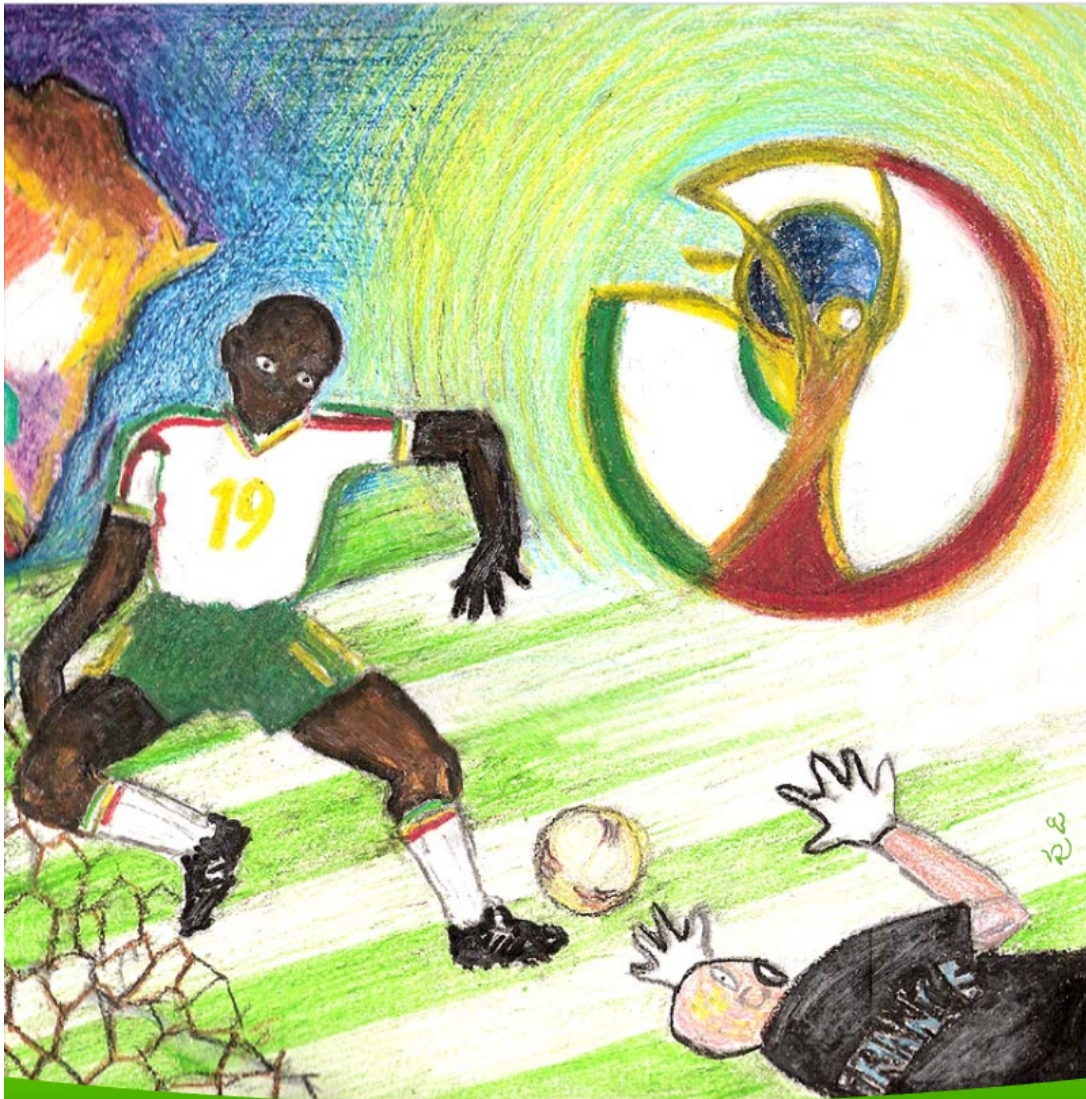


Design for All

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SPORTS SPECIAL

This issue is dedicated to "Sports and Design" and our subscribers from the design fields and allied areas were eagerly looking for something in sports and design. Our request was taken very seriously and everyone from single voice said – 'Country like India where sports standard is very poor as compared to international standard and there is need to encourage our young talented sportspersons those who are striving to excel with whatever resources they have.'

We cannot provide them resources but we can educate them with providing our platform of newsletter by publishing the opinion of international experts by contributing articles of their respective specialization. When I see individual person who has earned their name, fame and money in their games, they never spend a single penny for encouragement of our young talents. It saddens us. Nothing grows under them; it is virtually monopoly by them. They do not give anything to Motherland except income tax. They never develop sports academy, hostels, schools, hospitals etc related with promotion of their game. They venture in commercial like restaurant, hotel etc. When they wish to open academy their aim is to grab the prime land in the city. Less the said better it is. Our associations and committees are virtually in the hands of politicians and bureaucrats. They politicize the game and use that platform for meeting their own selfish aims and interest.

Our entire team at *Design for All Institute of India* heartily thanks all our contributors. We have never come across any one who can be compared with highly dedicated people like Milkha Singh; he contributed his life for the game. I do not find people of such great caliber as Dr. Dhayan Chand, a legendry hockey player, who brought the Olympic gold medal with individual capacity playing in his team. In rural India, we have talent but no one is tapping them. Our players select those games which their economical condition permits and can afford to play without much infrastructure like Football, Hockey, and Kabaddi. They have individual raw skills they need polishing, sharpens and training of international standards with international infrastructure. We should design the infrastructure which should match the standards of international games but easily affordable.

Some time we select the game because your economical condition does not allow us. Poor nation can not afford to train their people in mass for shooting, etc. Some time your weather condition does not allow you; like Russia has long winter they prefer to play indoor game and which need less energy –Chess and long novels. You may have talented swimmers but you fail in providing them international standard swimming pool to compete with world class standard.

Sports show your economical, physical, technological and mental strength of your nation. Sports are imitation of war. Your players are like solders. They need strong training, infrastructure, and strong motivations.

Our young generation least interested in games and want to play those games which can give them name fame and advertisement endorsement and earn money. Not money but lots of money .They have strong motivation but all is in wrong direction. Sometime commercial companies designed their interior motive to sell their products and they artificially create that person as brand ambassador and pump lots of money to keep that person alive in media whether he/she flops in game. This harms the natural talent and create weak image of country in the world.

Estimated 700 sports- management degrees are awarded annually by accredited undergraduate programs as per the Mark Stevens of the Sports Academy in Alabama and 1% of the 73,000 bachelor level emerging who graduate from US University in 2004.The USA government is worried why the numbers are not increasing. Imagine in India where government is still unaware of their achievement.

We need help and encouragement in our unusual task.

With warm regards,

Dr. Sunil Kumar Bhatia [e-mail: dr_subha@yahoo.com;

website: www.designforall.in]

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Editor's Desk

It is a great pleasure for all of us that our Newsletter of June 2006 has received enthusiastic appreciation by critics, designers, entrepreneurs and government/non government organizations. The response was overwhelming from all walks of life. People are appreciating the contents and contributors but have criticized on us the layout of our web site (www.designforall.in). We are sincerely striving on improving the presentation.

We are sending you our fifth issue of July 2006 monthly newsletter with the latest news from *Design for All Institute of India* and the field of Universal design/ barrier free.

We do hope you will find this issue both interesting and informative. As ever, we are awaiting your proposals, criticisms and contributions.

Warm regards from the team of *Design for All Institute of India*.

Editor

Planning and Designing Quality Sports Fields

**Jim Puhalla, President, Sportscape
International, Inc.**

In the design and construction of quality sports fields, there are a number of issues to be considered before the design process begins. The number one reason why fields fail is improper slope or bad grading. Therefore, we will begin with a discussion of the importance of surveying fields before the design process starts. Next, we will look at errors that occur in the design stage and explore possible solutions. Finally, we'll end with a brief description of soil types, turfgrass selection, irrigation, subsurface drainage, and construction/post construction.

Performing a Topographic Survey

In designing a field for reconstruction, the first step is to perform a topographic survey including spot elevations, dimensions of the field, and other structures in and around the field like fences, catch basins, swales, etc. Surveying an existing field can be done by anyone who has experience using a level. In planning for the reconstruction of an existing field, it's helpful to shoot the elevations of the key points on the field; simply shooting on a

grid pattern will miss the most important points that are critical to good playability.

