**Usability testing**

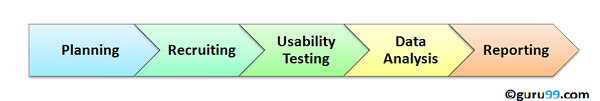
Usability testing refers to evaluating a product or service by testing it with representative users. Typically, during a test, participants will try to complete typical tasks while observers watch, listen and takes notes.

**Usability Testing** also known as User Experience (UX) Testing, is a testing method for measuring how easy and user-friendly a software application is. A small set of target end-users, use software application to expose usability defects. Usability testing mainly focuses on user’s ease of using application, flexibility of application to handle controls and ability of application to meet its objectives.

This testing is recommended during the initial design phase of SDLC, which gives more visibility on the expectations of the users.

Usability testing is a method of testing the functionality of a website, app, or other digital product by observing real users as they attempt to complete tasks on it

**How to do Usability Testing: Complete Process**

Usability testing process cons

**Phase 1) Planning**: During this phase the goals of usability test are determined. Having volunteers sit in front of your application and recording their actions is not a goal. You need to determine critical functionalities and objectives of the system. You need to assign tasks to your testers, which exercise these critical functionalities. During this phase, the usability testing method, number & demographics of usability testers, test report formats are also determined

**Phase 2) Recruiting**: During this phase, you recruit the desired number of testers as per your usability test plan. Finding testers who match your demographic (age, sex etc.) and professional ( education, job etc.) profile can take time.

**Phase 3) Usability Testing**: During this phase, usability tests are actually executed.

**Phase 4) Data Analysis**: Data from usability tests is thoroughly analyzed to derive meaningful inferences and give actionable recommendations to improve the overall usability of your product.

**Phase 5) Reporting**: Findings of the usability test is shared with all concerned stakeholders which can include designer, developer, client, and CEO

**Four key types of usability tests are known as: Explorative, Comparative, Assessment, and Validation:**

* Explorative Usability Testing
* Comparative Usability Testing
* Assessment Usability Testing
* Validation Usability Testing