

eman ta zabal zazu



Seminar on Advanced Techniques in Human-Computer Interaction and Web Accessibility Evaluation

Organized by the ADIAN research group¹

Date: April 26, 2017

Time: From 9:15 to 12:30

Place: Ada Lovelace Conference Room. Faculty of Informatics. University of the Basque Country. Manuel Lardizabal 1, 20018 Donostia

Attendance: free until completing the capacity of the conference room

Schedule:

9:15 *Presentation.* Dr. Julio Abascal.

Head of the ADIAN research group.

9:30 *Formulating and testing hypotheses about human-computer interaction on the Web.* **Dr. Markel Vigo.**



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Naturalistic usability evaluation maximises the external validity of usability tests. It makes the findings generalisable across the majority of users and settings. However, compared to traditional usability testing, which is typically task driven and controlled, naturalistic evaluations require sophisticated approaches to run user studies and collect data. We will discuss two different approaches (and their respective tooling) to formulate and test hypotheses about user behaviour: real-time detection vs. post-hoc testing.

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10:15 *Eye tracking scanpath analysis of web pages.*

Dr. Yeliz Yesilada.

Middle East Technical University Northern Cyprus Campus (METU NCC) in the Computer Engineering programme. Honorary Research Fellow in the School of Computer Science at the University of Manchester.



Eye tracking has been used in improving the design and usability of web pages, and in the research of understanding how users navigate them. However, there is limited research in eye tracking data analysis, especially in eye movement sequences (i.e., scanpaths). Our latest work looks into how scanpaths can be clustered to identify a path that is trending among a group of users. In this talk, I will present our research that can help you better analyse user behaviour and experience, the overall validity of our approach, some important applications of our research and future directions.

11:00 Coffee break

11:30 *Understanding Behaviour using Smart Phones.*

Dr. Simon Harper.

School of Computer Science. The University of Manchester.



Commercial Smart Phones - and the array of sensors included with them - make unobtrusive sensing a very real possibility. By sensing a user in the wild, longitudinally, and in an ecologically valid way, we can infer behaviour from a set of predefined proxy indicators. Here I'll discuss our work in using mobile phones to track Parkinson's disease progression, for understanding building wellbeing and energy consumption, and for understanding the health of Bee hives. I'll also explain where we will go in the future, and how our methods can help your work.

12:15 Conclusions and final remarks



Laboratory of Human-Computer Interaction for Special needs