

Bill Albert

Tom Tullis

Donna Tedesco

BEYOND THE USABILITY LAB

Conducting Large-scale Online User Experience Studies



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MORGAN KAPLAN

Beyond The Usability Lab Conducting Large Scale Online User Experience Studies

Aaron Marcus



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Beyond the Usability Lab Bill Albert, Tom Tullis, Donna Tedesco, 2009-12-21 Usability testing and user experience research typically take place in a controlled lab with small groups. While this type of testing is essential to user experience design, more companies are also looking to test large sample sizes to be able to compare data according to specific user populations and see how their experiences differ across user groups. But few usability professionals have experience in setting up these studies, analyzing the data, and presenting it in effective ways. Online usability testing offers the solution by allowing testers to elicit feedback simultaneously from 1,000s of users. *Beyond the Usability Lab* offers tried and tested methodologies for conducting online usability studies. It gives practitioners the guidance they need to collect a wealth of data through cost-effective, efficient, and reliable practices. The reader will develop a solid understanding of the capabilities of online usability testing when it's appropriate to use and not use, and will learn about the various types of online usability testing techniques. The first guide for conducting large-scale user experience research using the internet. Presents how to conduct online tests with 1,000s of participants from start to finish. Outlines essential tips for online studies to ensure cost-efficient and reliable results.

Beyond the Usability Lab Bill Albert, William Albert, Tom Tullis, Donna Tedesco, 2010-01-26 Usability testing and user experience research typically take place in a controlled lab with small groups. While this type of testing is essential to user experience design, more companies are also looking to test large sample sizes to be able to compare data according to specific user populations and see how their experiences differ across user groups. But few usability professionals have experience in setting up these studies, analyzing the data, and presenting it in effective ways. Online usability testing offers the solution by allowing testers to elicit feedback simultaneously from 1,000s of users. *Beyond the Usability Lab* offers tried and tested methodologies for conducting online usability studies. It gives practitioners the guidance they need to collect a wealth of data through cost-effective, efficient, and reliable practices. The reader will develop a solid understanding of the capabilities of online usability testing when it's appropriate to use and not use, and will learn about the various types of online usability testing techniques.

Measuring the User Experience Bill Albert, Tom Tullis, 2013-05-23 *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 analysis training that these professionals need. The second edition presents new metrics such as emotional engagement, personas, keystroke analysis, and net promoter score. It also examines how new technologies coming from neuro-marketing and online market research can refine user experience measurement, helping usability and user experience practitioners make business cases to stakeholders. The book also contains new research and updated examples, including tips on writing online survey questions, six new case studies, and examples using the most recent

version of Excel Learn which metrics to select for every case including behavioral physiological emotional aesthetic gestural verbal and physical as well as more specialized metrics such as eye tracking and clickstream data Find a vendor neutral examination of how to measure the user experience with web sites digital products and virtually any other type of product or system Discover in depth global case studies showing how organizations have successfully used metrics and the information they revealed Companion site www.measuringux.com includes articles tools spreadsheets presentations and other resources to help you effectively measure the user experience

Design, User Experience, and Usability: User Experience

Design for Diverse Interaction Platforms and Environments Aaron Marcus, 2014-06-11 The four volume set LNCS 8517 8518 8519 and 8520 constitutes the proceedings of the Third International Conference on Design User Experience and Usability DUXU 2014 held as part of the 16th International Conference on Human Computer Interaction HCII 2014 held in Heraklion Crete Greece in June 2014 jointly with 13 other thematically similar conferences The total of 1476 papers and 220 posters presented at the HCII 2014 conferences were carefully reviewed and selected from 4766 submissions These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems The papers accepted for presentation thoroughly cover the entire field of Human Computer Interaction addressing major advances in knowledge and effective use of computers in a variety of application areas The total of 256 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this four volume set The 76 papers included in this volume are organized in topical sections on design for the web design for the mobile experience design of visual information design for novel interaction techniques and realities games and gamification

Information Users and Usability in the Digital Age G. G. Chowdhury, Sudatta Chowdhury, 2011-09-15 Information users and usability constitute the main building blocks of today's electronic information world This important new text is the first to give a holistic overview of all of the necessary issues relating to information users and the usability of information services in the digital world including user centred design and the characteristics and behaviour of information users This book helps readers understand why information users and the usability of information services are important and equips them to play a proper role in designing user centred information systems and services and to properly exploit information services for the maximum benefit of users It covers all of the major issues the current situation and what the various research studies from around the world show

