

Content template for authors in the Industry Experience Reports section

Submissions to the Industry Experience Reports category should make evident practical aspects of a professional work in the human-computer interface area. Reports should address experiences in the context of a professional environment.

Reports should expose “real life” aspects of professional work. In order to simplify submission preparation, this template **suggests** a content structure. We remind you that the report format shall follow the same directives of the other conference submissions, being the number of pages limited to 4 (four). Illustrations are welcome.

For further information on submission format or on how to submit your contribution please visit [Submission procedures and format](#)

Abstract

The abstract is intended to present the submission in the event promotion material and reports. It should summarize the problem and its solution in a single paragraph.

1. Introduction

Introduction should motivate the reader to read the entire report. It should show general aspects of the case being described and emphasize its importance. The author should make clear which aspects of HCI are relevant in the case: the users, technology, usability, accessibility, etc.

We suggest that the introduction represent 10% of the contribution text.

2. The problem in its context

The second section of the report should present the problem in its context. It should describe aspects such as the situation to be improved, the problem to be solved, user characteristics and needs, product requirements. Other elements include a description of company’s business area, its users, clients and competitors.

We suggest that this section represent about 30% of the contribution text.

3. Adopted solution

The third section of the report should present the solution to the problem. The product or interventions should be described, highlighting the relevant and innovative aspects of the solution. Authors should show how the product or solution has been evaluated, as well as its impact on clients and users, the benefits for the company and for society.

Reports that exhibit products and systems should, if possible, have images that improve the understandability.

We suggest that this section represent about 50% of the contribution text.

Conclusions

Conclusions should address the professional perspective after the intervention or product release. Which other actions need to be taken? Which new products can follow? Which new clients can be reached?

We suggest that this section represent about 10% of the contribution text.

Demonstration videos

Some kinds of experience reports can be better understood if complemented by a video demonstration. If the author considers this as necessary, a 3-minute-maximum video file can be sent together with the submission. The video files will be used only as an aid for evaluators. They will not be published, thus, understanding the report should not depend on the video.