

The interpretation of the content of the pages of the site depends on the intellectual level, physical and emotional condition of the person, on his motivation, and many other factors. In addition, the interpretation of the code affects education, origin, social status, beliefs, prejudices and preconceived views.

Method two: focus groups and usability testing.

In the method of focus groups, a small group of people evaluates ideas, sample design and operation of the site as a whole. This is the group process, its results are based primarily on how the members of the group react to each other's opinions. The method is suitable in order to quickly get a range of opinions and estimations of users.

Study of the way to create a focus group held in three groups:

- among classmates;
- family members;
- friends of friends.

The number of participants in the group: 4-6 people.

In usability testing, demonstrate website respondents separately, with a request to try to understand what they see, to do the tasks. This method shows how people are comfortable and easy to use, this website. Requires preliminary training:

- formation of the lists of requirements to the respondents and tasks of the users;
- search of respondents;
- drawing up of test scripts;
- execution of the test;
- analysis of the results;
- conclusions and recommendations for the elimination of errors and defects.

Questions of the questionnaire to conduct a usability test:

- 1) are you using for registration of a site graphics, without the benefit load perception?
- 2) it should use the bright saturated colors?
- 3) are Used for the background neutral colors?
- 4) Is there a possibility to print the text?
- 5) is there a printout of a text summary of the problem?
- 6) whether there are No long texts on the dark/bright background? Or long texts with low-contrast color of font and background colors?
- 7) Is there a need for users to change the font size?
- 8) Is there any grammatical errors?
- 9) If you are using any color coding of information, are there other ways to display the text, form, underline, etc.?
- 10) Indicates whether the site the opportunity to accept user response? (Change the type when closing the cursor links and buttons?)
- 11) are there any questions: "What is it?", "What does it do?", "What happens if you click on this?"
- 12) Organized by the information so that the most important data were in the beginning of the page? (To be read in the first place).
- 13) In the interface there are no jargon?
- 14) In the interface there are no negative statements?

- 15) No single element is called differently in different places?
- 16) Constantly there are available to the user all of the control elements of the site? (Always be available navigation?)
- 17) the First letter in the name of the menu items - the title?
- 18) Clickable size of the buttons coincides with their visible or logical size?
- 19) Between the buttons, standing near, there is an empty space?
- 20) Different States of the buttons look different?
- 21) and a number of other related issues, arising in the process of individual testing.