

# Handbook Of Usability Testing How To Plan Design And Conduct Effective Tests Jeffrey Rubin

Don't Make Me ThinkThe Moderator's Survival GuideUser Experience Re-MasteredPaper PrototypingWeb Site Usability HandbookRocket Surgery Made EasyHandbook of Human Factors Testing and EvaluationA Project Guide to UX DesignHandbook of Human-Computer InteractionA Practical Guide to Usability TestingGames User ResearchHandbook of User-Centered Design MethodsHandbook of Usability TestingWeb Application Design HandbookHANDBOOK OF USABILITY TESTING: HOW TO PLAN, DESIGN AND CONDUCT EFFECTIVE TESTS, 2ND EDObserving the User ExperienceHandbook of Human Factors and ErgonomicsMobile UsabilityIt's Our ResearchLean User TestingGames User ResearchUsability AssessmentUsability Testing of Medical DevicesHandbook of Usability TestingDoorbells, Danger, and Dead BatteriesThe UX Careers HandbookThe Wiley Handbook of Human Computer Interaction SetBeyond the Usability LabUsability Testing EssentialsInstitutionalization of UXThe Handbook of Global User ResearchModerating Usability TestsA Guide to UsabilityMeasuring the User ExperienceHandbook of Human Factors in Medical Device DesignRemote Usability TestingUsability Testing and ResearchQuantifying the User ExperienceSuccessful User Experience: Strategies and RoadmapsUser and Task Analysis for Interface Design

## Don't Make Me Think

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## The Moderator's Survival Guide

Successful User Experience: Strategy and Roadmaps provides you with a hands-on guide for pulling all of the User Experience (UX) pieces together to create a strategy that includes tactics, tools, and methodologies. Leveraging material honed in user experience courses and over 25 years in the field, the author explains the value of strategic models to refine goals against available data and resources. You will learn how to think about UX from a high level, design the UX while setting goals for a product or project, and how to turn that into concrete actionable steps. After reading this book, you'll understand: How to bring high-level planning into concrete actionable steps How Design Thinking relates to creating a good UX How to set UX Goals for a product or project How to decide which tool or methodology to use at what point in product lifecycle This book takes UX acceptance as a point of departure, and builds on it with actionable steps and case studies to develop a complete strategy, from the big picture of product design, development and commercialization, to how UX can help create stronger products. This is a must-have book for your complete UX library. Uses strategic models that focus

product design and development Teaches how to decipher what tool or methodology is right for a given moment, project, or a specific team Presents tactics on how to understand how to connect the dots between tools, data, and design Provides actionable steps and case studies that help users develop a complete strategy, from the big picture of product design, development, and commercialization, to how UX can help create stronger products Case studies in each chapter to aid learning

## **User Experience Re-Mastered**

Like the first edition, the revision of this successful Handbook responds to the growing need for specific tools and methods for testing and evaluating human-system interfaces. Indications are that the market for information on these tools and applications will continue to grow in the 21st century. One of the goals of offering a second edition is to expand and emphasize the application chapters, providing contemporary examples of human factors test and evaluation (HFTE) enterprises across a range of systems and environments. Coverage of the standard tools and techniques used in HFTE have been updated as well. New features of the Handbook of Human Factors Testing and Evaluation include: \*new chapters covering human performance testing, manufacturing ergonomics, anthropometry, generative design methods, and usability testing; \*updated tools and techniques for modeling, simulation, embedded testing, training assessment, and psychophysiological measurement; \*new applications chapters presenting human factors testing examples in aviation and avionics, forestry, road safety, and software systems; and \*more examples, illustrations, graphics and tables have been added. The orientation of the current work has been toward breadth of coverage rather than in-depth treatment of a few issues or techniques. Experienced testers will find much that is familiar, as well as new tools, creative approaches, and a rekindled enthusiasm. Newcomers will discover the diversity of issues, methods, and creative approaches that make up the field. In addition, the book is written in such a way that individuals outside the profession should learn the intrinsic value and pleasure in ensuring safe, efficient, and effective operation, as well as increased user satisfaction through HFTE.

