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Designing Web Usability

Designing Web Usability The Practice Of Simplicity

Markus Tressl



Designing Web Usability The Practice Of Simplicity:

The Design of Sites Douglas K. Van Duyne, James A. Landay, Jason I. Hong, 2007 Using patterns to help Web designers develop a site that attracts visitors this text reveals ways to understand customers and their needs and ways to keep customers involved through good design *Erfolg des Einfachen* Jakob Nielsen, 2004 Website-Konzeption Jens Jacobsen, 2005 Konzepte einer komprimierten Informationsversorgung für die interne Führung und externe Performance-Kommunikation grosser Publikumsgesellschaften Felix Reinshagen, 2009 Eine effiziente und zielgerichtete Informationsversorgung oberster Führungskräfte für die interne Steuerung und die Kommunikation mit den zentralen externen Stakeholdern ist gerade in Grossunternehmen nach wie vor eine Herausforderung Die hier vorgestellten Konzepte basieren auf der Befragung von obersten Führungskräften und externen Analysten europäischer Grossunternehmen zu ihren Aufgaben und Anforderungen an eine effiziente und komprimierte Informationsversorgung Festgestellt werden eine deutliche Unzufriedenheit mit bestehenden Lösungen und veränderte Schwerpunkte innerhalb des Aufgabenspektrums der Befragten Aufbauend auf diesen empirischen Daten sowie bestehenden Lösungsansätzen werden Referenz Modelle mit methodisch fundierten Adaptionsmechanismen entwickelt Diese umfassen die Informationsbedarfe im Rahmen sowohl der internen Führung als auch der externen Kommunikation deren Gliederung und Abhängigkeiten sowie notwendige Analysen und Auswertungen Hinzu kommen Hinweise zur Einbettung in die Systemlandschaft der Unternehmen und die Interfacegestaltung Lehrbuch der Medienpsychologie Roland Mangold, Peter Vorderer, Gary Bente, 2004-02-16 Medien bestimmen unseren Alltag heute in einem Maße das selbst die euphorischsten Prognosen bei der Einführung verschiedener Leitmedien wie etwa Buchdruck Telefon oder Fernsehen weit übersteigt Nicht zuletzt der Personal Computer und die weltweite Vernetzung über das Internet haben die Mediatisierung unserer Welt noch einmal deutlich beschleunigt Medienpsychologie beschäftigt sich mit menschlichem Erleben und Verhalten im Umgang mit Medien Das Lehrbuch bietet eine aktuelle und verständliche Einführung in die verschiedenen Bereiche der Medienpsychologie Neben den Grundlagen einer Medienpsychologie werden einschlägige Forschungsmethoden vorgestellt Die spezifischen Anwendungsfelder schließen sowohl Einsatzgebiete der klassischen Medien als auch der neuen Medien ein Im Lehrbuch werden zunächst die Grundlagen einer empirischen Medienpsychologie dargestellt z B die Schlüsselkonzepte der Mediennutzung und Medienwirkung sowie der Medienkompetenz aber auch kognitions emotions entwicklungs psychologischen und sozialpsychologische Theorien Weiterhin wird über die für dieses Fachgebiet spezifisch relevanten Forschungsmethoden informiert Die Breite und Vielschichtigkeit der Forschungsfelder der modernen Medienpsychologie wird im dritten Teil des Lehrbuches deutlich Hier vermitteln Beiträge aus dem Bereich der klassischen Medien als auch der neueren computerbasierten und interaktiven Medien einen umfassenden Eindruck vom breiten Spektrum der Aufgabenfelder Themen sind z B Lesen Fernsehnutzung und Wirkung Infotainment und Edutainment Unterhaltung Werbung computervermittelte Kommunikation E Learning und

netzbasierte Wissenskommunikation Computer und Videospiele sowie die sozio emotionale Dimension des Internet

