Abstract

This paper defines the term usability and usability engineering which operates in a way such that it incorporates usability into a product from A to Z. This basically in-builds usability in to the process of creating a product. The term usability engineering is self explanatory in a way that it talks in the paradigm of engineering. The later part of this paper discusses the significance of usability in a products lifecycle and how usability helps create a user experience that is then magnified by marketing to create a brand's perception. The connection between usability and marketing has now blurred lines to define new strategies that motivate new theories to create unique selling identities.

References

2. (ISO DIS 9241-11).

Index Terms

Computer Science 
Information Sciences

Keywords

Usability, marketing