

Human-Computer Interaction, User Experience and Usability Evaluation

Design Science

- Create and evaluate IT artifacts intended to solve identified problems, e.g., in business and organizations
- Use of empirical approaches (e.g., experiment, case study, survey) to evaluate IT artifacts in appropriate contexts

Human-Computer Interaction/User Experience

- Designing for the elderly
- Designing for the smart living environment
- Designing for information assurance
- Designing aesthetic and pleasurable user interface

Usability Evaluation

- A/B testing, usability testing, heuristic evaluation, contextual interview, think-aloud protocol, retrospective process tracing
- Eye-tracking, skin conductance response, electroencephalogram (EEG)
- Self-reported measures, computer logs, facial expression analysis
- Dark and bright sides of IT/IS use

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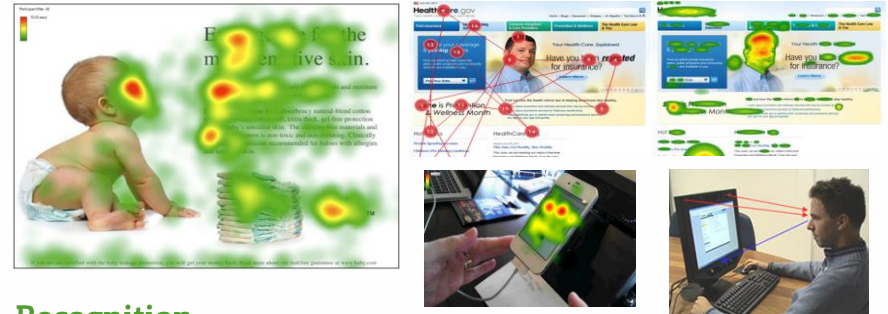
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- National Science Foundation
- IBM Research & Education Grant

Keywords

- Human-computer interaction; user experience; usability; eye-tracking; electroencephalogram (EEG); interface design; smart living; cybersecurity; neuro-IS

Eye-tracking for Website Evaluation



Recognition

- Ranked #6 (based on straight rank) in the list of most prolific authors in human-computer interaction research in information systems
Source: Zhang et al. (2010). "Human-Computer Interaction," in W. Huang (ed.), *Management Information Systems*, Tsinghua University Press, Beijing, China. Available at: http://melody.syr.edu/pzhang/publications/TU_07_Zhang_et al_HCI.pdf

Selected Publications

- Smith, S., Nah, F., and Cheng, M., "The Impact of Security Cues on User Perceived Security in E-commerce," *Lecture Notes in Computer Science 9750*, T. Tryfonas (editor), Springer, 2016.
- Sharma, R., Nah, F., Sharma, K., Katta, T., Pang, N., and Yong, A., "Smart Living for Elderly: Design and Human-Computer Interaction Considerations," *Lecture Notes in Computer Science 9755*, J. Zhou and G. Salvendy (editors), Springer, 2016.
- Nah, F., Eschenbrenner, B., and DeWester, D., "Enhancing Brand Equity through Flow and Telepresence: A Comparison of 2D and 3D Virtual Worlds," *MIS Quarterly*, Vol. 35, No. 3, September 2011, pp. 731-747.
- Galanxhi-Janaqi, H. and Nah, F., "Deception in Cyberspace: A Comparison of Text-only vs. Avatar-supported Medium," *International Journal of Human-Computer Studies*, Vol. 65, No. 9, September 2007, pp. 770-783