

Observing The User Experience A Practitioners Guide To User Research By Kuniavsky Mike Morgan Kaufmann 2003 Paperback Paperback

Measuring the User ExperienceSmart ThingsBenchmarking the User ExperienceEye Tracking the User ExperienceImproving the User Experience through Practical Data AnalyticsThe UX BookThe UX Five-Second RulesDon't Make Me ThinkPractical Web Analytics for User ExperienceCommunicating the User ExperienceBeyond the Usability LabRemote ResearchObserving the User ExperienceObserving the User ExperienceCommunicating the UX VisionUX ResearchA Project Guide to UX DesignUnderstanding ContextThe UX Careers HandbookE-commerce User ExperienceMental ModelsE-learning MethodologiesInterviewing UsersUniversal Methods of DesignHandbook of Usability TestingStorytelling for User ExperienceThink Like a UX ResearcherIt's Our ResearchMeasuring the User ExperienceUX OptimizationUser ResearchThings That Keep Us BusyInteraction DesignUX StrategyQuantifying the User ExperienceDesigning Connected ProductsValidating Product IdeasThe User Experience Team of OneUX for BeginnersSmashing UX Design

Measuring the User Experience

Eye tracking is a widely used research method, but there are many questions and misconceptions about how to effectively apply it. Eye Tracking the User Experience—the first how-to book about eye tracking for UX practitioners—offers step-by-step advice on how to plan, prepare, and conduct eye tracking studies; how to analyze and interpret eye movement data; and how to successfully communicate eye tracking findings.

Smart Things

Many businesses are based on creating desirable experiences, products and services for users. However in spite of this, companies often fail to consider the end user - the customer - in their planning and development processes. As a result, organizations find themselves spending huge sums of money creating products and services that, quite simply, don't work. User experience research, also known as UX research, focuses on understanding user behaviours, needs and motivations through a range of observational techniques, task analysis and other methodologies. User Research is a practical guide that shows readers how to use the vast array of user research methods available. Covering all the key research methods including face-to-face user testing, card sorting, surveys, A/B testing and many more, the book gives expert insight into the nuances, advantages and disadvantages of each, while also providing guidance on how to interpret, analyze and share the data once it has been obtained. Ultimately, User Research is about putting natural powers of observation and conversation to use in a specific way. The book isn't bogged down with small, specific, technical detail - rather, it explores the

fundamentals of user research, which remain true regardless of the context in which they are applied. As such, the tools and frameworks given here can be used in any sector or industry, to improve any part of the customer journey and experience; whether that means improving software, websites, customer services, products, packaging or more.

Benchmarking the User Experience

Improving the User Experience through Practical Data Analytics shows you how to make UX design decisions based on data—not hunches. Authors Fritz and Berger help the UX professional recognize the enormous potential of user data that is collected as a natural by-product of routine UX research methods, including moderated usability tests, unmoderated usability tests, surveys, and contextual inquiries. Then, step-by-step, they explain how to utilize both descriptive and predictive statistical techniques to gain meaningful insight with that data. By mastering the use of these techniques, you'll delight your users, increase your bottom line and gain a powerful competitive advantage for your company—and yourself. Key features include: Practical advice on choosing the right data analysis technique for each project. A step-by-step methodology for applying each technique, including examples and scenarios drawn from the UX field. Detailed screen shots and instructions for performing the techniques using Excel (both for PC and Mac) and SPSS. Clear and concise guidance on interpreting the data output. Exercises to practice the techniques Practical guidance on choosing the right data analysis technique for each project. Real-world examples to build a theoretical and practical understanding of key concepts from consumer and financial verticals. A step-by-step methodology for applying each predictive technique, including detailed examples. A detailed guide to interpreting the data output and examples of how to effectively present the findings in a report. Exercises to learn the techniques

Eye Tracking the User Experience

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

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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/>

Improving the User Experience through Practical Data Analytics

We all tell stories. It's one of the most natural ways to share information, as old as the human race. This book is not about a new technique, but how to use something we already know in a new way. Stories help us gather and communicate user research, put a human face on analytic data, communicate design ideas, encourage collaboration and innovation, and create a sense of shared history and purpose. This book looks across the full spectrum of user experience design to discover when and how to use stories to improve our products. Whether you are a researcher, designer, analyst or manager, you will find ideas and techniques you can put to use in your practice.

