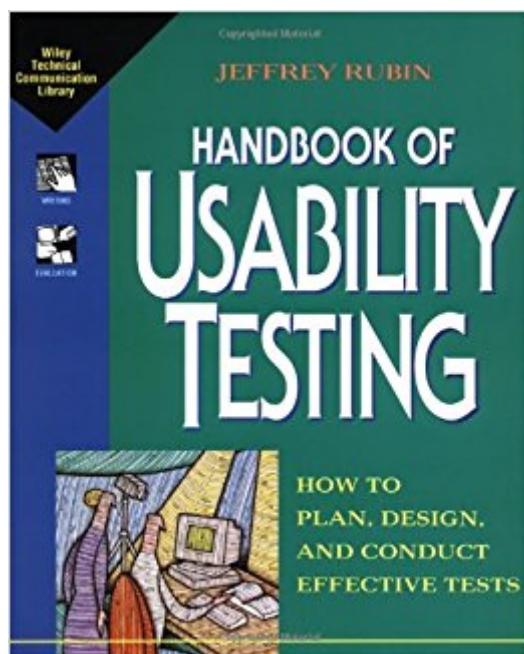


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# **Handbook Of Usability Testing: How To Plan, Design, And Conduct Effective Tests (Wiley Technical Communications Library)**



## **Synopsis**

A supremely usable nuts-and-bolts guide for beginners. A daily tool of the trade for specialists. *Handbook of Usability Testing* gives you practical, step-by-step guidelines in plain English. Written by Jeffrey Rubin, it arms beginners with the full complement of proven testing tools and techniques. From software, GUIs, and technical documentation, to medical instruments, VCRs, and exercise bikes, no matter what your product, you'll learn to design and administer extremely reliable tests to ensure that people find it easy and desirable to use. \* Requires no engineering or human factors training \* A rigorous, step-by-step approach--with an eye to common gaffes and pitfalls--saves you months of trial and error \* Liberally peppered with real-life examples and case histories taken from a wide range of industries \* Packed with extremely usable templates, models, tables, test plans, and other indispensable tools of the trade

## **Book Information**

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## **Customer Reviews**

Presents a step-by-step approach to usability testing in today's fast-paced industrial production environment, where reducing time to market has become a prerequisite for survival. Contains chapter coverage for each of the six stages including numerous examples and case studies. Provides information on the politics and human elements of testing within an organization. Features plenty of inside tips and tricks to help ease the testing process.

A supremely usable nuts-and-bolts guide for beginners; A daily tool of the trade for specialists; *Handbook of Usability Testing* gives you practical, step-by-step guidelines in plain English. Written by Jeffrey Rubin, it arms beginners with the full complement of proven testing tools and techniques. From software, GUIs, and technical documentation, to medical instruments, VCRs, and exercise bikes, no matter what your product, you'll learn to design and administer extremely reliable tests to ensure that people find it easy and desirable to use. Requires no engineering or human factors training A rigorous, step-by-step approach;with an eye to common gaffes and pitfalls;saves you months of trial and error Liberally peppered with real-life examples and case histories taken from a wide range of industries Packed with extremely usable templates, models, tables, test plans, and other indispensable tools of the trade

This book is the ideal introductory read to the subject of usability testing, particularly for a lone or first time practitioner. I very much appreciated the understanding that sacrifices to scientific rigor are often necessary in a fast paced business environment or with few resources and little time, and the solutions proposed for accounting for this scenario! The book also directs to additional reading material and makes clear that this is a robust subject that should be studied in detail if seriously implementing within an organization. Highly recommended! Found it very handy and informative.

Great informative book. At times a little dry, but I learned a lot from this book. This book was part of my course work at UW's User Centered Design Program in the Usability Studies class. It followed the course work well and was a great supplement. I will keep this forever as a reference book.

Best User Research book I read. Easy to read and easy to understand. A company I worked at didn't have a UX Research Lab. A colleague and I were inspired after visiting Bloomberg's research labs. We didn't have a budget, and we were able to set up a protocol with little to no budget. It is easy to set up User Test.

I'm a clinical-social psychologist by training; lots and experimental psychology and research design and analysis experience. Rubin really captures the basics of the scientist-subject without being overly complex, and he does it specific to software and similar assessment projects. His writing is clean, and maybe even simple. As such, I consider his efforts a success. However, the single volume is not sufficient. Combined with titles by Nielsen, Hackos, Redish, Cooper, Norman, etc., etc., as well as a \*thorough\* review of the journals (the profession is changing \*so\* rapidly), I think

Rubin's book becomes more worthy, and more useful over time. Positive, is that it's a paperback; neutral is that it might be better as a spiral-bound; negative is that it is over-priced. It should be about \$24.95.

As advertised

I love this book because it highlights the things things that may seem obvious but UX testers might be quick to forget in practice. Its structure is easy to use and easy to navigate, making it a great reference book. It is thorough and useful in practice, and a textbook I'm sure I won't sell back it is so fundamental!

I recently took a usability college class and found this textbook extremely helpful. The authors make the book easy, and fun to read. Very informative textbook. A must have if you do usability testing.

Finally, a complete overview of usability testing from someone steeped in both the academic and business worlds. You can't get a better resources for Usability testing.

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