**Usability testing**

**Description**

The primary goal of a usability test is to identify usability issues and gather feedback to make improvements and enhance the user experience of the certain design features that is implemented by IT1C requested from the client.

The represented client is Jan Doornbos, one of the five founders of Circle Solutions™.

The primary purpose of the website is to offer internet access to companies in different countries and regions. Customers should have the option to choose one of the 2 internet plans with different speeds, data limits, and pricing to suit their specific needs and budgets.

The website should also display clear pricing information, offer the website in multiple languages (English & Spanish) and include customer ratings of the internet service to build trust from the potential future users.

**Purpose of the test**

Usability testing helps identify problems or issues that users may encounter while interacting with a website. It provides insights into the overall user experience (UX) of the website, including factors such as ease of use, efficiency, and user satisfaction, which therefore are meant to help the developers on improving their website. Usability testing collects feedback directly from real users, allowing designers and developers to understand user preferences, expectations, and pain points.

This format of receiving feedback is going to test if there are any issues from a wide range, starting with navigation difficulties to confusing layout or content. Usability tests help confirm whether design decisions, such as layout, color schemes, and content placement, align with user needs and goals. It helps in ensuring that the design effectively communicates the intended message or functionality.

A user-friendly website leads to higher user satisfaction, increased engagement, and potentially better conversion rates, whether the site's goal is to sell products, provide information, or offer a service.

**Description of the test users**

Our Test users will be a group of students studying IT in NHL Stenden. This is a group of students who are at a similar level of knowledge of the IT1C group, learning the same concepts that the group is learning. This means they can give useful and accurate feedback. They also relate to the firms target audience which is IT companies as each person in the test group is aiming to acquire a job in this industry after their studies.

**Description of the test/survey**

In this study the team is going to test the user experience (UX) of their designs, to have feedback; The test will take place in NHL Stenden, Emmen. First the team will pick a test user, that will test the design of one team member going through all the pages and functionalities implemented, then right after the team will use a Survey Methodology with structured or open-ended questions used to have better understanding of what the team still have to implement and what is already user-friendly. The only software that team is going to use is Figma for showing the design, and send a Google questionnaire to ask the questions to the user.

The survey - <https://forms.gle/NNgXaQ9v3T8TGgUR6>

The storage of data in a usability test involves the emerge of quantitative and qualitative methods from the test-users. Besides they include a mark-up language, all of which would fulfil the product to satisfy clients. The outcome of this test may consist of several components that bring about insights for improving the usability of a product.

After the user completed the questionnaire, The team will analyze the qualitative feedback gathered from participants, their views during the website session and post-task survey.