New Book from Google UX Researcher
Helps Practitioners and Managers Build Buy-in for UX Projects

Waltham, MA – March 7th, 2012 – Elsevier's Morgan Kaufmann, a global leader in cutting-edge computing content, is pleased to announce a new book by a Google user experience researcher that will give practitioners and managers the tools they need to create organizational buy-in for UX research.

It's Our Research: Getting Stakeholder Buy-in for User Experience Research Projects by Tomer Sharon provides a strategic framework for people who practice UX research who wish to be heard by their stakeholders. It gives you the techniques needed to involve stakeholders throughout the process of planning, execution, analysis, and reporting UX research:

- Features a series of video interviews with UX practitioners and researchers
- Provides dozens of case studies and visuals from international research practitioners
- Provides a toolset that will help you justify your work to stakeholders, deal with office politics, and hone your client skills
- Presents tried and tested techniques for working to reach positive, useful, and fruitful outcomes

This book will help practitioners and managers dramatically increase the chances that colleague -- product managers, engineers, and management -- agree to do research and act upon its results.

"When I meet people who practice user experience research I always ask them 'what are the top three challenges they face at work.' Getting stakeholder buy-in for research is usually the first challenge they mention," says Tomer Sharon. "I authored this book to provide people who practice (or would like to practice) user experience research with strategies and techniques for getting their stakeholders' buy-in for research."

It's Our Research comes at a critical time for UX research as contact with customers moves from the physical space to the web space. UX managers across the board are eager to put the latest research to work and leaders have embraced Sharon's book. Gerard Torenvliet, senior human factors scientist at Medtronic said "Tomer Sharon's book is the cure for usability professionals whose work isn't having the impact it deserves."

Tomer Sharon is a User Experience researcher at Google Search. Previously, he led the user experience research effort for Google's online advertising management platform – DFP (Doubleclick for Publishers). Prior to Google, he worked at Check Point Software Technologies in Israel as User Experience Research Lead. As founder and first president of UPA Israel, he led the chapter to many achievements such as raising awareness of the need for easy-to-use, efficient, and fun technology products, and growing and nurturing a professional community of 1,000 practitioners. Tomer is an experienced speaker at local and international conferences, a published author of articles and papers,

and a past editorial board member for UPA's UX Magazine. Tomer holds a BA in Social Sciences from The Open University and a master's degree in Human Factors in Information Design from Bentley University in Waltham, MA.

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Just Published

It's Our Research
By Tomer Sharon
ISBN: 9780123851307; e-ISBN: 9780123851314
March 2012 | Paperback | 288 pp
EUR 28.95 | USD 39.95 | GBP 24.99

Content Strategy at Work
By Margot Bloomstein
ISBN: 9780123919229; e-ISBN: 9780123809315
February 2012| Paperback | 176 pp
EUR 21.95 |USD 29.95|GBP 18.99

The UX Book
By Rex Hartson & Pardha Pyla
ISBN: 9780123852410 ; e-ISBN: 9780123852427
Feb 2012 | Paperback | 934 pp
EUR 64.95 | USD 89.95 | GBP 54.9

Recently Released

Sketching User Experiences: The Workbook
By Saul Greenberg, Sheelagh Carpendale, Nicolai Marquardt & Bill Buxton
ISBN: 9780123819598 ; e-ISBN: 9780123819611
December 2012 | Paperback | 262 pp
EUR 14.95 | USD 19.95 | GBP 12.99

Global UX, Design and Research in a Connected World
By Whitney Quesenbery & Daniel Szuc
ISBN: 9780123785916 ; e-ISBN: 9780123785923
November 2011 | Paperback | 244 pp
EUR 35.95 | USD 49.95 | GBP 30.99

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PRAISE FOR IT'S OUR RESEARCH

In this book, Tomer Sharon does a great and ground-breaking job of presenting useful wisdom on how to make usability research useful and usable, and how to sell it. The contents of this book can be summarized in seven words: Do as you preach and be humble. If that's not sufficiently usable for you, read this book!

– **Rolf Molich**, DialogDesign

A thoroughly readable look at how to make sure our user research actually makes it into the products we create. It explains how to get everyone engaged, how to plan research that asks the right questions, and how to help people use research findings. It's full of practical tips, great advice and real-life stories from practitioners.

– **Donna Spencer**, Maadmob; Author, Card Sorting

There is probably no question that I am asked more often than "How can I have more influence?" User research that isn't able to bring insight and drive improvement might as well not have happened. This book is the most complete guide to getting stakeholder buy-in that I have seen. It is a "must read" for researchers and their managers.

– **Arnie Lund**, Microsoft; Author, User Experience Management

Tomer Sharon's book is the cure for usability professionals whose work isn't having the impact it deserves. Here you'll find ways to work different, to make your research connect with stakeholders instead of trash cans. File under: work smarter, not harder.

– **Gerard Torenvliet**, Senior Human Factors Scientist, Medtronic

"It's Our Research" should be required reading for anyone involved in a UX research study. Sharon will not only help you avoid the many pitfalls that most UX research projects come across, but more importantly give you all the tips and tricks for getting the most out your UX research.

– **William Albert**, Bentley University; Author, Measuring the User Experience and Beyond the Usability Lab

The best researchers know how to inspire their stakeholders to act on their findings. At Google, Tomer brings a unique combination of depth and inventiveness in the way he communicates and works with the designers and managers who need to act on his findings. This learned, direct and humorous book explains how he achieves that.

– **Giles Colborne**, cxpartners, Author, Simple and Usable

If no one reads your report or implements your recommendations does it really matter how statistically valid your findings were? Do your yourself and your users a favor .read Tomer's Book.

– **Jeff Sauro**, Principal Measuring Usability LLC; Author, Quantifying the User Experience

As an experienced Human Factors Engineer, I thought I knew how to do user research and engage stakeholders. But in these pages I discovered new ways to ensure my user research will be useful to my clients. The book is well organized and includes rich interviews and case study content. I especially appreciated the takeaways at the end of each chapter.

– **Stan Caplan**, President, Usability Associates, LLC