

Observing the User Experience

A Practitioner's Guide to User Research

Observing the User Experience: A Practitioner's Guide to User Research, Third Edition helps readers bridge the gap to understand what users want and need from their product. Filled with real-world experience and a wealth of practical information, the book presents a complete toolbox of techniques to help designers, developers, and other stakeholders see through the eyes of their users. Sections discuss the benefits of end-user research and the ways it fits into the development of useful, desirable, and successful products and present techniques for understanding people's needs, desires, and abilities, providing a basis for developing better products, whether Web, software, or mobile-based. Final chapters explain the communication and application of research results.

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