## Contents

Biographies		xv
Foreword		xvii
Preface to the S	Second Edition	xix
Acknowledgme	ents	xxi
CHAPTER 1	Introduction and How to Use This Book	1
	Introduction	1
	The Organization of This Book	1
	How to Use This Book	2
	What Test Should I Use?	4
	What Sample Size Do I Need?	5
	You Don't Have to Do the Computations by Hand	6
	Key Points	7
	Chapter Review Questions	7
	Answers to Chapter Review Questions	7
	References	8
CHAPTER 2	Quantifying User Research	9
	What is User Research?	9
	Data from User Research	9
	Usability Testing	10
	Sample Sizes	10
	Representativeness and Randomness	10
	Three Types of Studies for User Research	12
	Data Collection	12
	Completion Rates	
	Usability Problems (UI Problems)	
	Task Time	14
	Errors	15
	Satisfaction Ratings	15
	Combined Scores	15
	A/B Testing	
	Clicks, Page Views, and Conversion Rates	
	Survey Data	
	Rating Scales	
	Net Promoter Scores	
	Comments and Open-Ended Data	
	Requirements Gathering	

	Key Points	17
	References	18
CHAPTER 3	How Precise Are Our Estimates? Confidence Intervals	
	Introduction	
	Confidence Interval = Twice the Margin of Error	
	Confidence Intervals Provide Precision and Location	
	Three Components of a Confidence Interval	20
	Confidence Interval for a Completion Rate	
	Confidence Interval History	21
	Wald Interval: Terribly Inaccurate for Small Samples	21
	Exact Confidence Interval	22
	Adjusted-Wald: Add Two Successes and Two Failures	22
	Best Point Estimates for a Completion Rate	24
	Confidence Interval for a Problem Occurrence	25
	Confidence Interval for Rating Scales and Other Continuous Data	
	Confidence Interval for Task-Time Data	29
	Mean or Median Task Time?	
	Geometric Mean	
	Confidence Interval for Large Sample Task Times	
	Confidence Interval Around a Median	33
	Key Points	35
	Chapter Review Questions	
	Answers to Chapter Review Questions	37
	References	
<b>CHAPTER</b> 4	Did We Meet or Exceed Our Goal?	
	Introduction	
•	One-Tailed and Two-Tailed Tests	42
	Comparing a Completion Rate to a Benchmark	43
	Small Sample Test	43
	Large Sample Test	47
	Comparing a Satisfaction Score to a Benchmark	
	Do at Least 75% Agree? Converting Continuous Ratings to Discrete	50
	Comparing a Task Time to a Benchmark	52
	Key Points	55
	Chapter Review Questions	55
	Answers to Chapter Review Questions	56
	References	59
<b>CHAPTER</b> 5	Is There a Statistical Difference Between Designs?	61
	Introduction	
	Comparing Two Means (Rating Scales and Task Times)	61
	Within-Subjects Comparison (Paired <i>t</i> -Test)	
	J 1 ( +/	

