

Usability Test

Users look at the screen for 5 seconds, then input what they remember seeing:



You're about to do a Five Second Test
...but first some basic information

- Look at the interface for 5 seconds and remember as much as you can
- Answer the questions that appear when the time is up

[Continue](#)



Please read these instructions.

You want to catch up on the latest news.

I have read the above instructions.

[Start the test](#)

Five Second Test

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Usability Test Results

When asked if it seemed like a trustworthy site, only 10 people answered yes

- Again, the amount of ad/promos with different design and coloring detracts from the site's authority
- Only 3 people said a clear no—the site falls within general expectations



Was that a trustworthy news site?

Answers Word cloud

don't know

No answer given

Yes

not sure

It looks trustworthy.

average

Yes

i can't be sure of that from just five seconds

didn't look like it

Users also rated the site

- 60% judged it average
- 24% judged it worse than average
- 12% judged it better than average
- There is definitely room to improve the site's design!

What was your overall impression of that screen?

It was better than other news sites.

12%

3

It was about the same as other news sites.

60%

15

It wasn't as good as other news sites.

24%

6

Passed

4%

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