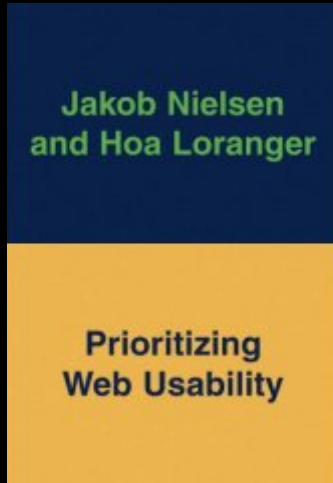


INTRODUCTION TO WEBSITE USABILITY

Presented by Alicja Weikop

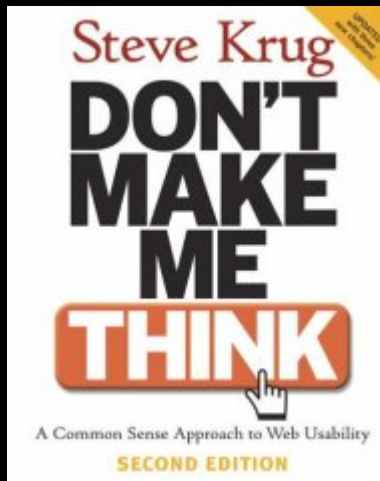
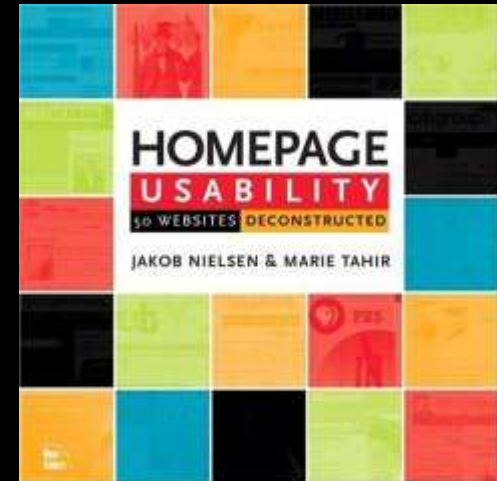


Proz.com Regional Conference 10th -11th Nov 2006 Edinburgh



Jakob Nielsen and Hoa Loranger, *Prioritizing Web Usability*, New Riders Press, Berkeley, ISBN 0-321-35031-6

Jakob Nielsen and Marie Tahir, *Homepage Usability: 50 Websites Deconstructed*, New Riders Publishing, Indianapolis, ISBN 0-73571-102-X



Steve Krug, *Don't Make Me Think! A Common Sense Approach to Web Usability*, New Riders, Berkeley, ISBN 0-321-34475-8

PRESENTATION

- WHAT IS USABILITY
- WHAT IS A HOMEPAGE
- WHO IS YOUR USER
- TYPICAL USER BEHAVIOURS ONLINE
- DESIGN GUIDELINES
- WEB CREDIBILITY
- USEFUL LINKS

WHAT IS USABILITY

Usability is a **quality attribute** that assesses how easy user interfaces are to use.

Usability is defined by five quality components:

- **Learnability**
- **Efficiency**
- **Memorability**
- **Errors**
- **Satisfaction**

WHAT IS A HOMEPAGE

- The homepage is your company's face to the world and often the first point of contact.
- Increasingly, potential customers will look at your company's online presence before doing business with you.
- Making sure your homepage is usable is a business necessity, not an option.

ROLE OF THE HOMEPAGE

1. Communicate
 - What the company is
 - The value of the site over the competition
 - The products or services offered
2. Establish credibility and trust
3. Allow access to all important features
4. Define the style and navigation pattern of the whole site

FIRST IMPRESSIONS COUNT

On the web, you often get only a few seconds to convince the potential customer to stay.

If they can't use your homepage or they don't understand the purpose or value of your services, they will take their business elsewhere.

Know thy user...



