

# It's Our Research: Getting Stakeholder Buy-in for User Experience Research Projects

*By Tomer Sharon*



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current practitioner I highly recommend this book It offers loads of practical advice in how to plan for research perform it and report findings It is focused on best practices for interacting with stakeholders while performing these activities to ensure success for your team Memorable section It rsquo s Our Research Getting Stakeholder Buy in for User Experience Research Projects discusses frameworks strategies and techniques for working with stakeholders of user experience UX research in a way that ensures their buy in This book consists of six chapters arranged according to the different stages of research projects Topics discussed include the different roles of business engineering and user experience stakeholders identification of resea I find the book compelling because it rsquo s international based on experience business oriented and practical and it has videos hellip The book is definitely international with mini essays by usability practitioners from all over the world the vi

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