*Usability testing is a technique used to ensure that the users of a website (or interface) can carry out the intended tasks efficiently, effectively and satisfactorily*

<https://www.loop11.com>

Loop11 is an application that lets you run your own usability studies without the need for a usability lab, specialized equipment and a moderator. Simply determine the tasks you want to test on your website, recruit some participants and launch your study. Loop11 does all the rest and provides you with real time data giving you an understanding of the usability of your website and where you need to improve or make changes.

Loop11 provides the fastest and easiest way for you to set up and run a usability project. You could have results back within 24 hours! There’s no code to insert and no IT or usability knowledge required. Our step-by-step approach will guide you through the process, but we’ve got awesome support available if you need it

Five Second Test

<http://fivesecondtest.com>

Shows your design to the tester for just five seconds. After the five seconds is up the tester is asked the questions that you specify, such as "What do you think that page was about?"