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Observing the User Experience: A Practitioner's Guide to User Research aims to bridge the gap between what digital companies think they know about their users and the actual user experience. Individuals engaged in digital product and service development often fail to conduct user research. The book presents concepts and techniques to provide an understanding of how people experience products and

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Observing the User Experience is a textbook-style introduction to the profession of user experience design and research. It is written with the novice in mind; either somebody who is interested in the field but not yet working in it, or for somebody who has just started their career in their field but lacks the experience.

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Observing the User Experience: A Practitioner's Guide to User Research,, Mike Kuniavsky, Elizabeth Goodman, Andrea Moed, Elsevier, 2012, 0123848695, 9780123848697, 585 pages. The gap between who designers

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and developers imagine their users are, and who those users really are can be the biggest problem with product development.

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Observation is critical, but to really know the user's experience, you have to ask him or her about it, and that's an interview. The usability interview-the other tool that's a basic part of nearly all user experience research-differs from the lund of in- terview an investigative journalist or a prospective employer would hold.

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## **Observing the User Experience | ScienceDirect**

Observing users interacting with a product can be a great way to understand the usability of a product and to some extent the overall user experience. Conducting observations is relatively easy as it doesn't require a huge amount of training and it can be relatively fast - depending on the

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sample size of users you intend to observe.

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The gap between who designers and developers imagine their users are, and who those users really are can be the biggest problem with product development. Observing the User Experience will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created.

## **Observing the User Experience : Mike Kuniavsky : 9781558609235**

As we can see how the beverage industry evolved and how Big is Coca-cola and how red bull became famous. These products have one thing in common that is brilliant marketing skills, but here I will share one of my observations of how the packaging and shape size of bottles helps to enhance

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the product user's experience.

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A user experience of a public restroom is a combination of human behaviors, psychology, and physical interaction design. I'd like to share my experience and thoughts on it.

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