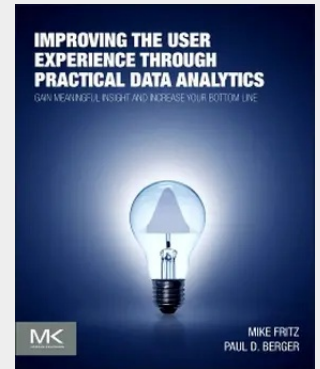


Improving the User Experience through Practical Data Analytics

Gain Meaningful Insight and Increase Your Bottom Line

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 advice 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



41,50 €

38,79 € (zzgl. MwSt.)

Nicht mehr lieferbar

Artikelnummer: 9780128006351

Medium: Buch

ISBN: 978-0-12-800635-1

Verlag: Elsevier Science & Technology

Erscheinungstermin: 03.03.2015

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2015

Produktform: Kartoniert

Gewicht: 810 g

Seiten: 396

Format (B x H): 186 x 231 mm

