

Collecting Analyzing And Presenting Usability Metrics

"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.

Improving the User Experience through Practical Data Analytics shows you how to make UX design decisions based on data—not hunches. Authors Fritz and Berger help the UX professional recognize the enormous potential of user data that is collected as a natural by-product of routine UX research methods, including moderated usability tests, unmoderated usability tests, surveys, and contextual inquiries. Then, step-by-step, they explain how to utilize both descriptive and predictive statistical techniques to gain meaningful insight with that data. By mastering the use of these techniques, you ' ll delight your users, increase your bottom line and gain a powerful competitive advantage for your company—and yourself. Key features include: Practical advise on choosing the right data analysis technique for each project. A step-by-step methodology for applying each technique, including examples and scenarios drawn from the UX field. Detailed screen shots and instructions for performing the techniques using Excel (both for PC and Mac) and SPSS. Clear and concise guidance on interpreting the data output. Exercises to practice the techniques Practical guidance on choosing the right data analysis technique for each project. Real-world examples to build a theoretical and practical understanding of key concepts from consumer and financial verticals. A step-by-step methodology for applying each predictive technique, including detailed examples. A detailed guide to interpreting the data output and examples of how to effectively present the findings in a report. Exercises to learn the techniques

Successful User Experience: Strategy and Roadmaps provides you with a hands-on guide for pulling all of the User Experience (UX) pieces together to create a strategy that includes tactics, tools, and methodologies. Leveraging material honed in user experience courses and over 25 years in the field, the author explains the value of strategic models to refine goals against available data and resources. You will learn how to think about UX from a high level, design the UX while setting goals for a product or project, and how to turn that into concrete actionable steps. After reading this book, you ' ll understand: How to bring high-level planning into concrete actionable steps How Design Thinking relates to

Read Free Collecting Analyzing And Presenting Usability Metrics

creating a good UX How to set UX Goals for a product or project How to decide which tool or methodology to use at what point in product lifecycle This book takes UX acceptance as a point of departure, and builds on it with actionable steps and case studies to develop a complete strategy, from the big picture of product design, development and commercialization, to how UX can help create stronger products. This is a must-have book for your complete UX library. Uses strategic models that focus product design and development Teaches how to decipher what tool or methodology is right for a given moment, project, or a specific team Presents tactics on how to understand how to connect the dots between tools, data, and design Provides actionable steps and case studies that help users develop a complete strategy, from the big picture of product design, development, and commercialization, to how UX can help create stronger products Case studies in each chapter to aid learning

Practical Web Analytics for User Experience teaches you how to use web analytics to help answer the complicated questions facing UX professionals. Within this book, you'll find a quantitative approach for measuring a website's effectiveness and the methods for posing and answering specific questions about how users navigate a website. The book is organized according to the concerns UX practitioners face. Chapters are devoted to traffic, clickpath, and content use analysis, measuring the effectiveness of design changes, including A/B testing, building user profiles based on search habits, supporting usability test findings with reporting, and more. This is the must-have resource you need to start capitalizing on web analytics and analyze websites effectively. Discover concrete information on how web analytics data support user research and user-centered design Learn how to frame questions in a way that lets you navigate through massive amounts of data to get the answer you need Learn how to gather information for personas, verify behavior found in usability testing, support heuristic evaluation with data, analyze keyword data, and understand how to communicate these findings with business stakeholders

Moderating Usability Tests provides insight and guidance for usability testing. To a large extent, successful usability testing depends on the skills of the person facilitating the test. However, most usability specialists still learn how to conduct tests through an apprentice system with little formal training. This book is the resource for new and experienced moderators to learn about the rules and practices for interacting. Authors Dumas and Loring draw on their combined 40 years of usability testing experience to develop and present the most effective principles and practices - both practical and ethical - for moderating successful usability tests. The videos are available from the publisher's companion web site. Presents the ten "golden rules that maximize every session" 's value Offers targeted advice on how to maintain objectivity Discusses the ethical considerations that apply in all usability testing Explains how to reduce the stress that participants often feel Considers the special requirements of remote usability testing Demonstrates good and bad moderating

techniques with laboratory videos accessible from the publisher ' s companion web site

