

## MEASURING THE USER EXPERIENCE



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We define user experience, usability, and different types of usability metrics; discuss the value of measuring the user experience; and dispel some of the common myths about usability metrics. \* Chapter 2 includes background information on usability data and some basic statistical concepts.

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### **Measuring the User Experience Sold Out World Usability**

The goal of the workshop is to develop a broad awareness and understanding of all the different ways to measure the usability and user experience of various products. The workshop will review the strengths and limitations of different usability metrics, and under what circumstances different metrics should be considered.

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