



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

By Stefan Wolpers

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dreaded, gut feeling-based notion in the past To my experience, it is rarely valid, but more often an expression of an outdated thinking, that values output over outcome, that believes in requirement documents and micromanaging the product team.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 (UX/UI). It is based on hundreds of user interviews that I have run up...



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