For an existing baseball infield, be sure to take measurements to the backstop, dugouts, fences, and other structures. Shoot elevations at critical points, like home plate, pitcher's plate, the bases, and the fence line. Make sure to survey the outfield on a grid pattern even if you're planning on reconstructing the infield only. The outfield grade dictates what can be done to fix problems in the infield. Include the fence line and foul territory in your survey.

If you're surveying an existing football field, shoot elevations every 10 yards down the center of the field and 40 ft increments toward the sidelines. Include at least 20 ft outside the field to make sure the grade will carry water off the playing area. In my experience, an existing crowned field may need the addition of 4 in. of soil from the center of the field to the hash marks to reestablish the crown. Follow the same procedure for all rectangular fields establishing a grid starting at the center line.

Many people assume football fields are crowned down the center when in fact many fields are built with a side-to-side slope. This design works well as long as someone doesn't try to recrown the field. Adding soil along the center line of a side-to-side sloped field will cause the upper half of the field to become muddy in rainy conditions because the additional soil leaves the upper half of the field level or with very little slope.

When designing a new field it is wise to hire a professional surveyor to do the topographic survey. Property lines, utilities, structures, and other limits of construction must be shown on the plan. Simple grid patterns used by the amateur surveyor will not locate these items accurately like the total station instrument that professional surveyors use.

Recognizing Design Errors

Before the design process starts, take time to familiarize yourself with the basic principles of field design and construction and you will be in a position to prevent design errors. Learning as much as you can about the design and construction process will save time and money, and help prevent headaches.

Here are some of the most common design errors and solutions.

1. Incorrect Field Contours

- **Sports field contours are expressed as percentage of slope. Any slope that is less than 1% (except baseball/softball infields which should be .5%) or more than 2% is considered to be incorrect. The preferred slope for sports field grass areas is 1.25% to 1.75%. Baseball or softball field skinned areas should be between .5% and 1.75%.**
- **A baseball or softball infield should never be the lowest point on the field – it should be the highest point to enhance surface drainage.**

- If the contour is not even and consistent, it is incorrect. A field with a 1.5% slope should be graded evenly with a 1.5 ft difference in grade over a span of 100 ft.

2. Failure to Isolate Fields as Drainage Units

- No field should be expected to drain away more water than what falls on it. Even if a field is built with correct contours, water running onto the field from another field or an adjacent area can seriously compromise playability in rainy conditions.

- The preferred design isolates each field as an individual drainage unit by using swales and/or catch basins around the field, or by making the field higher than its surroundings.

3. Insufficient Clearance Around Field

- Fields that are designed or constructed with insufficient clearance will have inherent problems: out-of-bounds areas may be too small for the safety of players, spectator areas may be cramped or unsafe, and surface drainage around the field may not work as intended.

- Consider space requirements in the planning stages. Make sure there is enough space around each field before

construction begins to prevent it from being “locked in” by other fields, parking lots, roads, buildings, etc.

4. Failure to Provide Sufficient Access

- A well-designed sports field includes access roadways for players, spectators, maintenance equipment, and heavier renovation equipment including large trucks.
- Parking lots should be centrally located and close to fields to provide easy access, especially for elderly and handicapped fans.

Balancing Cuts and Fills

A good field design should take account of two important concepts. “Cutting” refers to the removal of soil when the grade needs to be lowered, while “filling” means adding soil where the grade must be raised. The best designs balance the amount of soil to be cut with the amount to be filled. This balance minimizes the amount of new material that must be transported onto the site, or the amount of existing soil that will have to be trucked away.

Safety Issues

In general, there should be no obstructions in the field of play (including foul territory). Allow enough room in foul territory for player and

spectator safety when a player ends up out of bounce during the course of a game. The rule books for each governing authority include requirements and other guidance related to that level of play.

If possible, catch basins should be located outside the fences surrounding the playing area to prevent player injury. (See Figure 1) If the presence of grandstands requires the installation of catch basins inside the fences, they should be placed as close as possible to the fence or grandstand. In these circumstances, a flat grid with small openings should be used to minimize the risk of injury.

Selecting Soil and Turf grass Species/Cultivars

The selection of soil and turf grass species is based on the available from local suppliers. Native topsoil is used most often and consists of silt and clay fines that are very slow to drain water through the profile. Amended sand is used on costly fields like professional and university fields. Native topsoil is easier to maintain but should be kept on the dry side to prevent it from becoming muddy in wet conditions. Amended sand should be kept moist to prevent it from becoming too loose and breaking apart.

The best turf grass for warm season zones is Bermuda grass. Cool season zones use Kentucky bluegrass and/or perennial ryegrass. Use the best cultivars of either warm season or cool season turf grass.

Using Irrigation and Subsurface Drainage

Provide some sort of irrigation design – either automatic pop-up heads or a traveling sprinkler system in the planning of sports fields. Turfgrass needs to be kept actively growing to prevent it from becoming weakened from the stresses of competition.

Either design can work well with the traveling system costing less to install but requiring more labor to operate.

Native topsoil fields that are built with sufficient slope do not usually require subsurface drainage structures unless there is a high water table that needs attention or the field is built in an area of the country that has excessive rainfall. Existing fields that were built without sufficient slope require regarding or the addition of strip drains. These are 1 in. by 6 in. cloth wrapped drainage structures placed in the center of a 4 in. wide by 12 in. deep trench and filled to the top with coarse to very coarse sand usually placed 10 ft to 15 ft apart. (See Figure 2) Subsurface drainage must be incorporated with an amended sand field. This type of drain is a 4 in. pipe placed in a 12 in. wide trench that lies beneath the sand usually placed 20 ft apart.

Construction and Grow-in

There are a few specifications that should be added in the planning stages involving over

compaction of the soil. In planning to install turf grass, it is wise to keep all construction equipment off the field when it is wet or damp. Avoid the use of heavy road-building-type equipment that compacts the soil so much it can inhibit the growth of roots. This heavy compaction can cause water to run off the field instead of penetrating to the roots of the turf grass, where it needs to be. Heavy construction equipment can reduce pore space, cutting off the flow of oxygen to the roots, promoting disease, and causing a very slow recuperative potential that requires extra aerating to correct. (See Figure 3) Preventing this problem is very simple. Just include in the specifications these instructions: "Avoid over compaction of the subsoil and topsoil," and "scarify subsoil before installing topsoil," and "scarify topsoil before installing seed or sod."

Grow-in specifications should be part of the construction contract. When construction is complete, the contractor should be required to start a 90 day maintenance period to nurture the field to an acceptable playing condition. This would require the contractor to fertilize the field once a month, mow regularly (once or twice a week after active growth begins), and irrigate as needed (usually 1 in. per week)

Maintenance and Renovation

Maintenance starts after the grow-in period is over. At this point, the owner assumes responsibility for maintaining the field and renovating it after the field has been damaged by use. Each of these processes can be separate

articles because they are too involved to be included in this article about planning and designing quality sports fields. It is important to remember that even if a field is designed and built properly, it needs regular professional maintenance and occasional (yearly) renovation for it to be useable year after year.



Figure1. Catch basins should be located outside the fences surrounding the playing area to prevent player injury.



Figure2. Strip drains can be used in new construction or to correct wet areas of a field that was graded without sufficient slope.



Figure3. Heavy earth moving grading equipment can reduce pore space, restricting the flow of oxygen and water to the roots. Always scarify after using heavy equipment like this.

About the Author:

Jim Puhalla is the President of Sportscape International, Inc. (a design/build sports field contractor) of Boardman, Ohio, USA, and is also an author, with professors Jeff Krans and Mike Goatley, of two books "Sports Fields: A Manual for Design, Construction and Maintenance," (Copyright 1999, Ann Arbor Press, Inc., Chelsea, Michigan), and "Baseball and Softball Fields – Design, Construction, Renovation, and Maintenance." (Copyright 2003, John Wiley & Sons, Hoboken, NJ) He can be reached by email: info@sportscapeonline.com

World Cup and New Ball

Prof. Sarah Barber, Sheffield University, U.K

The recent soccer World Cup in Germany was judged a great success from the point of view of players and fans, but what about the new Adidas +Teamgeist ball? What did the players think? Did it really move about strangely in the air? How does it compare to more traditional balls? What dictates how a ball flies through the air? If we can understand the science behind the flight of a soccer ball then perhaps we can improve the game with training tools, new ball designs and even new regulations.

