REFLECTION 4  
Chapter 1 emphasizes that testing doesn’t have to be complicated; even simple user interactions can reveal significant problems.   
Chapter 2 gives a clear example of a DIY usability test, showing that even rough designs can benefit from early user feedback.  
Chapter 3 encourages creating a routine, suggesting a “morning a month” for testing, which makes the process manageable and helps prioritize fixing key issues.   
Finally, Chapter 4 emphasizes the need to start testing as early as possible, even with rough sketches, and to learn from competitors’ sites to avoid common mistakes.

These four chapters explore usability and how it can significantly improve the design process.

I agree with the author on the following points:

1) Start testing early: sessions should start early. This is practical and achievable for many teams, it will save time and effort in the future

2) Simple tests: should focus on obvious problems first, as this may lead to more complex problems being overlooked. Because simple tests can reveal important insights.

3) testing random sites: this way we can do our job better by learning from the successes and failures of others starting from scratch

4) feedback from users: in the process, test results can be used to create a more user-friendly and functional product.

Testing allows for continuous improvement and ensures that products effectively meet user needs. We create a collaborative team and cultural agreement where the individual experience is a priority, leading to better design and development results.