

*Quantifying The User Experience Practical Statistics For User  
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For practical tips on collecting metrics in usability tests, see A Practical Guide to Measuring Usability (Sauro, 2010) and Measuring the User Experience (Tullis and Albert, 2008). In our experience, although the reasons for human behavior are difficult to quantify, the outcome of the behavior is easy to observe, measure, and manage.

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Quantifying the User Experience: Practical Statistics for User Research, Second Edition, provides practitioners and researchers with the information they need to confidently quantify, qualify, and justify their data. The book presents a practical guide on how to use statistics to solve common quantitative problems that arise in user research.

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