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/>

User Interface Design and Evaluation provides an overview of the user-centered design field. It illustrates the benefits of a user-centered approach to the design of software, computer systems, and websites. The book provides clear and practical discussions of requirements gathering, developing interaction design from user requirements, and user interface evaluation. The book's coverage includes established HCI topics—for example, visibility, affordance, feedback, metaphors, mental models, and the like—combined with practical guidelines for contemporary designs and current trends, which makes for a winning combination. It provides a clear presentation of ideas, illustrations of concepts, using real-world applications. This book will help readers develop all the skills necessary for iterative user-centered design, and provides a firm foundation for user interface design and evaluation on which to build. It is ideal for seasoned professionals in user interface design and usability engineering (looking for new tools with which to expand their knowledge); new people who enter the HCI field with no prior educational experience; and software developers, web application developers, and information appliance designers who need to know more about interaction design and evaluation. Co-published by the Open University, UK. Covers the design of graphical user interfaces, web sites, and interfaces for embedded systems. Full color production, with activities, projects, hundreds of illustrations, and industrial applications.

Read Free Collecting Analyzing And Presenting Usability Metrics

Get beyond the basics and see how modern-day users are reimagining the SEO process. SEO is often underutilized and overlooked across the marketing realm today. SEO is not merely trying to improve your website ranking on Google, but it can spark and optimize ideas. Above all it can help improve the amount of free traffic coming to your web properties. This book provides you with a comprehensive approach to make sure marketing spend is utilized as effectively as possible and deliver the best ROI for your brand and business. Maximizing your organic (free) traffic channels should be a top priority and this book will provide you with insight on how to do that. From working with social media influencers to steering creative ideas and campaigns, modern day SEO requires a full-service perspective of marketing and its processes. General education on SEO and organic content marketing Understanding which search engines to focus on How SEO and content can solve business problems Building a new brand through SEO and content Identifying who your true competitors are Which Analytics reports you should be regularly monitoring How to establish research channels that can inform your business initiatives Building personas and audience purchase journeys Prioritizing locations, demographics and countries What needs to be in place to maximize free traffic levels to your brands assets Understanding all the key tasks and attributes for an effective content program Data-Driven Content: Detailed instruction on how to use data to inform content responses, ideas and asset types Understanding different content asset types from standard items like articles to highly advanced assets like films, podcasts, white papers and other assets Calculating ROI for SEO and Content initiatives Small business marketing via content and SEO and having the right small business mindset for success Website and content design considerations (accessibility, principles of marketing) Optimizing for the future and looking at other search venues Amazon Optimization YouTube Optimization App Store Optimization (ASO) Podcast Optimization Optimizing Blogs and other off-site content Prepping and optimizing for the newest technologies, including voice search, artificial intelligence, and content discovery vehicles How to build an optimization path and programs that drive results and manage risks In addition to learning the most effective processes to structure your SEO, you will have access to bonus materials that accompany this book which will include worksheets, checklists, creative brief examples, quizzes, and best interview questions when hiring an SEO specialist. Modern-day marketers, business owners, and brand managers, this book is for you!

[Second International Conference, DUXU 2013, Held as Part of HCI International 2013, Las Vegas, NV, USA, July 21-26, 2013, Proceedings](#)

[Design, User Experience, and Usability: Health, Learning, Playing, Cultural, and Cross-Cultural User Experience](#)

[A Practical Guide to User Requirements Methods, Tools, and Techniques](#)

[Principles and Practices for Interaction Designers](#)

[11th International Conference, EPCE 2014, Held as Part of HCI International 2014, Heraklion, Crete, Greece, June 22-27, 2014, Proceedings](#)

[Moderating Usability Tests](#)

[Just Enough Research](#)

[Ubiquitous Computing and Ambient Intelligence: Personalisation and User Adapted Services](#)

[How to Plan, Design, and Conduct Effective Tests](#)

[Practical Techniques for Designing Better Products](#)

