

Observing The User Experience A Practitioners Guide For User Research

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Observing the User Experience will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created. Filled with real-world experience and a wealth of practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users.

Observing the User Experience: A Practitioner's Guide to ...

Observing the User Experience does just that: It demonstrates how to discover what is in users' heads, and suggests how we might balance those considerations with business objectives.--Lou Rosenfeld, co-author of Information Architecture for the World Wide Web Wow!

Observing the User Experience: A Practitioner's Guide to ...

Observing the User Experience: A Practitioner's Guide to User Research aims to bridge the gap between what digital companies think they know about their users and the actual user experience. Individuals engaged in digital product and service development often fail to conduct user research. The book presents concepts and techniques to provide an understanding of how people experience products and services.

Observing the User Experience | ScienceDirect

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Observing the User Experience - 2nd Edition

User experience research is a collection of tools designed to find the boundaries of people's needs and abilities, and its core is not about creating solutions but defining problems. The ultimate goal is not merely to make people happy; it's to make successful products by making people happy.

Observing the User Experience | ScienceDirect

Observation is critical, but to really know the user's experience, you have to ask him or her about it, and that's an interview. The usability interview-the other tool that's a basic part of nearly all user experience research-differs from the kind of interview an investigative journalist or a prospective employer would hold.

Observing the User Experience - Dawn Wright

Observing users interacting with a product can be a great way to understand the usability of a product and to some extent the overall user experience. Conducting observations is relatively easy as it doesn't require a huge amount of training and it can be relatively fast - depending on the sample size of users you intend to observe.

How to Conduct User Observations | Interaction Design ...

"Wow! So many of the user experience research methods we have refined and used over the years are now organized and described in detail in one book. It is an essential reference for any practitioner."
--Christian Rohrer, Manager, User Experience Research, Yahoo! "Observing the User Experience provides the reader with a wealth of information.

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The gap between who designers and developers imagine their users are, and who those users really are can be the biggest problem with product development. Observing the User Experience will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created. Filled with real-world experience and a wealth of practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users. It provides in-depth coverage of 13 user experience research techniques that will provide a basis for developing better products, whether they're Web, software or mobile based. In addition, it's written with an understanding of how software is developed in the real world, taking tight

budgets, short schedules, and existing processes into account. ·Explains how to create usable products that are still original, creative, and unique ·A valuable resource for designers, developers, project managers anyone in a position where their work comes in direct contact with the end user. ·Provides a real-world perspective on research and provides advice about how user research can be done cheaply, quickly and how results can be presented persuasively ·Gives readers the tools and confidence to perform user research on their own designs and tune their software user experience to the unique needs of their product and its users

Quantifying the User Experience: Practical Statistics for User Research offers a practical guide for using statistics to solve quantitative problems in user research. Many designers and researchers view usability and design as qualitative activities, which do not require attention to formulas and numbers. However, usability practitioners and user researchers are increasingly expected to quantify the benefits of their efforts. The impact of good and bad designs can be quantified in terms of conversions, completion rates, completion times, perceived satisfaction, recommendations, and sales. The book discusses ways to quantify user research; summarize data and compute margins of error; determine appropriate sample sizes; standardize usability questionnaires; and settle controversies in measurement and statistics. Each chapter concludes with a list of key points and references. Most chapters also include a set of problems and answers that enable readers to test their understanding of the material. This book is a valuable resource for those engaged in measuring the behavior and attitudes of people during their interaction with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma practices Show practitioners which test to use, why they work, best practices in application, along with easy-to-use excel formulas and web-calculators for analyzing data Recommends ways for practitioners to communicate results to stakeholders in plain English Resources and tools available at the authors' site: <http://www.measuringu.com/>

Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic view of product design so you can focus on optimizing the user's experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere book that offers practical advice and topical examples. Thought triggers, exercises and scenarios to test your knowledge of UX research. Workshop ideas to build a development team's UX maturity. War stories from seasoned researchers to show you how UX research methods can be tailored to your own organization.

