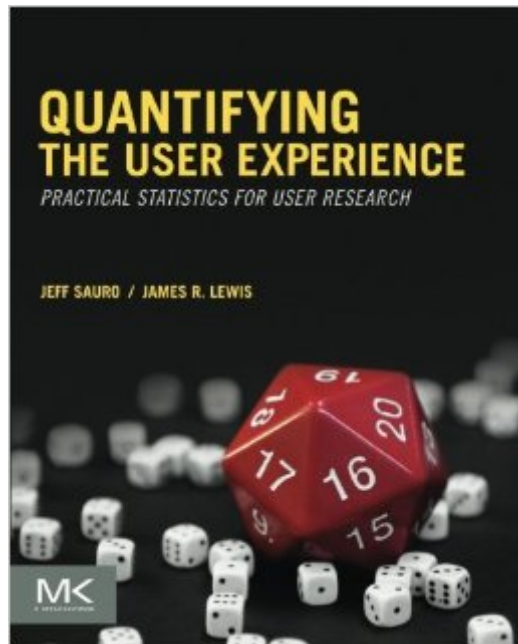


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# Quantifying The User Experience: Practical Statistics For User Research



## Synopsis

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 their interaction with interfaces. Provides practical guidance on solving usability testing problems with statistics for any project, including those using Six Sigma practices. Shows practitioners which tests 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 author's site: <http://www.measuringu.com/>

## Book Information

Paperback: 312 pages

Publisher: Morgan Kaufmann; 1 edition (March 16, 2012)

Language: English

ISBN-10: 9780123849687

ISBN-13: 978-0123849687

ASIN: 0123849683

Product Dimensions: 7.5 x 0.7 x 9.2 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars See all reviews (10 customer reviews)

Best Sellers Rank: #366,183 in Books (See Top 100 in Books) #172 in Books > Computers & Technology > Computer Science > Human-Computer Interaction #174 in Books > Computers & Technology > Graphics & Design > User Experience & Usability #418 in Books > Textbooks > Computer Science > Graphics & Visualization

## Customer Reviews

Whether you're conducting large sample research projects or small ones, "Quantifying the user experience" is the most comprehensive and pragmatic statistical handbook I've seen that systematically explains various statistical methods for drawing reliable conclusions or determining the optimal sample sizes. Great resource for conducting surveys, A/B tests or (and here they really shine) small sample usability testing projects. Rather than starting with a description of various statistical theories, the authors begin with specific user research scenarios and then introduce the theoretical methods they feel most suitable for planning or analyzing these scenarios. They don't shy away from sharing their pragmatic preferences for particular methods, based on their own experience working in the field. I find the book useful also beyond user experience testing scenarios - it is a great resource for any user-oriented research, including various types of marketing research.

First things first: Thank you, Jeff! I can not say how often I told myself (and also "bugged" my colleagues with it) that I am so glad to have read this book. As a solid fundament for the statistical part to my master thesis concerning usability I was looking for some material. THIS book gave me everything I have needed so far. By following it chapter through chapter, Jeff will run you through the most important statistical tools and knowledge that is necessary for you to actually measure the user experience. I have read this within three days, marked every little spot that seemed to be important and after this I was planning my studies. Impossible to say how happy I was, when I saw that Jeff is also spending a whole chapter on questionnaires. For example, he will explain why they have to be undergone "psychometric qualification" (totally new information for me). But you won't be left alone with this information. Right after he is shedding light on the most common questionnaire types (post task and post test questionnaires) plus the statistical analysis. I could be writing a lot more here at this point (and I probably will when my thesis is done) but for now let me tell you: Read this book and see how interesting/helpful and essential statistics are when doing user research. Great job, full recommendation!

I've been waiting for a book like this for a long time. Most of my user research consulting work is qualitative, but I'm periodically faced with running benchmark usability studies or designing other quantitative user research projects that involve inferential statistics. No more dusting off old college stats textbooks. This book and its Excel and R Companion book are a one-stop shop for determining appropriate quantitative research methods and statistical tests to use in UX work. The authors draw many practical examples from usability studies, tie statistical theory together with

practice when using small sample sizes, and even include a crash course in statistical concepts as an appendix. I've been a fan of Jeff Sauro's website for several years now and am very pleased that he and Jim Lewis have authored this exceptional resource.

Extremely valuable book. Will be useful for practitioners and managers of user experience. I've been practicing user research for two decades and a book like this is long overdue. The authors cover the foundations of quantitative user research and present a number of leading edge ideas. They present complex formulas in a way that allows those with just basic skills in statistics to still leverage the techniques presented. They even show you the back of the napkin math on the back of a napkin! The decision maps for application of specific techniques and the discussion of statistical controversies will be particularly useful for intermediate practitioners. Also, there are copious references which provide for additional learning, reference, and citations to apply to your own research.

So far it has been great. I enjoy how the book is organized by questions rather than vague- all encompassing topic. Everything you read has an example. The one downside is that the book and workbook constantly reference an excel calculator that is about \$400. I hate to say things are overpriced, but it is way out of the range of any student learner. I won't let it get me down though, still a great book

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