Introduction to Human Factors Nancy J. Stone, Alex Chaparro, Joseph R. Keebler, Barbara S. Chaparro, Daniel S. McConnell, 2024-12-26 This textbook comprehensively introduces readers to the cutting edge field of human factors psychology offering real world examples illustrating how experimental findings can be used to improve the design of tools and environments that we use every day The revised second edition provides updated text examples pedagogical boxes and references Features Showcases pedagogical boxes that end with thought questions to encourage student processing and application of the material Includes instructor materials such as PowerPoint slides activities and

exam items to facilitate teaching for instructors who are new to the course Presents theoretical and practical implications of applying psychology to design with the use of examples Discusses anthropometric tools anthropometric data collection methods hand biomechanics and hand tools Highlights diversity and inclusion with applications to the special population section in each chapter Introduction to Human Factors is an ideal read for senior undergraduate and graduate students in the fields of ergonomics human factors and psychology Online teaching resources accompany this textbook including PowerPoints a test bank with answers and an end of chapter questions and answers key for the instructors **Human**

Computer Interaction in Healthcare Andre W. Kushniruk, David R. Kaufman, Thomas G. Kannampallil, Vimla L. Patel, 2024-11-13 This thoroughly updated edition reports on the current state of human computer interaction HCI in biomedicine and healthcare focusing on the cognitive underpinnings of human interactions with people and technology With health information technologies becoming increasingly vital tools for the practice of clinical medicine this book draws from key theories models and evaluation frameworks and their application in biomedical contexts to apply this to current research in HCI However numerous challenges remain in order to fully realize their potential as instruments for advancing clinical care and enhancing patient safety There is a general consensus that health IT has not realized its potential as a tool to facilitate clinical decision making the coordination of care and improvements in patient safety Embracing sound principles of iterative design can yield significant dividends It can also enhance practitioner s abilities to meet meaningful use requirements The purpose of the book is two fold to address key gaps on the applicability of theories models and evaluation frameworks of HCI and human factors for research in biomedical informatics It highlights the state of the art drawing from the current research in HCI It also serves as a graduate level textbook highlighting key topics in HCI relevant for biomedical informatics computer science and social science students working in the healthcare domain Cognitive Informatics for Biomedicine Human Computer Interaction in Healthcare is indispensable to those who want to ensure that the systems they build and the interactive environments that they promote will reflect the rigor and dedication to human computer interaction principles that will ultimately enhance both the user s experience and the quality and safety of the care that is offered to patients It is an essential reference to all who are interested in the application of these new techniques within healthcare from students of informatics through to clinicians informatics researchers and developers of health IT looking to incorporate them into their day to day workflow Big Data Marketing Strategies for Superior Customer Experience Saura, Jose Ramon, 2023-04-17 The rapid growth of technological developments on the internet has led many companies to adapt their businesses to the digital ecosystem and implement new methods and techniques to improve the users experiences and their analytical strategies Moreover in the past few years the digital ecosystem has been chosen as the main channel used by consumers for the purchase of goods and services As a result digital marketing and online advertising have become the main strategies used by companies in their marketing actions Advertising can be designed and shown considering users interests

based on what they visit or where they go That implies that the user experience is improved as long as they receive personalized adverts focused on what they were curious or concerned about Thus techniques such as artificial intelligence AI data mining or business intelligence have allowed companies to act accordingly in real time without user perception Big Data Marketing Strategies for Superior Customer Experience compiles and studies the major practices and case studies of big data marketing in recent years In this digital era this book can be used as a sourcebook on study cases focused on digital marketing strategies as well as the identification of new technologies that will help the development of initiatives and practices focused on marketing and data sciences Covering topics such as customer satisfaction collective intelligence and sentiment analysis this premier reference source is an essential resource for students and educators of higher education marketers innovators business leaders and managers entrepreneurs librarians researchers and academicians

Frameworks of IT Prosumption for Business Development Pa?kowska, Ma?gorzata,2013-07-31 Separation distinction between the roles of the producer and consumer has become blurred with the development of new science and technologies enabling the emergence of the prosumer or the active consumer In the IT sector the role of the end user has broadened to include innovation and development practices in addition to the traditional consumer activities As such businesses must create opportunities for product development and innovation by the consumers Frameworks of IT Prosumption for Business Development investigates the latest empirical research on active use of information technology resources enabling users with new methodologies tools and opportunities to impact application development processes The objective of this reference book is to mobilize end users to take a more active role in their own IT solutions which will in turn assist in the development of best practices in IT at all levels *Usability Testing Essentials: Ready, Set ...Test!* Carol M. Barnum,2020-06-27 Usability Testing Essentials presents a practical step by step approach to learning the entire process of planning and conducting a usability test It explains how to analyze and apply the results and what to do when confronted with budgetary and time restrictions This is the ideal book for anyone involved in usability or user centered design from students to seasoned professionals Filled with new examples and case studies Usability Testing Essentials Second Edition is completely updated to reflect the latest approaches tools and techniques needed to begin usability testing or to advance in this area Provides a comprehensive step by step guide to usability testing a crucial part of every product s development Discusses important usability issues such as international testing persona creation remote testing and accessibility Presents new examples covering mobile devices and apps websites web applications software and more Includes strategies for using tools for moderated and unmoderated testing expanded content on task analysis and on analyzing and reporting results

