

### **Question 1:**

**Imagine you are improving a mobile app. The app has features like in-app purchases and social media sharing.**

- a. Which type of usability testing (qualitative or quantitative) would you use in the early stages, and why?**
- b. If you wanted to test a new feature for the checkout process, how would you use A/B testing to find out which version works better?**
- c. Near the end of the project, you want to get feedback from an expert. Which usability guidelines would you ask them to check, and why?**

### **Answers**

#### **a. Usability Testing for Early Stages**

In the early stages, I would use qualitative testing because it helps understand why users have problems or preferences. This kind of testing lets me gather feedback about their thoughts and feelings while using the app.

#### **b. A/B Testing for Checkout Feature**

To test the new checkout feature, I would create two versions: one with the new checkout and one with the old one. I would split users into two groups—Group A uses the new checkout, and Group B uses the old one. By comparing how many users complete their purchase in each group, I can determine which version is better.

#### **c. Expert Review for Final Feedback**

For the expert review, I would focus on Nielsen's heuristics, especially visibility of system status (making sure the user knows what's happening, like progress bars) and error prevention (ensuring the app helps avoid mistakes, like wrong purchases). These guidelines help ensure the app is easy and safe to use.

## Question 2

You are working on improving the user experience for an e-commerce website.

- a. What is the difference between **moderated** and **unmoderated** usability testing, and when might you choose one over the other?
- b. How would you use **remote usability testing** to get feedback from users in different countries?
- c. If you were to test two versions of the website's checkout page, how would **A/B testing** help you decide which version is better?

### Answer:

#### a. Moderated vs. Unmoderated Testing

In **moderated usability testing**, a person (moderator) is present to guide the user, ask questions, and give help. This is helpful when you want to dive deep into a user's thoughts. **Unmoderated testing** is when users complete tasks on their own, without a moderator. This is good if you want a larger number of users to test the website independently.

#### b. Remote Usability Testing for Feedback

With **remote usability testing**, users from different countries can test the website from their own devices. You can use tools like **UserTesting** or **Lookback** to observe their interactions and collect feedback without needing to be in the same location as the users.

#### c. A/B Testing for Checkout Page

In **A/B testing**, you create two versions of the checkout page: one with the old design (Version A) and one with a new design (Version B). You would then test each version with different users and compare which one has better results, like more users completing their purchase or faster checkout times.