

# HCI Professionals Salary Survey 2006 - India

Conducted by UPA Hyderabad Chapter



**Usability Professionals' Association**

Promoting usability concepts and techniques worldwide

## ABOUT THIS REPORT

In November 2006, UPA Hyderabad surveyed User Experience professionals to understand-

- Who are the people working in HCI ?
- Where they work?
- What is their Education & Experience?
- And how much they are paid?

The survey received 183 responses (total 580 people visited) and was open for all. Respondents were targeted through number of mailing lists and blogs. Overall the survey reveals that HCI has matured in India with practitioners having experience more than 9yrs and PhDs. Respondents following total UCD practice are more than those doing just heuristic reviews. This shows many companies in India are valuing Usability profession. This fact is also evident by searching "usability" on Google Trends which shows Bangalore as the top most city in the world looking for this term.

**Website** : <http://www.upahyderabad.org>

**Email** : [upahyderabad@yahoo.com](mailto:upahyderabad@yahoo.com)

**Disclaimer:** The material appearing on this report is based on data and information received from respondents who participated in survey. However, the material is not guaranteed as to accuracy nor does it purport to be complete.

## EXECUTIVE SUMMARY

Among the total respondents of 183, the highest number of people are from Bangalore(53) followed by Hyderabad and Chennai. Majority of respondents fall under the age group of 26-35 (87%). There is almost equal number of respondents having bachelors' degree (46.5%) and masters degree (48%). Interestingly maximum numbers of respondent are from other education field then HCI or product design or visual communication. 89 of 181 reported between having experience between 5 to 8 years in HCI. There are also few respondents with experience more then 13yrs. Majority of respondents (81.36%) work for Corporate software companies as employees and only 9.04% work in Usability consulting firms. Government bodies employing HCI parishioners are almost nil, followed by academia bodies. "User interface Designer" is the prominent title used by these respondents. Most of the respondents do "User interface design" and "Prototyping" followed by "Requirement analysis" and "Heuristic Review". Very few respondents conduct usability tests (4.5%) in India. Most of the people with experience 0-2 yrs have 0-2 lakhs salary, 2-4yrs have 5-7 lakhs, 5-8yrs have 5-7lakhs and While those with experience between 9-12yrs have either salaries between 9-12 lakhs or 15lakhs & more.

## OVERALL SURVEY RESPONSES

<b>Total number of professionals who visited the salary survey</b>	<b>580</b>
<b>Respondents who Started the Survey</b>	<b>183</b>
<b>Respondents who Completed the Survey</b>	<b>179</b>
<b>Professionals who visited the survey but didn't participate</b>	<b>397</b>

## CITY LOCATION OF THE RESPONDENTS

Maximum numbers for respondents were from Bangalore followed by Hyderabad and Chennai. Surprisingly Delhi and Mumbai shows low density. We suspect that this may be due to sampling bias as we might have received fewer responses from Northern part of India. But Bangalore and Hyderabad remains hot HCI destinations. Respondents who chose other location were from Chandigarh, Gurgaon & Trivandrum

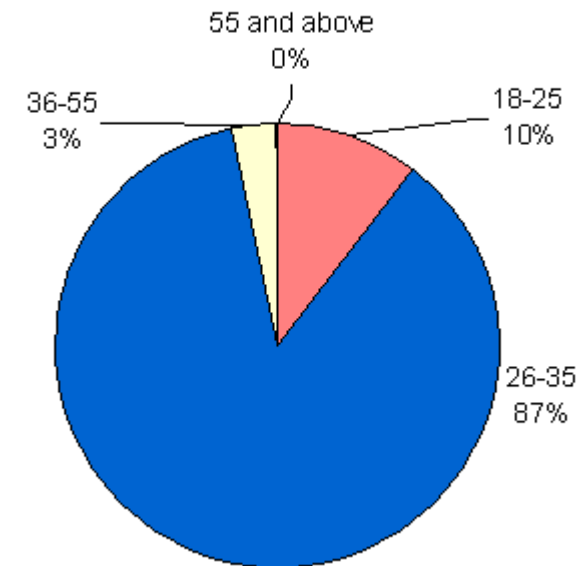
Location	
Bangalore	53
Hyderabad	44
Chennai	27
Pune	24
Mumbai	19
Delhi	8
Other	6
Noida	2
Kolkata	0
<b>Total</b>	<b>183</b>

