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Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems

Steve Krug

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It's been known for years that usability testing can dramatically improve products. But with a typical price tag of $5,000 to $10,000 for a usability consultant to conduct each round of tests, it rarely happens.

In this how-to companion to *Don't Make Me Think: A Common Sense Approach to Web Usability*, Steve Krug spells out a streamlined approach to usability testing that anyone can easily apply to their own Web site, application, or other product. (As he said in *Don't Make Me Think*, "It's not rocket surgery".)

Using practical advice, plenty of illustrations, and his trademark humor, Steve explains how to:

- Test any design, from a sketch on a napkin to a fully-functioning Web site or application
- Keep your focus on finding the most important problems (because no one has the time or resources to fix them all)
- Fix the problems that you find, using his "The least you can do" approach

By paring the process of testing and fixing products down to its essentials ("A morning a month, that's all we ask"), *Rocket Surgery* makes it realistic for teams to test early and often, catching problems while it's still easy to fix them. *Rocket Surgery Made Easy* adds demonstration videos to the proven mix of clear writing, before-and-after examples, witty illustrations, and practical advice that made *Don't Make Me Think* so popular.

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