

10 Website User Testing Questions That You Should Ask

Important Note: this list of questions makes sense for the web-sites, but web and mobile apps should go through different process.

Source: <https://atrybox.com/10-website-user-testing-questions-that-you-should-ask/>

1. Have you ever visited this website before? If your website is not new and has seen traffic before, then this is the most important and the first question to ask. Someone that has visited the site before will be familiar with it and this can affect their impression even if you have changed the site considerably. So it's important to know if your remote user testing subject has been to your website before.
2. What is your first impression of this website? Another great question to ask at the start of the remote is this one. The first impression, as you may know, are very lasting. When someone first visits your site, they will almost always form an opinion within a few seconds. Knowing this information will allow you to make the necessary changes to give the right first impression.
3. What do you feel is the purpose of this website? If your guests can't determine the purpose of your website, then you have a huge problem. This alone makes this question very important to ask at the very beginning. Every website should have a purpose no matter what it's intended for. Even informational website has to serve a specific purpose which will allow you the owner to find your target audience.
4. Who is the intended audience? You may have designed the site around your target audience, but your guest might see things differently. This is a great question that will let you know if your website is pointing in the right direction.

5. How easy was it to find the homepage? Website navigation should be easy. You always want your guest to be able to find your homepage from anywhere on the website. No matter what page your remote user testing subject starts from, they should be able to quickly find your homepage.
6. Did you find what you were looking for? If you have given your user testing subject a task such as finding a certain product on a page, then you will want to record how difficult it was for them to find it.
7. Was the site easy to read? When someone visits your website, you want them to be able to easily read the information on each page. If you have developed your site for easy scanning, you should get high remarks in this category.
8. How well organized did you find the site? A well-organized website will be easy to navigate and all of the pages will be connected to the homepage.
9. Did you find any broken links? This is a big question that you should always ask. A broken link can be really annoying to your visitors, and it will often turn them away from your website. Broken links also make your website look unprofessional and outdated.
10. Name four things that you loved most about the website. Finally, try to find out the positive things the remote user testing subject found. This will let you know what you are doing right and what actually works. You can then focus more on the positive things making your website much more user-friendly.