

CONVERSION MACHINE

MODULE 2

Data Collection

VIDEO 2 Transcript
User Testing

User Testing

User testing allows you to observe how visitors use your website in order to improve your website's usability and conversion rate.

With digital analytics you can see where people get stuck in your sales funnel, you can see the pages that most people leave your website from.

With user testing you can learn why they leave from those pages, learn where they got lost or why their customer journey ended.

There are a number of ways you can perform user testing, the main two types are:

- In person user testing workshops
- Automated user testing sessions

In person testing workshops are a great way to observe your users, preferably in an environment similar to the one they would normally experience your product in.

Automated user testing sessions takes the hassle out of in person testing and allows you to capture more data extra quick.

This data is sometimes not as insightful as in person testing.

Therefore there are pros and cons to both methodologies.