Medizin für den Laien: Vom Pesttraktat zum digitalen Ratgebertext Eva Martha Eckkrammer, 2016-03-10 Seit wann und in welcher Form gibt es medizinische Informationen für das Volk Sind diese theorielastig oder praxisnah Auf der Suche nach Antworten fokussiert Eva Martha Eckkrammer ihre Untersuchung inhaltlich auf Infektionskrankheiten von epochaler Bedeutung z B die Pest und AIDS und sprachlich auf das Spanische Seitenblicke auf andere romanische und germanische Sprachen zeigen wie dicht dieses fachkommunikative Feld und durch rege Übersetzungstätigkeit vernetzt ist und wie zentral antike und mittellateinische Vorstufen auf dem Weg hin zu einem volkssprachlichen Text waren Die Studie verfolgt eine funktional klar umrissene Fachtextsorte von ihrer Entstehung im Mittelalter bis in die Gegenwart Im Ergebnis zeigt sich dass auch im modernen Hypertext noch Strukturen mittelalterlicher Traktate zu finden und heutige Verständlichkeitsdefizite mitunter historisch bedingt sind *Interaktion mit komplexen Informationsräumen* Jürgen Ziegler, Wolfgang Beinbauer, 2010-10-01 Mensch Maschine Interaktion aus der Sicht mehrerer Hersteller und Anwender Diese Zusammenfassung der Forschungen und praktischen Erfahrungen des BMFT geförderten Verbundprojektes INVITE zur Mensch Technik Interaktion enthält Guidelines und Gestaltungshinweise für die Entwicklung innovativer web basierter Anwendungen Teilnehmer am Projekt waren unter anderem BMW DZ Bank OFFIS Fraunhofer IAO *Handbuch Online-Kommunikation* Wolfgang Schweiger, Klaus Beck, 2019-04-27 Das Handbuch in der 2 vollständig bearbeiteten Auflage gibt in zahlreichen Beiträgen einschlägiger FachautorInnen einen umfassenden und systematischen Überblick des aktuellen Forschungsstandes kommunikationswissenschaftlicher Online Forschung Einführend werden die zentralen Fragestellungen theoretischen Ansätze und empirischen Befunde dargestellt Das Themenspektrum reicht von den Grundlagen computervermittelter Kommunikation interpersonale Gruppen und öffentliche Kommunikation über ökonomische ethische und politische Fragen bis hin zur Verbreitung Nutzung und Wirkung von Online Medien Weitere Beiträge befassen sich mit Öffentlichkeit und Privatheit Journalismus online kulturellen und sozialpsychologischen Aspekten Online Werbung und PR Gesundheitskommunikation E Learning und Wissensmanagement sowie Online Spielen Ein Überblick über Methoden der Online Forschung und die wichtigsten Datenquellen und Standarduntersuchungen rundet das Werk ab The Strategic Web Designer Christopher Butler, 2012-08-22 Expand your strategic capabilities and technological understanding Your clients are looking for an expert someone who understands rapidly changing technology and can provide strategic insight into their web projects from inception and development to launch and beyond Are you that person Today designers are expected to provide a level of web expertise that extends far beyond just good design The Strategic Web Designer provides you with a foundation that will allow you to keep your bearings in an industry filled with constant technological change You will learn to Plan web projects Organize information in ways that make sense Understand analytics Optimize content for search engines and mobile technology And more More than a book about building websites The Strategic Web Designer is your guide to thinking about the web in a

strategic and comprehensive manner Be more than just a web designer take charge of your web projects and make yourself invaluable to clients Automated Web Site Evaluation M.Y. Ivory,2013-06-29 Among all information systems that are nowadays available web sites are definitely the ones having the widest potential audience and the most significant impact on the everyday life of people Web sites contribute largely to the information society they provide visitors with a large array of services and information and allow them to perform various tasks without prior assumptions about their computer literacy Web sites are assumed to be accessible and usable to the widest possible audience Consequently usability has been recognized as a critical success factor for web sites of every kind Beyond this universal recognition usability still remains a notion that is hard to grasp Summative evaluation methods have been introduced to identify potential usability problems to assess the quality of web sites However summative evaluation remains limited in impact as it does not necessarily deliver constructive comments to web site designers and developers on how to solve the usability problems Formative evaluation methods have been introduced to address this issue Evaluation remains a process that is hard to drive and perform while its potential impact is probably maximal for the benefit of the final user This complexity is exacerbated when web sites are very large potentially up to several hundreds of thousands of pages thus leading to a situation where evaluating the web site is almost impossible to conduct manually Therefore many attempts have been made to support evaluation with Models that capture some characteristics of the web site of interest **Universelle Benutzbarkeit und Barrierefreiheit bei**