[Improving the User Experience through Practical Data Analytics](#)

[UX Research](#)

[Just Ask](#)

This book constitutes the refereed proceedings of the 8th International Conference on Ubiquitous Computing and Ambient Intelligence, UCAmI 2014, held in Belfast, UK, in December 2014. The 57 papers presented together with 7 papers of the workshop AmIUA 2014, 8 papers of the workshop IoT 2014, 7 papers of the workshop EUSPAI 2014, and 6 papers of the workshop VSS 2014 were carefully reviewed and selected from numerous submissions. The papers are grouped in topical sections on key application domains for ambient intelligence, human interaction in ambient intelligence, ICT instrumentation and middleware support for smart environments and objects, adding intelligence for environment adaption, and security and privacy issues in AAL.

To order please visit <https://onlineacademiccommunity.uvic.ca/press/books/ordering/>

Protocols exist in the field of user experience, but in light of the challenges faced by globalization, you must now incorporate new methodologies and best practices to analyze, test, design, and evaluate products that take into account a multinational user base. Current UX books and resources don't focus on the unique challenges of creating usable, well-designed products and services in light of varying cultures, technology, and breadth of audience. Challenges you may face on a daily level include: Policies, practices and behavior in multinational organizations; Cross-cultural distributed team issues; Multi-national corporations working across national boundaries and across cultures (both national and corporate); Global standards and national regulations; Accessibility for a global audience, including disabilities; and much more. With Global UX, industry leaders Whitney Quesenbery and Daniel Szuc resolve this issue by offering real world examples of successful UX practice, organized by the authors

around specific project objectives, as examples of different ways of working globally. Throughout the book, they provide best practices and lessons learned to help answer common questions and avoid common problems in a multitude of situations. The chapters introduce themes and frameworks of challenges, and then provide related case studies that present how experts solved that problem. This book provides a valuable resource for anyone looking to incorporate new globalized methodologies.

***Covers practical user experience best practices for the global environment *Features numerous, global, real-world examples, based on interviews with over 60 UX managers and practitioners from around the world *Contains case studies and vignettes from user research and design projects for multinational companies and small start-ups**

Written for students, professionals, and social scientists with little or no knowledge of data visualization principles, *Data Visualization & Presentation With Microsoft Office* by Valerie M. Sue and Matthew T. Griffin presents step-by-step instructions for clearly and effectively presenting data using MS Office programs. Throughout the book, the focus is on turning raw, quantitative data into attractive, well-designed charts and tables that tell an accurate narrative about underlying information. Helpful illustrations, expert tips for solving common issues, and discussions about working efficiently are included to equip readers with the tools they need to engage their audience using a visual format.

The A-to-Z guide to spotting and fixing usability problems Frustrated by pop-ups? Forms that make you start over if you miss a field? Nonsensical error messages? You're not alone! This book helps you simply get it right the first time (or fix what's broken). Boasting a full-color interior packed with design and layout examples, this book teaches you how to understand a user's needs, divulges techniques for exceeding a user's expectations, and provides a host of hard won advice for improving the overall quality of a user's experience. World-renowned UX guru Eric Reiss shares his knowledge from decades of experience making products useable for everyone...all in an engaging, easy-to-apply manner. Reveals proven tools that simply make products better, from the users' perspective Provides simple guidelines and checklists to help you evaluate and improve your own products Zeroes in on essential elements to consider when planning a product, such as its functionality and responsiveness, whether or not it is ergonomic, making it foolproof, and more Addresses considerations for product clarity, including its visibility, understandability, logicalness, consistency, and predictability Usable Usability walks you through numerous techniques that will help ensure happy customers and successful products!

It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to *Don't Make Me Think: A Common Sense Approach to Web Usability*, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in *Don't Make Me Think*, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), *Rocket Surgery* makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. *Rocket Surgery Made Easy* adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made *Don't Make Me Think* so popular.

