



## PRESS RELEASE

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# Elsevier's Morgan Kaufmann Announces New Books on Usability

**Burlington, MA – February 25th, 2011** – Elsevier's Morgan Kaufmann, a global leader in cutting-edge computing content, is pleased to announce a set of forthcoming and recent books that push usability techniques to a whole new level.



**[User Experience Management: Essential Skills for Leading Effective UX Teams](#)**, by **Arnie Lund**, Principal Director of User Experience at Microsoft, speaks directly to the UX manager and to the unique challenges they face. It outlines the robust framework for how to be an effective UX manager, from creating a team, to orchestrating product development, to ensuring UX is not compromised, to achieving company buy-in on results. This book provides a checklist readers can use to make sure they have covered the bases as they think about how to build their own user experience programs. Written by an experienced UX manager, and containing testimonials from many leading managers in the field, this book

- Gives readers a UX leadership boot-camp from putting together a winning team, to giving them a driving focus, to acting as their spokesman, to handling difficult situations
- Chock full of practical advice and experiences for managers and leaders in virtually any area of the user experience field
- Contains best practices, real-world stories, and insights from UX leaders at IBM, Microsoft, SAP, and many more

Straight from the office trenches, Lund provides the first complete toolbox of tried and tested UX management techniques

Few UX professionals who find themselves in management positions have formal training in management. More often than not they are promoted to a management position after having proven themselves as an effective and successful practitioner. The role of UX manager is of vital importance -- it means leading a productive team, influencing businesses to adopt user-centered design, and delivering valuable products customers. Yet as important as the manager is to the advancement of the field there are no books that specifically address the needs of user experience managers. Though information is available on the Web, nothing ties that advice together in the way a manager would need to integrate it in their work.



**[Brave NUI World: Designing Natural User Interfaces for Touch and Gesture](#)** by **Daniel Wigdor**, **UX Architect and Platform Architect, Microsoft** and **Dennis Wixon**, **Research Manager, Microsoft** is the first practical book for product and interaction developers and designing touch and gesture interfaces. Written by the team from Microsoft that developed the multi-touch, multi-user Surface® tabletop product, this book gives you the necessary tools and information to integrate touch and gesture practices into your daily work, presenting scenarios, problem solving, metaphors, and techniques intended to avoid making mistakes.

Natural user interfaces (NUIs) have been hailed as next evolutionary step in human-computer interaction. As software companies struggle to catch up with one another in terms of developing the next great touch-based interface, designers are charged with the daunting task of keeping up with the advances in NUI technology and this new aspect to user experience design. Product and interaction designers, developers and managers are already well versed in UI design, but touch-based interfaces have added a new level of

complexity. They need quick references and real world examples in order to make informed decisions when designing for these particular interfaces.



[Usability Testing Essentials: Ready, Set, Test!](#), by [Carol M. Barnum](#), Director and co-founder of the Usability Center at Southern Polytechnic, presents a practical, step-by-step approach to learning the entire process of planning and conducting a usability test. It also explains how to analyze and apply the results and what to do when confronted with budgetary and time restrictions. This is the ideal book for anyone involved in usability or user-centered design-from students to seasoned professionals.

Provides comprehensive coverage of all phases of usability testing

Fully updated four color edition features important usability topics such as international testing, persona creation, remote testing, and accessibility

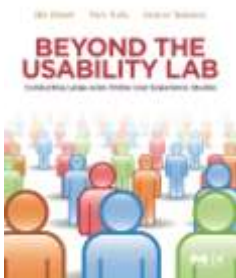
Follow-up to *Usability Testing and Research* (9780205315192, Longman, 2002), winner of the highest-level award from the Society for Technical Communication

When usability testing is part of the design and development of products, the results are better products that users want and like. You may be doing testing now or want to help your company get started, but you may not have all the tools to know how to properly prepare, test, analyze, and measure the results across a multitude of cultures, generations, and countries. And you may be facing tight budgets and short timeframes for testing. If this is your situation, this essential handbook gives you a variety of options and strategies for testing in numerous situations.



[Thoughts on Interaction Design, 2<sup>nd</sup> Edition](#) by [John Kolko](#), Editor-in-Chief, ACM Interactions Magazine and Associate Creative Director of frog design, offers new insights into interaction design and the connections between people and technology. Now in its second edition, Jon Kolko's best-selling title builds upon its engaging material aimed to educate Designers, help Designers educate business owners, and legitimize Interaction Design for businesses. This edition explores how changes in the economic climate, increased connectivity, and international adoption of technology, affect designing for behavior and the nature of design

itself. Ultimately, this book exists to provide a definition that encompasses the intellectual facets of the field, the conceptual underpinnings of interaction design as a legitimate human-centered field, and the particular methods used by practitioners in their day-to-day experiences.



[Beyond the Usability Lab](#) by [William Albert](#), Director, Design and Usability Center, Bentley University; Thomas Tullis, Senior Vice President of User Experience, Fidelity Investments and Donna Tedesco, Senior Usability Specialist, Fidelity Investments, offers tried and tested methodologies for conducting online usability studies. It gives practitioners the guidance they need to collect a wealth of data through cost-effective, efficient, and reliable practices. The reader will develop a solid understanding of the capabilities of online usability testing, when it's appropriate to use and not use, and will learn about the various types of online usability testing techniques.

Usability testing and user experience research typically take place in a controlled lab with small groups. While this type of testing is essential to user experience design, more companies are also looking to test large sample sizes to be able compare data according to specific user populations and see how their experiences differ across user groups. But few usability professionals have experience in setting up these studies, analyzing the data, and presenting it in effective ways. Online usability testing offers the solution by allowing testers to elicit feedback simultaneously from 1,000s of users.

## Just Published

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### [Thoughts on Interaction Design, 2<sup>nd</sup> Edition](#)

By John Kolko

ISBN: 9780123809308; e-ISBN: 9780123809315

January 2011 | Paperback | 128 pp

EUR 21.95/USD 29.95/GBP 18.99

## COMING SOON

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### [User Experience Management: Essential Skills for Leading Effective UX Teams](#)

By Arnie Lund

ISBN: 9780123854964; e-ISBN: 9780123854971

May 2011 | Paperback | 305 pp

EUR 28.95/USD 39.95/GBP 24.99

### [Brave NUI World: Designing Natural User Interfaces for Touch and Gesture](#)

By Daniel Wigdor and Dennis Wixon

ISBN: 9780123822314; e-ISBN: 9780123822321

April 2011 | Paperback | 248 pp

EUR 28.95/USD 39.95/GBP 24.99

## Recently Released

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### [Usability Testing Essentials: Ready, Set, Test!](#)

By Carol Barnum

ISBN: 9780123750921; e-ISBN: 9780123785534

2010 | Paperback | 386 pp

EUR 35.95/USD 49.95/GBP 30.99

### [Beyond the Usability Lab: Conducting Large-scale Online User Experience Studies](#)

By William Albert, Thomas Tullis and Donna Tedesco

ISBN: 9780123748928; e-ISBN: 9780080953854

2010 | Paperback | 310 pp

EUR 35.95/USD 49.95/GBP 30.99

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