

Call for Participation

This workshop will be highly interactive, with most of the time being allocated to discussion groups, organised by themes determined by participants as being stimulating important and interesting.

Eyetracking is now a standard offering from commercial HCI analysts. However, what are the best ways to exploit the strengths and minimise the weaknesses of this technique? This workshop aims to gather individuals who have an interest in using eyetracking for the evaluation and design of digital interfaces such as websites, games, iTV, mobile phones and more. There are two expected outcomes from this workshop.

- To define best practice, suggest answers to continuing areas of doubt and highlight unanswered questions about eyetracking in both its scientific and practical sense.
- To explore how best to measure the satisfaction element of the ISO 9241 definition of usability through eye movement analysis especially in the genre of display cited above.

This workshop is aimed at both practitioners and academics:

- Practitioners who use eyetracking in their work for design and evaluation purposes or those that have decided against doing so for good commercial reasons
- Academics who are involved in applying eyetracking research to the commercial domain.

Interested individuals should submit a 2 page position paper using the CHI Publications Format [.doc](#) and send submissions to Tony Renshaw at t.renshaw@leedsmet.ac.uk by the 15 December. Please note: interactive eyetracking such as eye typing is not within the focus of this workshop.

Cover Sheet and Technical Requirements

Contact:	Tony Renshaw
Title	Research Fellow
Company or Organization Name	Leeds Metropolitan University, School of Computing, Beckett Park Leeds, LS6 3QS
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Email:	t.renshaw@leedsmet.ac.uk

Resources required

Three flip chart stands with paper, 12 bullet tip drywipe markers (assorted colours), 1 pack blue tack, overhead projector with connecting cables to enable power point presentations, one projection screen, several pack of large multicoloured 'post it ' note pads.