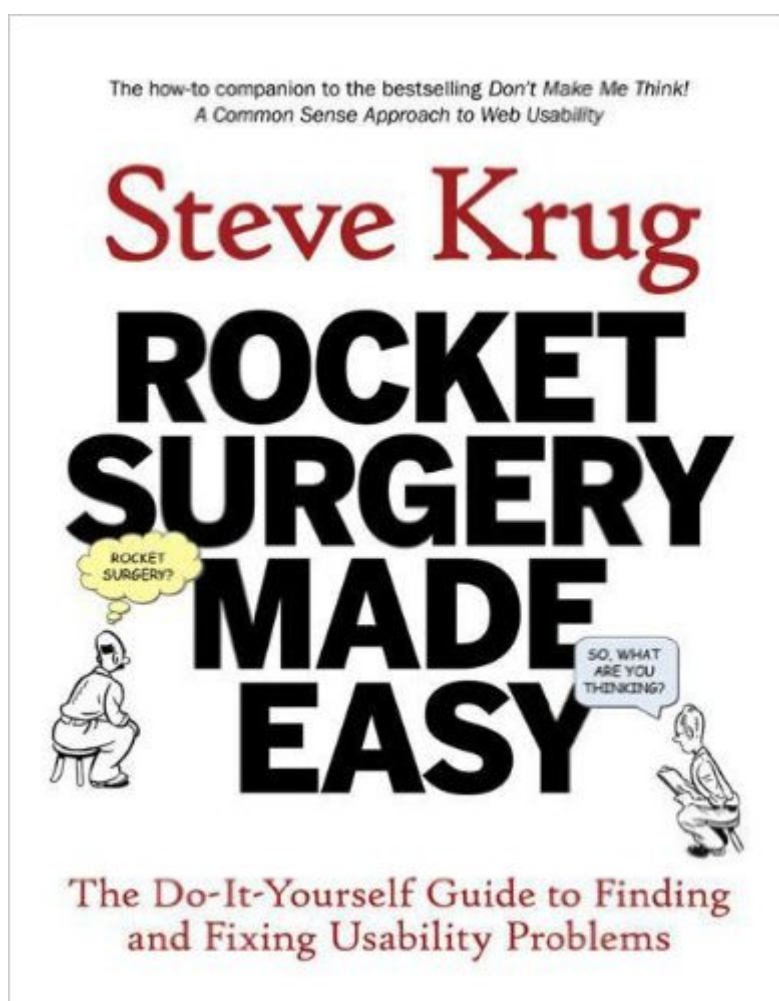# Rocket Surgery Made Easy: The Do-It-Yourself Guide To Finding And Fixing Usability Problems

Synopsis

It's been known for years that usability testing can dramatically improve products. But with a typical price tag of $5,000 to $10,000 for a usability consultant to conduct each round of tests, it rarely happens. In this how-to companion to Don't Make Me Think: A Common Sense Approach to Web Usability, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in Don't Make Me Think, "It's not rocket surgery".) Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to: Test any design, from a sketch on a napkin to a fully-functioning Web site or application Keep your focus on finding the most important problems (because no one has the time or resources to fix them all) Fix the problems that you find, using his "The least you can do" approach By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), Rocket Surgery makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. Rocket Surgery Made Easy adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made Don't Make Me Think so popular.

Book Information

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Customer Reviews

BOUGHT THIS BOOK THE MINUTE I REALIZED IT WAS OUT:Having been a "Usability Professional" for a number of years, I purchased this Steve Krug book, the minute I knew he had another book out, without even paying attention to what it was about. This guy is just that good. This

enthusiasm was due to his previous book "Don't Make Me Think" which was a great book on how to make more usable web sites. First I was surprised, as initially I had not realized it was a book for User testing for non-Usability professionals... Next, I thought, Wow, this is a great book too.BASIC IDEA:The whole idea is to do quick usability tests with a few users, that are reasonably representative of your end users. This test would be viewed by your stake holders and be done in one morning each month during various stages of development of your site. This way, it gets to the right people when it's needed. Anyone who does usability work, knows how laborious and costly tests can be. However that's nothing compared to the sales pitch that has to be done, to get even the high impact issues fixed. There are always excuses.This Books Suggestion for Testing:* Lessens the cost of the text* Allows the testing to be more immediate* Gets the decision makers in front of it and hopefully behind the necessary changes with funding.This book has clearly defined steps on how to do this:* Software recommendations* Some scripts* How to recruit* How to run single morning tests.Also recommendations for approaching changes:* Get to the basic issues* Get them fixed* Let the trivia wait.* Tweaking is better than a redesign, and it is more likely to happen.

