Prioritizing Web Usability

Jakob Nielsen, Hoa Loranger

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In 2000, **Jakob Nielsen**, the world's leading expert on Web usability, published a book that changed how people think about the Web—*Designing Web Usability* (New Riders). Many applauded. A few jeered. But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant **Hoa Loranger**, and created an updated companion book that covers the essential changes to the Web and usability today. *Prioritizing Web Usability* is the guide for anyone who wants to take their Web site(s) to next level and make usability a priority! Through the authors' wisdom, experience, and hundreds of real-world user tests and contemporary Web site critiques, you'll learn about site design, user experience and usability testing, navigation and search capabilities, old guidelines and prioritizing usability issues, page design and layout, content design, and more!

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