

Cool Doesn't Cut It!

Why Good Looks Don't Translate into Good Usability

A Talk by Web Usability Guru Jared M. Spool

Cool no longer rules! Adding fancy graphics or a neat animation may win you a "Cool Site of the Day" award, but probably won't help your users get their work done. As a web designer in a business environment, you need to understand how your site's design can best help users find the information they're looking for.

This talk shares the results of Spool's latest research about what works — and what doesn't — on the web. You'll see examples from real web sites that illustrate what his company, User Interface Engineering, has found. Learn why graphic design wasn't nearly as important as you might have thought, and why animation and lots of white space can actually hurt. Spool will discuss why a "shell" strategy that separates navigation and content may not be the way to go. You'll find out why good links play such a key role in helping users find information, and see examples of the problems users encounter with search engines.

About Jared Spool

A software developer and programmer, Spool founded User Interface Engineering in 1988. He has over 15 years of experience conducting usability evaluations on a variety of products, and is an expert in low-fidelity prototyping techniques. Spool is on the faculty of the Tufts University Gordon Institute and teaches seminars on product usability. He is a member of SIGCHI, the Usability Professionals Association, the Association for Computing Machinery, and the IEEE. Jared is a recognized authority on user interface design and human factors in computing. He is a regular tutorial speaker at the annual CHI conference and Society for Technical Communications conferences around the country.

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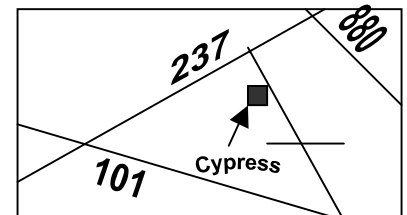
Silicon Valley Chapter of the Society of Internet Professionals

Location: Cypress Semiconductor
3939 N. First St. (north side of Building 3)
San Jose, CA 95134
Located between Hwy. 237 and Tasman Drive

Time: 6:00 pm Registration, networking, table vendors,
and job announcements
7:10 pm Main speaker
8:30 pm Special interest groups

Price: FREE! All of the WebGuild's meetings are free and open to the public. We serve **free snacks**, and everyone is welcome to attend. RSVPs are not required. Invite your friends and colleagues!

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For a map and more details, visit us at:

<http://www.webguild.org>