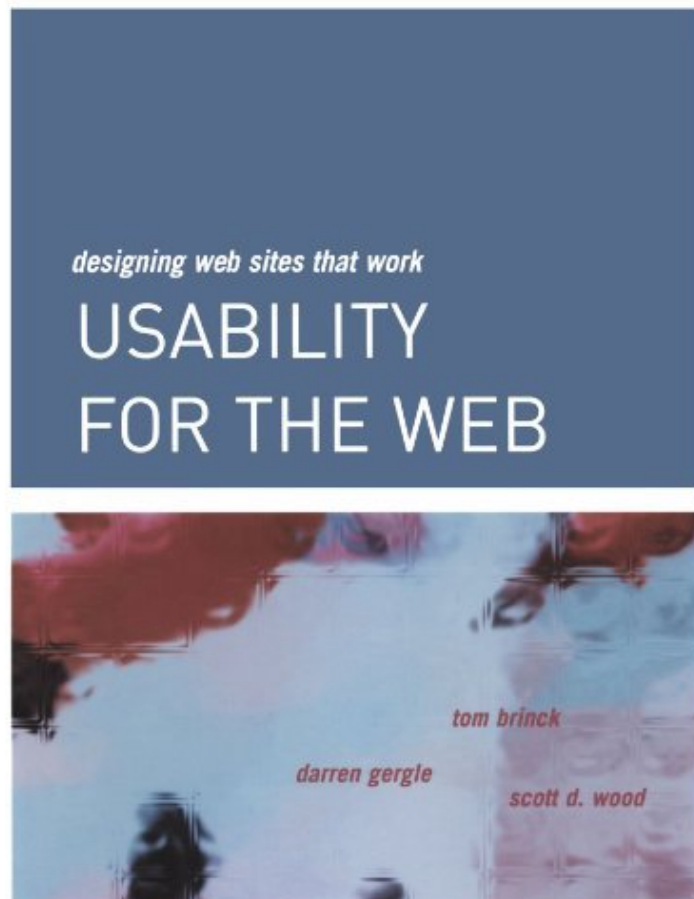


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Usability for the Web: Designing Web Sites that Work (Interactive Technologies)

Von Tom Brinck, Darren Gergle, Scott D. Wood
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Von Tom Brinck, Darren Gergle, Scott D. Wood : Usability for the Web: Designing Web Sites that Work (Interactive Technologies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Usability for the Web: Designing Web Sites that Work (Interactive Technologies):

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. sehr gutes Buch - wenn nicht das Beste zum ThemaVon KBIch habe nun schon einige Bcher ber Web-Usability gelesen und nenne auch einige mein eigen. Dieses hier ist in meinen Augen das Beste.Die Autoren geben sich groe Mhe, dem Leser in endlosen Beispielen aufzuzeigen, wie sich das Verhalten der Besucher durch die Webseiten beeinflussen lsst.Es wird groes Augenmerk gelegt auf die Hintergrnde von Usability, beispielsweise wird erklrt warum welches Design zu bevorzugen ist. Warum Frames ungnstig sind, ...Eine lange Liste von Web Usability Richtlinien wird dem LEser an die Hand gegeben, um selbstndig eine (erweiterte) Heuristische Evaluierung anhand der Liste durchfhren zu

knnen. Hinzu kommt, dass das Buch gut geschrieben ist und nicht zu technisch.

Kurzbeschreibung Every stage in the design of a new web site is an opportunity to meet or miss deadlines and budgetary goals. Every stage is an opportunity to boost or undercut the site's usability. Usability for the Web tells you how to design usable web sites in a systematic process applicable to almost any business need. You get practical advice on managing the project and incorporating usability principles from the project's inception. This systematic usability process for web design has been developed by the authors and proven again and again in their own successful businesses. A beacon in a sea of web design titles, this book treats web site usability as a preeminent, practical, and realizable business goal, not a buzzword or abstraction. The book is written for web designers and web project managers seeking a balance between usability goals and business concerns. Examines the entire spectrum of usability issues, including architecture, navigation, graphical presentation, and page structure. Explains clearly the steps relevant to incorporating usability into every stage of the web development process, from requirements to tasks analysis, prototyping and mockups, to user testing, revision, and even postlaunch evaluations. **Pressestimmen** "It's an incredibly good read. It rattles along at a good rate, is packed full of good advice and I had the distinct impression that here was real web usability." Kristine Faulkner, CISE, SBU. **Pressestimmen** "It's an incredibly good read. It rattles along at a good rate, is packed full of good advice and I had the distinct impression that here was real web usability." Kristine Faulkner, CISE, SBU.