

## **Abstract**

### **A Standard to Evaluate the Usability of Dutch E-Commerce Websites**

On the internet, E-Commerce websites play an important role, and in the future their role will only become bigger. People use E-Commerce websites for purchasing goods, or for personal or company use. If E-Commerce websites lack good usability, no one will visit them because they are not visitor-friendly.

In this thesis, a new method to evaluate the usability of E-Commerce websites is presented and evaluated. As a guidance aid, the ISO 9126(+) standard will be used. In this ISO standard, all of the characteristics of usability are presented. With the help of indicators, which are part of the usability characteristics, a new method of validating Dutch E-Commerce websites will be presented and compared to existing usability evaluations.

That is why each of the usability characteristics and their indicators will be thoroughly discussed, and their relevance in relation to E-Commerce and other websites will also be presented. After this discussion, the Indicator-Based Evaluation method will be presented. This approach offers advantages over the existing evaluation methods. For instance, the Indicator-Based Evaluation method restricts itself to E-Commerce websites only, while many existing methods have a broader scope.

The main perspective of this thesis is: E-Commerce websites should be evaluated on their usability with the help of the Indicator-Based Evaluation method, which is based on the ISO 1926+ standard.

Finally, this new method will also be evaluated by a test group. The results of this evaluation are as well part of this thesis. A comparison of the scores of the Indicator-Based Evaluation method with the expected results (based on statistics or other evaluation methods) shows that the Indicator-Based Evaluation method is a valid evaluation method.