Sports engineering is a very exciting and diverse field of engineering, in which sporting equipment is designed, tested and developed. A large part of the discipline involves understanding the fundamentals of science

behind sport, in order to then go on and improve the sport. I am a PhD student in the Sports Engineering Research Group at the University of Sheffield in England, a world-leading institute of sports engineering. The group is led by Dr Matt Carré, who helped unravel the science behind curved kicks when he analysed David Beckham's famous free-kick that took England through to the World Cup Finals in 2002.

I am studying the fundamental science behind the aerodynamics of footballs, using a variety of techniques including Computational Fluid Dynamics (CFD), wind tunnel tests, player testing and trajectory analysis. My recent CFD studies in collaboration with Fluent Europe Ltd. have helped to visualise the airflow around soccer balls and to explain why balls kicked with little or no spin sometimes move erratically from side to side or up and down in the air. Figure 1 shows the velocity pathlines around the new World Cup ball.

We simulated the flow around several different soccer balls by first obtaining their geometry with a non-contact 3D laser scanner and then producing a mesh of about 8 million cells around the balls. We measured the drag and side forces acting on the balls and found that the side force was of the same order as the drag force. We then went on to simulate the flow around the balls at a number of different angles as illustrated in Figure 2 in the plots of wall shear stress. These plots show the flow pattern and separation points at the rear of the ball.

The side force appears to vary greatly with a ball's orientation relative to its flight direction. This means that a cyclically varying side force will act on a ball that is kicked with low or zero spin, and the resulting trajectory may be very erratic. This is known in baseball as the "knuckleball" effect. Another consequence of these studies is that the flight of a ball kicked in this manner will greatly depend upon its initial placement angle, and players must be very careful when they place the ball on the ground when taking a free-kick!

So how does this work translate to the football field? We have developed a trajectory predictor called Soccer Sim that predicts the flight of any ball for any kick type. The aerodynamic coefficients for each ball are obtained from CFD and the input conditions for each kick type are obtained from high speed video analysis of players' kicks. This enables us to compare the flights for different balls and kick types.

Another useful application of Soccer Sim is to compare trajectories for balls with different initial orientations. Figure 3 shows two possible trajectories of a ball with initial orientations of zero degrees and 45 degrees for the same kick. We have compared worst-case scenarios for a traditional 32-panelled stitched ball to the new World Cup ball, and found that the new World Cup ball has a smaller variation in its ending position, and hence is thought to be more consistent for this type of kick.

We are currently undertaking more detailed CFD studies of this exciting "knuckleball" effect, and in September I am travelling to

Japan to do some wind tunnel tests with Takeshi Asai at the University of Tsukuba. An example of the work done at the University of Tsukuba is shown in Figure 4.

Our studies have helped to understand the science behind erratically moving soccer balls and shown that they really can move strangely in the air when kicked with zero or low spin. It's now up to the players, and perhaps ball manufacturers, to exploit this effect to their advantage!



Figure 1: Velocity pathlines around the new World Cup ball

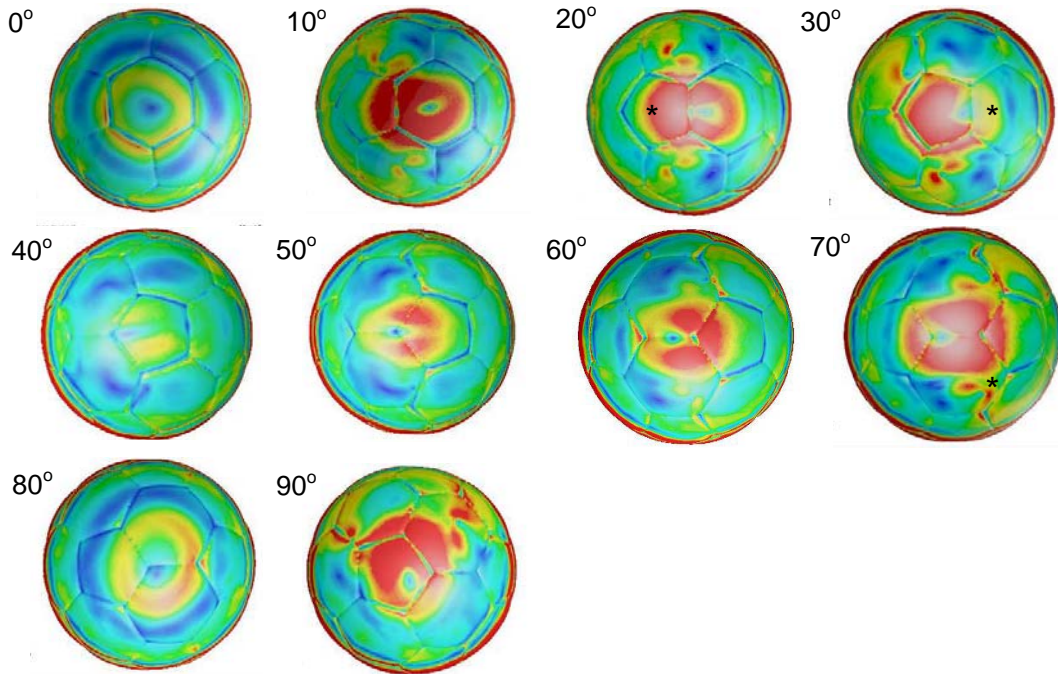


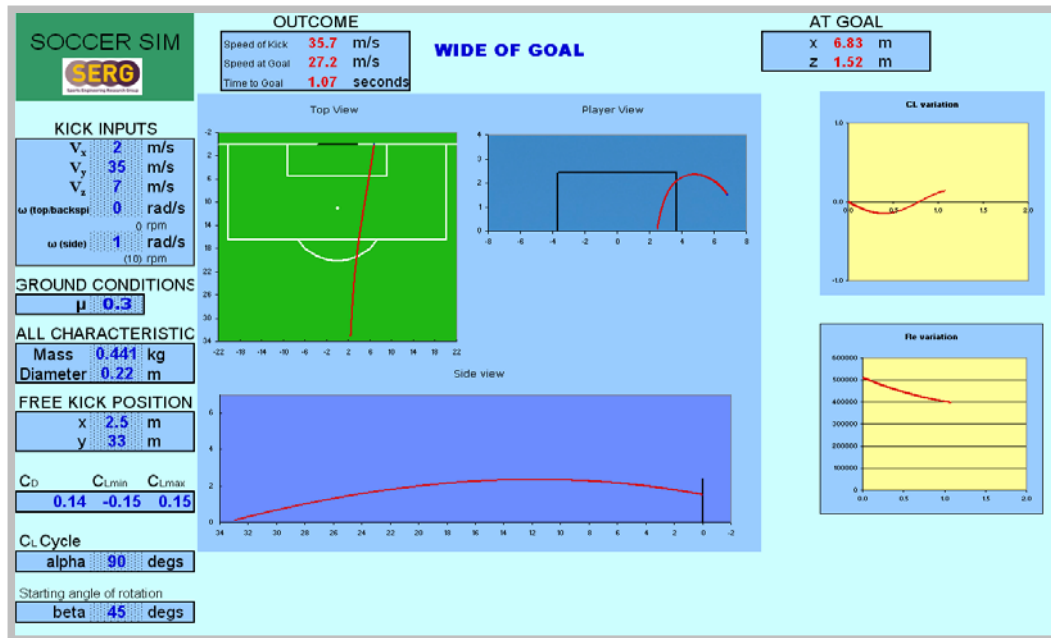
Figure 2: Wall shear stress at rear of a generic 32-panelled ball

