MAY 2020

USABILITY ANALYSIS REPORT

Android Application Usability Testing

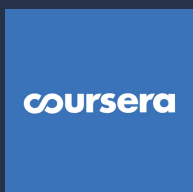Prepared by Aashutosh Trivedi
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Coursera vs edX

ANDROID APPLICATION
WE'LL LOOK AT THE ASPECTS OF BOTH THE APPLICATIONS
AND THEN DECIDE WHICH ONE WINS THE USABILITY TEST

Coursera App

edX App

WHY I CONSIDERED THESE TWO APPS

I want to pen down my analysis on these two apps because I've been using these apps extensively for quite a few time (approx. two years) and have analysed quite a bit about how these apps have been with respect to it's users. My data and analysis is based on my own experience as well as experience of the few other colleagues with whom I have taken courses on these two platforms. I am going to restrict my analysis only to the android apps of both the platform and not considering the website of these. There is not a bad or good product as such but both applications have some flaws and some good points. Speaking in a broader sense, overall prospects of the coursera app are better then edX.

PARAMETERS TO BE CONSIDERED

- Visibility of system status
- Match between system and the real world.
- User control and freedom
- Consistency and Standards
- Error Prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalistic design
- Help users recognize, diagnose, and recover from errors
- Help and documentations

VISIBILITY OF SYSTEM STATUS

Communicating current state of the system allows users to feel in control of the system, take appropriate actions to reach their goal, and ultimately trust the brand.
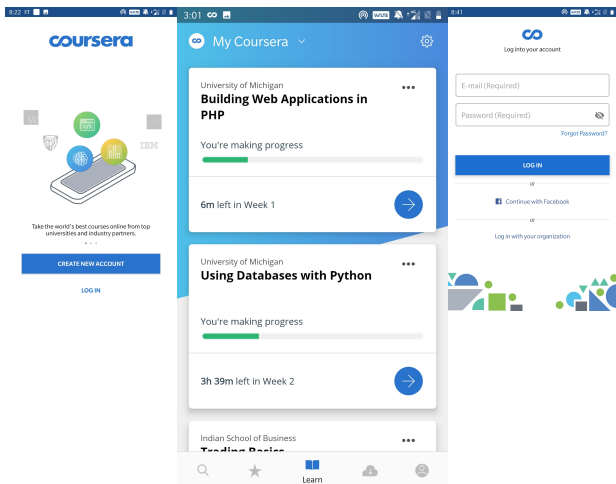
- Appropriate feedback is provided on every interaction of user with the system
- Download tab shows the appropriate percentage downloaded
- Percentage course completed shown
- No. Students enrolled in the program is indicated for better decision making of user
- Last accessed course and topic indicated
- Rating of the course given
- No prerequisites indicated
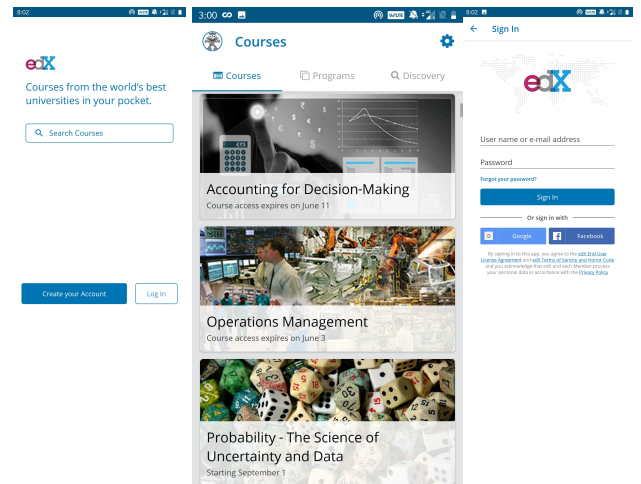
- Appropriate feedback is provided on every interaction of user with the system
- Download tab shows the appropriate percentage downloaded
- Indication of Prerequisites
- Better hierarchical display of course directory for user convenience and movement
- Last accessed course and topic indicated
- No. of students enrolled in the program not indicated
- No rating of the course given
- For any click it shows loading icon longer, even when page is loaded.

4.5/5

4/5

MATCH BETWEEN THE SYSTEM AND THE REAL WORLD

Systems should speak the users' language with familiar words, phrases, and concepts rather than system-oriented terms. Interfaces that follow real-world conventions and make information appear in a natural and logical order makes user more engaging.

- Terminologies are easy to understand for the user,
- No use of difficult words or technical jargon

5/5

- Terminologies are easy to understand for the user
- No use of difficult words or technical jargon in the main interaction pages or home page
- But inside courses, certain technical jargon like 'raw html', etc are indicated which are irrelevant.

4/5

USER CONTROL AND FREEDOM

Allow users freedom to be in control of the interaction, even if they make mistakes and will need a clearly marked way out of trouble.

- Asks for confirmation of log out.
- Un-enroll option available
- Always option to exit from given state like go to previous page or home page option
- Takes permission to download documents not supported by app.

5/5

- Directly logs out.
- Once enrolled in course on backing up option which is not suitable for users as many visit to just audit and not to enroll.
- This results in a crowded dashboard.
- Option to exit from a given state. Like go to previous page option.
- No permission to download documents not supported by app. It directly downloads to open.

