

## *Just Enough Research Erika Hall*

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### **Just Enough Research Erika Hall**

In Just Enough Research, co-founder of Mule Design Erika Hall distills her experience into a brief cookbook of research methods. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group.

### **Erika Hall Just Enough Research - A Book Apart**

Just Enough Research [Erika Hall] on Amazon.com. \*FREE\* shipping on qualifying offers. Design research is a hard slog that takes years to learn and time away from the real work of design, right? Wrong. Good research is about asking more and better questions

### **Just Enough Research: Erika Hall: 9781937557102: Amazon.com: Books**

In typical A Book Apart fashion, Just Enough Research is one you'll want to keep nearby so that you can go back to it frequently. Erika manages to pack a ton of information into a small package (154 pages!) without making it a chore to read.

### **Just Enough Research by Erika Hall - Goodreads**

Erika Hall presents practical, effective, efficient techniques that work within any design and development process to give you invaluable insight into your users and what they need and value.

### **Just Enough Research / Erika Hall - UX Salon 2016**

Erika is the co-founder and Director of Strategy at Mule Design and the author of Just Enough Research (A Book Apart, 2014). She is adept at helping clients articulate their goals and frame their problems to ensure successful design solutions, and encourages everyone to embrace the sure power of the clarifying question.

### **Just Enough Research by Erika Hall—An Event Apart Video on Vimeo**

Erika Hall is the author of Just Enough Research (4.12 avg rating, 901 ratings, 77 reviews, published 2013), Conversational Design (4.12 avg rating, 112 ...

### **Erika Hall (Author of Just Enough Research) - Goodreads**

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### **By Erika Hall Just Enough Research: Amazon.com: Books**

These excerpts are from a sample chapter from Erika Hall's book Just Enough Research. 2013, A Book Apart. Chapter 8: Analysis and Models. Qualitative analysis can seem like a mysterious process. A group of people enters a conference room with interview notes and stickies and emerges with recommendations for creating or changing the ...

### **Sample Chapter: Just Enough Research :: UXmatters**

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review 1: Excellent for me as I head out to conduct my first-ever customer visit. I have other resources, but this book was suggested sort of last-minute by a UX friend and I went for it. This is the basics laid out in clear fashion so any panicked newbie can get a grip and be less nervous ...

### **Erika Hall (Author of Just Enough Research (2013)) at BooksMinority**

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### **Just Enough Research [Book] - oreilly.com**

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### **Just Enough Research (📖) - book.douban.com**

Ethnographic research on notifications and attention management - Google I/O 2016 ... Just Enough Research / Erika Hall ... What to Think About When Planning UX Research | Sarah Doody - Duration: ...

### **Ethnographic research on notifications and attention management - Google I/O 2016**

Erika Hall joins the podcast and we discuss the findings from Google's Project Aristotle. What makes a team perform it's best? What qualities do successful teams share? It's probably not what you think.

### **Presentable #0: We Have Time to Play Pictionary - Relay FM**

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That's why I'll be asking you some questions, but this doesn't mean I will be testing you, I just want to learn from your experience. There are no right or wrong answers. ... Hall, Erika, Jeffrey Zeldman, and Rose Fox. Just enough research. New York, New York: Book Apart, 2014. Print. Young, Indi.

### **Interviewing: more than a user research method - UX Collective**

In Just Enough Research, co-founder of Mule Design Erika Hall distills her experience into a brief cookbook of research methods. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group.

### **Just Enough Research - O'Reilly Media**

Erika Hall is the cofounder and director of strategy at Mule Design Studio in San Francisco, where she leads the research and information design practices. She is a natural problem solver with 20 years of experience in interactive strategy, technology, and design across a wide variety of industries.

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