Figure 3: Soccer Sim (See a,b,c below)

a) Soccer Sim: initial orientation of 0 degrees



b) Soccer Sim: initial orientation of 45 degrees



c) Soccer Sim: variation of final position with initial orientation

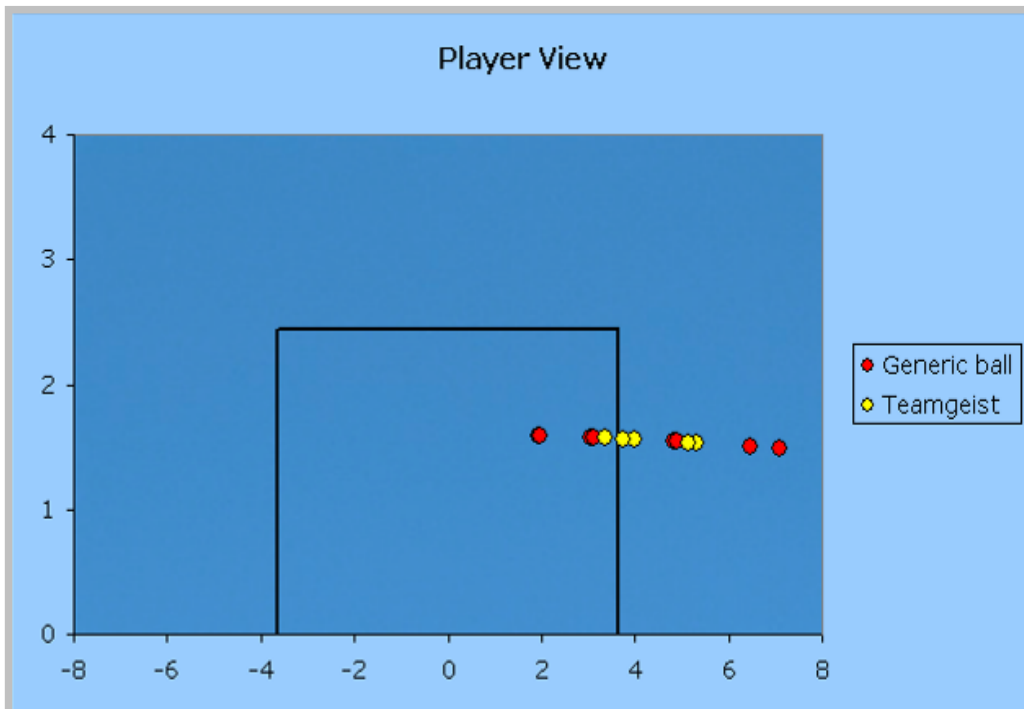




Figure 4: Flow visualisation from Takeshi Asai, University of Tsukuba, Japan

The Bold and Aggressive WAGON-R, 2006

Jagjit Rana, Maruti-Suzuki, India

July 2006, The Wagon R enters its third generation. Launched in 2000, it got a new grille and clear front and rear lamps in 2003. Being the main stay of Maruti –Suzuki India in its segment it clamors for a lot of attention. Responding to the same a new look Wagon R was planned and launched on 19th July 2006.

Wagon R was launched by Maruti-Suzuki in India owing to its specialties of spaciousness and engineering. It posed a stiff competition to the Santro from its arch rival. The success of these two models blatantly refuted all the wise man of Indian automotive industry who

professed against the liking of "Tall boy" design in India.

Although generated a lukewarm response during the initial months, sales picked up and touched as high as 10000 per month. The liking is probably the summation of the spacious package in the A segment and the reliability of Maruti brand name.

Wagon R had always attracted a bit criticism for its boxy and neutral design. Being the perfect example of "Traditionally safe Japanese design", the looks were a bit unexciting.

Probably the approach of Japanese designers was to have the mass acceptability being a mass volume product. Probably the key brief was to design a neutral vehicle without drafting any impressions.

The bold exercise

During July 03, the brief of "creating a bold and dynamic" Wagon R was formed which initiated the process of design. The idea was to give a definite persona to the vehicle and to generate opinions. "Boldness", was the key word used for the initial theme board. The first presentation of the theme and sketches was done in Sept 03. After zeroing on to the final sketch, Dec 04 was decided as the model presentation date. After little iteration the final model was signed off in Jan 05. The engineering development finished with the launch in July'06.

Design

The front is designed by Jagjit Rana, who had already worked on M 800 minor and Alto minor.

He was also in headlines for designing the Wagon R "Primea" which became the highest selling limited edition ever launched by Maruti.

According to him, the front is:

Aggressive and boldness

The key word for the front was aggression and boldness. Being such a voluminous vehicle the design motive jelled well with the character. The aggression is depicted by the design cues. The grille has thick members with inherent boldness. Also looking at the spread of the grille and also the considerable openings, it visually gives a feeling of huge engine beneath the hood. Probably a cue derived from conventional SUV's. Also looking closely it would be observed that the top line of the hood has been lifted in relation to the ground. Observe the crisp relief on the hood and the way these carried on to the front fascia and form "V". The lower grille also falls in line with the same theme.

The thumb rule for the proportions of the vehicle is to design the DRG at the body centre line. For the same, the hood profile in the side view has been lifted. This helps in achieving better proportions and also resolving the persona of the vehicle. This exercise not only gave a trendy slope hood line but also enabled designer to use an exciting curve for resolving the front fascia in the side profile. As discussed the DRG has been lifted as compared to the previous generation, actually gave more space for designing the front elements.

Emotional and flowing

The design is intended for the visual continuity. The way the hood line moves across the front fascia and then it get carried on to the lamp with the amber continuity and ends in the top most edge of the front lamp, appears to be weaved around a single curve. "The bold character of the front fascia is carried on to the rear where it evolves into a rather unique and bold rear door character. The character being an interesting interplay of surfaces actually becomes the focal point of design of other elements and effectively helps in solving the volume proportions." explains Rajesh Gogu, who has worked on rear, he had his previous contributions in Omni minor,05. This flow of single line across the vehicle connects the whole vehicle in a visual loop.

Dramatic front and rear lamps

The most exciting and the fresh element of the vehicle are the lamps. The interesting interplay of three colors chrome, black and amber is handled well for continuity and appeal in the front lamp. Since each element of the lamps is given its needed detailing and attention the black is used effectively to underline the presence and thus highlighting each element. The magic on the rear is created by the rear lamps which have the interesting interplay of red and chrome. The entity of the functional elements of rear lamps is rather emphasized by giving them the individual jewelish treatments. The visual flow the rear emotional band is carried on to the rear lamps where it evolves into the reverse lamp. The proportions of the rear lamps and the functional detailing make it look purposeful and bold.

Brand identity "S"

The ongoing European trend of giving importance to the brand marquee and making it as focal point of the front is followed. The S marquee is of considerable size. Adding on to it, the thin chrome elements emphasize its existence.

An interesting treatment of having the "S" marquee on only one fin is new. The top fin of the grille is thicker as compared to the lower fin. Using "S" marquee on this fin also gives the visual feeling of the jutting out of the grille. The logo appears to be leading the vehicle, visually. The smart detailing of thin chrome elements with pointed profile on the edges ending at "S", directing the visual flow towards it.

Graphical emphasis.

Interesting interplay of colors and forms has been used in the whole vehicle. This is to keep the visual attention going for a long time.

The license plate graphics complements the overall form of the rear as its gives more graphical meaning to the total concept. Being mirror image of the glass graphics it emphasis a harmonious relationship of the overall form.

The entity of the rear appears resolved and knit in a single thread and the motive is highlighted by placing the red color on four extreme edges. This cue not only appears fresh but also attracts a lot of visual attention, probably clamor for it....

Interiors and side body

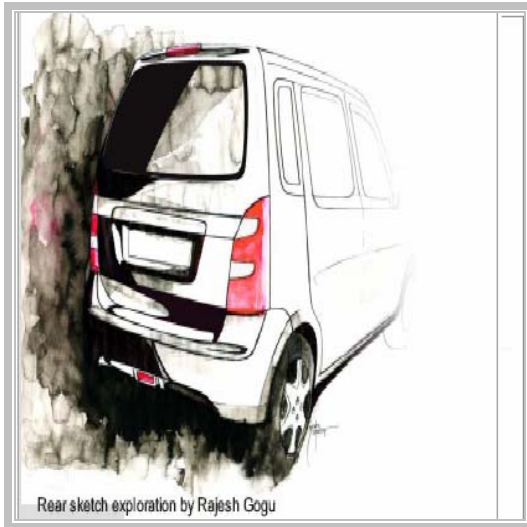
To add on to more of a personal touches, new ORVM's, new wheel covers and a new form of

side body molding has been designed for this generation. The static body molding of the previous generation has been replaced by a more pointed and dynamic profile.

