

Ubiquity and Usability in the Web

Ricardo Baeza-Yates & Cuauhtemoc Rivera Loaiza

This tutorial will give the attendees a way to understand and prioritize their web development efforts around those factors that make the greatest difference to user success.

Main topics:

- Learn the basic concepts of ubiquity and usability
- How to improve web ubiquity
- Learn some methodologies for usability testing
- Hands-on exercises of usability and design testing
- Critique of some Chilean websites