

NOVEMBER DINNER MEETING

Tuesday November 27, 2001

Web Metrics: Measuring the Mountain with a Yardstick

Steven Barry, Data Kinetics Ltd.

This presentation deals with the problem of metrical analysis in Web Testing. For web developers and testers, there is a large amount of data available concerning their audience, traffic and content use. This talk will focus on sources of information and the development of a toolbox for web testing.

With the amount of user information available on the web, we find ourselves in a unique position. We can develop almost any metric we want, and yet we are at a loss. We have too much user information and not enough knowledge.

This presentation will focus on the use of available statistics for web testers. It will show web testers how to:

- Profile anonymous and known user communities
- Use their own server information to provide information on the most used functional areas in their sites
- Define their structural site requirements based on these statistics.

Steven Barry is Online Learning Manager for Data Kinetics Ltd., in Ottawa, Ontario. He is responsible for managing the research, development and maintenance of the company's web sites, including the popular Software Testing and Table Driven programming online conferences. He also develops and teaches The Essentials of Software Testing and Web Testing.

In the last two years, Steven has been instrumental in developing the integrated testing methodology for Data Kinetics web development group, as well as overseeing the upcoming Web Based course on Software Testing. He has worked on many web developments over the last five years, including the government sites for Fisheries and Oceans and NRCAN's online environmental suppliers' list. Both sites have enjoyed a wide usage, both by government employees and general users.

Steven has a BA Honours in English Literature and Women Studies from Carleton University, Ottawa.

Presentations are on the last Tuesday of the month at the Marriott Hotel, 90 Bloor East.

If taking the subway, the location is accessible underground from the Yonge and Bloor subway station.
If driving, you can park in the hotel's parking garage.

Dinner and Presentation: \$30 Members, \$40 Non-Members
Cash and Cheques are accepted at the door.

Please RSVP by noon on Thursday November 22, 2001

5:30 P.M. Networking 6:15 P.M. Dinner 7:00 - 8:30 P.M. Presentation

**For reservations, information and membership inquiries,
visit our web site at www.tassq.org or phone TASSQ at (416) 444-4168**