Between-Subjects Comparison (Two-Sample t-Test) 67   Assumptions of the t-tests 71   Comparing Completion Rates, Conversion Rates, and A/B Testing 73   Between-Subjects 73   Within-Subjects 83   Key Points 93   Chapter Review Questions 95   Answers to Chapter Review Questions 97   References 102   CHAPTER 6 What Sample Sizes Do We Need? Part 1: Summative Studies 103   Introduction 103   Shet You of Usability Study Matters 103   Basic Principles of Summative Sample Size Estimation 104   Estimating Values 106   Comparing Values 112   What can I Do to Control Variability? 118   Sample Size Estimation for Binomial Confidence Intervals 119
Assumptions of the <i>t</i> -tests71Comparing Completion Rates, Conversion Rates, and A/B Testing73Between-Subjects73Within-Subjects83Key Points93Chapter Review Questions95Answers to Chapter Review Questions97References102CHAPTER 6What Sample Sizes Do We Need? Part 1: Summative Studies103Introduction103Why Do We Care?103The Type of Usability Study Matters103Basic Principles of Summative Sample Size Estimation104Estimating Values112What can I Do to Control Variability?118Sample Size Estimation for Binomial Confidence Intervals119
Comparing Completion Rates, Conversion Rates, and A/B Testing73Between-Subjects73Within-Subjects83Key Points93Chapter Review Questions95Answers to Chapter Review Questions97References102CHAPTER 6What Sample Sizes Do We Need? Part 1: Summative Studies103Introduction103Why Do We Care?103The Type of Usability Study Matters103Basic Principles of Summative Sample Size Estimation104Estimating Values106Comparing Values112What can I Do to Control Variability?118Sample Size Estimation for Binomial Confidence Intervals119
Between-Subjects73Within-Subjects83Key Points93Chapter Review Questions95Answers to Chapter Review Questions97References102CHAPTER 6What Sample Sizes Do We Need? Part 1: Summative Studies103103Why Do We Care?103The Type of Usability Study Matters103Basic Principles of Summative Sample Size Estimation104Estimating Values106Comparing Values112What can I Do to Control Variability?118Sample Size Estimation for Binomial Confidence Intervals119
Within-Subjects.83Key Points.93Chapter Review Questions.95Answers to Chapter Review Questions.97References.102CHAPTER 6What Sample Sizes Do We Need? Part 1: Summative Studies103103Introduction103Why Do We Care?103The Type of Usability Study Matters.103Basic Principles of Summative Sample Size Estimation104Estimating Values106Comparing Values112What can I Do to Control Variability?118Sample Size Estimation for Binomial Confidence Intervals.119
Key Points
Chapter Review Questions
Answers to Chapter Review Questions
References 102   CHAPTER 6 What Sample Sizes Do We Need? Part 1: Summative Studies 103   Introduction 103   Why Do We Care? 103   The Type of Usability Study Matters 103   Basic Principles of Summative Sample Size Estimation 104   Estimating Values 106   Comparing Values 112   What can I Do to Control Variability? 118   Sample Size Estimation for Binomial Confidence Intervals 119
CHAPTER 6What Sample Sizes Do We Need? Part 1: Summative Studies103Introduction103Why Do We Care?103The Type of Usability Study Matters103Basic Principles of Summative Sample Size Estimation104Estimating Values106Comparing Values112What can I Do to Control Variability?118Sample Size Estimation for Binomial Confidence Intervals119
Introduction103Why Do We Care?103The Type of Usability Study Matters103Basic Principles of Summative Sample Size Estimation104Estimating Values106Comparing Values112What can I Do to Control Variability?118Sample Size Estimation for Binomial Confidence Intervals119
Why Do We Care?103The Type of Usability Study Matters103Basic Principles of Summative Sample Size Estimation104Estimating Values106Comparing Values112What can I Do to Control Variability?118Sample Size Estimation for Binomial Confidence Intervals119
The Type of Usability Study Matters
Basic Principles of Summative Sample Size Estimation 104   Estimating Values 106   Comparing Values 112   What can I Do to Control Variability? 118   Sample Size Estimation for Binomial Confidence Intervals 119
Estimating Values
Comparing Values
What can I Do to Control Variability?
Sample Size Estimation for Binomial Confidence Intervals
Binomial Sample Size Estimation for Large Samples
Binomial Sample Size Estimation for Small Samples
Sample Size for Comparison with a Benchmark Proportion
Sample Size Estimation for Chi-Squared Tests (Independent Proportions)
Sample Size Estimation for McNemar Exact Tests (Matched Proportions)
Key Points
Chapter Review Questions
Answers to Chapter Review Questions
References140
CHAPTER 7 What Sample Sizes Do We Need? Part 2: Formative Studies 143
Introduction
Using a Probabilistic Model of Problem Discovery to Estimate
Sample Sizes for Formative User Research
The Famous Equation $P(x \ge 1) = 1 - (1 - p)^n$
Deriving a Sample Size Estimation Equation from $1 - (1 - p)^n$ 145
Using the Tables to Plan Sample Sizes for Formative User Research 146
Assumptions of the Binomial Probability Model 148
Additional Applications of the Model 149
Estimating the Composite Value of <i>p</i> for Multiple Problems
or Other Events
Adjusting Small-Sample Composite Estimates of <i>p</i>