The UX Book

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

The UX Five-Second Rules

Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

Don't Make Me Think

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. The techniques are drawn from the worlds of human-

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computer interaction, marketing, and social sciences. The book is organized into three parts. Part I discusses the benefits of end-user research and the ways it fits into the development of useful, desirable, and successful products. Part II presents techniques for understanding people's needs, desires, and abilities. Part III explains the communication and application of research results. It suggests ways to sell companies and explains how user-centered design can make companies more efficient and profitable. This book is meant for people involved with their products' user experience, including program managers, designers, marketing managers, information architects, programmers, consultants, and investors. 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

Practical Web Analytics for User Experience

Communicating the User Experience

Networked thermostats, fitness monitors, and door locks show that the Internet of Things can (and will) enable new ways for people to interact with the world around them. But designing connected products for consumers brings new challenges beyond conventional software UI and interaction design. This book provides experienced UX designers and technologists with a clear and practical roadmap for approaching consumer product strategy and design in this novel market. By drawing on the best of current design practice and academic research, Designing Connected Products delivers sound advice for working with cross-device interactions and the complex ecosystems inherent in IoT technology.

Beyond the Usability Lab

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

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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

Remote Research

Usability testing and user experience research typically take place in a controlled lab with small groups. While this type of testing is essential to user experience design, more companies are also looking to test large sample sizes to be able compare data according to specific user populations and see how their experiences differ across user groups. But few usability professionals have experience in setting up these studies, analyzing the data, and presenting it in effective ways. Online usability testing offers the solution by allowing testers to elicit feedback simultaneously from 1,000s of users. Beyond the Usability Lab offers tried and tested methodologies for conducting online usability studies. It gives practitioners the guidance they need to collect a wealth of data through cost-effective, efficient, and reliable practices. The reader will develop a solid understanding of the capabilities of online usability testing, when it's appropriate to use and not use, and will learn about the various types of online usability testing techniques. *The first guide for conducting large-scale user experience research using the internet *Presents how-to conduct online tests with 1000s of participants - from start to finish *Outlines essential tips for online studies to ensure cost-efficient and reliable results

Observing the User Experience

Apps! Websites! Rubber Ducks! Naked Ninjas! This book has everything. If you want to get started in user experience design (UX), you've come to the right place: 100 self-contained lessons that cover the whole spectrum of fundamentals. Forget dry, technical material. This book—based on the wildly popular UX Crash Course from Joel Marsh's blog The Hipper Element—is laced with the author's snarky brand of humor, and teaches UX in a simple, practical way. Becoming a professional doesn't have to be boring. Follow the real-life UX process from start-to-finish and apply the skills as you learn, or refresh your memory before the next meeting. UX for Beginners is perfect for non-designers who want to become designers, managers who teach UX, and programmers, salespeople, or marketers who want to learn more. Start from scratch: the fundamentals of UX Research the weird and wonderful things users do The process and science of making

anything user-friendly Use size, color, and layout to help and influence users Plan and create wireframes Make your designs feel engaging and persuasive Measure how your design works in the real world Find out what a UX designer does all day

Observing the User Experience

The UX Book: Process and Guidelines for Ensuring a Quality User Experience aims to help readers learn how to create and refine interaction designs that ensure a quality user experience (UX). The book seeks to expand the concept of traditional usability to a broader notion of user experience; to provide a hands-on, practical guide to best practices and established principles in a UX lifecycle; and to describe a pragmatic process for managing the overall development effort. The book provides an iterative and evaluation-centered UX lifecycle template, called the Wheel, for interaction design. Key concepts discussed include contextual inquiry and analysis; extracting interaction design requirements; constructing design-informing models; design production; UX goals, metrics, and targets; prototyping; UX evaluation; the interaction cycle and the user action framework; and UX design guidelines. This book will be useful to anyone interested in learning more about creating interaction designs to ensure a quality user experience. These include interaction designers, graphic designers, usability analysts, software engineers, programmers, systems analysts, software quality-assurance specialists, human factors engineers, cognitive psychologists, cosmic psychics, trainers, technical writers, documentation specialists, marketing personnel, and project managers. A very broad approach to user experience through its components—usability, usefulness, and emotional impact with special attention to lightweight methods such as rapid UX evaluation techniques and an agile UX development process Universal applicability of processes, principles, and guidelines—not just for GUIs and the Web, but for all kinds of interaction and devices: embodied interaction, mobile devices, ATMs, refrigerators, and elevator controls, and even highway signage Extensive design guidelines applied in the context of the various kinds of affordances necessary to support all aspects of interaction Real-world stories and contributions from accomplished UX practitioners A practical guide to best practices and established principles in UX A lifecycle template that can be instantiated and tailored to a given project, for a given type of system development, on a given budget

