

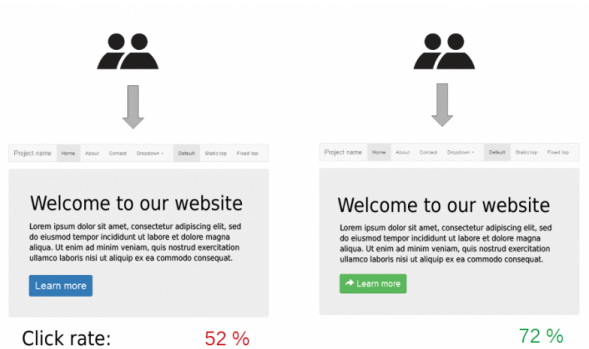
AB Testing or Comparison Testing - Website Usability Testing Guide



A/B Testing or Comparison Testing

Scenario: You have a few options in design layout or navigation.

What/Why: When deciding on a unique, limited site decision (such as the color of a navigation element, or the wording of part of your site) A/B testing can be very instructive. This is also helpful in site redesigns when users can test your current site and compare it with a new version of the site. You can compare both sites through user feedback including strengths and weaknesses as well as navigation error rates and time to ultimately create the strongest site. This establishes the option that provides the better user experience and which enables users to complete tasks most efficiently.



Types of Questions/Prompts:

- Users complete concrete realistic tasks.
- Observe users engaging with each task measuring time it takes to complete each task
- Which option does the user prefer?

[Click Here to Go Back to the Website Usability Testing Guide](#)

Last updated on November 20, 2023.

[Web Accessibility](#)

Print

Table of Contents

NEWS

News & publications

The news about recent activities for needed peoples.

[More News](#)

14 Feb 2025

New AI Guide Empowers Legal Aid Organizations to Navigate Emerging Technology

FOR IMMEDIATE RELEASE New AI Guide Empowers Legal Aid Organizations to...

[Continue Reading](#)

17 Dec 2024



Call for Speakers: Project Management, Second Chance Conference Sessions, and More

LSNTAP is planning our training sessions for 2025 and would like to hear from...

[Continue Reading](#)

Our Partners



LEGAL SERVICES CORPORATION