	Estimating the Number of Problems Available for Discovery	
	and the Number of Undiscovered Problems	155
	What affects the Value of p?	157
	What is a Reasonable Problem Discovery Goal?	157
	Reconciling the "Magic Number Five" with "Eight is not Enough"	160
	Some History—The 1980s	160
	Some More History—The 1990s	161
	The Derivation of the "Magic Number 5"	162
	Eight is Not Enough—A Reconciliation	164
	More About the Binomial Probability Formula	
	and its Small-Sample Adjustment	167
	The Origin of the Binomial Probability Formula	167
	How Does the Deflation Adjustment Work?	169
	Other Statistical Models for Problem Discovery	171
	Criticisms of the Binomial Model for Problem Discovery	171
	Expanded Binomial Models	172
	Capture-Recapture Models	173
	Why Not Use One of These Other Models When Planning Formative	
	User Research?	173
	Key Points	177
	Chapter Review Questions	179
	Answers to Chapter Review Questions	179
	References	
<b>CHAPTER 8</b>	Standardized Usability Questionnaires	
	Introduction	
	What is a Standardized Questionnaire?	
	Advantages of Standardized Usability Questionnaires	
	What Standardized Usability Questionnaires Are Available?	
	Assessing the Quality of Standardized Questionnaires:	
	Reliability, Validity, and Sensitivity	187
	Other Item Characteristics	187
	Post-Study Questionnaires	189
	QUIS (Questionnaire for User Interaction Satisfaction)	18 <b>9</b>
	SUMI (Software Usability Measurement Inventory)	190
	PSSUQ (Post-Study System Usability Questionnaire)	192
	SUS (System Usability Scale)	198
	UMUX (Usability Metric for User Experience)	211
	UMUX-LITE	212
	Experimental Comparison of Post-study Usability Questionnaires	214
	Post-Task Questionnaires	216
	ASQ (After-Scenario Questionnaire)	217

	SEQ (Single Ease Question)	218
	SMEQ (Subjective Mental Effort Question)	219
	ER (Expectation Ratings)	
	UME (Usability Magnitude Estimation)	
	Experimental Comparisons of Post-Task Questionnaires	
	Questionnaires for Assessing Perceived Usability of Websites	
	WAMMI (Website Analysis and Measurement Inventory)	
	SUPR-Q (Standardized User Experience Percentile	
	Rank Questionnaire)	227
	Other Questionnaires for Assessing Websites	
	Other Questionnaires of Interest	231
	CSUQ (Computer System Usability Questionnaire)	231
	USE (Usefulness, Satisfaction, and Ease-of-Use)	232
	HQ (Hedonic Quality)	232
	EMO (Emotional Metric Outcomes)	233
	ACSI (American Customer Satisfaction Index)	235
	NPS (Net Promoter Score)	235
	CxPi (Forrester Customer Experience Index)	236
	TAM (Technology Acceptance Model)	237
	Key Points	238
	Chapter Review Questions	239
	Answers to Chapter Review Questions	240
	References	242
q	Six Enduring Controvorcios in Mossurament and Statistics	<b>2</b> 40
	ACCEPTION AND LONGINGENDES IN WEASINEMENT AND ADDISOUS	749
•	Introduction	249 249
-	Introduction	2 <b>49</b> 249 250
•	Introduction Is it OK to Average Data from Multipoint Scales? On One Hand	249 249 250 250
•	Introduction Is it OK to Average Data from Multipoint Scales? On One Hand	249 249 250 250 251
	Introduction Is it OK to Average Data from Multipoint Scales? On One Hand On the Other Hand Our Recommendation	249 
	Introduction Is it OK to Average Data from Multipoint Scales? On One Hand On the Other Hand Our Recommendation Do You Need to Test at Least 30 Users?	249 250 250 251 253 254
	Introduction Is it OK to Average Data from Multipoint Scales? On One Hand Our Recommendation Do You Need to Test at Least 30 Users? On One Hand	
	Six Enduring Controversies in Measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On One Hand	
	Six Enduring Controversies in measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   On the Other Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On the Other Hand   On One Hand   Our Recommendation   On One Hand   On Recommendation	
	Six Enduring Controversies in measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   On the Other Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On the Other Hand   On One Hand   On One Hand   On One Hand   Should You Always Conduct a Two-Tailed Test?	
	Six Enduring Controversies in measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   On the Other Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On the Other Hand   On One Hand   On One Hand   Should You Always Conduct a Two-Tailed Test?   On One Hand	
	Six Enduring Conductersies in measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   On the Other Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On the Other Hand   On the Other Hand   On One Hand   On One Hand   On the Other Hand   Our Recommendation   Should You Always Conduct a Two-Tailed Test?   On One Hand   On the Other Hand	
-	Six Enduring Condoversies in measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   On the Other Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On the Other Hand   On One Hand   On One Hand   On the Other Hand   Our Recommendation   Should You Always Conduct a Two-Tailed Test?   On One Hand   On the Other Hand   On the Other Hand   On Recommendation	
	Six Enduring Controversies in measurement and Statistics	
	Six Enduring Condoversies in measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   On the Other Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On the Other Hand   On the Other Hand   On the Other Hand   Our Recommendation   Should You Always Conduct a Two-Tailed Test?   On One Hand   On the Other Hand   On the Other Hand   Our Recommendation   Should You Always Conduct a Two-Tailed Test?   On One Hand   Our Recommendation   Can You Reject the Null Hypothesis When $p > 0.05$ ?   On One Hand	
	Six Enduring Condoversies in measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   On the Other Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On the Other Hand   On One Hand   On One Hand   On the Other Hand   Our Recommendation   Should You Always Conduct a Two-Tailed Test?   On One Hand   Our Recommendation   Can You Reject the Null Hypothesis When $p > 0.05$ ?   On One Hand   On the Other Hand	
	Six Enduring Condoversies in measurement and Statistics   Introduction   Is it OK to Average Data from Multipoint Scales?   On One Hand   On the Other Hand   Our Recommendation   Do You Need to Test at Least 30 Users?   On One Hand   On the Other Hand   On the Other Hand   On One Hand   On the Other Hand   Our Recommendation   Should You Always Conduct a Two-Tailed Test?   On One Hand   On the Other Hand   On the Other Hand   On One Hand   On the Other Hand   Our Recommendation   Can You Reject the Null Hypothesis When $p > 0.05$ ?   On One Hand   On the Other Hand   Our Recommendation	

