



The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research

By Donna Tedesco, Fiona Tranquada

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The Moderator's Survival Guide is your indispensable resource for navigating the rocky shoals of your one-on-one user research sessions. Inside, you'll find guidance for nearly 100 diverse situations (ranging from business-as-usual to tricky and sticky) that might occur during usability studies, contextual inquiries, or user interviews.

As a moderator, you are responsible for the well-being of the participant, your study, and your organization. You must be prepared for anything that may happen, from your technology failing to the participant quailing. Use this guide to identify your best next steps, react appropriately, and survive any challenges that comes your way.

- Practical, field-tested, and actionable tips for what to do and say?and what NOT to do or say?in each situation.
- Key patterns and extensive examples to sharpen your approach to the commonplace and prepare you for the unlikely.
- Illustrative "survival stories" contributed by numerous professionals on the front lines of user research.

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Editorial Review

Review

From back cover: "Moderating a usability session is a skill that develops and matures the longer you do it. Every experienced moderator has a collection of stories about sessions that were... let's just say "more challenging." Donna Tedesco and Fiona Tranquada delve into our collective memories and provide a toolkit of ways to keep a session on track, even when things seem to go wrong. Whether you are a brand new practitioner, or have years of experience, you'll find ways to deepen and improve your craft with this practical, useful survival guide." - Whitney Quesenberry

"...guide to the moderating role played by researchers in product user research...Eighteen "survival stories" are included throughout the book, narrated by user researchers who have handled unexpected or awkward situations with study participants. Appendices consolidate recommendations of specific phrasing..."--**ProtoView.com, April 2014** "This is a sample chapter from Donna Tedesco and Fiona Tranquada's new book, *The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research*. 2014 Morgan Kaufmann."--**UXmatters.com, April 7, 2014**

From the Back Cover

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About the Author

Donna Tedesco is a Senior User Experience Specialist with over ten years of user research experience. She has published and presented at local, national and international conferences, and is co-author with Bill Albert and Tom Tullis of the book, "Beyond the Usability Lab: Conducting Large-Scale Online User Experience Studies." Donna received a BS in Engineering Psychology/Human Factors from Tufts University School of Engineering and a MS in Human Factors in Information Design from Bentley University.

Fiona Tranquada is a Senior Usability Consultant with over ten years of user research experience. She has published and presented at local and national conferences and is an active Board member for the Boston

chapter of the User Experience Professionals Association (UXPA). Fiona received a BA in Professional Writing and Creative Writing from Carnegie Mellon and an MS in Human Factors in Information Design from Bentley University.

Users Review

From reader reviews:

Darlene Johnson:

Why don't make it to become your habit? Right now, try to prepare your time to do the important work, like looking for your favorite publication and reading a publication. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research. Try to the actual book The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research as your buddy. It means that it can be your friend when you really feel alone and beside associated with course make you smarter than previously. Yeah, it is very fortunate for yourself. The book makes you considerably more confidence because you can know anything by the book. So , we need to make new experience and also knowledge with this book.

James Rouse:

This book untitled The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research to be one of several books that best seller in this year, honestly, that is because when you read this book you can get a lot of benefit upon it. You will easily to buy this particular book in the book retail store or you can order it via online. The publisher in this book sells the e-book too. It makes you quickly to read this book, since you can read this book in your Touch screen phone. So there is no reason to you personally to past this publication from your list.

Mohammed Strohl:

The book with title The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research posesses a lot of information that you can discover it. You can get a lot of profit after read this book. That book exist new knowledge the information that exist in this reserve represented the condition of the world at this point. That is important to you to be aware of how the improvement of the world. This specific book will bring you in new era of the global growth. You can read the e-book on your smart phone, so you can read it anywhere you want.

Sanjuanita Mecham:

The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research can be one of your beginner books that are good idea. All of us recommend that straight away because this guide has good vocabulary that may increase your knowledge in vocab, easy to understand, bit entertaining but delivering the information. The writer giving his/her effort to put every word into pleasure arrangement in writing The Moderator's Survival Guide: Handling Common, Tricky, and Sticky Situations in User Research

nevertheless doesn't forget the main position, giving the reader the hottest and also based confirm resource information that maybe you can be among it. This great information may drawn you into new stage of crucial pondering.

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