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## AGE GROUP

Almost 87% of respondents reported their age as between 26-35yrs and 10% were between 18-45yrs. This shows that India has now a higher pool of experienced designers. We have not gathered statistics on gender but we may do that in our next survey.

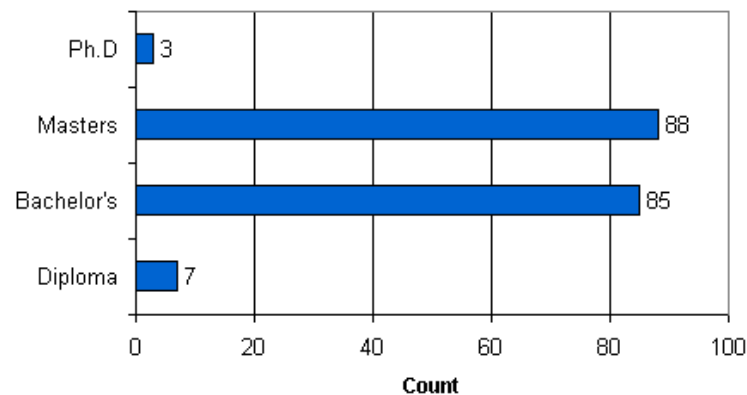
## Age Distribution - All Respondents



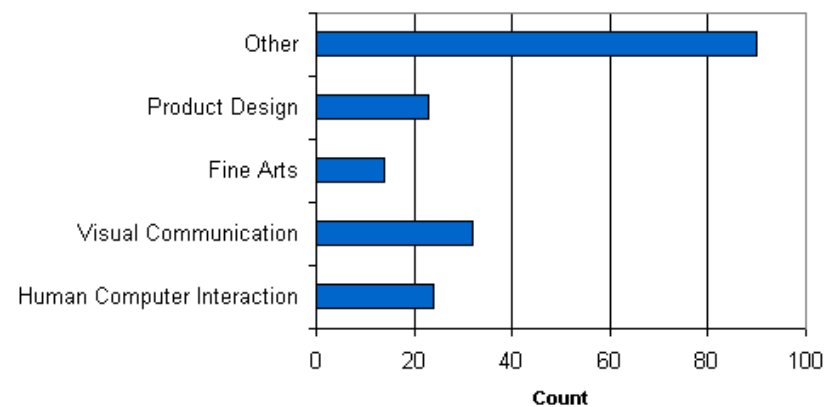
## EDUCATION

Nearly 48% of respondents have Masters Degree. **But majority of these Master degree holders have education in fields other than HCI or Product design or Visual communication.** This shows that HCI parishioners in India come from variety of backgrounds and not just HCI.

