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.

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Companion Web site

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