



## **Usability - Nucent Technologies (Website Development Company) Guide.**

One of the most important things to be considered in website development is usability. However, its official definition according to the ISO is as follows:

"The effectiveness, efficiency, and satisfaction with which specified users achieve specified goals in particular environments."

This particular definition is a very general one, which refers to a users experience in all environments. Taking a marketable point of view, usability's role in Internet and India website development is much larger today than in the past. This is mainly because the web today has become the most important commercial medium.

Usability can be separated into five attributes:

1. The system should be very easy to learn.
2. The system should be as ingenious as possible to boost output.
- 3 The user should experience a high point of happiness when using the system
4. The system should be simple to memorize for future use.
5. The system should have hardly any to ease use.

The future envisioned by worldwide companies throughout the 90s regarding sales growth saw an explosion as more and more companies went online to do business. Currently, it is estimated that the worldwide Internet population is crossing approximately 700 million.

India Website development or creating a website for your company shows a level of professionalism. Today infinite numbers of companies do business online, and even now many more are pouring in. This rush for going online created even more competition between the companies. The consumer benefited by this as he has more choice before him. Today any product/service you are looking for is just a click away.

Website development has changed the method of conventional usability. Traditionally people used to pay first and then experience the product. But now things have changed with website development, because, with the Internet people can experience usability first and the pay.

If the above mentioned five attributes of usability speak about your website, then you can be a chief in the segment of online businesses.