User Research: A Practical Guide To Designing Better Products And Services

Inclusive design not only ensures that products, services, interfaces and environments are easier to use for those with special needs or limitations, but in doing so also makes them better for everyone. Design for Inclusivity, written by a team that has pioneered inclusive design practice internationally, reviews the recent social trends and pressures that have pushed this subject to the fore, and assesses design responses to date in an international context. The authors make the business case for inclusive design and explain the formalisation of the approach in standards and legislation. The text includes case studies which describe transport, product development, IT and service projects, as well as industry-university collaborative projects, and highlights lessons that have been learned. This is very much a practical book. It offers tools, techniques, guidelines and signposts for the reader to key resources, as well as including advice on research methods, and working with users and industry partners.

Put the consumer back at the heart of your campaigns with this bestselling guide on user experience/user research with this practical and straightforward guide that includes up-to-date research methods.

With the rapid growth of collaborative, indigenous, and community-based research, one of the key challenges researchers face is finding an effective way of involving non-researchers in the research process. Do It Yourself Social Research has been a best-selling methodology guide for action research projects and community groups in Australia for almost three decades. Always emphasizing the importance of a spirit of inquiry, it demystifies the research process, covering where to start, how to manage a research project, what methods, techniques and resources to use, and interpretation, analysis and reporting. This third edition has been thoroughly revised, adding the use of narrative and dialogue in research, rich research design, and what digital technology can (and can't) contribute to the research process. With its hands-on, no-nonsense approach, Do It Yourself Social Research is an essential resource for community groups, college students, and other novice researchers in health, social welfare, education and related areas.

This practical guide is for anyone who needs to put together research projects quickly and effectively. Specifically it will show you how to choose your research methods, choose your participants, prepare a research proposal, conduct interviews and focus groups, construct questionnaires, analyse data, report findings and be an ethical researcher.

The User is Always Right
Eye Tracking the User Experience
How to Observe Users, Influence Design, and Shape Business Strategy
How the World's Top Companies Use Human Insight to Create Great Experiences
Understanding Your Users
A User-friendly Manual for Mastering Research Techniques and Projects
Creative Writing for Social Research

This book will give you a practical overview of several methods and approaches for designing mobile technologies and conducting mobile user research, including how to understand behavior and evaluate how such technologies are being (or may be) used out in the world. Each chapter includes case studies from our own work and highlights advantages, limitations, and very practical steps that should be taken to increase the validity of the studies you conduct and the data you collect. 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 in the world.

Eye tracking is a widely used research method, but there are many questions and misconceptions about how to effectively apply it. Eye Tracking the User Experience—the first how-to book about eye tracking for UX practitioners—offers step-by-step advice on how to plan, prepare, and conduct eye tracking studies; how to analyze and interpret eye movement data; and how to successfully communicate eye tracking findings.

Is there more to qualitative data collection than face-to-face interviews? Answering with a resounding 'yes', this book introduces the reader to a wide array of exciting and novel techniques for collecting qualitative data in the social and health sciences. Collecting Qualitative Data offers a practical and accessible guide to textual, media and virtual methods currently under-utilised within qualitative research. Contributors from a range of disciplines share their experiences of implementing a particular technique, provide step-by-step guidance to using that approach, and highlight both the potential and pitfalls. From gathering blog data to the story completion method to conducting focus groups online, the methods and data types featured in this book are ideally suited to student projects and other time- and resource-limited research. In presenting several innovative ways that data can be collected, new modes of scholarship and new research orientations are opened up to student researchers and established scholars alike.

