



# Observing the User Experience: A Practitioner's Guide to User Research

By Mike Kuniavsky

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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 how software is developed in the real world, taking tight budgets, short schedules, and existing processes into account.

- Explains how to create usable products that are still original, creative, and unique
- A valuable resource for designers, developers, project managers?anyone in a position where their work comes in direct contact with the end user.
- Provides a real-world perspective on research and provides advice about how user research can be done cheaply, quickly and how results can be presented persuasively
- Gives readers the tools and confidence to perform user research on their own designs and tune their software user experience to the unique needs of their product and its users

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### **Bibliography**

- Sales Rank: #1056793 in Books
- Brand: Brand: Morgan Kaufmann
- Published on: 2003-04-22
- Original language: English
- Number of items: 1
- Dimensions: 1.29" h x 7.38" w x 9.16" l, 2.53 pounds
- Binding: Paperback
- 576 pages

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### Editorial Review

#### Review

*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 and 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

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.

--Christian Rohrer, Manager, User Experience Research, Yahoo!

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Features and benefits:

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About the Author

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 tools for digital product user experience design for leading technology

developers, designers and educators. Mike frequently 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.

## **Users Review**

### **From reader reviews:**

#### **Angela Jones:**

The book Observing the User Experience: A Practitioner's Guide to User Research give you a sense of feeling enjoy for your spare time. You may use to make your capable far more increase. Book can being your best friend when you getting pressure or having big problem using your subject. If you can make examining a book Observing the User Experience: A Practitioner's Guide to User Research being your habit, you can get far more advantages, like add your current capable, increase your knowledge about a number of or all subjects. You can know everything if you like open and read a reserve Observing the User Experience: A Practitioner's Guide to User Research. Kinds of book are a lot of. It means that, science guide or encyclopedia or others. So , how do you think about this book?

#### **Ethel Fung:**

Here thing why this specific Observing the User Experience: A Practitioner's Guide to User Research are different and trustworthy to be yours. First of all studying a book is good nevertheless it depends in the content of it which is the content is as delicious as food or not. Observing the User Experience: A Practitioner's Guide to User Research giving you information deeper and in different ways, you can find any reserve out there but there is no publication that similar with Observing the User Experience: A Practitioner's Guide to User Research. It gives you thrill studying journey, its open up your own eyes about the thing that happened in the world which is probably can be happened around you. You can actually bring everywhere like in area, café, or even in your way home by train. If you are having difficulties in bringing the published book maybe the form of Observing the User Experience: A Practitioner's Guide to User Research in e-book can be your alternate.

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#### **Donald Lewis:**

In this era which is the greater man or woman or who has ability to do something more are more important than other. Do you want to become one among it? It is just simple strategy to have that. What you need to do

is just spending your time not much but quite enough to experience a look at some books. On the list of books in the top collection in your reading list is definitely Observing the User Experience: A Practitioner's Guide to User Research. This book that is certainly qualified as The Hungry Inclines can get you closer in becoming precious person. By looking up and review this e-book you can get many advantages.

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