

## Ux Research

Remote studies allow you to recruit subjects quickly, cheaply, and immediately, and give you the opportunity to observe users as they behave naturally in their own environment. In Remote Research, Nate Bolt and Tony Tulathimutte teach you how to design and conduct remote research studies, top to bottom, with little more than a phone and a laptop.

Ethnography is an increasingly important research method in the private sector, yet ethnographic literature continues to focus on an academic audience. Sam Ladner fills the gap by advancing rigorous ethnographic practice that is tailored to corporate settings where colleagues are not steeped in social theory, research time lines may be days rather than months or years, and research sponsors expect actionable outcomes and recommendations. Ladner provides step-by-step guidance at every turn--covering core methods, research design, using the latest mobile and digital technologies, project and client management, ethics, reporting, and translating your findings into business strategies. This book is the perfect resource for private-sector researchers, designers, and managers seeking robust ethnographic tools or academic researchers hoping to conduct research in corporate settings. More information on the book is available at <http://www.practicaethnography.com/>.

Many businesses are based on creating desirable experiences, products and services for users. However in spite of this, companies often fail to consider the end user - the customer - in their planning and development processes. As a result, organizations find themselves spending huge sums of money creating products and services that, quite simply, don't work. 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. 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. Ultimately, User Research is about putting natural powers of observation and conversation to use in a specific way. The book isn't bogged down with small, specific, technical detail - rather, it explores the fundamentals of user research, which remain true regardless of the context in which they are applied. As such, the tools and frameworks given here can be used in any sector or industry, to improve any part of the customer journey and experience; whether that means improving software, websites, customer services, products, packaging or more.

Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic view of product design so you can focus on optimizing the user's experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere book that offers practical advice and topical examples. Thought triggers, exercises and scenarios to test your knowledge of UX research. Workshop ideas to build a development team's UX maturity. War stories from seasoned researchers to show you how UX research methods can be tailored to your own organization.

The discipline of user experience (UX) design has matured into a confident practice and this edition reflects, and in some areas accelerates, that evolution. Technically this is the second edition of The UX Book, but so much of it is new, it is more like a sequel. One of the major positive trends in UX is the continued emphasis on design—a kind of design that highlights the designer's creative skills and insights and embodies a synthesis of technology with usability, usefulness, aesthetics, and meaningfulness to the user. In this edition a new conceptual top-down design framework is introduced to help readers with this evolution. This entire edition is oriented toward an agile UX lifecycle process, explained in the funnel model of agile UX, as a better match to the now de facto standard agile approach to software engineering. To reflect these trends, even the subtitle of the book is changed to “Agile UX design for a quality user experience . Designed as a how-to-do-it handbook and field guide for UX professionals and a textbook for aspiring students, the book is accompanied by in-class exercises and team projects. The approach is practical rather than formal or theoretical. The primary goal is still to imbue an understanding of what a good user experience is and how to achieve it. To better serve this, processes, methods, and techniques are introduced early to establish process-related concepts as context for discussion in later chapters. Winner of a 2020 Textbook Excellence Award (College) (Texty) from the Textbook and Academic Authors Association A comprehensive textbook for UX/HCI/Interaction Design students readymade for the classroom, complete with instructors' manual, dedicated web site, sample syllabus, examples, exercises, and lecture slides Features HCI theory, process, practice, and a host of real world stories and contributions from industry luminaries to prepare students for working in the field The only HCI textbook to cover agile methodology, design approaches, and a full, modern suite of classroom material (stemming from tried and tested classroom use by the authors)

"A comprehensive and practical handbook exploring the value and applicability of UX Research & Design to libraries. As well as detailed methodology, there are numerous case studies from around the world and insights from practitioner librarians. This volume takes you through all the stages of the UX Process, from research, to data mapping and analysis, to idea generation and finally prototyping and iteration. Written by former librarian and experienced UX trainer and consultant Andy Priestner, it is intended for use by all library staff regardless of previous experience and seeks to place the user at the heart of library service development and delivery."--

