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

David Travis

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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.

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