



Research

Description

During the research phase of my individual project I conducted research. Based on the results I formulated conclusions in order to answer my primary research question. By having the drawn conclusions I was able to proceed to the next phase which was prototyping.

Main research question with sub-questions

1. How can I design a portfolio website that effectively showcases my skills and products?
2. What are the best practices for designing a portfolio website?
 - What are the key elements of an effective portfolio website?
 - How can I use design principles to create a visually appealing and user-friendly website?

- How can I use multimedia elements to showcase my work and enhance the user experience?

3. How can I optimise my portfolio website for usability?

- What are the primary tasks that users are likely to perform on the website?
- How can I improve the website's navigation and performance to enhance the user experience?

4. How can I choose the right typography and colour scheme for my portfolio website?

- What typography options are available, and which would be most effective for my website?
- What colour schemes would be most effective for my portfolio website to create a visually appealing and cohesive design?

5. How can I use usability testing to improve my portfolio website?

- What tasks or scenarios should I use in usability testing, and how can I measure their success?
- What tools should I use to collect data from the usability test?

6. Which front-end frameworks and libraries I can use to develop my portfolio website and what are their benefits?

Question: How can I use design principles to create a visually appealing and user-friendly website?

Research Method : Literature Study

Why: Find contextual information, guidance and best practices.

How: I made a search plan where I identified relevant keywords in order to find my resources

Search keywords: web design principles, how to use web design principles ,incorporate web design principles for portfolio website

Search engine: Google

Results:

9 PRINCIPLES OF GOOD WEB DESIGN

1. Website purpose

Your website needs to accommodate the needs of the user. Having **a simple clear intention on all pages will help the user interact with what you have to offer.**

2. Simplicity

Simplicity is the best way to go when considering the user experience and the usability of your website. Below are ways to achieve simplicity through design.

Colour

Colour has the **power to communicate messages and evoke emotional responses**. Finding a colour palette that fits your brand will allow you to influence your customer's behaviour towards your brand. **Keep the colour selection limited to less than 5 colours.** Complementary colours work very well. Pleasing colour combinations increase customer engagement and make the user feel good.

Typography

Typography has an important role to play on your website. It **commands attention and works as the visual interpretation of the brand voice**. Typefaces should be legible and **only use a maximum of 3 different fonts on the website**.

Imagery

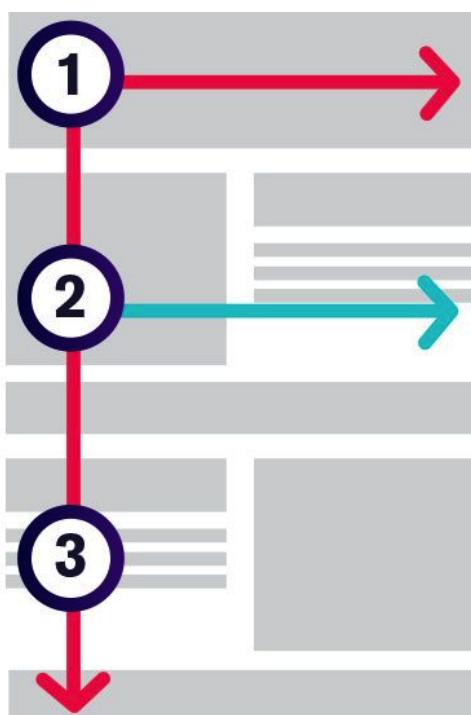
Imagery is every visual aspect used within communications. **This includes still photography, illustration, video and all forms of graphics**. All imagery should be expressive and capture the spirit of the company and act as the embodiment of their brand personality. Most of the initial information we consume on websites is visual and as a first impression, **it is important that high-quality images are used to form an impression of professionalism and credibility in the visitors' minds.**

3.Navigation

Navigation is the way finding system used on websites where visitors interact and find what they are looking for. **Website navigation is key to visitors.** Keeping navigation **simple, intuitive and consistent on every page is key.**

4.F-Shaped Pattern Reading

The F- based pattern **is the most common way visitors scan text on a website.** Eye-tracking studies have found that most of what people see is in the **top and left areas of the screen.** The F shaped layout mimics our natural pattern of reading in the West (left to right and top to bottom). **An effectively designed website will work with a reader's natural pattern of scanning the page.**



