

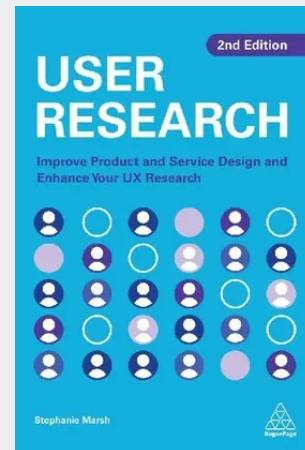
Marsh

User Research

Improve Product and Service Design and Enhance Your UX Research

Despite businesses often being based on creating desirable experiences, products and services for consumers, many fail to consider the end user in their planning and development processes. This book is here to change that.

User experience research, also known as UX research, focuses on understanding user behaviours, needs and motivations through a range of observational techniques, task analysis and other methodologies. **User Research** is a practical guide that shows readers how to use the vast array of user research methods available. Written by one of the UK's leading UX research professionals, readers can benefit from in-depth knowledge that explores the fundamentals of user research. Covering all the key research methods including face-to-face user testing, card sorting, surveys, A/B testing and many more, the book gives expert insight into the nuances, advantages and disadvantages of each, while also providing guidance on how to interpret, analyze and share the data once it has been obtained. Now in its second edition, **User Research** provides a new chapter on research operations and infrastructure as well as new material on combining user research methodologies.



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