

[Mobile pdf] Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics (Interactive Technologies)

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Von William Albert, Thomas Tullis

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Second Edition

Measuring the User Experience

Collecting, Analyzing, and Presenting Usability Metrics



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Von William Albert, Thomas Tullis : Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics (Interactive Technologies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics (Interactive Technologies):

KundenrezensionenHilfreichste Kundenrezensionen3 von 3 Kunden fanden die folgende Rezension hilfreich. Einstieg in die quantitative Auswertung fr UX-PraktikerVon Jens JacobsenDas Buch rumt im 1. Kapitel mit zehn Mythen zu UX-Metriken auf, dann beschreibt es knapp und leicht verstdlich die erwhten Methoden. Das heit, auch wer in den Methoden noch nicht ganz firm ist, findet sich gut zurecht dabei ist die Beschreibung so knapp, dass sich auch der erfahrene Profi nicht langweilt.Wer bisher keine statistischen Methoden angewandt hat, wird nicht durch lange Formeln verschreckt. Auch mit nur ganz grundlegenden Mathematik- und Excel-Kenntnissen lsst sich alles problemlos

verstehen und vor allem selbst praktisch anwenden. Im 2. Kapitel geht es um die verschiedenen Datentypen, die bei verschiedenen Methoden entstehen und wie man mit ihnen jeweils umgeht. Dann geht es zu absolutem Grundwissen wie dem Konfidenzintervall und der grafischen Darstellung der Ergebnisse. Wer dieses Kapitel gelesen hat, für den hat sich der Kauf des Buchs schon gelohnt. Mit diesen 25 Seiten macht jeder einen großen Schritt vorwärts, der um das Thema Statistik bisher einen Bogen gemacht hat. Die weiteren Kapitel sind natürlich auch lohnend. Es geht um Planung, die verschiedenen Messgrenzen, die man untersuchen und auswerten kann, um Web-Analytics, A/B-Tests und um Kartenlegen (Card Sorting). Kapitel 11 schließlich fasst alles schön zusammen insgesamt ein Muss für jeden, der bisher keine oder kaum quantitative Auswertungen seiner qualitativen Untersuchungen macht. 1 von 1 Kunden fanden die folgende Rezension hilfreich. Sehr schnelle und gute Einführung in das Thema User Experience. Von Ediz Kiratli für einen neuen Job wollte ich mich schnell in das Thema User Experience einlesen und habe dafür dieses Buch verwendet und bin sehr zufrieden damit. Die Kapitel lesen sich sehr gut (auch anhand der vielen praktischen Beispiele) und man bekommt in kürzester Zeit einen guten Überblick über die vielen Arten wie man UX bewerten und analysieren kann. Positiv hervorheben kann ich die Vorstellung der Excel-Befehle so dass man selber schnell ein paar Berechnungen durchführen kann.

Kurzbeschreibung Measuring the User Experience was the first book that focused on how to quantify the user experience. Now in the second edition, the authors include new material on how recent technologies have made it easier and more effective to collect a broader range of data about the user experience. As more UX and web professionals need to justify their design decisions with solid, reliable data, Measuring the User Experience provides the quantitative analysis training that these professionals need. This second edition presents new metrics such as emotional engagement, personas, keystroke analysis, and net promoter score. It also examines how new technologies coming from neuro-marketing and online market research can refine user experience measurement, helping usability and user experience practitioners make business cases to stakeholders. The book also contains new research and updated examples, including tips on writing online survey questions, six new case studies, and examples using the most recent version of Excel. Learn which metrics to select for every case, including behavioral, physiological, emotional, aesthetic, gestural, verbal, and physical, as well as more specialized metrics such as eye-tracking and clickstream data. Find a vendor-neutral examination of how to measure the user experience with web sites, digital products, and virtually any other type of product or system. Discover in-depth global case studies showing how organizations have successfully used metrics and the information they revealed. Companion site, www.measuringux.com, includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience. **Pressestimmen** "If Tom and Bill could convince me, perhaps the world's biggest fan of qualitative testing, that usability metrics are really valuable which they have, in this wonderful book then there's no doubt they'll convince you. I loved reading this book, because it was exactly like having a fascinating conversation with a very smart, very seasoned, and very articulate practitioner. They tell you everything you need to know (and no more) about all the most useful usability metrics, explain the pros and cons of each one (with remarkable clarity and economy), and then reveal exactly how they actually use them after years and years of real world experience. Invaluable!" Steve Krug, author of Don't Make Me Think: A Common Sense Approach to Web Usability "This book is a great resource about the many ways you can gather usability metrics without busting your budget. If you're ready to take your user experience career to the next level of professionalism, Tullis and Albert are here for you and share generously of their vast experience. Highly recommended." Jakob Nielsen, Principal, Nielsen Norman Group, author of Usability Engineering and Eyetracking Web Usability "If you do any type of usability testing, you need this book. Tullis and Albert have written a clear and comprehensive guide with a common-sense approach to usability metrics." Ginny Redish, President of Redish and Associates, Inc., author of Letting Go of the Words "The book is well-structured for the practitioner. It is a real pleasure to encounter a book that not only takes the reader on a journey through the rich possibilities of technique, but does so in a manner that is clear, readable, and accessible. I was particularly pleased with the simple explanations of statistical techniques, which are so often presented as incomprehensible. Whether you've conducted remote studies in the past and want to extend your capability and knowledge, or if you are a complete newcomer, this excellent book is a necessary companion on your journey from the lab into the outside world. You will refer to it often, and it will alert you to opportunities and dangers. What more could you ask of a book?" Gerry Gaffney, "User Experience, Vol 10," Issue 2, 2nd Quarter, 2011 "If Tom and Bill could convince me, perhaps the world's biggest fan of qualitative testing, that usability metrics are really valuable--which they have, in this wonderful book--then there's no doubt they'll convince you. I loved reading this book, because it was exactly like having a fascinating conversation with a very smart, very seasoned, and very articulate practitioner. They tell you everything you need to know (and no more) about all the most useful usability metrics, explain the pros and cons of each one (with remarkable clarity and economy), and then reveal exactly how they actually use them after years and years of real world experience. Invaluable!" Steve Krug, author of

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