

Usability Engineering Jakob Nielsen Free

Cost-justifying Usability Eyetracking Web Usability Measuring the User Experience Handbook of Human-Computer Interaction Don't Make Me Think User Experience Re-Mastered Coordinating User Interfaces for Consistency When Search Meets Web Usability Designing Web Usability The Trouble with Computers The Persona Lifecycle E-commerce User Experience Designing Hypermedia for Learning Usability Engineering Multimedia and Hypertext The Usability Engineering Lifecycle Understanding Your Users Usability Engineering E-Commerce Usability Usability Inspection Methods Eye Tracking in User Experience Design Encounters with HCI Pioneers The UX Book Usability Engineering Usability Engineering Prototyping for Designers HCI and Usability for Education and Work Usability Engineering Living with Complexity Advances in Human-computer Interaction Hypertext and Hypermedia Usability Engineering Mobile Usability Customer-centered Design User Interface Design Designing User Interfaces for International Use Prioritizing Web Usability Web Accessibility Web Site Usability Homepage Usability

Cost-justifying Usability

This most unusual book results from the NATO Advanced Research Workshop, "Designing Hypertext/Hypermedia for Learning", held in Rottenburg am Neckar, FRO, from July 3-8, 1989. The idea for the workshop resulted from the burgeoning interest in hypertext combined with the frustrating lack of literature on learning applications for hypertext. There was little evidence in 1988 that hypertext could successfully support learning outcomes. A few projects were investigating hypertext for learning, but few conclusions were available and little if any advice on how to design hypertext for learning applications was available. Could hypertext support learning objectives? What mental processing requirements are unique to learning outcomes? How would the processing requirements of learning outcomes interact with unique user processing requirements of browsing and constructing hypertext? Should hypertext information bases be restructured to accommodate learning outcomes? Should the user interface be manipulated in order to support the task functionality of learning outcomes? Does the hypertext structure reflect the intellectual requirements of learning outcomes? What kinds of learning-oriented hypertext systems were being developed and what kinds of assumptions were these systems making? These and other questions demonstrated the need for this workshop. The workshop included presentations, hardware demonstrations, sharing and browsing of hypertexts, and much discussion about all of the above. These were the experiences that you, the reader of this book, unfortunately did not experience.

Eyetracking Web Usability

The UX Book: Process and Guidelines for Ensuring a Quality User Experience aims to help readers learn how to create and refine interaction designs that ensure a quality user experience (UX). The book seeks to expand the concept of traditional usability to a broader notion of user experience; to provide a hands-on, practical guide to best practices and established principles in a UX lifecycle; and to describe a pragmatic process for managing the overall development effort. The book provides an iterative and evaluation-centered UX lifecycle template, called the Wheel, for interaction design. Key concepts discussed include contextual inquiry and analysis; extracting interaction design requirements; constructing design-informing models; design production; UX goals, metrics, and targets; prototyping; UX evaluation; the interaction cycle and the user action framework; and UX design guidelines. This book will be useful to anyone interested in learning more about creating interaction designs to ensure a quality user experience. These include interaction designers, graphic designers, usability analysts, software engineers, programmers, systems analysts, software quality-assurance specialists, human factors engineers, cognitive psychologists, cosmic psychics, trainers, technical writers, documentation specialists, marketing personnel, and project managers. A very broad approach to user experience through its components—usability, usefulness, and emotional impact with special attention to lightweight methods such as rapid UX evaluation techniques and an agile UX development process Universal applicability of processes, principles, and guidelines—not just for GUIs and the Web, but for all kinds of interaction and devices: embodied interaction, mobile devices, ATMs, refrigerators, and elevator controls, and even highway signage Extensive design guidelines applied in the context of the various kinds of affordances necessary to support all aspects of interaction Real-world stories and contributions from accomplished UX practitioners A practical guide to best practices and established principles in UX A lifecycle template that can be instantiated and tailored to a given project, for a given type of system development, on a given budget