The interiors also have been tweaked to go with the new persona of the vehicle. The new interior color add on to the rather serious and boldness to the vehicle. The black color not only adds visual room to the interiors of the vehicle but also helps in creating drama with the tints of silver color on the instrument panel and other accent elements.

The new three spoke steering wheel with integrated S marquee gives it a rather sporty and powerful look. Also interesting to note is the playfulness of the black and the silver color on the steering wheel. To add on to the freshness in the interiors the graphical elements have been personalized a bit. The new meter cluster graphics with serene combination of blue and white adds on the third dimension





News

NOT just design, you can see dreams in their work. A desire to be perfect, to display all their abilities — be it of education, technical knowledge, aesthetics, creativity, practicality or sensitivity. Knowledge apart, it's the detail in their work that is most noticeable. "The thesis, done by the 10th semester students is of paramount importance, for it gives them a feel of what they will do once they're out of college. They fly solo, though a guide and coordination committee is always at hand," explains Rajneesh Wattas, principal of the Chandigarh College of Architecture. Since architecture is an applied profession, students have to choose live projects going on anywhere in India and then present their own models. Research, analysis, fact report, solutions to problems, they have to get into the details. "These are then judged by an outside interim jury," smiles Wattas, adding that their role is to be a thinktank for the city.

As for the students, their Endeavour, as young architects of tomorrow, is to go beyond the usual, make maximum use of space, do away with monotony, keep it simple, yet creative and experiment with environment-friendly materials and allow nature to creep inside the buildings! And you could view all that and more in their labour of love.

“Our heart, soul and of course, long hours of work have gone into the project,” smiles Simran Chana, who tells you in detail about her model of the Fashion Technology Park in Sector 90, Mohali. Dynamism and movement, says Simran is what she wanted to depict through the building, for fashion’s all about. “Novelty is essential, but you have to be practical, why make a dress which doesn’t fit you,” grins the lady, who’s used geometry and sharp edges for effect.

It’s Neeraj Sharma’s dream, one that he wishes is built — a memorial complex for the victims of the Bhopal gas tragedy. Ramps connecting the site, visitors’ museum, galleries, wall panels displaying the names of all those who lost their lives, Neeraj’s thought of everything, from the heart, “and I have space for water bodies to lift the feeling of depression,” elaborates Neeraj.

Unconventional themes ruled, like Rohini Singh’s Cultural Zone coming up in Sector 62 Mohali. Singh has played with forms and levels and hopes to combine architecture and interior design to create a lasting impression, “innovation’s the key,” says Rohini. Vijeta believes in taking care of all aspects of a building. “Beauty, without compromising on

function and making most of the space provided is essential," explains Singh, talking about her project a hotel-cum-convention centre, in the IT Park.

Environmental concerns show in projects, so aspects like rain harvesting systems, natural light and air, spaces for parks, piazzas, water bodies, have been given weightage in the park at Sabarmati River Front by Preeti, Abhishek Sinha's Film Training Institute in Jaipur, Isha Anand's Arts Centre in Mumbai, Dyutima Jha's Adarsh Divya Vikas Hospital in Bihar, Nitin Bansal's Electronic Media Centre in Mumbai, Aman's Peace Park at Wagah...

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<http://www.scholarswithoutborders.in/>

... Downloadable digital Books, texts that are of interest in the developing world and gateways to open access journals.

Letters

Dear Dr. Bhatia,

I am very happy to read the article from Aaron Marcus 'Culture Dimensions and Global User-Interface Development' in the newsletter. It is

a very useful contribution. I hope that you will continue to publish such informative and thought provoking design-articles.

With best wishes,

Dinesh S. Katre, Ph.D, (HCI)

Group Coordinator (Head)

Human Computer Interaction Design (HCID) Group

National Multimedia Resource Centre

Hello Dr. Bhatia

Thank u very much for sending such an informative newsletter. Its really interesting and beneficial for me .I got to know so many things by reading this mail .I also sent this mail to so many anthropologist friends. Take care and Bye 4 now.

Piyusha

Dr. Sunil Kumar Bhatia,

Please add me to your distribution list:

Thank you!

Lynne Duddy

Humanize Technology

lynned@humanizetechnology.com

Dear Dr. Sunil Bhatia,

Thanks for sending me this information. The June newsletter looks very interesting.

However, I have to point out to you that your website is not working on a Mac. Attached are some screenshots of how it looks like in Safari and in Firefox.

Sincerely,
Mark Vanderbeeken

Dear Mr. Bhatia,

**Sub: Opportunity to share your expertise on
Designs for the Elderly**

Your expertise in the area of universal design can make a valuable contribution to India's understanding of Innovations in Design for the Elderly. As we, at Dignity Foundation, are involved in elder care, we are planning India's first look at aspects of design for the elderly. We are approaching you in this regard, in our endeavor to understand them better.

You may be already aware that India is a fast-developing country in the world. With a flourishing economy and better purchasing power, Indians, including seniors, are increasingly seeking better life style and are willing to invest in products for comfort and convenience.

Launched in 1995, Dignity Foundation is a leading non-government organization in elder care. Our mission is to provide best-in-class social support systems (Elder Care, Housing, Companionship, etc.) that deliver care facilities for families where none exist. We also provide a wide range of innovative services designed to enrich every aspect of the lives of seniors. We work to enable elderly people here to live productive life with dignity and grace. The

Foundation has won several awards in recognition of its various useful activities.

With our vast expertise and experience in elder care, we are in the process of setting up an R&D center dedicated to serving senior citizens by identifying and developing products that employ technology. You may visit our website for more information on our activities.

We are happy to inform you that the government of India has nominated Dignity Foundation to organize a major international symposium on the subject of elder care through the aid of technological innovations.

We invite you to present your views and findings about aspects of designing various elements in establishing a state of art old age homes to suit the requirements of various segments of older population.

The symposium titled, "National Symposium on Innovations in Design for Elder Care" will be held on September 12 and 13, 2006 at the World Trade Centre, Mumbai.

The national symposium will cover topics on architectural design, and products for mobility, convenience, communication, entertainment, safety and health for the elderly.

If you need more information, please feel free to contact us.

Warm Regards,
Dr. Sheilu Sreenivasan

Founder-President
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Dr. Sunil Bhatia,

Thanks for your mail reg the news letter.

We are happy to inform you that Dignity Foundation is holding a symposium-cum-exhibition titled National Symposium on Innovations in Design for Elder Care on September 12 and 13, 2006 at World Trade Centre, Mumbai from 9 a.m. to 5 p.m. It is being organised under the aegis of the Science & Society Division of the Ministry of Science and Technology.

Pls find Invitation regarding the same.

We also request you to pls put this announcement on your website for the cause of Elders in India.

We also invite Speaker and products manufacturer working for Elder Care.

Warm Regards,

Sailesh Mishra

Chief of Project

Dignity Lifestyle Retirement Township

dignitydesign@gmail.com

www.dignityfoundation.com

www.dignitylifestyle.org

Program & Events

Dear Dr. Bhatia,
Congratulations and thank you.

London Design Festival is being held from 15-30 Sep 2006.

Based on interest of members, CII can plan a Design Mission from India to UK during that time. The Mission would include participation in Design Festival activities, meeting & visits to Design institutes, leading design houses and other organisations.

We would like to know your preliminary interest before 15th July 2006 to move ahead on this.

Look forward to hearing from you all.

With regards
Seema Gupta
Deputy Director-Design & Innovation
Confederation of Indian Industry
249-F, Sec-18, Udyog Vihar, Phase-IV
Gurgaon 122015
seema.gupta@ciionline.org

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Centre, Mumbai from 9 a.m. to 5 p.m. It is being organised under the aegis of the Science & Society Division of the Ministry of Science and Technology.

Tangible and Embedded Interaction '07 will be held February 15-17 in Baton Rouge, Louisiana. TEI'07 is the first international conference dedicated to research in tangible and embedded interaction. Work addressing interaction, design, tools, use, and art are all welcome, especially including interdisciplinary submissions across these themes. We anticipate papers will be published through the ACM Digital Library; confirmation will follow soon.

The conference will be held this year as the 14th Annual Mardi Gras conference [<http://tangviz.cct.lsu.edu/tei07/mardigrasconf.html>] at Louisiana State University, to be followed with an optional day trip to Mardi Gras in New Orleans. Full submissions will be due October 20, 2006.

