UX Myths collects the most frequent user experience misconceptions and explains why they don’t hold true.

And you don’t have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

Many organizations still believe usability testing is a luxury that requires an expensively equipped lab and takes weeks to conduct. In fact, usability tests can be both fast and relatively cheap. You don’t need expensive prototypes; low-tech paper prototype tests can also bring valuable results.

You don’t need a lot of participants either, even 5 users can be enough to test for specific tasks, and the recruiting can also be done guerilla-style. For many projects, you can even use remote and unmoderated tests.

USABILITY TESTING IS EXPENSIVE

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