Measuring the User Experience

Eyetracking Web Usability is based on one of the largest studies of eyetracking usability in existence. Best-selling author Jakob Nielsen and coauthor Kara Pernice used rigorous usability methodology and eyetracking technology to analyze 1.5 million instances where users look at Web sites to understand how the human eyes interact with design. Their findings will help designers, software developers, writers, editors, product managers, and advertisers understand what people see or don't see, when they look, and why. With their comprehensive three-year study, the authors confirmed many known Web design conventions and the book provides additional insights on those standards. They also discovered important new user behaviors that are revealed here for the first time. Using compelling eye gaze plots and heat maps, Nielsen and Pernice guide the reader through hundreds of examples of eye movements, demonstrating why some designs work and others don't. They also provide valuable advice for page layout, navigation menus, site elements, image selection, and advertising. This book is essential reading for anyone who is serious about doing business on the Web.

Handbook of Human-Computer Interaction

Don't Make Me Think

The Workgroup Human-Computer Interaction & Usability Engineering (HCI&UE) of the Austrian Computer Society (OCG) serves as a platform for interdisciplinary - change, research and development. While human-computer interaction (HCI) traditionally brings together psychologists and computer scientists, usability engineering (UE) is a software engineering discipline and ensures the appropriate implementation of applications. Our 2008 topic was Human-Computer Interaction for Education and Work (HCI4EDU), culminating in the 4th annual Usability Symposium USAB 2008 held during November 20-21, 2008 in Graz, Austria (<http://usab-symposium.tugraz.at>). As with the field of Human-Computer Interaction in Medicine and Health Care (HCI4MED), which was our annual topic in 2007, technological performance also increases exponentially in the area of education and work. Learners, teachers and knowledge workers are ubiquitously confronted with new technologies, which are available at constantly lower costs. However, it is obvious that within our e-Society the knowledge acquired at schools and universities - while being an absolutely necessary basis for learning - may prove insufficient to last a whole life time. Working and learning can be viewed as parallel processes, with the result that li- long learning (LLL) must be considered as more than just a catch phrase within our society, it is an undisputed necessity. Today, we are facing a tremendous increase in educational technologies of all kinds and, although the influence of these new technologies is enormous, we must never forget that learning is both a basic cognitive and a social process - and cannot be replaced by technology.

User Experience Re-Mastered

Deborah Mayhew unites all current UE techniques is a single, authoritative resource, presenting a coherent lifecycle process in which each clearly defined task leads directly to the next. The book teaches concrete, immediately usable skills to practitioners in all kinds of product development organizations--from internal departments to commercial developers to consultants.

Coordinating User Interfaces for Consistency

Written by the author of the best-selling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. The book provides the tools needed to avoid usability surprises and improve product quality. Step-by-step information on which method to use at various stages during the development lifecycle are included, along with

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detailed information on how to run a usability test and the unique issues relating to international usability. * Emphasizes cost-effective methods that developers can implement immediately * Instructs readers about which methods to use when, throughout the development lifecycle, which ultimately helps in cost-benefit analysis. * Shows readers how to avoid the four most frequently listed reasons for delay in software projects. * Includes detailed information on how to run a usability test. * Covers unique issues of international usability. * Features an extensive bibliography allowing readers to find additional information. * Written by an internationally renowned expert in the field and the author of the best-selling HyperText & HyperMedia.

When Search Meets Web Usability

How do we create a satisfactory user experience when limited to a small device? This new guide focuses on usability for mobile devices, primarily smartphones and touchphones, and covers such topics as developing a mobile strategy, designing for small screens, writing for mobile, usability comparisons, and looking toward the future. The book includes 228 full color illustrations to demonstrate the points. Based on expert reviews and international studies with participants ranging from students to early technology adopters and business people using websites on a variety of mobile devices, this guide offers a complete look at the landscape for a mobile world. Author Jakob Nielsen is considered one of the world's leading experts on Web usability. He is the author of numerous best-selling books, including *Prioritizing Web Usability* and the groundbreaking *Designing Web Usability*, which has sold more than 250,000 copies and has been translated in 22 languages.

