

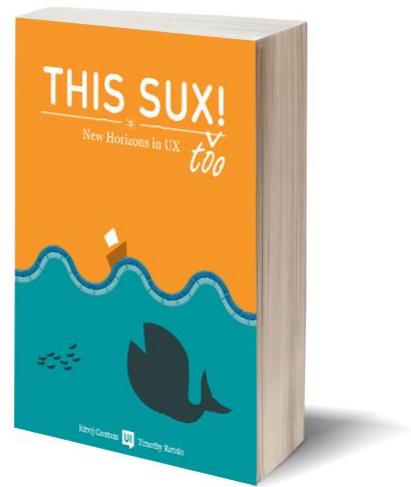


#### OPPORTUNITY:

A chance to be published in TryMyUI's upcoming eBook *This SUX! Too. New Horizons in UX* launching in Fall 2016. You can download our previous book *This SUX! A Guide to Better UX Experiences* here: [bit.ly/1Ql5RXa](http://bit.ly/1Ql5RXa)

#### CALL FOR ENTRIES:

Current students, faculty, and staff of TryMyUI's Educational Partner institutions are welcome to submit a paper, project, or art work for a chance to be published in upcoming book *This SUX! Too. New Horizons in UX*.



The purpose of this call is to have students and members of educational institutions share their expertise and showcase compelling work to the TryMyUI industry audience. The theme of this book is a forward-facing perspective on user experiences as it is applied in a variety of applications and industries. The audience of this book is (mostly) industry professionals, UX experts, as well as academic instructors, staff, and students. We welcome all submissions (including papers, research findings, class assignments, art projects, or reports); however, the tone of entries should preferably be non-academic.

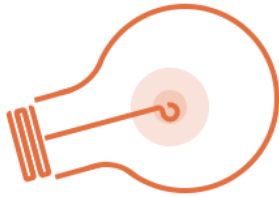
Each entry should fall under **at least one track** listed below and should not exceed **5 pages** in length (double spaced, including text and graphics). Each individual can submit more than one entry.

Entries can include articles, projects, case studies, or posters.

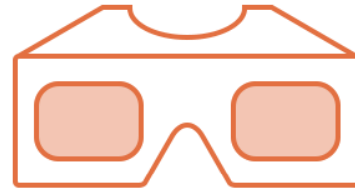
[trymyui.com](http://trymyui.com) | [edu@trymyui.com](mailto:edu@trymyui.com) | [@trymyui](https://twitter.com/trymyui) | [#trymyuiEDU](https://twitter.com/trymyuiEDU) | [#thisSUXtoo](https://twitter.com/thisSUXtoo)

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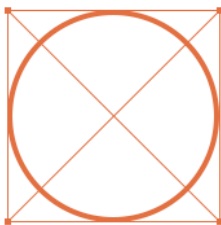
## ENTRY TRACKS



(1) UX and web design



(2) Interaction design and augmented/virtual reality



(3) User experiences in digital arts



(4) User experiences in the start-up sector



### (5) Student-Only Entries:

(a) **Webpage Re-design:** TryMyUI ran a usability test on the *Your Account* webpage of *Amazon.com* and compiled some design and UX flaws stated by the users. Students should re-design the Amazon webpage to address these issues and enhance the users' experience. Students are

free to use any preferred program to design mockups or wireframes (Photoshop, Illustrator, Sketch, etc). Students will submit PDFs of the webpage prototype design and a 1-2 page report (double-spaced) on how the new design improves the UX. All compelling re-designs and reports will have an equal chance of publication. **Download the usability report here: [bit.ly/1S4rEDh](http://bit.ly/1S4rEDh)**

(b) **Class Assignment:** Students of art and design can submit a class assignment or project which showcases their knowledge in usability testing and recommendations on enhancing user experiences.

## ELIGIBILITY

Current students, faculty, and staff are eligible to submit entries. Students can send individual or group entries. Faculty and staff entries must have **at least one student (of the same university or institution) as co-author or contributor.**

Students of all majors (undergraduate and graduate) are welcome to participate. At the time of submission, they must be enrolled in student status at their institution.

## TO SUBMIT

Each co-author or contributor must have an EDU account with TryMyUI. *If you do not have an EDU account, please email [edu@trymyui.com](mailto:edu@trymyui.com) to get an account link.* To submit an entry:

1. Login to trymyui.com with your EDU account credentials
2. On your account dashboard, click on *Submit work to TryMyUI*
3. Click on *Upload your files* > choose files to upload > Submit. You may upload multiple files up to 20MB each.

You must upload **the entry** and a **signed Cover Sheet** in a PDF format. You may use the cover sheet attached to the end this document or **download it here: [bit.ly/1XkzezF](http://bit.ly/1XkzezF)**

## IMPORTANT DATES

- Monday, June 20, 2016: Entry window opens
- Monday, August 22, 2016 at 11:59 PM PST: Entry window closes
- Friday, August 26, 2016: Acceptances are notified (and asked for revisions, if necessary)
- Friday, September 9, 2016: Final entries and author bios are due

## SELECTION PROCESS

TryMyUI will begin reviewing entries upon submission and acceptances will be notified on August 26, 2016. Accepted entries may be asked for revisions or edits to fit the theme and format of the ebook.

*More information: [trymyui.com/edu/call-for-entries](http://trymyui.com/edu/call-for-entries)*

*Questions? Contact [edu@trymyui.com](mailto:edu@trymyui.com)*

trymyui.com | [edu@trymyui.com](mailto:edu@trymyui.com) | @trymyui | #trymyuiEDU | #thisSUXtoo

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Please submit this Cover Sheet along with your entry for *This SUX! Too*

Entry Title:

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Entry Track:

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Names of Authors:

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*For more than 4 authors, include more than two names in the same line*

School/Institution:

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Date Submitted:

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By submitting this form, you acknowledge that 1) the above information is correct and that TryMyUI may use any information or images from your entry in their book *This SUX Too* 2) TryMyUI reserves the right to accept or reject your entry on any grounds and that a submission does not guarantee a publication in any online or offline media of TryMyUI 3) Your entry is entirely the work of the authors listed above and does not infringe upon or unfairly plagiarize others' work 4) Your entry is not be publicly available at any other online or offline platform.

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