Steve Krug is the author of the bestselling book Don't Make Me Think!, which has racked up worldwide sales of 250,000 since its publication in 2000.That book based its approach to assessing and improving the usability of websites on the injunction in the title. If visitors to websites have to figure out what to do on a website, then the website is operating at a disadvantage.Krug offered some very pertinent, uncomplicated advice on web usability, how to judge it and how to implement solutions to problems that are identified.When updating that first book in 2005, Krug decided that Rocket Surgery Made Easy had become necessary: a handbook for putting usability principles into practice, focusing in particular on user testing.The title refers to the phrase Krug coined (and trademarked) to summarise his view that all of this is just common sense: it's not rocket science and it's not brain surgery.It also gives a clue that Krug, while determinedly practical and grounded in the day-to-day business of designing and building websites for paying clients, approaches the subject with considerable humour and playfulness. It's apparent that this is partly out of a concern that usability might be a dry subject for some, but also because Krug is a very funny guy. I think we'd enjoy his workshops, if he ever brings them to Australia.Rocket Surgery Made Easy is itself easy reading. Less than 160 pages, it is well laid out, charmingly illustrated by Mark Matcho and very, very well edited - big hat-tip to the people at New Riders.The basis of the book is that it offers how-to advice on actually running user testing sessions.

Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems US Army Technical Manual, ARMY AMMUNITION DATA SHEETS FOR ROCKETS, ROCKET SYSTEMS, ROCKET FUZES, ROCKET MOTORS, (FSC 1340), TM 43-0001-30, 1981 A Practical Guide to Measuring Usability: 72 Answers to the Most Common Questions about Quantifying the Usability of Websites and Software Gastric Sleeve Diet: A Comprehensive Gastric Sleeve Weight Loss Surgery Diet Guide (Gastric Sleeve Surgery, Gastric Sleeve Diet, Bariatric Surgery, Weight Loss Surgery, Maximizing Success Rate) Upgrading and Fixing Computers Do-it-Yourself For Dummies Hashimotos: Hashimotos Diet: An easy step-by-step Guide for Fixing the Root Cause of Hashimotos Thyroiditis (thyroid, hypothyroidism, hashimotos diet, hashimotos thyroiditis Book 1) Upgrading and Fixing a PC in easy steps Windows 10 Troubleshooting: Windows 10 Manuals, Display Problems, Sound Problems, Drivers and Software: Windows 10 Troubleshooting: How to Fix Common Problems ... Tips and Tricks, Optimize Windows 10) Sex Change - Male to Female: An Essential Guide for Understanding the Process of Gender Reassignment Surgery & Getting to Know the New You ~ (Transgender Surgery | Sex Reassignment Surgery) Style is the Rocket: and Other Essays on Writing Rocket Science for Traders: Digital Signal Processing Applications Make: Rockets: Down-to-Earth Rocket Science Success Principles: Beast Mode Mindset of Success: Learn the top secrets that will rocket you to success in any area rapidly It's Not Rocket Science You Can Heal After Spine Surgery: Managing pain, making decisions, preparing for surgery, and finally recovering from back and neck surgery. Basic, Advanced, and Robotic Laparoscopic Surgery: Female Pelvic Surgery Video Atlas Series, 1e (Female Pelvic Video Surgery Atlas Series) Surgery Open Heart: A Surgical Nurse Guides You Through Open Heart Surgery (Open Heart Surgery, Aortic Valve / Mitral Valve Replacement, Coronary Artery Bypass, Aortic Aneurysm, Myxoma) The BIG Book on Bariatric Surgery: Living Your Best Life After Weight Loss Surgery (The BIG Books on Weight Loss Surgery 4) Robotic Surgery, An Issue of Thoracic Surgery Clinics, 1e (The Clinics: Surgery) 21 Famous Portuguese Dessert Recipes -Made Quick and Easy- Portuguese food - Portuguese cuisine- Portuguese Recipes: World Famous Recipes Made Quick and Easy