

Douglas Ward - Fundamentals of Good Usability

Posted At : November 27, 2006 6:20 PM | Posted By : Christian Ready

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Usability is today's competitive advantage. Industry leaders understand this. Google has codified 10 principals that guide its approach to development. Number one is, "Focus on the user, and all else will follow." At Microsoft's 2005 PDC, Bill Gates repeatedly encouraged developers to focus on the user experience. The folks at Macromedia have persistently emphasized creating better RIAs that enhance the user experience. Come to this presentation to learn the basics of usability. Learn and apply the fundamentals, and see immediate improvements on the sites you build.

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