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Autore	Kuniavsky Mike
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Nota di contenuto	Front Cover; Observing the User Experience: A Practitioner's Guide to User Research; Copyright; Biographies; Contents; Preface; Who Are You?; What's in This Book?; What's Not in This Book?; Acknowledgments; Part I - Why Research Is Good andHow It Fits into Product Development; Chapter 1 - Introduction; Learning from LEGO; In Conclusion; Chapter 2 - Do a Usability Test Now!; A Nano-usability Test; A Micro-usability Test; What Did You Learn?; What to Do Next; Chapter 3 - Balancing Needs through Iterative Development; Success for End Users Is...; Success for the Company Is... Success for Advertisers Is...A System of Balance: Iterative Development; Where User Research Fits In; Example: A Scheduling Service; Part II User Experience Research Techniques; Chapter 4 - Research Planning; Setting Goals for Research; Integrating Research and Action; The Format of the Plan; Budgets; Example: Research Plan for Company X; Maintenance; Chapter 5 - Competitive Research; When Competitive Research Is Effective; Competitive Research Methods; Analyzing Competitive Research; Example: A Quick Evaluation of Match.com; Acting on Competitive Research Chapter 6 - Universal Tools: Recruiting and InterviewingRecruiting; Current eCalendar Users; eCalendar Power User; Potential Users; Current User Screener; Interviewing; Chapter 7 - Focus Groups; When

Focus Groups Are Appropriate; How to Conduct Focus Groups; Blue Sky and Wrap-Up (10 minutes); Chapter 8 - More Than Words: Object-Based Techniques; When to Use Them; Dialogic Techniques; Writing the Script; Generative Techniques: Making Things; Associative Techniques: Card Sorting; Chapter 9 - Field Visits: Learning from Observation; What Are Field Visits?; How Are Field Visits Used? The Field Visit Process Note Taking; Why Can't You Just Ask People?; Conclusion; Chapter 10 - Diary Studies; When to Do a Diary Study; How to Do a Diary Study; Conclusion; Chapter 11 - Usability Tests; When to Test; How to Do It; How to Analyze Usability Tests; Anatomy of a Usability Test Report; Conclusion; Chapter 12 - Surveys; When to Conduct Surveys; How to Field a Survey; How to Analyze Survey Responses; Follow-up and Ongoing Research; Chapter 13 - Global and Cross-Cultural Research; What Is Global and What Is Cross-Cultural?; Research Planning; Consider Travel if You... Consider Remote Research if You... Consider Utilizing Local Research Providers if You...; Multilingual Research; Recruiting; Field Interviews and Observation; Global and Cross-Cultural Surveys; The Elephant in the Room; Tactical Challenges for Implementing Research Plans; Analyzing the Data; Course Corrections; Building Your Global Research Program; Chapter 14 - Others' Hard Work: Published Information and Consultants; Published Information; Hiring Specialists; Request for Proposal; Part 1: Project Summary; Background; Project Description; Part 2: Elements of Your Proposal; Questions; Case Studies Core Competencies

Sommario/riassunto

The gap between who designers and developers imagine their users are, and who those users really are can be the biggest problem with product development. Observing the User Experience will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created. Filled with real-world experience and a wealth of practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users. It provides in-depth coverage of 13 user experience resea
