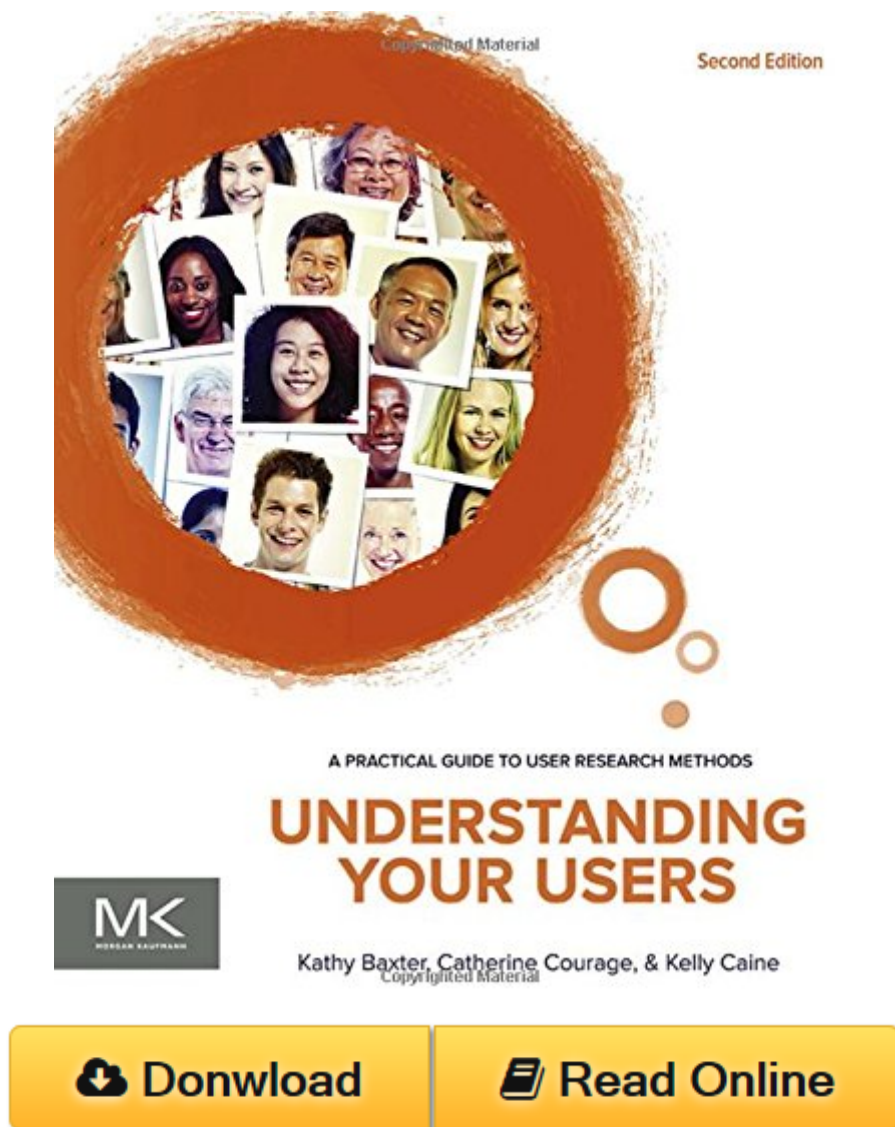


# Understanding Your Users, Second Edition: A Practical Guide to User Research Methods (Interactive Technologies) PDF



Understanding Your Users, Second Edition: A Practical Guide to User Research Methods (Interactive Technologies) by Kathy Baxter, Catherine Courage, Kelly Caine ISBN 0128002328

This new and completely updated edition is a comprehensive, easy-to-read, "how-to" guide on user research methods. You'll learn about many distinct user research methods and also pre- and post-method considerations such as recruiting, facilitating activities or moderating, negotiating with product developments teams/customers, and getting your results incorporated into the product. For each method, you'll understand how to prepare for and conduct the activity, as well as analyze and present the data - all in a practical and hands-on way.

Each method presented provides different information about the users and their requirements (e.g., functional requirements, information architecture). The techniques can be used together to form a complete picture of the users' needs or they can be used separately throughout the product development lifecycle to address specific product questions. These techniques have helped product teams understand the value of user experience research by providing insight into how users behave and what they need to be successful. You will find brand new case studies from leaders in industry and academia that demonstrate each method in action.

This book has something to offer whether you are new to user experience or a seasoned UX professional. After reading this book, you'll be able to choose the right user research method for your research question and conduct a user research study. Then, you will be able to apply your findings to your own products.

- Completely new and revised edition includes 30+% new content!
- Discover the foundation you need to prepare for any user research activity and ensure that the results are incorporated into your products
- Includes all new case studies for each method from leaders in industry and academia

## **Understanding Your Users, Second Edition: A Practical Guide to User Research Methods (Interactive Technologies) Review**

This Understanding Your Users, Second Edition: A Practical Guide to User Research Methods (Interactive Technologies) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Understanding Your Users, Second Edition: A Practical Guide to User Research Methods (Interactive Technologies) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Understanding Your Users, Second Edition: A Practical Guide to User Research Methods (Interactive Technologies) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Understanding Your Users, Second Edition: A Practical Guide to User Research Methods (Interactive Technologies) having great arrangement in word and layout, so you will not really feel uninterested in reading.