Webseiten der breiten Masse und der öffentlichen Hand Markus Tressl,2005-06-02 Inhaltsangabe Einleitung Accessibility und Usability bzw Barrierefreiheit und Benutzbarkeit spielen im Web eine immer wichtiger werdende Rolle Einerseits möchte man sich von seinem Konkurrenten durch bessere Benutzbarkeit unterscheiden andererseits ist es für einen Webauftritt der öffentlichen Hand mittlerweile sogar gesetzlich vorgeschrieben Barrierefreiheit nach bestehenden Standards zu erfüllen Es mag berzogen klingen Webseiten für eine so kleine Bevölkerungsgruppe wie beispielsweise Blinde zu optimieren oder zu erstellen Im Bereich des eGovernment und der öffentlichen Hand ist dies durch Gesetze mittlerweile in vielen Ländern Pflicht Auch die Privatwirtschaft kann in diesem Bereich soziale Kompetenz und Verantwortung zeigen Schliesslich ist eine Webseite die barrierefrei zugänglich ist für jeden Nutzer einfacher zu bedienen Die technischen Vorteile wie bessere Indizierbarkeit durch Suchmaschinen und Geräteunabhängigkeit im Zeitalter des mobilen Internets dürfen ebenfalls nicht ausser Acht gelassen werden Gut für die einen notwendig für die anderen diese Arbeit zeigt die Synergien von Usability und Accessibility sowie ihre Unterschiede Anhand der Digitalen Kluft Statistiken verschiedenen Arten von Behinderungen der Analyse von bestehenden und sich entwickelnden Gesetzen und Zugänglichkeitsrichtlinien in Europa und den USA soll aufgezeigt werden weshalb das Thema mittlerweile einen so hohen Stellenwert bei der Gestaltung von Webauftritten innehat Entwickeln soll eine Anleitung zur benutzerfreundlichen und barrierefreien Gestaltung von Webseiten gegeben werden Projektleitern und Beratern soll im Hinblick auf die gesetzlichen Anforderungen der

wirtschaftliche Nutzen n her gebracht werden Ziel der Arbeit ist es den Leser f r das Thema zu sensibilisieren und M
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 Jeff Johnson calls attention to the most frequently occurring and annoying design bloopers from real web sites he has worked
 on or researched Not just a critique of these bloopers and their sites this book shows how to correct or avoid the blooper and
 gives a detailed analysis of each design problem **Trust and Technology in B2B E-Commerce: Practices and**
Strategies for Assurance Kumar, Muneesh,Sareen, Mamta,2011-11-30 As the use of technology has considerably increased
 in B2B e commerce it becomes imperative to address the issues of trust that emerge in the context of technology Trust and
 Technology in B2B E Commerce Practices and Strategies for Assurance focuses on various trust issues that emerge from
 deployment of various e commerce technologies in interorganizational relationships Some of these issues relate to security
 privacy authentication non repudiation quality of Web interface system performance infrastructure and environmental
 factors This book contributes to the ongoing process of developing a framework for understanding the process of building
 trust in B2B e commerce **Mixed Reality and Gamification for Cultural Heritage** Marinos Ioannides,Nadia
 Magnenat-Thalmann,George Papagiannakis,2017-04-26 This volume on virtual and augmented reality VR AR and
 gamification for cultural heritage offers an insightful introduction to the theories development recent applications and trends
 of the enabling technologies for mixed reality and gamified interaction in cultural heritage and creative industries in general
 It has two main goals serving as an introductory textbook to train beginning and experienced researchers in the field of
 interactive digital cultural heritage and offering a novel platform for researchers in and across the culturally related
 disciplines To this end it is divided into two sections following a pedagogical model developed by the focus group of the first
 EU Marie S Curie Fellowship Initial Training Network on Digital Cultural Heritage ITN DCH Section I describes recent
 advances in mixed reality enabling technologies while section II presents the latest findings on interaction with 3D tangible
 and intangible digital cultural heritage The sections include selected contributions from some of the most respected scholars
 researchers and professionals in the fields of VR AR gamification and digital heritage This book is intended for all heritage
 professionals researchers lecturers and students who wish to explore the latest mixed reality and gamification technologies
 in the context of cultural heritage and creative industries It pursues a pedagogic approach based on trainings conferences
 workshops and summer schools that the ITN DCH fellows have been following in order to learn how to design next

