

2025 CpSc H Q14

Section: Web Design and Development

Topic: Testing

Question Summary

The form HTML shown asks for a user's name and a comment, then Submit. You're asked (a) to define 'personas' used in usability testing, and (b) to state two usability issues visible in this form.

Worked Solution

(a) Personas — definition

Personas are fictional, research-driven archetypes of target users that capture their goals, behaviours, skills, constraints (e.g., device, accessibility needs), and motivations. They help teams evaluate designs and tests from the perspective of real user types rather than generic 'users'.

(b) Two usability issues in the given form (examples):

1. Labels not associated with inputs. "Your Name:" is plain text in a `<p>` and not a `<label>` linked to the input; the comments field has no visible label at all, so users (and assistive tech) may not know what the second box is for.
2. Wrong control for comments. The comments field is a single-line `<input type='text'>` instead of a multi-line `<textarea>`, making it awkward to write a review comment.

(Other valid issues—any two would earn the marks: missing required/validation cues or hints, vague submit text, no form action/method, no placeholders/help text, no character limits or error messaging, no grouping/fieldset/legend for clarity.)

Final Answer

(a) Personas are evidence-based, fictional user archetypes that represent key audience segments (their goals, behaviours, abilities, and needs) to guide and evaluate design/testing.

(b) Two issues, for example:

1. Inputs lack proper labels/associations (the comments box has no visible label; 'Your Name' isn't a `<label>`).
2. Comment field uses a single-line text input instead of a multi-line `<textarea>` suited to review comments.

Revision Tips

- Always pair inputs with `<label for='...'>` and matching id for accessibility.
- Choose controls that match the data (e.g., `<textarea>` for comments).
- Provide affordances: placeholders/help text, required indicators, validation,

and meaningful button text ('Post review').

- Include form action/method and consider feedback on submission (success/error).