The Moderator's Survival Guide Donna Tedesco,Fiona Tranquada,2013-09-25 The Moderator s Survival Guide is your indispensable resource for navigating the rocky shoals of your one on one user research sessions Inside you ll find guidance for nearly 100 diverse situations ranging from business as usual to tricky and sticky that might occur during usability studies

contextual inquiries or user interviews As a moderator you are responsible for the well being of the participant your study and your organization You must be prepared for anything that may happen from your technology failing to the participant quailing Use this guide to identify your best next steps react appropriately and survive any challenges that comes your way Practical field tested and actionable tips for what to do and say and what NOT to do or say in each situation Key patterns and extensive examples to sharpen your approach to the commonplace and prepare you for the unlikely Illustrative survival stories contributed by numerous professionals on the front lines of user research

Digital Libraries and Information Access G. G. Chowdhury, Schubert Foo, 2012-09-21 An authoritative and truly global exploration of current research in digital libraries Internationally renowned academics discuss what has been achieved with digital libraries and what we can expect in the future through the prism of research The increasing number of digital libraries in all sectors and the pressure of ever demanding and diverse user needs has encouraged development of user centred interfaces intelligent search and retrieval capabilities effective metadata description and contents organization In addition to the two editors who are renowned for their works in digital library research this collection brings together established international names in the field to analyse these developments in relation to users and information access and the future trends and challenges that practitioners will face Readership LIS students academics and researchers interested in digital libraries and access and those developing managing or just starting out with digital libraries

Trends in Neuroergonomics Wienrich, Carolin, Zander, Thorsten, Gramann, Klaus, 2016-03-02 Die 11. Berliner Werkstatt hat neben einer stärkeren Fokussierung internationaler Beiträge im Bereich der Forschung zu Mensch-Maschine-Systemen einen englischsprachigen Focus Track eingeführt Das Thema Trends in Neuroergonomics konzentrierte sich auf die Nutzung von psychophysiologischen Maßnahmen in Mensch-Maschine-Systemen Internationale Experten haben neue Ansätze der mobilen Bildgebung menschlicher Hirnaktivität sowie neue Erkenntnisse im Bereich neuroadaptiver Technologien vorgestellt Zwei eingeladene Gastvorträge gaben auf der diesjährigen Werkstatt einen spezifischen Einblick in diesen neuen Forschungsbereich Neben dem neuen Focus Track boten die bewährte Mischung von Werkstatt Research und Poster Tracks die Präsentation und aktive Diskussion von aktuellen und abgeschlossenen Forschungsarbeiten aus allen Bereichen der Mensch-Maschine-Systeme Der vorliegende Tagungsband beinhaltet alle Beiträge der 11. BWMMS In line with our aim to encourage international contributions we have introduced the concept of the Focus Track to allow for a dedicated track of high impact research presentations on a specific topic in human factors This year's Focus Track centered on mobile brain/body imaging and neuroadaptive technology Here the focus was on the use of psychophysiological data for Human Machine Systems Two invited keynote lectures have provided a deepened insight into this new research area during this Berlin Workshop Besides the new Focus Track the well established mixture of Research Workshop and Poster Tracks allowed for presentations and lively discussions research projects from all areas of human factors This conference proceeding comprises all presented papers at the 11th BWMMS

Collaboration in

Creative Design Panos Markopoulos, Jean-Bernard Martens, Julian Malins, Karin Coninx, Aggelos Liapis, 2016-05-11 This book presents a number of new methods tools and approaches aimed to assist researchers and designers during the early stages of the design process focusing on the need to approach the development of new interactive products systems and related services by closely observing the needs of potential end users through adopting a design thinking approach A wide range of design approaches are explored some emphasizing on the physicality of interaction and the products designed others exploring interactive design and the emerging user experience UX with a focus on the value to the end user Contemporary design processes and the role of software tools to support design are also discussed The researchers draw their expertise from a wide range of fields and it is this interdisciplinary approach which provides a unique perspective resulting in a flexible collection of methods that can be applied to a wide range of design contexts Interaction and UX designers and product design specialists will all find Collaboration in Creative Design an essential read