generation virtual heritage applications systems and services *Computational Collective Intelligence Technologies and Applications* Piotr Jędrzejowicz, Ngoc Thanh Nguyen, 2011-09-13 The two volume set LNAI 6922 and LNAI 6923 constitutes the refereed proceedings of the Third International Conference on Computational Collective Intelligence ICCCI 2011 held in Gdynia Poland in September 2011 The 112 papers in this two volume set presented together with 3 keynote speeches were carefully reviewed and selected from 300 submissions The papers are organized in topical sections on knowledge management machine learning and applications autonomous and collective decision making collective computations and optimization Web services and semantic Web social networks and computational swarm intelligence and applications

Software Services for e-World Wojciech Cellary, Elsa Estevez, 2010-10-12 The I3E 2010 marked the 10 anniversary of the IFIP Conference on e Business e Services and e Society continuing a tradition that was invented in 1998 during the International Conference on Trends in Electronic Commerce TrEC 1998 in Hamburg Germany Three years later the inaugural I3E 2001 conference was held in Zurich Switzerland Since then I3E has made its journey through the world 2002 Lisbon Portugal 2003 Sao Paulo Brazil 2004 Toulouse France 2005 Poznan Poland 2006 Turku Finland 2007 Wuhan China 2008 Tokyo Japan and 2009 Nancy France I3E 2010 took place in Buenos Aires Argentina November 3-5 2010 Known as The Pearl of South America Buenos Aires is a cosmopolitan colorful and vibrant city surprising its visitors with a vast variety of cultural and artistic performances European architecture and the passion for tango coffee places and football discussions A cultural reference in Latin America the city hosts 140 museums 300 theaters and 27 public libraries including the National Library It is also the main educational center in Argentina and home of renowned universities including the University of Buenos Aires created in 1821 Besides location the timing of I3E 2010 is also significant it coincided with the 200 anniversary celebration of the first local government in Argentina

Web-Based Training Margaret Driscoll, 2010-04-15 This all new edition of Web Based Training is filled with practical charts tables and checklists that shows you how to design winning training programs for delivering instruction on the Web Well grounded in the time tested principles of great instructional design and adult education Web Based Training takes a step back from the whirlwind of technical guides and offers an extensively researched handbook For everyone seeking to learn more about the subject Driscoll gives you illustrative examples from a wide range of organizations large and small Note CD ROM DVD and other supplementary materials are not included as part of eBook file Read Me First! Sun Technical Publications, 2003 The must have reference for every technical writer editor and documentation manager Provides all the information you need to document hardware software or other computer products Written by award winning documentation experts at Sun Technical Publications Read Me First is the most comprehensive guide to creating documentation that is clear consistent and easy to understand *Design Solutions for Improving Website Quality and Effectiveness* Sreedhar, G., 2016-01-07 As the Internet has evolved to become an integral part of modern society the need for better quality assurance practices in web

engineering has heightened Adherence to and improvement of current standards ensures that overall web usability and accessibility are at optimum efficiency Design Solutions for Improving Website Quality and Effectiveness is an authoritative reference source for the latest breakthroughs techniques and research based solutions for the overall improvement of the web designing process Featuring relevant coverage on the analytics metrics usage and security aspects of web environments this publication is ideally designed for reference use by engineers researchers graduate students and web designers interested in the enhancement of various types of websites *Translation and Web Localization* Miguel A.

Jimenez-Crespo,2013-11-07 Web localization is a cognitive textual communicative and technological process by which interactive web texts are modified to be used by audiences in different sociolinguistic contexts *Translation and Web Localization* provides an in depth and comprehensive overview into this emerging field of study The book covers the key areas and main theoretical and practical approaches of the subject rather than a step by step practical guide Topics covered include the often controversial definition of localization how the process develops what constitutes a text in this process digital genre theory and its implications and how to conduct research or training in this field The book concludes with a look into the dynamic nature of web localization and the forces such as crowdsourcing that are reshaping web localization and translation as we know it In light of the deep changes brought by the Internet *Translation and Web Localization* is an indispensable book for researchers postgraduate and advanced undergraduate students of translation studies as well as practitioners and researchers in related fields such as computational linguistics applied linguistics Internet linguistics digital genre theory and web development

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