5.Visual hierarchy

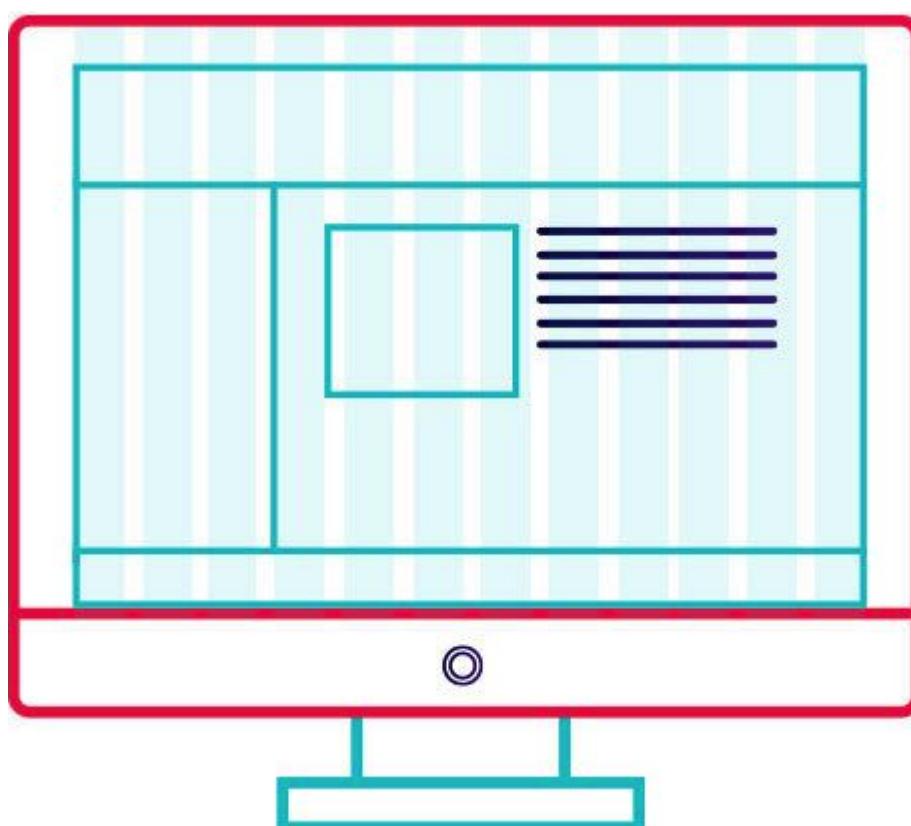
Visual hierarchy is the arrangement **of elements in order of importance.** This is done either **by size, colour, imagery, contrast, typography, whitespace, texture and style.** One of the most important functions of visual hierarchy **is to establish a focal point;** this shows visitors where the most important information is.

6.Content

An effective website has both great design and great content.

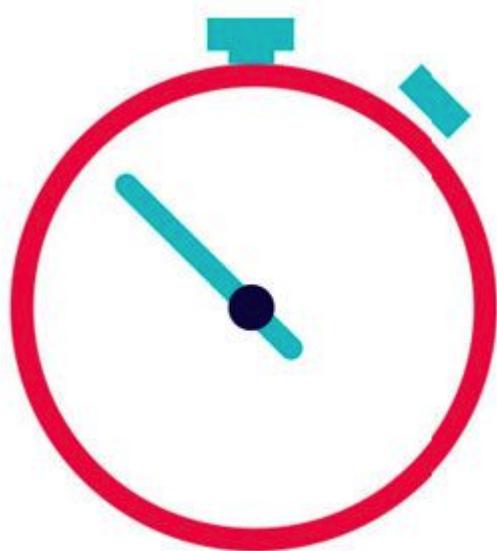
7.Grid based layout

Grids help to structure your design and **keep your content organised**. The grid helps **to align elements on the page and keep it clean**. The grid-based layout arranges content into a clean rigid grid structure with columns, sections that line up and feel balanced and impose order **and results in an aesthetically pleasing website**.



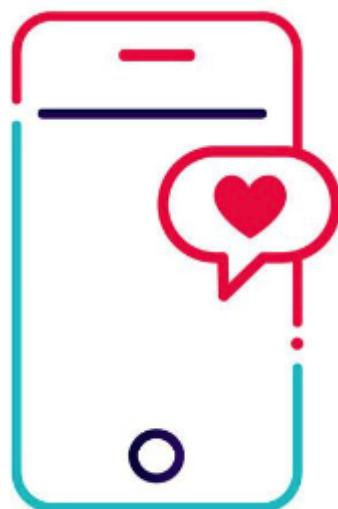
8.Load time

Optimising image sizes will help load your site faster.



9. Mobile friendly

More people are using their phones or other devices to browse the web. It is important to consider building your website **with a responsive layout where your website can adjust to different screens.**



Z-Shaped Pattern For Reading Web Content

Zig Zag Pattern

The interesting and useful thing to know about the Z-pattern is that we can extend this pattern by creating a series of z-movements instead of one big z-movement.

Take your docs anywhere

Save files on your computer, then access them on your phone from the road. Everything you keep in Dropbox is synced automatically to all your devices.

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Send videos quickly

Send your entire wedding video to family with a simple link. It's easy to share large files with anyone — even if they don't have a Dropbox account.

 Learn more



Easily manage your photos

Automatically upload photos to organize, share, and work on them with others. Whether they're new images for your blog or scanned receipts, they're all safe and organized in Dropbox.

 Learn more



You can take advantage of z-pattern and present important information in a way that will help the eye naturally scan it.

Conclusion: From the results I concluded that I will to aim to utilise all suggestions in my portfolio website. I learnt about the Z-shaped pattern and I should use it in my portfolio website as well.

Research Sources

Marianne. (2021, September 30). 9 PRINCIPLES OF GOOD WEB DESIGN, from <https://www.feelingpeaky.com/9-principles-of-good-web-design/>

Nick Babich. (2017, June 16). Z-Shaped Pattern For Reading Web Content, from <https://uxplanet.org/z-shaped-pattern-for-reading-web-content-ce1135f92f1c>

Question: Which front-end frameworks and libraries I can use to develop my portfolio website and what are their benefits?

