LITERATURE STUDY
WEBSITE USER-FRIENDLY

Sub Question

What is the best testing method?

Why

I asked this question to know what are the available testing methods and which one is more beneficial for me.

How

Literature Study: The search plan for answering this question involved in looking at different keywords like "Website performance testing", "Different types of website testing", and "Best testing for website". I found the article named "The Most Effective Testing Methods to Improve Website Usability" by Newsroom, published on Mar 3, 2022. The reliability of the article was ensured after looking at the publication date and the authority of the website. The search was successful by reading the article and extracting and summarizing relevant data of different testing.

What?

UX testing is the process of evaluating common usability issues that might disrupt the user experience when using a website (Newsroom, March 3, 2022). Factors that define a site's usability coefficient include the site's responsiveness and intuitiveness, the difficulty (or ease) of finding information on the web pages, the website's loading speed and average load time, the site's memorability which allows users to navigate it during subsequent visits, the user's level of satisfaction after using the web platform the error frequency and severity when using features on the website.

From the UX usability testing results, the owners can optimize the website's structure, information architecture, user interface, and loading speed to generate more traffic. The UX testing also helps in improving the site navigation to ensure easy access to vital information. The below are the testing methods that the article talked about:

1. Baseline usability testing
   - The specialist outlines the important UX metrics to evaluate the performance. It is usually tested with other people in the same team/company and sometimes with the users.

2. User testing
   - Moderated: When the moderator supervises the testing. It helps to follow a testing approach which outlines valuable improvements.
   - Unmoderated: When the researcher is conducting the testing. It limits the real user experience to only following instructions.

3. Guerrilla testing
   - This testing is used when the owner has some concerns regarding the unbiased opinions. The testing begins with handing out the design either wireframe or prototype to random people and asks for feedback. It is good when the goal is to expand the target audience.

4. Card sorting
    ○ It is useful when the architecture of the platform needs to be restructured. It begins by handing out cards that contains the content. The users are asked to arrange the cards based on how they want to use them. After which, the tester can write down results on the best structure he finds.

5. Customer feedback
    ○ Using surveys and questionnaires can help into getting a wider improvement that alleging with making users more satisfied with the experience.

6. A/B testing
    ○ As the article state, this method is for testing an older and a newer version of the same site. This testing is conducted to the target audience, where the users compare the results and usability of the website.

So What?

There are different testing methods with different goals and outcomes, however, the best method for testing the usability is the user testing the moderate one, which is conducted under the supervision of a moderator. This is because among the ones I found on the article, it gives the most valuable improvement. Therefore, when I do any kind of testing, I must prepare a guideline to direct the user through the website and observe his actions to determine that.

Appendix

📄 C4 model

https://docs.google.com/document/d/1Z6maOCePRPCojgeKIWyqxT5bl5lsrlXDV-IGQT2RLx0/edit?usp=sharing