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Collana	The Morgan Kaufmann series in interactive technologies
Altri autori (Persone)	RighiCarol JamesJanice (Janice Sue)
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Nota di contenuto	Front cover; User-Centered Design Stories; Copyright page; Table of contents; Foreword; Preface; Acknowledgments; PART I: Promoting, Establishing, and Administering a User-Centered Design Program; CASE 1: Changing Products Means Changing Behaviors; The Advocate; Analyzing the Situation; The Compromise; Creating Feedback Mechanisms; The Presentation; Thank You Mr. Gantt; Doing It Right-Iterative Design Based on User Feedback; Summary; Further Reading; CASE 2: Managing Politics in the Workplace; The Cleveland Company: Evolving From Old to New Economy; Sibling Rivalry; The Team Meeting A New Leader Comes to New York City No, You Come to Me; Bait and Switch; Trench Buddies; Finally, Success; Summary; Further Reading; CASE 3: Raising Awareness at the Company Level; Introduction; Understanding and Integrating Into the Company; Creating a Plan; Facilitating the Integration of UE; Summary; Further Reading; CASE 4:

Usability Step by Step: Small Steps to a More Successful Site; Stealth Usability; Site Structure, Search Engine, and Search Results; Value Versus Viewing Success; Revising Sites and Redeeming Relationships; The Plan and How to Work It; Planning and Preparing the Test Project Logistics Team Structure and Deliverables; Session Length and Activities; Recruiting Participants; Success with Sessions; Initial Analysis; Presenting Results; Recommendations for the ADP Site; "Selling" the Recommendations; Long-Term Results; Summary; Further Reading; CASE 5: Growing a Business by Meeting (Real) Customer Needs; Evaluating the Current State of Rev Photo; Developing an Action Plan; Evaluating the Research Data With the Cross-Functional Leadership Team; Summary; Further Reading; CASE 6: But the Usability People Said It Was Okay . . . Or, How Not to "Do Usability" Ellen Has a Problem The Usability Group at Fourier Software; Ellen Remembers How She Got into This Mess; Nancy's Side of the Story; And, Tom's Version; Fixing the Problem for Good; Taking on a Project the Right Way; How to Say No Gracefully; Summary; Further Reading; PART II: Research, Evaluation, and Design; CASE 7: Estimating a User-Centered Design Effort; Tell Us What You Think It Will Take; The Detailed Estimate; What About Project Management and External Duties?; What About the Development Timeline?; Let's Redefine and Get Started; Now Is the Time for Course Correction Good Plans Shape Good Decisions Summary; Further Reading; CASE 8: A Case Study in Card Sorting; Determining the Need for a Card Sort; Planning the Card Sort; Implementing the Card Sort Study; Summary; Further Reading; CASE 9: The HURIE Method: A Case Study Combining Requirements Gathering and User Interface Evaluation; The Context; The Study; Summary; Further Reading; CASE 10: Two Contrasting Case Studies in Integrating Business Analysis with Usability Requirements Analysis and User Interface Design; Case 1: The Thompson Institute: No Business Analysis Case 2: The City Police Department: Business Analysis Already Completed

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#### Sommario/riassunto

Intended for both the student and the practitioner, this is the first user-centered design casebook. It follows the Harvard Case study method, where the reader is placed in the role of the decision-maker in a real-life professional situation. In this book, the reader is asked to perform analysis of dozens of UCD work situations and propose solutions for the problem set. The problems posed in the cases cover a wide variety of key tasks and issues facing practitioners today, including those that are related to organizational/managerial topics, UCD methods and processes, and technical/ pr

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