3.5/5

CONSISTENCY AND STANDARDS

Sticking to UI conventions and following existing standards, so that users know what to expect and how to operate the interface. Users should not have to wonder whether different words, situations, or actions mean the same thing. Both internal and external consistency is must.

- All the courses are made in same pattern.
- Beautiful layout of each course in a standardized format.
- Overall standards maintained and objects are consistent

4.5/5

- Certain blue labels associated with words that do not contain hyperlinks or buttons, this confuses the user.
- Some options need to be tapped three times to access which is not at all convenient.
- Some text is displayed quite ugly not consistent with other competitor standards.
- Apart from this standards are maintained

3/5

RECOGNITION RATHER THAN RECALL

Design of user interfaces to facilitate memory recognition which is easier than recall because there are more cues available to facilitate the retrieval of information from memory. Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

- Last access to course and content displayed
- Access to enrolled courses easy and quite responsive
- List of recently visited courses.
- Tutorial to learn on platform

5/5

- Last access to course and content displayed
- Access to enrolled courses easy and but not quite responsive

4/5

FLEXIBILITY AND EFFICIENCY OF USE

Accelerators — unseen by the novice user — may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

- Ten sec video fast forward option.
- Google input is accessible
- Fast response time
- Tethering fast
- In app youtube embeddings

4.5/5

- We cannot fast forward video, we can only increase playback speed.
- Google input is not accessible, so always have to re-write the whole name.
- All videos can be accessed at one place
- Slow response time
- Video tethering slow
- You tube videos externally accessible, which makes less flexible for users.

2.5/5

AESTHETIC AND MINIMALIST DESIGN

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility. remove unnecessary elements from the user interface and to maximize the signal-to-noise ratio of the design.

- Quite appealing design
- Touch response modern and smooth
- Smooth transition
- Video interface pleasing
- Colors are vibrant and eye pleasing
- Courses in stamp format separated with enough gap between each course
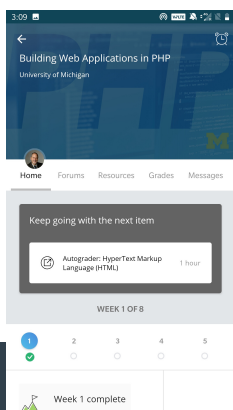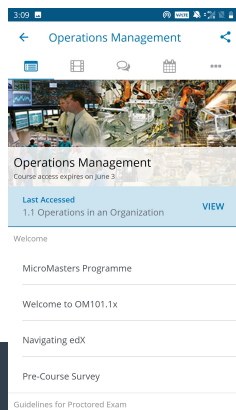
5/5

- Dull Design
- Ugly touch response
- Unnecessary link loading info at bottom
- Overloaded data in single page
- No embedded video in some cases, app switch occur for playing video.
- Poor video interface
- Crowded and feels suffocating
- Bad design for certain type of courses, which do not support android size match and displayed quite widely.
- Dull depressing color.

1/5

Coursera   edX

HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution. write error messages that help users understand the problem and to provide information that constructively teaches users how to recover from the error.

- General guidelines and customer care accessibility is provided.
- Not much prone to errors

5/5

- Errors occur but have guidelines and FAQ's

4.5/5

HELP AND DOCUMENTATION

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

- Proper guidelines and FAQ's available
- Customer Support

5/5

- Proper guidelines and FAQ's available
- Customer Support

5/5

ERROR PREVENTION

Prevent interaction problems from occurring in the first place: either eliminate error-prone conditions or check for them and present users with a confirmation dialog

5/5

5/5

CONCLUSION

Which app wins the usability test?

4.85/5
Overall the Coursera app performance is better.

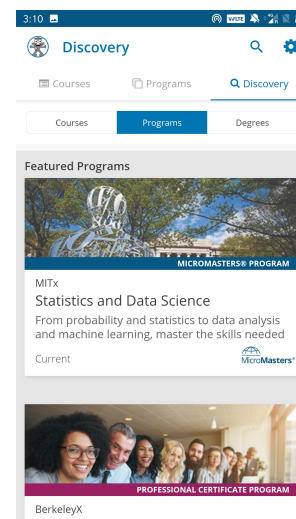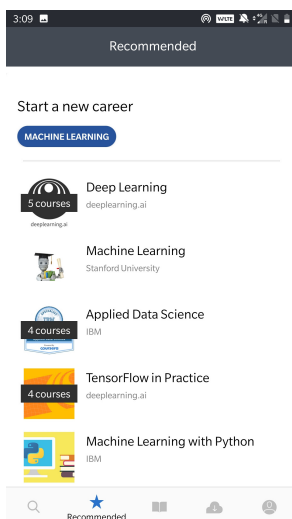The app is quite user friendly and design is quite appealing.

It's in accordance with the ten heuristics defined for judgement

3.65/5
Certain Improvements can be and need to be incorporated in this

App is nice, but certain elements are not user friendly and unappealing

Doesn't comply with all the ten heuristics defined for the judgement

Some good features of app includes providing course recommendations for users

Some good features of app includes better courses from top univ's compared to coursera