



Usability und Usability-Tests von Websites (German Edition)

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Usability und Usability-Tests von Websites (German Edition) Sebastian Busse

Studienarbeit aus dem Jahr 2001 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2, Duale Hochschule Baden-Württemberg Heidenheim, früher: Berufsakademie Heidenheim (FB Wirtschaftswissenschaften), 6 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Einleitung

Auf den folgenden Seiten werden die Begriffe Usability und Usability-Test bezüglich Online-Auftritten beschrieben. Es soll verdeutlicht werden, wie wichtig es für den Erfolg eines Internet-Auftrittes ist, ihn für die entsprechende Zielgruppe so

Benutzerfreundlich wie möglich zu gestalten. Dies gilt für alle Arten von Auftritten im Internet, vor allem aber für kommerzielle Seiten, wie zum Beispiel Online-Shops.

Es soll verdeutlicht werden, dass es besonders im Internet unabdingbar geworden ist die Wünsche und Erwartungen des Kunden in den Mittelpunkt zu stellen, um langfristig Erfolg zu haben, und sich gegen die zahlreichen Mitbewerber im Internet zu behaupten. Ein primärer Punkt hierfür ist es, den Kunden zufrieden zu stellen –

dies wird im Internet in erster Linie durch ausreichende Usability eines Auftritts erreicht.

Es wird weiterhin beschrieben wie die Usability einer Website in einem Usability-Test getestet werden kann. Es wird hierbei näher auf die verschiedenen Inhalte eines Usability-Tests eingegangen. Anhand von einigen Beispielen wird erläutert, welche Ergebnisse aus einem Usability-Test gewonnen werden können, das heißt vor allem

welche Schwächen einer Website in einem Usability-Test in den meisten Fällen aufgedeckt werden.

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