

Evaluating Digital Goods and Service Utility 가

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Text = Yegyung Gil * Freelance Writer

1998 (Feed the Web First) ' 가

(New Rules for the New Economy) > 가

10가 (10 Radical Strategies for a Connected World) ' 가

2%(1998) 가

가 < 가 (Kevin Kelly) (Wired) >

1976 (Anita Roddick) (The Body Shop International PLC) 47

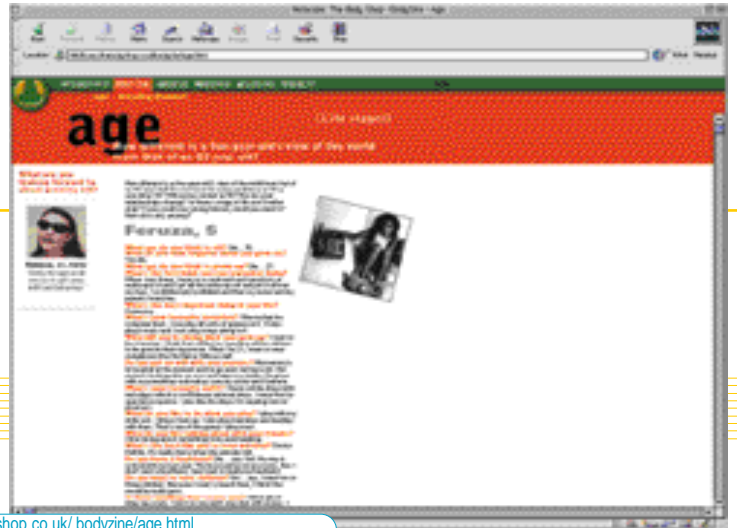
1,600

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가 10 가 5 ' 가

(IRM) <http://www.agency.com/our-work/irm>





- (Bodyzine) <http://www.thebodyshop.co.uk/bodyzine/age.html>

- <http://www.thebodyshop.co.uk/interactivist/trade/index.html>

1997 6 ,

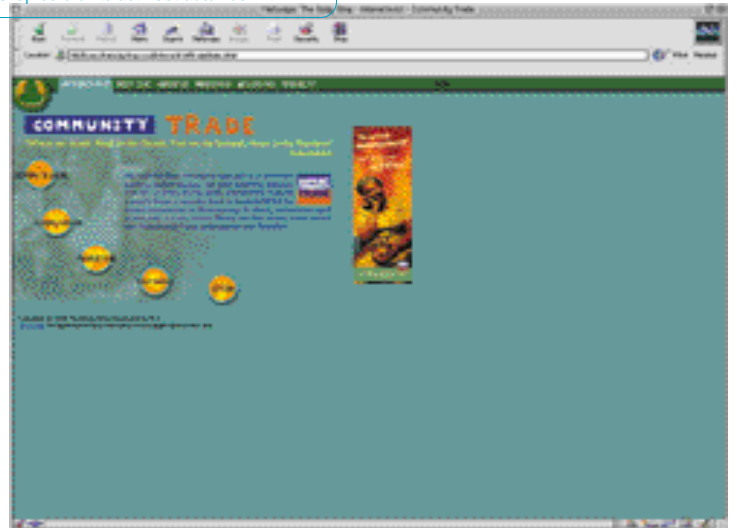
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(Corporate Citizenship)

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(The Body Shop Book)>

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6 <http://www.adbusters.org/campaigns/first/toolbox/contest/06.html>

가 <http://adbusters.org/campaigns/first/toolbox/billboard.html>

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‘ First Things

First 가

1964

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(Adbusters Media Foundation)

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‘ First Things First ’



(Shi - Zhe Yung),

(Power Shift)

(Creative Resistance Contest) ’

(first things)

(Pratt Institute)

‘ First Things First ’

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(first)

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(Buy Nothing Day) ’

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(Tibor Kalman)

‘ First Things

First(FTF) ’

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(Jonathan Barnbrook)가

(Stay Away from Lie) ’

(Form)

(Eye)

(Emigre)

(Items)

(Blueprint)

(AIGA Journal)



‘ First Things First 2000

6 <http://www.adbusters.org/campaigns/first/magazines>



(E - Identity)

1996
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가 FTF1964

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 가 (Rick
 Roynor)

가 (functionality)
 (branding), (content),
 (usability)

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.1964

(Donald Norman)

(Jakob Nielsen)

가 (Ken Garland)

(Nielsen Norman
Group)

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(Gomoll Research & Design)

(Immersibility Index) ’

(Steven

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1960

(1995). 가

Heller),

(Katherine McCoy),

(1996), 1998

(Milton Glaser)

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. harubang@nuri.net

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 4 10
 1999 (softscience)

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가 (Chan Suh) 가 1995
 (Kyle Shannon)

가: 가 ' http://w3.knu.ac.kr/web_research/soft99_workshop.html

(Agency.com)



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