When conducting research in developing countries, an ability to negotiate a bewildering array of cultural and logistical obstacles is essential. Overseas Research: A Practical Guide distills essential lessons from scores of students and scholars who have collected data and done fieldwork abroad, including how to prepare for the field, how and where to find funding for one's fieldwork, issues of personal safety and security, and myriad logistical and relational issues. By encouraging researchers to think through the challenges of research before they begin it, Overseas Research will help prepare fieldworkers for the practical, logistical, and psychological considerations of very demanding work, help save valuable time, make the most of scarce financial resources, and enhance the quality of the field research. This third edition contains new material on social media, including representation of research subjects/collaborators, students' digital branding and image, and representing universities abroad when posting publicly. It also covers emerging technologies

such as solar panels for power in remote locations, new ways of digitally sending and receiving money, and incorporates more perspectives of women, LGBTQ+ people, and people of color researching abroad. The book will be of interest to overseas fieldworkers, and also to undergraduates in subjects such as anthropology, economics, geography, history, international studies, politics, sociology, and development studies.
A Practical Guide

Overseas Research
Building User Research Teams
User Research
A Practitioner's Guide to User Research
A Practical User Guide

How do we ensure that our Web sites actually give users what they need? What are the best ways to understand our users' goals, behaviors, and attitudes, and then turn that understanding into business results? Personas bring user research to life and make it actionable, ensuring we're making the right decisions based on the right information. This practical guide explains how to create and use personas to make your site more successful. The User Is Always Right: A Practical Guide to Creating and Using Personas takes you through each step of persona creation, including tips for conducting qualitative user research, new ways to apply quantitative research (such as surveys) to persona creation, various methods for generating persona segmentation, and proven techniques for making personas realistic. You'll also learn how to use personas effectively, from directing overall business strategy and prioritizing features and content to making detailed decisions about information architecture, content, and design.

Successful products require good decisions. Reliable information about what users are trying to achieve, their context and whether they can and will use your product is essential to making good product decisions. User researchers run robust and repeatable studies to find that information, but they need some tools and support to get started. Building User Research Teams is a practical guide on how to build a research team of any size, starting from convincing colleagues why they need a user research team, through the development and implementation of the tools and processes needed, to running high quality studies and mapping the future development of a growing research team. Learn how to: Advocate for user research inside your organisation Budget for and equip a research team Create the templates and tools needed to run research Run studies that are impactful and accurate Optimise your research team's workflow Grow a research team long-term This book is useful for: Companies looking to hire their first researcher New research leaders establishing a team Independent researchers in companies looking to maximise their impact Designers, product managers and UX professionals wanting to incorporate research best practice into their work

User research is global – yet despite its pervasiveness, practitioners are not all well equipped to work globally. What may have worked in Nigeria may not be accepted in Russia, may be done differently in Brazil, may partly work in China, and may completely fail in Kuwait. And what often goes less noticed, but can be equally vexing are technical, logistical and planning issues such as hiring qualified translators, payment procedures, travel issues, setting up facilities and finding test participants. The Handbook of Global User Research is the first book to focus on global user research. The book collects insight from UX professionals from nine countries and, following a typical project timeline, presents practical insights into the preparation, fieldwork, analysis and reporting, and overall project management for global user research projects. Any user experience professional that works on global projects -- including those new to the field, UX veterans who need information on this expanding aspect of user research, and students -- will need this book to do their job effectively. *Presents the definitive collection of hard won lessons from user research professionals around the world *Includes real-world examples of global user research challenges and provides approaches to these issues *Contains anecdotes and hard-won from the field that illustrate actionable tactics for practitioners

A clear and focused guide to creating useful user experience documentation As web sites and applications become richer and more complex, the user experience (UX) becomes critical to their success. This indispensible and full-color book provides practical guidance on this growing field and shares valuable UX advice that you can put into practice immediately on your own projects. The authors examine why UX is gaining so much interest from web designers, graduates, and career changers and looks at the new UX tools and ideas that can help you do your job better. In addition, you'll benefit from the unique insight the authors provide from their experiences of working with some of the world's best-known companies, learning how to take ideas from business requirements, user research, and documentation to create and develop your UX vision. Explains how to create documentation that clearly communicates the vision for the UX design and the blueprint for how it's going to be developed Provides practical guidance that you can put to work right away on their own projects Looks at the new UX tools and ideas that are born every day, aimed at helping you do your job better and more efficiently Covers a variety of topics including user journeys, task models, funnel diagrams, content audits, sitemaps, wireframes, interactive prototypes, and more Communicating the User Experience is an ideal resource for getting started with creating UX documentation.

