

### The Experience Team of One A Research And Design Survival Leah Buley

Three owl babies whose mother has gone out in the night try to stay calm while she is gone.

An exploration of how design might be led by marginalized communities, dismantle structural inequality, and advance collective liberation and ecological survival. What is the relationship between design, power, and social justice? "Design justice" is an approach to design that is led by marginalized communities and that aims explicitly to challenge, rather than reproduce, the power of designers in various fields who work closely with social movements and community-based organizations around the world. This book explores the theory and practice of design justice, demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened (protopatrich, ableism, capitalism, and settler colonialism)—and invites readers to "build a better world, a world where many worlds fit: linked worlds of collective liberation and ecological sustainability." Along the way, the book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond the traditional design process to explore how design can be used to challenge power, advance collective liberation, and ecological survival.

How well do you really know your users? With properly conducted user research, you can discover what really makes your audience tick. This practical guide will show you, step-by-step, how to gain proper insight about your users so that you can base design decisions on solid evidence. You'll not only learn the different methodologies that you can employ in user research, you'll also learn how to recruit users and equiping your lab, and acquire analysis skills so that you can make the most of the data you've gathered. And finally, you'll learn how to communicate findings and deploy evidence, to boost your design rationale and persuade skeptical colleagues. Design your research Cost justify user research Recruit and incentivise users Discover how to run user research acting in your findings

User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of *Principles of User Experience* comes in. This book shows you how to design a user-centered product that works for your users. You'll learn how to:
• define user experience, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support
• Obtain consensus from your team on project objectives
• Understand approaches such as Waterfall, Agile, and Lean UX
• Define the scope of your project and avoid mission creep
• Observe and analyze user behavior
• Create personas
• Design and prototype your application or site
• Plan for development, product rollout, and ongoing quality assurance

Process and Guidelines for Ensuring a Quality User Experience

A Foolproof Guide to Getting Your First User Experience Job

The simple path to brilliant technology

Observing the User Experience

User Experience Team of One

A Practical Guide to Research

Through Lean User Research

The question of 'what happens when I want to step away from all this?' is one that keeps many business owners awake at night. 'How does my entrepreneur story end in a way that preserves the good I've built up, and looks after the employees and clients?' For the owner who has spent a big chunk of their working life building up a business they passionately believe in, and nurturing staff they care about, traditional succession planning doesn't work. Employee ownership is the new and better way of preserving your achievement. Done the right way, you can release value, preserve your legacy and pass on control without employees having to raise finance. Financial expert, podcaster and author Chris Budd recently sold his own business to its employees through the UK's Employee Ownership Trust. But the movement for employee ownership is global - and interest in this alternative succession route is growing fast. Employee ownership is about more than the ownership, however. It is about creating sustainable businesses. A focus on long-term sustainable profits; happy customers; happy employees. The Eternal Business lays out a system for a business - and its employees - to transition to employee ownership. It provides a model and pathway to follow so that the business continues - maybe forever! It will help anyone running or working in a business with a real purpose, and who is wrestling with the 'what next?' question.

Like a good story, successful design is a series of engaging moments structured over time. The User's Journey will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vision for an engaging outcome. See how a "story first" approach can transform your product, feature, landing page, flow, campaign, content, or product strategy.

Bad design is everywhere, and its cost is much higher than we think. In this thought-provoking book, authors Jonathan Shariat and Cynthia Svard Saucier explain how poorly designed products can anger, sadden, exclude, and even kill people who use them. The designers responsible certainly didn't intend harm, so what can you do to avoid making similar mistakes? Traagic Design examines real case studies that show how certain design choices adversely affected users, and includes in-depth interviews with authorities in the design industry. Pick up this book and learn how you can be an agent of change in the design community and at your company. You'll explore: Designs that can kill, including the bad interface that doomed a young cancer patient Designs that anger, through impolite technology and dark patterns How design can inadvertently cause emotional pain Designs that exclude people through lack of accessibility, diversity, and justice How to advocate for ethical design when it isn't easy to do so Tools and techniques that can help you avoid harmful design decisions Inspiring professionals who use design to improve our world

