User Research A Practical Guide To Designing Better Products And Services

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Take a shortcut and prepare to crash. Instead, the whole field of user research (UX as it is often shortened to) is at your fingertips, looking at issues such as user behaviour, user needs, motivation and more, pulling in a host of different scientific approaches such as observation research, task analysis, psychology and more.

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User Research - Kogan Page
Tis book is intended as a practical guide for conducting mobile research focused on the user and their experience. We hope that the depth and breadth of case studies presented, as well as specific best practices, will help you to design the best technologies possible and choose appropriate methods to gather ethical, reliable, and generalizable data to explore the use of mobile technologies out ...

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