A Practical Guide to Information Architecture
Do It Yourself Social Research, Third Edition
The Practical Guide to Experience Design: A Guidebook for Passionate, Curious, and Intentional People who Enjoy Designing for Humans
for the Aspiring Scientist
A Practical Guide to Research Methods and Analysis
Conducting Personal Network Research
UX Research
Inviting beginners and more experienced researchers to explore new ways of writing, this book introduces readers to creatively written research in a variety of formats including plays and poems, videos and comics. It not only gives social researchers permission, but also shows them how, to write creatively.
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

`[Research for Development] is well-written and, at every stage, is well-documented with practical examples. The simplicity with which it is written adds to its value in that non-professional persons get well-aquainted with the research process. Every chapter in the book ends with highlighting of the main points made in that chapter... A further strength of the book is the inclusion of an appendix with a list of websites that deal with issues in the area of development research... the simplicity of its organization and message should appeal to people/researchers across disciplines' - Pakistan Development Review `Research for Development achieves the near impossible: it provides vast quantities of useful guidance for almost anyone involved in research for development regardless of the size of your research project or your role within that project' - Arvac Bulletin `Written by professional researchers, this immensely practical book provides development workers with a more research-oriented point of view, so that they can avoid mistakes in the design of programmes. It will also help them to understand people's needs and respond accordingly' - The Asian Age `It is a beautiful and comprehensive compilation giving scores of instances that prove the essentiality if carrying out a survey of a particular locality for bringing about a change there' - Rafique Jalal, DAWN This book provides a comprehensive introduction and handbook for undertaking and managing research in development. It is designed to provide both a quick reference manual and an indispensable learning tool for all students, researchers and practitioners engaged in development work. The text is divided into two parts: Managing research for development, and Doing research for development. Together the two parts review the complete research process from outlining the essential role and purpose of research, highlighting specific issues to development research, to demonstrating how to evaluate and secure the best results from subsequent research projects. The book includes: an overview of different types of research in development work; practical steps to writing a brief and managing research; practical steps to evaluating and promoting research findings; step by step guides to getting started and choosing a research method; detailed guidelines to seven key research techniques; examples, exercises, summaries and checklists; and glossary and guides to additional resources and packages Drawing on considerable hands-on experience, Research for Development will be an essential companion and invaluable tool for anyone engaged in contemporary development research, development work and development studies. This book is the road map to proficiency and development in the field of qualitative research. Borrowing from a wealth of experience teaching introductory qualitative research courses, author Kakali Bhattacharya lays out a dynamic program for learning different paradigms of inquiry, empowering students to recognize the convergence of popular research methodologies as well as the nuances and complexities that set each of them apart. Her book: supplements the readings and activities in a qualitative methods class, exposing students to the research process and the dominant types of qualitative research; introduces a variety of theoretical perspectives in qualitative research, including positivism and postpositivism, interpretivism, feminism, symbolic interactionism, phenomenology, hermeneutics, critical theory, and Critical Race Theory; identifies and summarizes the three dominant methodological approaches in qualitative research: narrative inquiry, grounded theory, and ethnography; provides interactive activities and exercises to help students crystallize their understanding of the different topics in each chapter.

Researching UX: User Research

Practical Research Methods

A Practical Guide to Research Methods

A Practical Guide to User Research Methods

A User-friendly Guide to Mastering Research Techniques and Projects

Observing the User Experience

Practical Techniques for Designing Better Products

User ResearchA Practical Guide to Designing Better Products and ServicesKogan Page

This important resource helps researchers in all disciplines share their findings, knowledge, and ideas effectively and beyond their own field. By pursuing the practical recommendations in this book, researchers can increase the exposure of their ideas, connect with wider audiences in powerful ways, and ensure their work has a true impact. The book covers the most effective ways to share research, such as: Social media—leveraging time-saving tools and maximizing exposure and branding. Media—landing interviews and contributing to public dialogue. Writing—landing book deals and succeeding in key writing opportunities. Speaking—giving TED Talks, delivering conference keynote presentations, and appearing on broadcasts like NPR. Connecting—networking, influencing policy, and joining advisory boards. Honors—winning awards and recognition to expand your platform. Rich in tips, strategies, and guidelines, this book also includes clever "fast tracks" and downloadable eResources that provide links, leads, and templates to help secure radio broadcasts, podcasts, publications, conferences, awards, and other opportunities.

