

## Lean User Testing: A Pragmatic Step-by-Step Guide to User Tests (Hands-on Agile) (Volume 1)



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### ***Reviews***

*Merely no words and phrases to describe. I really could comprehend almost everything using this created e pdf. Your daily life period will be change once you full reading this ebook.*

*(Mr. Ladarius Stoltenberg)*

## LEAN USER TESTING: A PRAGMATIC STEP-BY-STEP GUIDE TO USER TESTS (HANDS-ON AGILE) (VOLUME 1)



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Berlin Product People GmbH. Paperback. Condition: New. 96 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. Lean User Testing A Pragmatic Step-by-Step Guide to User Tests If you believe in agile software development and delivering value to your customers and your company, reading this book is the right decision as it will greatly support your process to identify and create valuable, feasible and usable products. We Know What We Need to Build Who hasn't yet heard that dreaded, gut feeling-based notion in the past To my experience, it is rarely valid, but more often an expression of an outdated thinking, that values output over outcome, that believes in requirement documents and micromanaging the product team. This book, however, is dedicated to a completely different approach, that Steve Blank once wrapped up in his famous quote: There are No Facts Inside Your Building Get Outside. And you should do so as early as possible in the process it is the most important task of any product team. This book is therefore a deliberately short, focused, pragmatic manual for everyone, who designs, develops or markets software: Product manager, engineers and designers (UXUI). It is based on hundreds of user interviews that I have run up to now and provides all you need to know to start your own user interview initiative in about two hours of your time. Save up to 90% of Typical User Interview Costs And there is more good news: The lean user testing approach will save up to 90% of the costs compared to outsourcing user interviews to a professional usability agency, but will return at least 80% of possible insights. Avoid Building Expensive Features Nobody Wants No more flying blind in the early stages: Test your hypotheses quickly and turn product discovery into your advantage over the competition. Learn how...



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