

**Abstract**

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**How To Research People's  
Expectations of Websites? Mental  
Models and Participating  
Observation as Usability  
Inspection Methods**

Those days are gone when products were combination of what the designer thought would be fancy and what the client thought would be good.

It is general intention that companies trying to develop usable websites, which fit to the user's need.

How can these websites and apps be made clearer and more usable to users/citizens?

How can we reveal and understand user's expectations? How can be websites tested?

What are the available and tried methods? Why is research more and more important?

In my presentation I'm going to show not only fundamental testing methods for improve website usability, but also some methodology, which might be familiar from social sciences.