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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

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User experience.

Individuals engaged in digital product and service development often fail to conduct user research. The book presents concepts and techniques to provide an understanding of how people experience products and services.

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The ultimate goal is not merely to make people happy; it's to make successful products by making people happy.

Observing the User Experience |
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Observation is critical, but to really know the user's experience, you have

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The user or her about it, and that's an interview. The usability interview- the other tool that's a basic part of nearly all user experience research-differs from the kind of interview an investigative journalist or a prospective employer would hold.

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Observing users interacting with a product can be a great way to understand the usability of a product and to some extent the overall user experience.

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Observations is relatively easy as it doesn't require a huge amount of training and it can be relatively fast – depending on the sample size of users you intend to observe.

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"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,
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