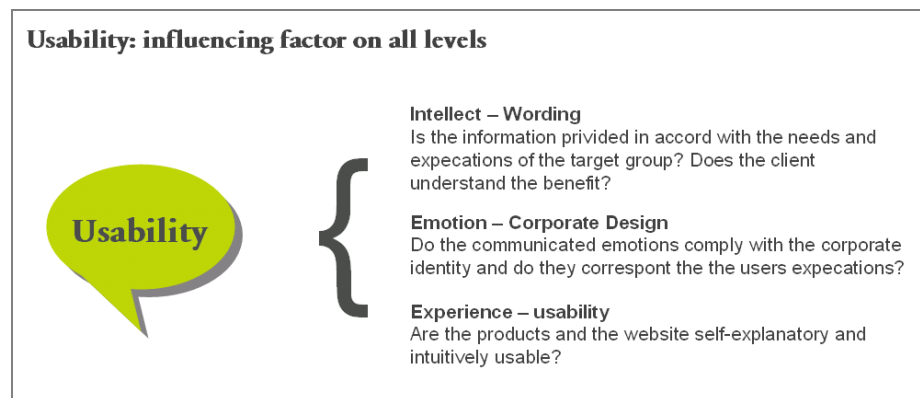


Benefits of good usability

Usability increases the success of your website since it focuses on the expectations and needs of your target groups and fulfils certain standards and success criteria.

Fulfilment of expectations

It happens rather frequently that websites are a direct reflection of internal company structures, since the website creators are themselves very familiar with the topics. As a result, internal needs and expectations are prevalent. Good usability assures that the site focuses mainly on the expectations and needs of your target groups and functions in accord with their habits regarding online behaviour.



High quality:

Every website must achieve its intended purpose – providing information, entertaining, selling products, building a user community, etc. In each of those cases the user does not want to think about the interaction itself. The more intuitively a user can use the site, the better. If the site meets user expectations, a feeling of trust and quality is established. This is a great opportunity to distinguish the site from the competitor's.

Increased retention time

The better the site's concept caters to the target group and the more intuitively it can be used, the longer the user will stay. The focus is, for example, on how the user can be stimulated to look at further content on the site and on how fast central questions of the users are answered.

Higher interaction rate

Intensive use of a site is the result of a targeted structure as well as information and good interaction design. The site's benefit is obvious to the user, and he can easily find valuable information. How quickly and how intense does the user get involved with your site? What are the incentives to visit the site again? How are interactive elements used?

Reaching a broader audience

By complying with certain design and publishing guidelines the website can reach a broader target group. The site will be accessible for the elderly as well as for the physically or visually impaired.

Joy of use

Over the last few years, the notion of "*joy of use*" has received increasing attention. It describes the degree of experienced joy of use of a site or software and indicates the personal satisfaction and motivation to interact.

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