

Assignment 7 - Usability Testing

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Site: <https://aituwka2-0.onrender.com>

1. Design usability testing scenarios and tasks for a web application or mobile app (30 pts)

| Scenario | Tasks | Success Criteria |
|---------------------------|--|--|
| 1. Registration | 1. Open the “Sign Up” page 2. Complete registration form with a valid data 3. Confirm by going to “Login” page | – Registration form submits without errors. – User sees “Login” page. |
| 2.Log in | 1. Open the “Login” page 2. Enter credentials from Scenario 1 and log in. 3. 3. Confirm by going to “Home” page | – Logged-in homepage appears. – No unexpected errors. |
| 3.Perform core actions | 1. Open the “Home” page 2. Locate the primary feature (Create a New Post). 3. Create a post 4. Write a comment 5. Edit a own post 6. Delete own post 7. Find a feature “Find in AITUwka” 8. Filter post by author | – Feature completes as expected. – User understands each step without help. |
| 4.Locate help or settings | 1. Find how to access account settings or a help/FAQ page. 2. Identify where to change password or get support. | – User reaches the settings/help page |
| 5.Log out | 1. Locate and activate the “Log Out” control. 2. Verify you’re back at the “Login” page. | – Session ends. – Login options appear again. |

2. Conduct usability testing sessions with real users, gathering feedback on the user interface, navigation, and overall user experience (40 pts)

User 1:

Registration:

The user noted that the registration process on AITUwka is simple and intuitive: it is enough to specify an email address and create a password. However, if you lose access to your account, you cannot restore it - you had to create a new profile with a different email. The menu for changing the password appears only after logging into your personal account, which makes it impossible to quickly restore your account before authorization. In the future, it would be convenient to add the option "Log in with Google / Facebook" so that you can quickly gain access without filling out a form.

Login:

Overall, logging into the site went smoothly, but the user encountered an unexpected limitation: the system does not accept email addresses with the ".ru" domain. After an unsuccessful attempt, she switched to ".com" and authorized instantly. The time spent figuring out this feature could have been saved if a warning about supported domains appeared next to the address input field.

Personal Account:

The user expected to see more personal information in her profile: the name of her study group, a short biography, and her progress in courses. The current interface lacks this information, and she felt the page lacked personality. Adding sections such as "My Group," "About Me," and "My Progress" would make it easier for students to navigate and feel connected to the learning process.

"Help" Section / Support:

When first asking for help, the user looked for a "Help" link in the footer of the page, but did not find it. The "FAQs" section did not answer her question, and she wasted time clicking pointlessly. Including an obvious "Help" button in the main menu and footer of the site would help reduce stress and make it easier to find answers.

Logout:

The "Logout" button was logically placed in the personal account menu, and the user had no difficulty ending the session. This navigation element was quite clear and accessible.

User 2:

Registration:

The user noted that registration on the site was easy: the process is clear, with simple fields. However, he also noted that it is impossible to restore access in case of password loss until you log in to your account. In his opinion, the ability to log in via social networks would simplify the authorization process, especially for international students.

Marketplace

Searching for products in the marketplace turned out to be easy and intuitive - the user quickly found everything he needed. However, he expressed surprise at the lack of a shopping cart, which made it difficult to place an order. Also, as a foreign student, it would be much more convenient for him if prices were indicated not only in Tenge, but also in Dollars. He also noted the lack of information about payment methods, which, in his opinion, is an important element of trust and comfort when buying.

Find Friends Tab

The section intended for finding students seemed insufficiently functional to the user. He expected deeper interaction: the ability to create a conversation, write directly, or even form a group. Such an expansion of functions would facilitate networking, especially for those who are just starting out at AITU.

Homepage and publications

The user rated the homepage positively - the posts were interesting, the interface was clear, and the ability to edit your own publications was a nice bonus. However, he noted that there are currently no restrictions on the content of posts. This can lead to the appearance of inappropriate content, and he thinks it is important to add at least basic thematic filters or publication rules.

