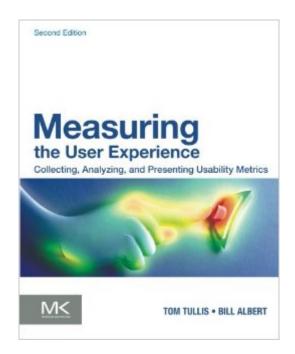## The book was found

Measuring The User Experience, Second Edition: Collecting, Analyzing, And Presenting Usability Metrics (Interactive Technologies)

Synopsis

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. TheÂ second editionÂ 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 dataFind a vendor-neutral examination of how to measure the user experience with web sites, digital products, and virtually any other type of product or systemDiscover in-depth global case studies showing how organizations have successfully used metrics and the information they revealedCompanion site, www.measuringux.com, includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience

Book Information

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Customer Reviews

Very well written book that includes examples and illustrations as well as considerations when to use different metrics and methods. I have worked in the field of user experience for eighteen years now and consider this book a go to.

I purchased this book for my Human Computer Interaction Design course for a nursing informatics program that I am in. The book is easy to read, gives a great review on statistical methods, great tips using Excel, and is also a great resource on proper graphing solutions for each metric. It has thorough and understandable instructions on how to plan, create, and implement user experience studies.I'm a nurse, not a statistician or designer and found this book great! I'm bummed the class is over.

At first metrics and metric analysis seemed like something a statistician could only do. This book helped break down a usability study and how measure it really well. This book was the assigned reading for UW's User Centered Design certificate program and was an asset when I had to design my own usability study. This book is already a great reference that I am constantly referring to.

This title is very practical and easy to understand.

Excellent book - used in a graduate class I took. I refer to it often.

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