## **Paper Prototyping**

User Experience Re-Mastered: Your Guide to Getting the Right Design provides an understanding of key design and development processes aimed at enhancing the user experience of websites and web applications. The book is organized into four parts. Part 1 deals with the concept of usability, covering user needs analysis and card sorting—a tool for shaping information architecture in websites and software applications. Part 2 focuses on idea generation processes, including brainstorming; sketching; persona development; and the use of prototypes to validate and extract assumptions and requirements that exist among the product team. Part 3 presents core design principles and guidelines for website creation, along with tips and examples on how to apply these principles and guidelines. Part 4 on evaluation and analysis discusses

the roles, procedures, and documents needed for an evaluation session; guidelines for planning and conducting a usability test; the analysis and interpretation of data from evaluation sessions; and user interface inspection using heuristic evaluation and other inspection methods. \*A guided, hands-on tour through the process of creating the ultimate user experience - from testing, to prototyping, to design, to evaluation \*Provides tried and tested material from best sellers in Morgan Kaufmann's Series in Interactive Technologies, including leaders in the field such as Bill Buxton and Jakob Nielsen \*Features never before seen material from Chauncey Wilson's forthcoming, and highly anticipated Handbook for User Centered Design

## **Web Site Usability Handbook**

Built on a solid foundation of current research in the field, Usability Testing and Research provides a comprehensive, up-to-date perspective in this increasingly important area of technical communication. Based on the most current research in the field, this book reflects the most recent developments and studies on this topic available. Sidebars throughout the book catch the attention of the readers and highlight key concepts in the text. A chapter on web testing provides coverage of what is now the hottest area in usability testing. End of chapter discussions and exercises reinforce learning. Frequent examples of planning, conducting, and reporting usability tests present current samples of projects. An appendix on teamwork gives pertinent advice in an area neglected by other texts: building and coordinating cross-functional teams for usability testing. For those interested in usability testing and research.

## **Rocket Surgery Made Easy**

"Fundamentally, making games is designing with others, everyone contributing from different angles towards the best possible product. Conclusively, Garcia-Ruiz has chosen a collection of chapters that demonstrates several different aspects of working in gaming and working with others that stands to raise the level of expertise in the field." —Veronica Zammitto, Senior Lead Games User Research, Electronic Arts, Inc., from the Foreword Usability is about making a product easy to use while meeting the requirements of target users. Applied to video games, this means making the game accessible and enjoyable to the player. Video games with high usability are generally played efficiently and frequently while enjoying higher sales volumes. The case studies in this book present the latest interdisciplinary research and applications of games user research in determining and developing usability to improve the video game user experience at the human-computer interface level. Some of the areas examined include practical and ethical concerns in conducting usability testing with children, audio experiences in games, tangible and graphical game interfaces, controller testing, and business models in mobile gaming. Games User Research: A Case Study Approach provides a highly useful resource for researchers, practitioners, lecturers, and students in developing and applying methods for testing player usability as well as for

conducting games user research. It gives the necessary theoretical and practical background for designing and conducting a test for usability with an eye toward modifying software interfaces to improve human-computer interaction between the player and the game.

## **Handbook of Human Factors Testing and Evaluation**

"Hackos and Redish wisely offer us the three things we most need about user and task analysis: practical advice, practical advice, and practical advice." -Ben Shneiderman, University of Maryland "This book is well written, thorough, and loaded with techniques, examples, and resources that bring analysis to everyone." -Marcia L. Conner, Director of Usability & Learnability PeopleSoft, Inc. User and Task Analysis for Interface Design helps you design a great user interface by focusing on the most important step in the process -the first one. You learn to go out and observe your users at work, whether they are employees of your company or people in customer organizations. You learn to find out what your users really need, not by asking them what they want, but by going through a process of understanding what they are trying to accomplish. JoAnn Hackos and Janice (Ginny) Redish, internationally known experts in usable design, take you through a step-by-step process to conduct a user and task analysis. You learn: \* How interface designers use user and task analysis to build successful interfaces \* Why knowledge of users, their tasks, and their environments is critical to successful design \* How to prepare and set up your site visits \* How to select and train your user and task analysis team \* What observations to make, questions to ask, and questions to avoid \* How to record and report what you have learned to your development team members \* How to turn the information you've gathered into design ideas \* How to create paper prototypes of your interface design \* How to conduct usability tests with your prototypes to find out if you're on the right track. This book includes many examples of design successes and challenges for products of every kind.

