

# Why Conduct Usability Testing



While website usability testing is conducted for many reasons, primarily, it ensures that people can use your site. If they can't, they will find solutions elsewhere.

## **Usability testing can also help determine:**

- The length of time a to complete a task compared with established benchmarks
- User satisfaction
- If users can navigate your website
- Potential problems with website functionalit
- Deciding if a design works
- If your website is accomplishing your organization's goals.

Last updated on January 08, 2022.

[User Experience/ Design](#)

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