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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 Enginee