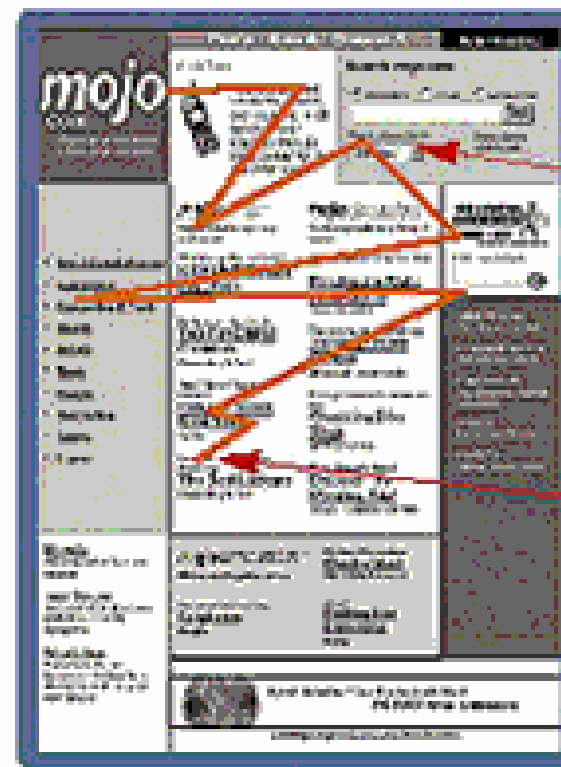
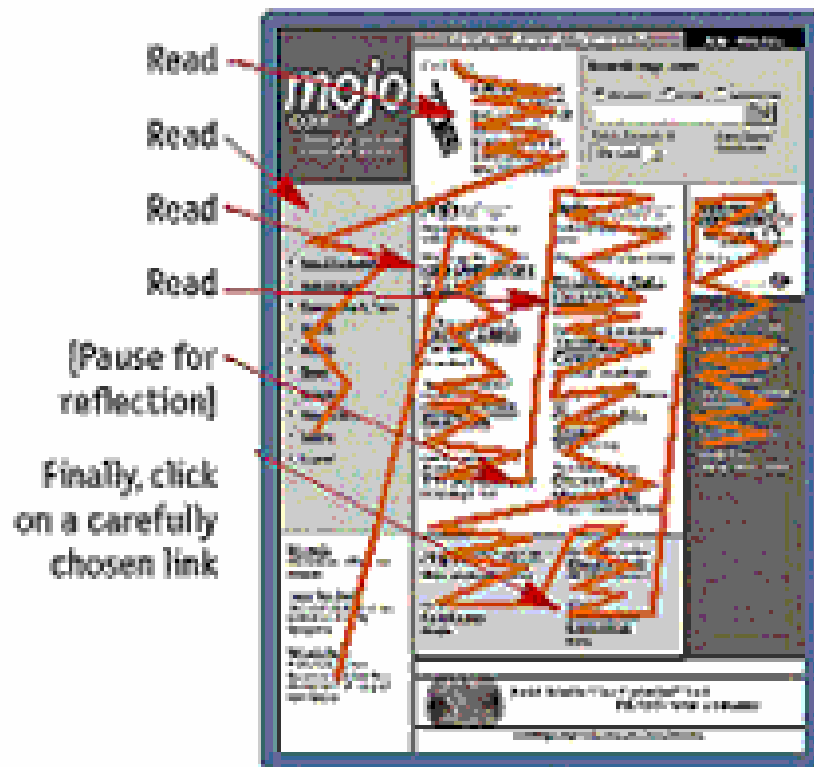
WHO IS THE USER?



“billboard going by at 60 miles an hour...”

WHAT WE DESIGN FOR...

THE REALITY...



Look around feverishly for anything that

a) is interesting, or vaguely resembles what you're looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again.

Usability studies show that....

- Users spend an average of **1 minute 49** seconds on a website before deciding to move on.

Homepage viewing...

- Initial homepage viewing time (when homepage is the first page visited) is on average **25-35 seconds**
- Time spent on the homepage decreases with every subsequent visit
- Only **23%** of users scrolled the homepage during their initial visit (even fewer on subsequent visits)

Interior pages viewing...

- 60 % of initial page views were on interior pages (house with many doors metaphor)
- Users who visited an interior page first spent there on average **45-60 seconds**
- Users read more content on interior pages

Searching behaviours

SERP – Search Engine Results Page



The screenshot shows a Google search interface. At the top, the Google logo is on the left, and navigation links for 'Web', 'Images', 'Groups', 'News', 'Froogle', and 'more »' are on the right. A search box contains the text 'SERP', with a 'Search' button to its right. Below the search box, there are radio buttons for 'the web' (selected) and 'pages from the UK'. The search results are displayed under a 'Web' heading. The first result is a link to 'What is SERP? - A Word Definition From the Webopedia Computer ...' with a snippet: 'This page describes the term SERP and lists other pages on the Web where you can find additional information.' The second result is 'Serp' with a snippet: 'Serp is an open source framework for manipulating Java bytecode. ... The goal of the serp bytecode framework is to tap the full power of bytecode ...'. The third result is 'Search engine results page - Wikipedia, the free encyclopedia' with a snippet: 'A search engine results page, or SERP, is the listing of web pages returned by a ... Periodically the search engine crawls the web and rebuilds the SERP to ...'. The fourth result is 'Socio-Economic Research, The Macaulay Institute, Aberdeen' with a snippet: 'The Socio-Economic Research Programme (SERP) is one of five science areas in the ... SERP is dedicated to research of international excellence for advancing ...'.

