

Observing the User Experience, Second Edition: A Practitioner's Guide to User Research

By Elizabeth Goodman, Mike Kuniavsky, Andrea Moed

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The gap between who designers and developers imagine their users are, and who those users really are can be the biggest problem with product development. *Observing the User Experience* will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created.

Filled with real-world experience and a wealth of practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users. It provides in-depth coverage of 13 user experience research techniques that will provide a basis for developing better products, whether they're Web, software or mobile based. In addition, it's written with an understanding of product development in the real world, taking tight budgets, short schedules, and existing processes into account.

Since the publication of the first edition, the business of user research has exploded with new technologies and new techniques. This second edition takes those changes into account with extensive revisions to existing topics. It also adds entirely new material on observational research, mobile usability, diary studies, remote research, and cross-cultural and multilingual projects.

- Explains how to balance usability with creativity and originality
- A valuable resource for designers, developers, project managers -- anyone whose work affects the end user experience
- Provides a real-world perspective on research. Helps you do user research cheaply and quickly, and present it persuasively
- Gives you the tools and confidence to perform user research on your own design, tuning user experience to the unique needs of your product and its users

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Editorial Review

Review

"In this second edition, the authors update an important contribution to the emerging discipline of user experience (UX) research…This book is one of many noteworthy titles from Morgan Kaufmann in this subject area. It is chock full of practical examples and advice for both novice and experienced practitioners." **--ComputingReviews.com, January 2013**

"Anyone even remotely interested in involving participants and observing their reaction and interaction with the product in order to enhance the overall user acceptance should deeply benefit from this book. I very much liked the practical examples, tables, and diagrams which have given this book a more vibrant feel and allowed the reader to feel like he can use this textbook directly in the practice of establishing some user experience tests. I think the textbook is profoundly informational and was a joy to read." **--Software Engineering News, March 2012**

"You'll like Mike Kuniavsky's broad selection of practical user research methods--presented clearly and usably. And you'll like his timing too: while recent books focus on the whys of user experience, many are now ready for the hows. Observing the User Experience does just that: It demonstrates how to discover what is in users' heads, and suggests how we might balance those considerations with business objectives." **--Lou Rosenfeld, co-author of Information Architecture for the World Wide Web**

"Wow! So many of the user experience research methods we have refined and used over the years are now organized and described in detail in one book. It is an essential reference for any practitioner." **--Christian Rohrer, Manager, User Experience Research, Yahoo!**

"Observing the User Experience provides the reader with a wealth of information. We now have a guideline that can be used to gain insight into those mysterious figures...our users. Knowing who our users are, what they need, and how they might use the things we build for them is the most important part of any product development cycle. Mike Kuniavsky's focus in this book is on the user experience as it relates to online interfaces, but ANYONE who builds ANYTHING can gain valuable knowledge from reading this book." **--David Hoffer, Senior User Interface Designer, CTB/McGraw-Hill**

"I love Observing the User Experience! This comprehensive guide approaches user experience research like never before, and is well-written, easy-to-read, and quite user friendly. It provides a real-world example of how research is done in just enough detail that it can both inform a CEO of the role of usability research as well as introduce methodology to someone starting out in the field. Bravo!"**--Kelly Braun, Usability Manager, Ebay**

"Mike Kuniavsky offers many practical procedures to conduct and analyze the results of your own custom usability tests. He shares lots of personal stories from the trenches, many of which are painfully ironic. The hope is that his knowledge will help spare you the pain of making the same mistakes others have made before you." **--from the foreword by Lynda Weinman, Author and Founder, lynda.com, Inc.**

"Kuniavsky presents information logically, often anticipating potential questions by providing extensive explanations. His text is readable and easily understandable. He incorporates interesting quotes from various scholars, keeping readers' interest by breaking up the strict presentation of information. The overall layout

and conversational tone make the text an enjoyable read and useful reference." **--Kalle Medhurst - Technical Communications**

"The best general how-to handbook on user research remains Mike Kuniavsky's Observing the User Experience. For the reader who wants to integrate contextual design into a fast-paced development cycle, but isn't sure how, this book will be a godsend. Even when their advice can't be followed to the letter, the book, like the authors method, can be adapted to your needs." **--Networker Magazine**