How well do you really know your users? With properly conducted user research, you can discover what really makes your audience tick. This practical guide will show you, step-by-step, how to gain proper insight about your users so that you can base design decisions on solid evidence. You'll not only learn the different methodologies that you can employ in user research, but also gain insight into important set-up activities, such as recruiting users and equipping your lab, and acquire analysis skills so that you can make the most of the data you've gathered. And finally, you'll learn how to communicate findings and deploy evidence, to boost your design rationale and persuade skeptical colleagues. Design your research Cost justify user research Recruit and incentivise users Discover how to run your research sessions Analyze your results Reporting on results and acting in your findings

Showing how market researchers can get a seat at the decision-making table, this book is the essential guide to mastering storytelling techniques that can dramatically enhance the impact of research reports and presentations, commanding full audience engagement and buy-in. While demand for storytelling in marketing research reports and

presentations has mushroomed in recent years, there can be confusion about what decision-makers mean by "stories." Leading market research expert C. Frederic John eliminates this confusion by defining four specific types of story in the business arena, and providing a series of "how-to" guides for generating effective solutions when communicating learning and other information. This book is the first to emphasize the needs of the report reader or presentation audience. Drawing on examples from ancient and modern literature, drama, opera, and other arts, this book will help today's (and tomorrow's) market research professionals to thrive in a world demanding insights, real-world recommendations, and more relevant deliverables.

Think Like a UX Researcher

Increasing the Impact of Your Research

Practical Statistics for User Research

Fundamentals of Qualitative Research

Doing Anthropological Research

A Practical Guide to Sharing Your Findings and Widening Your Reach

Doing Academic Research

This new and completely updated edition is a comprehensive, easy-to-read, "how-to" guide on user research methods. You'll learn about many distinct user research methods and also pre- and post-method considerations such as recruiting, facilitating activities or moderating, negotiating with product developments teams/customers, and getting your results incorporated into the product. For each method, you'll understand how to prepare for and conduct the activity, as well as analyze and present the data - all in a practical and hands-on way. Each method presented provides different information about the users and their requirements (e.g., functional requirements, information architecture). The techniques can be used together to form a complete picture of the users' needs or they can be used separately throughout the product development lifecycle to address specific product questions. These techniques have helped product teams understand the value of user experience research by providing insight into how users behave and what they need to be successful. You will find brand new case studies from leaders in industry and academia that demonstrate each method in action. This book has something to offer whether you are new to user experience or a seasoned UX professional. After reading this book, you'll be able to choose the right user research method for your research question and conduct a user research study. Then, you will be able to apply your findings to your own products. Completely new and revised edition includes 30+% new content! Discover the foundation you need to prepare for any user research activity and ensure that the results are incorporated into your products Includes all new case studies for each method from leaders in industry and academia

Choose and use the right research method, analyze the resulting data, and make effective use of the findings, with this practical and straightforward guide to user research.

Online student resource material cab be accessed under the 'Support Materials' tab at https://www.routledge.com/9780367207939 Doing Academic Research is a concise, accessible, and tightly organized overview of the research process in the humanities, social sciences, and business. Conducting effective scholarly research can seem like a frustrating, confusing, and unpleasant experience. Early researchers often have inconsistent knowledge and experience, and can become overwhelmed - reducing their ability to produce high quality work. Rather than a book about research, this is a practical guide to doing research. It guides budding researchers along the process of developing an effective workflow, where to go for help, and how to actually complete the project. The book addresses diversity in abilities, interest, discipline, and ways of knowing by focusing not just on the process of conducting any one method in detail, but also on the ways in which someone might choose a research method and conduct it successfully. Finally, it emphasizes accessibility and approachability through real-world examples, key insights, tips, and tricks from active researchers. This book is a highly useful addition to both content area courses and research methods courses, as well as a practical guide for graduate students and independent scholars interested in publishing their research.

