



National Capital Region Chapter of the
ACM Special Interest Group on Computer Human Interaction

Judging the Visual Appeal of Web Pages

Presented by **Gary Fernandes** and **Ron Boring**

Thursday February 27, 2003 at **Nortel Skyline**

What?

There is currently no easy, reliable way to determine the visual appeal of Web pages. Yet, the visual appeal of e-commerce Web pages may influence perceived usability, customer satisfaction, and trust of the vendor, among other factors. This presentation will highlight findings from recent research at Carleton University's HOT Lab on judging the visual appeal of Web pages. Gary Fernandes will overview his research on the visual factors that make home pages appealing and present a technique to identify appealing Web pages. Ron Boring will summarize his research on increasing the reliability of visual appeal judgments. Both speakers will outline ongoing work to develop a general-purpose tool for the evaluation of the visual appeal of e-commerce sites.

Who?

Gary Fernandes recently completed his MA degree in Psychology at Carleton University's HOT Lab under the supervision of Professor Dick Dillon. Gary's thesis work on visual appeal represents the culmination of research started while he was a usability intern at Microsoft Mobile Devices. He has published research on judging the visual appeal of Web pages and on designing usable music hardware. He is currently employed as a research assistant through the HOT Lab.

Ron Boring is currently completing his PhD in Cognitive Science at Carleton University under the supervision of Professor Robert West. Ron's dissertation concerns the theory and application of constrained scaling, a novel way to increase the reliability of human scaling judgments. Ron is a regular contributor to the CHI and Human Factors and Ergonomics Society conferences. He was Co-Chair for Student Posters at CHI 2002 and is the Co-Chair for Demonstrations at CHI 2004. Ron is a member of Carleton's HOT Lab and Centre for Applied Cognitive Research.

When and Where?

The meeting takes place on Thursday February 27, 2003 at 7:00 PM in the Conference 2 Boardroom at the Nortel Skyline location. Visit our web site for more details... www.capchi.org/nextmeeting.html

Note: All attending will be required to register with security. Please arrive 5-10 minutes earlier to allow for registering.

The meeting fee is \$5 for non-members and free for CapCHI members (\$20/year). Membership is for the session period (September 2002-September 2003) - anyone can join!

Refreshments will be provided for the meeting.