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Nota di contenuto	Front Cover; Beyond the Usability Lab: Conducting Large-scale Online User Experience Studies; Copyright; Table of Contents; Preface; Acknowledgments; Dedication; Author Biographies; Bill Albert; Tom Tullis; Donna Tedesco; Chapter 1: Introduction; 1.1 What is An Online Usability Study?; 1.2 Strengths and Limitations of Online Usability Testing; 1.2.1 Comparing designs; 1.2.2 Measuring the user experience; 1.2.3 Finding the right participants; 1.2.4 Focusing design improvements; 1.2.5 Insight into users' real experience; 1.2.6 Where are users going (click paths)? 1.2.7 What users are saying about their experiences1.2.8 Saving time and money; 1.2.9 Limitations of online usability testing; 1.3 Combining Online Usability Studies with Other User Research Methods; 1.3.1 Usability lab (or remote) testing; 1.3.2 Expert review; 1.3.3 Focus groups; 1.3.4 Web traffic analysis; 1.4 Organization of the Book; Chapter 2: Planning the Study; 2.1 Target Users; What are the users' primary goals in using the product?; 2.2 Type of Study; Comprehensive usability or user experience study; Usability or user experience

baseline; Competitive evaluation

Live site vs prototype comparison Feature- or function-specific test; 2.3 Between-Subjects Versus within-Subjects; Order and sequence effects; Task effects; 2.4 Metrics; 2.4.1 Task-based data; Task success (also known as task completion); Task times (also known as "time on task"); Efficiency; Clickstream data; Self-reported data; Task comments or verbatims; 2.4.2 End-of-session data; Overall self-reported data; Overall assessment tools; Comments or verbatims; 2.5 Budget and Timeline; 2.5.1 Budget; Technology costs; Recruiting costs; Participant incentives; People time; 2.5.2 Timeline; Study A Study B Study C; Study D; 2.6 Participant Recruiting; 2.6.1 True intent intercept; 2.6.2 Panels; How they work; Panelist incentives; Integrated services; Cost; Quality of panelists; 2.6.3 Direct and targeted recruiting; Emailing; Posting on the Internet; Posting in paper ads; Friends, family, and co-workers; 2.7 Participant Sampling; 2.7.1 Number of participants; 2.7.2 Sampling techniques; 2.8 Participant Incentives; 2.9 Summary; Chapter 3: Designing the Study; 3.1 Introducing the Study; 3.1.1 Purpose, sponsor information, motivation, and incentive; 3.1.2 Time estimate 3.1.3 Technical requirements 3.1.4 Legal information and consent; 3.1.5 Instructions; 3.2 Screening Questions; 3.2.1 Types of screening questions; 3.2.2 Misrepresentation checks; 3.2.3 Exit strategy; 3.3 Starter Questions; 3.3.1 Product, computer, and Web experience; 3.3.2 Expectations; 3.3.3 Reducing bias later in the study; 3.4 Constructing Tasks; 3.4.1 Making the task easy to understand; 3.4.2 Writing tasks with task completion rates in mind; 3.4.3 Anticipating various paths to an answer; 3.4.4 Multiple-choice answers; 3.4.5 Including a "none of the above" option 3.4.6 Including a "don't know" or "give up" option

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## Sommario/riassunto

Online usability testing allows usability practitioners to get simultaneous feedback about their web and software applications from 1,000s of participants in countless market segments. Companies want quantifiable user feedback early in their development process, rather than waiting until design and programming are already underway. Online usability testing offers the perfect solution ? it is quick, effective, and inexpensive. There are four significant trends in the last decade resulting in the rapid growth of online usability testing: 1. An increasing focus on metrics as it rel

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