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what moves you

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**ABOUT GOTOMEDIA**

What moves your audience? gotomedia is a strategic consulting agency offering user experience and branding solutions. We are focused on understanding your audience and what motivates them to action. Our expertise in usability and design helps to solidify your brand and positioning - from a new product launch to a site redesign. View our full [portfolio](#) to see how our collaborative approach produces immediate and measurable results.

**FEATURED PROJECTS**

[Apple / Macromedia](#) - gotomedia designs templates for a new product bundle.

[WebEx](#) - The WebEx site benefits from a usability and design overhaul.

[FDIC](#) - gotomedia uses customer ethnography to define content reorganization.

**NEWS & EVENTS**

**01.26.05** // [Digital Web Magazine](#) talks to Kelly Goto about the newest version of her already successful book and the need to move forward with the New Usability.

**12.14.04** // [Web Redesign 2.0](#). The new edition is packed full of tips, tricks, and valuable resources. More useful then ever! Makes a great gift (for some people).


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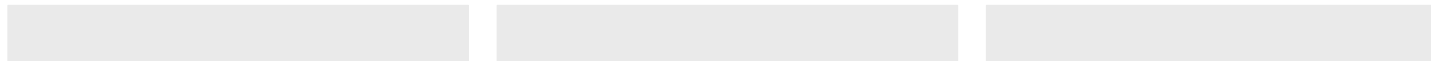
**featured projects**

**Client Name and Project**

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<project screenshot>

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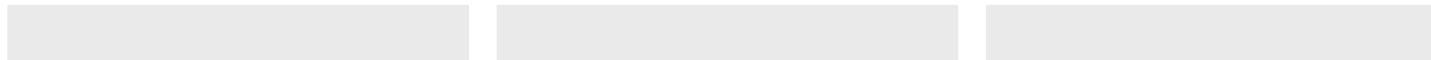
## perception, interaction, results

gotomedia is a strategic consulting agency offering customized user experience and branding solutions. Our expertise in usability and design helps to solidify your brand and position — from a new product launch to a site redesign. gotomedia's experts and partners also offer education; seminars, workshops and hands-on courses designed to empower your internal teams with appropriate tools and training.

**"gotomedia has always taken the time to understand our business goals and has consistently produced quality results, even under the tightest of deadlines. This consultative approach played a key role in helping NetContinuum establish a unique brand identity in the crowded web security market."** — Wes Wasson, VP of Marketing and Chief Strategy Officer, NetContinuum, Inc.

Our recent work includes new product launches for [Macromedia & Apple](#), and [Adobe](#), and consulting and design for [FDIC](#), [WebEx](#), and [Blue Cross/Blue Shield](#). Our approach is simple. Allow us to understand your needs and design an appropriate solution.

- strategic consulting
- usability testing
- interaction design
- education





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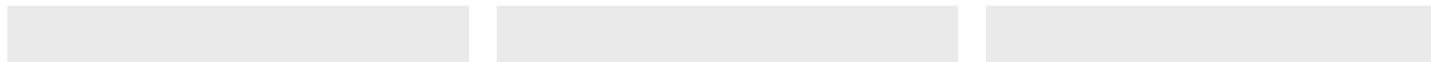
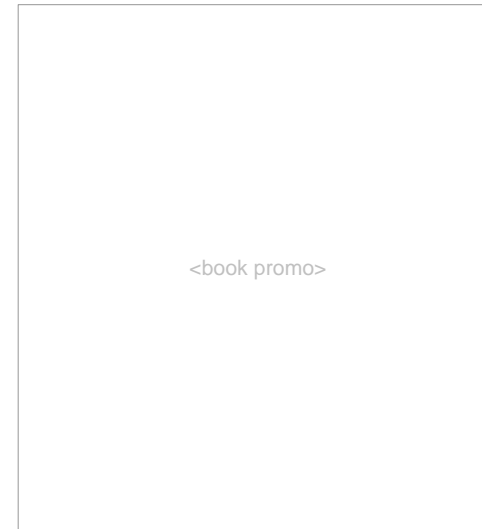
## inspiration & information

This section is a growing resource, a reference and an expressive part of our own philosophy of simplicity and utility. You'll find practical experience and examples designed to inspire, educate and help you hone your skills to meet the challenges of our evolving design and technology world.

### FEATURING

- Kelly Goto's and Emily Cotler's book, [Web ReDesign, Workflows that Works](#)
- The Macromedia authored [techniques section](#)
- Suggested reading: [Articles and links](#)
- Material from Kelly's lectures, the [goto guides](#)

Please check back regularly for updated content. If you have resources you've found useful or inspiring, please send us an email at [bizdev@gotomedia.com](mailto:bizdev@gotomedia.com)






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## news & events

### gotomedia outlook 2005

There's a lot going on. Take a look at the calendar below for upcoming conferences, seminars and workshops during 2005. Times and dates may change so please check back for updates. Also check out the [gotoreport](#), a quarterly publication exploring evolution and innovation in the interaction design industry. Read about gotomedia in the [press](#) or see the team's [awards](#).

#### 2005 Calendar

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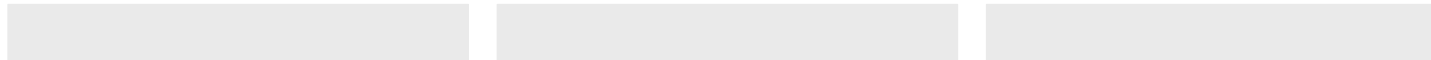
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<Dates>

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Registration information will become available closer to the date of the workshop. For general information on the venue and the course offerings, see [<location information>](#).

