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Experience A

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 lund of in- terview 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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products and services. The techniques are
drawn from the worlds of human-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

Table of contents

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 samples 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.

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 indispensible 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.

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-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

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

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-

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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

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.

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