Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests

Jeffrey Rubin, Dana Chisnell

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Whether it?s software, a cell phone, or a refrigerator, your customer wants?no, expects?your product to be easy to use. This fully revised handbook provides clear, step-by-step guidelines to help you test your product for usability. Completely updated with current industry best practices, it can give you that all-important marketplace advantage: products that perform the way users expect. You?ll learn to recognize factors that limit usability, decide where testing should occur, set up a test plan to assess goals for your product?s usability, and more.

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