Web Images Groups News Froogle more »

Google™ SERP Search Advance Preferen

Search: the web pages from the UK

Web

[What is SERP? - A Word Definition From the Webopedia Computer ...](#)
This page describes the term **SERP** and lists other pages on the Web where you can find additional information.
[www.webopedia.com/TERM/S/SERP.html](#) - 42k - 7 Nov 2006 - [Cached](#) - [Similar pages](#)

[Serp](#)
Serp is an open source framework for manipulating Java bytecode. ... The goal of the **serp** bytecode framework is to tap the full power of bytecode ...
[serp.sourceforge.net/](#) - 13k - [Cached](#) - [Similar pages](#)

[Search engine results page - Wikipedia, the free encyclopedia](#)
A **search engine results page**, or **SERP**, is the listing of web pages returned by a ... Periodically the search engine crawls the web and rebuilds the **SERP** to ...
[en.wikipedia.org/wiki/Search_engine_results_page](#) - 13k - [Cached](#) - [Similar pages](#)

[Socio-Economic Research, The Macaulay Institute, Aberdeen](#)
The **Socio-Economic Research Programme (SERP)** is one of five science areas in the ... **SERP** is dedicated to research of international excellence for advancing ...
[www.macaulay.ac.uk/serp/](#) - 20k - [Cached](#) - [Similar pages](#)

- In **93%** of searches, users only visited the first SERP (ten results)
- Only **47%** of users scrolled the first SERP

Where users click on the SERP

Position in the SERP	No of clicks
#1	51%
#2	16%
#3	6%
#4	6%
#5	5%

Scrolling

- Most users don't scroll pages
- Homepages are scrolled the least, SERPs and interior pages the most (42%, 47%).
- When they do scroll they only scroll through 1.3 screens worth of info

1. COMMUNICATE SITE'S PURPOSE

1.1 Show company logo...

[Translation services](#) - Translators & Interpreters Worldwide.

[Home](#)

[Services](#)

[Quality](#)

[Prices](#)

[Contact](#)

[Testimony](#)

Translation Services Plus
is a language translation service with a difference.


We offer a quick, professional, translation agency service, drawing resources from arguably the most comprehensive translator register in the world


Not only that, but we offer you a choice of service levels. So if you want to deal directly with the translator yourself, rather than use our organizational services, then we are happy to help you do this too.


No other translation agency in the world offers all this. Please **bookmark** this page


Translation Services
All Languages Worldwide

Translators & Interpreters

 [Site français](#) (French website)

 [Site español](#) (Spanish website)

 [Dutch website](#)

 [Flemish website](#)

Get a quick no obligation translation quotation directly online
[All language translation services](#) worldwide

1.2 Include tagline that summarises well what the site or company does...



1.3 Emphasise how you differ from your competitors/ what the site does that's valuable to users...

ARGOS TRANSLATIONS

Specializing in Central and Eastern European translations

Why choose A la French ?

- ⇒ Guaranteed Quality
- ⇒ Edited files
- ⇒ Your deadlines met
- ⇒ Great customer service
- ⇒ Any subject, any size

+ more

1.4 Emphasise the key tasks so that users have a clear starting point on the homepage...

The screenshot displays the Click2Translate homepage. At the top right, there is a language selection menu with options for English, Español (América Latina), and Nederlands. The Click2Translate logo is on the left, and the SDL International logo with the tagline 'enabling global business' is on the right. A navigation bar below the logo contains links for Home, About, Locations, FAQ, Contact Us, and Login. The main content area features a large image of a woman on the left. The central text describes the company as the world's leading professional online translation site, with more than 50 offices worldwide and over 700 translators. A three-step process is listed: 1. Select documents and languages, 2. Get an instant price, and 3. Place your order. A 'Get Started' button is positioned below the list. To the right, a 'Quick Links' section lists: Why Choose Click2Translate?, Quick Quote, Place Order, Clients and Case Studies, Customer Comments, Translation Links and Resources, Affiliate Program, and Contact Us. At the bottom, a footer note states that as part of SDL International, they are the preferred translation vendor to leading global companies.

Language: English | Español (América Latina) | Nederlands

Click2Translate

SDL INTERNATIONAL
enabling global business

Home | About | Locations | FAQ | Contact Us | Login

Language Translation Services

Click2Translate is the world's leading professional online translation site. With more than 50 offices worldwide and over 700 translators, we deliver high quality translations on time and within budget.

1. **Select documents and languages**
2. **Get an instant price**
3. **Place your order**

 **Get Started**

As part of SDL International, we are the preferred translation vendor to leading global companies.

Quick Links

- Why Choose Click2Translate?
- Quick Quote
- Place Order
- Clients and Case Studies
- Customer Comments
- Translation Links and Resources
- Affiliate Program
- Contact Us

**your document translated
as fast as 1,2,3 !**

1

For a free quote, fill in our [online form](#) or [email us](#) your document



2

We will mail you a quote in a day. If you accept, the document will be translated by a native speaking translator



3

We will mail you back your document translated, proof read and edited, to meet your specified deadline

get a free quote !



Why choose A la French ?

- ⇒ Guaranteed Quality
- ⇒ Edited files
- ⇒ Your deadlines met
- ⇒ Great customer service
- ⇒ Any subject, any size

+ more

Our clients are...

UNAIDS, Ogilvy, Nelson Mandela Foundation, Dimension Data, Ingerop, Energy in Africa, Civicus...

+ more



Tel : + 27 83 393 5472
Fax : + 27 11 646 1128



[Click here for your quote](#)
Or, call 1-800-815-9572

Translation and localization by iSpeak...

rest easy.



Translation services you can trust

You want high quality and favorable pricing from a translation services provider that can match your technical requirements. With iSpeak, you get your wish.

