

Rocket Surgery Made Easy The Do It Yourself Guide To Finding And Fixing Usability Problems Voices That Matter

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Steve Krug : Rocket Surgery Made Easy - Guide to Finding & Fixing Usability Problems (Dec 2009) Rocket Surgery Made Easy The Do It Yourself Guide to Finding and Fixing Usability Problems ~~Rocket Surgery Made Easy by Steve Krug: Usability Demo DEBC #16: Rocket Surgery Made Easy Usability Test Demo by Steve Krug Rocket Surgery Made Easy The Doityourself Guide to Finding and Fixing Usability Problems V Grant Writing 101: It's Not Rocket Surgery Rocket Surgery Episode 1 Sawhorses Rocket Surgery Usability Testing: How to Do-It-Yourself with Steve Krug~~

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Rocket Surgery Made Easy is an excellent resource for anyone who facilitates usability testing. Steve Krug outlines all of the steps, from preparation to execution. He covers variations in the process, whether you are leading testing in the same room as the participant or by remote access.

Rocket Surgery Made Easy: The Do-It-Yourself Guide to ...

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remote access.

Rocket Surgery Made Easy: The Do-It-Yourself Guide to ...

Rocket Surgery Made Easy adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular. GENRE. Computers & Internet. RELEASED. 2009. December 8 LANGUAGE. EN. English. LENGTH. 168. Pages PUBLISHER.

?Rocket Surgery Made Easy on Apple Books

Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems. by Steve Krug. Released December 2009. Publisher (s): New Riders. ISBN: 9780321657299. Explore a preview version of Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems right now.

Rocket Surgery Made Easy: The Do-It-Yourself Guide to ...

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Surgery makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. Rocket Surgery Made Easy adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular.. DOWNLOAD HERE A Project Guide to UX Design For user experience designers in the field or in the making, Russ

Download Rocket Surgery Made Easy: The Do-It-Yourself ...

I wrote this book to show just how easy it is. Rocket Surgery is a how-to book for doing your own usability tests. In 168 pages, it explains everything you need to know to conduct tests. Written in the same non-technical-but-informative style as Don't Make Me Think, it includes all the scripts, checklists, and handouts you'll need.

Rocket Surgery Made Easy | Steve Krug

Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems. Rocket Surgery Made Easy. : Steve Krug. New Riders, Dec 8, 2009 - Computers - 99998 pages. 4 Reviews. It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens.

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4 Points of Wisdom from Steve Krug's 'Rocket Surgery Made Easy'. Posted by Newman Lanieron October 26, 2011. The book I'm reading: Steve Krug's "Rocket Surgery Made Easy". It's a short 168 page instruction manual for performing user-tests on websites. Following the success of his first book on web usability, "Don't make me think", Steve taught workshops for businesses and organizations to instruct them in how to implement the ideas in the book.

4 Points of Wisdom from Steve Krug's 'Rocket Surgery Made ...

? Steve Krug, Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems. tags: usability. 4 likes. Like "If you can't make something self-evident, you at least need to make it self-explanatory."

Steve Krug Quotes (Author of Don't Make Me Think, Revisited)

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Rocket Surgery Made Easy by Krug, Steve (ebook)

Buy the book for 35% off, use discount code UTUBE at <http://www.peachpit.com/store/product.aspx?isbn=0321657292> Author Steve Krug's demo test as a companion ...

Rocket Surgery Made Easy by Steve Krug: Usability Demo ...

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Chapter 8. Mind reading made easy Conducting the test session I was thrown out of NYU my freshman year for cheating on my metaphysics final. I looked into the soul of the ... - Selection from Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems [Book]

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Chapter 8. Mind reading made easy - Rocket Surgery Made ...

I wrote Rocket Surgery Made Easy to show that usability testing is so simple—and valuable—that everyone building digital products should be doing it. If you'd like to see just how easy it is, watch this recording of a usability test I made to go with the book.

Steve Krug | Usability, mostly.

« Rocket Surgery Made Easy. Steve Krug. April 8, 2018 • 3 min read. Book Review. This book is all about Usability Testing and builds upon the basics covered in Don't Make Me Think that I covered last week. I really loved Steve Krug's writing style. He does an excellent job of keeping you entertained and making sure you actually finish ...

It's been known for years that usability testing can dramatically improve products. But with a typical price tag of \$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in Don't Make Me Think, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), Rocket Surgery makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. Rocket Surgery Made Easy adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular.

Spells out an approach to usability testing that anyone can easily apply to his or her own website, application or other product, in a book that explains how to test any design, keep one's focus on finding the most important problems and fix the problems one finds using the author's "the least you can do" approach. Original.

