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Otwarte Seminarium badawczo-rozwojowe EIS

środa, 14 V 2014 r., godz. 14:00
sala 429, pawilon C2, AGH

A Short Introduction to Usability Engineering and UX Design

Prof. Bipin Indurkhya

Usability is a key area in modern engineering design. It is about designing systems and artifacts that are easy to use. It considers perceptual and cognitive abilities of the users, their biases and habits, environmental and contextual factors, cultural and social norms, and so on, to design a product that can be used naturally without having to think about it. It studies various factors that affect user interaction — whether a website, software application, mobile device, robotic system, or any other user-operated product or process — and how to incorporate them in the design from the very beginning.

User Experience is a related topic, which also takes into account emotional aspects of user-artifact interaction.

In this talk I will introduce some aspects of user-centered design with focus on cognitive science and techniques for conducting usability testing (evaluation techniques). We will look at various examples ranging from simple objects like doors, to websites, robots, and services like waiting areas. Though we will not do any specific tasks in this introductory lecture, I expect audience participation and interaction.
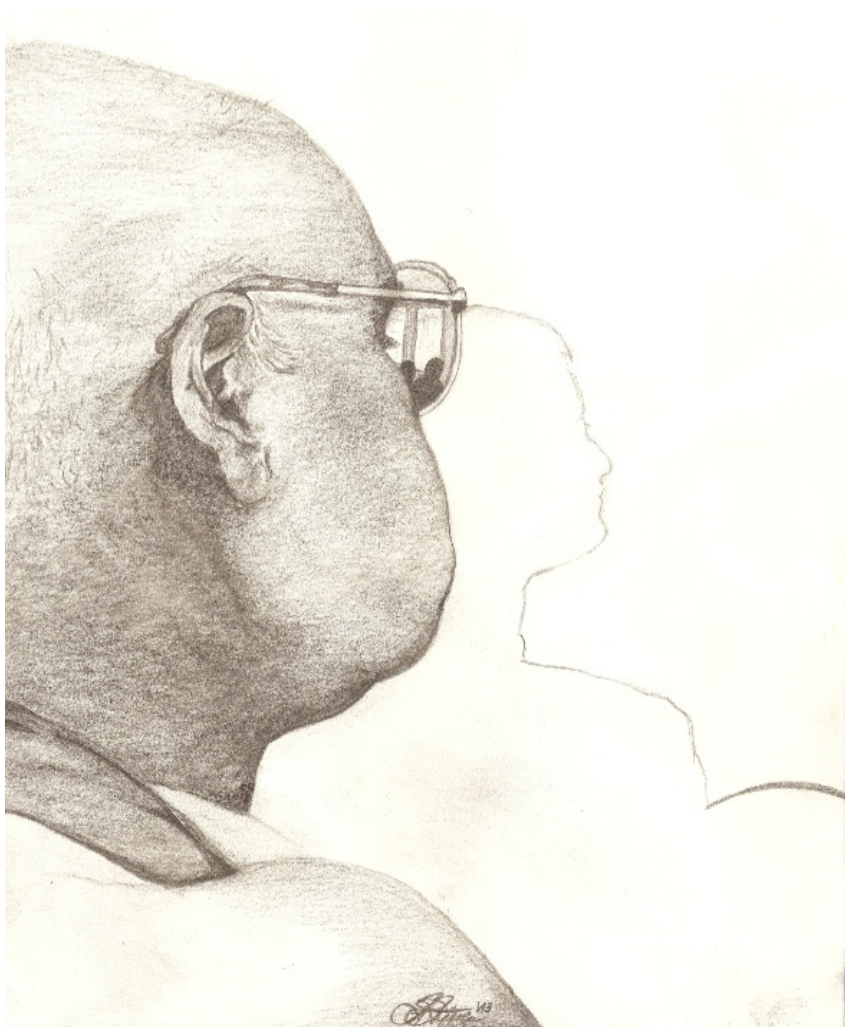
Bipin Indurkhya did his Ph.D. in Computer Science from University of Massachusetts, Amherst (USA). He spent about twelve years teaching at various universities in the US, most of which was at Boston University. After that he was at Tokyo University of Agriculture and Technology, Japan for over eight years, and at IIIT-Hyderabad, India for over six years, where he is still running research projects. Since September 2011, he is affiliated with AGH University of Science and Technology, Kraków, Poland, and also teaches at Jagiellonian University in Kraków.

His current research activities include studying and modeling creativity underlying metaphors and designing creativity-support systems, usability studies involving perceptual and cognitive aspects, and developing IT and robotics tools for assisting cognition and communication for autistic and dyslexic children.

ZAPRASZAMY!

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