

Handbook Of Usability Testing How To Plan Design And Conduct Effective Tests Wiley Technical Communications Library

*Like the first edition, the revision of this successful Handbook responds to the growing need for specific tools and methods for testing and evaluating human-system interfaces. Indications are that the market for information on these tools and applications will continue to grow in the 21st century. One of the goals of offering a second edition is to expand and emphasize the application chapters, providing contemporary examples of human factors test and evaluation (HFTE) enterprises across a range of systems and environments. Coverage of the standard tools and techniques used in HFTE have been updated as well. New features of the Handbook of Human Factors Testing and Evaluation include: *new chapters covering human performance testing, manufacturing ergonomics, anthropometry, generative design methods, and usability testing; *updated tools and techniques for modeling, simulation, embedded testing, training assessment, and psychophysiological measurement; *new applications chapters presenting human factors testing examples in aviation and avionics, forestry, road safety, and software systems; and *more examples, illustrations, graphics and tables have been added. The orientation of the current work has been toward breadth of coverage rather than in-depth treatment of a few issues or techniques. Experienced testers will find much that is familiar, as well as new tools, creative approaches, and a rekindled enthusiasm. Newcomers will discover the diversity of issues, methods, and creative approaches that make up the field. In addition, the book is written in such a way that individuals outside the profession should learn the intrinsic value and pleasure in ensuring safe, efficient, and effective operation, as well as increased user satisfaction through HFTE. Once, human-computer interaction was limited to a privileged few. Today, our contact with computing technology is pervasive, ubiquitous, and global. Work and study is computer mediated, domestic and commercial systems are computerized, healthcare is being reinvented, navigation is interactive, and entertainment is computer generated. As technology has grown more powerful, so the field of human-computer interaction has responded with more sophisticated theories and methodologies. Bringing these developments together, The Wiley Handbook of Human-Computer Interaction explores the many and diverse aspects of human-computer interaction while maintaining an overall perspective regarding the value of human experience over technology.*

The fourth edition of the Handbook of Human Factors and Ergonomics has been completely revised and updated. This includes allexisting third edition chapters plus new chapters written to covernew areas. These include the following subjects: Managing low-back disorder risk in the workplace Online interactivity Neuroergonomics Office ergonomics Social networking HF&E in motor vehicle transportation User requirements Human factors and ergonomics in aviation Human factors in ambient intelligent environments As with the earlier editions, the main purpose of this handbook is to serve the needs of the human factors and ergonomics researchers, practitioners, and graduate students. Each chapter has a strong theory and scientific base, but is heavily focused on realworld applications. As such, a significant number of case studies, examples, figures, and tables are included to aid in the understanding and application of the material covered.

Usability Testing Essentials presents a practical, step-by-step approach to learning the entire process of planning and conducting a usability test. It explains how to analyze and apply the results and what to do when confronted with budgetary and time restrictions. This is the ideal book for anyone involved in usability or user-centered design—from students to seasoned professionals. Filled with new examples and case studies, Usability Testing Essentials, 2nd Edition is completely updated to reflect the latest approaches, tools and techniques needed to begin usability testing or to advance in this area. Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development Discusses important usability issues such as international testing, persona creation, remote testing, and accessibility Presents new examples covering mobile devices and apps, websites, web applications, software, and more Includes strategies for using tools for moderated and unmoderated testing, expanded content on task analysis, and on analyzing and reporting results Remote Research

A Practical Guide to User Requirements Methods, Tools, and Techniques

A Guide to Practical User Acceptance Testing (Digital Short Cut)

