

Just Enough Research Erika Hall

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Just Enough Research Erika Hall

In Just Enough Research, co-founder of Mule Design Erika Hall distills her experience into a brief cookbook of research methods. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group.

Just Enough Research: Hall, Erika: 9781937557102: Amazon ...

Erika Hall distills her experience into a guidebook of trusted research methods you can implement right away, no matter what size team you're on or budget you're working with. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group.

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In typical A Book Apart fashion, Just Enough Research is one you'll want to keep nearby so that you can go back to it frequently. Erika manages to pack a ton of information into a small package (154 pages!) without making it a chore to read. This book should be on the shelf of anyone involved in building websites.

Just Enough Research by Erika Hall - Goodreads

Erika Hall distills her experience into a guidebook of trusted research methods you can implement right away, no matter what size team you're on or budget you're working with. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group.

Just Enough Research, 2nd Edition [Book]

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Just Enough Research / Erika Hall - UX Salon 2016 - YouTube

In Just Enough Research, co-founder of Mule Design Erika Hall distills her experience into a brief cookbook of research methods. Learn how to discover your competitive advantages, spot your own blind spots and biases, understand and harness your findings, and why you should never, ever hold a focus group.

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Erika Hall has been working in web design and development since the late 20th century. In 2001, she co-founded Mule Design Studio where she directs the research, interaction design, and strategy

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practices. Erika speaks and writes frequently about cross-disciplinary collaboration and the importance of natural language in user interfaces.

Just Enough Research (📖) - Douban

Author of Conversational Design and Just Enough Research, both from A Book Apart. Every day, Erika Hall and thousands of other voices read, write, and share important stories on Medium. Read...

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Just Enough Research By Erika Hall was added to DownloadKeeper this week and last updated on 28-Aug-2020. New downloads are added to the member section daily and we now have 396,340 downloads for our members, including: TV, Movies, Software, Games, Music and More.

Just Enough Research By Erika Hall - DownloadKeeper

Just Enough Research In her book, Hall distinguishes between “pure research,” “applied research,” and “design research.” Pure research is “carried out to create new human knowledge, whether to uncover new facts or fundamental principles” (Hall, 2013, p. 12).

How Much Research is Enough? - University of Michigan

Erika Hall is the author of Just Enough Research (4.16 avg rating, 1262 ratings, 103 reviews, published 2013), Conversational Design (4.19 avg rating, 19...

Erika Hall (Author of Just Enough Research)

The book provides a solid overview of the most used research techniques that could help anyone designing a product make better decisions. The suggestions are scalable and down to earth. Takes all the 'rocket science' scent off the notion of 'research' in design. All of the examples are based

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around a single sample project.

Amazon.com: Customer reviews: Just Enough Research

Six years have passed since Erika Hall published Just Enough Research. Recently she's released an updated second edition. We took the opportunity to talk to her about her book and research. What exactly is research and how do we know we've done enough of it?

#229 Just enough research with Erika Hall - UX Podcast

Erika is the co-founder and Director of Strategy at Mule Design and the author of Just Enough Research (A Book Apart, 2014). She is adept at helping clients articulate their goals and frame their problems to ensure successful design solutions, and encourages everyone to embrace the sure power of the clarifying question.

Just Enough Research by Erika Hall—An Event Apart Video on ...

Research is better when the standard is “find useful answer” not “look smart in front of others”. It's weirdly easy to be more rigorous when your own time and money are on the line. Just Enough...

It's Never a Good Time to Do Research | by Erika Hall ...

Buy Just Enough Research by Hall, Erika (ISBN: 9781937557102) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Erika has worked in Web design and development since the late 20th century. In 2001, she co-founded Mule Design Studio where she leads the strategy consulting practice. Her enthusiasm for evidence-based decision making led her to write Just Enough Research.

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Sample Chapter: Just Enough Research :: UXmatters

Our next book is Just Enough Research by Erika Hall Good research is about asking more and better questions, and thinking critically about the answers. Done well, it will save your team time and money by reducing unknowns and creating a solid foundation to build the right thing, in the most effective way.

UX Book Club Sydney

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“What has just been found in Persepolis has happened in the course of research on the World Heritage. Everything that is [now] presented to tourists is the fruit of [previous] researches, survey.... therefore, such findings should be presented in proper formats, including exhibits in the Persepolis Museum, and being combined with brochures ...

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