

PMWL Research Result

[New in the Library](#)

HCI & Usability in the New Participative Methodology for Marketing Websites

Access to new resource related to planning website development projects added to PM World Library



Resource provided by [Venkata Srikanth Varma Datla](#)

6 April 2018 – Rome, Italy – Access to a new resource has been added to the PM World Library (PMWL) related to project management in ICT. The new resource is titled “Human Computer Interaction & Usability in the New Participative Methodology for Marketing Websites.” Originally published by Pacific Asia Journal of the Association for Information Systems, this paper is by Tomayess Issa & Pedro Isaias.

The authors discuss a new methodology called the New Participative Methodology for Marketing Websites (NPMMW). The study provided a theoretically and practically significant contribution in that HCI and usability integration in the NPMMW can enhance user’s acceptance, satisfaction, trust, and loyalty, and minimize users’ frustration and aggravation. Likewise, the NPMMW methodology can assist designers and developers to create effective websites that meet user requirements.

Go to the Industries and Organizations section of the PMWL at <https://pmworldlibrary.net/industries-and-organizations/>, scroll down and click on “Information and Communication Technologies” then scroll down to papers to find this interesting resource. Must be registered as Free Trail, Professional or Scholar member and logged in to access.

This resource provided through the PMWL’s research internship program, which you can [learn more about here](#)

For post in PMWL:

[HCI & Usability in the New Participative Methodology for Marketing Websites](#) – 2014 paper by Tomayess Issa & Pedro Isaias originally published in the Pacific Asia Journal of the Association for Information Systems. Paper discusses new model in which HCI and usability integration can enhance user’s acceptance, satisfaction, trust, and loyalty, and minimize users’ frustration and aggravation. The NPMMW methodology can assist designers and developers to create effective websites that meet user requirements. [Read paper by clicking here.](#) ([Varma](#))

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