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The poster examines whether a touch screen smart phone is faster to use in either portrait or landscape orientation. It shows that a phone is faster to operate in landscape orientation when operated with the index finger and that targets in the middle of the screen are fastest to interact with, followed by targets at the bottom/top or right/left of the screen. The results can be used to inform interface design of mobile applications and are part of my preliminary PhD research into improving the operation of touch screen smart phones.

Rationale

A research poster should be a greatly simplified version of your paper with as little text as possible. Rather than using text and tables, try to explain your research using imagery and boil it down to only the most important aspects. Ideally you can tell a story, starting with a problem, followed by your approach and ending with your results and conclusion.

The people looking at your poster are most likely conference attendees in their coffee break looking for something to "read" while munching away on free cake - not super-focussed researchers scavenging the library for exact information. Therefore, you should offer them something that looks nice and is easy to digest. Once you've got people interested, they are likely to download your paper afterwards and read the full story. Success!

Posters are extremely useful to help you express your research in a more simplified manner than your probably pretty complicated paper. It will force you to be precise and concise, allowing people not knowledgeable in the field to understand your work.

Reading the above I could have certainly improved my poster in a few areas, but altogether I think it has turned out quite nicely.

Karsten Seipp May 2014.