This book advises and supports novice researchers in taking their first steps into the world of scientific research. Through practical tips and tricks presented in a clear, concise and step-wise manner, the book describes the entire research process from idea to publication. It also gives the reader insight into the vast opportunities a research career can provide. The books target demographic is aspiring researchers within the biomedical professions, be it medical students, young doctors, nurses, engineers, physiotherapists etc. The book will help aspirational inexperienced researchers turn their intentions into actions, providing crucial guidance for successful entry into the field of biomedical research.

A Practical Guide to Textual, Media and Virtual Techniques

Making Sense of Field Research

Communicating the User Experience

Grounded Theory for Qualitative Research

The Handbook of Global User Research

A Practical Guide to Creating and Using Personas for the Web

User Tested

An insightful discussion and practical guide on how to put customers back into the center of your business model With so many digital experiences touching our lives—and businesses—it's understandable to feel like you're drowning in data. There's a dashboard or chart for just about everything, but data alone can't help you understand and empathize with your customers. No amount of it will take you inside their heads, help you see the world through their eyes, or let you experience what it's really like to be your customer. Only human insight from real people can do that. User Tested gives both individual contributors and executives an approachable, pragmatic playbook for stepping beyond standard business metrics and infusing real human insight into every business decision, design, and experience. In this book, you'll: Learn how businesses became obsessed with

data—but disconnected from their customers—and why that's not sustainable Get the basics about how to capture human insight through user testing, including how to find the right people, ask the right questions, and make sense of and act on all the insights you uncover Dive into a detailed playbook that shares real-world examples of how you can collect and scale human insight across the teams in your organization—from marketing to product, and beyond Learn how to evangelize the power of human insight throughout your organization, so every department can create a culture of customer empathy and share a firsthand understanding of customer needs Find out how companies like Microsoft, AAA Club Alliance, HelloFresh, and Notre Dame's IDEA Center solidly connect with and elicit meaningful feedback from customers in friendlier, faster, and more direct ways Perfect for any industry, User Tested: How the World's Top Companies Use Human Insight to Create Great Experiences was co-authored by the chief insights officer and the CEO of UserTesting—a SaaS company fundamentally changing the way both B2B and consumer brands find out what real people think and feel. The book reflects the authors' commitment to helping you position the customer squarely in the center of your business model by weaving their true voices throughout your company's decision making.

"Subject Areas/Keywords: child development, children, developmental psychology, developmental research methods, developmental science, early childhood, infancy research, infants, parents, preschoolers, research laboratory, research studies DESCRIPTION Addressing practical issues rarely covered in methods texts, this userfriendly, jargonfree book helps students and beginning researchers plan infant and child development studies and get them done. The author provides stepbystep guidance for getting involved in a developmental laboratory and crafting effective research questions and proposals. Tips on recruiting study participants cover access issues--such as how to overcome language and cultural barriers--and include helpful sample scripts. The book offers time management strategies, pointers for organizing and communicating data, and a roadmap of the journal publication process, complete with an annotated sample article. Numerous concrete examples, checklists, worksheets, and exercises are featured. Reproducible forms can be downloaded and printed in a convenient 8 1/2" x 11" size"-- Based on the author's own wealth of experience this timely, engaging book helps first-time researchers to discover the excitement of grounded theory method. Fresh, innovative and clear, this book traces the history and development of grounded theory method, and examines how the method is evolving for new contexts today. It sets out the principles involved in using grounded theory method and explains the process and theory associated with coding in grounded theory. The book introduces us to the practicalities of research design, theory building, coding and writing up.

This practical, down-to-earth guide is written for those new to research and it assumes no prior knowledge of the subject. The author has worked as a researcher since the mid 1980s and has written and taught courses on research methodology at the university level.

