



# Make it EASY!

## USABILITY MOVEMENT

The experience of everyday life is frustrating in its mundane eternal routine. A matter-of-fact resignation to little things that prick our daily life does not in anyway motivate a solution of these problems, which are not so much systemic as they are the result of design that is not user-centric.

Let's take a snapshot of the world we step-in everyday: Manholes are not designed for easy cleaning or for road-safety. Buses and auto-rickshaws contribute to the list of people seeking treatment of spinal problems and body pains. Roads are out of touch with the reality of commuting. Parking spaces are non-existent where they are most needed.

Blackboards are not meant for students seated in the extreme left and right front rows of a classroom. Garbage bins require users to manually open dirty lids to throw waste. What is singularly amiss in all these contexts is an orientation to making design work for the people who are meant to consume these experiences in a day-to-day context.

The usability movement is an initiative of leading designers to bring user-centric design products, services and everyday experiences.

IMPORTANT DATES

Deadline for Submission  
**October 18, 2005**

Exhibition and Prize distribution  
On **World Usability Day, November 3, 2005**

lead promoter cordys

**CORDYS™**

In collaboration with Hysea



## SUBMIT YOUR ENTRIES

With name, surname, address, phone no. and e-mail of the participant on the back of each entry to the following

ADDRESS  
"Usability Matters.Org"  
407E- Block, Keerthi Apartments,  
Yellareddyguda, Hyderabad-500 045. India.

LOG ON TO  
<http://www.usabilitymatters.org>  
or mail to [usabilitymatters@gmail.com](mailto:usabilitymatters@gmail.com)



**World Usability Day**

3 November, 2005 • Making It Easy !

Our encounter with technology continues every single moment, when we are relaxing, or when we use different appliances in home or office, our lives are full of moments with technologies. The theme for the competition is to identify such moments, specially the ones that cause frustration and convey them with a humorous and thought provoking cartoon.

# INTERNATIONAL CARTOON CONTEST

THEME  
"Frustrations caused by Technology"

PRIZES

- First prize **Rs.25,000/-** (Indian Rupees Twenty five thousand only)
- Two second prizes of **Rs. 10,000/-** (Indian Rupees Ten thousand only) each, and
- Three Third prizes **Rs. 5,000/-** (Indian Rupees Five thousand only) each.
- The Jury panel of UMO International Cartoon Contest will also award 10 selected artists with Honorable Mentions.

RULES  
&  
REGULATIONS

- **Entries** : up to 3 cartoons per person
- **Size (snail mail)** : The dimensions of works should not exceed the minimum 20x 30cm (A4) and maximum 30 x 40cm (A3)
- **Size (digital)** : Digital file of the artwork in Tiff format with 300 Dpi resolution on a CD accompanied by quality prints, hand signed by the author.
- **Technique** : Free(color or B&W and etc.)
- Only original Artworks are accepted, without any kind of frame, accompanied by author's small biography and photo.
- No photocopies or photographs will be accepted.

## BAD DESIGN COMPETITION

We live in a world that is a consequence of conscious or unconscious design decisions. Most of times these decisions are Result of hasty time lines, compromise or just plain ignorance about 'you'- the one who is going to use them.

Here is a chance to take on these daily artifacts and highlight the use (or abuse) caused to you, or anybody at large.

A jury will select the top 10 examples of bad design, all the short listed entries will be awarded a cash prize of **Rs 3000** /- (Rs. Three Thousand Only) each.

The top examples will be identified based on their relevance of content, and the context in which the bad design has been identified.

PRIZES

**Entries** : No Limits on entries

**Format** : Description with image/photograph of the problem area

The image/photograph could be either in digital format or a hard-copy

The digital images should be of jpeg format not more than 500x400 pixels

The photographs should clearly depict the problem area identified

RULES  
&  
REGULATIONS

THEME

"Annoyances with day-to-day things"

You might have noticed that the door design on the front page is slightly unconventional... perhaps you must have thought the designer of this brochure has misplaced the image of the door handle. Then this is only on paper. Think about the designs which we use in our day to day life which are more adverse. Designs that are intended to make our lives easier, make it harder. This is not only the designers fault, but people's lack of awareness also contributes to that. Many a times we are stuck at the door handle wondering where to pull or where to push. The simple tea-bag cannot be squeezed without wetting your fingers or one of our favorite scooter never starts without tilting.

It's not that the technology is not available. Sadly the fact is that the design is poor, or the designer did not take the users into account. We at UMO strive for a world where every object functions exactly the way it is expected to be. Every other object is usable or the user can use it easily, very easily. Simply, if we try to explain usability, it is making things easier. UMO takes the opportunity of World Usability Day (WUD) to spread the awareness about the usability amongst the people. The contest are nothing but are the triggers for you to think about the issues that is very much with us but never fail to bug us.

# USABILITY & YOU

## NOTE

- Participation is open to all.
- No Entry fee.
- Entries in hard-copy/paper will not be returned.
- The organizers hold all the rights to publish the entries submitted to the contest and use them in any form.
- We respect your privacy and will not be giving out, or sharing your personal information with any third party, for commercial or non-commercial use.
- Participants are considered to have accepted all the conditions.