User Experience Re-Mastered

The Handbook of Global User Research

Rocket Surgery Made Easy

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Successful User Experience: Strategy and Roadmaps provides you with a hands-on guide for pulling all of the User Experience (UX) pieces together to create a strategy that includes tactics, tools, and methodologies. Leveraging material honed in user experience courses and over 25 years in the field, the author explains the value of strategic models to refine goals against available data and resources. You will learn how to think about UX from a high level, design the UX while setting goals for a product or project, and how to turn that into concrete actionable steps. After reading this book, you'll understand: How to bring high-level planning into concrete actionable steps How Design Thinking relates to creating a good UX How to set UX Goals for a product or project How to decide which tool or methodology to use at what point in product lifecycle This book takes UX acceptance as a point of departure, and builds on it with actionable steps and case studies to develop a complete strategy, from the big picture of product design, development and commercialization, to how UX can help create stronger products. This is a must-have book for your complete UX library. Uses strategic models that focus product design and development Teaches how to decipher what tool or methodology is right for a given moment, project, or a specific team Presents tactics on how to understand how to connect the dots between tools, data, and design Provides actionable steps and case studies that help users develop a complete strategy, from the big picture of product design, development, and commercialization, to how UX can help create stronger products Case studies in each chapter to aid learning

Usability Testing of Medical Devices covers the nitty-gritty of usability test planning, conducting, and results reporting. The book also discusses the government regulations and industry standards that motivate many medical device manufacturers to conduct usability tests. Since publication of the first edition, the FDA and other regulatory groups h

User Experience Re-Mastered: Your Guide to Getting the Right Design provides an understanding of key design and development processes aimed at enhancing the user experience of websites and web applications. The book is organized into four parts. Part 1 deals with the concept of usability, covering user needs analysis and card sorting—a tool for shaping information architecture in websites and software applications. Part 2 focuses on idea generation processes, including brainstorming; sketching; persona development; and the use of prototypes to validate and extract assumptions and requirements that exist among the product team. Part 3 presents core design principles and guidelines for website creation, along with tips and examples on how to apply these principles and guidelines. Part 4 on evaluation and analysis discusses the roles, procedures, and documents needed for an evaluation session; guidelines for planning and conducting a usability test; the analysis and interpretation of data from evaluation sessions; and user interface inspection using heuristic evaluation and other inspection methods. *A guided, hands-on tour through the process of creating the ultimate user experience l from testing, to prototyping, to design, to evaluation *Provides tried and tested material from best sellers in

Morgan Kaufmann's Series in Interactive Technologies, including leaders in the field such as Bill Buxton and Jakob Nielsen *Features never before seen material from Chauncey Wilson's forthcoming, and highly anticipated Handbook for User Centered Design

How to Measure the Usability of Products, Services, and Systems

HANDBOOK OF USABILITY TESTING: HOW TO PLAN, DESIGN AND CONDUCT EFFECTIVE TESTS, 2ND ED

Real Users, Real Time, Real Research

Handbook of Usability and User-Experience (UX), 2-Volume Set

A Practical Guide to Usability Testing

The Usability Engineering Lifecycle

Whether it's software, a cell phone, or a refrigerator, your customer wants – no, expects – your product to be easy to use. This fully revised handbook provides clear, step-by-step guidelines to help you test your product for usability. Completely updated with current industry best practices, it can give you that all-important marketplace advantage: products that perform the way users expect. You'll learn to recognize factors that limit usability, decide where testing should occur, set up a test plan to assess goals for your product's usability, and 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.

V. 1. Methods and techniques -- v. 2. Research and case studies.

The Moderator's Survival Guide is your indispensable resource for navigating the rocky shoals of your one-on-one user research sessions. Inside, you'll find guidance for nearly 100 diverse situations (ranging from business-as-usual to tricky and sticky) that might occur during usability studies, contextual inquiries, or user interviews. As a moderator, you are responsible for the well-being of the participant, your study, and your organization. You must be prepared for anything that may happen, from your technology failing to the participant quailing. Use this guide to identify your best next steps, react appropriately, and survive any challenges that comes your way. Practical, field-tested, and actionable tips for what to do and say—and what NOT to do or say—in each situation. Key patterns and extensive examples to sharpen your approach to the commonplace and prepare you for the unlikely. Illustrative "survival stories" contributed by numerous professionals on the front lines of user research.

