



Data-Driven Design: Improving User Experience with A/B Testing

Rochelle King

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Amazon, Netflix, Google, and Facebook have used data-driven design techniques to improve the user experience of their consumer products. With this book, you'll learn how improve your design decisions through data-driven A/B testing, and how you can apply this process to everything from small design tweaks to large-scale UX concepts.

Want to determine if a new color will improve your website's overall user experience? Or if different copy text will lead to a better click-through rate? A/B testing provides the data you need to make substantive design decisions. This book shows you how to make data-driven design part of your product design workflow.

Get best practices for analyzing and applying user data when making design decisions

Learn different approaches to data-informed design

Understand potential pitfalls when relying on data

Get an insider's view of how to make data-driven decisions

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From Reader Review Data-Driven Design: Improving User Experience with A/B Testing for online ebook

Kevin Duong says

Great read, found a lot of value as a UI/UX Designer. This book gives you a basic overview of data terminology and how data is used at product companies. I appreciated the use of examples and explanations of how you as a designer/researcher/PM can leverage it. The principle and methods shared in this book pertain to A/B testing so don't expect to find much about other methods in here. Have not yet had a chance to implement the learnings but it seems promising. I would recommend other designers to give this a quick read if you're interested in learning more about how to use data to impact your design work.

Frank says

This book took me a while to get through. It repeated itself a lot (the authors even admit it in various points), the whole camp metaphor didn't work at all for me (and the authors give it up partway through the book and don't keep it running), and it's very longwinded. I feel like this could have been a 10-page article or even an extended blog post.

Matti Hicks says

This book had a lot of great points, and had a good framing around using the experimental method in a designers work. I particularly liked the points about finding your "data friends" in your org, the experiment examples from Netflix and Spotify, and was pleasantly surprised that they also explained the need for "thick data" to minimize the chance for error in quantitative testing.

But I thought the book was too verbose, and read more like it was for academics rather than designers. I'm happy I read it, and got a ton of great suggestions and references. But I wish I liked it more.
