

## THE POLITICS OF USABILITY%0A

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#### **A Usability Business Case The Politics of Usability**

A Usability Business Case: The Politics of Usability Organizer Rolf Molich, DialogDesign, molich@dialogdesign.dk Panelists Kara Pernice Coyne, Nielsen Norman Group, coyne@nngroup.com

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Why This Book, Why Now? It is now widely recognized that in the development of IT systems, the technology driven focus of the past has been eclipsed by a concern for user satisfaction and user productivity. It is well known that usability engineering helps make systems easier to use and more

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The Politics of Usability is written by Usability professionals from a variety of non-IT organisations, who have dealt with the issues involved in getting started: how do you get started, how do you secure funding, how do you sell your message, what resources are available to help you? once you have convinced your colleagues of the benefits

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The Politics of Usability: A Practical Guide to Designing Usable Systems in Industry (Practitioner Series) by Trenner, Lesley, Bawa, Joanna (1998) Paperback: Books - Amazon.ca

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