

How to Observe Users to Influence Design and Shape Business Strategy

<p>In this book, you'll learn how to do user observation right. You

Alt Attributes for Images:

- **Image 1:** A group of people sitting around a table, observing a product.
- **Image 2:** A designer sketching a product on a whiteboard, based on user observations.
- **Image 3:** A business leader making a decision based on user research.



Think Like a UX Researcher: How to Observe Users, Influence Design, and Shape Business Strategy

by David Travis

★★★★☆ 4.6 out of 5

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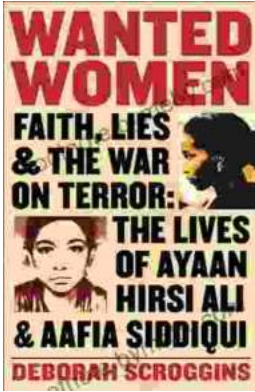
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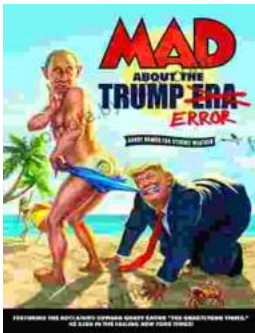
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