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Sommario/riassunto	Good UX is based on evidence. Qualitative evidence, such as user testing and field research, can only get you so far. To get the full picture of how users are engaging with your website or app, you'll need to use quantitative evidence in the form of analytics. This book will show you, step by step, how you can use website and app analytics data to inform design choices and definitively improve user experience. Offering practical guidelines, with plenty of detailed examples, this book covers: why you need to gather analytics data for your UX projects getting set up with analytics tools analyzing data how to find problems in your analytics using analytics to aid user research, measure and report on outcomes