Education - All respondents



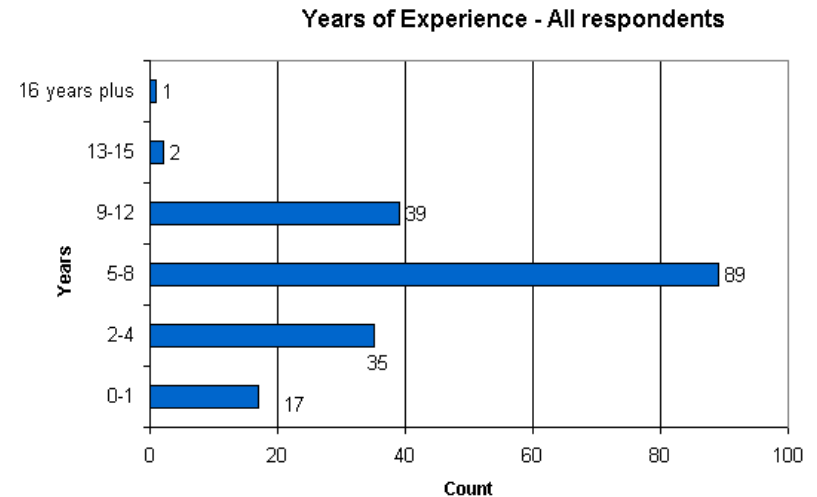
Major in Education - All respondents



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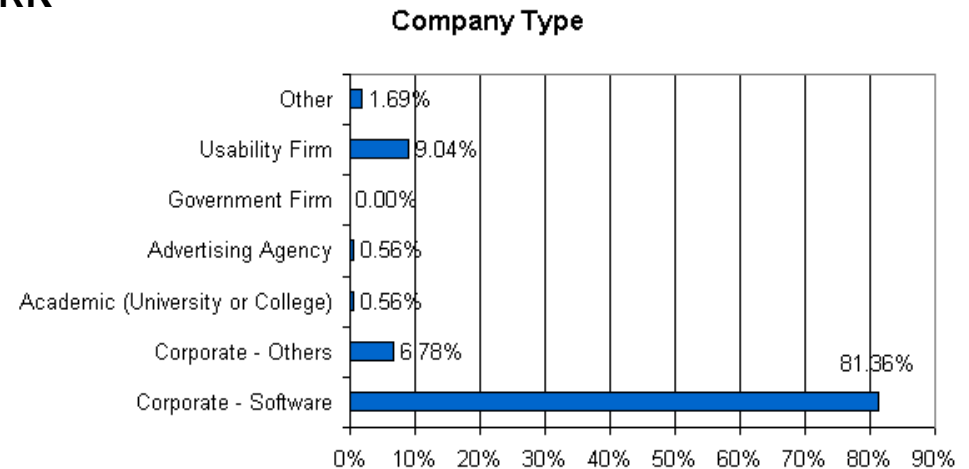
## EXPERIENCE IN INTERACTION DESIGN / USABILITY

Mostly, 89 of 181 reported between 5 to 8 years experience in the field followed by respondents with experience 9-12yrs. **This shows that there is now a mature group of HCI practitioners in India.**



## TYPE OF COMPANIES RESPONDENTS WORK

A majority of participants (81.36 %) work in corporate software companies followed by usability consulting firms. **Data shows very low percentage of respondents working in Government agencies or Academics.** But we believe that Indian’s National informatics center (NIC) which maintains all government websites and application, do have a design team. Also, there is a scientific society of Ministry of ICT-C-DAC that has launched R&D initiative in HCI.



