

Measuring the User Experience, Second Edition: Collecting, Analyzing, and Presenting Usability Metrics (Interactive Technologies)

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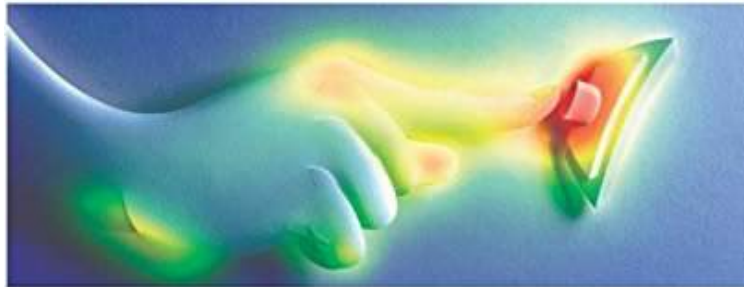
By William Albert, Thomas Tullis

Second Edition

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## Measuring the User Experience

Collecting, Analyzing, and Presenting Usability Metrics



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0 of 0 review helpful Highly recommend By KaKaKaren I purchased this book for my Human Computer Interaction Design course for a nursing informatics program that I am in The book is easy to read gives a great review on statistical methods great tips using Excel and is also a great resource on proper graphing solutions for each metric It has thorough and understandable instructions on how to plan create and implement Measuring the User Experience was the first book that focused on how to quantify the user experience Now in the second edition the authors include new material on how recent technologies have made it easier and more effective to collect a broader range of data about the user experience As more UX and web professionals need to justify their design decisions with solid reliable data Measuring the User Experience provides the quantitative analy This book discusses various efforts to identify collect analyze improve and present metrics that can be used to measure usability hellip It is well made It is also fun to read I recommend it to managers interested in or in charge of user experience des

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