Designing Web Usability

Simplicity turns out to be more complex than we thought. In this book, Don Norman writes that the complexity of our technology must mirror the complexity and richness of our lives. It's not complexity that's the problem, it's bad design. Bad design complicates things unnecessarily and confuses us. Good design can tame complexity. Norman gives a crash course in the virtues of complexity.--[book jacket].

The Trouble with Computers

This book shows you how to design the user interface in a systematic and practical way. It bridges the gap between traditional programming perspectives, which often see the user interface as an afterthought, and human-computer interaction approaches, which are more user-centric but give little guidance on screen design and system development.

The Persona Lifecycle

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Written by the author of the best-selling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. The book provides the tools needed to avoid usability surprises and improve product quality. Step-by-step information on which method to use at various stages during the development lifecycle are included, along with detailed information on how to run a usability test and the unique issues relating to international usability. * Emphasizes cost-effective methods that developers can implement immediately * Instructs readers about which methods to use when, throughout the development lifecycle, which ultimately helps in cost-benefit analysis. * Shows readers how to avoid the four most frequently listed reasons for delay in software projects. * Includes detailed information on how to run a usability test. * Covers unique issues of international usability. * Features an extensive bibliography allowing readers to find additional information. * Written by an internationally renowned expert in the field and the author of the best-selling HyperText & HyperMedia.

E-commerce User Experience

Increasing technological sophistication in many countries and the resulting larger world trade has indicated a need to pay greater attention to the international aspects of user interfaces. Many American companies are approaching a situation where half of their sales are outside the United States, and companies in smaller countries often have a much larger proportion of their sales outside their own country. This means that software sales will increasingly depend on their international usability and not just their domestic usability. Seen from a user's perspective more than half of the world's software users will be using interfaces which were originally designed in a foreign country. Usability for this large market of users will depend upon increased awareness of the issues involved in designing user interfaces for international use. As the European community aims to establish the so-called Single Market by the end of 1992, international software will become even more important in that part of the world. And as if it wasn't hard enough to design user interfaces for use in Europe, there are a further set of problems connected with user interfaces for Asia. Both of these issues are examined in depth. This is the first publication of its kind to appear on the topic of international user interfaces, and presents both general guidelines and a number of detailed case studies on the many aspects entailed. The book will be of considerable interest to project managers, lecturers, students, developers of basic software and user interface designers.

Designing Hypermedia for Learning

This book delivers a proactive approach to building an effective Web site that is search engine friendly and will result in better search rankings. It outlines the steps needed to bridge the gap between a Google search and a Web site, and also improve the users' experience once they get to the site. By understanding the wide variety of information-seeking strategies and the individual behaviors associated with them, this book helps information architects, Web

designers/developers, SEOs/SEMs, and usability professionals build better interfaces and functionality into Web sites. Creating a satisfying user experience is the key to maximizing search effectiveness and getting conversions.

Usability Engineering

Executive Summary. What is usability. Generations of user interfaces. The usability engineering lifecycle. Usability heuristics. Usability testing. Usability assessment methods beyond testing. Interface standards. International user interfaces. Future developments. Exercises. Bibliography. Author index. Subject index.

Multimedia and Hypertext

Reflecting the changes in the hypertext/multimedia market, this book includes illustrated examples of a variety of new hypermedia systems, particularly those related to the Internet, plus many examples of the use of Mosaic and the HTML.

The Usability Engineering Lifecycle

A guide to designing for the Web critiques existing Web sites, suggests simple solutions for improving site usability, and offers advice on writing for the Web

Understanding Your Users

Annotation Nielsen seeks to use this series to try to fight the information overload experience over the last decade. Its concentration will be surveying important areas, providing an overview of recent advancements, and surveying interesting specific design or development projects to show how the state of the art is being carried out. A third category will be essays by specialists that speculate on important trends in the field.