Good UX is based on evidence. Qualitative evidence, such as user testing and field research, can only get you so far. To get the full picture of how users are engaging with your website or app, you'll need to use quantitative evidence in the form of analytics. This book will show you, step by step, how you can use website and app analytics data to inform design choices and definitively improve user experience. Offering practical guidelines, with plenty of detailed examples, this book covers: why you need to gather analytics data for your UX projects getting set up with analytics tools analyzing data how to find problems in your analytics using analytics to aid user research, measure and report on outcomes By the end of this book, you'll have a strong understanding of the important role analytics plays in the UX process. It will inspire you to take an "analytics first" approach to your UX projects. Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

"This book completely changed the way I think about creative innovation. . . . A must read" (Cal Newport, bestselling author of

Deep Work). Business leaders say they want creativity and need real innovation in order to thrive. But according to startling research from management professor Jennifer Mueller, these same leaders chronically reject creative solutions, even as they profess commitment to innovation. Mueller's research reveals that it's not just CEOs but educators, parents, and other social trendsetters who struggle to accept new and creative ideas. Mueller parses the tough questions that these findings raise. Do we all have an inherent prejudice against creative ideas? Can we learn to outsmart this bias? Creative Change combines analysis of the latest research with practical guidance on how to shift your mindset, and offers a wealth of counterintuitive recommendations to help you embrace the creative ideas you want. "If we all crave creativity so much, why do we reject new ideas so often? Jen Mueller's smart new book unravels this puzzle." —Daniel H. Pink, New York Times–bestselling author of *When and Drive* "Mueller, an accomplished scholar in the management field, has developed a well-formulated argument for creativity. Her ideas and research need to be available to academics, business practitioners, and, really, everyone." —Library Journal

When you depend on users to perform specific actions—like buying tickets, playing a game, or riding public transit—well-placed words are most effective. But how do you choose the right words? And how do you know if they work? With this practical book, you'll learn how to write strategically for UX, using tools to build foundational pieces for UI text and UX voice strategy. UX content strategist Torrey Podmajersky provides strategies for converting, engaging, supporting, and re-attracting users. You'll use frameworks and patterns for content, methods to measure the content's effectiveness, and processes to create the collaboration necessary for success. You'll also structure your voice throughout so that the brand is easily recognizable to its audience. Learn how UX content works with the software development lifecycle Use a framework to align the UX content with product principles Explore content-first design to root UX text in conversation Learn how UX text patterns work with different voices Produce text that's purposeful, concise, conversational, and clear

This three volume set LNCS 12779, 12780, and 12781 constitutes the refereed proceedings of the 10th International Conference on Design, User Experience, and Usability, DUXU 2021, held as part of the 23rd International Conference, HCI International 2021, which took place in July 2021. Due to COVID-19 pandemic the conference was held virtually. The total of 1276 papers and 241 poster papers included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. The regular papers of DUXU 2021 are organized in topical sections named: UX Design Methods and Techniques; Methods and Techniques for UX Research; Visual Languages and Information Visualization; Design Education and Practice.

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

Games User Research' is the definitive guide to methods and practices for games user professionals, researchers and students seeking additional expertise or starting advice in the game development industry. It is the go-to volume for everyone working with games, with an emphasis on those new to the field.

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice-to-have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Every researcher started somewhere. Most stumbled into UX from other career paths without any guidance. This practical book will teach you how to translate your past experiences and frame yourself as a budding researcher. Along the way you'll learn how to develop your skills, join the research community, build your research portfolio, write your UX resume, and find and interview for UX research jobs. If you want a career in UX research, this book is for you.

INSTANT NEW YORK TIMES BESTSELLER "One of the most important books I've ever read—an indispensable guide to thinking clearly about the world." – Bill Gates "Hans Rosling tells the story of 'the secret silent miracle of human progress' as only he can. But Factfulness does much more than that. It also explains why progress is so often secret and silent and teaches readers how to see it clearly." —Melinda Gates "Factfulness by Hans Rosling, an outstanding international public health expert, is a hopeful book about the potential for human progress when we work off facts rather than our inherent biases." - Former U.S. President Barack Obama Factfulness: The stress-reducing habit of only carrying opinions for which you have strong supporting facts. When asked simple questions about global trends—what percentage of the world's population live in poverty; why the world's population is increasing; how many girls finish school—we systematically get the answers wrong. So wrong that a chimpanzee choosing answers at random will consistently outguess teachers, journalists, Nobel laureates, and investment bankers. In Factfulness, Professor of International Health and global TED phenomenon Hans Rosling, together with his two long-time collaborators, Anna and Ola, offers a radical new explanation of why this happens. They reveal the ten instincts that distort our perspective—from our tendency to divide the world into two camps (usually some version of us and them) to the way we consume media (where fear rules) to how we perceive progress (believing that most things are getting worse). Our problem is that we don't know what we don't know, and even our guesses are informed by unconscious and predictable biases. It turns out that the world, for all its imperfections, is in a much better state than we might think. That doesn't mean there aren't real concerns. But when we worry about everything all the time instead of embracing a worldview based on facts, we can lose our ability to focus on the things that threaten us most. Inspiring and revelatory, filled with lively anecdotes and moving stories, Factfulness is an urgent and essential book that will change the way you see the world and empower you to respond to the crises and opportunities of the future. --- "This book is my last battle in my life-long mission to fight devastating ignorance...Previously I armed myself with huge data sets, eye-opening software, an energetic learning style and a Swedish bayonet for sword-swallowing. It wasn't enough. But I hope this book will be." Hans Rosling, February 2017.