Table of contents

For Collaboration and Creativity in Your Work

Interviewing Users

How to Observe Users, Influence Design, and Shape Business Strategy

Creating Game Experiences in Everyday Interfaces

The Progress Principle

Practical Empathy

Validating Product Ideas

The best-known of Shirley Jackson's novels, and the inspiration for writers such as Neil Gaiman and Stephen King, The Haunting of Hill House is a chilling story of the power of fear. 'Shirley Jackson's stories are among the most terrifying ever written' Donna Tartt, author of The Goldfinch and The Secret History Four seekers have arrived at the rambling old pile known as Hill House: Dr. Montague, an occult scholar looking for solid evidence of psychic phenomena; Theodora, his lovely assistant; Luke, the future inheritor of the estate; and Eleanor, a friendless, fragile young woman with a dark past. As they begin to cope with horrifying occurrences beyond their control or understanding, they cannot possibly know what lies ahead. For Hill House is gathering its powers - and soon it will choose one of them to make its own. Adapted into a film, The Haunting, starring Liam Neeson, Catherine Zeta-Jones and Owen Wilson, The Haunting of Hill House is a powerful work of slow-burning psychological horror. Shirley Jackson's was born in California in 1916. When her short story The Lottery was first published in the New Yorker in 1948, readers were so horrified they sent her hate mail; it has since become one of the most iconic American stories of all time. Her first novel, The Road Through the Wall, was published in the same year and was followed by five more: Hangsamang, The Bird's Nest, The Sundial, The Haunting of Hill House and We Have Always Lived in the Castle, widely seen as her masterpiece. Shirley Jackson died in her sleep at the age of 48. If you enjoyed The Haunting of Hill House, you might like Jackson's We Have Always Lived in the Castle, also available in Penguin Moderns Classics. 'An amazing writer ... If you haven't read her you have missed out on something marvellous' Neil Gaiman 'As nearly perfect a haunted-house tale as I have ever read' Stephen King 'The world of Shirley Jackson is eerie and unforgettable' A. M. Homes 'Shirley Jackson is one of those highly idiosyncratic, inimitable writers...whose work exerts an enduring spell' Joyce Carol Oates

The User Experience Team of One A Research and Design Survival GuideRosenfeld Media

UX Management Methods is a guide for how to lead your UX team to greatness. Learn proven methods for hiring, managing, motivating, and aligning your UX team. Use these insights to hire the best UX unicorns, focus your team with a roadmap of key UX deliverables, and measure your team's success and ROI with analytics. A game-changer for anyone leading or working in a team of UX designers or researchers. Written by Jon Binder, an MIT-trained User Experience Researcher with a Master's degree in Human-Computer Interaction (HCI) and UX Manager with over 20 years of leading and working with diverse teams. Discover What All Successful UX Managers Have In Common How Steve Jobs Hired and Grew Apple's UX Teams Cultivate A Powerful Human-Centered Design and Culture Monitor the Return on Your UX With Analytics Fud Your UX Team With Inspiration and Accountability Streamline your UX Operations with proven methods and processes that you can follow to deliver projects on time and under budget. Plus, a detailed Q&A section provides answers to the most frequently asked UX Management related questions. If you want to sharpen your user experience leadership skills and build a strong team of talented experts, then start learning UX management today.