Usability Engineering

Top performing dotcoms share a common feature. It isn't a new software plug-in or a design gadget or any other piece of technology. These sites share a passionate focus on usability. This book is written by an international usability consultant, writer and trainer who specializes in the design and evaluation of web-based and wireless applications,

E-Commerce Usability

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This Handbook is concerned with principles of human factors engineering for design of the human-computer interface. It has both academic and practical purposes; it summarizes the research and provides recommendations for how the information can be used by designers of computer systems. The articles are written primarily for the professional from another discipline who is seeking an understanding of human-computer interaction, and secondarily as a reference book for the professional in the area, and should particularly serve the following: computer scientists, human factors engineers, designers and design engineers, cognitive scientists and experimental psychologists, systems engineers, managers and executives working with systems development. The work consists of 52 chapters by 73 authors and is organized into seven sections. In the first section, the cognitive and information-processing aspects of HCI are summarized. The following group of papers deals with design principles for software and hardware. The third section is devoted to differences in performance between different users, and computer-aided training and principles for design of effective manuals. The next part presents important applications: text editors and systems for information retrieval, as well as issues in computer-aided engineering, drawing and design, and robotics. The fifth section introduces methods for designing the user interface. The following section examines those issues in the AI field that are currently of greatest interest to designers and human factors specialists, including such problems as natural language interface and methods for knowledge acquisition. The last section includes social aspects in computer usage, the impact on work organizations and work at home.

Usability Inspection Methods

Eye Tracking in User Experience Design

Reviews the features and applications of a broad range of computer software systems that allow the user to choose the sequence of text or other display at the time of use. Contains a well-annotated bibliography. Annotation copyright Book News, Inc. Portland, Or.

Encounters with HCI Pioneers

Advice from the experts on how to justify time and money spent on usability!

The UX Book

Written by the author of the best-selling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. The book provides the tools needed to avoid usability surprises and improve product quality. Step-by-

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step information on which method to use at various stages during the development lifecycle are included, along with detailed information on how to run a usability test and the unique issues relating to international usability. * Emphasizes cost-effective methods that developers can implement immediately * Instructs readers about which methods to use when, throughout the development lifecycle, which ultimately helps in cost-benefit analysis. * Shows readers how to avoid the four most frequently listed reasons for delay in software projects. * Includes detailed information on how to run a usability test. * Covers unique issues of international usability. * Features an extensive bibliography allowing readers to find additional information. * Written by an internationally renowned expert in the field and the author of the best-selling HyperText & HyperMedia.

Usability Engineering

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Usability Engineering

Describes Web site usability through critiques of real-world sites, covering such factors as legibility, navigability, searchability, and design.

Prototyping for Designers

User Experience Re-Mastered: Your Guide to Getting the Right Design provides an understanding of key design and development processes aimed at enhancing the user experience of websites and web applications. The book is organized

into four parts. Part 1 deals with the concept of usability, covering user needs analysis and card sorting—a tool for shaping information architecture in websites and software applications. Part 2 focuses on idea generation processes, including brainstorming; sketching; persona development; and the use of prototypes to validate and extract assumptions and requirements that exist among the product team. Part 3 presents core design principles and guidelines for website creation, along with tips and examples on how to apply these principles and guidelines. Part 4 on evaluation and analysis discusses the roles, procedures, and documents needed for an evaluation session; guidelines for planning and conducting a usability test; the analysis and interpretation of data from evaluation sessions; and user interface inspection using heuristic evaluation and other inspection methods. *A guided, hands-on tour through the process of creating the ultimate user experience - from testing, to prototyping, to design, to evaluation *Provides tried and tested material from best sellers in Morgan Kaufmann's Series in Interactive Technologies, including leaders in the field such as Bill Buxton and Jakob Nielsen *Features never before seen material from Chauncey Wilson's forthcoming, and highly anticipated Handbook for User Centered Design

HCI and Usability for Education and Work

Scenario-based usability engineering -- Analyzing requirements -- Activity design -- Information design -- interaction design -- Prototyping -- Usability evaluation -- User documentation -- Emerging paradigms for user interaction -- Usability engineering in practice.