## **A Project Guide to UX Design**

Every day, HCI and UX specialists are faced with projects with unique requirements and challenges. There are hundreds of user-centered design methods, and knowing which to choose, when, can be overwhelming. Chauncey Wilson, Senior User Researcher at Autodesk and 30+ year industry and academic veteran, has gathered over 100 tried and tested user-centered design methods and compiled them into one handbook. The Handbook of User-Centered Design Methods doesn't just bring together years of experience and the practices of the experts. This book includes methods for generating ideas, developing online questionnaires, identifying requirements, developing user interface specifications, inspecting user interfaces, analyzing data, testing products for usability, and much more, helping you decide which practice and process is best for your product. Providing case studies and tips to accompany the vast range of methods, The Handbook of User-Centered Design Methods delivers a definitive and important HCI reference guide that is essential to every library. \*The first

HCI reference guide to collect the knowledge of HCI experts from not just books, but conference workshops and seminars  
\*Presents not only the core methods of usability research, but also variations of, giving a plethora of options while not being overwhelming  
\*Highlights major issues and controversies with each method, letting you know which design process is right for you

## **Handbook of Human-Computer Interaction**

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

## **A Practical Guide to 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

## **Games User Research**

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.

## **Handbook of User-Centered Design Methods**

This is a concise, entertaining account of both the technical and psychological issues raised by Human Computer Interaction.

## **Handbook of Usability Testing**

Usability Testing of Medical Devices covers the nitty-gritty of usability test planning, conducting, and results reporting. The book also discusses the government regulations and industry standards that motivate many medical device manufacturers to conduct usability tests. Since publication of the first edition, the FDA and other regulatory groups h

## **Web Application Design Handbook**

The fourth edition of the Handbook of Human Factors and Ergonomics has been completely revised and updated. This includes all existing third edition chapters plus new chapters written to cover new areas. These include the following subjects: Managing low-back disorder risk in the workplace Online interactivity Neuroergonomics Office ergonomics Social networking HF&E in motor vehicle transportation User requirements Human factors and ergonomics in aviation Human factors in ambient intelligent environments As with the earlier editions, the main purpose of this handbook is to serve the needs of the human factors and ergonomics researchers, practitioners, and graduate students. Each chapter has a strong theory and scientific base, but is heavily focused on realworld applications. As such, a significant number of case studies, examples, figures, and tables are included to aid in the understanding and application of the material covered.

## **HANDBOOK OF USABILITY TESTING: HOW TO PLAN, DESIGN AND CONDUCT EFFECTIVE TESTS, 2ND ED**

Games User Research' is the definitive guide to methods and practices for games user professionals, researchers and

students seeking additional expertise or starting advice in the game development industry. It is the go-to volume for everyone working with games, with an emphasis on those new to the field.

## **Observing the User Experience**

The Moderator's Survival Guide is your indispensable resource for navigating the rocky shoals of your one-on-one user research sessions. Inside, you'll find guidance for nearly 100 diverse situations (ranging from business-as-usual to tricky and sticky) that might occur during usability studies, contextual inquiries, or user interviews. As a moderator, you are responsible for the well-being of the participant, your study, and your organization. You must be prepared for anything that may happen, from your technology failing to the participant quailing. Use this guide to identify your best next steps, react appropriately, and survive any challenges that comes your way. Practical, field-tested, and actionable tips for what to do and say—and what NOT to do or say—in each situation. Key patterns and extensive examples to sharpen your approach to the commonplace and prepare you for the unlikely. Illustrative "survival stories" contributed by numerous professionals on the front lines of user research.

## **Handbook of Human Factors and Ergonomics**

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

## **Mobile Usability**

How do we create a satisfactory user experience when limited to a small device? This new guide focuses on usability for mobile devices, primarily smartphones and touchphones, and covers such topics as developing a mobile strategy, designing for small screens, writing for mobile, usability comparisons, and looking toward the future. The book includes 228 full color illustrations to demonstrate the points. Based on expert reviews and international studies with participants ranging from students to early technology adopters and business people using websites on a variety of mobile devices, this guide offers a complete look at the landscape for a mobile world. Author Jakob Nielsen is considered one of the world's leading experts on Web usability. He is the author of numerous best-selling books, including *Prioritizing Web Usability* and the groundbreaking *Designing Web Usability*, which has sold more than 250,000 copies and has been translated in 22 languages.