Our professional translation services are provided by a global platform of production centers and language-specific teams of linguists, project managers and technical staff. As a provider of professional translation services, we have a *win rate* of over 50% in competitive bids. Quote with us for free to find out why.

Language translation made easy

Step one: Contact us to provide a description of your project. An experienced translation services manager will respond promptly with feedback to help maximize your service level and minimize the cost.

Step two: We quote. You compare and order. We proceed under our agreed to scope of work. No hassles, no stress... language translation services that you can trust.

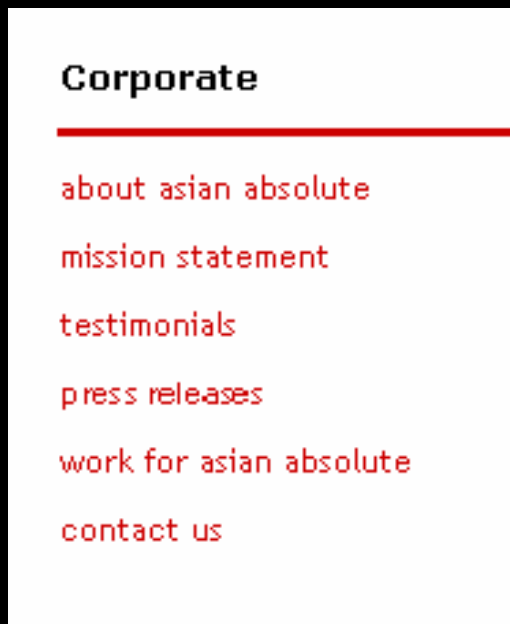
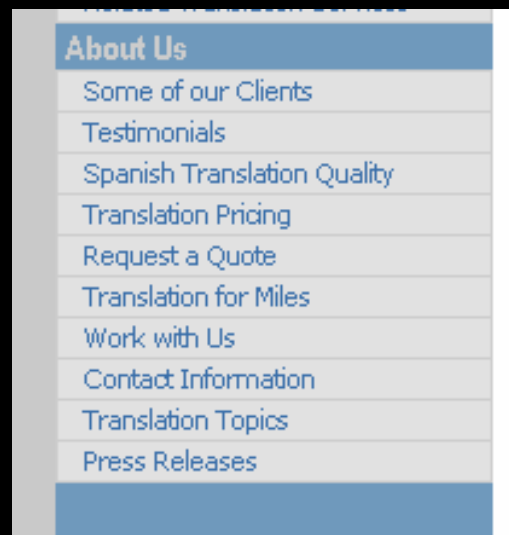
[Quote here](#) to get started

Select the language you wish to translate:



**2. COMMUNICATE
INFORMATION ABOUT YOUR
COMPANY**

2.1 Group corporate information: About Us, Employment etc in one area...



About Translation Central

[Directors](#) :: [Clients](#) :: [Client Comments](#) :: [Policy Statement](#) :: [Newsletter](#)

2.2 Include a link to About Us on the homepage

2.3 Include Contact Us on the homepage

»	Home
»	About us
»	Document Translation
»	Website Translation
»	Software Localization
»	Contact us



3. CONTENT WRITING

3.1 Web pages have to employ **scannable text**, using

- highlighted **keywords**
- meaningful **sub-headings**
- bulleted **lists**
- **one idea** per paragraph
- the inverted pyramid style, starting with the conclusion
- **half the word count** (or less) than conventional writing

Arabic Translation UK

Arabic Translation UK (ArabTrans) is a translation services company based in London, United Kingdom.

ArabTrans offers a complete solution to all your Arabic translation needs.

ArabTrans Translation Services include translation of documents and manuals, translation of multimedia (e-learning courses/CBTs), and translation, internationalisation, and localisation of software applications, web pages and websites.

ArabTrans Translation staff consist of specialised translation teams, proof-readers, copy writers and editors. Each translation team have their own specialisation such as medical, legal, trade, or Internet and Information Technology.

All Arabic translation projects are carried out by professional, native-speaking translators backed up by industry and source-language experts. If you need a medical report translated from Arabic into English for example, a native Arab translator with medical expertise will translate the report into English, so you can be sure of the accuracy and reliability of the translation.

Unlike other translation companies, we do not offer every service under the sun and every language on earth. We strive for high quality and competitive pricing, which is best achieved using our business model. Contact Arabtrans now for a free no-obligaion quote.

Translation Services

Roevin has a 30 year track record in providing document translation services in all major world languages. Our translation services are respected globally for accuracy, tight turnaround times and our experience with a variety of software formats.

We specialise in providing translation services in a range of fields including

[Technical Translations](#) – we have extensive experience in the translation of maintenance and installation manuals, user guides, safety and quality procedure documents and product catalogues.

[Medical Translations](#) – we are a preferred translation services supplier to companies including Optima Health, iSOFT plc and several NHS Trusts. Our medical document expertise covers technical product guides, promotional documents, clinical trials and research papers.

[Legal Translations](#) – we are a preferred translation services supplier to companies including Eversheds and Cunningham Lindsay. Our legal services expertise covers contract documents, notarisation, patents, commercial and criminal case documents.

