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Experience does just
that: It demonstrates
how to discover what
is in users' heads, and
suggests how we
might balance those
considerations with
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objectives.--Lou
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techniques to provide
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User experience
research is a
collection of tools
designed to find the
boundaries of
people's needs and
abilities, and its core
is not about creating

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solutions but defining problems. The ultimate goal is not merely to make people happy; it's to make successful products by making people happy.

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Observation is critical,
but to really know the

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user's experience,
you have to ask him
or her about it, and
that's an interview.

The usability interview-
the other tool that's a
basic part of nearly all
user experience
research-differs from
the kind of in-terview
an investigative
journalist or a
prospective employer
would hold.

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Observing users interacting with a product can be a great way to understand the usability of a product and to some extent the overall user experience.

Conducting

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observations is relatively easy as it doesn't require a huge amount of training and it can be relatively fast - depending on the sample size of users you intend to observe.

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research methods we
have refined and used
over the years are
now organized and
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one book. It is an
essential reference for
any practitioner."

--Christian Rohrer,
Manager, User
Experience Research,
Yahoo! "Observing
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