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Oxford Elsevier LTD Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 231x186x20 mm. Neuware - Improving the User Experience through Practical Data Analytics shows you how to make UX design decisions based on data-not hunches. Authors Fritz and Berger help the UX professional recognize the enormous potential of user data that is collected as a natural by-product of routine UX research methods, including moderated usability tests, unmoderated usability tests, surveys, and contextual inquiries. Then, step-by-step, they explain how to utilize both...

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- Authored by Mike Fritz
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