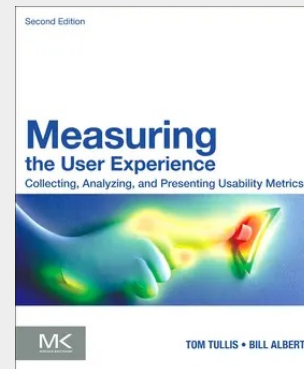


Tullis

Measuring the User Experience

Collecting, Analyzing, and Presenting Usability Metrics

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.



Auf Anfrage

Nicht mehr lieferbar

Artikelnummer: 9780124157811
Medium: Buch
ISBN: 978-0-12-415781-1
Verlag: William Andrew Publishing
Erscheinungstermin: 16.07.2013
Sprache(n): Englisch
Auflage: 2. Auflage 2013
Produktform: Kartoniert
Gewicht: 660 g
Seiten: 320
Format (B x H): 191 x 235 mm