Evaluating Children's Interactive Products directly addresses the need to ensure that interactive products designed for children — whether toys, games, educational products, or websites — are safe, effective, and entertaining. It presents an essential background in child development and child psychology, particularly as they relate to technology; captures best practices for observing and surveying children, training evaluators, and capturing the child user experience using audio and visual technology; and examines ethical and legal issues involved in working with children and offers guidelines for effective risk management. Based on the authors' workshops, conference courses, and own design experience and research, this highly practical book reads like a handbook, while being thoroughly grounded in the latest research. Throughout, the authors illustrate techniques and principles with numerous mini case studies and highlight practical information in tips and exercises and conclude with three in-depth case studies.

This book is recommended for usability experts, product developers, and researchers in the field. * Presents an essential background in child development and child psychology, particularly as they relate to technology. * Captures best practices for observing and surveying children, training evaluators, and capturing the child user experience using audio and visual technology. * Examines ethical and legal issues involved in working with children and offers guidelines for effective risk management.

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

[UI is Communication](#)

[Your Guide to Getting the Right Design](#)

[Research Methods in Human-Computer Interaction](#)

[Data Visualization & Presentation With Microsoft Office](#)

[First International Conference, DUXU 2011, Held as Part of HCI International 2011, Orlando, FL, USA,](#)

[July 9-14, 2011, Proceedings](#)

[Understanding Your Users](#)

[Researching UX: User Research](#)

[Remote Research](#)

[Principles and Practices for Interacting](#)

[How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication](#)

[The Do-It-Yourself Guide to Finding and Fixing Usability Problems](#)

[Usability Testing Essentials: Ready, Set ...Test!](#)

[Gain Meaningful Insight and Increase Your Bottom Line](#)

As more UX and web professionals need to justify their design decisions with solid, reliable data, *Measuring the User Experience, Third Edition* provides the quantitative analysis training that students and professionals need. *Measuring the User Experience* was the first book that focused on how to quantify the user experience. Now in the third edition, the authors have expanded on the area of behavioral and physiological metrics, splitting that chapter into two new ones: Eye-Tracking, and Measuring Emotion. The book also contains new research and updated examples, several new case studies, and new examples using the most recent version of Excel. Helps readers 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 Provides 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 Contains new and 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 readers effectively measure the user experience

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they behave naturally in their own environment. In *Remote Research*, Nate Bolt and Tony Tulathimutte teach you how to design and conduct remote research studies, top to bottom, with little more than a phone and a laptop.

This book constitutes the refereed proceedings of the 11th International Conference on Engineering Psychology and Cognitive Ergonomics, EPCE 2014, held as part of the 16th International Conference on Human-Computer Interaction, HCII 2014, held in Heraklion, Greece, in June 2014, jointly with 13 other thematically similar conferences. The total of 1476 papers and 220 posters presented at the HCII 2014 conferences were carefully reviewed and selected from 4766 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The total of 54 contributions included in the EPCE proceedings were carefully reviewed and selected for inclusion in this volume and are organized in the following topical sections: mental workload and stress; visual perception; cognitive issues in interaction and user experience; cognitive psychology in aviation and space; transport and industrial applications.

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

Read Free Collecting Analyzing And Presenting Usability Metrics

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

Whether it's software, a cell phone, or a refrigerator, your customer wants - no, expects - your product to be easy to use. This fully revised handbook provides clear, step-by-step guidelines to help you test your product for usability. Completely updated with current industry best practices, it can give you that all-important marketplace advantage: products that perform the way users expect. You'll learn to recognize factors that limit usability, decide where testing should occur, set up a test plan to assess goals for your product's usability, and more.

