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

A Practical Guide to Measuring Usability
Quantifying the Usability of Websites & Software

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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?

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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".

Dmca