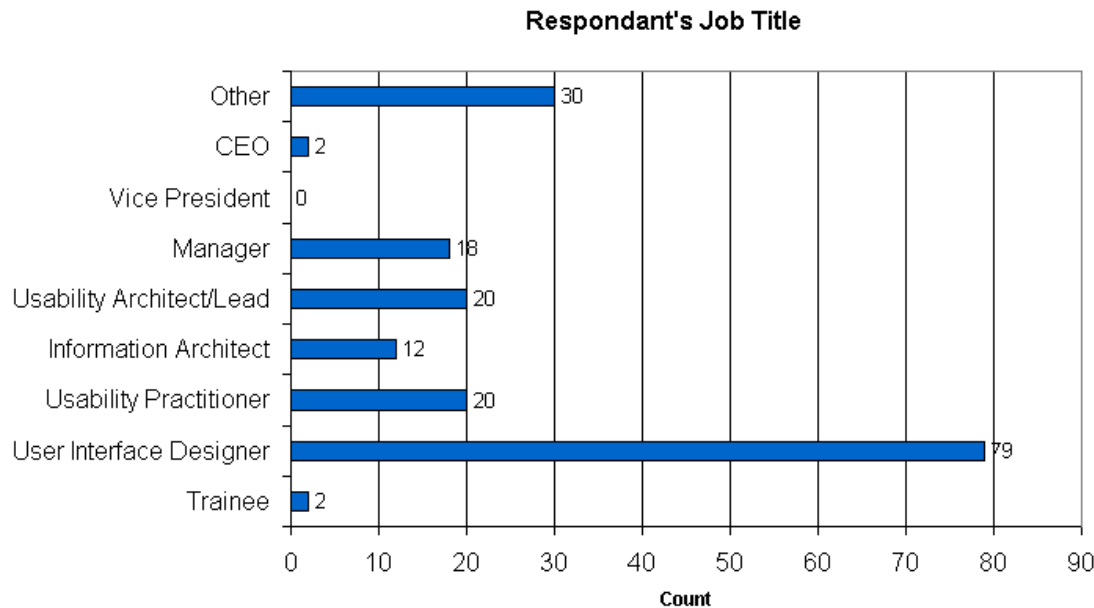
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## JOB TITLE

79 of 183 respondents called themselves as “User Interface Designer” and this is the most prevalent title. There also seems to be a wide variety of titles used in Indian HCI community. Interestingly only 2 respondents opted their title as Trainee and none of the participants work for government firms.

### Other Designations

- Associate Consultant
- Business Analyst-Usability
- Consultant
- Design researcher
- Designer Analyst
- Graphic Designer
- Human Factors Engineer
- Interaction Analyst
- Interaction Designer
- Interactive Designer
- Lead Visualizer
- Portal Manager
- Principal Consultant
- Principal Designer
- RIA Developer
- student
- UI Designer
- Usability Analyst
- Usability Specialist
- User Experience Designer
- User Interface Designer
- Web Designer
- Web Interface Designer



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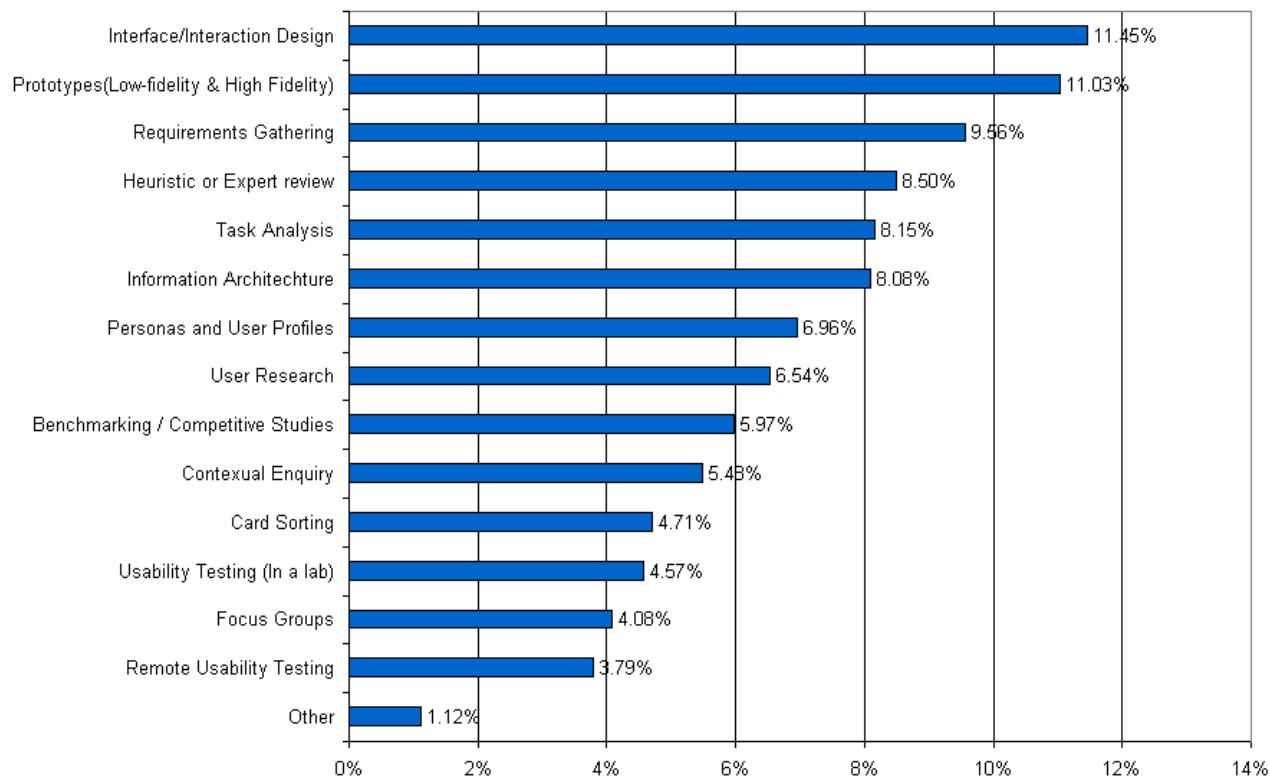
## TECHNIQUES

