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Test; How to Do It; How to Analyze It; Example; CHAPTER 11. Surveys; When to Conduct Surveys; How to Field a Survey; How to Analyze Survey Responses; Follow-Up and Ongoing Research; CHAPTER 12. Ongoing Relationship; Background; Diaries; Advisory Boards; Beta Testing; Telescoping; Taking the Longer View; CHAPTER 13. Log Files and Customer Support; The Customer Support Process; Collecting Comments; Reading Comments; Organize and Analyze Them; Log Files; What's in a Log File, and What's Not; Logs and Cookies; Some Useful Metrics
Extracting Knowledge from DataCHAPTER 14. Competitive Research; When Competitive Research is Effective; Competitive Research Methods; Analyzing Competitive Research; Acting on Competitive Research; Example: A Quick Evaluation of ZDNet; CHAPTER 15. Others' Hard Work: Published Information and Consultants; Published Information; Hiring Specialists; CHAPTER 16. Emerging Techniques; Variations on Techniques; Combining; PART III: Communicating Results; CHAPTER 17. Reports and Presentations; Preparation; The Report; The Presentation; CHAPTER 18. Creating a User-Centered Corporate Culture IntegrationJustification; What If It's Too Difficult?; The Only Direction; Appendix A: The Budget Research Lab; Appendix B: Common Survey Questions; Appendix C: Observer Instructions; Bibliography; Index; About the Author

Sommario/riassunto

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
