



WHO NEVER VISITED A COMPANY
WEBSITE AND JUMPED TO A
COMPETITOR'S JUST BECAUSE THE
FIRST ONE IS FRUSTRATING?

DOES "FRUSTRATING NAVIGATION SESSION"
MEAN ANYTHING TO YOU?



Projecting, designing, maintaining, updating,
expanding and optimizing a website, its
content, its message, its style and specially
its functionality is a Human vs. website
interaction issue.

And the interaction between Humans and
websites means

WEBSITE USABILITY ENGINEERING



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All steps that drive a website to its up-load must be planned from the perspective of

WEBSITE USABILITY

In order to have credibility:

1. Your Company website must be a critical mass of reliable information;
2. This critical mass of reliable information must be presented in a reliable and usable way;
3. Your Company website must be properly maintained, updated, expanded, monitored, analyzed and redesigned/redeveloped through a cyclic and continuous process, always having usability in mind.

IN WEBSITE DEVELOPMENT, ALL IS PRACTICALLY USABILITY AND USABILITY IS PRACTICALLY ALL.



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