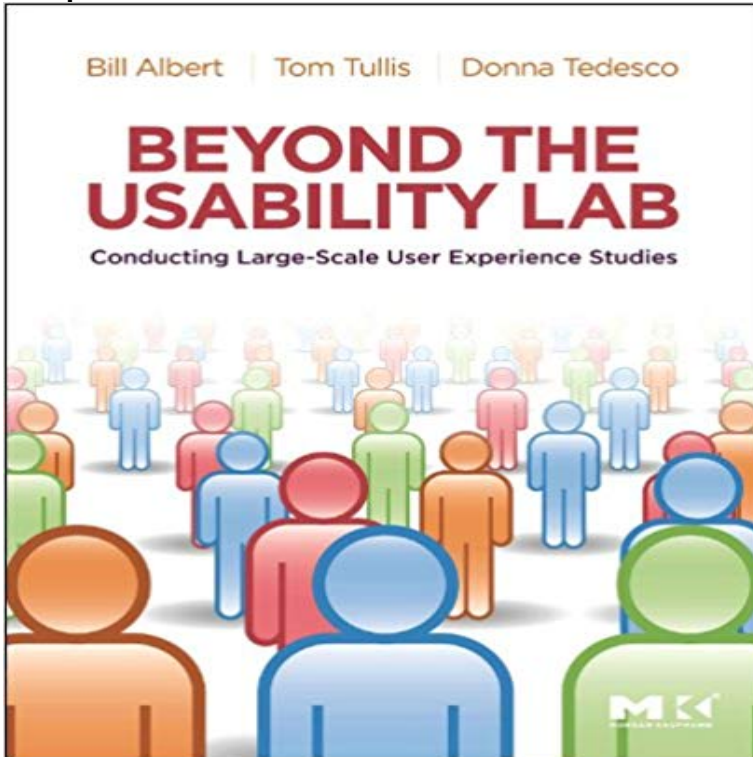


Beyond the Usability Lab: Conducting Large-scale Online User Experience Studies



Usability testing and user experience research typically take place in a controlled lab with small groups. While this type of testing is essential to user experience design, more companies are also looking to test large sample sizes to be able compare data according to specific user populations and see how their experiences differ across user groups. But few usability professionals have experience in setting up these studies, analyzing the data, and presenting it in effective ways. Online usability testing offers the solution by allowing testers to elicit feedback simultaneously from 1,000s of users. Beyond the Usability Lab offers tried and tested methodologies for conducting online usability studies. It gives practitioners the guidance they need to collect a wealth of data through cost-effective, efficient, and reliable practices. The reader will develop a solid understanding of the capabilities of online usability testing, when its appropriate to use and not use, and will learn about the various types of online usability testing techniques. *The first guide for conducting large-scale user experience research using the internet *Presents how-to conduct online tests with 1000s of participants from start to finish *Outlines essential tips for online studies to ensure cost-efficient and reliable results

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Journal of Usability Studies, New book, Beyond the Usability Lab: Conducting Large-scale Online User Experience **Measuring the User Experience** Beyond the Usability Lab - Conducting Large-scale Online User Experience Studies. Book - January 1, 2010. Author/Editors: William Albert, Donna Tedesco, **Beyond the Usability Lab: Conducting Large-scale Online User** Beyond the Usability Lab has 16 ratings and 1 review. Cameron said: List Beyond the Usability Lab: Conducting Large-Scale Online User Experience Studies. **Beyond the Usability Lab: Conducting Large-scale Online User** Buy Beyond the Usability Lab Conducting Large-scale Online User Experience Studies by Tullis, Thomas (AUTHOR) Feb-22-2010 Paperback by Thomas Tullis **Beyond the Usability Lab: Conducting Large-scale Online User** Retrouvez Beyond the Usability Lab: Conducting Large-scale Online User Experience Studies et des millions de livres en stock sur . 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