



Web Site Design as it Affects User Confidence/Satisfaction

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How website organizational schemes affect user confidence and satisfaction is the subject of Heidi Trost's Communication & Media Technologies master's thesis. She presents the results of her empirical study on Tuesday, 16 October in 08-1154 beginning at 6:30 p.m.

Previous research has measured speed, number of mouse-clicks, accuracy, and user recollection of website content information as related to website design. Trost's study investigates user confidence and satisfaction of two websites using different navigational schemes.

Trost's thesis is entitled "Emphasizing the User in the Usability Study: Investigating Activity Theory and Website Navigation." The public is invited to attend her presentation.

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