Research Method : Literature Study

Why: Find contextual information, guidance and best practices.

How: I made a search plan where I identified relevant keywords in order to find my resources

Search keywords: javascript front-end libraries , front end frameworks for making portfolio website ,benefits of using React.js, CSS libraries , libraries & frameworks for making animations in javascript

Search engine: Google

Results: React is a popular front-end JavaScript library for building user interfaces, and it offers several benefits, including:

- Declarative programming
- Component - based architecture
- Virtual DOM
- Rich ecosystem

Sass (Syntactically Awesome Style Sheets) is a preprocessor scripting language that is compiled into CSS. Sass offers several benefits over standard CSS:

- Variables - Sass allows me to define variables that can be used throughout my stylesheets. This makes it easier to reuse values and maintain consistency in the design.
- Nesting - Sass allows me to nest selectors inside one another, making it easier to organize and structure my stylesheets. This can also improve the readability and maintainability of my code.
- Mixing - Sass allows me to define mixins, which are reusable blocks of code that can be included in the stylesheets. This makes it easier to reuse code and avoid duplication.

Functions - Sass allows me to define functions, which can be used to perform calculations, manipulate colours, and more. This can help simplify your code and make it more efficient.

Framer Motion is a popular open-source library for building animations and interactive user interfaces in React applications. I decided to use it in order to enhance the experience of the users by including animations in certain parts of the website.

Conclusion: I decided to use React for developing the website mainly because I wanted the website to have better performance and fast rendering compared to using standard HTML with vanilla javascript. Moreover thanks to its component based architecture I can easily create reusable components and use them in all over the pages. This would save me time and effort.

Additionally I decided to use Sass and Framer motion due their benefits.

Research sources:

Sass. (n.d.). Documentation, from <https://sass-lang.com/documentation/>

Oleg Kopachovets. (2023, March 13). 8 Benefits of ReactJS: Is It Worth Using in Your Project? from <https://procoders.tech/blog/advantages-of-using-reactjs/>

Glyn Lewington. (2021, July 29). Framer Motion tutorial: How to easily create React animations, from <https://blog.logrocket.com/framer-motion-tutorial/>

Question - What colour schemes would be most effective for my portfolio website to create a visually appealing and cohesive

design?

Research Method : Literature Study

Why: Find contextual information, guidance and best practices.

How: I made a search plan where I identified relevant keywords in order to find my resources

Search keywords: colours in web design , how to create colour scheme for websites ,colour theory in web design

Search engine: Google

Results:

How to create a colour palette for a website

1. Choose a primary colour

The best place to start when creating a colour palette is with **the primary colour**. A palette's primary colour is the star of the show. If we follow the **60/30/10 rule** the primary colour takes up about **60%** of the colour on a website.

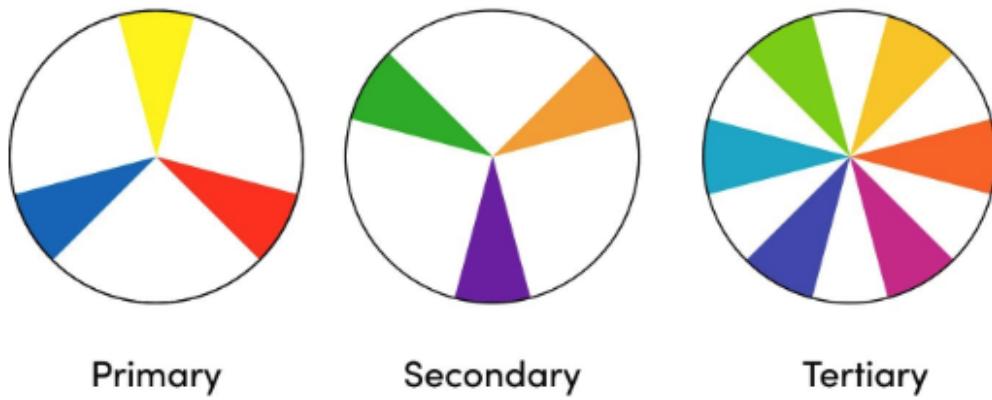
2. Choose a secondary colour

Once you've chosen a primary colour, select **one or more secondary colours**. According to the 60/30/10 rule, **secondary colours take up about 30% of a website**. In order to choose secondary colours, you'll need to first determine which type of colour scheme is best for the website: **monochromatic, complementary, or analogous**.

3. Choose an accent colour

Last but not least, every colour palette should include **an accent colour**. This colour is used sparingly, **taking up about 10%** of real estate on a website. **Often, the accent colour contrasts strongly against the primary colour**. This contrast helps the accent colour stand out and **draw attention to important elements on the page, for instance buttons**.

THE COLOR WHEEL



The primary, secondary and tertiary colors on the color wheel

Primary colours

The three primary colours are **red, yellow, and blue**. When combined, primary colours form secondary colours.

Secondary colors

The secondary colours **are purple (red + blue), green (blue + yellow), and orange (red + yellow)**. Combining secondary colours with primary colours creates tertiary colours.

Tertiary colours

The tertiary colours are combinations of primary and secondary colours (i.e. red-purple, yellow-orange, blue-green, etc.)