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





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# gotoreport

THE GOTOMEDIA PUBLICATION NOVEMBER 2004



<Kelly pic>

LETTER FROM THE PUBLISHER

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As you read this issue of the gotoreport, I'm working remotely from New Zealand. My personal and professional goal has been to build a company flexible and stable enough to allow the freedom of work and travel. I am not the only one of our team who has taken extended work/travel leaves this year. Our team has been literally all over the world. We are multicultural, travel lovers who are fascinated with understanding how content and technology translate in different cultures. Immersing one's self into a different culture allows us to see what is similar, and what is different. It's the basis for ethnography and why gotomedia strives to truly bridge the gap between design and research. It's also the perfect time to bring you [an interview with Genevieve Bell](#), a cultural anthropologist for Intel. The interview is one of the many enlightened conversations we've been having while we get out from our desks, explore the world, and formulate new understandings on the current state of global research, design and usability.  
 And with the launch of WebEx and LiveOps recently, questions regarding the role of a Content Manager keep emerging. I felt it necessary to put together a 2-part guide on

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[Content Management: Whose Job Is It Anyway?](#). Read it and forward it to copywriters and marketing managers who seem confused. There should be many! Next, Dave Rogers, in his User Advocate Column, speaks on the role of the [Usable Consultant](#) And our Creative Director Serena Howeth flips roles as she discusses effective client communication in her new article, [Lessons from the Hair Stylist](#)

As always, we welcome your feedback!

**Kelly Goto**

Principal, gotomedia, inc.

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**ARTICLES**

[Culture Matters: An Interview with Genevieve Bell](#)

**By Kelly Goto and Subha Subramaniam**

Genevieve Bell, a cultural anthropologist working at Intel, motivates us to study the nuances of different cultures and challenge our most common technological assumptions. [Read More](#)

[Lessons from the Hair Stylist](#)

**By Serena Howeth**

Finding the perfect synergy between the designer and the client for achieving successful design results. [Read More](#)

[The Usable Consultant](#)

**By Dave Rogers**

What you can do as a consultant to make yourself more valuable to your clients.

[Read More](#)

[Content Management Whose Job Is It Anyway?](#)

**By Kelly Goto**

Exploring the critical and often misunderstood role of the content manager and the steps needed for effective content development during a website redesign.

[Read More](#)

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
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## gotoreport

THE GOTOMEDIA PUBLICATION
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### The Usable Consultant

BY DAVE ROGERS



In the callow days of my career, I held consultants in awe. They drove fancy cars, wore great suits, carried themselves with certain gravity and always had quick answers to our problems. After a few years, their magic lost some luster. Too many were impolite, even brusque. Others didn't understand our business, trying to force our square peg into the round holes of their preordained methodologies.

I eventually realized that there are people-centered consultants and process-centered consultants - - usable consultants and unusable consultants.

Applying usability (which typically refers to systems) to living, breathing human beings isn't a perfect fit. Take a look at the ISO definition (9241-11) for usability:

...the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.

As a user experience specialist, I don't like to think of people as products. So I modified the ISO

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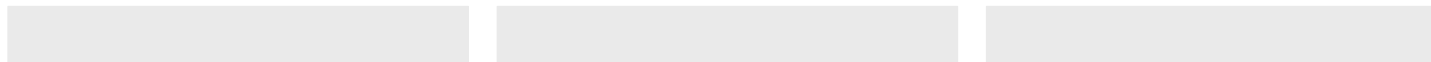
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### user experience strategists

gotomedia, inc. is a strategic consultancy specializing in usability testing, interaction design, and education. At gotomedia, user experience professionals and award-winning visual designers utilize research techniques to analyze the goals, needs and behaviors of the audience. The results inform the decision-making of clients, engineers, designers and business leaders. gotomedia's approach is scalable to all projects regardless of scope or size. The belief in iterative development cycles based on "function + form" allows redesigned sites to quickly reach measurable business goals.

gotomedia's clients include IBM, Compaq, KPMG, Adobe, Macromedia, Verizon Wireless, TRUSTe, Genentech and Wells Fargo. gotomedia believes in building strong relationships with our clients and invests in understanding their business, audience and goals. The company has received recognition and numerous awards for web-based projects, including the Communication Arts Site of the Week (3 times), Macromedia's Flash Site of the Day, NewMedia Invision Gold Award, How Design Interactive Design Annual Merit Award, International Web Page Award for Creative Excellence, About.com Best of the Net, and Yahoo Pick of the Week. Our book, [Web Redesign: Workflow that Works](#) has been translated into 8 languages and is a bestseller and industry resource for workflow and redesign.

For client inquiries, please contact us at: [bizdev at gotomedia dot com](mailto:bizdev@gotomedia.com)

If you are interested in a career at gotomedia, contact us at: [careers at gotomedia dot com](mailto:careers@gotomedia.com)

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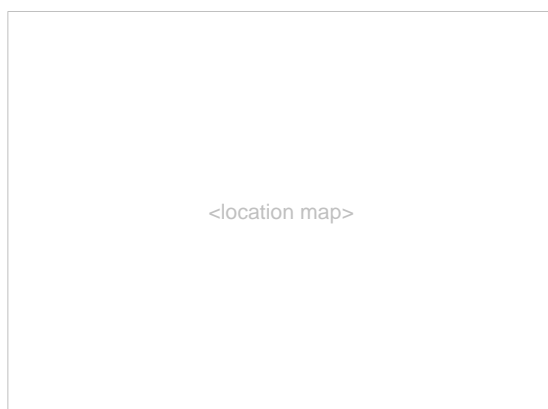
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