

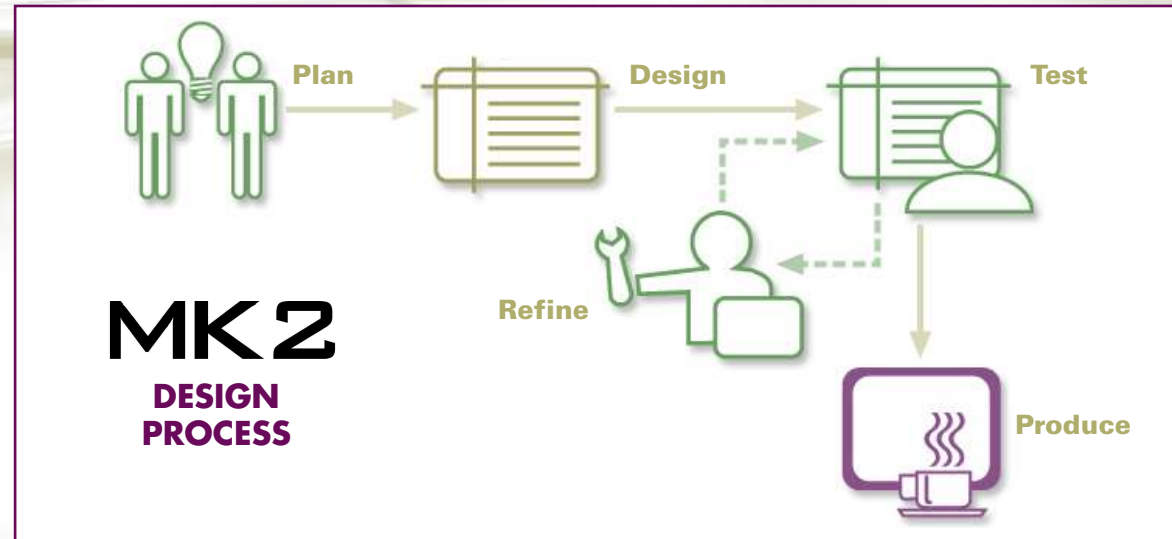
What is Web Usability?

Web usability is the effectiveness, efficiency and satisfaction with which users can achieve tasks on a Web site. It incorporates many aspects including functionality, structure, information architecture and content. These all effect the ease in which a Web site can be used by it' s intended audience. Users look for a Web site that is easy to learn, easy to use and that helps them achieve their defined goals. It is crucial to the success of a Web site for the user to regard your Web site as a positive experience that meets their needs.

How Can MK2 Help Me?

Through a defined process of research, design and testing, MK2 provides customer-centric solutions that focus on user experience to meet the expectations of our clients and their customers needs on the web.

MK2' s Usability experienced Management and Design teams apply a proven process to analyze your Web site users and their tasks and goals. Combined with stakeholder goals, the MK2 Team creates a Web site structure, design and roadmap that improves customer satisfaction as well as provides a measurable return on investment.



MK2 Usability focuses on User Centered Design which is a philosophy that places the needs of the end-user at the core of your Web site development in balance with technology and business requirements.

Return On Investment

The returns generated from investments in Web site development are measured in both quantitative and qualitative of ways. Investments in usability can be put to the same tests. While usability improvements have often focused on qualitative metrics, they can be measured in quantitative terms as well. Improving the usability of a Web site can increase sales, reduce customer service calls, and increase customer satisfaction and loyalty. For internally used Web sites, like intranets, improving usability can increase productivity by reducing the time to complete a task, reducing the error rate, and increasing satisfaction. Most of these improvements can be quantified by measuring saved time, gained revenues, and increased productivity.

An investment in web usability will help your company by...

Reducing Costs

- Increase user productivity
- Decrease user errors
- Reduce development costs
- Decrease user support costs

Increasing Sales

- Increase sales volumes and profits from improved user conversion rates
- Increase customer satisfaction
- Improve perception of your organization
- Increase market share
- Product/service differentiation
- Valuable competitive advantage