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Usability Testing Essentials: Ready, Set, Test

By Carol Barnum

Elsevier Science & Technology. Paperback. Book Condition: new. BRAND NEW, Usability Testing Essentials: Ready, Set, Test, Carol Barnum, Usability Testing Essentials provides readers with the tools and techniques needed to begin usability testing or to advance their knowledge in this area. The book begins by presenting the essentials of usability testing, which include focusing on the user and not the product; knowing when to conduct small or large studies; and thinking of usability as hill climbing. It then reviews testing options and places usability testing into the context of a user-centered design (UCD). It goes on to discuss the planning, preparation, and implementation of a usability test. The remaining chapters cover the analysis and reporting of usability test findings, and the unique aspects of international usability testing. This book will be useful to anyone else involved in the development or support of any type of product, such as software or web developers, engineers, interaction designers, information architects, technical communicators, visual or graphic designers, trainers, user-assistance specialists, and instructional technologists. * Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development* The fully updated four-color edition now features important usability issues such as international testing, persona creation,...



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