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# Introduction to Usability Testing

Usability Testing: Ensuring User-Friendly Designs

## DEFINITION

> Usability testing evaluates a product's user experience by observing real users as they interact with it. This helps identify issues and improve overall design effectiveness.

## KEY CONCEPTS

### User-Centered Design

Focuses on designing products based on the needs and preferences of users.

### Test Participants

Real users who represent the target audience and provide feedback during testing.

### Task Scenarios

Specific tasks users are asked to complete during the usability test to evaluate functionality.

### Observation Techniques

Methods used to watch how users interact with the product, including think-aloud protocols.

### Feedback Collection

Gathering insights from users after they complete tasks to understand their experiences.

## EXAMPLES

→ Testing a website's navigation with real users to identify confusion points.

→ Observing users as they complete a checkout process in an e-commerce app.

→ Conducting a survey after usability tests to gather user feedback.

## MEMORY TIPS

★ Remember 'U' in Usability stands for 'User' - it's all about them!

★ Think of 'T' in Testing as 'Try' - users try the product.

★ Use the acronym 'F.O.T.' - Feedback, Observation, Tasks for key testing components.

## COMMON MISTAKES

✗ Not selecting diverse test participants leading to biased results.

✗ Overlooking the importance of a facilitator during testing sessions.

✗ Failing to analyze feedback thoroughly, missing critical insights.

## QUICK RECAP

Usability testing is vital for creating user-friendly products by observing real users. Focus on user needs, collect feedback, and analyze results to enhance design effectiveness.