## **It's Our 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

## **Lean User Testing**

Delivers a thorough examination of best practices and proven results for many different kinds of applications, including porting existing applications to the Internet from a PDA or Web-enabled cell phone, plus a quick reference for designers looking for fast solutions to enhance Web applications. Original. (Advanced)

## **Games User Research**

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](http://www.measuringux.com), includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience

## **Usability Assessment**

User research war stories are personal accounts of the challenges researchers encounter out in the field, where mishaps are inevitable, yet incredibly instructive. Doorbells, Danger, and Dead Batteries is a diverse compilation of war stories that range from comically bizarre to astonishingly tragic, tied together with valuable lessons from expert user researcher Steve Portigal.

## **Usability Testing of Medical Devices**

Market\_Desc: · Product Managers· Designers· Developers Special Features: · The authors are leading authorities on product usability testing; they will actively promote the book at conferences and training seminars· The first edition has sold more than 20,000 copies since it first published in 1994; the new book is 30% revised, with 100 new pages· The book covers testing of consumer products as well as software, so it has a very broad target audience· There is no direct competition About The Book: Handbook of Usability Testing, Second Edition, is a nuts-and-bolts guide for beginners, loaded with tips and tricks for effectively testing products of all types. From software, GUIs, and technical documentation, to medical instruments and exercise bikes, no matter what type of product, readers will learn to design and administer reliable tests to ensure that people find it easy and desirable to use. The Second Edition is fully updated---30% revised, with 100 new pages.

Chapters are reorganized to reflect more current industry practices, outdated terminology is updated, and more varied examples are provided.

## **Handbook of Usability Testing**

Usability Assessment is a concise volume for anyone requiring knowledge and practice in assessing the usability of any type of product, tool, or system before it is launched. It provides a brief history and rationale for conducting usability assessments and examples of how usability assessment methods have been applied, takes readers step by step through the process, highlights challenges and special cases, and offers real-life examples. By the end of the book, readers will have the knowledge and skills they need to conduct their own usability assessments without requiring that they read textbooks or attend workshops. This book will be valuable for undergraduate and graduate students; practitioners; usability professionals; human-computer interaction professionals; researchers in fields such as industrial design, industrial/organizational psychology, and computer science; and those working in a wide range of content domains, such as health care, transportation, product design, aerospace, and manufacturing.

## **Doorbells, Danger, and Dead Batteries**

In this volume, the authors begin by defining usability, advocating and explaining the methods of usability engineering and reviewing many techniques for assessing and assuring usability throughout the development process. They then follow all the steps in planning and conducting a usability test, analyzing data, and using the results to improve both products and processes. This book is simply written and filled with examples from many types of products and tests. It discusses the full range of testing options from quick studies with a few subjects to more formal tests with carefully designed controls. The authors discuss the place of usability laboratories in testing as well as the skills needed to conduct a test. Included are forms to use or modify to conduct a usability test, as well as layouts of existing labs that will help the reader build his or her own.

## **The UX Careers Handbook**

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 Wiley Handbook of Human Computer Interaction Set**

It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to *Don't Make Me Think: A Common Sense Approach to Web Usability*, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in *Don't Make Me Think*, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), *Rocket Surgery* makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. *Rocket Surgery Made Easy* adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made *Don't Make Me Think* so popular.

## **Beyond the Usability Lab**

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

## **Usability Testing Essentials**

*Lean User Testing A Pragmatic Step-by-Step Guide to User Tests* If you believe in agile software development and delivering value to your customers and your company, reading this book is the right decision as it will greatly support your process to identify and create valuable, feasible and usable products. "We Know What We Need to Build" Who hasn't yet heard that