[Financial Translations](#) – as a preferred supplier to Natwest Financial Services and Halifax plc Roevin can handle all your financial translation requirements. Get a [free quotation](#) or [contact us](#) for further information.

- Exceeding Translation Quality Standards
- Low Rates & Fast Turnaround Times
- Translations into 120 languages
- Over 1,400 Certified Translators Worldwide
- Global Infrastructure (US, Europe, Latin America, Asia)
- Expertise: IT, Medical, Legal, Business, Technical etc...
- State-of-the-Art Translation Technology Solutions



Document Translation

Marketing, User Guide,
Certificate Translations ...



Multimedia Translation

Animation, Voice over, TV
caption, subtitle Translations ...



eLearning

Live multilingual training
solutions ...



Website Translation

Translation and website
localizations



Software Translation

Application, video game, graphic,
GUI Translations ...



Packaging/POS

Solutions for wholesalers &
distributors, ...

3.2 Speak the customer's language

3.3 Avoid redundant content

Trusted Translations, Inc. is the leading English to Spanish translation services company. Based in the metro Washington DC area, we specialize in high volume and complex English - Spanish translations performed by select teams of English - Spanish translators. Due to our focus on English to Spanish translations and Spanish to English translations, we guarantee the highest quality English - Spanish translation at the best prices.

3.4 Don't use weird, made-up words, puns or phrases

3.5 Avoid exclamation marks,
UPPERCASE LETTERS, or
W.E.I.R.D E.F.F.E.C.T.S

4. USING HYPERLINKS

4.1 Make sure links look clickable

[Financial Translations](#) – as a preferred supplier to Natwest Financial Services and Halifax plc Roevin can handle all your financial translation requirements. Get a [free quotation](#) or [contact us](#) for further information.

Mission statement

Before being a matter of words and languages, translation services are above all a matter of trust, quality, and responsibility.

Mission statement

Before being a matter of words and languages, translation services are above all a matter of trust, quality, and responsibility.

Welcome to Exolangue.com
English to French translator

ion statement

Welcome to Exolangue.com
English to French translator

ssion statement

4.2 Make links specific and brief

4.3 Don't use constructions:

Click here for a quote
but Request a Quote

LANGUAGES

AGES : QUALITY : FEES : PRESS : WEBSITES : DICTIONARIES : SOFTWARE : TOOLS

[Click here for a quick cost estimate for your translation \(form\)](#) [Click here to e-mail us](#)

4.4 Differentiate between visited/unvisited links by means of colour

[SYSTRAN Language Translation Technology](#)

Translate files, websites, texts instantly by using Machine **Translation** software or ...

Traditional Chinese, Spanish, **French**, German, Japanese, Portuguese, ...

[www.systransoft.com/](#) - 16k - [Cached](#) - [Similar pages](#)

[French Translation Service - English to French Translation](#)

French Translation services company offering high quality professional **French Translation** at excellent prices. **French Translation** to or from English.

[www.appliedlanguage.com/languages/french_translation.shtml](#) - 47k -

[Cached](#) - [Similar pages](#)

4.4 Open links in the same browser window

Exception: PDF files or similar (Word, Excel etc)

5. NAVIGATION

5.1 Locate the primary navigation in a highly noticeable place

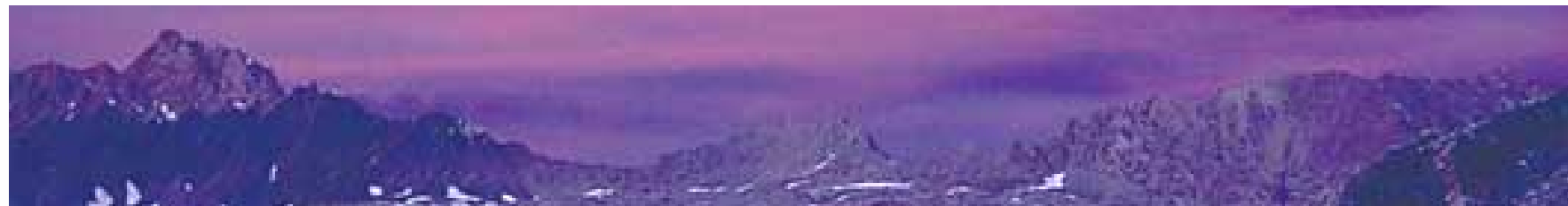
The screenshot displays the ToLocalise website interface. At the top left, the logo 'ToLocalise' is prominently displayed in white on a dark blue background, with the tagline 'translations, interpreters, recruitment' below it. A navigation bar below the logo features the text 'any language, any time' and three buttons: 'translation quote', 'interpreting quote', and 'recruitment quote'. On the left side, a vertical menu lists various services and resources, including 'Home', 'Free Quote', 'Method', 'Translation Agency', 'Translation Services', 'Website Translations', 'Financial Translations', 'Free Translation', 'Resources', 'About us', 'Contact us', and 'Employment'. The main content area features a large heading: 'Language translation services delivered fast, at the lowest possible prices'. Below this heading is a paragraph of text: 'Whatever translation services you need, a **quality** language translation could be **the difference between success and failure**. If, for example, you are translating a web site, a quality translation could **double the length of time people stay on your site**. And if you're selling from your web site, **your sales could treble**.' At the bottom of the main content area, there is a row of six logos for client companies: Mercedes-Benz, American Express, Sony, Yahoo!, BAUSC & LOM, and bp.

