



Training: Usability Analysis

Usability Analysis Training

Learn how to evaluate Web sites for usability - the make-or-break factor in online success. We will teach your team how to quickly evaluate Web site usability. Learn the fundamentals of usable Web sites, based on hundreds of hours of usability testing. Our research videos show your team the user perspective in action. Team members get to experience being the usability "client" as well as the usability "analyst." Each team member will present its usability analysis to the entire group. Attendees say they will never see the Web the same way again!

What we'll cover:

- How users respond to Web sites, and why.
- The fundamentals of usability and excellent user experience.
- How and when to measure usability and user experience.
- How to quickly evaluate Web page usability.
- How to present findings to a group.

Results:

- A reusable workbook you can apply to other projects.
- A valuable skill set for your entire team.
- A competitive advantage.

Over 99% of users we've tested say the usability of a Web site "absolutely" impacts their perception of the company who publishes the site. Train your team on the basics of usable Web sites.

Length: 1 day

Class size: 8-16 participants

interface guru.