



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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Brian Mejia:

Spent a free time for you to be fun activity to perform! A lot of people spent their down time with their family, or all their friends. Usually they carrying out activity like watching television, planning to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your current free time/ holiday? Might be reading a book may be option to fill your free of charge time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to test look for book, may be the e-book untitled E-Commerce Usability: Tools and Techniques to Perfect the On-Line Experience can be very good book to read. May be it can be best activity to you.

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