----------- *minitrack* -----------
Biometrics in Product and Service Design

------- *a part of a track* -------
Decision Analytics and Service Science

H C S S 57
SHIDLER COLLEGE OF BUSINESS

The Hawaii International Conference on System Sciences
Hilton Hawaiian Village Waikiki Beach Resort, January 3-6, 2024

Minitrack: Biometrics in Product and Service Design
Part of a track: Decision Analytics and Service Science

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https://hicss.hawaii.edu

The use of biometric data in user research is an important trend in recent years, yet its development was significantly impacted by the complexity of analysis and calculations and the time-consuming procedure of translating the user experience into quantifiable data. Last five years have brought a rapid development in analytical methods and data gathering strategies (based on automatization of data description and use of neural networks) which promise a significant advance in the field.

This minitrack aim is to present and discuss the current state-of-the-art research related to biometric and behavioral data analytics in product and service design. We welcome research using various measurement methods, including classical biometric data (eye-tracking, GSR, ECG, EEG, face tracking) as well as behavioral data (automatic analysis of user inputs, data from digital controllers, parametric data from the application environment, real-world data from counter devices, Bluetooth tokens, wearable devices or IoT devices). Additionally, the minitrack is open to academic and applied/business analytics, focusing on the methodology of data gathering and data integration. We also focus on the on the analytical approaches leading to the improvement of products, services, and processes and the conceptualization of research questions, which are usually innovative and exploratory, as this area of research is still under intense development.

A list of the minitrack's topics:

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- Mobile applications design

- Digital games for various platforms

- Digital service design (i.e., financial, medical, educational)

- Enterprise software design (i.e., CRM systems, project management software)

- Advertising and content marketing reception

- User interface design

- User behavior in virtual reality

- Customer behavior analytics (both online and offline)

- Automatic gameplay analytics in esports

The minitrack's submission guidelines:

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HICSS authors are invited to submit their papers through the main conference page. Author Instructions are available at: **https://hicss.hawaii.edu/authors/**

A list of important dates:

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- June 15, 2023 | 11:59 pm HST: Submission Deadline
- August 17, 2023 | 11:59 pm HST: Notification of Acceptance/Rejection
- September 22, 2023|11:59 pm HST: Deadline for Submission of Final Manuscript for Publication
- October 1, 2023 | 11:59 pm HST: Deadline for at least one author to register for HICSS-57

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