Communicating the UX Vision

This book identifies the 13 main challenges designers face when they talk about their work and provides communication strategies so that a better design, not a louder argument, is what makes it into the world. It is a fact that we all want to put great design into the world, but no product ever makes it out of the building without rounds of reviews, feedback, and signoff. As an interaction or UX designer, you've felt the general trend toward faster development, more work, and less discussion. As we spend time crafting, we become attached to our own ideas and it gets all too easy to react to feedback emotionally or dismiss it, when we should be taking the time to decode it and explain or adapt the design. Communicating

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the UX Vision helps you identify the skills and behavioral patterns to present your work in more persuasive ways, and respond more constructively to feedback from coworkers and stakeholders. Learn presentation tips that make stakeholders and other departments take your designs more seriously Uncover valuable techniques to make feedback sessions more productive Understand how to improve empathy with business stakeholders and learn to speak their language better Discover how to better understand your behavior and identify your personal anti-patterns

UX Research

The UX Careers Handbook offers an insider's look at how to be a successful User Experience (UX) professional from comprehensive career pathways to learning, personal branding, networking skills, building of resumes and portfolios, and actually landing a UX job. This book goes in-depth to explain what it takes to get into and succeed in a UX career, be it as a designer, information architect, strategist, user researcher, or in a variety of other UX career specialities. It presents a wealth of resources designed to help readers develop and take control of their UX career success including perspectives and advice from experts in the field. Features insights and personal stories from a range of industry-leading UX professionals to show readers how they broke into the industry, and evolved their own careers over time. Accompanied by a companion website that provides readers with featured articles and updated resources covering new and changing information to help them stay on top of this fast-paced industry. Provides worksheets and activities to help readers make decisions for their careers and build their own careers. Not only for job seekers! The UX Careers Handbook is also a must-have resource for: Employers and recruiters who want to better understand how to hire and retain UX staff. Undergraduate and graduate students who are thinking about their future careers Those in other related (or even unrelated) professions who are thinking of starting to do UX work

A Project Guide to UX Design

Measuring the User Experience provides the first single source of practical information to enable usability professionals and product developers to effectively measure the usability of any product by choosing the right metric, applying it, and effectively using the information it reveals. Authors Tullis and Albert organize dozens of metrics into six categories: performance, issues-based, self-reported, web navigation, derived, and behavioral/physiological. They explore each metric, considering best methods for collecting, analyzing, and presenting the data. They provide step-by-step guidance for measuring the usability of any type of product using any type of technology. This book is recommended for usability professionals, developers, programmers, information architects, interaction designers, market researchers, and students in an HCI or HFE program. • Presents criteria for selecting the most appropriate metric for every case • Takes a product and technology neutral approach • Presents in-depth case studies to show how organizations have successfully used the

metrics and the information they revealed

Understanding Context

Practical Web Analytics for User Experience teaches you how to use web analytics to help answer the complicated questions facing UX professionals. Within this book, you'll find a quantitative approach for measuring a website's effectiveness and the methods for posing and answering specific questions about how users navigate a website. The book is organized according to the concerns UX practitioners face. Chapters are devoted to traffic, clickpath, and content use analysis, measuring the effectiveness of design changes, including A/B testing, building user profiles based on search habits, supporting usability test findings with reporting, and more. This is the must-have resource you need to start capitalizing on web analytics and analyze websites effectively. Discover concrete information on how web analytics data support user research and user-centered design Learn how to frame questions in a way that lets you navigate through massive amounts of data to get the answer you need Learn how to gather information for personas, verify behavior found in usability testing, support heuristic evaluation with data, analyze keyword data, and understand how to communicate these findings with business stakeholders

The UX Careers Handbook

There is no single methodology for creating the perfect product—but you can increase your odds. One of the best ways is to understand users' reasons for doing things. Mental Models gives you the tools to help you grasp, and design for, those reasons. Adaptive Path co-founder Indi Young has written a roll-up-your-sleeves book for designers, managers, and anyone else interested in making design strategic, and successful.

E-commerce User Experience

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they behave naturally in their own environment. In Remote Research, Nate Bolt and Tony Tulathimutte teach you how to design and conduct remote research studies, top to bottom, with little more than a phone and a laptop.

