

THE KEY TO SUCCESSFUL DIGITAL PROJECTS

You're beginning a user research project. You want it to go well. You want it to be interesting, to learn something new and to generate ideas. Most importantly, you want your project to make a difference. This book will show you how to achieve all of that.


This book is about the craft, the technique and the processes involved in running a design research project. Research is at the heart of user-centered design. Because it's so central, we believe that research should be an activity that the whole team gets to participate in and feel ownership of.

Design research can sometimes seem a daunting, confusing world unto itself. With its own codes and jargon, it can feel like the domain of specialists, forbidden to outsiders who haven't been trained in the rules. If you've ever felt out of your depth on a research project, been unsure what to do next, or wondered whether you're "doing it wrong", then this book is for you.

- Discover how to choose the right research methodology for your project
- Recruit people to take part in your research
- Get smart interviewing tips to help you obtain the data you need
- Learn how to analyze your data and present results

SITEPOINT BOOKS

- ✓ Advocate **best practice** techniques
- ✓ Lead you through **practical** examples
- ✓ Provide **working code** for your website
- ✓ Make learning **easy** and **fun**

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RESEARCHING UX: USER RESEARCH

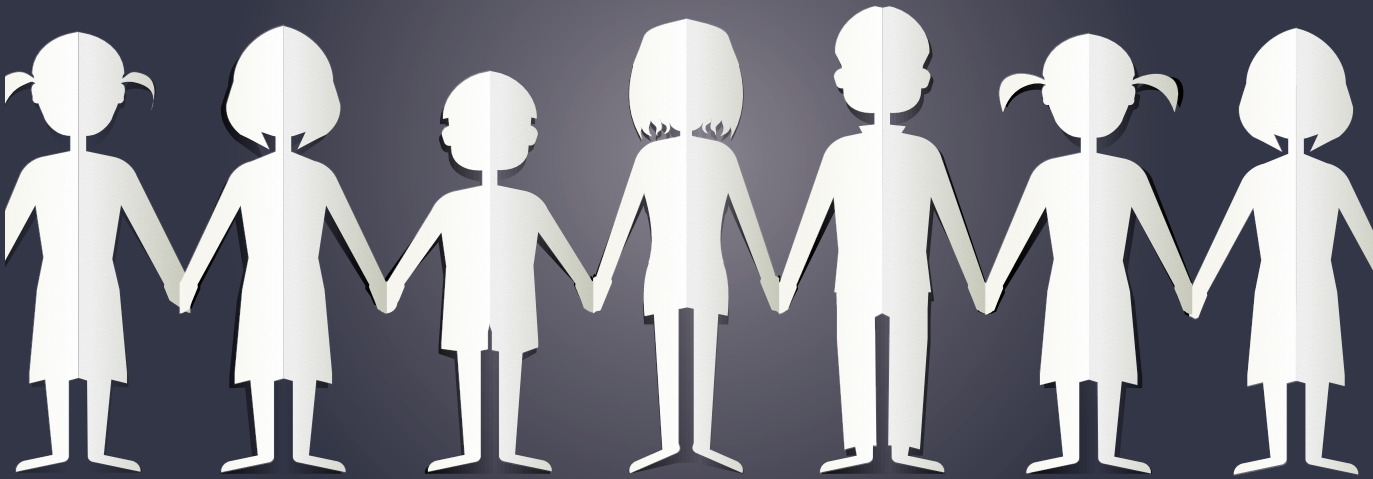
HOWELL
& LANG

ASPECTS
OF
UX

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RESEARCHING UX
USER
RESEARCH

BY EMMA HOWELL
& JAMES LANG



GREAT DESIGN BEGINS WITH DEEP EMPATHY



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