

# Usability testing essentials : ready, set-- test / Carol Barnum.



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Abstract

Usability Testing Essentials provides readers with the tools and techniques needed to begin usability testing or to advance their knowledge in this area. The book begins by presenting the essentials of usability testing, which include focusing on the user and not the product; knowing when to conduct small or large studies; and thinking of usability as hill climbing. It then reviews testing options and places usability testing into the context of a user-centered design (UCD). It goes on to discuss the planning, preparation, and implementation of a usability test. The remaining chapters cover the analysis and reporting of usability test findings, and the unique aspects of international usability testing. This book will be useful to anyone else involved in the development or support of any type of product, such as software or web developers, engineers, interaction designers, information architects, technical communicators, visual or graphic designers, trainers, user-assistance specialists, and instructional technologists. • Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development • The fully updated four-color edition now features important usability issues such as international testing, persona creation, remote testing, and accessibility • Follow-up to Usability Testing and Research (9780205315192, Longman, 2001), winner of the highest-level award from the Society for Technical Communication From the Back Cover: "What makes so many products so difficult for the average person to use?" Carol Barnum posits this question in her introduction to this book. Too many perfectly functioning products are being returned because they are not usable. Strong usability testing is the key. But what do we do if under a strict budget and time constraints? How do we properly prepare, test, analyze, and measure across a multitude of cultures, generations, and countries? There are many different testing methods and numerous situations in which to test; however, all are grounded in the same basics of usability testing. Usability Testing Essentials presents a practical, step-by-step approach to learning the entire process of planning and conducting a usability test. It also explains how to analyze and apply the results and what to do when confronted with budgetary and time restrictions. This is the ideal book for anyone involved in usability or user-centered design • from students to seasoned professionals.

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Description

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