



## Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics

*Thomas Tullis , William Albert*

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*Measuring the User Experience* provides the first single source of practical information to enable usability professionals and product developers to effectively measure the usability of any product by choosing the right metric, applying it, and effectively using the information it reveals.

Authors Tullis and Albert organize dozens of metrics into six categories: performance, issues-based, self-reported, web navigation, derived, and behavioral/physiological. They explore each metric, considering best methods for collecting, analyzing, and presenting the data. They provide step-by-step guidance for measuring the usability of any type of product using any type of technology.

This book is recommended for usability professionals, developers, programmers, information architects, interaction designers, market researchers, and students in an HCI or HFE program.

- Presents criteria for selecting the most appropriate metric for every case
- Takes a product and technology neutral approach
- Presents in-depth case studies to show how organizations have successfully used the metrics and the information they revealed

## Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics Details

Date : Published March 1st 2008 by Morgan Kaufmann Publishers

ISBN : 9780123735584

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Format : Paperback 317 pages

Genre : Design, Nonfiction, Usability



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## **From Reader Review Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics for online ebook**

### **Becky says**

Excellent and very easy to read. I devoured this book and actually read it all, unlike most nonfiction books that get picked at in random orders. Very useful.

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### **Derek Barnes says**

Trying to increase my knowledge of 'usability metrics'. This book had a ton of great stuff in it. What types of tests to run, when to run them, how to crunch the numbers, etc.

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### **Victoria Zabuzova says**

Very basic

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### **Christopher Lien says**

Not really one that you 'read' more useful to go over it all so you can reference it later. Great resource.

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### **Heidi says**

Really well written and really clear. This book helped me to understand how to use metrics in usability testing, not being a statistician, I found a lot of these metrics confusing before I read this.

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### **Mike Hales says**

Extremely useful set of processes and ideas that help bring shape to an area that is easily left to the subjective.

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### **Mark Opalski says**

lot's of useful tools and examples of how and when to use them

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## **Oscar says**

Read selected parts, nice book!

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## **Matej Latin says**

I really enjoyed reading this book. I must admit that I am a sort of a statistics geek. I always loved to get my hands dirty digging into statistical data. What I loved about this book the most is how well structured it is. It starts of explaining the basics and gets more into details in later chapters. The edition that I read has an additional chapter with case studies that put the theory into practice. I highly recommend this book to all UX designers. Start measuring your UX now!

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## **Derek says**

a must read

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## **Cal says**

Very informative. But definitely not my field in education.

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## **Brad Dickason says**

Really only worth it for people who haven't taken stat courses and haven't done any formal usability testing. Even then, read Steve Krug's "Don't Make Me Think."

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## **Ben says**

Useful resource in thinking about how to plan a usability study, and report out results.

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## **Rebecca Karasik says**

Very thorough and useful

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