

WE185

WEBMARKETING

Web Ergonomy and the User Experience

 Laboratory course**DURATION**
1 DAY**REGULAR FEE**
510 \$**PREFERENTIAL FEE**
460 \$

Objectives

To provide the knowledge and skills required to design and evaluate a Web site.

Targeted audience

All Web specialists.

Prerequisite

Experience with web browsing.

Content

- User experience and digital strategy
- Principles of Web ergonomics
- Knowing your users: conducting effective research
- Design: use case and architecture
- Design: interface
- Mesuring and optimization

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<http://www.technologia.com/en/information-technology/webmarketing/web-strategies/web-ergonomy-and-the-user-experience/>

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