Website Review: speedtest.net

What is speedtest.net?

Speedtest(dot)net is a website that people use to measure their internet speed and latency. It shows you your IP, a speedometer, a ping counter and a server option.

USABILITY

Entering the websites address will automatically direct you to the speediest tool. There are certain convention like website logo on the top left, utility navigation on the top right, while every entry on the utility gives more option when you hover the mouse over it.

USER EXPERIENCE

The whole design of the site is really simple, pleasing to the eyes (because it's dark themed) and the font contrast the dark background with its light colour. There are certain things that greets you on the homepage which are pretty straight forward.

- The main Speed test tool, which includes:
  - A large go button, when you click will automatically lunch the test.
  - Your ISP, and your IP address.
  - And the server on which the tool will use to test your network's speed and latency.
- A login button that has the ability to save your results when you have an account.
- Apps button so you can download the tool into your device.
- And some information at the bottom of the page which includes(not limited to):
  - Social media accounts.
  - About their website and careers.
  - Help and languages.

The test will run for about 30 seconds or longer (depends on the speed that you have) and will give you the results which consist of Ping, Download speed, and Upload speed. You can set it up with the use of the cog button on the top right which gives you the option:

- Time – 12hr/24hr
- Date – Multiple date layout.

Hernan Floyd Santos | hernanfloyd.santos@edu.sait.ca

- Distance – miles/kilometers.
- Speed unit – Mbps/Kbps.
- Change server.

ACCESSIBILITY

Accessibility of the website is pretty good as if it is straight forward if you just want to use the tool just click the go button then wait for the results. You can also download or get the result via clicking the result button on the top right, then scroll down to individual result. You have multiple options like a link to image, you can get the embedded URL or share it to various social media. Also there is an app available almost on all platforms.

I think I saw a bug, when you go to Insights > report, and when you are on the page itself and click the home button or even the logo on the top right it'll just refresh the page. But overall, the links on the website go to where it directs you, the theme of the website is pleasing for the eyes. What I don't really like is the ads are everywhere, they don't have a specific place for it.

Information Architecture

The sites navigation is fairly common to most websites having their utility navigation on top, footer links.

Utility navigation

- Apps – list of devices you can install the app on.
- Insights – Blog, Global index, 5G map, Reports.
- Network.
- Enterprise – Intelligence, Customs, Cell maps, and Partners and programs.
- About – Press, Knowledge base, Advertise, Careers.

What I don't like about some of the links they provide in the utility navigations are also at the footer making it too redundant. And they don't give you information in which sub category of webpage you are, it's just a huge title of the page on top of the page.

CONTENT

The site has a lot of useful data that they collected from millions of users around the world.

- Global index – I shows the rankings of the speed of individual countries.
    - Reports – It gives us insight on how many users, completed test, and data points. Speed of each ISP.
    - Network coverage.
    - Regional speed average.
- Blogs – Gives us news about networking around the world.
- Enterprises – Tools for companies that they can use.

I think the website doesn't lack content, because the main goal of this site is to test our internet connection and that what almost people care about. But on a technical side, I'm pretty sure some people want to know more about the trends of network usage around the world.