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will help you

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to understand

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want and need

from your The 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

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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 Page 17/116

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.

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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 The practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users.

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Individuals
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development The 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 - 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 Mike

making people

happy.

Observing the

User Experience

Observation The Experience A Practioners Guide To User Research Kuniavsky Mike Morgan Kaufmann 2003 Paperback

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
Page 38/116

– 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

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essential the reference for any practitioner." --Christian Rohrer, Manager, User Experience Research, Yahoo!

"Observing the User Experience provides the reader with a wealth of information. Page 42/116

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Research aims to
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Individuals engaged in digital product and service development often fail to conduct user research. The book presents concepts and
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techniques to provide an understanding of how people experience products ...

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Guide to User

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Morgan

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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-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 The 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
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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

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Gives readers the tools and confidence to perform user research on their own to tune their software and user experience to the unique needs of their users

Table of The

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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.

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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
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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

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original, creative, and unique ·A valuable resource for designers, User 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 their unique needs of their product and its users

Think Like a UX Researcher will

Observing The 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,

Observing The 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.
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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.

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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 Page 70/116

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

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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

Page 75/116

Observing The interaction with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma practices Show

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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 The results to stakeholders in plain English

Resources and tools available at the authors' site: http://www.measuringu.com/

It's Our Research:
Getting
Stakeholder Buy-

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in for User The Experience Research Projects discusses frameworks, strategies, and techniques for working with stakeholders of user experience (UX) research in a way that ensures their

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buy-in. This he 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

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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

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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
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a series of The 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
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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, fruitful outcomes

Observing The

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

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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 A provides the quantitative analysis that these professionals need. The second edition presents new metrics such as emotional

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engagement, The 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 The 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 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 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

Observing 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
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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

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usability, and more.

Today many companies are employing a user-centered design (UCD) process, but for most companies, usability begins and ends with the usability test. Although

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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 Page 100/116

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 the 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 users' 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

Observing The

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

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How well do you
really know your
users? With
properly

conducted user research, you can discover what really makes your audience tick. This practical guide will show you, step-by-step, how to gain proper insight about your users so that you can

base design decisions on solid evidence. You'll not only learn the different methodologies that you can employ in user research, but also gain insight into important set-up activities, such

as recruiting users and equipping your lab, and acquire analysis skills so that you can make the most of the data you've gathered. And finally, you'll learn how to communicate findings and deploy evidence,

to boost your design rationale and persuade skeptical colleagues. Design your research Cost justify user research Recruit and incentivise users Discover how to run your research sessions Analyze

your results
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results and
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