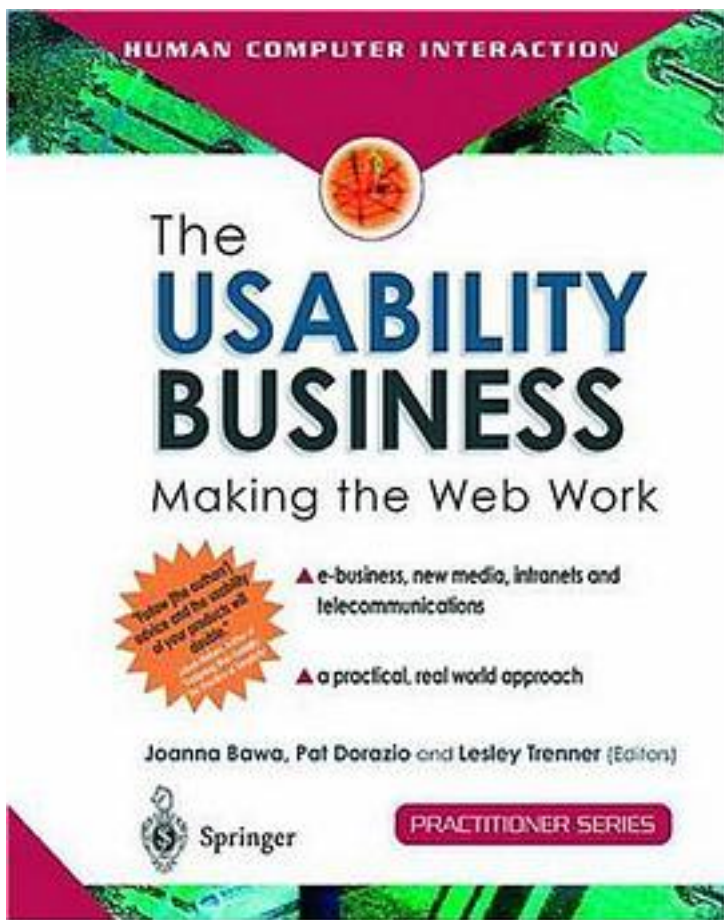


The Usability Business



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Reviews of the 'Politics of Usability' by the same editors:"Designing quality web sites or easy-to-use software is simple: just employ established usability engineering methods. The only hard part is getting people to actually do so instead of basing the design on their own intuition. Luckily, the authors in this book know all the devious tricks that are

necessary to get development organizations to do the right thing. Follow their advice and the usability of your products will double."Dr Jakob Nielsen, Sun Microsystems Distinguished Engineer, Author of 'Usability Engineering'"This well written book shows how to overcome many of the problems of putting research into the theories, methods and techniques of human computer interaction to work in commercial systems projects."Dave Clarke, Consultant, Visualize Software - Computer Bulletin, September 1998A follow-up to the successful 'Politics of Usability' this book shows how to apply HCI expertise in the pressured environment of a modern organisation. Quite apart from the need to provide a good usability service cheaply and efficiently, most HCI practitioners also have to deal with day-to-day concerns such as funding, budgets, project and people management, teamwork, communication and promoting an HCI ethos within the company. How to achieve this and still find new ways to make modern technology more usable is the central message of this book. The Usability Business offers a unique insight into usability issues. The book deals with real work situations focussing on practical, workable approaches to professional responsibilities.

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