In this how-to companion to Don't make me think : a common sense approach to web usability, Steve Krug spells out an approach to usability testing that anyone can easily apply to their own web site, application, or other product. --

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why

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people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Usability Testing Essentials presents a practical, step-by-step approach to learning the entire process of planning and conducting a usability test. It 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. Filled with new examples and case studies, Usability Testing Essentials, 2nd Edition is completely updated to reflect the latest approaches, tools and techniques needed to begin usability testing or to advance in this area. Provides a comprehensive, step-by-step guide to usability testing, a crucial part of every product's development Discusses important usability issues such as international testing, persona creation, remote testing, and accessibility Presents new examples covering mobile devices and apps, websites, web applications, software, and more Includes strategies for using tools for moderated and unmoderated testing, expanded content on task analysis, and on analyzing and reporting results

Usability testing and user experience research typically take place in a controlled lab with small groups. While this type of testing is essential to user experience design, more companies are also looking to test large sample sizes to be able compare data according to specific user populations and see how their experiences differ across user groups. But few usability professionals have experience in setting up these studies, analyzing the data, and presenting it in effective ways. Online usability testing offers the solution by allowing testers to elicit feedback simultaneously from 1,000s of users. Beyond the Usability Lab offers tried and tested methodologies for conducting online usability studies. It gives practitioners the guidance they need to collect a wealth of data through cost-effective, efficient, and reliable practices. The reader will develop a solid understanding of the capabilities of online usability testing, when it's appropriate to use and not use, and will learn about the various types of online usability testing techniques. *The first guide for conducting large-scale user experience research using the internet *Presents how-to conduct online tests with 1000s of participants – from start to finish *Outlines essential tips for online studies to ensure cost-efficient and reliable results

Written by the author of the best-selling HyperText & HyperMedia, this book is an excellent guide to the methods of usability engineering. The book provides the tools needed to avoid usability surprises and improve product quality. Step-by-step information on which method to use at various stages during the development lifecycle are included, along with detailed information on how to run a usability test and the unique issues relating to international usability. * Emphasizes cost-effective methods that developers can implement immediately * Instructs readers

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about which methods to use when, throughout the development lifecycle, which ultimately helps in cost-benefit analysis. * Shows readers how to avoid the four most frequently listed reasons for delay in software projects. * Includes detailed information on how to run a usability test. * Covers unique issues of international usability. * Features an extensive bibliography allowing readers to find additional information. * Written by an internationally renowned expert in the field and the author of the best-selling HyperText & HyperMedia.

With *Writing for the Web*, you'll learn everything you need to know to create effective Web content using words, pictures, and sound. Follow along as instructor and writer Lynda Felder combines easy-to-follow guidelines with photographs, lists, and tables to illustrate the key concepts behind writing nonlinear, interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and sound into your content. Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But only *Writing for the Web* explains when and why an author might choose an illustration over a photograph, motion graphics over text, or a slice of Beethoven's Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough understanding of grammar and style, a critical eye for photography, and an ear for just the right sound byte for a podcast. This clearly written guide provides a fun and practical approach to Web writing that busy students and writers will be eager to learn and explore. Uses concise, straight-to-the-point style to illustrate techniques for writing sharp and focused Web copy, coupled with compelling visuals and sound. Focuses on writing practices and guidelines, with exercises and prompts developed and tested by the author. Features clear design, with plenty of pictures and visual elements, and a friendly and knowledgeable voice. Take your learning even further with Lynda's companion book: *The Web Writer's Toolkit: 365 prompts, collaborative exercises, games, and challenges for effective online content*. For more tips, exercises, and suggestions for teachers, check out the book's Web site at www.write4web.com.

The A-to-Z guide to spotting and fixing usability problems Frustrated by pop-ups? Forms that make you start over if you miss a field? Nonsensical error messages? You're not alone! This book helps you simply get it right the first time (or fix what's broken). Boasting a full-color interior packed with design and layout examples, this book teaches you how to understand a user's needs, divulges techniques for exceeding a user's expectations, and provides a host of hard won advice for improving the overall quality of a user's experience. World-renowned UX guru Eric Reiss shares his knowledge from decades of experience making products useable for everyone...all in an engaging, easy-to-apply manner. Reveals proven tools that simply make products better, from the users' perspective Provides simple guidelines and checklists to help you evaluate and improve your own products Zeroes in on essential elements to consider when planning a product, such as its functionality and responsiveness, whether or not it is ergonomic, making it foolproof, and more Addresses considerations for product clarity, including its visibility, understandability, logicalness, consistency, and predictability Usable Usability walks you through numerous techniques that will help ensure happy customers and successful products!

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