

Real Talk

Usability Testing Report

Test Goals

The goal of this usability test was to evaluate how easily users can navigate the Real Talk website and complete key tasks such as learning about the platform, signing up for membership, and accessing blog posts. The test focused on identifying any usability issues related to navigation, readability, and overall user experience.

Methods

Usability testing was conducted through informal user observation and walkthroughs. Participants were asked to complete common tasks on the website prototype, such as:

Navigating between pages

Finding membership options

Viewing events in the gallery

Accessing resources and blog content

Submitting a contact or membership form

*Participants were observed while completing tasks, and feedback was collected based on their experience, time to complete tasks, and any confusion encountered.

Participant Profiles

The usability test included 3–5 participants representing the target audience of the Real Talk platform:

Individuals interested in personal growth and meaningful conversations

Adults familiar with basic website navigation

Users with varying levels of technical experience

*These participants reflect potential users who would engage with the Real Talk community.

Findings

Overall, users were able to navigate the website and understand its purpose. Key findings include:

Users found the navigation menu clear and easy to follow

The Home and About Us pages effectively communicated the purpose of Real Talk

The Gallery page helped users understand the types of events offered

Most users were able to locate the Membership page without difficulty

Some users took slightly longer to locate specific resources or blog content

Issues Identified

Some page sections could benefit from clearer headings or labels

The Resources page may need better organization for easier navigation

Users may need clearer calls-to-action (e.g., “Join Now” buttons)

Minor inconsistencies in spacing and layout across pages

Recommendations

Improve visibility of key actions such as joining membership by adding stronger call-to-action buttons

Enhance organization of the Resources page by grouping content into clear categories

Ensure consistent formatting and spacing across all pages

Add visual cues or icons to improve user guidance

Continue testing with additional users to refine usability before final launch of site