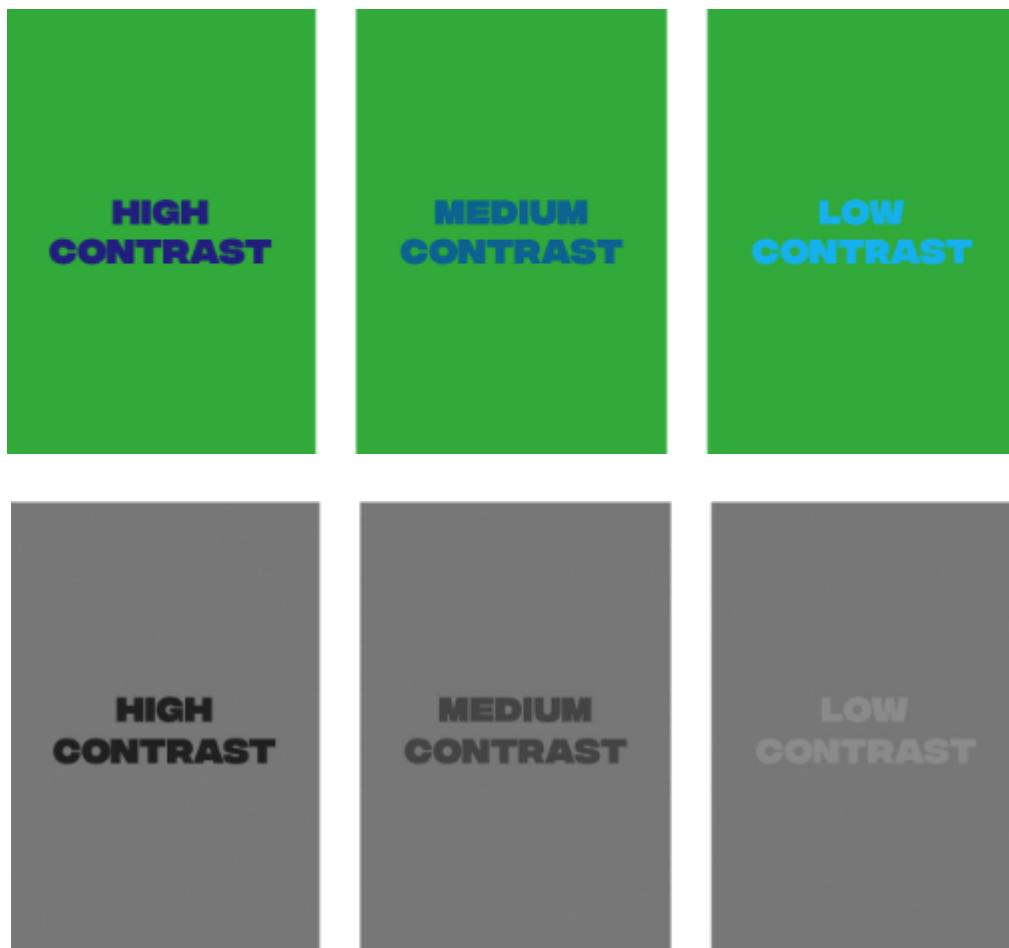
Tints, shades, and tones

Primary, secondary, and tertiary colours are considered **pure colours**. They are saturated, vivid, and cheerful. **Tints** are the addition of white to pure colours. This creates lighter, less intense colours. **Shades** are created with the addition of black to pure colours. Finally, adding black and white to pure colours creates **tones**. Tones are more subdued than pure colours.

Using contrast

Another important colour theory principle concerns the **use of contrast**. **The higher the contrast, the more two colours stand out from one another.**

When evaluating contrast, it's important to consider not just the colours (i.e. blue and green), but also their tone. Two different colours with an even tone don't create high contrast. An easy trick for determining the contrast level of two colours is to convert them to grayscale--the difference in contrast will be much more apparent.



Generally, we want to use colours with **high contrast** in website design because of greater legibility. **For instance, white text on a dark background, or vice versa.** Contrast draws attention and can make certain important elements stand out visually. **However, too much colour contrast on a website can wear out our eyes.** ¹

Conclusion: From the information I found I can conclude that I should use the 60/30/10 rule as well as other colour theory principles.

Research sources:

Stephanie Corrigan. (n.d.). Ultimate Guide To Choosing Colors for Web Design, from <https://www.flux-academy.com/blog/ultimate-guide-to-choosing-colors-for-web-design>

Stephanie Corrigan. (n.d.). How to strategically use color in website design, from <https://www.flux-academy.com/blog/how-to-strategically-use-color-in-website-design>

Benedicta Christina. (2022, April 1.). The 60:30:10 color rule for UI design, from <https://bootcamp.uxdesign.cc/the-60-30-10-color-rule-for-ui-design-32695d04a7c2>

Question: What typography options are available, and which would be most effective for my website?

Research Method : [Literature Study](#)

Why: Find contextual information, guidance and best practices.