Mental Models

An investigation of interactivity, interfaces and their design, and the webs of complex interactions that result. We are surrounded by interactive devices, artifacts, and systems. The general assumption is that interactivity is good—that it is a

positive feature associated with being modern, efficient, fast, flexible, and in control. Yet there is no very precise idea of what interaction is and what interactivity means. In this book, Lars-Erik Janlert and Erik Stolterman investigate the elements of interaction and how they can be defined and measured. They focus on interaction with digital artifacts and systems but draw inspiration from the broader, everyday sense of the word. Viewing the topic from a design perspective, Janlert and Stolterman take as their starting point the interface, which is designed to implement the interaction. They explore how the interface has changed over time, from a surface with knobs and dials to clickable symbols to gestures to the absence of anything visible. Janlert and Stolterman examine properties and qualities of designed artifacts and systems, primarily those that are open for manipulation by designers, considering such topics as complexity, clutter, control, and the emergence of an expressive-impressive style of interaction. They argue that only when we understand the basic concepts and terms of interactivity and interaction will we be able to discuss seriously its possible futures.

E-learning Methodologies

The five-second test (also known as "timeout test" and "exposure test") is one of the most convenient rapid UX testing methods available, although its value can be compromised by ignoring the restrictions of the method. This test involves displaying a visual or informational design for five seconds, removing it from view, then asking what aspects were recalled most easily or vividly. The goal is to understand what stands out most about a design or product, and the impact on the viewer's perception of it. This book uses detailed examples from a collection of more than 300 tests to describe the strengths and weaknesses of this rapid testing method. Readers will learn about the "five-second rules" for getting useful data, and will explore what types of design issues can be resolved by using the method. The book describes the origins of the method and its usefulness in modern UX design research and testing; conveys the need to structure tests carefully so that time, effort, and money are not wasted, and compiled data is not misleading; fosters an appreciation for the method's outcomes and how they can contribute to the success or failure of a proposed design. --

Interviewing Users

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Universal Methods of Design

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

Handbook of Usability Testing

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Storytelling for User Experience

The "E-Learning Methodologies" guide will support professionals involved in the design and development of e-learning projects and products. The guide reviews the basic concepts of e-learning with a focus on adult learning, and introduces the

various activities and roles involved in an e-learning project. The guide covers methodologies and tips for creating interactive content and for facilitating online learning, as well as some of the technologies used to create and deliver e-learning.

Think Like a UX Researcher

To make sense of the world, we're always trying to place things in context, whether our environment is physical, cultural, or something else altogether. Now that we live among digital, always-networked products, apps, and places, context is more complicated than ever—starting with "where" and "who" we are. This practical, insightful book provides a powerful toolset to help information architects, UX professionals, and web and app designers understand and solve the many challenges of contextual ambiguity in the products and services they create. You'll discover not only how to design for a given context, but also how design participates in making context. Learn how people perceive context when touching and navigating digital environments See how labels, relationships, and rules work as building blocks for context Find out how to make better sense of cross-channel, multi-device products or services Discover how language creates infrastructure in organizations, software, and the Internet of Things Learn models for figuring out the contextual angles of any user experience

It's Our Research

Universal Methods of Design provides a thorough and critical presentation of 100 research methods, synthesis/analysis techniques, and research deliverables for human centered design, delivered in a concise and accessible format perfect for designers, educators, and students. Whether research is already an integral part of a practice or curriculum, or whether it has been unfortunately avoided due to perceived limitations of time, knowledge, or resources, Universal Methods of Design will serve as an invaluable compendium of methods that can be easily referenced and utilized by cross-disciplinary teams in nearly any design project. Universal Methods of Design : dismantles the myth that user research methods are complicated, expensive, and time-consuming ; creates a shared meaning for cross-disciplinary design teams ; illustrates methods with compelling visualizations and case studies ; characterizes each method at a glance ; indicates when methods are best employed to help prioritize appropriate design research strategies. Universal Methods of Design distills each method down to its most powerful essence, in a format that will help design teams select and implement the most credible research methods best suited to their design culture within the constraints of their projects.