dreaded, gut feeling-based notion in the past? To my experience, it is rarely valid, but more often an expression of an outdated thinking, that values output over outcome, that believes in requirement documents and micromanaging the product team. This book, however, is dedicated to completely different approach, that Steve Blank once wrapped up in his famous quote: "There are No Facts Inside Your Building - Get Outside." And you should do so as early as possible in the process - it is the most important task of any product team. This book is therefore a deliberately short, focused, pragmatic manual for everyone, who designs, develops or markets software: Product manager, engineers and designers (UX/UI). It is based on hundreds of user interviews that I have run up to now and provides all you need to know to start your own user interview initiative in about two hours of your time. Save up to 90% of Typical User Interview Costs And there is more good news: The lean user testing approach will save up to 90% of the costs compared to outsourcing user interviews to a professional usability agency, but will return at least 80% of possible insights. Avoid Building Expensive Features Nobody Wants No more flying blind in the early stages: Test your hypotheses quickly and turn product discovery into your advantage over the competition. Learn how to avoid wasting money on software nobody wants and how to deliver value instead. Obsolete features aren't just expensive to build. They also need to be maintained and probably be removed at a later stage again, not to mention their opportunity costs: Imagine what you could have built instead. Gain More Runway for Your Startup Optimizing the cycle-time of your product hypotheses will focus available engineering and product management resources on valuable, usable and feasible features, thus extending your runway and improving your standing for the next funding round. Improve Communication with Stakeholders User tests greatly simplify the communication with stakeholders - the interviews, you will be running, are your product organization's first line of defense when it comes to turning down unreasonable feature requests. About the Author The author has worked for many years as a product manager and agile coach (Scrum, Lean Startup, Lean Change). During that time, he developed B2C as well as B2B software, mainly for startups, including a former Google subsidiary. He originally studied chemistry, business administration, and law. However, he has never worked in a laboratory. Instead, back in 1996, he released the first online shop software with SAP R/3 connectivity, only to learn that the early bird does not necessarily catch the worm. After his move to Berlin, Germany, he founded a marketplace for local service. In 2011, Entrepreneurs Club Berlin e.V. followed, as did Startup Camp Berlin - one of the largest German startup conferences today. His latest project, Age Of Product - Invent For Your Customers, focuses on the exchange of knowledge between product people, designers, and developers. It is about lessons learned and best practices on how to identify which product to build and how to build it in an efficient way. Age Of Product will host events and workshops in Berlin from autumn 2015 on and might also organize a new conference in the near future."

## **Institutionalization of UX**

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 Handbook of Global User Research**

Do you spend a lot of time during the design process wondering what users really need? Do you hate those endless meetings where you argue how the interface should work? Have you ever developed something that later had to be completely redesigned? Paper Prototyping can help. Written by a usability engineer with a long and successful paper prototyping history, this book is a practical, how-to guide that will prepare you to create and test paper prototypes of all kinds of user interfaces. You'll see how to simulate various kinds of interface elements and interactions. You'll learn about the practical aspects of paper prototyping, such as deciding when the technique is appropriate, scheduling the activities, and handling the skepticism of others in your organization. Numerous case studies and images throughout the book show you real world examples of paper prototyping at work. Learn how to use this powerful technique to develop products that are more useful, intuitive, efficient, and pleasing: \* Save time and money - solve key problems before implementation begins \* Get user feedback early - use it to focus the development process \* Communicate better - involve development team members from a variety of disciplines \* Be more creative - experiment with many ideas before committing to one \*Enables designers to solve design problems before implementation begins \*Five case studies provide real world examples of paper prototyping at work \*Delves into the specifics of what types of projects paper prototyping is and isn't good for.

## **Moderating Usability Tests**

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/>

## **A Guide to Usability**

This Handbook is concerned with principles of human factors engineering for design of the human-computer interface. It has both academic and practical purposes; it summarizes the research and provides recommendations for how the information can be used by designers of computer systems. The articles are written primarily for the professional from another discipline who is seeking an understanding of human-computer interaction, and secondarily as a reference book for the professional in the area, and should particularly serve the following: computer scientists, human factors engineers, designers and design engineers, cognitive scientists and experimental psychologists, systems engineers, managers and executives working with systems development. The work consists of 52 chapters by 73 authors and is organized into seven sections. In the first section, the cognitive and information-processing aspects of HCI are summarized. The following group of papers deals with design principles for software and hardware. The third section is devoted to differences in performance between different users, and computer-aided training and principles for design of effective manuals. The next part presents important applications: text editors and systems for information retrieval, as well as issues in computer-aided engineering, drawing and design, and robotics. The fifth section introduces methods for designing the user interface. The following section examines those issues in the AI field that are currently of greatest interest to designers and human factors specialists, including such problems as natural language interface and methods for knowledge acquisition. The last section includes social aspects in computer usage, the impact on work organizations and work at home.