In 100 Things Every Designer Needs to Know About People, 2nd Edition, Dr. Susan Weinschenk shows design and web professionals how to apply the latest research in cognitive, perceptual, and social psychology to create more effective web sites and apps. Dr. Weinschenk offers concise, plain-English insights and practical examples for designing sites and apps that are more intuitive and engaging, because they match the way humans think, work, and play. Updated to reflect the latest scientific findings, this full-color, relentlessly practical guide will help you whether your background is in visual design, interaction design, programming, or anything else. Weinschenk will help you improve the many design choices you make every single day -- from choosing fonts and chunking information to motivating people and guiding them towards purchase. Not just another "web design guidelines" book, 100 Things Every Designer Needs to Know About People, 2nd Edition explains the why behind the guidelines, and exposes the many web design myths and "urban legends" that stand in your way. Dr. Weinschenk shows you what makes humans tick, and helps you translate that knowledge into exceptionally successful designs.

User Research

Think Like a UX Researcher

Playful Design

A Practical Introduction

Applying Lean Principles to Improve User Experience

Storytelling for User Experience

Researching UX: User Research

Applicable to a wide spectrum of design activity, this book offers an ideal first step, clearly explaining fundamental concepts and methods to apply when designing for the user experience. Covering essential topics from user research and experience design to aesthetics, standards and prototyping, User Experience Design explains why user-centered methods are now essential to ensuring the success of a wide range of design projects. This second edition includes important new topics including: digital service standards, onboarding and scenario mapping. There are now 12 hands-on activities designed to help you start exploring basic UX tasks such as visualising the user journey and recognising user interface patterns. Filled with straightforward explanations and examples from around the world, this book is an essential primer for students and non-designers needing an introduction to contemporary UX thinking and common approaches. Designed specifically for newcomers to UX Design, the companion website offers extra material for hands-on activities, templates, industry interviews, contributor notes and sources of guidance for those seeking to start a career in the industry.

Our love affair with the digital interface is out of control. We've embraced it in the boardroom, the bedroom, and the bathroom. Screens have taken over our lives. Most people spend over eight hours a day staring at a screen, and some "technological innovators" are hoping to grab even more of your eyeball time. You have screens in your pocket, in your car, on your appliances, and maybe even on your face. Average smartphone users check their phones 150 times a day, responding to the addictive buzz of Facebook or emails or Twitter. Are you sick? There's an app for that! Need to pray? There's an app for that! Dead? Well, there's an app for that, too! And most apps are intentionally addictive distractions that end up taking our attention away from things like family, friends, sleep, and incoming traffic. There's a better way. In this book, innovator Golden Krishna challenges our world of nagging, screen-based bondage, and shows how we can build a technologically advanced world without digital interfaces. In his insightful, raw, and often hilarious criticism, Golden reveals fascinating ways to think beyond screens using three principles that lead to more meaningful innovation. Whether you're working in technology, or just wary of a gadget-filled future, you'll be enlightened and entertained while discovering that the best interface is no interface.

Swim with 5 sea creatures in this colorful, tongue-twisting singalong! Based on the traditional cumulative song, each verse introduces a new animal and its place in the marine food chain, from the snail to the shark. Chosen as the BookTrust National Bookstart Week book in 2016, A Hole in the Bottom of the Sea offers a delightful dip into multi-sensory science learning sure to inspire young marine biologists. A QR code on the book provides access to video animation and audio.

Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

Designing User Experience

The Impact of Bad Product Design and How to Fix It

Practical Statistics for User Research

The Turnaway Study

Lean UX

A Practitioner's Guide to User Research

Essential Skills for Leading Effective UX Teams

The Heinemann Plays series offers contemporary drama and classic plays in durable classroom editions. Many have large casts and an equal mix of boy and girl parts. This play is a dramatization of Daniel Keyes's story about a retarded adult who desperately wants to be able to read and write.