Usability Engineering

Web accessibility not just morally sound - there are legal obligations as well Very large potential audience, consisting of web developers and business managers Very little competition to this book

Living with Complexity

The huge success of personal computing technologies has brought astonishing benefits to individuals, families, communities, businesses, and government, transforming human life, largely for the better. These democratizing transformations happened because a small group of researchers saw the opportunities to convert sophisticated computational tools into appealing personal devices offering valued services by way of easy-to-use interfaces. Along the way, there were challenges to their agenda of human-centered design by: (1) traditional computer scientists who were focused on computation rather than people-oriented services and (2) those who sought to build anthropomorphic agents or robots based on excessively autonomous scenarios. The easy-to-learn and easy-to-use interfaces based on direct

manipulation became the dominant form of interaction for more than six billion people. This book gives my personal history of the intellectual arguments and the key personalities I encountered. I believe that the lessons of how the discipline of Human-Computer Interaction (HCI) and the profession of User Experience Design (UXD) were launched can guide others in forming new disciplines and professions. The stories and photos of the 60 HCI pioneers, engaged in discussions and presentations, capture the human drama of collaboration and competition that invigorated the encounters among these bold, creative, generous, and impassioned individuals.

Advances in Human-computer Interaction

Beginning with an explanation of why considerable outlays for computing since 1973 have not resulted in comparable payoffs, the author proposes that emerging techniques for user-centred development can turn the situation around - through task analysis, ite

Hypertext and Hypermedia

Today many companies are employing a user-centered design (UCD) process, but for most companies, usability begins and ends with the usability test. Although usability testing is a critical part of an effective user-centered life cycle, it is only one component of the UCD process. This book is focused on the requirements gathering stage, which often receives less attention than usability testing, but is equally as important. Understanding user requirements is critical to the development of a successful product. 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. In addition, each method presented provides different information about the user and their requirements (e.g., functional requirements, information architecture, task flows). 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 techniques 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. Case studies from industry-leading companies demonstrate each method in action. In addition, readers are provided with the foundation to conduct any usability activity (e.g., getting buy-in from management, legal and ethical considerations, setting up your facilities, recruiting, moderating activities) and to ensure the incorporation of the results into their products.

- Covers all of the significant requirements gathering methods in a readable, practical way
- Presents the foundation readers need to prepare for any requirements gathering activity and ensure that the results are incorporated into their products
- Includes invaluable worksheet and template appendices
- Includes a case study for each

method from industry leaders ·Written by experienced authors who teach conference courses on this subject to usability professionals and new product designers alike

Usability Engineering

Eye Tracking for User Experience Design explores the many applications of eye tracking to better understand how users view and interact with technology. Ten leading experts in eye tracking discuss how they have taken advantage of this new technology to understand, design, and evaluate user experience. Real-world stories are included from these experts who have used eye tracking during the design and development of products ranging from information websites to immersive games. They also explore recent advances in the technology which tracks how users interact with mobile devices, large-screen displays and video game consoles. Methods for combining eye tracking with other research techniques for a more holistic understanding of the user experience are discussed. This is an invaluable resource to those who want to learn how eye tracking can be used to better understand and design for their users. Includes highly relevant examples and information for those who perform user research and design interactive experiences Written by numerous experts in user experience and eye tracking. Highly relevant to anyone interested in eye tracking & UX design Features contemporary eye tracking research emphasizing the latest uses of eye tracking technology in the user experience industry.

Mobile Usability

In the years since Jakob Nielsen's classic collection on interface consistency first appeared, much has changed, and much has stayed the same. On the one hand, there's been exponential growth in the opportunities for following or disregarding the principles of interface consistency-more computers, more applications, more users, and of course the vast expanse of the Web. On the other, there are the principles themselves, as persistent and as valuable as ever. In these contributed chapters, you'll find details on many methods for seeking and enforcing consistency, along with bottom-line analyses of its benefits and some warnings about its possible dangers. Most of what you'll learn applies equally to hardware and software development, and all of it holds real benefits for both your organization and your users. Begins with a new preface by the collection's distinguished editor Details a variety of methods for attaining interface consistency, including central control, user definitions, exemplary applications, shared code, and model analysis Presents a cost-benefits analysis of organizational efforts to promote and achieve consistency Examines and appraises the dimensions of consistency-consistency within an application, across a family of applications, and beyond Makes the case for some unexpected benefits of interface consistency while helping you avoid the risks it can sometimes entail Considers the consistency of interface elements other than screen design Includes case studies of major corporations that have instituted programs to ensure the consistency of their products

