

USABILITY TESTING

4 Types of Usability Tests

UX PROCESS SIMPLIFIED
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Usability Tests

Once you have almost completed version (Prototypes) of your product, you are ready to test it with actual users

There are many methods and labs based Usability tests but i will stick with just 4 tests that can be used to test the Usability of any product.

So you can do that at home too :)

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UI/UX Interaction Designer

First Impression Tests

These tests will tell us about the First Impressions of our product. Things like how Trustworthy your website is.

What message or tone your website delivers to your customers within first few seconds?

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Walkaround or Exploration Tests

We will let the user explore our App/Website or product. She just keep exploring different screens, navigating through pages etc...

Keep checking the emotions of your user while they are walking around your product

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Essential Tasks Tests

Also called Benchmark tests. We select few most important tasks of our App/Website which every user will perform on our system.

e.g. In case of an ecommerce website, i will test for Login, Creating New Account, Checkout Process, Adding and removing products to Shopping cart etc...

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Surveys and Questionnaires

In the end, after your user has used your product for like 30 minutes. We need to get how are they feeling. Did your product appeal to them. What were they expecting it to behave like? It is just like exploring how well your product aligned with the mental model of your user

Getting **emotional satisfaction feedback** from user is important

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