The three-day 14th Delhi International Leather Fair (DILF) opens at Pragati Maidan here this Saturday. Being organised by India Trade Promotion Organisation, DILF will see participation of over 125 leading companies as well as representation from 29 foreign companies from China, Italy, France, Thailand and Kenya who will showcase their products for the discerning buyers. The fair will provide an opportunity to Indian buyers to engage in joint ventures as well as offer prospects for transfer of technology and augmentation of supply sources. It will not be open to the public.

Slated as a sourcing point for quality and competitive leather and its products, DILF will encompass practically all aspects of the leather

industry including footwear, footwear components, leather garments, fashion accessories, leather goods, saddles and harnesses, machinery, chemicals, publications and consultancy services.

Technical seminars and presentations will also be organised at the fair. The topics for the seminars and presentations include testing, inspection and certification of leather and leather products, training and testing facilities available for the footwear and component industry and the latest developments in footwear technology.

Senior government officials will explain the various features of the existing policies and schemes as well as those that might be on the anvil at an interactive meeting being organised at DILF.

DILF is being co-sponsored by the Council for Leather Exports and is supported by several apex organisations including the Footwear Design and Development Institute, the Association of Leather Industry, the Indian Footwear Components Manufacturers Association, the Central Leather Research Institute and the India Shoe Federation

Appeal

1. *Design for All Institute of India* appeals to their members, subscribers and well wishers to kindly contribute towards for ways of establishing a state of the art Design Institute and in what way it can benefit all living.

2. We seek opinion on formulating curricula of different program of 1-year of 2-semesters for beginners, 4-year Bachelors program of 8-semesters, 2-year master program of 4-semsters and areas of research for PhD program. It is a backbone of society and if we produce competent workforce for future, we can make a better society. All the experts, intellectuals, philosophers of different walks of life should contribute their opinion freely and help us in making a world class Design Institute.

3. Those of you who are really working for the cause for the betterment of society and are known to few persons in and around are working at individual level or looking for some platform to raise genuine issues or not being registered with any institute/ organizations, either you can e-mail us. We will request them to join our institute and we can work mutually for common cause in effective ways or they are welcome to us and directly registered with us through e-mail or write to our correspondence address.

Many readers were inspired to voice their opinion about our special issue on "Tourism and Design- Case of Germany" (May 2006, Vol-1, Number-4) - so many, in fact, that even after we expanded our "feedback" this month. We still had many more thought provoking responses.

Design for all Institute welcomes correspondence from readers. Letters should be sent via e-mail to dr_subha@yahoo.com . All letters should include daytime telephone number, and all letters may be called for length and clarity.

We are sorry to inform all those who have encouraged us by giving us their valuable suggestions, comments and appreciations and we can not accommodate all and we have selected few letters on first cum first basis. Our intention is not disheartened and discouraged any one .Your guidance is source of inspiration for us. Kindly do write us and help us in making our efforts world class.

Editor
Prof. L.K.Das

Advertisements

We would like to introduce our products for your newsletter on sports and design. We have two products that could fall into this range and could be of interest to you and your readers:

1. Newtest Powertimer testing system:

- a completely portable athletic performance testing system. Known users include Manchester United, Arsenal, Liverpool...to name a couple

2. Newtest Bone Exercise Monitor:

- an exercise monitor specifically designed for osteoporosis prevention through exercise
- product is based on extensive scientific research and R&D
- designed especially 30-50 -year-old women in mind
- featured in the Finnish Design Yearbook 2006

Newtest Oy has developed a personal Bone Exercise Monitor

A Finnish wellness and sports technology company, NEWTESTOY, has Osteoporosis is a serious national health threat and a national health and economy burden in most industrialized countries. It is estimated that every other woman and every fourth man over age of 50 will suffer from osteoporotic fracture. It is estimated that osteoporosis is suffered by 75 million people in EU, USA and Japan.

Good news is that osteoporosis can be prevented and its impact reduced significantly. Bone exercise is one the things one must consider when looking for ways to prevent osteoporosis. Newtest Bone Exercise Monitor

shows the person using it if she has engaged in physical activities that may have been helpful in strengthening her bones.

Newtest Bone Exercise Monitor is a small device worn on the hip. The monitor measures and analyzes the user's physical activity in real-time and shows how many percentage of the required daily bone exercise is achieved in very easy-to-understand format.

Newtest Bone Exercise Monitor is also a new tool for physicians, physical therapists and fitness instructors as it offers a new method to follow up, instruct and motivate women to engage in bone exercise. The monitor is also a tool for the specialists in helping their clients to achieve their bone health goals.

Newtest Bone Exercise Monitor is a first of kind product in the world! It is based in the patented innovations by the Newtest Oy. The Bone Exercise Monitor has been used in award winning bone exercise research conducted by the Medical School of Oulu University and Oulu Deaconness Institute.(Aki Vainionpää, Young Scientist Award, European Calcified Tissue Society (ECTS), Nice ja Timo Jämsä, Clinical Biomechanics Award 2004, European Society for Biomechanics).

The Newtest Bone Exercise Monitor is, now, available for distribution, globally.

An additional website for Bone Exercise Monitor is www.womencanjump.com.

Further information on the design of the Bone Exercise Monitor is available at www.desigence.com Contact persons are Ms. Irina Viippola irina(viippola@desigence.com) and Mr. Jorma Savolainen jorma (savolainen@desigence.com). They will be able to answer you any questions related to the design approach to the BEM.

Newtest Oy, Kiviharjuntie 11, FIN-90220 Oulu, Finland, Phone +358-8-537 2277 Fax +358-537 2270 Email: info@newtest.com Internet: www.newtest.com.

Product:

29.6.2006

Newtest Oy

Kiviharjuntie 11

FIN-90220 Oulu, Finland

Tel +358 (0)8 537 2277

Fax +358 (0)8 537 2270

Email: info@newtest.com

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Email:info@newtest.com, Internet: www.newtest.com.Product website: www.newtest.com/boneexercisemonitor

Job openings

These job openings are informed to us by our members and we don't claim any responsibility. It is just a beginning.

Editor

A global IT/computers corporation - is looking for a high-quality, fast-turnaround and well-networked graphic-cum-interactive/web designer (or firm) based in Bangalore to help them with marketing communications work on a retainer basis.

a.. The nature of work will span print adverts, direct mail, retail/POP, web/email and event & exhibition graphics.

b.. Digital photography/imaging capability and supervising/ensuring quality of production essential.

c.. Prior art direction experience desirable.

d.. The work could involve from 2 to 15 days a month, subject to seasonal demand and marketing plan, but will be decided upon in advance.

e.. The designer/firm would have to coordinate with me as th gic consultant.

If interested, please mail me at [arvind\(at\)srishtibl\(dot\)org](mailto:arvind(at)srishtibl(dot)org)

Job Oppurtunities for Graduate Students/Peri Software Solutuions Inc.

PERI Software Solutions Inc., based in New Jersey is looking for US graduate students who have OPT or CPT to work in United States. We have multiple opportunities in software development. H1B and Green Card sponsorship available.

If interested please send your email enquiries and Contact Details to mani@... with your full contact information.

Mani

mani@...

PERI Software Solutions Inc.

www.perisoftware.com

Ph: 201 420 9005 Ext:5250

Designer, Interactive Design

Philips Design, global design Philips Design, with its headquarters in The Netherlands, is one of the world's largest design agencies.

With just under 450 professionals at various locations covering Europe, Asia, and North America, Philips Design operates as an independent unit within Philips Electronics. We offer our highly diverse portfolio of internal and external clients a full range of design services, including:

*** Strategic Design**

*** Identity Design**

*** Product and Services Design**

*** Interactive Design**

*** Visual Communication Design**

Philips Design is always on the lookout for "creative seniors" and top talent, in order to further strengthen our organization for the future. We are looking for top talents, in order to strengthen further our organization for the future.

at Bangalore.

Job Summary

Develops design ideas from basic concepts through to fully worked out design solutions.

Works with a high level of independence, according to the briefing and creative vision and direction in close co-operation with the other members of the design team and the art director / creative director.

Follows the development of the design through to production. Must have the ability to work within tight deadlines and demonstrate a high degree of flexibility.

