

# HCI makes technology-based services accessible to common people

## The upcoming interdisciplinary stream of UX Design has immense potential with a lot to offer to users and job seekers

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Human Computer Interactions (HCI), which is an unfamiliar branch in the stream of Design, has enormous potential with the onset of the digital world as far as employment generation is concerned. Students wanting to make a life with HCI would have a wide range of job prospects in the coming time with growing digitisation.

Speaking to Education Times, Wricha Mishra, HoD incharge, department of User Experience (UX) Design, MIT ADT University, Pune, says, “With the advent of digitalisation, Computing Technology has begun to pervade a broader range of digital products which has created a surge in need for HCI professionals. Terminologies like ‘Usability’, ‘User friendliness’, ‘Customer satisfaction’, ‘Users’ experience’ and ‘Human factors’ signal the impact of HCI. Due to its interdisciplinary nature, HCI is prevalent in almost all the domains, widening the job prospects for students. A student can specialise in UX research (systematic study of target users), front end designing, user experience designing, usability analysis, information architect, entrepreneurship and many more such fields. The mantra of ‘Digital India’ has gradually penetrated in rural India. Studies report that there is a drastic increase in smartphone users in recent years in rural India.”

The pandemic has boosted the importance of a simpler interface for contactless payment, health informatics website and news related applications have become popular. “HCI is an interdisciplinary domain which fosters the essence of human factors and psychology in diverse fields,” she adds.

Reeba Korah, head, Alliance College of Engineering & Design in Bangalore, says, “We give more importance to affordability and accessibility of an app or a website. Even though the technology is easily accessible, but we need to consider the users who are not tech-savvy. HCI makes computers and technology-based services accessible to the common people. It stands excellent value for jobs in the industry and academia. Its acceptability depends on factors such as time, social norms, safety and health concerns to name a few. If tech literacy is at a lower end, among the economically poor section, HCI will help to fill that gap. Thus, HCI along with affordability and accessibility of technology will remove the digital divide to a great extent in the country.”

Abhay Bansal, joint head, Amity School of Engineering and Technology, Noida, says, “If students are pursuing streams related to HCI, they will have a lot of career options available to them. With the development of technology, there will be more demand for HCI engineers related to problem-solving and innovation. HCI offers jobs for the position of visual designer, software engineer, cognitive systems engineers and user experience researchers.”

“HCI as a multidisciplinary subject focusses on computer design and user experience. In today’s scenario, HCI has become one of the most important points for any digital or technical service provider and this

relatively less known field is offering an abundance of career options and would mitigate the digital divide.”