Measuring the User Experience

Observing the User Experience

Handbook of Human Factors and Ergonomics

The Moderator's Survival Guide

Killer UX Design

Successful User Experience: Strategies and Roadmaps

*Moderating Usability Tests provides insight and guidance for usability testing. To a large extent, successful usability testing depends on the skills of the person facilitating the test. However, most usability specialists still learn how to conduct tests through an apprentice system with little formal training. This book is the resource for new and experienced moderators to learn about the rules and practices for interacting. Authors Dumas and Loring draw on their combined 40 years of usability testing experience to develop and present the most effective principles and practices – both practical and ethical – for moderating successful usability tests. The videos are available from the publisher's companion web site. Presents the ten "golden rules that maximize every session's value Offers targeted advice on how to maintain objectivity Discusses the ethical considerations that apply in all usability testing Explains how to reduce the stress that participants often feel Considers the special requirements of remote usability testing Demonstrates good and bad moderating techniques with laboratory videos accessible from the publisher's companion web site Usability testing and user experience research typically take place in a controlled lab with small groups. While this type of testing is essential to user experience design, more companies are also looking to test large sample sizes to be able compare data according to specific user populations and see how their experiences differ across user groups. But few usability professionals have experience in setting up these studies, analyzing the data, and presenting it in effective ways. Online usability testing offers the solution by allowing testers to elicit feedback simultaneously from 1,000s of users. Beyond the Usability Lab offers tried and tested methodologies for conducting online usability studies. It gives practitioners the guidance they need to collect a wealth of data through cost-effective, efficient, and reliable practices. The reader will develop a solid understanding of the capabilities of online usability testing, when it's appropriate to use and not use, and will learn about the various types of online usability testing techniques. *The first guide for conducting large-scale user experience research using the internet *Presents how-to conduct online tests with 1000s of participants – from start to finish *Outlines essential tips for online studies to ensure cost-efficient and reliable results*

*A supremely usable nuts-and-bolts guide for beginners. A daily tool of the trade for specialists. Handbook of Usability Testing gives you practical, step-by-step guidelines in plain English. Written by Jeffrey Rubin, it arms beginners with the full complement of proven testing tools and techniques. From software, GUIs, and technical documentation, to medical instruments, VCRs, and exercise bikes, no matter what your product, you'll learn to design and administer extremely reliable tests to ensure that people find it easy and desirable to use. * Requires no engineering or human factors training * A rigorous, step-by-step approach—with an eye to common gaffes and pitfalls—saves you months of trial and error * Liberally peppered with real-life examples and case histories taken from a wide range of industries * Packed with extremely usable templates, models, tables, test plans, and other indispensable tools of the trade Market Desc: · Product Managers · Designers · Developers Special Features: · The authors are leading authorities on product usability testing; they will actively promote the book at conferences and training seminars · The first edition has sold more than 20,000 copies since it first published in 1994; the new book is 30% revised, with 100 new pages · The book covers testing of consumer products as well as software, so it has a very broad target audience · There is no direct competition About The Book: Handbook of Usability Testing, Second Edition, is a nuts-and-bolts guide for beginners, loaded with tips and tricks for effectively testing products of all types. From software, GUIs, and technical documentation, to medical instruments and exercise bikes, no matter what type of product, readers will learn to design and administer reliable tests to ensure that people find it easy and desirable to use. The Second Edition is fully updated—30% revised, with 100 new pages. Chapters are reorganized to reflect more current industry practices, outdated terminology is updated, and more varied examples are provided.*

Handbook of Usability and User-experience

Don't Make Me Think

Handling Common, Tricky, and Sticky Situations in User Research

Your Guide to Getting the Right Design

Hacking the World's Most Secure Networks

Handbook of User-Centered Design Methods

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.

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in Don't Make Me Think, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), Rocket Surgery makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. Rocket Surgery Made Easy adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular.

