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Introduction to Usability Testing

Usability Testing: Ensuring User-Friendly Designs

DEFINITION

Usability testing evaluates how easy and effective a product is for users. It involves observing real users as they interact with a design to identify issues and improve usability.

KEY CONCEPTS

User-Centered Design

Focuses on the needs and preferences of users throughout the design process.

Task Scenarios

Specific tasks users are asked to perform during testing to evaluate usability.

Moderated Testing

A facilitator guides the user through tasks, providing support and asking questions.

Unmoderated Testing

Users complete tasks independently without a facilitator, often using remote tools.

Feedback Collection

Gathering user opinions and experiences to identify usability issues and areas for improvement.

EXAMPLES

- Testing a website's navigation with real users to identify confusing elements.
- Observing how users interact with a mobile app to improve its layout.
- Conducting surveys after usability tests to gather user feedback.

MEMORY TIPS

- ★ Remember 'U' in usability stands for 'User' - always focus on the user.
- ★ Think of 'T' in testing as 'Trial' - it's a trial run for your design.
- ★ Use the acronym 'FUTURE' - Feedback, Usability, Task, User, Research, Evaluate.

COMMON MISTAKES

- ✗ Neglecting to define clear objectives for the usability test.
- ✗ Testing with too few users to gather meaningful data.
- ✗ Ignoring user feedback after the testing phase.

QUICK RECAP

Usability testing is crucial for creating user-friendly designs by observing real users. Focus on user-centered design and gather feedback to improve products effectively.