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Evaluation Methods
Report VI

⇒ **Usability Test**
Usability testing is a method of evaluating a product's user experience by having real users complete specific tasks while researchers observe and collect feedback. The goal is to identify any usability issues and gather insights to improve the product's ease of use.

⇒ **Why is It Important To Conduct a Usability Test for a Website?**
Let's clarify the concept of usability testing first.
Usability testing or user experience (UX) testing evaluates how easy it is to use a website or application.
When performing usability tests, real users complete certain tasks on a website or mobile app while being observed by UX researchers. The goal of usability testing is to identify all areas of confusion or frustration in the user interfaces so that they can be fixed before the website or mobile app goes live.
And while you strive to provide a unique, uninterrupted experience to your users, it's essential to invest enough time and attention in usability testing, ensure your product interface is intuitive, and retain your customers.

⇒ **Now it is time to put all the knowledge that I gained into real practice. In this section, I will share some usability testing examples and methods of gathering user feedback that we can use for any website.**

1. **Heatmaps**
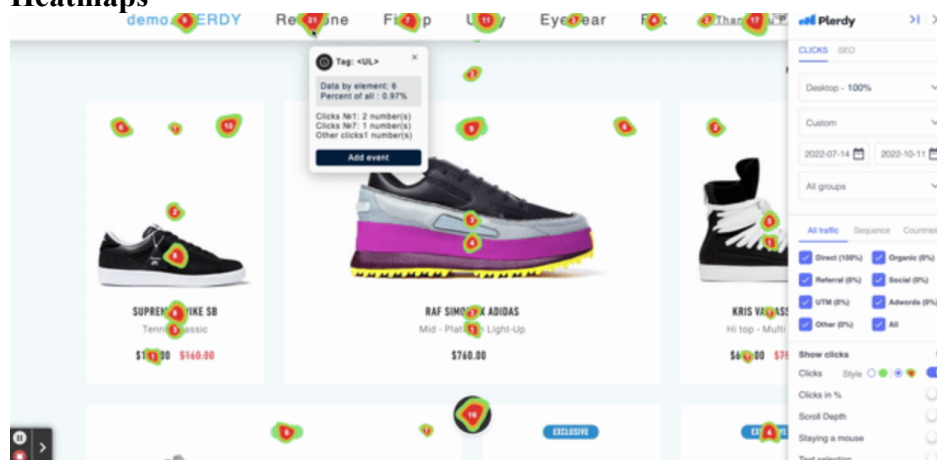
One important aspect of writing design is usability, or how easy it is for users to navigate your website and find the information they need. To test the usability of a website, designers often use heatmaps. A heatmap is a usability testing method used to create a user-friendly website and identify usability issues. Heatmaps represent where users click on a page, with

warmer colors indicating more clicks and cooler colors indicating fewer clicks.
By studying a heatmap, designers can get an idea of which areas of the page are most popular and convenient and which areas may be causing confusion. Heatmaps can be generated using accessories that track users' mouse movements or by analyzing data from web analytics programs. However, designing a usable website is not simply a matter of following where the clicks are. Users' needs and expectations change over time, so it's important to test website usability and make regular changes accordingly.

2. **Guerilla Testing**

Guerilla testing is a type of user testing conducted in an informal setting, often without the participants knowing they are performing a test. This can be done by simply approaching people in a public place and asking them to use your website or mobile app for a few minutes. It is an effective way to get quick feedback on your product from random users.

