

KEYNOTE ADDRESS

UNDERSTANDING THE IMPACTS OF DESIGN ON THE USER EXPERIENCE: LESSONS FROM ONLINE SHOPPERS APPLIED TO ELEARNERS

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Dr. Milena Head is a Professor of Information Systems at the DeGroot School of Business, McMaster University (Hamilton, Ontario, Canada). She received her BMath from the University of Waterloo and MBA & Ph.D. from McMaster University. Her research interests include trust, privacy and adoption in electronic commerce, interface design, mobile commerce, identity theft, cross-cultural issues in electronic commerce and human computer interaction, e-retailing, and web navigation. She seeks to answer important questions such as: How do we build trust in a virtual environment? How can the interface be designed to help instill this trust? How do Canadians adapt to and adopt new technologies? How does this differ in cultures from around the world? How does this differ with gender and age? Currently, she is serving as the MBA Director for the DeGroot School of Business.

Abstract

Effective visual design of e-commerce websites enhances website aesthetics and emotional appeal for the user, which can have a dramatic impact on users' engagement and willingness to share their personal information to purchase online.

This talk will summarize the empirical results and implications of a series of recent publications that have outlined how design elements (such as human images, colour and interactivity components) can influence appeal, social presence, trustworthiness and eLoyalty. Differences across cultures will also be explored. While this work is within an e-commerce context, the potential implications of these results for the design of eLearning applications will also be discussed. Additionally, this talk will outline the importance of investigating research questions using multiple, diverse and complementary methodologies of quantitative, qualitative and new neuro-techniques.