One key responsibility of product designers and UX practitioners is to conduct formal and informal research to clarify design decisions and

business needs. But there's often mystery around product research, with the feeling that you need to be a research Zen master to gather anything useful. Fact is, anyone can conduct product research. With this quick reference guide, you'll learn a common language and set of tools to help you carry out research in an informed and productive manner. This book contains four sections, including a brief introduction to UX research, planning and preparation, facilitating research, and analysis and reporting. Each chapter includes a short exercise so you can quickly apply what you've learned. Learn what it takes to ask good research questions Know when to use quantitative and qualitative research methods Explore the logistics and details of coordinating a research session Use softer skills to make research seem natural to participants Learn tools and approaches to uncover meaning in your raw data Communicate your findings with a framework and structure

**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. Learn which metrics to select for every case, including behavioral, physiological, emotional, aesthetic, gestural, verbal, and physical, as well as more specialized metrics such as eye-tracking and clickstream data Find a vendor-neutral examination of how to measure the user experience with web sites, digital products, and virtually any other type of product or system Discover in-depth global case studies showing how organizations have successfully used metrics and the information they revealed Companion site, [www.measuringux.com](http://www.measuringux.com), includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience

The definitive career guide for grad students, adjuncts, post-docs and anyone else eager to get tenure or turn their Ph.D. into their ideal job Each year tens of thousands of students will, after years of hard work and enormous amounts of money, earn their Ph.D. And each year only a small percentage of them will land a job that justifies and rewards their investment. For every comfortably tenured professor or well-paid former academic, there are countless underpaid and overworked adjuncts, and many more who simply give up in frustration. Those who do make it share an important asset that separates them from the pack: they have a plan. They understand exactly what they need to do to set themselves up for success. They know what really moves the needle in academic job searches, how to avoid the all-too-common mistakes that sink so many of their peers, and how to decide when to point their Ph.D. toward other, non-academic options. Karen Kelsky has made it her mission to help readers join the select few who get the most out of their Ph.D. As a former tenured professor and department head who oversaw numerous academic job searches, she knows from experience exactly what gets an academic applicant a job. And as the creator of the popular and widely respected advice site *The Professor is In*, she has helped countless Ph.D.'s turn themselves into stronger applicants and land their dream careers. Now, for the first time ever, Karen has poured all her best advice into a single handy guide that addresses the most important issues facing any Ph.D., including: -When, where, and what to publish -Writing a foolproof grant application -Cultivating references and crafting the perfect CV -Acing the job talk and campus interview -Avoiding the adjunct trap -Making the leap to nonacademic work, when the time is right *The Professor Is In* addresses all of these issues, and many more.

**It's Our Research: Getting Stakeholder Buy-in for User Experience Research Projects** discusses frameworks, strategies, and techniques for working with stakeholders of user experience (UX) research in a way that ensures their buy-in. This book consists of six chapters arranged according to the different stages of research projects. Topics discussed include the different roles of business, engineering, and user-experience stakeholders; identification of research opportunities by developing empathy with stakeholders; and planning UX research with stakeholders. The book also offers ways of teaming up with stakeholders; strategies to improve the communication of research results to stakeholders; and the nine signs that indicate that research is making an impact on stakeholders, teams, and organizations. This book is meant for UX people engaged in usability and UX research. Written from the perspective of an in-house UX researcher, it is also relevant for self-employed practitioners and consultants who work in agencies. It is especially directed at UX teams that face no-time-no-money-for-research situations. Named a 2012 Notable Computer Book for Information Systems by *Computing Reviews* Features a series of video interviews with UX practitioners and researchers Provides dozens of case studies and visuals from international research practitioners Provides a toolset that will help you justify your work to stakeholders, deal with office politics, and hone your client skills Presents tried and tested techniques for working to reach positive, useful, and fruitful outcomes

