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Website Usability by Design

Duration: 1 Day

Overview:

Aspect Training's Website Usability by Design one day course looks at web usability through the application of engineering principles to web site design. Its primary objective is to enable organisations to formulate and implement a web site strategy which will raise their website's productivity well above the norm.

Unlike our purely technical web site design courses, its emphasis is on discovery, discussion and evaluation of the technologies and concepts involved rather than on practical/craft skills

Prerequisites:

This course is recommended for:

- Web site design professionals who want attract more visitors to their web site and convert a higher proportion of those visitors into paying customers.
- Technical managers and commercial directors who want to know why their web site is under-performing and how to dramatically raise its return on investment, through the pragmatic application of web usability techniques.
- Web site content providers and editors who want to build usability methods into their everyday practice

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Course Topics:

Introduction to web site usability

Pragmatism and methodology
Art versus engineering
Why everyone gets web site design wrong the first time

Page design issues in web usability

Screen space: the scarcest resource
User controlled presentation
Screen resolution
Standard and non-standard content
Application versions
Data lifetimes
Response times
Connections and partial downloads
Link descriptions
Link titles
Link colours
Link consistency and site structure
Link expectations
Outbound links
Inbound links
Linking to subscriptions and registrations
Linking from adverts
Stylesheets for consistency
Stylesheets for separating content from presentation
Fonts and font sizes
Text size
Frames: just say no
Frames: more reasons to say no
If you must use frames
Printing issues

Web usability testing

Statistics and methods
Whom to test
When and where to test
The test cycle
Conducting a test
Observing a test
Interpreting and using results
Using results

Intranets, accessibility, internationalisation and usability

Extranets
Intranets
Accessibility
Visual disabilities
Auditory and speech disabilities
Motor and cognitive disabilities
Internationalisation and cultural difference

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Content issues in web site usability

Content is critical and web content is different

The value of an editor

Discursive style

Keeping texts short

Checking and copy editing

Scannability

Plain English

Managing long texts by chunking

Page titles

Headings, sub-headings, and pull quotes

Legibility

Understanding image formats

Reducing image file sizes

Multimedia and plugins

Animation

Animation pitfalls

Video

Audio

Downloading and streaming

3D

Conclusion: the attention economy

Navigation and searching in web site usability

From page design to site design

Homepages are over-estimated

Splash screens — just say no

Navigation: the three big questions

Where am I?

Where have I been?

Where can I go?

Creating and revealing site structure

Reducing navigational clutter

Managing subsites or sections

Search-dominant versus link-dominant users

Implementing searching

Presenting search results

Search term usage

Search destination design

Presenting URLs and domain names

Archival and old URLs

Executable links and URLs