Customer-centered Design

Written by the author of the bestselling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. It emphasizes cost effective methods that will help developers improve user interfaces immediately. Step-by-step information on which methods to use at various stages during the development life cycle are included, along with how to run a usability test.

User Interface Design

This book is a practical guide to understanding the web page design and usability factors needed for the eShelf - the online store shelf. The authors help you learn how to create a conceptual framework for your web design that is targeted to the individual consumer and the basic rules of managing the customer relationship.

Designing User Interfaces for International Use

Computer Science/Computers-Human Interaction Usability Inspection Methods is the first comprehensive, book-length work in this important new field. Designed to get you quickly up and running with the full complement of UI strategies, tools, and techniques, this extremely practical guide offers you a unique opportunity to learn them from the women and men who invented them. With the help of numerous real-life case studies, the authors give you: Step-by-step guidance on all important methods now in use, including the heuristic evaluation method, the pluralistic walkthrough method, the cognitive walkthrough method, and more Proven techniques for integrating usability inspections with other methods now in use An in-depth, comparative analysis of UI versus user testing A cost-benefit analysis of UI as compared to other approaches Program prototypes that provide UI computer support for interface designers An important resource for user interface developers, software designers, as well as graduate students and researcher

Prioritizing Web Usability

Prototyping and user testing is the best way to create successful products, but many designers skip this important step and use gut instinct instead. By explaining the goals and methodologies behind prototyping—and demonstrating how to prototype for both physical and digital products—this practical guide helps beginning and intermediate designers become more comfortable with creating and testing prototypes early and often in the process. Author Kathryn McElroy explains various prototyping methods, from fast and dirty to high fidelity and refined, and reveals ways to test your prototypes with users. You'll gain valuable insights for improving your product, whether it's a smartphone app or a new electronic gadget.

Learn similarities and differences between prototyping for physical and digital products Know what fidelity level is needed for different prototypes Get best practices for prototyping in a variety of mediums, and choose which prototyping software or components to use Learn electronics prototyping basics and resources for getting started Write basic pseudocode and translate it into usable code for Arduino Conduct user tests to gain insights from prototypes

Web Accessibility

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. The 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

Web Site Usability

Based on data collected from research conducted at UIE (User Interface Engineering), this book describes how well or poorly some information-rich Web sites performed when real users attempted to find specific answers.

Homepage Usability

The Persona Lifecycle is a field guide exclusively focused on interaction design's most popular new technique. The Persona Lifecycle addresses the "how" of creating effective personas and using those personas to design products that people love. It doesn't just describe the value of personas; it offers detailed techniques and tools related to planning, creating,

communicating, and using personas to create great product designs. Moreover, it provides rich examples, samples, and illustrations to imitate and model. Perhaps most importantly, it positions personas not as a panacea, but as a method used to complement other user-centered design (UCD) techniques including scenario-based design, cognitive walkthroughs and user testing. The authors developed the Persona Lifecycle model to communicate the value and practical application of personas to product design and development professionals. This book explores the complete lifecycle of personas, to guide the designer at each stage of product development. It includes a running case study with rich examples and samples that demonstrate how personas can be used in building a product end-to-end. It also presents recommended best practices in techniques, tools, and innovative methods and contains hundreds of relevant stories, commentary, opinions, and case studies from user experience professionals across a variety of domains and industries. This book will be a valuable resource for UCD professionals, including usability practitioners, interaction designers, technical writers, and program managers; programmers/developers who act as the interaction designers for software; and those professionals who work with developers and designers.

Features

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