

The moderator's survival guide : handling common, tricky, and sticky situations in user research / Donna Tadesco, Fiona Tranquada

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Abstrak

The moderator's survival guide is your indispensable resource for navigating the rocky shoals of your one-on-one user research sessions. Inside, you'll find guidance for nearly 100 diverse situations (ranging from business-as-usual to tricky and sticky) that might occur during usability studies, contextual inquiries, or user interviews