## **Measuring the User Experience**

Usability Testing Essentials provides readers with the tools and techniques needed to begin usability testing or to advance their knowledge in this area. The book begins by presenting the essentials of usability testing, which include focusing on the

user and not the product; knowing when to conduct small or large studies; and thinking of usability as hill climbing. It then reviews testing options and places usability testing into the context of a user-centered design (UCD). It goes on to discuss the planning, preparation, and implementation of a usability test. The remaining chapters cover the analysis and reporting of usability test findings, and the unique aspects of international usability testing. This book will be useful to anyone else involved in the development or support of any type of product, such as software or web developers, engineers, interaction designers, information architects, technical communicators, visual or graphic designers, trainers, user-assistance specialists, and instructional technologists. Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development The fully updated four-color edition now features important usability issues such as international testing, persona creation, remote testing, and accessibility Follow-up to Usability Testing and Research (9780205315192, Longman, 2001), winner of the highest-level award from the Society for Technical Communication

## **Handbook of Human Factors in Medical Device Design**

Moderating Usability Tests provides insight and guidance for usability testing. To a large extent, successful usability testing depends on the skills of the person facilitating the test. However, most usability specialists still learn how to conduct tests through an apprentice system with little formal training. This book is the resource for new and experienced moderators to learn about the rules and practices for interacting. Authors Dumas and Loring draw on their combined 40 years of usability testing experience to develop and present the most effective principles and practices - both practical and ethical - for moderating successful usability tests. The videos are available from the publisher's companion web site. Presents the ten "golden rules that maximize every session's value Offers targeted advice on how to maintain objectivity Discusses the ethical considerations that apply in all usability testing Explains how to reduce the stress that participants often feel Considers the special requirements of remote usability testing Demonstrates good and bad moderating techniques with laboratory videos accessible from the publisher's companion web site

## **Remote Usability Testing**

Developed to promote the design of safe, effective, and usable medical devices, Handbook of Human Factors in Medical Device Design provides a single convenient source of authoritative information to support evidence-based design and evaluation of medical device user interfaces using rigorous human factors engineering principles. It offers guidance

## **Usability Testing and Research**

Demonstrates how to develop user-centered design practices and explains a methodology for institutionalizing user

experience engineering.

## **Quantifying the User Experience**

Gain actionable insights from qualitative remote studies to improve user experience Key Features Understand the different usability testing methodologies and their strengths and weaknesses Master the execution of remote studies Learn how to analyze and present study results Book Description Usability testing is a subdiscipline of User Experience. Its goal is to ensure that a given product is easy to use and the user's experience with the product is intuitive and satisfying. Usability studies are conducted with study participants who are representative of the target users to gather feedback on a user interface. The feedback is then used to refine and improve the user interface. Remote studies involve fewer logistics, allow participation regardless of location and are quicker and cheaper to execute compared to in person studies, while delivering valuable insights. The users are not inhibited by being in a new environment under observation; they can act naturally in their familiar environment. Remote unmoderated studies additionally have the advantage of being independent of time zones. This book will teach you how to conduct qualitative remote usability studies, in particular remote moderated and unmoderated studies. Each chapter provides actionable tips on how to use each methodology and how to compensate for the specific nature of each methodology. The book also provides material to help with planning and executing each study type. What you will learn Choose the most suitable remote study methodology Establish a clear goal for the study Plan the study execution Understand recruitment logistics, expectations and compensation Set up and moderate remote studies Write good tasks and questions for each methodology Analyze and document the study results Deliver results that align with the goal for the study Who this book is for This book is for user experience (UX) professionals familiar with traditional in-person usability testing methodologies, or for UX designers with no prior exposure to user research and usability testing. Customer experience professionals or product managers who want to understand remote usability testing will also find this book useful. No knowledge of remote usability testing is needed.

## **Successful User Experience: Strategies and Roadmaps**

Once, human-computer interaction was limited to a privileged few. Today, our contact with computing technology is pervasive, ubiquitous, and global. Work and study is computer mediated, domestic and commercial systems are computerized, healthcare is being reinvented, navigation is interactive, and entertainment is computer generated. As technology has grown more powerful, so the field of human-computer interaction has responded with more sophisticated theories and methodologies. Bringing these developments together, The Wiley Handbook of Human-Computer Interaction explores the many and diverse aspects of human-computer interaction while maintaining an overall perspective regarding the value of human experience over technology.

## **User and Task Analysis for Interface Design**

With hands-on guidance and examples, this book provides practical tools to make sure that your Web site is as effective and user-friendly as possible. It shows how to create sites that are free of navigation "dead ends", difficult to use interfaces, and other barriers to usability.

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