1.	Record Nr.	UNINA9911006504303321
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	Titolo	Beyond the usability lab : conducting large-scale user experience studies / / Bill Albert, Tom Tullis, Donna Tedesco
	Pubbl/distr/stampa	San Francisco, Calif., : Morgan Kaufmann, c2010
	ISBN	9786612541193 9781282541191 1282541196 9780080953854 0080953859
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (329 p.)
	Altri autori (Persone)	TullisTom (Thomas) TedescoDonna
	Disciplina	004.019
	Soggetti	Human-computer interaction User interfaces (Computer systems) - Testing
	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	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

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