



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

Thomas Tullis, William Albert

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Effectively measuring the usability of any product requires choosing the right metric, applying it, and effectively using the information it reveals. *Measuring the User Experience* provides the first single source of practical information to enable usability professionals and product developers to do just that. 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.

- 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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