Introduction

Usability is one of the most important factors that play a role in making a website successful.

Usability, which is defined as "*ease of use*," is the efficacy and efficiency with which user attempts results in the intended output (for example, how much time and effort a user expends going through the pages of a website to find the required information).

This has an influence on other parts of the entire navigation, such as user pleasure on keep visiting and browsing the website. As a result, it has to be evaluated as an essential and fundamental component, hence our study is perfect for this.

The analysis is carried out using two complementing methodologies that discover the primary issues that a site may have. These techniques are called *expert evaluation* and *user testing*, and are briefly described in the following sections.

# Expert evaluation

The *Expert evaluation* or *Inspection* process involves a team of usability specialists thoroughly examining the website.

The team members initially use their expertise in usability metrics to evaluate each sample section of the website separately. After that, the individual works are combined and reviewed together to produce the most complete list of issues that were discovered.

The analysis is based on a variety of qualitative rules (called *heuristics*), which provide the standards for evaluating all elements of a site's usability.

# User test

User testing entails the involvement of a third party made up of individuals who are a sample of the users who are most likely to utilise the website.

Users are frequently divided into subgroups to represent their shared features (e.g. students, young workers, etc.), and they are then assigned tasks to complete while using the website under examination.

The majority of these tasks involve looking for relevant details on the website.

Although the users themselves are not the focus of the review, they can be helpful in simulating a user's natural interaction with the website and bringing attention to any potential usability problems.

The information provided by these users — gathered through direct observation, interviews, and surveys — is examined to identify the key issues a user can encounter when using the website.