**DESCRIPTION**

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.

**ABOUT THE AUTHOR**

**Jeffrey Rubin**, author of the first edition of this book, has more than 30 years of experience as a human factors and usability research consultant and lecturer. A pioneer in the field of usability testing, he has consulted for leading companies worldwide.

**Dana Chisnell** is an independent user researcher and usability consultant. She has done usability, user interface design, and technical communications consulting and development since 1982.

**Companion Web site**

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