Ambient Assisted Living Sauro Longhi, Pietro Siciliano, Michele Germani, Andrea Monteriù, 2014-05-28 This book presents the refereed proceedings of the Fourth Italian Forum on Ambient Assisted Living AAL held in Ancona Italy in October 2013 A wide range of issues are covered and new technological developments are described which will support the autonomy and independence of individuals with special needs through an innovative and integrated approach designed to respond to the socio economic challenges of an aging population Topics addressed include health and well being prevention and rehabilitation and support for care providers active aging and its social implications services for the frail elderly with health problems and their families nutrition ICT platforms technologies for the benefit of the elderly home automation and control technologies autonomy safety and energy saving smart cities and smart communities telemedicine telerehabilitation and telecare mobility participation and social inclusion games and fun for the elderly building design social housing interface design and interaction accessibility acceptance social policies to encourage and support active aging business models market analysis and development of sustainable financing and business and ethics privacy and data protection Many experimental validations based on user trials and usability testing are presented and discussed The knowledge and insights provided in this book will help researchers and others involved in AAL to understand relevant societal trends novel technological developments and pressing challenges

Human Computer Interaction Handbook Julie A. Jacko, 2012-05-04 Winner of a 2013 CHOICE Outstanding Academic Title Award The third edition of a groundbreaking reference The Human Computer Interaction Handbook Fundamentals Evolving Technologies and Emerging Applications raises the bar for handbooks in this field It is the largest most complete compilation of HCI theories principles advances case st

The Semantic Web -- ISWC 2012 Philippe Cudré-Mauroux, Jeff Heflin, Evren Sirin, Tania Tudorache, Jerome Euzenat, Manfred Hauswirth, Josiane Xavier Parreira, Jim Hendler, Guus Schreiber, Abraham Bernstein, Eva Blomqvist, 2012-10-28 The two volume set LNCS 7649 7650 constitutes the refereed proceedings of the 11th International Semantic Web Conference ISWC 2012 held in Boston MA USA in November 2012 The International Semantic

Web Conference is the premier forum for Semantic Web research where cutting edge scientific results and technological innovations are presented where problems and solutions are discussed and where the future of this vision is being developed. It brings together specialists in fields such as artificial intelligence, databases, social networks, distributed computing, Web engineering, information systems, human computer interaction, natural language processing, and the social sciences. Volume 1 contains a total of 41 papers which were presented in the research track. They were carefully reviewed and selected from 186 submissions. Volume 2 contains 17 papers from the in use track which were accepted from 77 submissions. In addition, it presents 8 contributions to the evaluations and experiments track and 7 long papers and 8 short papers of the doctoral consortium.

Proceedings of the 21st International Conference on Industrial Engineering and Engineering Management 2014 Ershi Qi, Jiang Shen, Runliang Dou, 2015-01-06. Being the premier forum for the presentation of new advances and research results in the fields of Industrial Engineering, IEEM 2014 aims to provide a high level international forum for experts, scholars, and entrepreneurs at home and abroad to present the recent advances, new techniques, and applications, face and face to promote discussion and interaction among academics, researchers, and professionals to promote the developments and applications of the related theories and technologies in universities and enterprises and to establish business or research relations to find global partners for future collaboration in the field of Industrial Engineering. All the goals of the international conference are to fulfill the mission of the series conference which is to review, exchange, summarize, and promote the latest achievements in the field of industrial engineering and engineering management over the past year and to propose prospects and vision for the further development.

Cases on Digital Game-Based Learning: Methods, Models, and Strategies Baek, Youngkyun, Whitton, Nicola, 2013-01-31. In K-12 classrooms as well as on the college and university level, the incorporation of digital games has played a vital role in the educational system. While introducing teachers to new fields, these digital games have been designed and implemented for the classroom and have shown positive results at a variety of educational levels. *Cases on Digital Game Based Learning: Methods, Models, and Strategies* analyzes the implementation of digital game applications for learning as well as addressing the challenges and pitfalls experienced. Providing strategies, advice, and examples on adopting games into teaching, this collection of case studies is essential for teachers and instructors at various school levels in addition to researchers in game based learning and pedagogic innovation.

Improving the User Experience through Practical Data Analytics Mike Fritz, Paul D. Berger, 2015-03-03. Improving the User Experience through Practical Data Analytics shows you how to make UX design decisions based on data, not hunches. Authors Fritz and Berger help the UX professional recognize the enormous potential of user data that is collected as a natural by-product of routine UX research methods including moderated usability tests, unmoderated usability tests, surveys, and contextual inquiries. Then, step by step, they explain how to utilize both descriptive and predictive statistical techniques to gain meaningful insight with that data. By mastering the use of these techniques, you'll delight your users, increase your bottom line, and gain a powerful competitive

advantage for your company and yourself Key features include Practical advise on choosing the right data analysis technique for each project A step by step methodology for applying each technique including examples and scenarios drawn from the UX field Detailed screen shots and instructions for performing the techniques using Excel both for PC and Mac and SPSS Clear and concise guidance on interpreting the data output Exercises to practice the techniques Practical guidance on choosing the right data analysis technique for each project Real world examples to build a theoretical and practical understanding of key concepts from consumer and financial verticals A step by step methodology for applying each predictive technique including detailed examples A detailed guide to interpreting the data output and examples of how to effectively present the findings in a report Exercises to learn the techniques

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