The journey of HCI Education in Indonesia

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Human-computer Interaction (HCI) has rooted as an established field of teaching and research especially in Western Countries for many years. As technology becomes vital part of people's everyday life, human aspects started to play a role in the design and development of the technology. However, similar things only happen much later in developing regions like Asian countries. Many countries in Asia except East Asia are still considered as developing countries, which many of them are not yet prosperous and still struggling to meet their ends. Dependency on human capacity is still higher than technology even though the quality of human resources are often still low. HCI was still a luxury and was not a need that people can think of.

However, for the last decade, things have changed significantly especially with the presence of mobile technology. There are significantly increasing number of people regardless their socio-economic status, geographical locations, genders accessing mobile technology for personal, social and work purposes. Country like Indonesia has been considered as the world's 4th biggest market for mobile technology. By interacting personally with the technology, people started to grow their awareness and have more insights how to apply the technology to solve problems and improve life.

Starting my career in HCI in early 2000 in Indonesia, I was fortunate enough to experience how HCI was initially perceived in the beginning and how it has evolved along the way. As a tiny part of the 4-year Computer Science subject, HCI was not seen as vital element of technology design and development process. However, despite its insignificance, the HCI subject had got a special role in the whole of education to enable a student complete their education. Due to its limitation that HCI subject was initially only available limitedly at Computer Science program, there were more male than female students who had the privilege to learn this subject.

Having been educated in Western countries and enjoyed the benefits of HCI in my everyday life, my goal and passion was to introduce and apply HCI widely in Indonesia as well as the rest of developing Asian countries. However, the rigid procedure of the academic did not allow the plan to progress well. Therefore, I changed the strategy to introduce HCI through the industry. The road was not easy and the gold was rare, but at least, the impact was apparent. The only way to pass this passage was to continue preaching to both academic and industry worlds. Industry people was excited to explore the application of HCI in their business process as they were able to see the impact, but they were not yet in a level to pay for the service.

Along with the effort to educate the Indonesian market about HCI, we made a close collaboration with ACM SIGCHI to make a breakthrough. The birth of Indonesia ACM SIGCHI has helped us to spread the words and position ourselves as ambassadors to learn and practice HCI properly. HCI has grown from pure academic subject to an

applied one. Giant companies, like Facebook and Google has also influenced the growth of HCI in form of User Experience (UX). Startups and companies are nowadays required to apply UX in their business process to get funding or to be more competitive. This phenomena happens not only in Indonesia but also in countries like Malaysia, Philippines and Vietnam. Looking at the increasing demand, academic world also wants to be part of it as well. They want to improve their curriculum, expand the programs where people can learn HCI and UX, equip their students to be ready in the workplace as UX professionals.

As the first UX and HCI company in Indonesia, our goal is to address the needs to bridge the knowledge gap and skills in both academic and industry through our training and certification programs. Our vision to help companies to be able to transform their business by improving their knowledge and skills in HCI and UX. Looking back, we have seen that we have helped hundreds of universities, companies and organizations in Indonesia as well as in other Asian developing regions and global through our unique HCI and UX education services that we do and we hope to continue.

Bio:
Dr Eunice Sari is the CEO and Co-Founder of UX Indonesia, the first insight-driven UX Research, Training and Consulting Company based in Indonesia since 2002. Having more than 15 years of experience in academics and industries, she has helped a lot of organizations to accelerate their digital transformation as well as to pioneer innovative UX projects that affect changes in lives and improve the bottom line of businesses in USA, Europe, Australia and Asia. Her works have brought her to the next level as the first Asian female Google Developer expert in Product Design and Strategy and the first Asian female Google Certified Design Sprint Master.

In 2014, she pioneered the first HCI and UX community movement in Indonesia and co-founded Indonesia ACM SIGCHI Chapter, as the first ACM SIGCHI Local Chapter in Asia in 2015. Being appointed as the ACM SIGCHI Asian Development Committee in 2015, she has worked with local Southeast Asia communities to develop local chapters in the region. She is now the ACM SIGCHI VP for Local Chapters as well as Asian Development Committee for Southeast Asia. She is also the Expert Member of the International Federation for Information Processing (IFIP) TC 13 – Human Computer Interaction (HCI) for Indonesia, and the Western Australia Representative for the Human Factors Ergonomic Association Computer Human Interaction Special Interest Group (HFESA CHISIG). With her roles, she facilitates the collaboration between academia and industry in the fields of Education, Technology, HCI and UX.

Apart from his work as HCI and UX practitioners, Eunice has been active in academic as a researcher as well as a lecturer. She teaches UX, Information Design and Educational Technology in a number universities in Indonesia and Australia. In 2018, she has been appointed as the Honorary University Fellow at the Charles Darwin University in Australia.