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

* Improve your websites, software, hardware, and consumer products to make them more useful to more people in more situations. * Develop effective accessibility solutions efficiently. Learn: * The basics of including accessibility in design

projects: - Shortcuts for involving people with disabilities in your project. - Tips for comfortable interaction with people with disabilities. * Details on accessibility in each phase of the user-centered design process (UCD): - Examples of including accessibility in user group profiles, personas, and scenarios. - Guidance on evaluating for accessibility through heuristic evaluation, design walkthroughs, and screening techniques. - Thorough coverage of planning, preparing for, conducting, analyzing, and reporting effective usability tests with participants with disabilities. - Questions to include in your recruiting screener. - Checklist for usability testing with participants with disabilities. Online at www.uiAccess.com/justask

Table of contents

[Quantifying the User Experience](#)

[The Ultimate Guide for Maximizing Free Web Traffic](#)

[Design, User Experience, and Usability. Theory, Methods, Tools and Practice](#)

[Rocket Surgery Made Easy](#)

[Practical Web Analytics for User Experience](#)

[Design and Research in a Connected World](#)

[Global UX](#)

[Effective SEO and Content Marketing](#)

[Real Users, Real Time, Real Research](#)

[Research-based Web Design & Usability Guidelines](#)

[Handbook of Usability Testing](#)

[Benchmarking the User Experience](#)

[Designing Web Forms for Usability](#)

The two-volume set LNCS 6769 + LNCS 6770 constitutes the proceedings of the First International Conference on Design, User Experience, and Usability, DUXU 2011, held in Orlando, FL, USA in July 2011 in the framework of the 14th International Conference on Human-Computer Interaction, HCII 2011, incorporating 12 thematically similar conferences. A total of 4039 contributions was submitted to HCII 2011, of which 1318 papers were accepted for publication. The total of 154 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in the book. The papers are organized in topical sections on DUXU theory, methods and tools; DUXU guidelines and standards; novel DUXU: devices and their user interfaces; DUXU in industry; DUXU in the mobile and vehicle context; DXU in Web environment; DUXU and ubiquitous interaction/appearance; DUXU in the

development and usage lifecycle; DUXU evaluation; and DUXU beyond usability: culture, branding, and emotions.

"Hackos and Redish wisely offer us the three things we most need about user and task analysis: practical advice, practical advice, and practical advice." -Ben Shneiderman, University of Maryland
"This book is well written, thorough, and loaded with techniques, examples, and resources that bring analysis to everyone." -Marcia L. Conner, Director of Usability & Learnability PeopleSoft, Inc. User and Task Analysis for Interface Design helps you design a great user interface by focusing on the most important step in the process -the first one. You learn to go out and observe your users at work, whether they are employees of your company or people in customer organizations. You learn to find out what your users really need, not by asking them what they want, but by going through a process of understanding what they are trying to accomplish. JoAnn Hackos and Janice (Ginny) Redish, internationally known experts in usable design, take you through a step-by-step process to conduct a user and task analysis. You learn: * How interface designers use user and task analysis to build successful interfaces * Why knowledge of users, their tasks, and their environments is critical to successful design * How to prepare and set up your site visits * How to select and train your user and task analysis team * What observations to make, questions to ask, and questions to avoid * How to record and report what you have learned to your development team members * How to turn the information you've gathered into design ideas * How to create paper prototypes of your interface design * How to conduct usability tests with your prototypes to find out if you're on the right track. This book includes many examples of design successes and challenges for products of every kind. "This is a practical book about how to measure the user experience of websites, software, mobile apps, products, or just anything people use. This book is for UX researchers, designers, product owners, or anyone that has a vested interest in improving experience of websites and products"--Introduction.

User interface design is a challenging, multi-disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting. Imagine how much it would help if there were a single perspective that you could use to simplify these complex issues down to a small set of objective principles. In UI is Communication, Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. A user interface is ultimately a conversation between users and technology. Well-designed user interfaces use the language of UI to communicate to users efficiently and naturally. They also recognize that there is an

emotional human being at the other end of the interaction, so good user interfaces strive to make an emotional connection. Applying what you learn from *UI is Communication* will remove much of the mystic, subjectiveness, and complexity from user interface design, and help you make better design decisions with confidence. It's the perfect introduction to user interface design. Approachable, practical communication-based guide to interaction and visual design that you can immediately apply to projects to make solid design decisions quickly and confidently Includes design makeovers so you can see the concepts in practice with real examples Communication-based design process ties everything from interaction to visual design together