How: I made a search plan where I identified relevant keywords in order to find my resources

Search keywords: how to pick the right typography in web design?, best fonts for websites

Search engine: Google

Results:

Best Google Fonts Available

1.Roboto

Roboto

The quick brown fox jumps over the lazy dog

Lore ipsum dolor sit amet, consecutur adipiscing elit, sed do eiusmod tempor in-
cididunt ut labore et dolore magna aliqua. Ut enim ad minim verniam.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Roboto is considered a dual-purpose font, and is the most popular Google font available. Geometric in shape, it also has nice curves and is generally considered very easy to read. It has been used as the typeface for Google's Android operating system since 2014.

2.Lato

Lato

The quick brown fox jumps over the lazy dog

“Lorem ipsum dolor sit amet, consecutur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.”

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Google describes Lato as a “serious but friendly” font. Polish for summer, Lato is a multi-purpose font that is generally easy to read and invokes feelings of summertime playfulness.

3.Raleway

Raleway

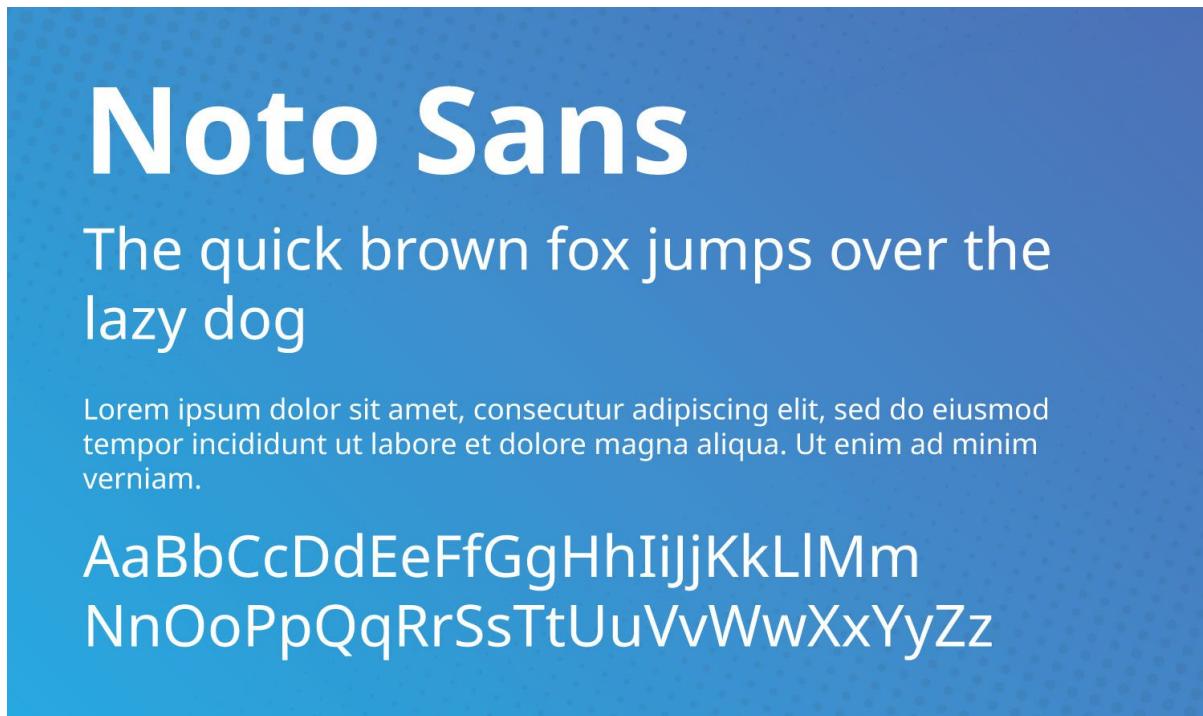
The quick brown fox jumps over the lazy dog

“Lorem ipsum dolor sit amet, consecutur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.”

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Thin and elegant, Raleway is a display font typeface well-suited for headings and subheadings. Initially developed in 2012 as a single thin font, it has expanded to include 9 variances.

4.Noto Sans



Noto Sans is quite robust with its 18 font variances. In addition, there are more than 3,700 glyphs available with this incredible typeface. With over 18 variances including multiple weights, widths, and italics, Noto Sans is suitable for just about any design.

Conclusion: After I learnt more about typography in web design and I researched available options for a font family I decided to use Roboto font. After observing the options for different fonts I decided to use Roboto font.

Research sources:

Jamie Juviler. (2020, September 28). The Beginner's Guide to Typography in Web Design, from <https://blog.hubspot.com/website/website-typography>.

Deanna McLean. (n.d.). 12 Best Google Fonts for Websites (and Best Practices) from <https://www.elegantthemes.com/blog/design/best-google-fonts#what-are-google-fonts>

Sub-question: How can I improve the website's navigation and performance to enhance the user experience?

Research Method : Literature Study

Why: Find contextual information, guidance and best practices.

How: I made a search plan where I identified relevant keywords in order to find my resources

Search keywords: website optimization techniques, how to improve performance of website.

Search engine: Google

Results:

Guidelines to speed up your website

Once you have tested the speed of your website, you can start optimising it. There are a lot of different ways to make your website work faster and we created the list of the most effective ones.

1. Use a Content Delivery Network (CDN)

A content delivery network is a set of web servers distributed across various geographical locations that provide web content to end users with regard to their location. When you host the website on a single server, all users requests are sent to the same hardware. For this reason, the time needed to process each request increases. On top of that, the load time increases when users are physically far from the server. With CDN, user requests are redirected to the nearest server. As a result, the content is delivered to a user quicker and a website works faster. This is a rather expensive, but quite effective way to optimise the load time.

