

1. Record Nr.	UNINA9910479860103321
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Titolo	Usability testing essentials [[electronic resource] ] : ready, set-- test // Carol Barnum
Pubbl/distr/stampa	Burlington, MA, : Morgan Kaufmann Publishers, 2010
ISBN	1-282-87903-0 9786612879036 0-12-378553-7
Edizione	[1st edition]
Descrizione fisica	1 online resource (405 p.)
Disciplina	004.01/9 004.019
Soggetti	User interfaces (Computer systems) - Testing Web-based user interfaces - Testing Human-computer interaction Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 355-365) and index.
Nota di contenuto	Front cover; Usability Testing Essentials; Copyright page; Contents; Foreword; Acknowledgments; About the author; Image credits and permissions; Introduction: Getting started guide; Usability is invisible; U R usability; How to use this book; But wait, there's more on the companion website; Chapter 1 Establishing the essentials; Focus on the user, not the product; Start with some essential definitions; Know when to conduct small studies; Know how to conduct small studies; Know when to conduct large studies; Think of usability testing as hill climbing; Chapter 2 Testing here, there, everywhere Testing in a lab offers some benefits Formal labs can cost a lot, or not; Informal labs can be set up anywhere at very little cost; Field testing gets you into the world of your users; Remote testing extends your reach to your users; Choosing the right method is a balancing act; Chapter 3 Big U and little u usability; Introducing big U and little u usability; Using a user-centered design process; Opening your toolkit and seeing what's there; Choosing heuristic evaluation from the toolkit; Conducting a heuristic evaluation; Comparing the results from heuristic

evaluation and usability testing

Putting both methods together: The 1-2 punch Cost-justifying usability; Case Study: Heuristic evaluation of Holiday Inn China website; Chapter 4 Understanding users and their goals; People are goal-oriented; When people use the web, they bring their experience and expectations; Personas help you get to know your users; Scenarios tell the story of your users' goals; Chapter 5 Planning for usability testing; Scheduling the planning meeting; Writing the test plan; Case Study: Test plan for Holiday Inn China website usability study; Chapter 6 Preparing for usability testing

Recruiting participants Assigning team roles and responsibilities; Developing team checklists; Writing the moderator's script; Preparing or using other forms; Creating questionnaires; Using standard post-test questionnaires; Creating or using qualitative feedback methods; Testing the test; Case Study: Sample test materials for Holiday Inn China website usability study; Chapter 7 Conducting a usability test; Setting up for testing; Meeting, greeting, briefing; Being an effective and unbiased moderator; Managing variations on the theme of testing Providing help or customer support during testing Logging observations; Handling observers and visitors; Working solo; Case Study: Session log from Holiday Inn China website usability study; Chapter 8 Analyzing the findings; What did we see?; What does it mean?; What should we do about it?; Case Study: Findings analysis from Holiday Inn China website usability study; Chapter 9 Reporting the findings; Following Aristotle's advice; Preparing the message for the medium; Writing an informal memo report; Writing a formal report; Presenting the findings; Presenting post-task and post-test results Making recommendations

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## Sommario/riassunto

Do you love your mobile phone? Your MP3 player? Your e-book reader? Your laptop or tablet PC? There's a reason for that. Usability. When usability testing is part of the design and development of products, the results are better products that users want and like. You may be doing testing now or want to help your company get started, but you may not have all the tools to know how to properly prepare, test, analyze, and measure the results across a multitude of cultures, generations, and countries. And you may be facing tight budgets and short timeframes for testing. If this is your si

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