

User Research A Practical Guide To Designing Better Products And Services

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Take a shortcut and prepare to crash. Instead, the whole field of user research (UX as it is often shortened to) is at your fingertips, looking at issues such as user behaviour, user needs, motivation and more, pulling in a host of different scientific approaches such as observation research, task analysis, psychology and more.

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User Research is a practical guide that shows readers how to use the vast array of user research methods available. Covering all the key research methods including face-to-face user testing, card sorting, surveys, A/B testing and many more, the book gives expert insight into the nuances, advantages and disadvantages of each, while also providing guidance on how to interpret, analyze and share the data once it has been obtained.

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This book is intended as a practical guide for conducting mobile research focused on the user and their experience. We hope that the depth and breadth of case studies presented, as well as specific best practices, will help you to design the best technologies possible and choose appropriate methods to gather ethical, reliable, and generalizable data to explore the use of mobile technologies out ...

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