5.2 Group items logically and use clear labels – match the structure to user expectations



Professional Translation Services ▪ Typesetting and DTP ▪ Interpreting

Home | **Iraq** | **Profile** | **Services** | **You want it when?** | **Scope** | **History** | **QUOTATION** | **Contact**



5.3 Don't create redundant navigation areas



Company

- [About WTB](#)
- [People](#)
- [Testimonials](#)
- [Quality process](#)
- [Languages](#)
- [Samples](#)

Contact Information

Phone:
519-256-8897

Toll Free:
1-877-PICK-WTB

Email:
web@wintranslation.com

Company

About WTB
History and background information of WTB

People
Professional and personal background of WTB staff

Newsletters
What is new at WTB plus valuable articles

Testimonials
What our clients say about our services

Quality process
How our workflow process reflects our quality approach

Employment
Current job openings plus freelancer registration

Languages
List of languages we provide translation services in

Fields of expertise
Areas where we have accumulated considerable experiences

Samples
Our past translation and typesetting samples in various language pairs

5.4 'You are here'



about

services

quality + confidentiality

clients

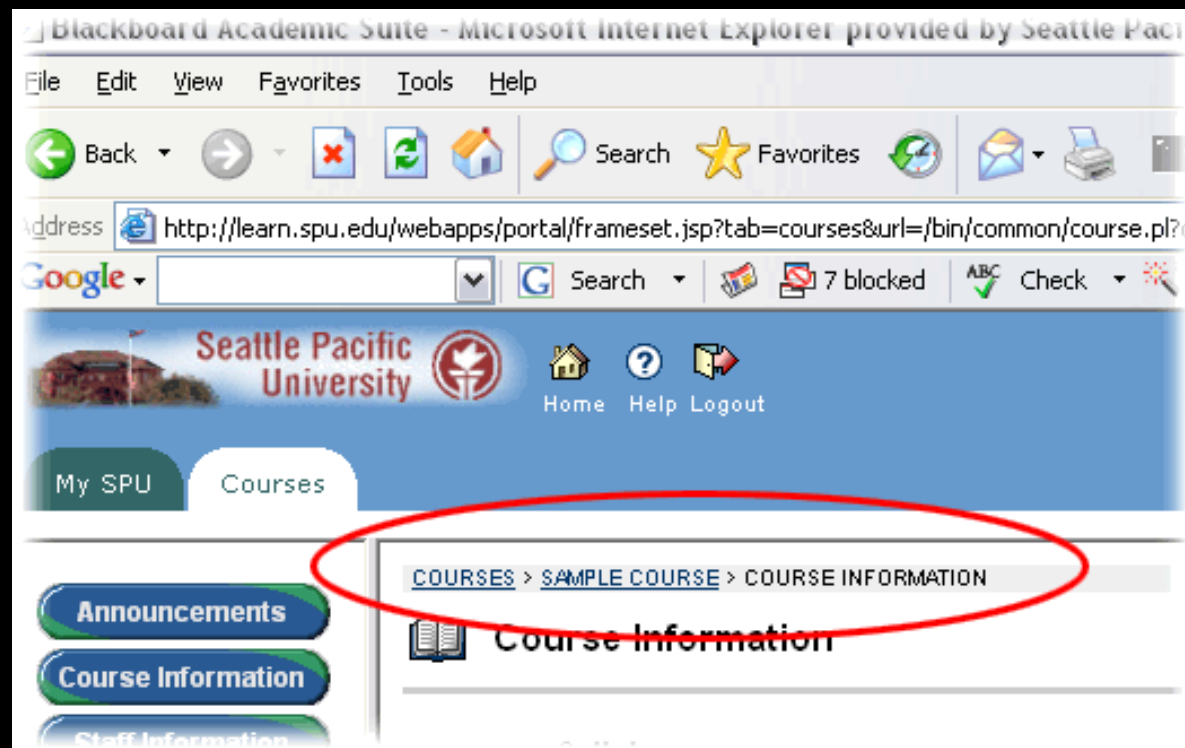
get a free quote

5.5 Breadcrumbs...

Products

Solutions

Home » Solutions » Translation » Breadcrumbs



6. USE OF GRAPHICS

6.1 Use relevant graphics, not for pure decoration



6.2 Edit photos to be the right size and quality



Our mission is to satisfy the needs
and wants of our
customers by
providing
a wide
range of
translation
services of
superior quality
at a competitive price

