

2024 CpSc Q16

Section: Web Design and Development

Topic: Usability Testing — Personas and Scenarios

Question Summary

Usability testing is carried out on a low-fidelity prototype of a holiday website login page.

- (a) Describe what is meant by personas.
- (b) Describe two scenarios that could be used to carry out usability testing for this form.

Worked Solution

(a) Personas

Personas are fictional characters created to represent typical users of the website. Each persona has defined characteristics such as age, goals, computer skills, and motivations. They help designers and testers focus on user needs when evaluating how easy and intuitive the interface is to use.

For example, a persona might be 'Zyrah, 25, uses her phone to book short trips, values clear error messages and large buttons'.

(b) Scenarios

Scenarios are short, realistic tasks that describe what a user wants to achieve during testing. They allow testers to observe how effectively and efficiently users can complete

each task.

Example scenarios for this form:

1. Successful registration: A new user enters all required details — forename, surname, email, and password (10+ characters) — then clicks Create Account. Check that the confirmation message appears and no fields are missed.
2. Password validation: A user enters a password shorter than 10 characters and tries to register. Observe whether a clear, helpful error message appears explaining the problem and how to fix it.

Other valid examples include checking for blank fields, incorrect email format, or ease of navigation on mobile.

Final Answer

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- (a) Personas are fictional characters that represent typical users, used to guide testing and design decisions.
- (b) Two example scenarios: (1) successful account creation with valid data, (2) password too short triggering a validation error.

Revision Tips

- A persona is not a real person but should feel realistic enough to represent a user group.
- Scenarios should describe goals and actions, not just test instructions.

- Low-fidelity prototypes are simple mock-ups — ideal for testing usability early without full coding.
- Usability testing focuses on clarity, error handling, and efficiency from the user's point of view.

Exam Alignment

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Matches 2024 MI: defines personas as fictional characters representing target users; gives two clear, realistic usability testing scenarios related to the registration form.