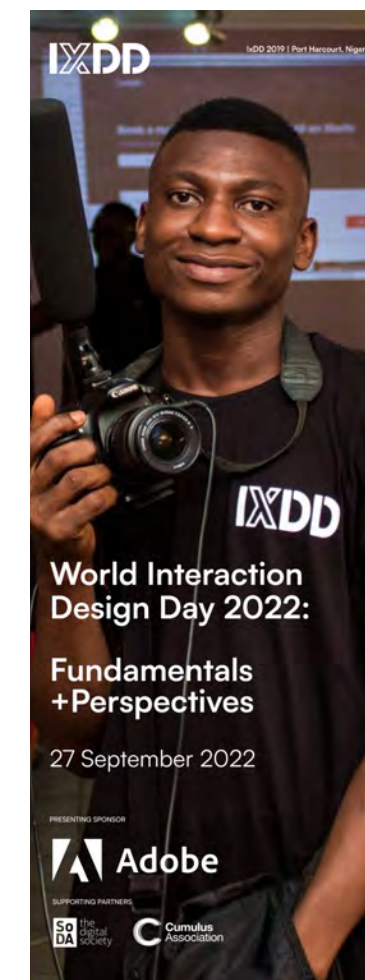
Instagram posts



Twitter | LinkedIn | FB posts



Banner Roll Ups



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shop.ixda.org



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interactiondesignday.org