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

A Practitioner's Handbook for User Interface Design

Collecting, Analyzing, and Presenting Usability Metrics

A Common Sense Approach to Web Usability

Usability Testing for Survey Research

A Practical Guide to Research

Eye tracking is a widely used research method, but there are many questions and misconceptions about how to effectively apply it. Eye Tracking the User Experience—the first how-to book about eye tracking for UX practitioners—offers step-by-step advice on how to plan, prepare, and conduct eye tracking studies; how to analyze and interpret eye movement data; and how to successfully

communicate eye tracking findings.

Handbook of Usability TestingHow to Plan, Design, and Conduct Effective TestsJohn Wiley & Sons

Today many companies are employing a user-centered design (UCD) process, but for most companies, usability begins and ends with the usability test. Although usability testing is a critical part of an effective user-centered life cycle, it is only one component of the UCD process. This book is focused on the requirements gathering stage, which often receives less attention than usability testing, but is equally as important. Understanding user requirements is critical to the development of a successful product. Understanding Your Users is an easy to read, easy to implement, how-to guide on usability in the real world. It focuses on the "user requirements gathering" stage of product development and it provides a variety of techniques, many of which may be new to usability professionals. For each technique, readers will learn how to prepare for and conduct the activity, as well as analyze and present the data—all in a practical and hands-on way. In addition, each method presented provides different information about the user and their requirements (e.g., functional requirements, information architecture, task flows). The techniques can be used together to form a complete picture of the users' requirements or they can be used separately to address specific product questions. These techniques have helped product teams understand the value of user requirements gathering by providing insight into how users work and what they need to be successful at their tasks. Case studies from industry-leading companies demonstrate each method in action. In addition, readers are provided with the foundation to conduct any usability activity (e.g., getting buy-in from management, legal and ethical considerations, setting up your facilities, recruiting, moderating activities) and to ensure the incorporation of the results into their products. -Covers all of the significant requirements gathering methods in a readable, practical way -Presents the foundation readers need to prepare for any requirements gathering activity and ensure that the results are incorporated into their products -Includes invaluable worksheet and template appendices -Includes a case study for each method from industry leaders -Written by experienced authors who teach conference courses on this subject to usability professionals and new product designers alike

This text is about achieving usability in product user interface design through a process called Usability Engineering. The techniques presented include not only UI requirements analysis, but also organizational and managerial strategies.

The UX Careers Handbook

Handbook of Human Factors Testing and Evaluation

Eye Tracking the User Experience

Doorbells, Danger, and Dead Batteries

Usability Assessment

The Wiley Handbook of Human Computer Interaction Set

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, includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience

This is the eBook version of the printed book. This digital Short Cut provides a concise and supremely useful guide to the emerging trend of User Acceptance Testing (UAT). The ultimate goal of UAT is to validate that a system of products is of sufficient quality to be accepted by the users and, ultimately, the sponsors. This Short Cut is unique in that it views UAT through the concept that the user should be represented in every step of the software delivery lifecycle—including requirements, designs, testing, and maintenance—so that the user community is prepared, and even eager, to accept the software once it is completed. Rob Cimperman offers an informal explanation of testing, software development, and project management to equip business testers with both theory and practical examples, without the overwhelming details often associated with books written for "professional" testers. Rather than simply explaining what to do, this resource is the only one that explains why and how to do it by addressing this market segment in simple, actionable language. Throughout the author's considerable experience coordinating UAT and guiding business testers, he has learned precisely what testers do and do not intuitively understand about the software development process. UAT Defined informs the reader about the unfamiliar political landscape they will encounter. Giving the UAT team the tools they need to comprehend the process on their own saves the IT staff from having to explain test management from the beginning. The result is a practice that increases productivity and eliminates the costs associated with unnecessary mistakes, tedious rework, and avoidable delays. Chapter 1 Introduction Chapter 2 Defining UAT—What It Is...and What It Is Not Chapter 3 Test Planning—Setting the Stage for UAT Success Chapter 4 Building the Team—Transforming Users into Testers Chapter 5 Executing UAT—Tracking and Reporting Chapter 6 Mitigating Risk—Your Primary Responsibility

In this volume, the authors begin by defining usability, advocating and explaining the methods of usability engineering and reviewing many techniques for assessing and assuring usability throughout the development process. They then follow all the steps in planning and conducting a usability test, analyzing data, and using the results to improve both products and processes. This book is simply written and filled with examples from many types of products and tests. It discusses the full range of testing options from quick studies with a few subjects to more formal tests with carefully designed controls. The authors discuss the place of usability laboratories in testing as well as the skills needed to conduct a test. Included are forms to use or modify to conduct a usability test, as well as layouts of existing labs that will help the reader build his or her own.

