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

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developers see through the eyes of their users.

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

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

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

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

Observing the User Experience | ScienceDirect

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Observing the User Experience - 2nd Edition

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

Observing the User Experience | ScienceDirect

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

Observing the User Experience - Dawn Wright

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

How to Conduct User Observations | Interaction Design ...

"Wow! So many of the user experience research methods we have refined and used over the years are now organized and described in detail in one book. It is an essential reference for any practitioner."

--Christian Rohrer, Manager, User Experience Research, Yahoo!

"Observing the User Experience provides the reader with a wealth of

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