

Marsh

User Research

Improve Product and Service Design and Enhance Your UX Research

Many businesses are rooted in creating desirable products and services for users, but fail to consider the consumer. How can they create products and services that work for users? This book has the answers. User experience research, (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 mid-career professionals and academic readers how to use the vast array of user research methods available. Written by Stephanie Marsh, 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 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 third edition, **User Research** provides new insight into how to incorporate cross-functional collaboration when approaching user research, how to navigate the ever-changing world of GDPR as AI enters the research space and a pathway to founding their products and services with the understanding of consumer behaviour.

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