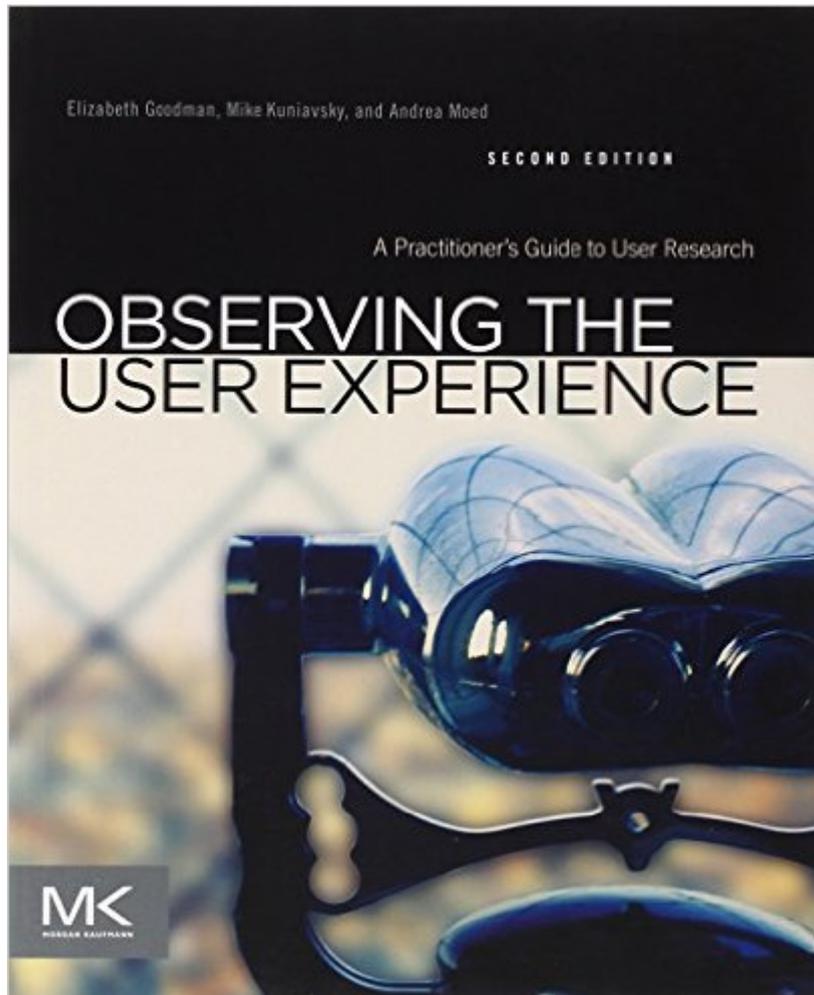


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# Observing The User Experience, Second Edition: A Practitioner's Guide To User Research



## Synopsis

The gap between who designers and developers imagine their users are, and who those users really are can be the biggest problem with product development. Observing the User Experience will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created. Filled with real-world experience and a wealth of practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users. It provides in-depth coverage of 13 user experience research techniques that will provide a basis for developing better products, whether they're Web, software or mobile based. In addition, it's written with an understanding of product development in the real world, taking tight budgets, short schedules, and existing processes into account. Since the publication of the first edition, the business of user research has exploded with new technologies and new techniques. This second edition takes those changes into account with extensive revisions to existing topics. It also adds entirely new material on observational research, mobile usability, diary studies, remote research, and cross-cultural and multilingual projects. Explains how to balance usability with creativity and originality A valuable resource for designers, developers, project managers -- anyone whose work affects the end user experience Provides a real-world perspective on research. Helps you do user research cheaply and quickly, and present it persuasively Gives you the tools and confidence to perform user research on your own design, tuning user experience to the unique needs of your product and its users

## Book Information

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## Customer Reviews

This is a great resource for UX research. It is very detailed and walks you through both the logistics and the design of appropriate research methods. It is, however, a text book and it definitely feels like one at times. A little dry and very dense, but a high-quality resource.

If you are looking to develop or restyle your product or service then this book, offered by O'Reilly Media, will help you provide your customers with exactly what they are looking for. This 2nd Edition book is written collaboratively by Kuniavsky, Moed and Goodman who are all equally passionate about designing with the user experience at the forefront. If you are responsible in any way for considering how the end users will react or interact with your product or service--this book will undoubtedly have the information you are looking for. It is written mostly as a reference guide chock-full of techniques; however, there is also a section dedicated to the importance of conducting user experience research. For example, have you ever wondered how LEGO is still able to develop products children love to play with? Their user research helped them discover the answers they were seeking and consequently proved that knowing your customers is invaluable. The user research techniques I personally enjoyed learning more about are dialogic techniques such as photo elicitation. They are vital when you want to restyle your product and expand your current market since they are exploratory in nature. For instance, the use of photographs in conjunction with a well written script could assist with eliciting an emotional response in your participant. This elicitation is a great way to identify areas which may have been overlooked along with providing data and information you may have never thought of on your own. Initially, I thought this book was strictly targeting developers of digital products; however, the research techniques and real-world examples actually apply to a much broader scope. Fortunately, the numerous techniques incorporate current technologies such as using Twitter and other social media as aids in conducting your research.

As a self taught UX designer with a degree in graphic design, *Observing the User Experience* has been a very valuable resource in understanding the foundation principles behind user research. The guidance in this book is practical and hands on for a sole UX Designer/ Researcher or a full UX team. The book offers a variety of research approaches, techniques on analyzing your data and processes to take those learnings and present them to your stakeholders in a format that will resonate with them. Bottom line, observing human behavior and gaining design insights requires a scientific approach and this book provides the methodologies to do user research the right way.

Great book about the psychology and process of making good user interfaces. As a developer I find this book valuable to push myself to better designs.

Bought for a class. Definitely a great book to have as a reference for UX designers. Keeping it on my desk at work.

It is the kind of book I like. It is full of real techniques to put on road right away. Totally recommended.

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