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Titolo	Cost-justifying usability [[electronic resource]] : an update for an Internet age // edited by Randolph G. Bias and Deborah J. Mayhew
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Collana	Interactive Technologies
Altri autori (Persone)	BiasRandolph G MayhewDeborah J
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Nota di contenuto	Front cover; Title page; Copyright page; Table of contents; Preface; 1: Justifying Cost-Justifying Usability; 2: User Interface Design's Return on Investment: Examples and Statistics; 3: A Basic Framework; 4: A Business Case Approach to Usability Cost Justification for the Web; 5: Marketing Usability; 6: Valuing Usability for Startups; 7: Cost-Justifying Usability in Vendor Companies; 8: Categories of Return on Investment and Their Practical Implications; 9: Usability Science: Tactical and Strategic Cost Justifications in Large Corporate Applications 10: The Return on Investment in Usability of Web Applications 11: Making the Business Case for International User Centered Design; 12: Cost Justification of Usability Engineering for International Web Sites; 13: Return on Goodwill: Return on Investment for Accessibility; 14: Ethnography for Software Development; 15: Out of the Box: Approaches to Good Initial Interface Designs; 16: Keystroke Level Modeling as a Cost Justification Tool; 17: The Rapid Iterative Test and Evaluation Method: Better Products in Less Time; 18: Summative Usability Testing: Measurement and Sample Size 19: Cost-Justifying Online Surveys 20: Cost-Benefit Framework and

Case Studies; 21: At Sprint, Understanding the Language of Business Gives Usability a Positive Net Present Value; 22: Cost-Justifying Usability: The View from the Other Side of the Table; Index; About the Authors

Sommario/riassunto

You just know that an improvement of the user interface will reap rewards, but how do you justify the expense and the labor and the time-guarantee a robust ROI!-ahead of time? How do you decide how much of an investment should be funded? And what is the best way to sell usability to others? In this completely revised and new edition, Randolph G. Bias (University of Texas at Austin, with 25 years' experience as a usability practitioner and manager) and Deborah J. Mayhew (internationally recognized usability consultant and author of two other seminal books including *The Usability Engine*)
