Critical Summary

The article "Eliciting Usability Issues: Enhancing Website Performance through User-Centered Design" by Amandeep Kaur explores the crucial role of User-Centered Design (UCD) in improving website usability, user satisfaction, and overall performance. The study highlights that usability—defined through metrics such as task success rate, error rate, time-on-task, and user satisfaction—is fundamental for websites to remain competitive, retain users, and deliver efficient digital experiences. Methodologically, the paper reviews both qualitative and quantitative approaches to identifying usability issues. Qualitative methods such as interviews, think-aloud protocols, focus groups, and contextual inquiry provide rich insights into user motivations and pain points. Quantitative techniques, including usability testing, A/B testing, and web analytics, offer measurable evidence of performance and user engagement. The article emphasizes mixed-methods approaches, combining both perspectives for a comprehensive evaluation. Iterative design and heuristic evaluation are also underscored as essential practices for continuous improvement. The results from case studies indicate that implementing UCD leads to significant improvements. Examples include increased task completion rates, reduced user errors, enhanced engagement, and higher conversion rates. For instance, redesigns applying UCD principles have demonstrated improvements such as a 25% rise in user satisfaction and a 30% reduction in navigation errors. These findings underline the effectiveness of user involvement throughout the design cycle. The conclusions stress that challenges persist, including diverse user needs, conflicting feedback, limited resources, and difficulties in replicating real-world contexts. However, UCD remains an indispensable approach. The paper also projects future innovations, highlighting the integration of AI, machine learning, remote usability testing, VR/AR, and voice interfaces as emerging tools for usability evaluation. Ethical considerations in data collection and personalization strategies are also discussed as vital for responsible design. Overall, this article reinforces UCD as a cornerstone of modern web design, demonstrating that prioritizing usability not only enhances user experience but also drives measurable business results. It contributes valuable insights for designers, developers, and researchers committed to advancing front-end usability and user-centered practices.

Technical Vocabulary

Technical Vocabulary: 1. Usability Testing (Pruebas de usabilidad): A method where real users complete tasks on a website while researchers observe performance to identify issues. / Método en el que usuarios reales realizan tareas en un sitio web mientras los investigadores observan para detectar problemas. 2. Iterative Design (Diseño iterativo): A cyclical process of prototyping, testing, and refining a design based on user feedback. / Proceso cíclico de creación de prototipos, pruebas y mejora continua basado en retroalimentación de los usuarios. 3. Heuristic Evaluation (Evaluación heurística): An expert-based method where usability specialists review a website using established guidelines such as Nielsen's heuristics. / Método basado en expertos donde especialistas evalúan un sitio usando pautas establecidas como las heurísticas de Nielsen. 4. A/B Testing (Pruebas A/B): A quantitative method that compares two versions of a webpage to determine which performs better in terms of user engagement or conversions. / Método cuantitativo que compara dos versiones de una página web para determinar cuál tiene mejor rendimiento en interacción o conversiones. 5. Contextual Inquiry (Indagación contextual): A qualitative research method involving observing users in their natural environment to understand real-world interactions. / Método de investigación cualitativa que observa a los usuarios en su entorno natural para comprender interacciones reales.

APA Reference

Reference (APA 7th edition): Kaur, A. (2025). Eliciting usability issues: Enhancing website performance through user-centered design. International Journal of Advanced Research in Computer and Communication Engineering, 14(2), 150–158. https://doi.org/10.17148/IJARCCE.2025.14219