Keynote talk at CHIuXiD 2017 (April 18, 2017)

Title: Redefining UX Design for HCI 3.0 Artifacts
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<Abstract>
The emergence of various wearable devices, IoT, smart home, and intelligent digital assistants, which can collect users' behaviors and contexts and provide personalized services for them, introduces a new behavior of interaction that is different from existing interactive artifacts. These artifacts may collect various data without users' recognition and can proactively suggest a service to the users even if they did not directly request the service to the system. Furthermore, rather than providing the same functionality to all users, it may provide a unique service only to that person, depending on that person's personalities, needs, and circumstances. The time has also come to interact with devices through dialogue, such as Apple's Siri or Amazon's Echo, and the growth of artificial intelligence appears to accelerate this phenomenon. In addition, DIY-type IoT products offer a variety of possibilities for users to create their own functions for themselves.

This raises the question of the existing user experience (UX) design paradigm. In this talk, she will define this newly emerging phenomenon of interactive artifacts as HCI 3.0, and will introduce a series of her laboratory's research outcomes that are the trials of redefining UX design for HCI 3.0 artifacts, through which not only understanding this phenomenon from the human-centered perspective but also proposing new design approaches and thinking frames for supporting new UX design paradigm. This will be a time to discuss how we need to rethink about the meaning of UX and Design for HCI 3.0 artifacts.