

# What are Usability and Usability Testing - Website Usability and Testing Guide

## What are Usability and Usability Testing?

A website should be easy and intuitive to navigate for the website user. Jakob Nielson defines usability as the “quality attribute that assesses how easy user interfaces are to use.” Although user’s opinion of a site can be helpful, usability refers specifically to how well people engage with a website. Nielson develops five “quality components” that we will use throughout this guide as benchmarks for a usable site. These include:

- **Learnability:** How easy is it for users to accomplish basic tasks the first time on the site.
- **Efficiency:** Once users have learned the design, how quickly can they perform tasks?
- **Memorability:** How easily can return users reestablish proficiency?
- **Errors:** How many, severe and permanent are user error?
- **Satisfaction:** How pleasant is it to use the design?

Each of these components represent concrete methods to articulate the ways in which your site is, or can be usable, as well as benchmarks to measure your site’s usability.

[Back to Intro to Social Media](#)

Last updated on November 16, 2023.

[Websites](#)

Print

Table of Contents

NEWS

## News & publications

The news about recent activities for needed peoples.

[More News](#)

24 Mar 2023



Project Spotlight: UpToCode

Because everyone has a right to a safe home, Northeast Legal Aid (NLA) is...

[Continue Reading](#)

28 Feb 2023



## Member Spotlight: Josh Lazar

We are heading south to Florida today to meet community member Josh Lazar, the...

[Continue Reading](#)

## Our Partners

