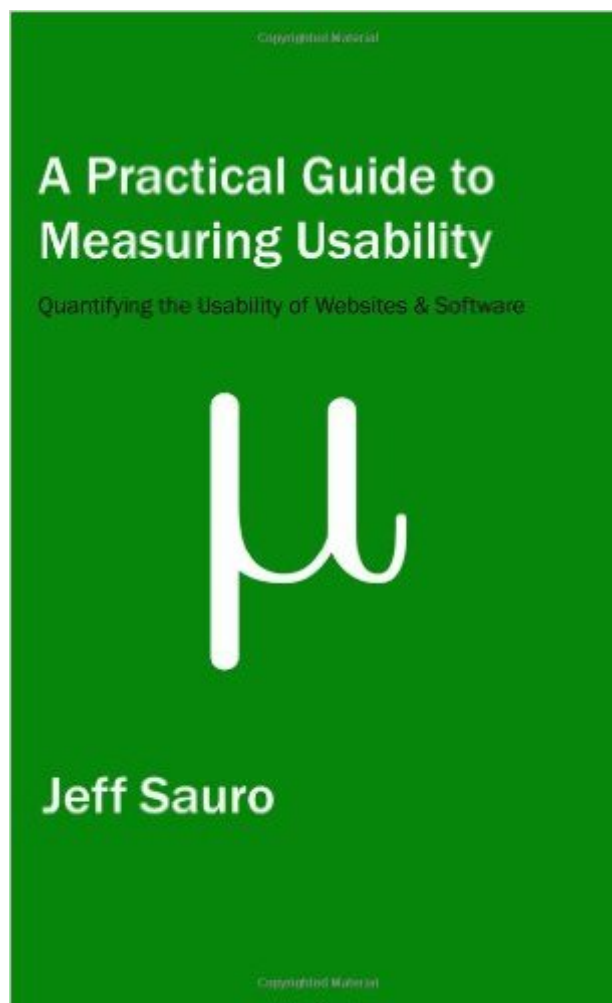


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# A Practical Guide To Measuring Usability: 72 Answers To The Most Common Questions About Quantifying The Usability Of Websites And Software



## Synopsis

A detailed and readable guide that answers the most common questions that arise when measuring the usability of websites, software or cellphones. What measures do you take? What do have users do? What questionnaires do you use? What about sample size and statistical analysis?

## Book Information

Paperback: 124 pages

Publisher: CreateSpace Independent Publishing Platform (November 2, 2010)

Language: English

ISBN-10: 1453806563

ISBN-13: 978-1453806562

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 8.5 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #502,010 in Books (See Top 100 in Books) #226 inÂ Books > Computers & Technology > Graphics & Design > User Experience & Usability #881 inÂ Books > Computers & Technology > Web Development & Design > Web Design

## Customer Reviews

Like other Sauro books, it's extremely well written and concentrates on real world practice and questions. I would almost call this the usability practitioners field guide because it could almost fit in your pocket and join you on testing site.

As a practitioner in the usability field, I have come to depend on this guide for my usability testing. It tackles some long held best practices (i.e. - Do I only need to test with 5 users?) and arms you with the information necessary to make an educated decision about whether 5 users is enough based on what your trying to accomplish with the test. It succinctly answers probably EVERY question I've ever had about performing quantitative usability tests, and answers some I didn't know I should be considering. I can quickly find the answer I'm looking for (because it's organized by "questions") and not lose valuable time during a project. After having this booklet a while, I became (in full disclosure) big fan of the authors website devoted to "measuring usability" and look forward to his weekly blogs. ([...]) I can't emphasize enough how crucial this guide has been for me and the teams I've worked with. I bought several copies and gave them out to others on our Usability Testing team so we could use it as our "Playbook".

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