Doing research can make all the difference between a great design and a good design. By engaging in competitive intelligence, customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all good design work. This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research, and how to apply it to design work.

**Research Practice** takes you inside the field of applied user research through the stories and experiences of the people doing the work. You'll learn the day-to-day of the practice of user research - what it looks like to work with peers and stakeholders, to raise awareness of research, to make tradeoffs, and to build a larger team.

Good UX is based on evidence; qualitative evidence, such as user testing and field research, can only get you so far. What you need is quantitative evidence: analytics. This book will show you, step-by-step, how you can use website and app analytics data to inform design choices and definitively improve user experience. Offering practical guidelines, with plenty of detailed examples, this book covers: Why you need to gather analytics data for your UX projects Getting set up with analytics tools Analyzing data How to find problems in your analytics Use analytics to aid user research Measure and report on outcomes

**Think Like a UX Researcher** will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic view of product design so you can focus on optimizing the user's experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft.

Successful products require good decisions. Reliable information about what users are trying to achieve, their context and whether they can and will use your product is essential to making good product decisions. User researchers run robust and repeatable studies to find that information, but they need some tools and support to get started. **Building User Research Teams** is a practical guide on how to build a research team of any size, starting from convincing colleagues why they need a user research team, through the development and implementation of the tools and processes needed,

to running high quality studies and mapping the future development of a growing research team. Learn how to: Advocate for user research inside your organisation Budget for and equip a research team Create the templates and tools needed to run research Run studies that are impactful and accurate Optimise your research team's workflow Grow a research team long-term This book is useful for: Companies looking to hire their first researcher New research leaders establishing a team Independent researchers in companies looking to maximise their impact Designers, product managers and UX professionals wanting to incorporate research best practice into their work

This new and completely updated edition is a comprehensive, easy-to-read, "how-to" guide on user research methods. You'll learn about many distinct user research methods and also pre- and post-method considerations such as recruiting, facilitating activities or moderating, negotiating with product developments teams/customers, and getting your results incorporated into the product. For each method, you'll understand how to prepare for and conduct the activity, as well as analyze and present the data - all in a practical and hands-on way. Each method presented provides different information about the users and their requirements (e.g., functional requirements, information architecture). The techniques can be used together to form a complete picture of the users' needs or they can be used separately throughout the product development lifecycle to address specific product questions. These techniques have helped product teams understand the value of user experience research by providing insight into how users behave and what they need to be successful. You will find brand new case studies from leaders in industry and academia that demonstrate each method in action. This book has something to offer whether you are new to user experience or a seasoned UX professional. After reading this book, you'll be able to choose the right user research method for your research question and conduct a user research study. Then, you will be able to apply your findings to your own products. Completely new and revised edition includes 30+% new content! Discover the foundation you need to prepare for any user research activity and ensure that the results are incorporated into your products Includes all new case studies for each method from leaders in industry and academia

Examines the user experience in the economic, sociological, and environmental movement to create sustainable products, and provides a framework for designing sustainable hardware, software, and packaging.

How well do you really know your users? With properly conducted user research, you can discover what really makes your audience tick. This practical guide will show you, step-by-step, how to gain proper insight about your users so that you can base design decisions on solid evidence. You'll not only learn the different methodologies that you can employ in user research, but also gain insight into important set-up activities, such as recruiting users and equipping your lab, and acquire analysis skills so that you can make the most of the data you've gathered. And finally, you'll learn how to communicate findings and deploy evidence, to boost your design rationale and persuade skeptical colleagues. Design your research Cost justify user research Recruit and incentivise users Discover how to run your research sessions Analyze your results Reporting on results and acting in your findings

Surveys That Work explains a seven-step process for designing, running, and reporting on a survey that gets accurate results. In a no-nonsense style with plenty of examples about real-world compromises, the book focuses on reducing the errors that make up Total Survey Error—a key concept in survey methodology. If you are conducting a survey, this book is a must-have.

Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. Interviewing Users provides invaluable interviewing techniques and tools that enable you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people.

Quantifying the User Experience: Practical Statistics for User Research offers a practical guide for using statistics to solve quantitative problems in user research. Many designers and researchers view usability and design as qualitative activities, which do not require attention to formulas and numbers. However, usability practitioners and user researchers are increasingly expected to quantify the benefits of their efforts. The impact of good and bad designs can be quantified in terms of conversions, completion rates, completion times, perceived satisfaction, recommendations, and sales. The book discusses ways to quantify user research; summarize data and compute margins of error; determine appropriate samples sizes; standardize usability questionnaires; and settle controversies in measurement and statistics. Each chapter concludes with a list of key points and references. Most chapters also include a set of problems and answers that enable readers to test their understanding of the material. This book is a valuable resource for those engaged in measuring the behavior and attitudes of people during their interaction with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma practices Show practitioners which test to use, why they work, best practices in application, along with easy-to-use excel formulas and web-calculators for analyzing data Recommends ways for practitioners to communicate results to stakeholders in plain English Resources and tools available at the authors' site: <http://www.measuringu.com/>

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

This three volume set LNCS 12779, 12780, and 12781 constitutes the refereed proceedings of the 10th International Conference on Design, User Experience, and Usability, DUXU 2021, held as part of the 23rd International Conference, HCI International 2021, which took place in July 2021. Due to COVID-19 pandemic the conference was held virtually. The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. The papers of DUXU 2021, Part I, are organized in topical sections named: UX Design Methods and Techniques; Methods and Techniques for UX Research; Visual Languages and Information Visualization; Design Education and Practice.

Protocols exist in the field of user experience, but in light of the challenges faced by globalization, you must now incorporate new

methodologies and best practices to analyze, test, design, and evaluate products that take into account a multinational user base. Current UX books and resources don't focus on the unique challenges of creating usable, well-designed products and services in light of varying cultures, technology, and breadth of audience. Challenges you may face on a daily level include: Policies, practices and behavior in multinational organizations; Cross-cultural distributed team issues; Multi-national corporations working across national boundaries and across cultures (both national and corporate); Global standards and national regulations; Accessibility for a global audience, including disabilities; and much more. With *Global UX*, industry leaders Whitney Quesenbery and Daniel Szuc resolve this issue by offering real world examples of successful UX practice, organized by the authors around specific project objectives, as examples of different ways of working globally. Throughout the book, they provide best practices and lessons learned to help answer common questions and avoid common problems in a multitude of situations. The chapters introduce themes and frameworks of challenges, and then provide related case studies that present how experts solved that problem. This book provides a valuable resource for anyone looking to incorporate new globalized methodologies. \*Covers practical user experience best practices for the global environment \*Features numerous, global, real-world examples, based on interviews with over 60 UX managers and practitioners from around the world \*Contains case studies and vignettes from user research and design projects for multinational companies and small start-ups

Tap into the wisdom of experts to learn what every UX practitioner needs to know. With 97 short and extremely useful articles, you'll discover new approaches to old problems, pick up road-tested best practices, and hone your skills through sound advice. Working in UX involves much more than just creating user interfaces. UX teams struggle with understanding what's important, which practices they should know deeply, and what approaches aren't helpful at all. With these 97 concise articles, editor Dan Berlin presents a wealth of advice and knowledge from experts who have practiced UX throughout their careers. Bring Themes to Exploratory Research--Shanti Kanhai Design for Content First--Marli Mesibov Design for Universal Usability--Ann Chadwick-Dias Be Wrong on Purpose--Skyler Ray Taylor Diverse Participant Recruiting Is Critical to Authentic User Research--Megan Campos Put On Your InfoSec Hat to Improve Your Designs--Julie Meridian Boost Your Emotional Intelligence to Move from Good to Great UX--Priyama Barua

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Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it Listen to your customers throughout the product's lifecycle Understand why you should design a test before you design a product Get nine tools that are critical to designing your product Discern the difference between necessary features and nice-to-haves Learn how a Minimum Viable Product affects your UX decisions Use A/B testing in conjunction with good UX practices Speed up your product development process without sacrificing quality

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