Demystify UX and its rules, contradictions, and dilemmas. This book provides real-world examples of user experience concepts that empower teams to create compelling products and services, manage social media, interview UX candidates, and oversee product teams. From product decisions to performance reviews, your ability to participate in discussions about UX has become vital to your company's success as well as your own. However, UX concepts can seem complex. Many UX books are written by and for UX professionals. UX Fundamentals for Non-UX Professionals serves the needs of project managers, graphic designers, copyeditors, marketers, and others who wish to understand UX design and research. You will discover how UX has influenced history and continues to affect our daily lives. Entertaining real-world examples demonstrate what a massive, WWII-era task teaches us about design, what a blue flower tells us about audiences, and what drunk marathoners show us about software. What You'll Learn: Know the fundamentals of UX through real-world examples Acquire the skills to participate intelligently in discussions about UX design and research Understand how UX impacts business, including product, pricing, placement, and promotion as well as security, speed, and privacy

What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in The Progress Principle, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can keep progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with honest examples from the companies studied, The Progress Principle equips aspiring and seasoned leaders alike with the insights they need to maximize their people's performance.

We all tell stories. It's one of the most natural ways to share information, as old as the human race. This book is not about a new technique, but how to use something we already know in a new way. Stories help us gather and communicate user research, put a human face on analytic data, communicate design ideas, encourage collaboration and innovation, and create a sense of shared history and purpose. This book looks across the full spectrum of user experience design to discover when and how to use stories to improve our products. Whether you are a researcher, designer, analyst or manager, you will find ideas and techniques you can put to use in your practice.

Crafting Stories for Better Design

User Experience Design

The User's Journey

A Project Guide to UX Design

It's Our Research

Eye Tracking the User Experience

The UX Book: Process and Guidelines for Ensuring a Quality User Experience aims to help readers learn how to create and refine interaction designs that ensure a quality user experience (UX). The book seeks to expand the concept of traditional usability to a broader notion of user experience; to provide a hands-on, practical guide to best practices and established principles in a UX lifecycle; and to describe a pragmatic process for managing the overall development effort. The book provides an iterative and evaluation-centered UX lifecycle template, called the Wheel, for interaction design. Key concepts discussed include contextual inquiry and analysis; extracting interaction design requirements; constructing design-informing models; design production; UX goals, metrics, and targets; prototyping; UX evaluation; the interaction cycle and the user action framework; and UX design guidelines. This book will be useful to anyone interested in learning more about creating interaction designs to ensure a quality user experience. These include interaction designers, graphic designers, usability analysts, software engineers, programmers, systems analysts, software quality-assurance specialists, human factors engineers, cognitive psychologists, cosmic psychics, trainers, technical writers, documentation specialists, marketing personnel, and project managers. A very broad approach to user experience through its components—usability, usefulness, and emotional impact with special attention to lightweight methods such as rapid UX evaluation techniques and an agile UX development process. Universal applicability of processes, principles, and guidelines—not just for GUIs and the Web, but for all kinds of interaction and devices: embodied interaction, mobile devices, ATMs, refrigerators, and elevator controls, and even highway signage Extensive design guidelines applied in the context of the various kinds of affordances necessary to support all aspects of interaction Real-world stories and contributions from accomplished UX practitioners A practical guide to best practices and established principles in UX A lifecycle template that can be instantiated and tailored to a given project, for a given type of system development, on a given budget

User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together. Frame a vision of the problem you're solving and focus your team on the right outcomes Bring the designer's tool kit to the rest of your product team Break down the silos created by job titles and learn to trust your teammates Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents Learn how Lean UX integrates with Agile UX

Many businesses are based on creating desirable experiences, products and services for users. However in spite of this, companies often fail to consider the end user - the customer - in their planning and development processes. As a result, organizations find themselves spending huge sums of money creating products and services that, quite simply, don't work. User experience research, also known as UX research, focuses on understanding user behaviours, needs and motivations through a range of observational techniques, task analysis and other methodologies. User Research is a practical guide that shows readers how to use the vast array of user research methods available. Covering all the key research methods including face-to-face user testing, card sorting, surveys, A/B testing and many more, the book gives expert insight into the nuances, advantages and disadvantages of each, while also providing guidance on how to interpret, analyze and share the data once it has been obtained. Ultimately, the User Research is about putting natural powers of observation and conversation to use in a specific way. The book isn't bogged down with small, specific, technical detail - rather, it explores the fundamentals of user research, which remain true regardless of the context in which they are applied. As such, the tools and frameworks given here can be used in any sector or industry, to improve any part of the customer journey and experience; whether that means improving software, websites, customer services, products, packaging or more.