Built on a solid foundation of current research in the field, Usability Testing and Research provides a comprehensive, up-to-date perspective in this increasingly important area of technical communication. Based on the most current research in the field, this book reflects the most recent developments and studies on this topic available. Sidebars throughout the book catch the attention of the readers and highlight key concepts in the text. A chapter on web testing provides coverage of what is now the hottest area in usability testing. End of chapter discussions and exercises reinforce learning. Frequent examples of planning, conducting, and reporting usability tests present current samples of projects. An appendix on teamwork gives pertinent advice in an area neglected by other texts: building and coordinating cross-functional teams for usability testing. For those interested in usability testing and research.

User Research War Stories

Principles and Practices for Interacting

A Practical Guide to User Research Methods

Handbook of Usability Testing

UAT Defined

How to Plan, Design, and Conduct Effective Tests

Every day, HCI and UX specialists are faced with projects with unique requirements and challenges. There are hundreds of user-centered design methods, and knowing which to choose, when, can be overwhelming. Chauncey Wilson, Senior User Researcher at Autodesk and 30+ year industry and academic veteran, has gathered over 100 tried and tested user-centered design methods and compiled them into one handbook. The Handbook of User-Centered Design Methods doesn't just bring together years of experience and the practices of the experts. This book includes methods for generating ideas, developing online questionnaires, identifying requirements, developing user interface specifications, inspecting user interfaces, analyzing data, testing products for usability, and much more, helping you decide which practice and process is best for your product. Providing case studies and tips to accompany the vast range of methods, The Handbook of User-Centered Design Methods delivers a definitive and important HCI reference guide that is essential to every library. *The first HCI reference guide to collect the knowledge of HCI experts from not just books, but conference workshops and seminars *Presents not only the core methods of usability research, but also variations of, giving a plethora of options while not being overwhelming *Highlights major issues and controversies with each method, letting you know which design process is right for you

User research war stories are personal accounts of the challenges researchers encounter out in the field, where mishaps are inevitable, yet incredibly instructive. Doorbells, Danger, and Dead Batteries is a diverse compilation of war stories that range from comically bizarre to astonishingly tragic, tied together with valuable lessons from expert user researcher Steve Portigal.

Gain actionable insights from qualitative remote studies to improve user experience Key Features Understand the different usability testing methodologies and their strengths and weaknesses Master the execution of remote studies Learn how to analyze and present study results Book Description Usability testing is a subdiscipline of User Experience. Its goal is to ensure that a given product is easy to use and the user's experience with the product is intuitive and satisfying. Usability studies are conducted with study participants who are representative of the target users to gather feedback on a user interface. The feedback is then used to refine and improve the user interface. Remote studies involve fewer logistics, allow participation regardless of location and are quicker and cheaper to execute compared to in person studies, while delivering valuable insights. The users are not inhibited by being in a new environment under observation; they can act naturally in their familiar environment. Remote unmoderated studies additionally have the advantage of being independent of time zones. This book will teach you how to conduct qualitative remote usability studies, in particular remote moderated and unmoderated studies. Each chapter provides actionable tips on how to use each methodology and how to compensate for the specific nature of each methodology. The book also provides material to help with planning and executing each study type. What you will learn Choose the most suitable remote study methodology Establish a clear goal for the study Plan the study execution Understand recruitment logistics, expectations and compensation Set up and moderate remote studies Write good tasks and questions for each methodology Analyze and document the study results Deliver results that align with the goal for the study Who this book is for This book is for user experience (UX) professionals familiar with traditional in-person usability testing methodologies, or for UX designers with no prior exposure to user research and usability testing. Customer experience professionals or product managers who want to understand remote usability testing will also find this book useful. No knowledge of remote usability testing is needed.

