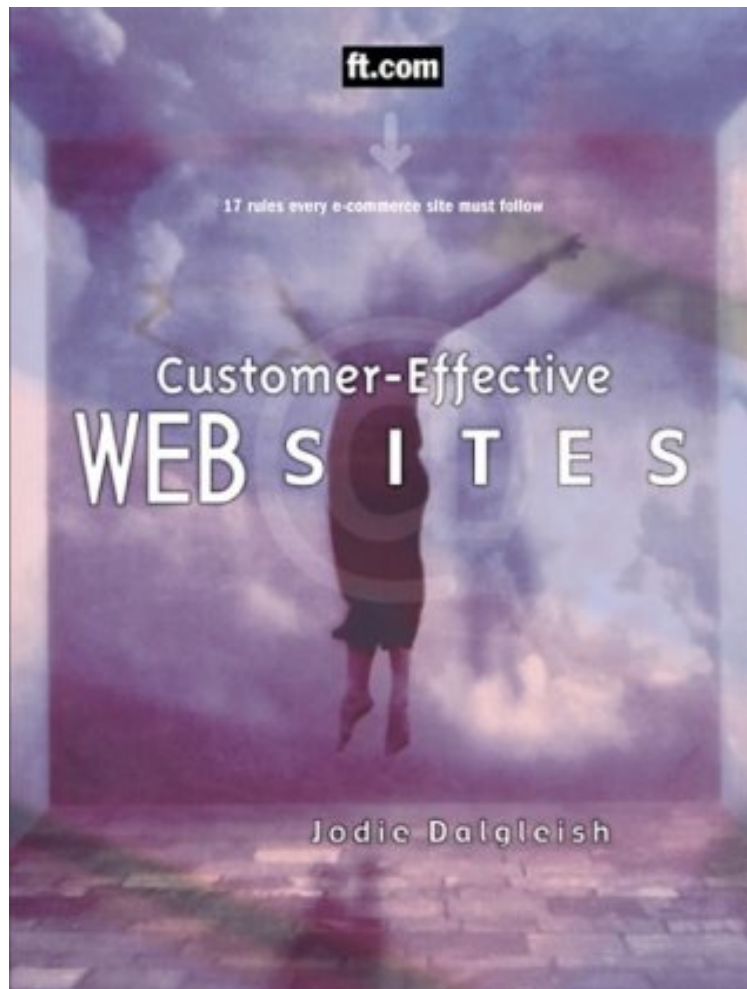


[Pdf free] Customer Effective Websites (Prentice Hall (engl. Titel))

Customer Effective Websites (Prentice Hall (engl. Titel))

Von Jodie Dagleish

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Von Jodie Dagleish : Customer Effective Websites (Prentice Hall (engl. Titel)) before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Effective Websites (Prentice Hall (engl. Titel)):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich.
GemsVon Ein KundeThis book deserves two or three reads. There are some real gems to be discovered. The easy-to-read writing style might disguise some really unique thinking and concepts. The author presents the concept of "theming" (where customer scenarios create "doing threads" around which navigation, metahor, utility and dialogue are wrapped) for example as a whole new way to approach Web design. The author also shows how a company can do research to identify what customers need to do on their Web site and why - and how that gets communicated to the Web designer and incorporated into a "theming" approach throught the development and testing process. The author also presents new project management and business process design techniques. Not to mention the no-nonsense way

the author establishes the fact that Web sites are currently falling way short of customer expectations (without berating the point and giving tangible examples). I was also intrigued by the fact that this book was written a few months before the .com crash - much of what was foretold has come about - the point in the last chapter about "the quick and the valued" and the need for companies to establish real customer value instead of thrashing the latest fad was well made. This book should be read by everyone involved in eBusiness, across the spectrum, for a reality check, and for some fresh thinking.

0 von 0 Kunden fanden die folgende Rezension hilfreich. Excellent guide!

Von Catgetsdown

If you are designing web sites for either business or pleasure - you need to read this book. It highlights what you need to be aware of in your target audience. Where do their eyes move on the page, how do you keep them from clicking off your site (no, it's not only speed).. how do you design the online experience to hold your visitors and keep them coming back? This book is really good! I have read waaaay too many of these articles in tech journals. There is no 'sponsor', no products being sold - just solid recommendations on getting an effective site up. As we know - putting a web page up is easy. Getting people to come once, and again is the challenge. Some of this information may be intuitive to those with experience, but for someone beginning to design corporate sites for ecommerce - better check this book out!

Customers have very concrete expectations from an online presence ... and if you don't meet those expectations - all it takes is a click and your site is history. Very enjoyable, easy to read and very pertinent to today's web page designer.

0 von 0 Kunden fanden die folgende Rezension hilfreich. Tough read but good points can be sieved out

Von Customer

The first few pages excited me, as I thought the book was coming at the subject from a great angle. However, then I got bogged down. While there are useful points made, it is difficult to find them. I feel the book could be useful for people who are approaching websites from a technical background but that the overkill - in my opinion - on the marketing basics will obstruct people with a marketing background from getting much value from it. I also found the structure of the book took greatly from my ability to get to the content. In many chapters, things are broken down like chunks of code - while this might make it easy to reference a certain topic, the way the code was assembled made reading the book in a linear manner difficult. Had it been a website, it would have lost this customer to another site quickly (that said, the structure would probably work better online). Nonetheless, there are ideas of value in the book and, for readers from a technical background, it offers some ideas that you should think about.

Synopsis The best e-Commerce sites are the ones that enable customers to accomplish their goals better, faster, and more easily. In this book, leading Gartner Group consultant Jodie Dalglish draws upon two years of exclusive Web customer research, showing you exactly how to build sites like that -- every step of the way. **Customer-Effective Web Sites** covers every element of e-Commerce site success: functionality, content, navigation, information architecture, visual design, technology, and more. Jodie Dalglish identifies 17 key customer directives that every e-Commerce site should follow; then demonstrates exactly how to implement them on your site. Discover how and why current sites fall short; and identify real-world blunders that frustrate and infuriate customers. Learn better ways to identify your customer's true needs and requirements, and design sites that reflect them. Discover more effective site development processes -- and learn to communicate your goals to web development professionals so you'll actually get the site your customers are demanding. For all Web professionals and business managers concerned with creating more effective, profitable e-Business sites.

Autorenkommentar I hope this book helps all companies on the Web. This book covers the full gamut of preparing for, developing and implementing a complex Web site, from beginning to end. The book talks to companies as well as Web site developers and designers, who must work together to develop superior online experiences for e-customers. The book is founded on 17 customer directives that have come straight from e-customers and then goes into REAL detail on how to deliver against them. Creating customer-effective Web sites takes discipline and creativity and I believe the market needs something to help create ideas and inspire AS WELL AS something that spells out what companies need to do - from beginning (exploratory research strategy formulation) to end (ongoing maintenance and re-development) - along with the pitfalls to avoid. If you're looking for a book devoid of hype and full of useful detail, I hope this will be it.