

ABSTRACT

CENTRAL SAN JOAQUIN VALLEY, CALIFORNIA BUSINESS WEB SITES AND THEIR ADHERENCE TO USABILITY GUIDELINES

This study examined the websites of 10 of the Fastest Growing Companies and 20 of the Oldest Family-Owned Businesses based in the Central San Joaquin Valley. The study's purpose was to examine the online presence of these companies and to determine if companies follow 67 research-based usability guidelines that researchers and specialists have deemed as critical to the usability and credibility of Web sites. Results showed these companies have begun to adopt and follow the standards of Web site usability. However, several guidelines were not followed by the majority of the tested Web sites, and no Web sites followed all of the guidelines. Results also showed there was a difference in the adherence to some guidelines between the two types of companies tested. Finally, it was found there was a difference in the adherence to some guidelines between HTML-based sites and sites based on Flash or that contained Flash components.

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