Activities and Responsibilities

Designs and realizes design solutions, on basis of the agreed upon project brief and on professional orientation, in delegated contact with the client and in close consultation with the design

(account) manager

Works within the context of the given Philips Design policy with a high level of independence

Participates in defining the policy for the projects to be handled by him/her, including the needs analysis and the concept creation.

Prepares and maintains the relevant documentation

Assumes responsibility for an identifiable portion of the project

Education and experience:

Masters / Bachelor degree in User Interface or relevant design area with min.2 years of experience

Knowledge of visual iconographical design and technical implementation

Experience with multi-layer navigational systems

Knowledge of display technologies, the limitations and applications

Must be comfortable building interactive prototypes in the most common multimedia software--Flash, Director, etc.

Must be able to use various design programs Photoshop, Illustrator, etc.

Good understanding of UI design principles and Interaction Design concepts.

Excellent command over UI design software's.

Hands on: Be able to quickly conceptualize, and communicate (visualize and/or animate) new ideas and thoughts.

Flexible: Be able to handle multiple subjects, projects at the same time. He/she should be able to analyze, digest, translate and structure (relatively complex) UI interfaces.

Please send your application, including a CV, relevant samples of

work, and/or on-line portfolio, and salary history to:
Sajid Saiyed, Manager Interactive Design
Philips Design, Philips Innovation Campus
No.1, Murphy Road, Ulsoor, Bangalore 560 008, India

Oracle is immediately looking for following posts for its Hyderabad office.

Sr. Usability Engineer, Industry User Experience , Hyderabad.

Description

Sr. Usability engineers is responsible for activities and deliverables related to usability evaluation and user research, including usability testing, focus groups, heuristic reviews, customer research, competitive analysis, and surveys. This position will take leadership role in developing usability evaluation plans, test scenarios, recruit participants, collect and analyze data, and present findings to product teams.

Responsibilities

Work with product management/strategy, development, and user interface

designers to develop plans for user research and usability evaluation

Conduct usability tests, heuristic evaluations, cognitive walkthroughs, and other types of user research. Analyze and synthesize information and communicate the analysis and synthesized information back to product teams.

Provide concrete, actionable recommendations that teams can use to fix identified problems.

Work with multidisciplinary teams, including product managers and strategists, developers, graphic designers, and interaction designers to ship products that are effective, efficient, and meet users' needs.

Work with lab administrative staff to run and maintain usability labs, help maintain department web sites, and load balance with usability engineers in other groups.

As needed, create highlights videotapes of user activities and present to product teams.

Skills and Qualifications

Masters degree in computer-human interaction, industrial or graphic design,

cognitive psychology, human factors, or related discipline, or equivalent

professional experience (required) More than 4yrs experience in software usability engineering (required); Web-based enterprise applications (preferred) Experience in working collaboratively in multidisciplinary teams that include product management/strategy, development, graphic design, and usability professionals Deep understanding of user-centered design principles and practices and direct professional experience in applying them in a highly technical production environment Familiarity with current usability research, theories and methodologies (required), especially in relation to Web-based applications (preferred) Experience in statistical methods and experimental design. Experience in using and maintaining usability labs Excellent verbal and written communication skills Ability to manage multiple projects simultaneously, mentor other usability engineers and lead projects.

Senior Interaction Designer, Industry User Experience , Hyderabad.

Description:

Oracle is the first software company to develop and deploy 100 percent internet-enabled enterprise software across its entire product line: database, server, enterprise business applications, and application development and decision support tools.

RESPONSIBILITIES:

Working with multidisciplinary development teams, will spearhead user interface design in conceptualization, design, and development of Oracle Web Applications.

Identifying requirements, developing user models, developing task flows, designing information architectures, prototyping, documenting and maintaining UI specifications and guidelines.

Communicate with strategy and development teams to evangelize UI design directions and resolve design tradeoffs and implementation issues.

Collaborate with usability engineers to conduct necessary research and support usability efforts throughout the standard development cycle.

Managing multiple design projects, ensuring quality and timeliness of deliverables.

QUALIFICATIONS:

Must have online portfolio available for review.

4 to 6 years of industry experience designing and prototyping UI for interaction on products that will be shipped.

Bachelor's or Master's degree in Industrial Design, Visual Design, Human-Computer Interaction, or related discipline.

Strong conceptual and analytical skills and demonstrated ability to prototype and design elegant UI solutions to user problems.

Proven track record in applying user-centered design processes and methods to product development. Strong communication and people skills in working in a multi-disciplinary, collaborative environment.

Domain knowledge of financials, human resources management, learning management, customer relationship management, supply chain management, business analytics, or project management a plus

About Oracle Applications User Experience

The Applications User Experience group at Oracle is a centralized team that provides comprehensive interface design, usability engineering, and user interface research for Oracle's enterprise applications. Team members have experience in a wide variety of disciplines, including cognitive psychology, graphic design, interaction design, usability engineering, and computer science with a specialization in Human Computer Interaction (HCI). The group is spread across Redwood Shores and Pleasanton in California, Denver, Boston, Canada, UK, and Bangalore and Hyderabad in India.

The group follows a user-centered design methodology that includes activities such as user research, heuristic evaluations, prototyping, competitive evaluations of products, and formal usability testing. In addition, we manage extensive laboratories for usability evaluations and research projects in areas such as information visualization, mobile computing, universal access, and distance learning. Advanced projects are also carried out in collaboration with university partner labs. These labs are located across US and international locations and are equipped with high end equipment to cater the needs of local and remote usability testing, collaborative design and user research.

Visit <http://ui.us.oracle.com> to more about the global Oracle Applications

User Experience Group

About Oracle User Experience, Hyderabad

Oracle has an established Applications User Experience team in Hyderabad with State of art Usability Labs working on Fusion and Industry Applications.

Visit <http://www.oracle.com/industries/index.html> for more information on

the Oracle Industry product line

Please forward your resume to: sameer.chavan@...

Sameer Chavan

(Manager - Industry User Experience,

Oracle India Pvt Ltd, Hyderabad

India Office : +91 40 55052039

We at Design Incubator (R&D Labs Pvt Ltd) in Mumbai are looking for a Software Graphic Artist.

Skills required-

Must be well versed with using Software packages by Adobe (Photoshop, Illustrator, In design), Macromedia (Flash and Dream weaver) and Microsoft (PowerPoint, Word and Excel).

Preferences-

Knowledge of 3D packages is a plus (3D Max, rhino, Solids etc)

Knowledge of Usability, User Centered Design, Product Design, Web Design, Multimedia, E learning etc is a plus

Qualification-

Any long-medium term multimedia course in institutes like Edit, Arena or others Fine Arts education highly preferred though not compulsory
Fluent in English & Hindi

Experience-

At least 1 year of work experience as a Software Graphic Artist

Work experience with reputed companies or independent professional designers will be considered a plus Experience of designing GUI and Web User Interface Screens will be considered

a plus Interested persons may please contact me at atul.joshi@...

Please send a link to your portfolio if possible.

Please refrain from sending replies to this group mail address.

Thanks and regards.

Atul N Joshi

Design Incubator (R&D Labs Pvt Ltd)

Mail to: atul.joshi@...

For more information please visit : <http://www.designincubator.com>

We are looking at hiring two distinct profiles to join our team:

- a.) Web/ GUI Designer (Full-Time)**
- b.) Flash Designer with extensive action-scripting skills
(Freelance/Contract Basis)**

Please refer to the details of each of the profiles below:

Web/ GUI Designer

Paper Plane is looking for an experienced Web/GUI Designer to join our design team in Mumbai. Paper Plane is a leading experience and interaction design firm with an unrelenting focus on cutting edge design techniques and standards used to build interfaces. We rely heavily on understanding and addressing user needs through the lifecycle of each engagement and provide value to our clients by helping them create usable, functional and adaptive interfaces to enhance the online experience.

You will work as a valued member of a team dedicated to ensuring that our client sites meet the highest design, quality and content standards. This is a great opportunity to be part of a team that develops and manages websites for large brands in India. Paper Plane also has secure engagements with leading products and services companies in the US and UK, and is making a concerted attempt to increase its global presence.

You must also have a keen interest to research & learn new, or re-emerging technologies like AJAX, Python, Ruby, Ruby-on-Rails, and other Web2.0 languages that facilitate improved interface design. We will expect you to continually evolve new interaction and design techniques that create significant value for our clients.

