



# UX Research: Practical Techniques for Designing Better Products

*Brad Nunnally, David Farkas*

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One key responsibility of a product designer is to conduct formal and informal research to inform business needs and design decisions. But, if you're like many product designers who have come from different professions, you may well lack research fundamentals. If that's the case, this practical book is the primer and desk reference you need.

With it, you'll learn how to perform both quantitative and qualitative UX research in a practical manner without having to become a full-fledged researcher. It's ideal for product designers both in agency and in-house environments.

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