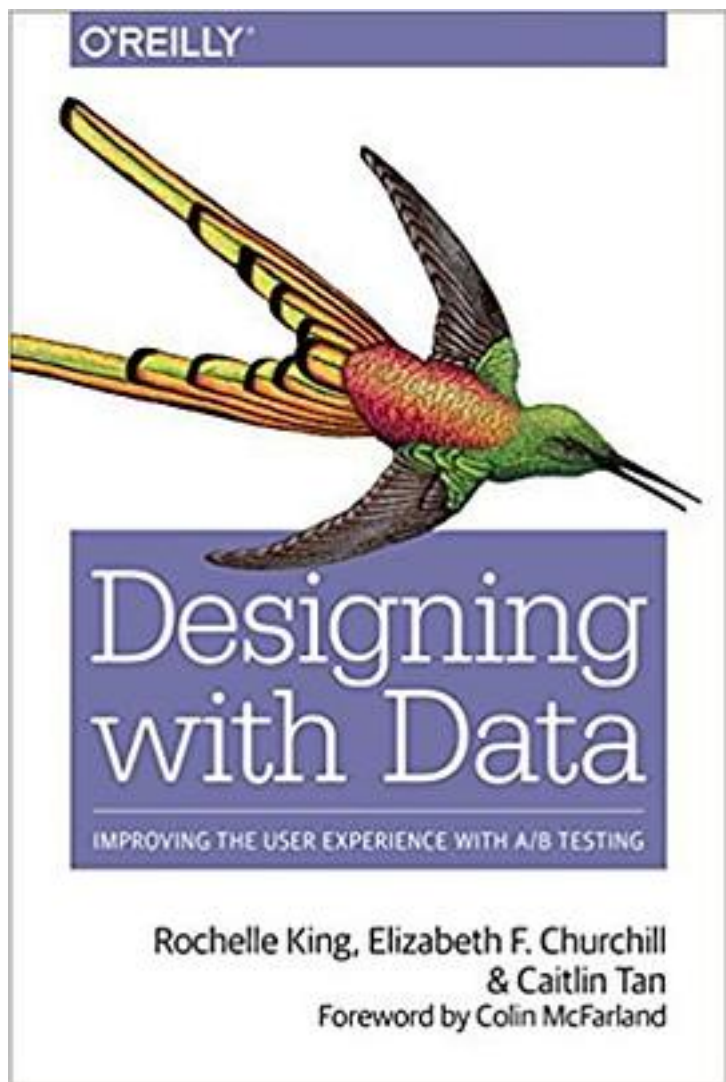


Designing with Data



[Designing with Data_ 下载链接1](#)

著者:Rochelle King

出版者:O'Reilly Media

出版时间:2016-2-25

装帧:Paperback

isbn:9781449334833

On the surface, design practices and data science may not seem like obvious partners. But these disciplines actually work toward the same goal, helping designers and product managers understand users so they can craft elegant digital experiences. While data can enhance design, design can bring deeper meaning to data.

This practical guide shows you how to conduct data-driven A/B testing for making design decisions on everything from small tweaks to large-scale UX concepts. Complete with real-world examples, this book shows you how to make data-driven design part of your product design workflow.

Understand the relationship between data, business, and design

Get a firm grounding in data, data types, and components of A/B testing

Use an experimentation framework to define opportunities, formulate hypotheses, and test different options

Create hypotheses that connect to key metrics and business goals

Design proposed solutions for hypotheses that are most promising

Interpret the results of an A/B test and determine your next move

作者介绍:

Rochelle King is Global VP of Design and User Experience at Spotify where she is responsible for the teams that oversee user research and craft the product experience at Spotify. Prior to Spotify, Rochelle was VP of User Experience and Product Services at Netflix, where she managed the Design, Enhanced Content, Content Marketing, and Localization teams at Netflix. Collectively, these groups were responsible for the UI, layout, meta-data (editorial and visual assets), and presentation of the Netflix service internationally across all platforms. Rochelle has over 14 years of experience working on consumer-facing products. You can find her on Twitter @rochelleking.

Dr. Elizabeth Churchill is a Director of User Experience at Google. Her work focuses on the connected ecosystems of the Social Web and Internet of Things. For two decades, Elizabeth has been a research leader at well-known corporate R&D organizations including Fuji Xerox's research lab in Silicon Valley (FXPAL), the Palo Alto Research Center (PARC), eBay Research Labs in San Jose, and Yahoo! in Santa Clara, California.

Elizabeth has contributed groundbreaking research in a number of areas, publishing over 100 peer-reviewed articles, coediting 5 books in HCI-related fields, contributing as a regular columnist for the Association of Computing Machinery's (ACM) Interactions magazine since 2008, and publishing an academic textbook, Foundations for Designing User-Centered Systems. She has also launched successful products and has more than 50 patents granted or pending.

Caitlin Tan is a User Researcher at Spotify and a recent graduate from MIT.

目录:

[Designing with Data 下载链接1](#)

标签

设计

UX

数据科学

计算设计

途径_KindleVoyage

计算机

設計

知乎

评论

面向A/B实验执行者的一本书，介绍了实验的理论基础和框架，并穿插了许多真实案例。推荐阅读中文版：《数据驱动设计》。

应用层面阐述了，如何用实验设计去推动产品更新

[Designing with Data 下载链接1](#)

[Designing with Data 下载链接1](#)