



Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests

By Jeffrey Rubin, Dana Chisnell

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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.

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Editorial Review

From the Back Cover

Is your product user-friendly? Take these steps to find out

Whether it's software, technical documentation, a cell phone, or a refrigerator, your customer wants — no, expects — your product to be easy to use. This fully revised handbook, a leading resource since 1994, provides clear, step-by-step guidelines to help you test your product for usability. Completely updated with current industry best practices and more varied examples, it can give you that all-important marketplace advantage: products that perform the way users expect.

- Learn to recognize factors that limit usability
- Decide whether testing should occur in a lab setting or at the site where the product is used
- Set up a test plan to assess goals for your product's usability
- Choose and train effective test moderators
- Decide on the best way to collect and review data
- Report the results and make recommendations
- Learn user-centered design principles and practices — the context for usability testing
- Reap the benefits of templates, tables, models, case studies, and other tools of the trade

Companion Web site

Go to www.wiley.com/go/usabilitytesting to find additional case examples, samples, and templates

About the Author

Jeffrey Rubin, author of the first edition of this book, has more than 30 years of experience as a human factors and usability research consultant and lecturer. A pioneer in the field of usability testing, he has consulted for leading companies worldwide.

Dana Chisnell is an independent user researcher and usability consultant. She has done usability, user interface design, and technical communications consulting and development since 1982.

For more information, please access the author's website at

<http://www.usabilityworks.net>

Author's blog:

<http://usabilitytestinghowto.blogspot.com>

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