Usability Testing

graded unit

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## What is usability testing

**Usability Testing** is a technique used to evaluate a product, such as a website, by testing it on users. A usability test carefully constructs a scenario where a person performs a list of tasks that someone who is using the website for the first time is likely to perform. These tests are observed by someone, who will take notes and any feedback from the user performing the task. Watching someone perform common tasks on a website is a great way to test whether the site is usable because you will immediately be able to see whether they are able to perform the tasks and any difficulties they have while doing so.

Usable websites increase user satisfaction, whereas web sites which violate usability conventions can confuse users and results in frustration. If the website is a business, this could result in a loss of revenue for the company. Improving usability will encourage users to visit a site instead of one that belongs to a competitor, and is often an approach that keep users coming back to the site again and again.

## How to perform usability testing

Users will perform the test in a room containing a desktop PC with internet access. Users will be provided with an instruction sheet that will contain all the information need to perform the test. The test supervisor will be present during the test. Users will be asked to perform the test while the test supervisor will take notes on their performance, quantitative date will be gathered by the length of time users take to perform each task. A video recording of the test will be taken. Users will then be asked qualitative questions based on their experience of using the site with the test supervisor noting these answers down.

### Participants

Participants will be selected to reflect the main user types identified previously. Two users of each user type will selected along with an experienced professional in interface design to perform the evaluation. This strategy will mean that a broad range of user types will test the website to give enough data to accurately reflect real life user scenarios.

|  |  |
| --- | --- |
| User1 = Business to Business | |
| Age | 22-55 |
| Gender | Male/Female |
| Location | National |
| Ethnicity | White/Pakistani/Chinese |
| PC Literacy | Varied - intermediate/advanced |
| Special Requirements | Possible sight/hearing difficulties |

|  |  |
| --- | --- |
| User2 = Owner | |
| Age | 22-55 |
| Gender | Male/Female |
| Location | Local |
| Ethnicity | White/Pakistani/Chinese |
| PC Literacy | Intermediate/advanced |
| Special Requirements | May have range of disabilities. |
| User3 = Engineer | |
| Age | 22-55 |
| Gender | Male |
| Location | Local |
| Ethnicity | White/Pakistani/Chinese |
| PC Literacy | Intermediate/advanced |
| Special Requirements | Possible sight/hearing difficulties.  Use within the field. |

### Resources

* PC with windows OS
* Chrome, Internet Explorer, Opera, Firefox
* Internet Connection
* Video Camera
* Microphone