Arguably the most capable of all the open source databases, PostgreSQL is an object-relational database management system first developed in 1977 by the University of California at Berkeley. In spite of its long history, this robust database suffers from a lack of easy-to-use documentation. *Practical PostgreSQL* fills that void with a fast-paced guide to installation, configuration, and usage. This comprehensive new volume shows you how to compile PostgreSQL from source, create a database, and configure PostgreSQL to accept client-server connections. It also covers the many advanced features, such as transactions, versioning, replication, and referential integrity that enable developers and DBAs to use PostgreSQL for serious business applications. The thorough introduction to PostgreSQL's PL/pgSQL programming language explains how you can use this very useful but under-documented feature to develop stored procedures and triggers. The book includes a complete command reference, and database administrators will appreciate the chapters on user management, database maintenance, and backup & recovery. With *Practical PostgreSQL*, you will discover quickly why this open source database is such a great open source alternative to proprietary products from Oracle, IBM, and Microsoft.

Usability Testing Essentials presents a practical, step-by-step approach to learning the entire process of planning and conducting a usability test. It explains how to analyze and apply the results and what to do when confronted with budgetary and time restrictions. This is the ideal book for anyone involved in usability or user-centered design—from students to seasoned professionals. Filled with new examples and case studies, *Usability Testing Essentials, 2nd Edition* is completely updated to reflect the latest approaches, tools and techniques needed to begin usability testing or to advance in this area. Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development Discusses important usability issues such as international testing, persona creation, remote testing, and accessibility Presents new examples covering mobile devices and apps,

websites, web applications, software, and more Includes strategies for using tools for moderated and unmoderated testing, expanded content on task analysis, and on analyzing and reporting results Although recent findings show the public increasingly interacting with government Web sites, a common problem is that people can't find what they're looking for. In other words, the sites lack usability. The Research-Based Web Design and Usability Guidelines aid in correcting this problem by providing the latest Web design guidance from the research and other forms of evidence. This unique publication has been updated from its earlier version to include over 40 new or updated research guidelines, bringing the total to 209. Primary audiences for the book are: Web managers, designers, and all staff involved in the creation of Web sites. Topics in the book include: home page design, page and site navigation, graphics and images, effective Web content writing, and search. A new section on usability testing guidance has been added. Experts from across government, industry, and academia have reviewed and contributed to the development of the Guidelines. And, since their introduction in 2003, the Guidelines have been widely used by government, private, and academic institutions to improve Web design.

Research Methods in Human-Computer Interaction is a comprehensive guide to performing research and is essential reading for both quantitative and qualitative methods. Since the first edition was published in 2009, the book has been adopted for use at leading universities around the world, including Harvard University, Carnegie-Mellon University, the University of Washington, the University of Toronto, HiOA (Norway), KTH (Sweden), Tel Aviv University (Israel), and many others. Chapters cover a broad range of topics relevant to the collection and analysis of HCI data, going beyond experimental design and surveys, to cover ethnography, diaries, physiological measurements, case studies, crowdsourcing, and other essential elements in the well-informed HCI researcher's toolkit. Continual technological evolution has led to an explosion of new techniques and a need for this updated 2nd edition, to reflect the most recent research in the field and newer trends in research methodology. This Research Methods in HCI revision contains updates throughout, including more detail on statistical tests, coding qualitative data, and data collection via mobile devices and sensors. Other new material covers performing research with children, older adults, and people with cognitive impairments. Comprehensive and updated guide to the latest research methodologies and approaches, and now available in EPUB3 format (choose any of the ePub or Mobi formats after purchase of the eBook). Expanded discussions of online datasets, crowdsourcing, statistical tests, coding qualitative data, laws and regulations relating to the use of human

participants, and data collection via mobile devices and sensors New material on performing research with children, older adults, and people with cognitive impairments, two new case studies from Google and Yahoo!, and techniques for expanding the influence of your research to reach non-researcher audiences, including software developers and policymakers

[Simple Steps for Making Stuff Better](#)

[Evaluating Children's Interactive Products](#)

[Measuring the User Experience](#)

[Integrating Accessibility Throughout Design](#)

[Collecting, Analyzing, and Presenting UX Metrics](#)