User Experience Management: Essential Skills for Leading Effective UX Teams deals with specific issues associated with managing diverse user experience (UX) skills, often in corporations with a largely engineering culture. Part memoir and part handbook, it explains what it means to lead a UX team and examines the management issues of hiring, inheriting, terminating, layoffs, interviewing and candidacy, and downsizing. The book offers guidance on building and creating a UX team, as well as equipping and focusing the team. It also considers ways of nurturing the team, from coaching and performance reviews to conflict management and creating work-life balance. Furthermore, it discusses the essential skills needed in leading an effective team and developing a communication plan. This book will be valuable to new managers and leaders, more experienced managers, and anyone who is leading or managing UX groups or who is interested in assuming a leadership role in the future. "Gives a UX leadership boot-camp from putting together a winning team, to giving them a driving focus, to acting as their spokesman, to handling difficult situations \*Full of practical advice and experiences for managers and leaders in virtually any area of the user experience field \*Contains best practices, real-world stories, and insights from UX leaders at IBM, Microsoft, SAP, and many more!

The Practitioner's Guide To User Experience Design

A Farewell to Arms

UX Management Methods: User Experience Design Leadership Guide for Beginners - How Lead UX Design and Master the UX Research Lifecycle

For user experience designers in the field or in the making

Getting Stakeholder Buy-in for User Experience Research Projects

Quantifying the User Experience

Get Into UX

*It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in Don't Make Me Think, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), Rocket Surgery makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. Rocket Surgery Made Easy adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular.*

*Once You Catch The User Experience Bug, the world changes. Doors open the wrong way, websites don't work, and companies don't seem to care. And while anyone can learn the UX remedies—usability testing, personas, prototyping and so on—unless your organization "gets it," putting them into practice is trickier. Undercover User Experience is a pragmatic guide from the front lines, giving frank advice on making UX work in real companies with real problems. Readers will learn how to fill research, idea generation, prototyping and testing into their daily workflow, and how to design good user experiences under the all-too-common constraints of time, budget and culture. "A wonderful, practical, yet subversive book. Cennydd and James teach you the subtle art of fighting for—and then designing for—users in a hostile world." —Joshua Porter, co-founder Performable and co-creator of 52 weeks of UX.com*

*Get Into UX books is a career advice book written to help new and experienced designers get unstuck in their pursuits to get UX jobs. The UX field has been booming for years, and as a result, a landslide of new talent has been flooding the market. All of the newcomers want to learn user experience design or research as fast as possible and get paid professional positions. However, only a fraction of them breaks into the field. On the one hand, you have young designers struggling to find jobs, and on the other hand, managers who can't find enough experienced talent. Often this is attributed to uninformd gurus, hasty bootcamps and other get-into-UX-quick schemes that overpromise, but never make anyone fully market-ready.*

