

Introduction to Website Usability

Usability evaluation ensures websites are user-friendly, efficient, and meet user needs, enhancing satisfaction and task success rates.

Importance of Usability Evaluation

- Enhances user satisfaction
- Increases conversion rate
- Reduces bounce rate
- Helps design user-centric websites
- Saves money and time by fixing problems early

Different Methods of Website Usability will be discussed below:

Focus Groups

A focus group is a **guided discussion** with a group of users (usually 6–10 people) to understand their opinions, expectations, and experiences with a website or concept.



Group Insights

Focus groups gather in-depth qualitative data on user attitudes and experiences through discussion.



Moderator Role

A trained moderator uses a structured script for guiding participant discussion and ensuring balanced feedback.

Card Sorting Techniques

Card sorting is a method to understand **how users group and label information** on a website.

01

Open Card Sorting

Participants create their own categories for website content, revealing natural groupings.

02

Closed Card Sorting

Users sort items into predefined categories, validating existing information structures.

Benefits:

- Helps design clear menus
- Improves information architecture

First-Click Testing Explained

This evaluates where users click **first** when trying to complete a task. It's a strong predictor of **task success**.



Quick Task Assessment

Evaluates if users can intuitively identify where to click first for specific tasks.



Performance Metrics

Measures task success, timing, and identifies navigation issues.

Recruiting Usability Participants

Selecting the right participants ensures reliable user feedback and diverse insights.

01

Target Audience

Recruit users who represent the actual website audience for accurate insights.

02

Inclusivity

Include diverse and accessible user segments for comprehensive evaluation.

Heuristic Evaluation Overview



Expert Review

Usability experts assess the website against recognized usability principles.



Qualitative Insights

Identifies potential problems and provides actionable recommendations.

User Testing Methods

User testing methods capture real interactions and feedback for actionable improvements.



Moderated Testing

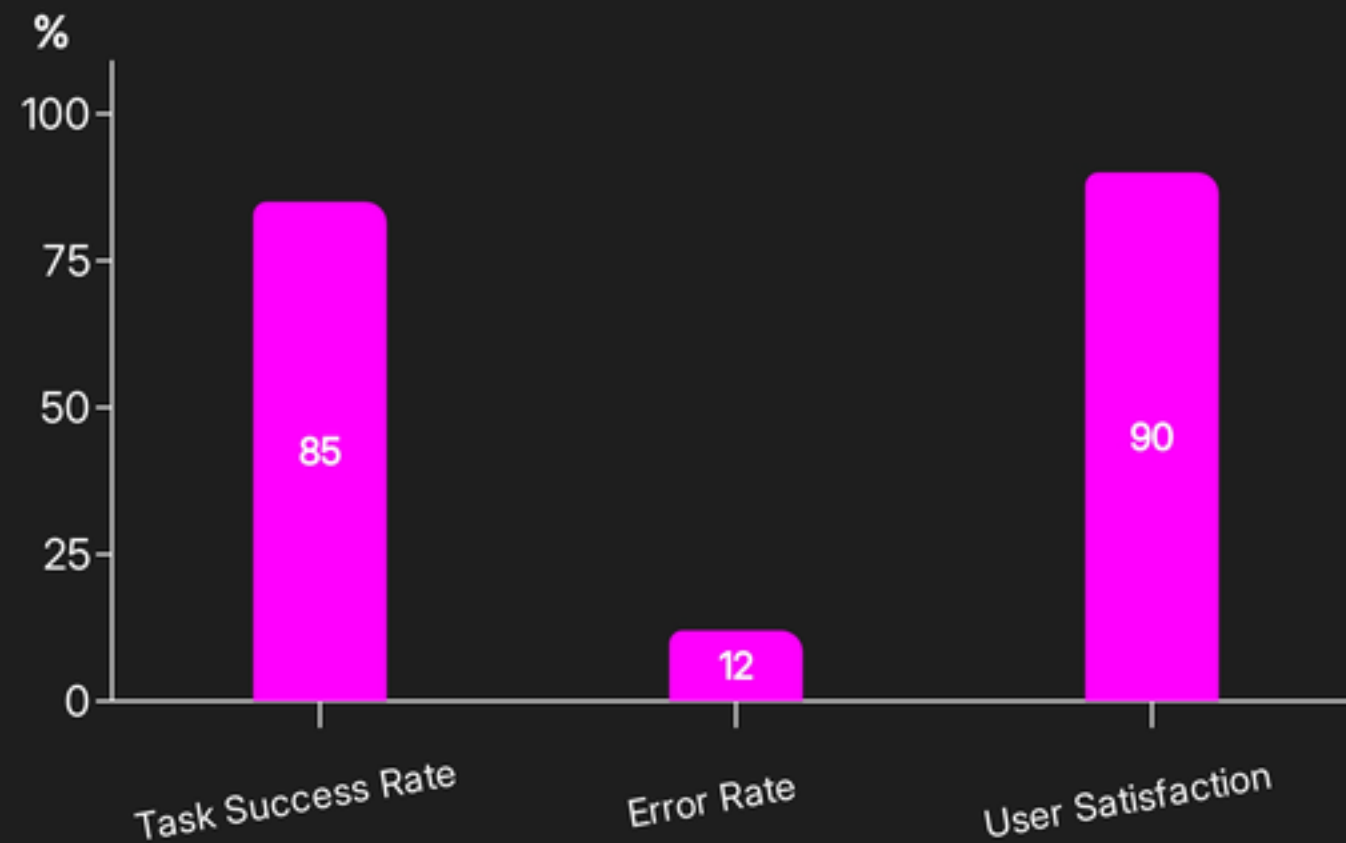
Observers guide participants through tasks, collecting detailed feedback.



Remote Testing

Participants test the site independently in their environment.

Data Collection and Analysis



Metrics like **task success rate**, **error rate**, and **user satisfaction** gauge usability and improvement areas.

Usability Testing Process

A structured process maximizes usability evaluation effectiveness and actionable findings.

01 Define Goals

Clarify evaluation objectives, such as navigation, accessibility, or task completion.

02 Conduct Tests

Observe and gather user data through appropriate methods.

03 Analyze & Report

Summarize insights and offer recommendations to optimize user experience.