Advanced Application Development
Frontend development: the UX lab week 6

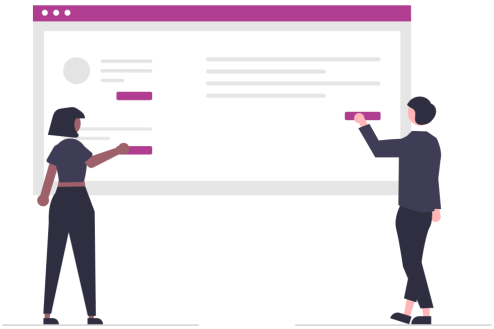
Five seconds testing

What?

Five-second testing is a valuable way to collect qualitative data about users' first impressions and reactions. This will help you understand what information stands out to them, what they like or don't like, and what they remember so you can ensure your website communicates the right message to the right audience.

Why?

Studies (i.e. Nielsen and Norman, 2011) have found that visitors only spend a few seconds assessing your website before deciding whether to stay or leave.



How?

Step 1: prepare your design (image or screenshot from design) for testing. During the test, participants have five seconds to view that design or page. Don't inform the user what they have to do during the five seconds that they'll be looking at the screen.

Step 2: determine what you need to test and set-up the goal for your test.

Step 3: prepare follow-up questions you will ask your participant after they have viewed the image or screenshot.

Examples are: how would you describe the design after viewing this page? What was your impression of the design? What is the main thing you can recall? What did you and didn't you like about the design?

Step 4: write down the answers that the participant gave you. These are research results!

Step 5: evaluate your results. What can you improve?

Nielsen Norman Group. (2011). How long do users stay on web pages? Retrieved March 11, 2022, from https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/

Colorblindness simulator

What?

Color blindness simulators show you in real time what people with common color vision impairments will see.

Why?

8 percent of all men are affected by color vision impairment (Oogfonds, n.d.), 0.5 percent of women are affected by color blindness.

How?

Step 1: go to toptal.com/designers/colorfilter or color-blindness.com/coblis-color-blindness-simulator/ (or any other simulator that you've googled).

Step 2: upload your photo/paste your link.

Step 3: check colors, are they contrasting enough for your users? (Be aware: color-blindness is probably only relevant if your target audience consists of men. Deuteranopia is most common.) Also, you could use a contrast checker to validate your observations.

Step 4: document your findings, analysis and results.

Oogfonds. (n.d.). Kleurenblind Retrieved March 11, 2022, from https://oogfonds.nl/oogklacht/kleurenblind/