Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics (Interactive Technologies)

By Thomas Tullis, William Albert

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Measuring the User Experience provides the first single source of practical information to enable usability professionals and product developers to effectively measure the usability of any product by choosing the right metric, applying it, and effectively using the information it reveals.

Authors Tullis and Albert organize dozens of metrics into six categories: performance, issues-based, self-reported, web navigation, derived, and behavioral/physiological. They explore each metric, considering best methods for collecting, analyzing, and presenting the data. They provide step-by-step guidance for measuring the usability of any type of product using any type of technology.

This book is recommended for usability professionals, developers, programmers, information architects, interaction designers, market researchers, and students in an HCI or HFE program.

• Presents criteria for selecting the most appropriate metric for every case
• Takes a product and technology neutral approach
• Presents in-depth case studies to show how organizations have successfully used the metrics and the information they revealed

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Editorial Review

Review
"If Tom and Bill could convince me, perhaps the world's biggest fan of qualitative testing, that usability metrics are really valuable?which they have, in this wonderful book?then there's no doubt they'll convince you. I loved reading this book, because it was exactly like having a fascinating conversation with a very smart, very seasoned, and very articulate practitioner. They tell you everything you need to know (and no more) about all the most useful usability metrics, explain the pros and cons of each one (with remarkable clarity and economy), and then reveal exactly how they actually use them after years and years of real world experience. Invaluable!" Steve Krug, author of Don't Make Me Think: A Common Sense Approach to Web Usability

"This book is a great resource about the many ways you can gather usability metrics without busting your budget. If you're ready to take your user experience career to the next level of professionalism, Tullis and Albert are here for you and share generously of their vast experience. Highly recommended."
Jakob Nielsen, Principal, Nielsen Norman Group, author of Usability Engineering and Eyetracking Web Usability

"If you do any type of usability testing, you need this book. Tullis and Albert have written a clear and comprehensive guide with a common-sense approach to usability metrics."
Ginny Redish, President of Redish and Associates, Inc., author of Letting Go of the Words

About the Author
Tom Tullis is Vice President of Usability and User Insight at Fidelity Investments and Adjunct Professor at Bentley University in the Human Factors in Information Design program. He joined Fidelity in 1993 and was instrumental in the development of the company's usability department, including a state-of-the-art Usability Lab. Prior to joining Fidelity, he held positions at Canon Information Systems, McDonnell Douglas, Unisys Corporation, and Bell Laboratories. He and Fidelity's usability team have been featured in a number of publications, including Newsweek , Business 2.0 , Money , The Boston Globe , The Wall Street Journal , and The New York Times.

Bill Albert is Director of the Design and Usability Center at Bentley University. Prior to joining Bentley, Bill was Director of User Experience at Fidelity Investments, Senior User Interface Researcher at Lycos, and Post-Doctoral Research Scientist at Nissan Cambridge Basic Research. Bill is an Adjunct Professor in Human Factors in Information Design at Bentley University and a frequent instructor at the International Usability Professional's Association Annual Conference. Bill has published and presented his research at more than thirty national and international conferences. He is coauthor (with Tom Tullis) of Measuring the User Experience and Beyond the Usability Lab. He is on the editorial board for the Journal of Usability Studies.

Users Review

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