This second edition of The UX Careers Handbook offers you all the great advice of the first edition—freshly updated—plus a new chapter on critical soft skills, much more on becoming a UX leader, and a 17th user experience (UX) career pathway. The UX Careers Handbook, Second Edition, offers you an insider's advice on learning, personal branding, networking skills, building your resume and portfolio, and actually landing that UX job you want, as well as an in-depth look at what it takes to get into and succeed in a UX career. Whether your interests include design, information architecture, strategy, research, UX writing, or any of the other core UX skillsets, you'll find a wealth of resources in this book. The book also includes: Insights and personal stories from a range of industry-leading UX professionals to show you how they broke into the industry and evolved their own careers over time Activities and worksheets to help you make good decisions and build your career Along with the book, you can explore its companion website with more resources and information to help you stay on top of this fast-changing field. Not only for job seekers, The UX Careers Handbook, Second Edition, is a must-have for Employers and recruiters who want to better understand how to hire and keep UX staff Undergraduate and graduate students thinking about their future careers Professionals in other careers who are thinking about starting to do UX work Cory Lebson has been a UX consultant and user researcher for over two decades. He is Principal and Owner of a small UX research consultancy, a builder of UX community, and a past president of the User Experience Professionals Association (UXPA). Not only a practitioner of UX, Cory teaches and mentors to help professionals grow their UX skills and conducts regular talks and workshops on topics related to both UX skills and career development.

A Practitioner's Guide to User Research

Usability Engineering

Occupational Outlook Handbook

Usability Testing of Medical Devices

Advanced Penetration Testing

Actionable insights in user behavior across geographies and time zones

Build a better defense against motivated, organized, professional attacks Advanced Penetration Testing: Hacking the World's Most Secure Networks takes hacking far beyond Kali linux and Metasploit to provide a more complex attack simulation. Featuring techniques not taught in any certification prep or covered by common defensive scanners, this book integrates social engineering, programming, and vulnerability exploits into a multidisciplinary approach for targeting and compromising high security environments. From discovering and creating attack vectors, and moving unseen through a target enterprise, to establishing command and exfiltrating data—even from organizations without a direct Internet connection—this guide contains the crucial techniques that provide a more accurate picture of your system's defense. Custom coding examples use VBA, Windows Scripting Host, C, Java, JavaScript, Flash, and more, with coverage of standard library applications and the use of scanning tools to bypass common defensive measures. Typical penetration testing consists of low-level hackers attacking a system with a list of known vulnerabilities, and defenders preventing those hacks using an equally well-known list of defensive scans. The professional hackers and nation states on the forefront of today's threats operate at a much more complex level—and this book shows you how to defend your high security network. Use targeted social engineering pretexts to create the initial compromise Leave a command and control structure in place for long-term access Escalate privilege and breach networks, operating systems, and trust structures Infiltrate further using harvested credentials while expanding control Today's threats are organized, professionally-run, and very much for-profit. Financial institutions, health care organizations, law enforcement, government agencies, and other high-value targets need to harden their IT infrastructure and human capital against targeted advanced attacks from motivated professionals. Advanced Penetration Testing goes beyond Kali linux and Metasploit and to provide you advanced pen testing for high security networks.