You can use it to test everything from user flow and navigation to design and overall user experience. Because it is informal testing, keeping your test quick and laconic is significant.
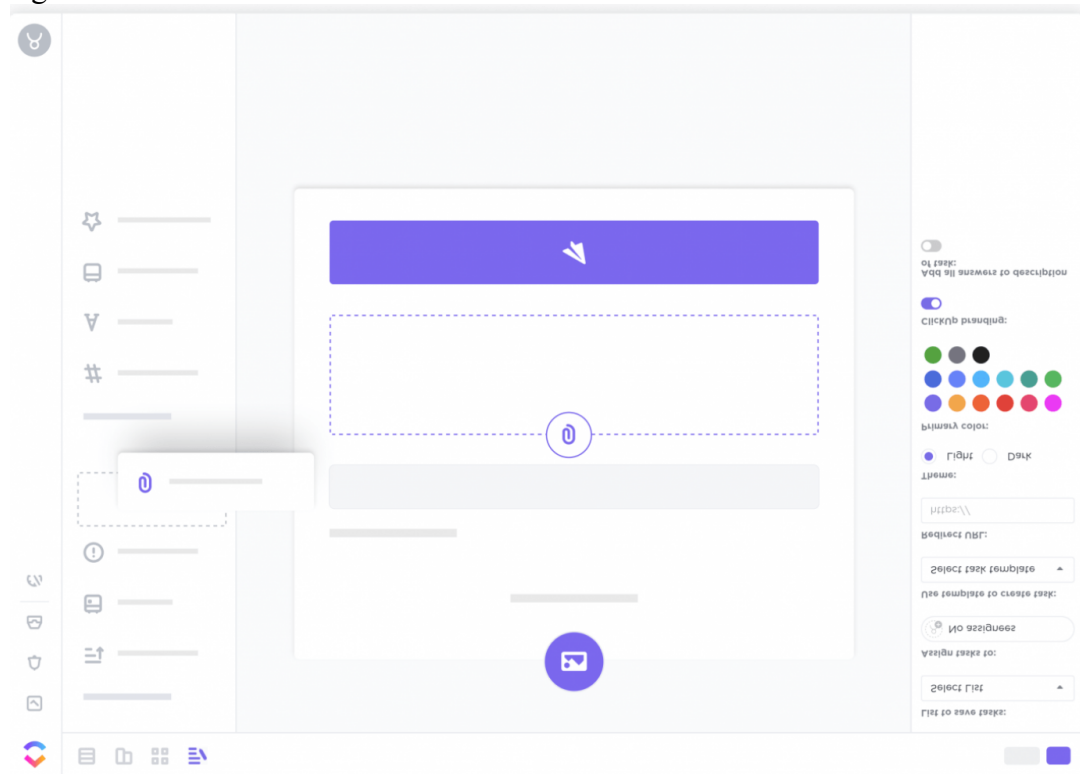

Create custom forms in ClickUp to capture feedback, and turn survey responses into actionable tasks—all in one place.

Collecting too much qualitative data or getting too specific with your questions can quickly turn a guerilla test into a mess. Keep your follow-up questions concise and your tests short to get insightful and direct feedback.

3. **Lab Usability Testing**
   Lab usability testing is a type of testing performed in a controlled environment, often with the help of professional testers. This type of testing can be more expensive and time-consuming than other methods, but it can also provide more reliable and detailed data related to usability issues.

   One advantage of this usability test is that it allows you to test your product with users who are not familiar with it, so there is no specific target audience. This can help uncover issues that are not obvious to users already familiar with the product.
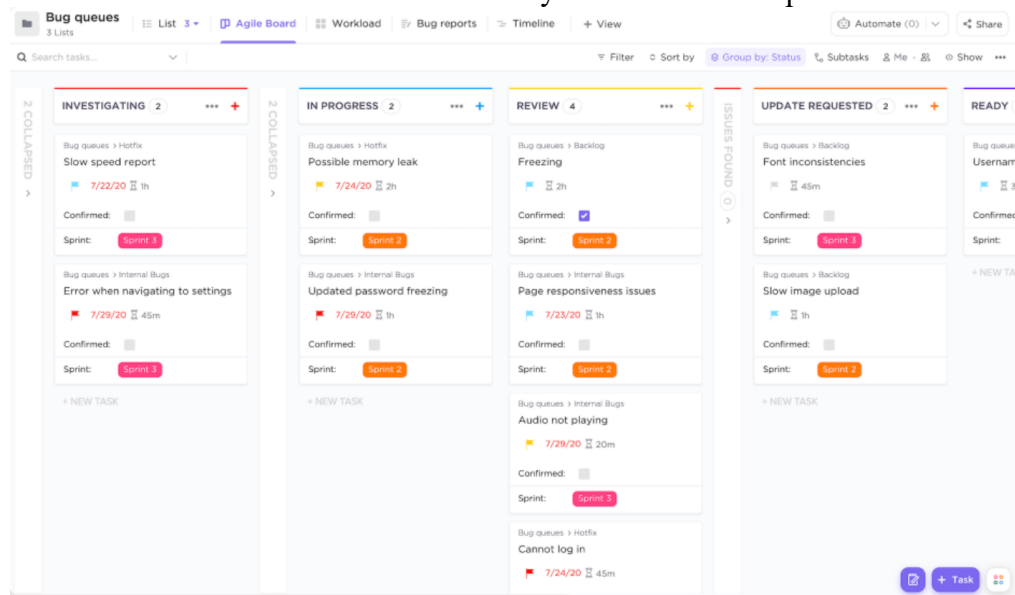
Track bugs, issues, or errors from your testing environment to ensure you fix all your current issues before launch.

Another advantage is that you have more control over the testing environment, making it easier to collect data and track user behavior. Here is why lab usability tests are essential for your website management and design process:
- It allows you to test your designs with real users in a controlled environment.
- You can identify design flaws and user experience problems early on.
- You can observe how users interact with your designs and make necessary changes.
- It helps you fine-tune the details of your design before launch.

The lab usability testing process is an important part of the website design update and should not be overlooked. With its help, you can ensure that your website is user-friendly and meets your target audience's needs.