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Make Users Happy to BUY – Design-in Usability Concept of Your APPS & Web Site

Introduction to Usability Testing

Background: Many companies invest a lot of money and manpower in their online/mobile businesses. Their websites/apps look really pretty and have plenty of rich features/contents. However, people abandon their websites/apps or do not utilize them in the ways that the companies wish.

To save their online/mobile businesses, many companies invest more effort to make their websites/apps even prettier, do more promotion campaigns, or add features that their competitors have. Unfortunately, the benefits are usually short-lived.

What the companies should do is to do usability tests to find out precisely the problems that people face when using their websites/apps. For example, do people fail to find the features/contents that they need, fail to use the features/contents, or have trust issues?

Objective: Tell companies that to succeed in their online/mobile businesses, they have to include usability tests in their website/app development and maintenance processes.

Objectives of the Seminar

- What is usability testing?
- Why should you usability test your websites/apps? What can usability testing do that analytics or focus group studies can't?
- When to test, whom to test and where to test?
- What to test and how typical test sessions flow?
- How to analyze test data?
- Eye tracking and remote usability testing