2. Move your website to a better host

There are three possible types of hosting:

- Shared hosting
- Virtual Private Servers (VPS) hosting
- Dedicated server

The most popular type of hosting that is used all over the world is **sharing hosting**. That's the cheapest way to get your site online in a short time and for a low fee. It's essential to choose the fast web host to ensure better optimisation. With shared hosting, you share CPU, disk space, and RAM with other sites that also use this server. This is the main reason why shared hosting isn't as fast as VPS or a dedicated server.

Virtual Private Servers and dedicated servers are much faster. VPS uses multiple servers for content distribution. Having VPS you share the server with its other users and have your own part of the virtual server where your configurations don't influence other clients. If your website has the average traffic or you have the eCommerce site with traffic spikes in some periods, VPS will be the optimal solution for you.

The most expensive hosting option is to use a **dedicated server** which can be your own physical server. In this case, you pay a server rent and hire a system administrator to maintain it.

Another approach is to rent dedicated cloud resource from AWS, Microsoft Azure, Google, or other public cloud provider. Both approaches can also be combined into a hybrid cloud that we discussed recently. With dedicated servers, all resources belong only to you and you get the full control of it. Cloud infrastructures can also add unlimited and on-demand scalability under a number of packages.

Serverless architecture is yet another option that removes maintenance and server set up procedures altogether. Consider reading our separate article covering serverless architecture specifics and benefits.

3. Optimize the size of images on your website

Everyone loves eye-catching images. In the case of successful eCommerce sites, images are the vital part. A lot of photos, images, graphics on your product pages improve engagement. The negative side of the image use is that they are usually large files that slow down a website.

The best way to reduce the image size without compromising its quality is to compress images using such tools as ImageOptim, JPEGmini, or Kraken. The procedure may take a bit of time but it's worth it. Another way to reduce the image

size is to use the HTML [responsive images](#) <secret> and <size> attributes that adjust image size based on user display properties.

4. Reduce the number of plugins

Plugins are common components of each website. They add specific features suggested by third parties. Unfortunately, the more plugins are installed, the more resources are needed to run them. As a result, the website works slower and also security issues can appear. As time passes, the number of plugins grows, while some of them may not be used anymore. We recommend checking out all the plugins you have installed and deleting unnecessary ones. First, run the performance tests on your page to find out which plugins are slowing down your website. Not only does the website speed depend on the number of installed plugins but also on their quality. Try to avoid plugins that load a lot of scripts and styles or generate a lot of database queries. The best solution is to keep only the necessary ones and ensure that they are kept up to date.

5. Minimize the number of JavaScript and CSS files

If your website contains a lot of JavaScript and CSS files, it leads to a large number of HTTP requests when your website visitors want to access particular files. These requests are treated individually by visitor's browser and slow down the website work. If you reduce the number of JavaScript and CSS files this will undoubtedly speed up your website. Try to group all JavaScript into one and also do so with all CSS files. This will reduce the overall number of HTTP requests. There are a lot of tools to minify HTML, CSS, and JavaScript files quickly. For instance, you can use [WillPeavy](#), [Script Minifier](#), or [Grunt](#) tools.

6. Use website caching

In case there are a lot of users accessing the page at one time servers work slowly and need more time to deliver the web page to each user. Caching is the process of storing the current version of your website on the hosting and presenting this version until your website is updated. This means that the web page doesn't render over and over again for each user. Cached web page doesn't need to send database requests each time.

The approaches to website caching depend on the platform your website is developed on. For WordPress for instance, you can use the following plugins: [W3 Total Cache](#) or [W3 Super Cache](#). If you use VPS or a dedicated server, you can also set up caching under your general settings. In the case of the shared server, the website caching isn't usually available.

7. Implement Gzip Compression

Gzip Compression is an effective way to reduce the size of files. It minimizes the HTTP requests and reduces the server response time. Gzip compresses the files before sending them to the browser. On the user side, a browser unzips the files and presents the contents. This method can work with all files on your website. You can enable Gzip on your website by adding some lines of the code or via a utility called [gzip](#).

8. Database optimization in CMS

Database optimization is the an effective way to increase performance. If you use a content management system (CMS) packed with complex plugins, the database size increases and your website works slower. For instance, the WordPress CMS stores comments, blog posts, and other information that take up a lot of data storage. Each CMS requires its own optimization measures and also has a number of specific plugins. For WordPress, for example, you may consider [WP-Optimize](#).

9. Reduce the use of web fonts

[Web fonts](#) have become very popular in website design. Unfortunately, the use of web fonts has a negative impact on the speed of page rendering. Web fonts add extra HTTP requests to external resources. The following measures will help you reduce the size of web font traffic:

- Use modern formats [WOFF2](#) for modern browsers;
- Include only those character sets that are used on the site;
- Choose only the needed styles

10. Detect 404 errors

A 404 error means that a “Page isn’t found”. This message is provided by the hosting to browsers or search engines when the accessed content of a page no longer exists. In order to detect and correct a 404 error, you can use error detection tools and plugins. As we mentioned, additional plugins can negatively affect your website speed, so we advise running the resource through external tools for error detection. For instance, [Xenu’s Link Sleuth](#), [Google Webmaster Tools \(GWT\)](#), and [404 Redirected Plugin For WordPress](#).

