

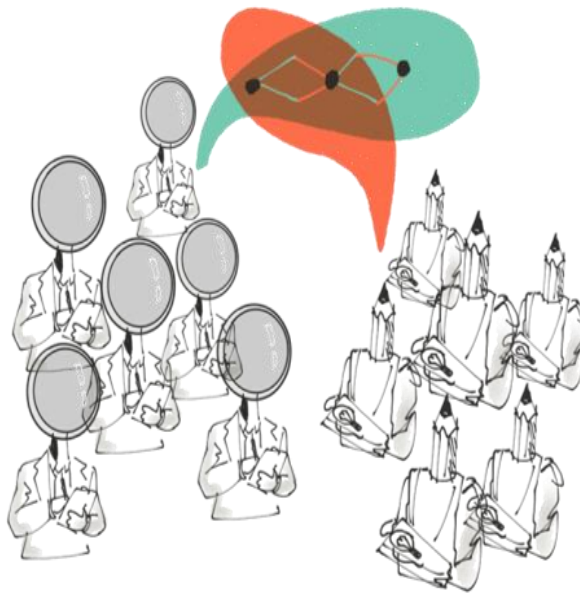
Invited speaker: **Dr Mania Orand**

Topic: **From functionality to pleasure: The influence of Human-Computer Interaction on software development**

Date: Monday, 8th of Khordad, 11:30-13:00

Venue: Room 121, Faculty of Computer Science and Engineering, Shahid Beheshti University

Abstract: Software products have fundamentally changed the way we live, learn, work, play, and relate to one another. These changes highlight the importance of paying special attention to human related issues surrounding how people interact with computers. Although there is evidence of human factors and ergonomics being used in design in ancient history, some current software products still lack these basic design factors. In my talk, I'll discuss the importance of HCI in the design and development of software products and services, and how the software industry has moved from functionality and usability to designing pleasurable products.



Bio: Mania Orand has received her PhD. in Human-Computer Interaction (HCI) from the University of Washington in Seattle and her MS degree in software from Carnegie Mellon University. Her research focuses on designing interactive technology with an emphasis on mobile, and specifically, on ways to connect academic and scholarly research to interaction design. She is a passionate User Experience (UX) Researcher and Designer. With a background in HCI and software management, she has worked on and led projects with startups as well as corporation such as Amazon Fulfillment center, Airbnb mobile website, Actofit wearable band, Smart Technology's smart classroom, among others. Her other interests include behavioral change and understanding people's behavior on social media, psychology and sociology of digital media, and technology for travelers.