6.3 Beware of “banner blindness”

The screenshot shows the Verbatim Solutions website homepage. The layout includes a top navigation bar with links for 'Homepage', 'Services', 'Quote', and 'Contact'. A left sidebar contains sections for 'Translation Services', 'Knowledge center', and 'Find It Fast'. The main content area features a large banner with the text: 'Verbatim is a trusted provider of translation services to small and Fortune 500 companies worldwide.' Below this banner is a 'Home' section with a bulleted list of service highlights. To the right of the main content is an 'Instant Quote' form with fields for Name, Email, Phone, Source Language, Target Language, Attach File, and Comments, along with a 'GET QUOTE' button. At the bottom, there is contact information and a logo for 'THE HOME DEPOT'.

verbatim SOLUTIONS YOUR TRANSLATION PARTNER

Homepage Services Quote Contact

Translation Services

- Document Translations
- Website Translations
- Fast Translations
- Software Localization
- Interpreting Services
- Multilingual Publishing
- Project Management

Knowledge center

- Client Testimonials
- Technology Solutions
- Company Overview
- Case Study
- Locations
- Languages
- Language Translation Guide
- Translation Services Guide

Find It Fast

- Contact Us
- Quick Pay
- International News
- Currency Converter
- World Clock
- Free Translations
- Links & Resources
- Translation Service Partners

Verbatim is a trusted provider of translation services to small and Fortune 500 companies worldwide.

Instant Quote

Name:

Email:

Phone:

Source Language:

Target Language:

Attach File:

Comments:

Home

- Exceeding Translation Quality Standards
- Low Rates & Fast Turnaround Times
- Translations into 120 languages
- Over 1,400 Certified Translators Worldwide
- Global Infrastructure (US, Europe, Latin America, Asia)
- Expertise: IT, Medical, Legal, Business, Technical etc...
- State-of-the-Art Translation Technology Solutions

Verbatim selected by world's leading technology company to provide translation services into 27 languages worldwide as part of a multiyear translation partnership.

Verbatim Solutions enhances its world-class Technical, IT and Medical translation services.

Verbatim Solutions, a leading provider of translation services worldwide, further expands its Latin American, European and Asian production facilities.

Verbatim enters into exclusive translation agreement with global transportation company.

US Call +1 (800) 573-5702 Europe Call +420 604 175 376

Our Customers



Professional Translation Services

TRANSLATIONS TO AND FROM ALL LANGUAGES

[COST ESTIMATE](#) | [HOME](#) | [LANGUAGES](#) | [QUALITY](#) | [FEES](#) | [PRESS](#) | [WEBSITES](#) | [DICTIONARIES](#) | [SOFTWARE](#) | [TOOLS](#) | [CONTACT](#)

[Click here for a quick cost estimate for your translation \(form\)](#) [Click here to e-mail us](#) [Click here to send us a general inquiry](#)

NEW:
THE ONLINE LIVE SUPPORT
OF LENGUA TRANSLATIONS



Ask us questions live!

TRANSLATIONS AND TARGETING:
Which are the most important languages for your business?



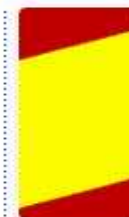

Click on your flag to start - Wählen Sie Ihre Sprache per Mausclick aus - Elija su idioma



We offer translations from and to all languages. Please choose the flag of your mother tongue or your best foreign language to enter



Wir bieten Übersetzungen aus und in alle Sprachen an. Bitte wählen Sie Ihre Muttersprache oder 1. Fremdsprache zum Einstieg.



Ofrecemos traducciones de y a todos los idiomas. Elija, por favor, su lengua materna o su primera lengua extranjera para entrar.



Language translation services

Today's marketplace is global. This means that your business will often be faced with communication, contracts and documents from firms operating in a foreign language. It's ideal if you know this same language, but suppose you don't. So you rush to hire language translation services. Unfortunately some translations are less than perfect. Lengua Translations offers professional and affordable language translation services provided by native speakers with university degrees in translation. You'll be satisfied with accurate and high quality translations provided by our most qualified and trained translators. Our language translation services will meet all your requirements for accuracy, timeliness, and quality.

6.4 Avoid using animation, unless it is useful

6.5 Never animate critical elements such as your logo, tag line or main headline

6.6 Avoid animated intro pages

7. GRAPHIC DESIGN

7.1 Use high contrast for better legibility

Great Value Translation Services

The staff at Translation Express have a proven [track record](#) in working with clients of all sizes from blue chip multinationals to sole traders. We will take on any translation job (from one page upwards) and our range of price structures caters for all needs.

We are dedicated to providing you with the best possible translation from and into every possible language (including English, French, Spanish, Italian, German, Portuguese) as quickly as possible at the cheapest possible price.

Useful Links to other pages in our International Language Services Network

[French translation services](#) | [Spanish translation services](#) | [German translation services](#) | [Japanese translation services](#) | [Chinese translation services](#) | [Italian translation services](#) | [Dutch translation services](#) | [Swedish translation services](#) | [Portuguese translation services](#) | [Norwegian translation services](#) | [Russian translation services](#) | [Turkish translation services](#) | [Korean translation services](#) | [Hindi translation services](#) | [Urdu translation services](#) | [Greek translation services](#) | [Danish translation services](#) | [Polish translation services](#) | [Czech translation services](#) | [Finnish translation services](#) | [Estonian translation services](#) | [Hungarian translation services](#) | [Latvian translation services](#) | [Lithuanian translation services](#) | [Slovak translation services](#) | [Slovenian translation services](#) | [Serbo-Croatian translation services](#) | [Ukrainian translation services](#) |

7.2 Limit the use of styles

Foreign DOCUMENTS .com YOUR PARTNER IN FOREIGN AFFAIRS info@foreigndocuments.com
US toll free 1 877 208 6299

../services

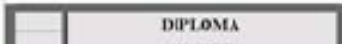
Translation jobs
Find freelance translation jobs for all language combinations.

