

1. Record Nr.	UNINA9910784976303321
Autore	Rubin Jeffrey <1949->
Titolo	Handbook of usability testing [[electronic resource]] : how to plan, design, and conduct effective tests // Jeff Rubin, Dana Chisnell
Pubbl/distr/stampa	Indianapolis, IN, : Wiley Pub., c2008
ISBN	1-118-08040-8 1-281-37454-7 9786611374549 0-470-38608-8
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (386 p.)
Altri autori (Persone)	ChisnellDana
Disciplina	006.7019
Soggetti	User interfaces (Computer systems) - Testing Computers
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests, Second Edition; About the Authors; Credits; Acknowledgments; Contents; Foreword; Preface to the Second Edition; Part I: Usability Testing: An Overview; Chapter 1: What Makes Something Usable?; Chapter 2: What Is Usability Testing?; Chapter 3: When Should You Test?; Chapter 4: Skills for Test Moderators; Part II: The Process for Conducting a Test; Chapter 5: Develop the Test Plan; Chapter 6: Set Up a Testing Environment; Chapter 7: Find and Select Participants; Chapter 8: Prepare Test Materials Chapter 9: Conduct the Test Sessions Chapter 10: Debrief the Participant and Observers; Chapter 11: Analyze Data and Observations; Chapter 12: Report Findings and Recommendations; Part III: Advanced Techniques; Chapter 13: Variations on the Basic Method; Chapter 14: Expanding from Usability Testing to Designing the User Experience; Afterword; Index
Sommario/riassunto	Whether it's software, a cell phone, or a refrigerator, your customer wants?no, expects?your product to be easy to use. This fully revised handbook provides clear, step-by-step guidelines to help you test your product for usability. Completely updated with current industry best

practices, it can give you that all-important marketplace advantage: products that perform the way users expect. You'll learn to recognize factors that limit usability, decide where testing should occur, set up a test plan to assess goals for your product's usability, and more.
