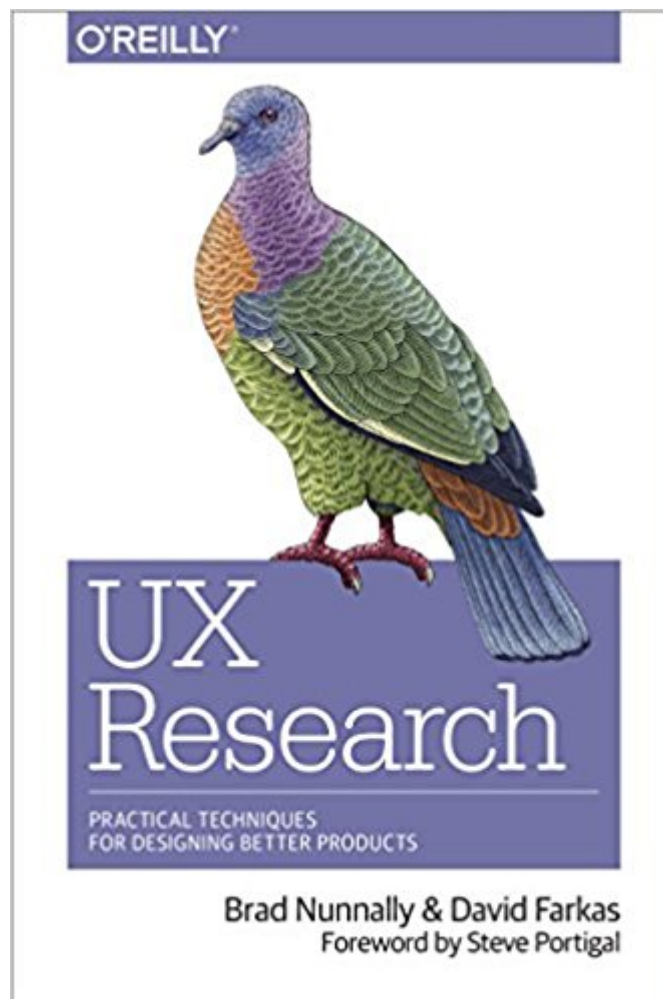


The book was found

UX Research: Practical Techniques For Designing Better Products



Synopsis

One key responsibility of product designers and UX practitioners is to conduct formal and informal research to clarify design decisions and business needs. But there's often mystery around product research, with the feeling that you need to be a research Zen master to gather anything useful. Fact is, anyone can conduct product research. With this quick reference guide, you'll learn a common language and set of tools to help you carry out research in an informed and productive manner. This book contains four sections, including a brief introduction to UX research, planning and preparation, facilitating research, and analysis and reporting. Each chapter includes a short exercise so you can quickly apply what you've learned. Learn what it takes to ask good research questions Know when to use quantitative and qualitative research methods Explore the logistics and details of coordinating a research session Use softer skills to make research seem natural to participants Learn tools and approaches to uncover meaning in your raw data Communicate your findings with a framework and structure

Book Information

File Size: 9274 KB

Print Length: 256 pages

Simultaneous Device Usage: Unlimited

Publisher: O'Reilly Media; 1 edition (November 15, 2016)

Publication Date: November 30, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01N9BZ060

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #243,199 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #66

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Experience & Usability #154 in Kindle Store > Kindle eBooks > Computers & Technology > Web

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