Quantifying the User Experience
Improve Product and Service Design and Enhance Your UX Research
Research for Development
A Practical Guide to Designing Better Products and Services
A Practical Guide to Research
Collecting Qualitative Data
Design for Inclusivity

Designing experiences for humans requires balancing many needs, including business, behavior, technology, and aesthetics. The Practical Guide to Experience Design focuses on the entire process of design, from research and discovery to actual production and choreography of an experience. Design and strategy consultant Shannon E. Thomas leads the reader through the process in four phases: discovering, defining, refining, and building. Each chapter covers a single methodology, providing insight via detailed descriptions, step-by-step guidance, and high-fidelity examples. The book can either be read front to back or by following along with one of the sample designs. With an emphasis on empowering the reader to find the most appropriate method based on context and desired outcome, goal-oriented descriptions help readers understand the big picture of how design processes work together and inform each other. Whether you're well versed in the field of experience design or just getting started, this book will support you in your practice as you make decisions, influence stakeholders, and bring experiences to life.

This book outlines the principles and practices of arts-related inquiry and provides both suggestions about conducting research in the field as well as case study examples. The ideas presented here have emerged from the authors' own experiences of undertaking arts-related research and the challenges of implementing these approaches. The book therefore draws on personal research, practice and experience to address the concerns academics increasingly appear to be voicing about developing the scholarship and practice of arts-related research. There is a need for greater attention to, and clarity on, issues of theoretical positioning, methodology and methods when conducting robust and reputable arts-related research, which this book provides.

Observing the User Experience: A Practitioner's Guide to User Research aims to bridge the gap between what digital companies think they know about their users and the actual user experience. Individuals engaged in digital product and service development often fail to conduct user research. The book presents concepts and techniques to provide an understanding of how people experience products and services. The techniques are drawn from the worlds of human-computer interaction, marketing, and social sciences. The book is organized into three parts. Part I discusses the benefits of end-user research and the ways it fits into the development of useful, desirable, and successful products. Part II presents techniques for understanding people's needs, desires, and abilities. Part III explains the communication and application of research results. It suggests ways to sell companies and explains how user-centered design can make companies more efficient and profitable. This book is meant for people involved with their products' user experience, including program managers, designers, marketing managers, information architects, programmers, consultants, and investors. Explains how to create usable products that are still original, creative, and unique A valuable resource for designers, developers, project managers - anyone in a position where their work comes in direct contact with the end user Provides a real-world perspective on research and provides advice about how user research can be done cheaply, quickly and how results can be presented persuasively Gives readers the tools and confidence to perform user research on their own designs and tune their software user experience to the unique needs of their product and its users

In this volume, the authors begin by defining usability, advocating and explaining the methods of usability engineering and reviewing many techniques for assessing and assuring usability throughout the development process. They then follow all the steps in planning and conducting a usability test, analyzing data, and using the results to improve both products and processes. This book is simply written and filled with examples from many types of products and tests. It discusses the full range of testing options from quick studies with a few subjects to more formal tests with carefully designed controls. The authors discuss the place of usability laboratories in testing as well as the skills needed to conduct a test. Included are forms to use or modify to conduct a usability test, as well as layouts of existing labs that will help the reader build his or her own.

A Practical Guide to Accessible, Innovative and User-Centred Design
How to Create UX Research Teams that Deliver Impactful Insights

A Practical Guide for Beginners
A Practical Guide to User Requirements Methods, Tools, and Techniques
Successful Qualitative Research
A Practical Guide for Creating Useful UX Documentation
Mobile User Research

Learn how to use field research to bring essential people-centred insights to your information design projects. Information design is recognized as the practice of making complex data and information understandable for a particular audience, but what's often overlooked is the importance of understanding the audience themselves during the information design process. Rather than rely on intuition or assumptions, information designers need evidence gathered from real people about how they think, feel, and behave in order to inform the design of effective solutions. To do this, they need field research. If you're unsure about field research and how it might fit into a project, this book is for you. This text presents practical, easy-to-follow instructions for planning, designing, and conducting a field study, as well as guidance for making sense of field data and translating findings into action. The selection of established methods and techniques, drawn from social sciences, anthropology, and participatory design, is geared specifically toward information design problems. Over 80 illustrations and five real-world case studies bring key principles and methods of field research to life. Whether you are designing a family of icons or a large-scale signage system, an instruction manual or an interactive data visualization, this book will guide you through the necessary steps to ensure you are meeting people's needs.

