

Second Edition



A PRACTICAL GUIDE TO USER RESEARCH METHODS

UNDERSTANDING YOUR USERS

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Understanding Your Users A Practical Guide To

Andrew K. Johnston



Understanding Your Users A Practical Guide To:

Understanding Your Users Kathy Baxter,Catherine Courage,2005-01-19 Today many companies are employing a user centered design UCD process but for most companies usability begins and ends with the usability test Although 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 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 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 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 experienced authors who teach conference courses on this subject to usability professionals and new product designers alike

Understanding Your Users Kathy Baxter,Catherine Courage,Kelly Caine,2015-05-20 This new and completely updated edition is a comprehensive easy to read how to guide on user research methods You ll learn about many distinct user research methods and also pre and post method considerations such as recruiting facilitating activities or moderating negotiating with product developments teams customers and getting your results incorporated into the product For each method you ll understand how to prepare for and conduct the activity as well as analyze and present the data all in a practical and hands on way Each method presented provides different information about the users and their requirements e g functional requirements information architecture The techniques can be used together to form a complete picture of the users needs or they can be used separately throughout the product development lifecycle to address specific product questions These techniques have helped product teams understand the value of user experience research by providing insight into how users behave and what they need to be successful You will find brand new

case studies from leaders in industry and academia that demonstrate each method in action This book has something to offer whether you are new to user experience or a seasoned UX professional After reading this book you ll be able to choose the right user research method for your research question and conduct a user research study Then you will be able to apply your findings to your own products Completely new and revised edition includes 30 % new content Discover the foundation you need to prepare for any user research activity and ensure that the results are incorporated into your products Includes all new case studies for each method from leaders in industry and academia

Understanding Your Users Catherine Courage, Kathy Baxter, 2005-01-11 *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 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 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 methods 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

BOOK JACKET *Understanding Your Users* Kathy Baxter, Catherine Courage, 2005 Today many companies are employing a user centered design UCD process but for most companies usability begins and ends with the usability test Although 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 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 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 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 experienced authors who teach conference courses on this subject to usability professionals and new product designers alike Computers in Libraries 2007 ,2007 *A Practical Guide to Usability Testing* Joseph S. Dumas,Janice Redish,1999 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 Resonant Interface** Steven G. Heim,2008 In an age of ubiquitous computing it is essential that Interaction Design be based on the rich foundation of HCI research and knowledge The Resonant Interface does that and more It moves beyond the traditional scope of human computer interaction HCI and is based on the concept of active learning that integrates theory and practice Each chapter begins with a discussion of a particular HCI topic or concept that is then explored and put into perspective for interface design The topics are then set in a design scenario using authentic interface problems and solutions With a practical engaging style author Steve Heim moves beyond a focus on research findings and extends student learning into the processes of building usable interfaces for software and Web sites Oracle Wait Interface: A Practical Guide to Performance Diagnostics & Tuning Richmond Shee,Kirtikumar Deshpande,K. Gopalakrishnan,2004 Publisher's Note Products purchased from Third Party sellers are not guaranteed by the publisher for quality authenticity or access to any online entitlements included with the product Troubleshoot tune and optimize your Oracle database efficiently and successfully every time This book explains how to take full advantage of the revolutionary Oracle Wait Interface to quickly pinpoint and solve core problems and bottlenecks and increase productivity exponentially **The Practical Guide to Local Area Networks** Rowland Archer,1986 **On Inquiry** Allan Mark Konrad,2007 **Library & Information Science Abstracts** ,2006 A Guide to Professional Writing with 2020 APA Update Stephen A. Bernhardt,Nancy Sommers,2020-08-07 A Guide to Professional Writing part of the Writer's Help Guidebook Series offers writing and research support for students writing in the discipline This compact yet comprehensive guidebook provides the value students want with the essential instruction they need to get their writing tasks completed successfully Students will find advice on how to think read research design and write papers projects and presentations like a professional writer Coverage includes the following topics all focused on the specific needs of professional writers Writing process Conventions in the discipline Integrating and evaluating sources Documentation style required in the discipline with plenty of models

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