Ease of navigation

The user found the navigation on the site simple and logical. The buttons are located in the usual places, the pages load quickly, and in this regard he did not experience any difficulties.

Log Out

The user suggested improving the log out function. Now, if you accidentally click "Log Out", the session ends immediately, and you have to enter your login and password again. He believes that adding a confirmation window would be useful - this would prevent accidental exits and save time.

User 3:

Registration:

According to the user, the registration process was easy: the form was simple, the fields were clearly marked, and the logic of the steps was clear. However, access recovery in case of password loss is only possible from the personal account, which makes it inaccessible in a critical situation. He/she also believes that the ability to log in through Google or other social network accounts would make using the site even more convenient.

Home page and search function:

The user praised the speed of page loading and the convenient search function on the home page - it helps to quickly find posts from specific users. However, the search bar itself turned out to be barely noticeable to the user: the first time, she did not even notice it. In his/her opinion, placing the search in the center of the page or highlighting it visually would make navigation even easier.

Personal account and useful functions

She suggested an interesting improvement: adding an electronic version of the student ID to the personal account. This, in her opinion, is especially convenient when it is necessary to quickly show it when entering an educational building or any other place that requires it. She also thinks that the Events section lacks external links - for example, to purchase tickets or detailed information about the event. In addition, it would be convenient if the site contained a bright and accessible link to Moodle - this would allow you to quickly check grades or course materials.

“Contact Us” section

The user encountered inconvenience when using the feedback form. After filling in all the fields and sending a message, there was no clear confirmation that the letter was successfully sent. The history of requests is not saved, and it is unclear when and where to expect a response. Even the message about successful sending, according to him/her, appears with a delay, which raises doubts - whether the message was received at all.

Log Out

According to the user, the log out function is implemented logically and conveniently - she found it quickly and without unnecessary actions.

3. Analyze usability testing results and propose recommendations for improving usability and user satisfaction (30 pts)

Results:

Our usability sessions revealed several recurring pain points that hinder the user experience.

First, every participant noted frustration with account recovery: the absence of a “Forgot Password?” link on the login screen makes it impossible to reset credentials before logging in, and silently rejecting “.ru” email addresses without inline guidance compounded confusion.

Second, the lack of social authentication options (Google/Facebook) forces users to fill out forms every time, increasing friction.

Third, the personal profile feels bare: users missed seeing their study group, course progress, or even a digital student ID, and they longed for a direct link to Moodle and external event details.

Fourth, help and support resources are hard to find—FAQ entries do not cover all real questions, the “Contact Us” form provides no immediate confirmation or history, and no Help link appears in headers or footers.

Fifth, in the marketplace, users struggled without a shopping cart, multi-currency pricing, or clear payment information, which eroded trust in the buying process.

Sixth, the Find Friends tab fails to foster interaction because there is no chat or group-creation feature.

Finally, while navigation and search technically function, search bars and filters are visually inconspicuous, and the logout button triggers an immediate exit without confirmation, leading to accidental session terminations.

Recommendations:

To eliminate the barrier to entry, add a clearly visible “Forgot Password?” link on the login page and display a note under the email field explaining which domains are supported.

Integrate “Log in with Google” and “Log in with Facebook” buttons so that users can authenticate without manual form-filling.

Enrich the user profile by adding sections labeled My Group, About Me, and My Progress, and include an electronic student ID complete with a scannable QR code.

Place a prominent “Go to Moodle” link and add “Buy Ticket” or “Learn More” buttons in the Events section to bridge to external resources.

Introduce a persistent Help menu item in both the header and footer; enhance the FAQ with searchable, real questions; and ensure that the Contact Us form immediately displays a toast notification confirming submission while archiving each query in the user’s request history.

Overhaul the marketplace flow by implementing a full shopping cart with add-to-cart and checkout pages, presenting prices in both Tenge and US Dollars using live exchange rates, and listing all accepted payment methods.

Upgrade Find Friends to support real-time chat and group conversation creation, which will foster community engagement.