Measuring the User Experience

Combine two typically separate sources of data—behavioral quantitative data and usability testing qualitative data—into a powerful single tool that helps improve your organization’s website by increasing conversion and ROI. The combination of the what is happening data of website activity, coupled with the why it's happening data of usability testing, provides a complete 360-degree view into what is causing poor performance, where your website can be optimized, and how it can be improved. There are plenty of books focusing on big data and using data analytics to improve websites, or on utilizing usability testing and UX research methods for improvement. This is the first book that combines both subjects into a methodology you can use over and over again to improve any website. UX Optimization is ideal for anyone who wants to combine the power of quantitative data with the insights provided by qualitative data to improve website results. The book uses step-by-step instructions with photos, drawings, and supporting screenshots to show you how to: define personas, conduct behavioral UX data analysis, perform UX and usability testing evaluations, and combine behavioral UX and usability data to create a powerful set of optimization recommendations that can dramatically improve any website. What You’ll Learn Understand personas: what they are and how to use them to analyze data Use quantitative research tools and techniques for analysis Know where to find UX behavioral data and when to use it Use qualitative research tools, techniques, and procedures Analyze qualitative data to find patterns of consistent task flow errors Combine qualitative and quantitative data for a 360-degree view Make recommendations for optimizations based on your findings Test optimization recommendations to ensure improvements are achieved Who This Book Is For Big data analytics (quantitative) professionals who want to learn more about the qualitative side of analysis; UX researchers, usability testers, and UX designers (qualitative professionals) who want to know more about big data and behavioral UX analysis; and students of UX, UX designers, product managers, developers, and those at startups who want to understand how to use behavioral UX and usability testing data to optimize their websites and apps.

UX Optimization

One key responsibility of product designers and UX practitioners is to conduct formal and informal research to clarify design decisions and business needs. But there’s often mystery around product research, with the feeling that you need to be a research Zen master to gather anything useful. Fact is, anyone can conduct product research. With this quick reference guide, you’ll learn a common language and set of tools to help you carry out research in an informed and productive manner. This book contains four sections, including a brief introduction to UX research, planning and preparation, facilitating research, and analysis and reporting. Each chapter includes a short exercise so you can quickly apply what you’ve learned. Learn what it takes to ask good research questions Know when to use quantitative and qualitative research methods Explore the logistics and details of coordinating a research session Use softer skills to make research seem natural to participants Learn tools and approaches to uncover meaning in your raw data Communicate your findings with a framework and structure

User Research

A clear and focused guide to creating useful user experience documentation As web sites and applications become richer and more complex, the user experience (UX) becomes critical to their success. This indispensable and full-color book provides practical guidance on this growing field and shares valuable UX advice that you can put into practice immediately on your own projects. The authors examine why UX is gaining so much interest from web designers, graduates, and career changers and looks at the new UX tools and ideas that can help you do your job better. In addition, you'll benefit from the unique insight the authors provide from their experiences of working with some of the world's best-known companies, learning how to take ideas from business requirements, user research, and documentation to create and develop your UX vision. Explains how to create documentation that clearly communicates the vision for the UX design and the blueprint for how it's going to be developed Provides practical guidance that you can put to work right away on their own projects Looks at the new UX tools and ideas that are born every day, aimed at helping you do your job better and more efficiently Covers a variety of topics including user journeys, task models, funnel diagrams, content audits, sitemaps, wireframes, interactive prototypes, and more Communicating the User Experience is an ideal resource for getting started with creating UX documentation.

Things That Keep Us Busy

Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. Interviewing Users provides invaluable interviewing techniques and tools that enable you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people.

Interaction Design

It's Our Research: Getting Stakeholder Buy-in for User Experience Research Projects discusses frameworks, strategies, and techniques for working with stakeholders of user experience (UX) research in a way that ensures their buy-in. This book consists of six chapters arranged according to the different stages of research projects. Topics discussed include the different roles of business, engineering, and user-experience stakeholders; identification of research opportunities by developing empathy with stakeholders; and planning UX research with stakeholders. The book also offers ways of teaming up with stakeholders; strategies to improve the communication of research results to stakeholders; and the nine signs that indicate that research is making an impact on stakeholders, teams, and organizations. This book is meant for UX people engaged in usability and UX research. Written from the perspective of an in-house UX researcher, it is also relevant for self-

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employed practitioners and consultants who work in agencies. It is especially directed at UX teams that face no-time-no-money-for-research situations. Named a 2012 Notable Computer Book for Information Systems by Computing Reviews Features a series of video interviews with UX practitioners and researchers Provides dozens of case studies and visuals from international research practitioners Provides a toolset that will help you justify your work to stakeholders, deal with office politics, and hone your client skills Presents tried and tested techniques for working to reach positive, useful, and fruitful outcomes

UX Strategy

Quantifying the User Experience

"This is a practical book about how to measure the user experience of websites, software, mobile apps, products, or just anything people use. This book is for UX researchers, designers, product owners, or anyone that has a vested interest in improving experience of websites and products"--Introduction.

Designing Connected Products

Validating Product Ideas

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.

The User Experience Team of One

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.

UX for Beginners

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

Smashing UX Design

User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall, Agile, and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely, and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance

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