Improving Usability

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Course description

When a visitor visits your website, your site must justify their time and attention as quickly as possible. This course is designed to explore the avenues and methods used to maximise the impact of your content and achieve response times that will hold and maintain a visitor's interest. The course will allow you to avoid the common mistakes that cause site visitors to look for information elsewhere.

Course information

Course duration

One day

Course cost

Public scheduled course: £345 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course: £495 plus VAT for individual tuition.
£745 foplus VAT for two delegates.
£935 plus VAT for three delegates.
Each additional delegate: £100 plus VAT.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station.
We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Follow on courses

Search Engine Optimisation, Writing for the Web, Web Design Masterclass.

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Introduction
- Jakob Nielsen on usability

Page design
- LCD Design: screen, platforms, Browsers, CPU, User Choice
- Meaning vs presentation
- Response times
- Style sheets and frames

Content
- Writing for the web
- How people read online
- Content is king
- Paraphrasing
- Scan-ability issues
- Utilising page chunking
- Efficient titles and headlines

Multimedia
- Incorporating video content
- Video optimisation
- Flash and Shockwave
- The attention economy

Site design
- Do you need a home page?
- User centred design
- Metaphor and navigation

Navigation
- Three navigational rules
- Three types of links
- Linear navigation
- Fisheye navigation
- Breadcrumb navigation
- Sacrifices to corporate Gods

Search functions
- Link vs search
- Primary search interface
- Infographics
- Intelligent URL design
- Understanding protocol
- WWWhat?

X-Culture
- Designing for disability
- Text-only web
- What is WAI?
- Ageing
- Globalisation issues
- The global market
- Cultural differences
- Usability conclusion

Questions and answers