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.

**USABILITY TESTING = FOCUS GROUPS**

When it comes to collecting feedback from users, usability tests and focus groups are often confused although their goals are completely different. Focus groups assess what users say; a number of people gather in order to discuss their feelings, attitudes and thoughts on a given topic to reveal their motivations and preferences.

Usability testing, on the other hand, is about observing how people actually use a product, by assigning key tasks to users and analyzing their performance and experience.

**MYTH 26**

creativity by www.thatscom.it