Once you’ve detected all 404 errors, you need to assess the traffic that they generate. If these dead links no longer bring any visits and thus never consume your server resource, then you may leave them as they are. If these pages still have some traffic coming, consider setting redirects for external links and fixing the link addresses for the internal ones.

11. Reduce redirects

Website redirects create additional HTTP requests which negatively impact performance. We advise to keep them to a minimum or eliminate them entirely. First, you should identify all redirects on your page by running a site scan. You can use [Screaming Frog](#) to quickly identify redirects. Then you must check if they serve a necessary purpose and leave only the critical ones.

12. Use prefetching techniques

Prefetching entails reading and executing instructions before a user initiates them. The technique is rather common. It works well if you can anticipate user actions and, for instance, load some content or links in advance. Usually, modern browsers allow for prefetching by default as they assume user behavior patterns. However, UX specialists and engineers are more likely to understand user behavior and make “hints” for browsers to do prefetching work.

There are three main types of prefetching:

DNS-prefetching. The practice entails resolving domains into IP addresses in advance.

Link Prefetching. If you are sure that a user will click on a specific link to navigate to some page, you can apply this type of prefetching. The method is useful for stable user journey actions, like moving to the shopping cart page after one or several items were added.

Prerendering. This approach means rendering an entire page or some elements of it in advance.

While prefetching is effective, it requires deep [user behavior analysis](#) in to make precise assumptions.

Conclusion: From the results, I concluded that I will implement the following strategies to optimize my website: optimizing the size of images on my website by compressing them without compromising quality and utilizing HTML responsive image attributes, moving to a better web host, such as a Virtual Private Server (VPS) or dedicated server, to ensure faster performance and better resource allocation and also usage of Content Delivery Network (CDN) to improve load times and deliver content.

Research sources:

AltexSoft. (2018, Apr 30). 12 Techniques of Website Speed Optimization:

Performance Testing and Improvement Practices, from
<https://www.altexsoft.com/blog/engineering/12-techniques-of-website-speed-optimization-performance-testing-and-improvement-practices/>

Question: What tools should I use to collect data from the usability test?

Research Method : Literature Study

Why: Find contextual information, guidance and best practices.

How: I made a search plan where I identified relevant keywords in order to find my resources

Search keywords: free tools for usability testing, best tools for usability testing

Search engine: Google

Results:

1. UserZoom

UserZoom is quickly growing to be the most comprehensive usability testing tool out there. They've acquired popular user testing tools such as Validately and EnjoyHQ, which now allows you to have more participant options and the ability to manage your research data in one tool.

Focused on remote usability testing, you can recruit participants, get rapid insights, conduct unmoderated and moderated testing, analyze session recordings, and collect actionable insights. Having usability testing capabilities integrated with a research repository and qualitative data analysis tool through EnjoyHQ makes this user testing tool very desirable.

It's one of the best usability testing tools out there because it has so many features and capabilities. For that same reason, it also might not be the right usability testing tool for you.

Types of Research You Can Do

- Usability testing (unmoderated)
- Interviews (moderated tests)
- Surveys
- Live Intercept
- Click Testing
- Card Sorting
- Tree Testing

Capabilities

- Research repository
- Participant recruitment
- Transcription
- Usability testing
- Built-in visualizations and analysis to aid synthesis
- Highlight reels
- Qualitative data analysis
- Recording feature
- Tree testing software tool
- User testing survey
- Website usability testing

Pricing

UserZoom does not list their prices for their complete platform.

They offer a “lite” plan called UserZoom GO that provides moderated and unmoderated testing along with recruiting. It does not include the other testing options listed above.

UserZoom GO’s pricing starts at \$500/mo for 2 researcher seats. This lite plan does not offer the full capabilities of the UserZoom platform I listed above, so be careful when making your choice.

If UserZoom GO’s pricing is any indication, the complete UserZoom platform is not cheap.

2. Loop11

Loop11 is an Australian-based company offering a very robust user testing platform. You can offer unmoderated and moderated tests within the platform with structured frameworks on different methods.

Loop11 offers a virtual observation room for moderated testing, which enables you to invite your team to watch your sessions without overwhelming your participant.

Types of Research You Can Do:

- Online Usability Testing (Moderated and Unmoderated)
- Benchmarking
- Prototype Testing
- A/B Usability Testing
- Mobile & Tablet Testing
- Information Architecture Testing

Capabilities

- Free trial
- Virtual observation room
- Highlight clips
- Timestamped notes
- Heatmaps, clickstreams, and path analysis
- Qualitative data analysis
- Participant pool
- Usability testing
- Bring your own participants
- User testing questionnaire

3. UserTesting

UserTesting promises a “vivid, first-hand view of what your customers are thinking and experiencing.” If you need results fast, UserTesting can deliver on that.

I've launched a study on a Friday and came back on Monday to find that all of my tests had been completed and I could get right into synthesis.

With plenty of templates, documentation, and self-paced online training, there's a lot you can do to pick this up on your own.