Quantifying the User Experience: Practical Statistics for User Research offers a practical guide for using statistics to solve quantitative problems in user research. Many designers and researchers view usability and design as qualitative activities, which do not require attention to formulas and numbers. However, usability practitioners and user researchers are increasingly expected to quantify the benefits of their efforts. The impact of good and bad designs can be quantified in terms of conversions, completion rates, completion times, perceived satisfaction, recommendations, and sales. The book discusses ways to quantify user research; summarize data and compute margins of error; determine appropriate samples sizes; standardize usability questionnaires; and settle controversies in measurement and statistics. Each chapter concludes with a list of key points and references. Most chapters also include a set of problems and answers that enable readers to test their understanding of the material. This book is a valuable resource for those engaged in measuring the behavior and attitudes of people during their interaction with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma practices Show practitioners which test to use, why they work, best practices in application, along with easy-to-use excel formulas and web-calculators for analyzing data Recommends ways for practitioners to communicate results to stakeholders in plain English Resources and tools available at the authors' site: http://www.measuringu.com/

Doing Anthropological Research provides a practical toolkit for carrying out research. It works through the process chapter by chapter, from the planning and proposal stage to methodologies, secondary research, ethnographic fieldwork, ethical concerns, and writing strategies. Case study examples are provided throughout to illustrate the particular issues and dilemmas that may be encountered. This handy guide will be invaluable to upper-level undergraduate and postgraduate students who are studying or intending to use anthropological methods in their research.

Surveys That Work explains a seven–step process for designing, running, and reporting on a survey that gets accurate results. In a no–nonsense style with plenty of examples about real–world compromises, the book focuses on reducing the errors that make up Total Survey Error—a key concept in survey methodology. If you are conducting a survey, this book is a must–have.

A Practical Guide to Arts-related Research
Surveys That Work
Doing Developmental Research
Storytelling and Market Research
A Practical Guide for Information Designers
A Practical Guide for Designing and Running Better Surveys
A Practical Guide to Usability Testing

Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic view of product design so you can focus on optimizing the user's experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere book that offers practical advice and topical examples. Thought triggers, exercises and scenarios to test your knowledge of UX research. Workshop ideas to build a development team's UX maturity. War stories from seasoned researchers to show you how UX research methods can be tailored to your own organization.

This accessible, practical 'how to' guide provides students with a step-by-step toolkit of the why, when and how of qualitative methods, for anyone studying qualitative research or doing a research project.

Written at an introductory level, and featuring engaging case examples, this book reviews the theory and practice of personal and egocentric network research. This approach offers powerful tools for capturing the impact of overlapping, changing social relationships and contexts on individuals' attitudes and behavior. The authors provide solid guidance on the formulation of research questions; research design; data collection, including decisions about survey modes and sampling frames; the measurement of network composition and structure, including the use of name generators; and statistical modeling, from basic regression techniques to more advanced multilevel and dynamic models. Ethical issues in personal network research are addressed. User-friendly features include boxes on major published studies, end-of-chapter suggestions for further reading, and an appendix describing the main software programs used in the field.

"Understanding Your Users is an easy to read, easy to implement, how-to guide on usability in the real world. It focuses on the "user requirements gathering" stage of product development and it provides a variety of techniques, many of which may be new to usability professionals. For each technique, readers will learn how to prepare for and conduct the activity, as well as analyze and present the data - all in a practical and hands-on way. The techniques can be used together to form a complete picture of the users' requirements or they can be used separately to address specific product questions. These methods have helped product teams understand the value of user requirements gathering by providing insight into how users work and what they need to be successful at their tasks."--BOOK JACKET.
A Practical Guide to Biomedical Research