[Collecting, Analyzing, and Presenting Usability Metrics](#)

[Successful User Experience: Strategies and Roadmaps](#)

[Practical PostgreSQL](#)

[Engineering Psychology and Cognitive Ergonomics](#)

[How Analytics Can Help You Understand Your Users](#)

[Mobile Usability](#)

[User Experience Re-Mastered](#)

[A Practical Guide to User Research Methods](#)

The four-volume set LNCS 8012, 8013, 8014 and 8015 constitutes the proceedings of the Second International Conference on Design, User Experience, and Usability, DUXU 2013, held as part of the 15th International Conference on Human-Computer Interaction, HCII 2013, held in Las Vegas, USA in July 2013, jointly with 12 other thematically similar conferences. The total of 1666 papers and 303 posters presented at the HCII 2013 conferences was carefully reviewed and selected from 5210 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The total of 282 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this four-volume set. The 67 papers included in this volume are organized in the following topical sections: cross-cultural and intercultural user experience; designing for the learning and culture experience; designing for the health and quality of life experience; and games and gamification.

Ten Strategies of a World-Class Cyber Security Operations Center conveys MITRE's accumulated expertise on enterprise-grade computer network defense. It covers ten key qualities of leading Cyber Security Operations Centers (CSOCs), ranging from their structure and organization, to processes that best enable smooth operations, to approaches that extract maximum value from key CSOC technology investments. This book offers perspective and context for key decision points in structuring a CSOC, such as what capabilities to offer, how to architect large-scale data collection and analysis, and how to prepare the CSOC team for agile, threat-based response. If you manage, work in, or are standing up a CSOC, this book is for you. It is also available on MITRE's website, www.mitre.org.

'Do not hoard what seems good for a later place in the book... give it all.' Annie Dillard
WRITE MORE – WRITE BETTER – WRITE NOW! This colourful little book of uplifting quotes and tailored tips delivers motivational sparks and creative signposts for writers. Read it, write on it, put it in a frame on your desk – whatever you do with it, the aim is simple: to get you writing!

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

Forms that Work: Designing Web Forms for Usability clearly explains exactly how to design great forms for the web. The book provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective. It features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers. It includes dozens of examples - from nitty-gritty details (label alignment, mandatory fields) to visual designs (creating good grids, use of color). This book isn't just about colons and choosing the right widgets. It's about the whole process of making good forms,

which has a lot more to do with making sure you're asking the right questions in a way that your users can answer than it does with whether you use a drop-down list or radio buttons. In an easy-to-read format with lots of examples, the authors present their three-layer model - relationship, conversation, appearance. You need all three for a successful form - a form that looks good, flows well, asks the right questions in the right way, and, most important of all, gets people to fill it out. Liberally illustrated with full-color examples, this book guides readers on how to define requirements, how to write questions that users will understand and want to answer, and how to deal with instructions, progress indicators and errors. This book is essential reading for HCI professionals, web designers, software developers, user interface designers, HCI academics and students, market research professionals, and financial professionals. *Provides proven and practical advice that will help you avoid pitfalls, and produce forms that are aesthetically pleasing, efficient and cost-effective. *Features invaluable design methods, tips, and tricks to help ensure accurate data and satisfied customers. *Includes dozens of examples -- from nitty-gritty details (label alignment, mandatory fields) to visual designs (creating good grids, use of color). *Foreword by Steve Krug, author of the best selling Don't Make Me Think!

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.

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

[Inspiration and Motivation for Writers](#)

[Ten Strategies of a World-Class Cybersecurity Operations Center](#)

[An Evidence-Based Approach](#)

[User and Task Analysis for Interface Design](#)

[Observing the User Experience](#)

[Forms that Work](#)

[User Interface Design and Evaluation](#)

[8th International Conference, UCAmI 2014, Belfast, UK, December 2-5, 2014, Proceedings](#)

[A Practitioner's Guide to User Research](#)

[Usable Usability](#)

[Handbook of EHealth Evaluation](#)

[Practical Statistics for User Research](#)