User research is global - yet despite its pervasiveness, practitioners are not all well equipped to work globally. What may have worked in Nigeria may not be accepted in Russia, may be done differently in Brazil, may partly work in China, and may completely fail in Kuwait. And what often goes less noticed, but can be equally vexing are technical, logistical and planning issues such as hiring qualified translators, payment procedures, travel issues, setting up facilities and finding test participants. The Handbook of Global User Research is the first book to focus on global user research. The book collects insight from UX professionals from nine countries and, following a typical project timeline, presents practical insights into the preparation, fieldwork, analysis and reporting, and overall project management for global user research projects. Any user experience professional that works on global projects - including those new to the field, UX veterans who need information on this expanding aspect of user research, and students - will need this book to do their job effectively. *Presents the definitive collection of hard won lessons from user research professionals around the world *Includes real-world examples of global user research challenges and provides approaches to these issues *Contains anecdotes and hard-won from the field that illustrate actionable tactics for practitioners

Usability Assessment is a concise volume for anyone requiring knowledge and practice in assessing the usability of any type of product, tool, or system before it is launched. It provides a brief history and rationale for conducting usability assessments and examples of how usability assessment methods have been applied, takes readers step by step through the process, highlights challenges and special cases, and offers real-life examples. By the end of the book, readers will have the knowledge and skills they need to conduct their own usability assessments without requiring that they read textbooks or attend workshops. This book will be valuable for undergraduate and graduate students; practitioners; usability professionals; human-computer interaction professionals; researchers in fields such as industrial design, industrial/organizational psychology, and computer science; and those working in a wide range of content domains, such as health care, transportation, product design, aerospace, and manufacturing.

Usability Testing for Survey Research provides researchers with a guide to the tools necessary to evaluate, test, and modify surveys in an iterative method during the survey pretesting process. It includes examples that apply usability to any type of survey during any stage of development, along with tactics on how to tailor usability testing to meet budget and scheduling constraints. The book's authors distill their experience to provide tips on how usability testing can be applied to paper surveys, mixed-mode surveys, interviewer-administered tools, and additional products. Readers will gain an understanding of usability and usability testing and why it is needed for survey research, along with guidance on how to design and conduct usability tests, analyze and report findings, ideas for how to tailor usability testing to meet budget and schedule constraints, and new knowledge on how to apply usability testing to other survey-related products, such as project websites and interviewer administered tools. Explains how to design and conduct usability tests and analyze and report the findings Includes examples on how to conduct usability testing on any type of survey, from a simple three-question survey on a mobile device, to a complex, multi-page establishment survey Presents real-world examples from leading usability and survey professionals, including a diverse collection of case studies and considerations for using and combining other methods Discusses the facilities, materials, and software needed for usability testing, including in-lab testing, remote testing, and eye tracking

Conducting Large-scale Online User Experience Studies

Think Like a UX Researcher

Moderating Usability Tests

The Do-It-Yourself Guide to Finding and Fixing Usability Problems

Understanding Your Users

Remote Usability Testing

Written by the author of the best-selling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. The book provides the tools needed to avoid usability surprises and improve product quality. Step-by-step information on which method to use at various stages during the development lifecycle are included, along with detailed information on how to run a usability test and the unique issues relating to international usability. * Emphasizes cost-effective methods that developers can implement immediately * Instructs readers about which methods to use when, throughout the development lifecycle, which ultimately helps in cost-benefit analysis. * Shows readers how to avoid the four most frequently listed reasons for delay in software projects. * Includes detailed information on how to run a usability test. * Covers unique issues of international usability. * Features an extensive bibliography allowing readers to find additional information. * Written by an internationally renowned expert in the field and the author of the best-selling HyperText & HyperMedia.

Today, technology is used to shift, sway and change attitudes and behavior. This creates amazing opportunities and challenges for designers. If we want to create amazing products and services that have the power to educate people so they may live better lives, or help to reduce the time people take to do certain tasks, we first need an understanding of how these people think and work - what makes them "tick" The premise of this book is the need to understand how people "behave"; their habits, motivators and drivers, as a critical way to better understand what a great customer experience for your audience looks like, facilitating better design decisions. The book will lead you from understanding behavior, to extracting customer insights that can launch you into the design of something that makes a difference to people's lives - all presented in a fun, practical and non-academic way.

How to Observe Users, Influence Design, and Shape Business Strategy

Usability Testing and Research

Usability Testing Essentials: Ready, Set ...Test!

Beyond the Usability Lab