Day 49

$ Usability testing —
   It is the process of getting actual people to use the website, app or other product we've designed while tracking their action and reaction.

Types of usability testing
   ① Facilitator
   ② Participant
   ③ Task

1] Facilitator — Gives tasks, monitors behavior, listens to feedback, asks follow-up questions.

2] Participant — It is a user of the product

3] Tasks — Practical actions, detailed or vague.

There are different usability testing

* Qualitative testing
   — Aims to gather insights, results and narrative about how user interact with the product
   — Qualitative testing is the most effective method for identifying issues with the user experiences compared to quantitative testing.
   — This type of testing is more prevalent.

2) Quantitative testing :-

Aims to gather metrics, that capture the user experience. Tasks, success and time on task are two metrics frequently collected in quantitative usability testing.

— The most effective method of gathering benchmarks is quantitative usability testing.

3) Online usability testing -

- Can be done online
- It is popular because in-person research usually requires more time and money.
- moderated and unmoderated online usability testing

4) Facilitated test :

- Can typically be held using screen-sharing application

In contrast, remote unfacilitated usability tests do not have the same participant facilitator interaction.