CHAPTER

	Can You Combine Usability Metrics into Single Scores?	
	On One Hand	
	On the Other Hand	
	Our Recommendation	
	What if You Need to Run more than One Test?	
	On One Hand	
	On the Other Hand	
	Our Recommendation	
	Key Points	271
	Chapter Review Questions	272
	Answers to Chapter Review Questions	274
	References	275
CUADTED 10	An Introduction to Correlation Bogrossian and ANOVA	277
CHAPTER IU	All introduction to correlation, Regression, and ANOVA	
	Introduction	
	Correlation	
	How to Compute a Correlation	
	Statistical Significance of r	
	Confidence Intervals for r	
	Interpreting the Magnitude of r	
	Sample Size Estimation for $r$	
	Coefficient of Determination $(R^2)$	
	Correlation with Binary Data	
	Computing the Phi Correlation	
	Regression	
	Estimating Slopes and Intercepts	
	Confidence Intervals for Slopes and Predicted Values	
	Sample Size Estimation for Linear Regression	
	Analysis of Variance	
	Comparing More Than Two Means	
	Assessing Interactions.	
	Confidence Intervals and Sample Size Estimation for ANOVA	
	Key Points	
	Chapter Review Questions.	
	Answers to Chapter Review Questions	
	kererences	
	Appendix: Derivation of Sample Size Formulas for Regression	
	Based on Confidence Interval for Regression Slope	
	Based on Confidence Interval for Regression Intercept	

CHAPTER 11	Wrapping Up	
	Introduction	
	Getting More Information	
	Good Luck!	
	Key Points	
	References	324
APPENDIX	A Crash Course in Fundamental Statistical Concepts	
	Introduction	
	Types of Data	
	Populations and Samples	
	Sampling	
	Measuring Central Tendency	
	Mean	
	Median	
	Geometric Mean	
	Standard Deviation and Variance	
	The Normal Distribution	
	z-Scores	
	Area Under the Normal Curve	
	Applying the Normal Curve to User Research Data	
	Central Limit Theorem	
	Standard Error of the Mean	
	Margin of Error	
	t-Distribution	
	Significance Testing and <i>p</i> -Values	
	How Much Do Sample Means Fluctuate?	
	The Logic of Hypothesis Testing	
	Errors in Statistics	
	Key Points	
Subject Index		