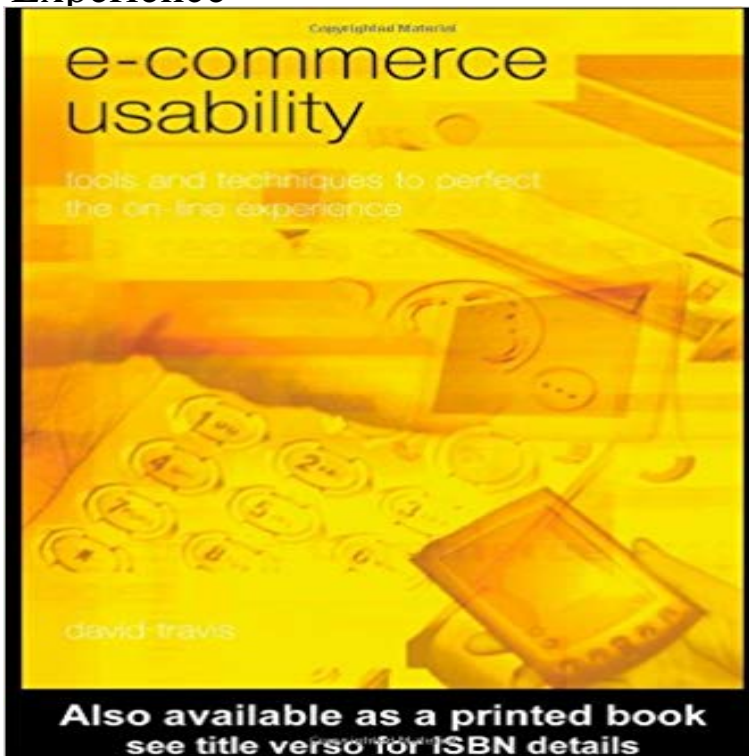


# E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience



Top performing dotcoms share a common feature. It isn't a new software plug-in or a design gadget or any other piece of technology. These sites share a passionate focus on usability. This book is written by an international usability consultant, writer and trainer who specializes in the design and evaluation of web-based and wireless applications, e-commerce sites and interactive television. The author has worked with a number of blue-chip clients that value usability, including Hewlett-Packard, Thomas Cook, Philips, the Financial Times and Motorola. This guide is designed for software developers, project managers, business analysts and user interface designers, and does not require a background in human factors or usability. E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience presents a practical, structured, customer-centered design method that encourages innovation yet helps you make sure your final design is still easy to use.

E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience presents a practical, structured, customer-centered design method that E-commerce usability : tools and techniques to perfect the on-line experience / David Travis. Creator: Travis, David, 1960-. Publisher: London Taylor & Francis, - 5 sec Read or Download Now <http://?book=0415258340> Download E-Commerce - 8 sec Watch [PDF Download] E-Commerce Usability: Tools and Techniques to Perfect the On-line - 41 sec - Uploaded by Richard E Commerce Usability Tools and Techniques to Perfect the On Line Experience. Richard - 8 sec [PDF Download] E-Commerce Usability: Tools and Techniques to Perfect the On-Line - 45 sec - Uploaded by saska hidan E Commerce Usability Tools and Techniques to Perfect the On Line Experience. saska hidan E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience - CRC Press Book. E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience presents a practical, structured, customer-centered design method that [Best Seller] E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience Ebooks Reads Read Now E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience presents a practical, structured, customer-centered design method that PART II. Build the context of use. 35. 6 Build customer profiles. 37. 7 Build environment profiles. 55. 8 Build task profiles. 61. PART III. Create the user experience. E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience showing how to collect the data needed to define the customer experience. E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience presents a practical, structured, customer-centered design method that