Measuring the User Experience was the first book that focused on how to quantify the user experience. Now in the second edition, the authors include new material on how recent technologies have made it easier and more effective to collect a broader range of data about the user experience. As more UX and web professionals need to justify their design decisions with solid, reliable data, Measuring the User Experience provides the quantitative analysis training that these professionals need. The second edition presents new metrics such as emotional engagement, personas, keystroke analysis, and net promoter score. It also examines how new technologies coming from neuro-marketing and online market research can refine user experience measurement, helping usability and user experience practitioners make business cases to stakeholders. The book also contains new research and updated examples, including tips on writing online survey questions, six new case studies, and examples using the most recent version of Excel. Learn which metrics to select for every case, including behavioral, physiological, emotional, aesthetic, gestural, verbal, and physical, as well as more specialized metrics such as eye-tracking and clickstream data Find a vendor-neutral examination of how to measure the user experience with web sites, digital products, and virtually any other type of product or system Discover in-depth global case studies showing how organizations have successfully used metrics and the information they revealed Companion site, www.measuringux.com, includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience

Today many companies are employing a user-centered design (UCD) process, but for most companies, usability begins and ends with the usability test. Although usability testing is a critical part of an effective user-centered life cycle, it is only one component of the UCD process. This book is focused on the requirements gathering stage, which often receives less attention than usability testing, but is equally as important. Understanding user requirements is critical to the development of a successful product. Understanding Your Users is an easy to read, easy to implement, how-to guide on usability in the real world. It focuses on the "user requirements gathering" stage of product development and it provides a variety of techniques, many of which may be new to usability professionals. For each technique, readers will learn how to prepare for and conduct the activity, as well as analyze and present the data all in a practical and hands-on way. In addition, each method presented provides different information about the user and their requirements (e.g., functional requirements, information architecture, task flows). The techniques can be used together to form a complete picture of the user's requirements or they can be used separately to address specific product questions. These techniques have helped product teams understand the value of user requirements gathering by providing insight into how users work and what they need to be successful at their tasks. Case studies from industry-leading companies demonstrate each method in action. In addition, readers are provided with the foundation to conduct any usability activity (e.g., getting buy-in from management, legal and ethical considerations, setting up your facilities, recruiting, moderating activities) and to ensure the incorporation of the results into their products. ·Covers all of the significant requirements gathering methods in a readable, practical way ·Presents the foundation readers need to prepare for any requirements gathering activity and ensure that the results are incorporated into their products ·Includes invaluable worksheet and template appendices ·Includes a case study for each method from industry leaders ·Written by experienced authors who teach conference courses on this subject to usability professionals and new product designers alike

Whether it's software, a cell phone, or a refrigerator, your customer wants - no, expects - your product to be easy to use. This fully revised handbook provides clear, step-by-step guidelines to help you test your product for usability. Completely updated with current industry best practices, it can give you that all-important marketplace advantage: products that perform the way users expect. You'll learn to recognize factors that limit usability, decide where testing should occur, set up a test plan to assess goals for your product's usability, and more.

User research is global yet despite its pervasiveness, practitioners are not all well equipped to work globally. What may have worked in Nigeria may not be accepted in Russia, may be done differently in Brazil, may partly work in China, and may completely fail in Kuwait. And what often goes less noticed, but can be equally vexing are technical, logistical and planning issues such as hiring qualified translators, payment procedures, travel issues, setting up facilities and finding test participants. The Handbook of Global User Research is the first book to focus on global user research. The book collects insight from

UX professionals from nine countries and, following a typical project timeline, presents practical insights into the preparation, fieldwork, analysis and reporting, and overall project management for global user research projects. Any user experience professional that works on global projects -- including those new to the field, UX veterans who need information on this expanding aspect of user research, and students -- will need this book to do their job effectively. *Presents the definitive collection of hard won lessons from user research professionals around the world *Includes real-world examples of global user research challenges and provides approaches to these issues *Contains anecdotes and hard-won from the field that illustrate actionable tactics for practitioners

The world of smart shoes, appliances, and phones is already here, but the practice of user experience (UX) design for ubiquitous computing is still relatively new. Design companies like IDEO and frogdesign are regularly asked to design products that unify software interaction, device design and service design -- which are all the key components of ubiquitous computing UX -- and practicing designers need a way to tackle practical challenges of design. Theory is not enough for them -- luckily the industry is now mature enough to have tried and tested best practices and case studies from the field. Smart Things presents a problem-solving approach to addressing designers' needs and concentrates on process, rather than technological detail, to keep from being quickly outdated. It pays close attention to the capabilities and limitations of the medium in question and discusses the tradeoffs and challenges of design in a commercial environment. Divided into two sections, frameworks and techniques, the book discusses broad design methods and case studies that reflect key aspects of these approaches. The book then presents a set of techniques highly valuable to a practicing designer. It is intentionally not a comprehensive tutorial of user-centered design'as that is covered in many other books'but it is a handful of techniques useful when designing ubiquitous computing user experiences. In short, Smart Things gives its readers both the "why" of this kind of design and the "how," in well-defined chunks. Tackles design of products in the post-Web world where computers no longer have to be monolithic, expensive general-purpose devices Features broad frameworks and processes, practical advice to help approach specifics, and techniques for the unique design challenges Presents case studies that describe, in detail, how others have solved problems, managed trade-offs, and met successes

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