Respondents also indicated which techniques they used in the course of their job tasks. The techniques used most often included interface / interaction design (used by over 11.45% of respondents), prototyping or wireframing (also over 11%), requirements gathering (9.5%), and Heuristic or Expert review (8.5%).

Comparing this data with the UPA 2005 salary survey(usabilityprofessionals.org), its interesting to find that Indian respondents do “Interaction design” more then “Heuristic Review” which was the highest technique used by respondents in UPA 2005 survey

Also, only 4.57% of respondents are engaged in Usability lab testing or remote testing (3.79%) in India. This shows usability testing is still in its early stages in India. Probably the reason for lack of usability tests is that the users are not in India.

Percentage of Respondent using various techniques



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## SALARY

Most of the respondents with experience 0-2yrs have 2 lakh salary where as large number of respondents who are having 5-8yrs of experience have 5-7lakhs salary. Those with experience between 9-12yrs have either salaries between 9-12lakhs or 15lakhs & more. Salaries for HCI master seems highest for beginners but when it comes to experience people (5-8yrs), salaries does not affect much for education.

### By Years of Relevant Experience in Interaction Design/Usability Engineering Services

Respondents with experience 0-2 years		Respondents with experience 2-4 years	
0-2 Lakhs	65%	2-5 lakhs	28%
2-5 Lakhs	22%	<b>5-7 lakhs</b>	<b>53%</b>
5-7 Lakhs	9%	7-9 lakhs	15%
9-12 Lakhs	4%	9-12 lakhs	4%

Respondents with experience 5-8 years		Respondents with experience 9-12 years	
<b>5-7 lakhs</b>	<b>35%</b>	7-9 lakhs	17%
7-9 lakhs	22	<b>9-12 lakhs</b>	<b>33%</b>
9-12 lakhs	19%	12-15 lakhs	17%
12-15 lakhs	11%	<b>15 Lakhs &amp; more</b>	<b>33%</b>
15 lakhs & more	13%		

### By Major in Education Level

Average salaries for major in education and relevant experience			
	0-1 yrs of experience	2-4 yrs of experience	5-8 yrs of experience
HCI masters degree	5-7 lakhs	5-7 lakhs	9-12 lakhs
Visual Communication	2-5 lakhs	5-7 lakhs	9-12 lakhs
Fine Arts	2-5 lakhs	5-7 lakhs	7-9 lakhs
Product Design	0-2 lakhs	5-7 lakhs	9-12 lakhs
Others	2-5 lakhs	5-7 lakhs	7-9 lakhs

### TOP PAY CITIES:

Bangalore holds the top position for highest pay followed by Hyderabad and Mumbai.

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