

Useability - the art of making things for Humans - easy, intuitive and friendly.
Our company principal, Carl Holden, has had over 25 years of experience Training people in Electronics, Radio Communications and Computers. He has also had over 20 years experience as a Chief Flying Instructor. To be effective in his job of training (communication) he made a study of Humans and the way they operate (this study is ongoing).
There are many kinds of humans, many kinds of thinking, many kinds of human experience, many kinds of communication - that all produce many kinds of outcomes.
The real art (or secret) is to make your website so useable - that anyone can visit your site, and find what they want - easily and quickly.
(this page is still under development)
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