*Why do you not work? As a discipline, UX is too complex to graduate into overnight. It requires months and often years of commitment to do it justice. That doesn't mean you cannot shorten this journey. This book is a foolproof guide to correct course and help UX researchers and designers like you focus on the right things to get the job you want. Every chapter is written to give you insights and practical tools that you need to: Set yourself apart from the majority of entry and junior-level applicants by genuinely understanding what UX is and what it isn't; It's time to distil user experience design into an effective workflow that adds clarity and pulls you out of the crowd of the unsure. Set up your UX career for long term success; learn the craft that is challenging, rewarding and futureproof. This means buckling up for the long term development but starting now. Overcome the self-sabotaging actions by focusing on the right things. Have you ever wondered why some UX designers get ahead quickly, and others don't? Hint: It's rarely to do with external factors. Shorten your journey from beginner to pro by using field-proven strategies and specific tactics. You'll learn how to go from awareness to can do without getting stuck. Ace your UX portfolio, resumes, and interviews by showcasing your skills in the right way and for the right audiences. We'll unpack the essentials and the small yet critical detail to get your foot in the door. In this book you will find a few sections with the following progressive to your journey chapters: I. Understand what UX is and what it can't do II. Plan your journey in UX III: Gain a deep understanding of UX IV: Practice UX and collect the evidence along the way V. Demonstrate the evidence VI: Get the job VII: Build forward momentum About the author Vy (Vytautas) Alechnavicius is a design leader, seasoned and award-winning user experience and user research team manager, hiring manager and design educator to many. Over the past decade, Vy has been involved in UX driven projects from public services, healthcare, finance, transport, retail, and many other industries. Vy has established and grown small-to-large experience design and research teams, mentored and up-skilled the up-and-coming UX designers, and helped shape local and wider-reach design communities. On a typical day, you'll find him in his office working on the next project, most recently that's been focused on giving back to the wider experience design community.*

*Conventional product development focuses on the solution. Empathy is a mindset that focuses on people, helping you to understand their thinking patterns and perspectives. Practical Empathy will show you how to gather and compare these patterns to make better decisions, improve your strategy, and collaborate successfully.*

The UX Book

User Experience Principles for Managers, Writers, Designers, and Developers

A Hole in the Bottom of the Sea

Learn how to Do Great UX Work with Tiny Budgets, No Time, and Limited Support

The Hemingway Library Edition

Owl Babies

How to Uncover Compelling Insights

The core mission of User Experience (UX) design is to craft digital experiences that not only empower but delight users, and we've never had a better set of tools for doing so. Not only is there strong demand in digital product development for people with UX skills, but technology is evolving so rapidly and in such interesting ways that the work affords constant opportunities to innovate and let your creativity run. But how do you get into UX Design? Do you have to know how to write code? Or do you need a degree in design? And what exactly is UX? Does it refer to the process or the result? In The Practitioner's Guide To User Experience Luke Miller answers all of these questions and draws on his own experience and examples of specific projects to walk you through the methods used by designers to craft user experiences. These include: "techniques of user research, including conducting user interviews and surveys and creating personas to represent the range of users you're appealing to, as well as performing competitive analysis of rival products. "A core set of methods for crafting user-centered routes of navigation through sites and apps, called user flows "Creating the layouts and designing the interface elements of pages, from initial sketching and creating a rough site map, through the drawing of more detailed page designs, generally called wireframes, and on to making moving prototypes. "User testing - everything from rough sketches to fully functioning prototypes to interpreting the results of tests and making recommendations for any changes to products. The best UX comes from learning by doing and understanding how creative, fun and satisfying the work can be. Adding UX expertise to your mix of skills will make you more marketable, a knowledge of UX principles and practices will enrich your work in any part of digital product creation.

It'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 research opportunities by developing empathy with stakeholders; and planning UX research with stakeholders. The book also offers ways of teaming up with stakeholders; strategies to improve the communication of research results to stakeholders; and the nine signs that indicate that research is making an impact on stakeholders, teams, and organizations. This book is meant for UX people engaged in usability and UX research. Written from the perspective of an in-house UX researcher, it is also relevant for self-employed practitioners and consultants who work in agencies. It is especially directed at UX teams that face no-time-no-money-for-research situations. Named a 2012 Notable Computer Book for Information Systems by Computing Reviews Features a series of video interviews with UX practitioners and researchers Provides dozens of case studies and visuals from international research practitioners Provides a toolset that will help you justify your work to stakeholders, deal with office politics, and hone your client skills Presents tried and tested techniques for working to reach positive, useful, and fruitful outcomes

In a complex world, products that are easy to use win favor with consumers. This is the first book on the topic of simplicity aimed specifically at interaction designers. It shows how to drill down and simplify user experiences when designing digital tools and applications. It begins by explaining why simplicity is attractive, explores the laws of simplicity, and presents proven strategies for achieving simplicity. Remove, hide, organize and displace become guidelines for designers, who learn simplicity by seeing before and after examples and case studies where the results speak for themselves.