Types of Research You Can Do

- Unmoderated usability tests. Includes mobile, web, and prototype tests.
- Moderated usability tests
- Tree testing
- Card sorting

Capabilities

- In-depth recruiting capabilities
- Transcription
- Usability testing
- Built-in visualizations and analysis to aid synthesis
- Highlight reels
- Invision user testing by sending your participant a prototype link to go through
- User testing recruitment

4. dscout

dscout is a comprehensive usability testing tool that allows you to collect user feedback in various ways.

dscout originally started off as a diary study (a specific usability testing method) tool, so that's where they're powerful. Now, one of many website usability testing companies, dscout offers diary studies on both mobile and desktop so that you can get feedback over a period of time on your app and/or your desktop website. Users could be at home barefoot and take your test.

dscout's Live feature enables you to directly interview participants through their platform — in other words, not through Zoom or another online conferencing tool. It comes with several features specifically meant to help researchers, such as a one-way glass feature where you can hide your observers in your sessions and notetaking capabilities within the tool.

dscout's Express offers unmoderated usability testing capabilities to collect research data. You set up your test, launch it, and get results.

Types of Research You Can Do

- Interviews (moderated tests)
- Express (quick usability tests)
- Diary Studies

Capabilities

- Transcription
- Recruiting and Compensation
- Participant Management
- Backroom and chat features for interviews
- Video editing and clipping
- Usability testing
- Customer feedback

5. Usability Hub

Usability Hub is a usability testing tool that focuses on a few specific methodologies within the usability testing arena. All of the tests you can do on their platform are unmoderated tests. They do not offer moderated within their platform.

Types of Research You Can Do:

- Prototype Testing – Allows you to test the effectiveness of a design prototype. If you have Eigma, that is.
- Design Surveys – Differs from traditional surveys in that you put a design in front of a participant and ask them questions about it.
- Preference Tests – Lets participants choose their favorite from a few different options.
- Five Second Tests – Gauges the effectiveness of your messaging by measuring the first impressions on a site.
- First Click Tests – You get a nice heatmap showing where people click first on your site, assessing the effectiveness of your link placement.

Capabilities

- Free version
- Transcription
- Recruiting and Compensation
- Participant Management
- Usability testing
- Backroom and chat features for interviews
- Video editing and clipping
- Multiple tests
- Integration with a prototyping tool, Figma

6. UX Tweak

UX Tweak is a great user testing tool for freelancers, small businesses, and large businesses alike. They'll either provide you with test participants, or you can bring your own participants for your usability testing.

Types of Research You Can Do:

- Card Sorting
- Tree Testing
- Preference Test
- Five Second Test
- Survey.
- Website Recording
- First Click Test
- Prototype Testing (unmoderated)
- Website Testing (unmoderated)

Capabilities

- Free version
- Recruiting widget for your website
- Quantitative data collection

- Usability testing
- Quick insights
- Participants don't need to install a separate tool
- Export PDF
- UX Consulting Services
- Test websites

7. Userlytics

Userlytics has been providing its usability testing services since 2009. They're a user testing platform that allows you to conduct both moderated and unmoderated tests directly through their platform to collect user feedback.

Types of Research You Can Do:

- Moderated user tests
- Unmoderated user tests
- A/B optimization studies
- Surveys and questionnaires
- Card sorting
- Tree testing
- Virtual focus groups
- Multi-channel testing

Capabilities

- Ability to test prototypes, websites, and mobile apps
- Advanced metrics
- Test annotations
- Unlimited storage of results
- Bring your own users
- Picture-in-picture recording within the platform
- Usability testing

8. Maze

Maze is a usability testing tool that focuses on prototype testing, offering integrations with major design tools such as Figma, Adobe XD, and more. They focus on enabling you to get quantitative insights fast. Research studies are not recorded, but Maze collects analytics on user behavior and packages it into a report for you.

Types of Research You Can Do:

- Concept testing
- Prototype testing
- Tree test
- 5-second test
- Content testing
- User surveys

Capabilities

- Free version
- Integrations with design tools
- Instant test results from quantitative dates: bounce rates, misclicks, heatmaps, etc.
- Usability testing and automated usability testing
- Advanced filtering
- Dashboards and reporting
- Cross browser testing
- Collaboration

9. Useberry

Useberry is a usability testing tool that focuses on multi-method unmoderated user research. If you're looking for a quick way to test your designs and get user feedback, Useberry is a good contender because it provides you with many quick templates to start up with to run your tests and integrates with all the major design tools right off the bat. It's one of the best website testing sites.

Unlike Maze, you also get recordings of your test participants going through their tasks.

Types of Research You Can Do:

- Card sorting
- Tree testing
- First click
- 5-second test
- Preference test
- Single task
- Multiple tasks
- Open analytics
- Online surveys

Capabilities

- Free version
- Bring your own participants
- Session recordings
- Usability testing
- Heatmaps
- Integrations with design tools
- User flows and conversion funnels
- Metrics
- UI usability testing

Conclusion: For this question I concluded that Useberry has all the features that I am looking for therefore I will use Useberry.

Research sources:

Renaissance Rachel. (2023, Jan 25). **11 Best User Testing Tools of 2023**, from <https://renaissancerachel.com/best-user-testing-tools/>

