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\$5,000 to \$10,000 for a usability consultant to conduct each round of tests, it rarely happens.

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4 Points of Wisdom from Steve Krug's "Rocket Surgery Made Easy". Posted by Newman Lanieron October 26, 2011. The book is a short 168 page instruction manual for performing user-tests on websites. Following the success of his first book on web usability, "Don't make me think", Steve taught workshops for businesses and organizations to instruct them in how to implement the ideas in the book.

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Chapter 8. Mind reading made easy - Rocket Surgery Made ...

I wrote Rocket Surgery Made Easy to show that usability testing is so simple☐and valuable☐that everyone building digital products should be doing it. If you'd like to see just how easy it is, watch this recording of a usability test I made to go with the book.

Steve Krug | Usability, mostly.

« Rocket Surgery Made Easy. Steve Krug. April 8, 2018 ☐ 3 min read. Book Review. This book is all about Usability Testing and builds upon the basics covered in Don't Make Me Think that I covered last week. I really loved Steve Krug's writing style. He does an excellent job of keeping you entertained and making sure you actually finish ...

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