Required Qualification/ Skills Sets

- A degree or diploma in web/multimedia/graphic design or design-related field is an asset**
- Minimum of 2-3 years experience in website interface design/development.**
- Flash with action scripting skills**

- Extensive knowledge DHTML, HTML, XHTML, _JavaScript, and CSS
- Well-versed with Dreamweaver/ Adobe Go Live, Adobe Photoshop, Flash and other design tools
- Experience working with existing _JavaScript/ASP.NET code and building accessible websites is an asset
- Solid understanding of browser compatibility issues.
- Knowledge of implementing W3C web standards and specifications is an asset
- Knowledge of commonly used User Experience patterns, concepts, practices, and procedures
- Comfortable working in a Mac environment
- The ability to work autonomously and collaboratively to bring projects to completion
- Excellent communication skills and attention to detail

Activities/ Responsibilities

- Developing cutting-edge, interactive websites and web applications.
- Developing mockups, wire frames and be involved in rapid prototyping and iterative design

Freelance Flash designer with extensive action-scripting skills:

An urgent requirement for an experienced flash designer who has extensive experience in developing interactives. Experience with working in the e-learning space is an asset.

Please send your application, including a CV, relevant samples of work, and/or on-line portfolio, to jobs@...

We are seeking a confident, experienced and self-motivated designer with a background in industrial design. The designer will work in Beijing for Lenovo.

Could you please recommend some designers for us ?

We will appreciate your kindness help.

I am very glad to introduce our Design Director Johnson(Li fenglang and HR Lisa to you.

If you find some proper designer, please contact with Lisa,Johnson.

Many thanks in advance.

Best regards

Cai Ming 蔡明

Manager

User-Centered Design & Creative Design

Innovation Design Center, Lenovo Group

The Industrial Design Centre (IDC) at the Indian Institute of Technology Bombay (IIT Bombay) invites applications from for faculty positions at the level of Assistant Professor (with specializations in Animation, Interaction Design and Product Design and Transportation Design) and Professor (with specialization in Product Design).

Qualification:

Masters Degree/Ph D with a good academic record

Experience:

3 years teaching/research/professional experience for the post of Assistant Professor and 10 years teaching/research/professional experience for the post of Professor

Last Date:

Last date of receipt of applications: July 21, 2006

Academics:

The department offers an excellent academic environment - with programs at the masters level in the areas of Product Design, Visual Communication, Animation and Interaction Design. The Doctoral level program has established IDC's commitment to research. A Bachelors level program (B. Des) is scheduled to begin in the year 2007. We welcome candidates with a passion to experiment, explore, push boundaries and develop new thinking in the field of design.

Research:

The department has several focus areas for research with access to funded research projects from the Institute, Industry and the Government. We particularly welcome candidates who would take initiatives to pursue their area of interest and thrive in a collaborative environment in which projects involve many interdisciplinary research groups.

Consultancy:

The department/institute encourages its faculty to work on projects from the industry, be a consultant and conduct short term courses and

seminars. This allows faculty members to earn additional income in addition to their regular salary.

Campus:

For those who have not been to IDC, the Institute has a great location for an academic environment nestled between Powai and Vihar lakes along with scenic hills adjoining the campus. The Institute is located on a 220 hectares green campus in the north eastern suburbs of Mumbai, an hour's distance from the city connected by buses and local trains.

Facilities on Campus:

Living on the IIT Bombay campus offers an absolutely unbeatable combination of opportunities - that of living in a city that is the financial, business, and entertainment hub of India, while still enjoying the peace and quiet of a lush green campus. The campus has all amenities needed for a high quality of living - green, tree-filled and pollution-free surroundings, children's park, swimming pool and tennis courts including two banks, a shopping centre, two excellent schools for children, and a well equipped hospital. All students and most faculty live on campus, in student hostels and IIT staff quarters. The peaceful atmosphere of the campus belies the full range of activities that complement academic life.

Web Links:

Refer to the following links for further details:

<http://www.iitb.ac.in/recruitment/Advertisement/>

<http://www.idc.iitb.ac.in>

AWN (Ask Why Not) is a 4 month old women's wear company based out of Mumbai. We are currently looking for freelance textile designers/ fabric consultants/ merchandisers (based out of Mumbai / Pune) who can help us develop fabrics for each season. This year we are testing the product through exhibitions and will set up a store next May.

Interested people can send an email to:

deepti.kaimal@gmail.com .

SAP LABS INDIA, Bangalore is looking for qualified User Experience Designers. Persons with relevant qualifications and experience can send in their resumes to: srividya.v@sap.com

Details are given below:

OUR TEAM and its PURPOSE: User Experience for SAP NetWeaver is a truly global team, spread across various SAP locations, including India, Germany and Israel. The department's responsibilities include UI design on the basis of use cases, created by user-centered design, usability consulting of development teams and usability testing. Our main customer is SAP NetWeaver, the infrastructure platform of SAP. Our team designs the tools and components that SAP NetWeaver developers, system administrators, and knowledge workers use.

TEAM OBJECTIVES: Designing and conducting user needs and requirements, gathering activities in a controlled environment, (e.g., focus groups, group task analysis). Design and conduct user research at customer and partner field locations, e.g., leading development of task analysis and measurement of usability issues, and the generation of new product requirements. Analysis and synthesis of the gained data. Design the information architecture of a software component. Interaction design, including definition of UI patterns (interaction behavior and UI controls). Design of the tools used to model and implement UI prototypes. Run UI design related projects successfully, well coordinated with other team and project members.

EDUCATION AND QUALIFICATIONS, SKILLS AND COMPETENCIES: Classes in Human factors, Computer Human Interaction, or closely related courses. (Qualified User Interaction Designers from NID, IDC preferred) Theoretical and practical knowledge of user research methodologies. Ability for interaction design. Excellent English. Strong experience in translating user data and human-factors principles into UI designs via prototypes, and detailed UI reviews/specifications. Experience with developing user profiles, use cases, and scenarios. Must have experience in conducting task analyses, field studies, formal UI reviews, usability tests, and survey. Good skills in graphics and web design. Some background in a technical area, like programming, or system administration, desired.

WORK EXPERIENCE: 2- 4 yrs exp.

EXPECTATIONS AND TASKS The new team member will design user interfaces for system administration and monitoring tools, as well as design time tools, with a clear focus on tools that are developed in Bangalore. He/she will help to support to create use cases, on which the UI design is being based, and conduct user research at customer sites (site visits) and SAP events according to the standard methods of SAP.

We require strong experience in translating user data and human-factors principles into UI designs via prototypes, and detailed UI reviews/specifications .Experience with developing user profiles, use cases, and scenarios is desired .Must have experience in conducting task analyses, field studies, formal UI reviews, usability tests, and surveys .A technical background (programming, script languages, IT) would be a bonus .

WHAT WE OFFER Contract Type: Permanent, Full time Job Location: India, Bangalore Reference Code IN-50511777-EN-06-001
Email your Résumé's to: srividya.v@sap.com

Iotap in Mumbai are looking for Graphic Designers. Kindly directly get in touch with your CV to

Mr.Aman Choudhary at achoudhary@iotap.com

Here is the profile of the person they are looking for:

2+ Years of Experience

Experience with Photoshop, Flash, CorelDraw

Primary work will be improve the UI Look & Feel of Software Applications

Also Work on IOTAP's website and improve usability

Good communication skills is a must

Willing to work Part Time or Full Time from IOTAP's

Andheri East Office in MIDC

Email cv to achoudhary@iotap.com

More job vacancies are in our web site www.designforall.in

For free Registration: write to

subscribe@designforall.in

Write to us about change of e-mail address:

address@designforall.in

Advertising:

To advertise in digital Newsletter

advertisement@designforall.in

Acceptance of advertisement does not mean our endorsement of the products or services by the Design for All Institute of India.

News and Views:

Regarding new product or events or seminars / Conferences / workshops.

News@designforall.in

Feedback:

Readers are requested to express their views about our newsletter to the Editor

Feedback@designforall.in

Forthcoming Events and Programs:

Editor@designforall.in

The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.

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***Address for Correspondence:
13, Lodhi Institutional Area,
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A copy of the same and acknowledgement would be appreciated.***

This Newsletter is published monthly, by
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Cover Design: The illustration depicts the first goal of World Cup 2002 when Senegal surprised the World Champions France in the opening game with a 1-0 win.