

Kansei Engineering and Usability

Proposed Date: Saturday the 8th of June

Time: 7am UTC/2pm Western Indonesia Time

Duration: 60 mins

Brief summary of content:

This webinar will discuss the integration of cognitive and affective aspects in the design of products for measuring usability through empirical studies in the context of Tablet PCs, e-learning and e-commerce. The webinar will discuss the investigation of cognitive and affective factors that impact the usability of e-commerce website selling consumer products. Eye tracking analysis was utilized to emphasize concerns related to comfortable display.

Organiser

Rosemary Seva (rosemary.seva@dlsu.edu.ph)

Presenter:

Prof. Heru Prastawa is a lecturer at the Department of Industrial Engineering, Diponegoro University, Indonesia, who has been teaching since 1998. His area of expertise is human factors engineering. He underwent undergraduate education at the Sepuluh Nopember Institute of Technology in 1979–1986. He continued his Master's degree at the Universite d'Aix Marseille III in 1990-1992 and completed his Doctoral degree at the Sepuluh Nopember Institute of Technology, Surabaya, in 2019. Currently, he is active on the Board of Trustees of the Indonesian Ergonomics Association (PEI)

(<https://industri.ft.undip.ac.id/heru-prastawa/>)

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Zoom link for registration. Registration is free to all interested people. The webinar will be recorded and published on YouTube. Registration permits live interaction with the presenters via Q&A.

https://us02web.zoom.us/webinar/register/WN_Xw0mvaxUQIehT6oZ4fZwjg

After registering, you will receive a confirmation email containing information about joining the webinar.

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