

WORKSHOP

# Design PRINCIPLES

for software that engages its users



## IMPORTANT DATES

### 12 July

Submission of full and position papers

### 31 July

Notification of acceptance

### 23 August

Camera-ready copies of accepted papers

### 11th September, 2007

Workshop

Welcome to FUN 2007, the first workshop on Design principles for software that engages its users:

In this one day workshop, we aim to improve the understanding of how to design software that motivates users intrinsically. We are interested in exchanging principles, patterns, applications or approaches and hearing case studies that attempt to engage users and to stimulate personal growth and evoke change.

We aim to provide an opportunity for expanding the body of knowledge in the area of motivational interfaces from rather game oriented to work related software and to provide a forum that will help grow a community of interest in this area. The workshop aims to identify a network of motivational software developers and researchers with the goal to transfer academic insights into practical applications that meet industrial needs.

Topics of interest include, but are not limited to:

- Affective HCI, Emotion, Motivational Interfaces.
- Design Methods, Patterns and Principles.

## submission

You are invited to submit your valuable findings or your innovative ideas as a full paper or a position paper:

Submissions will be evaluated according to the relevance and originality of the work and to their ability to generate discussions between the participants of the workshop.

### Preparing your submission

- Full papers: up to 5000 words
- Position papers: up to 2000 words
- Format: Springer LNCS ([www.springer.com/lncs](http://www.springer.com/lncs))
- As PDF or word, no page numbers
- Peer reviewing of papers: yes
- Language: English
- Submission via: [interact2007@fun-of-use.org](mailto:interact2007@fun-of-use.org)

## publications

Accepted papers will be published in the workshop proceedings. After the workshop, the papers will be published in a formal and citable ISBN format. Depending on the quality of submissions, either a joint journal paper or a special issue is planned.

## workshop programme

The workshop programme will be available in August 2007.

## organizers

Daniel Kerkow - Fraunhofer IESE  
Kirstin Kohler - Fraunhofer IESE  
Linda Hole - Bournemouth University  
Marc Hassenzahl - University of Koblenz-Landau  
Nicola Millard - British Telecommunications PLC

INTERACT  
2007 

SEPTEMBER 10 - 14, 2007  
RIO DE JANEIRO, BRAZIL

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## aims and goals

While adopting new technology to our lives (or adapting our lives to new technology), we regularly change habits, vocabulary and even attitudes. Thus understanding what is happening for people as they surround themselves with technology is increasingly perceived as a vital aspect of being able to design digital products and services (Light, 2006).

Socially responsible Human-Computer Interaction (HCI) science aims at understanding the intentional and unintentional effects (Fogg, 2003) of design decisions on mood, emotion (Hassenzahl, 2006), thoughts, behavior and attitude. These effects can be influenced by a variety of perceptions and motives the user brings to the interaction (Lee, Kozar and Larsen, 2003). Only a thorough understanding of these effects allows for satisfied humans in a sociotechnical environment.

There are reams of strategies to improve user satisfaction, such as those employed in the design of the Motivational User Interface (the *moodies*, see Millard, Hole and Crowle, 1999). Whilst people normally hope for the Efficiency/Productivity and even Enjoying/Acceptance modes of interacting with systems, the challenge is to evoke the Ambition/Curiosity mode which produces more skilled and competent users and may lead the user toward a better interaction and hopefully even the experience of flow (Sharafi *et al.*, 2006). This could be achieved by turning boring tasks into enjoyable challenges, giving users the possibility to grow or compete, or empowering users to perform sophisticated tasks and as a consequence gain social appreciation.

In this workshop, we aim to improve the understanding of how to design systematically for intrinsic motivation. For example we are interested in an exchange of approaches, principles, patterns, ideas and applications or case studies, which attempt to engage users and to stimulate personal growth and change. A condensed summary of the existing design knowledge in that area will facilitate the transfer of engaging design principles to business and work related software.

Invited are participants with industrial and academic background. Attendance is limited and all participants should have a position paper accepted for the workshop.

## contact

**Submission of papers and questions concerning the workshop**  
[interact2007@fun-of-use.org](mailto:interact2007@fun-of-use.org)

**Registration, accommodation and travel see information at**  
[www.interact2007.org](http://www.interact2007.org)

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