

Edinburgh Branch



BCS

THE BRITISH COMPUTER SOCIETY

Organised jointly with the
British Human-Computer
Interaction Group

**British
HCI
Group**
www.bcs-hci.org.uk



Sunday 7th April 2002 at 4.00pm

The Sidney Michaelson Lecture

In association with the Edinburgh International Science Festival

The Search for Intelligent Websites

Jared Spool

User Interface Engineering, USA

Since 1996, Jared Spool has been searching for the perfect website. Six years later, he's still searching. All he wants is a single website that can meet the users needs more than half the time.

Why is that so hard to find?

This informative, entertaining and controversial presentation will give you an insight into the challenges facing web designers, and demonstrate how recent breakthroughs have shown us the direction web design needs to take to finally make websites usable.

Admission is by ticket only. A limited number of complimentary tickets are available, on a first come first served basis, from Mike Hurst, e-mail to edin-sec@bcs.org.uk by 3rd April. Priority will be given to BCS members and British HCI Group members so membership numbers should be quoted where applicable. Otherwise tickets may be purchased from the Edinburgh International Science Festival box office.

Venue:

**The Royal Museum of Scotland
Chambers Street, Edinburgh**