Interviewing is a foundational user research tool that people assume they already possess. Everyone can ask questions, right? Unfortunately, that's not the case. Interviewing Users provides invaluable interviewing techniques and tools that enable you to conduct informative interviews with anyone. You'll move from simply gathering data to uncovering powerful insights about people.

The Best Interface Is No Interface

UX Fundamentals for Non-UX Professionals

Using Small Wins to Ignite Joy, Engagement, and Creativity at Work

Simple and Usable Web, Mobile, and Interaction Design

Community-Led Practices to Build the Worlds We Need

The Do-It-Yourself Guide to Finding and Fixing Usability Problems

A Practical Guide to Designing Better Products and Services

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less. Eye tracking is a widely used research method, but there are many questions and misconceptions about how to effectively apply it. Eye Tracking the User Experience—the first how-to book about eye tracking for UX practitioners—offers step-by-step advice on how to plan, prepare, and conduct eye tracking studies; how to analyze and interpret eye movement data; and how to successfully communicate eye tracking findings.

Quantifying the User Experience: Practical Statistics for User Research offers a practical guide for using statistics to solve quantitative problems in user research. Many designers and researchers view usability and design as qualitative activities, which do not require attention to formulas and numbers. However, usability practitioners and user researchers are increasingly expected to quantify the benefits of their efforts. The impact of good and bad designs can be quantified in terms of conversions, completion rates, completion times, perceived satisfaction, recommendations, and sales. The book discusses ways to quantify user research; summarize data and compute margins of error; determine appropriate sample sizes; standardize usability questionnaires; and settle controversies in measurement and statistics. Each chapter concludes with a list of key points and references. Most chapters also include a set of problems and answers that enable readers to test their understanding of the material. This book is a valuable resource for those engaged in measuring the behavior and attitudes of people during interactions with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma methods. Most chapters also include a set of problems and answers that enable readers to test their understanding of the material. This book is a valuable resource for those engaged in measuring the behavior and attitudes of people during interactions with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma methods. Most chapters also include a set of problems and answers that enable readers to test to use, why they work, best practices in application, along with easy-to-use excel formulas and web-calculators for analyzing data Recommends ways for practitioners to communicate results to stakeholders in plain English Resources and tools available at the authors' site: http://www.measuringu.com.

Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design. This book will show you how.

How to transition a business for the employee ownership revolution

Tragic Design

A Research and Design Survival Guide

The Play of Daniel Keyes' Flowers for Algernon

Undercover User Experience

User Experience Management

100 Things Every Designer Needs to Know about People

"A groundbreaking and illuminating look at the state of abortion access in America and the first long-term study of the consequences—emotional, physical, financial, professional, personal, and psychological—of receiving versus being denied an abortion on women's lives"—Featuring a previously published author introduction, a personal foreword by his son and a new introduction by his grandson, a definitive edition of the lauded World War I classic collects all 39 of the Nobel Prize-winning author's alternate endings to offer new insights into his creative process. Reprint.

Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You'll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. This book will help you take a more strategic view of product design so you can focus on optimizing the user's experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to reinvigorate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere book that offers practical advice and topical examples. Thought triggers, exercises and scenarios to test your knowledge of UX research. Workshop ideas to build a development team's UX maturity. War stories from seasoned researchers to show you how UX research methods can be tailored to your own organization.

Design Justice

The Haunting of Hill House

The User Experience Team of One

Ten Years, a Thousand Women, and the Consequences of Having—or Being Denied—an Abortion

The Eternal Business

Storymapping Products That People Love