Danish and swedish
Professional translations at a fair price.
Get an offer instantly!

Ads by Google

[Translations](#)
[Certification](#)
[Apostilles](#)
[Rates](#)
[Delivery](#)
[Images](#)
[Quotation](#)
[Payment](#)
[Profile](#)
[Contacts](#)
[Links](#)

RUSSIAN TRANSLATION

Personal documents	Retrieval. Draft. Certified Russian translation >>>
	■ Birth Certificates from \$30 >>

7.3 Use the right fonts

- Opt for fonts which are available on your customers' computers and are easily read on the screen.

Most recommended ones are: Arial, Georgia, Trebuchet MS, Verdana

- Sans serif fonts look better on the screen
- Recommended text size for a general audience is 10 -12 point

7.4 Follow existing Web conventions

“Users spend most of their time on *other* websites.”



Jakob Nielsen

7.5 Avoid visual noise

Cross Cultural Awareness Training

We all work in increasingly complex environments.



Our enlightening **cross cultural training courses** all designed to shift perceptions, open horizons and maximise business success.

Areas we specialise in include [Business Etiquette](#), [Intercultural Management](#), [Cross Cultural Negotiation](#), [Expatriate Relocation Briefings](#), [Cross Cultural Team Building](#), [Cultural Diversity Training](#), [Cultural Competence Training](#) and many more.

Please visit our [Cross Cultural Courses](#) page for more information.

Interpreters

We offer **first-class interpreters** in all world languages.



These include [Arabic](#), [Bengali](#), [Chinese](#), [Czech](#), [Farsi](#), [French](#), [German](#), [Gujarati](#), [Hindi](#), [Italian](#), [Japanese](#), [Kurdish](#), [Polish](#),

Translation Services

In a shrinking world language is key to effective **intercultural communication**.



Our team of highly skilled professionals offer premier **translation services** in a range of world languages including [Arabic](#), [Bengali](#), [Chinese](#), [Czech](#), [Danish](#), [Dutch](#), [Farsi](#), [French](#), [German](#), [Greek](#), [Hindi](#), [Hungarian](#), [Italian](#), [Japanese](#), [Korean](#), [Kurdish](#), [Norwegian](#), [Polish](#), [Portuguese](#), [Russian](#), [Spanish](#), [Swedish](#), [Turkish](#), [Urdu](#) and more!

[Get an instant free Translation Quote!](#)

Looking for a first-class [Multilingual DTP](#) service?

Language Lessons

Fact: Language barriers are losing UK businesses revenue.



We deliver private language tuition to individuals or groups in any language, at any level and for any purpose. Our experts design quality courses aimed at helping you achieve your language goals.

Through our **strive for excellence** we strictly limit who we teach, concentrating our efforts on supporting leaders, doers and achievers.

We are leaders in [Online Language Lessons](#).

Multilingual Website Design

Showcase your company and communicate with a foreign audience through a multilingual website.



Our suite of **multilingual website design** services are aimed at assisting companies build reputations in foreign markets through a

Discover more:

[Intercultural Training DVDs](#) - A selection of first class diversity and cultural awareness DVDs.

[Brand Analysis & Development](#) - let us analyse your brand concept.

[Intercultural Business Communication](#) - a handy tool for intercultural tips.

8. WEB CREDIBILITY

The design itself can communicate trustworthiness in four ways:

- **Design quality**
- **Up-front disclosure** of information
- **Comprehensive, correct, and current** content
- **Connected to the rest of the Web**

Features which increase credibility:

- 1. Make it easy to verify the accuracy of the information on your site.**
- 2. Show that there's a real organization behind your site.**
- 3. Highlight the expertise in your organization and in the content and services you provide.**
- 4. Show that honest and trustworthy people stand behind your site.**
- 5. Make it easy to contact you.**

- 6. Design your site so it looks professional (or is appropriate for your purpose).**
- 7. Make your site easy to use -- and useful.**
- 8. Update your site's content often (at least show it's been reviewed recently).**
- 9. Use restraint with any promotional content (e.g., ads, offers).**
- 10. Avoid errors of all types, no matter how small they seem.**

Would you trust them...

IMMIGRATION DOCUMENTS

We are recognized by the New Zealand and Japanese Immigration Departments for translations of all documents needed when applying for visas, permits, residency.

That's it for now...

<http://www.usability.gov/pdfs/guidelines.html>

- web design and usability guidelines

www.useit.com – Jakob Nielsen's
homepage with lots of articles on usability

World Usability Day – 14th November