"Mike Kuniavsky's Observing the User Experience: A Practitioner's Guide to User Research is a welcome addition to the half dozen essential books on my cubicle shelf. This book provides lucid, personable, experienced advice that could only come from a seasoned consultant who has seen the good, bad, and ugly of web and application design. Its purpose is to give a solid foundation to any design team in the crucial beginning stages of a project by answer the questions: How do we go about learning who our users are an what they really need? And how do we do this in a way that helps us make a strong case for our design decisions to the people in charge?" **--Andrew Hinton**

From the Back Cover

"This new version retains the approachable style of the original edition while making the most of recent developments in mobile and social technology. The clear instructions and comprehensive overview of research methodologies make this volume a perfect guide for novices and a reference for experienced practitioners looking for new ideas."
-- Dr. Aviva Rosenstein, User Research Manager, salesforce.com

Observing the User Experience is a groundbreaking, comprehensive resource for user experience research. For over a decade, it has helped readers better understand what their users want and need from their products and whether users will be able to use what they've created. This second edition improves upon a classic, adding new methods and approaches to meet today's challenging and diverse research requirements.

You'll find revised methods chapters that explain how to adapt time-tested techniques for designing mobile and cross-platform products and services. New sections offer strategies for conducting remote user research, using new tools for digital ethnography, and informing cross-cultural design. Filled with real-world experience and a wealth of practical information, this book helps designers and developers see through the eyes of their users.

- Explains how to create usable products that are still original and creative.
- Provides a real-world perspective on research, with tips on conducting user research inexpensively and quickly, and on persuasively presenting the results.
- Gives readers the tools and confidence to get started fast, while introducing more advanced questions and techniques.

About the Author
Through writing, design and research, Elizabeth Goodman works to inform and inspire the future of interaction design. Over the past decade, she has worked with exploratory user experience teams at Intel, Yahoo! and Fuji Xerox, and taught user research at the University of California, Berkeley. Currently a Phd candidate at Berkeley, she has a masters degree in interaction design from the Interactive Telecommunications Program at New York University. She frequently speaks on interaction design and research to businesses, schools, and industry groups.

Mike Kuniavsky is a user experience designer, researcher and author. A twenty-year veteran of digital product development, Mike is a consultant and the co-founder of several user experience centered companies: ThingM manufactures products for ubiquitous computing and the Internet of Things; Adaptive Path is a well-known design consultancy. He is also the founder and organizer of Sketching in Hardware, an annual summit on the future of digital product user experience design tools. Mike writes and speaks on digital product and service design, and works with product development groups in both large companies and startups. His most recent book is *Smart Things: Ubiquitous Computing User Experience Design.*

Andrea Moed believes that research is essential in designing to support human relationships. She has been a design researcher and strategist for over 15 years, observing users of websites, phones and other mobile devices, museums, retail environments and educational and business software. She is currently the Staff User Researcher at Inflection, a technology company working to democratize access to public records. Andrea has master's degrees from the Interactive Telecommunications Program at New York University and the UC Berkeley School of Information, and has taught at the Parsons School of Design in New York. Her writing on design and technology has appeared in a variety of publications.

Users Review

From reader reviews:

Cora Morrell:

The book Observing the User Experience, Second Edition: A Practitioner's Guide to User Research can give more knowledge and information about everything you want. Why then must we leave the great thing like a book Observing the User Experience, Second Edition: A Practitioner's Guide to User Research? Wide variety you have a different opinion about publication. But one aim that book can give many info for us. It is absolutely appropriate. Right now, try to closer with your book. Knowledge or data that you take for that, you may give for each other; you can share all of these. Book Observing the User Experience, Second Edition: A Practitioner's Guide to User Research has simple shape however you know: it has great and large function for you. You can seem the enormous world by available and read a publication. So it is very wonderful.

Carl Vincent:

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Cecilia Moore:

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professional understand the condition of the world. The healthiness of the world makes the information quicker to share. You can find a lot of recommendations to get information example: internet, classifieds, book, and soon. You will observe that now, a lot of publisher in which print many kinds of book. Typically the book that recommended to you is Observing the User Experience, Second Edition: A Practitioner's Guide to User Research this reserve consist a lot of the information with the condition of this world now. This specific book was represented just how can the world has grown up. The vocabulary styles that writer make usage of to explain it is easy to understand. The particular writer made some exploration when he makes this book. Honestly, that is why this book suited all of you.

Michael Quintanar:

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