



Faculty of Computer Science 2006–2007 Seminar Series

aWeb: A Framework for the Design, Creation & Deployment of Adaptive Websites

By

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Internet websites are flourishing at a tremendous pace and the goals pursued by their designers along with the functionalities they offer are diverse. Yet, they all tend to primarily achieve the same final outcomes: attract more users, retain them and get them to use the services they offer. Website designers are hence increasingly focusing on having their websites adapt to the multitude of factors that influence user attraction, retention and adoption of the website services. We will present a framework that has been developed at the Intelligent & Adaptive systems research group (UNB-CS) to allow such adaptations to be integrated in the design of websites, the suite of tools and languages implementing the framework & ultimately the way this new approach allows adaptive websites design, creation & deployment.

STUDENTS ARE ENCOURAGED TO ATTEND
