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Designing for Website Usability

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Abstract

This paper explores the customer perspective of World Wide Web (WWW) site design in the light of current WWW usability research. A usability study undertaken by Spool et al. (1999) is replicated where testers search for specific information on a WWW site and answer a usability questionnaire. The search was carried out on New Zealand winery WWW sites. The results are compared to the findings of Spool in the areas of navigation, graphics and page layout. All three areas are found to be significant influences on WWW usability. Additional recommendations concerning guidelines for usability are made.



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