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Autore	Barnum Carol M
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
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 punchCost-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 participantsAssigning 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 testingLogging  
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?  
You 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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2. Record Nr.	UNINA9910782485303321
Autore	Fox Mark
Titolo	Doing practitioner research [[electronic resource] /] / Mark Fox, Peter Martin & Gill Green
Pubbl/distr/stampa	London, : SAGE, 2007
ISBN	1-4462-2686-7 1-84920-899-9 1-281-79854-1 1-84860-465-3 9786611798543
Descrizione fisica	1 online resource (vii, 214 p.) : ill
Altri autori (Persone)	MartinPeter J GreenGill <1956->
Disciplina	361.0072
Soggetti	Action research Human services - Research
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 and index.
Nota di contenuto	Cover; Contents; Introduction; Chapter 1; Chapter 2; Chapter 3; Chapter 4; Chapter 5; Chapter 6; Chapter 7; Chapter 8; Chapter 9; Chapter 10; Chapter 11; Chapter 12; References; Index
Sommario/riassunto	Focusing on helping practitioners conduct research in their own organizations, this title covers in detail the range of skills and techniques necessary to make a successful start to the process of becoming an effective practitioner researcher.