

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

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**WEBSITE USABILITY DEVELOPMENT
OF HIGHER EDUCATION INSTITUTION**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The structure of the diploma work consists of an introduction, two chapters, and a conclusion. The first chapter is theoretical and focuses on the development of internet marketing, classification of web resources, key approaches to defining website usability as a component of internet marketing, as well as principles, criteria, and methods for assessing usability. The second chapter is practice-oriented and includes a description of key stages of usability development for a higher education institution's website, psychographic segmentation of users based on the iVALS model, moderator usability testing, and the formulation of recommendations for improving the usability of the website of the Faculty of Philosophy and Social Sciences of Belarusian State University.

The total volume of the diploma work is 46 pages, including 2 appendices and 30 references.

Keywords: usability, internet marketing, website marketing, higher education institution, psychographic segmentation, iVALS, expert audit, moderated testing, target audience.

Object of the diploma work – usability of a higher education institution's website.

Subject of the diploma work – development of website usability for a higher education institution, using the website of the Faculty of Philosophy and Social Sciences of Belarusian State University as a case study.

The aim of the diploma work is to develop usability for the FFSN BSU website based on theoretical analysis, psychographic audience profiling, and empirical usability testing.

The methodological basis of the diploma work includes empirical methods: expert heuristic analysis, psychographic segmentation using the iVALS model, scenario-based moderated usability testing, and evaluation based on the SUS scale.

The following results were obtained in the course of the diploma work: theoretical approaches to usability and internet marketing were systematized; behavioral types of users were identified through psychographic analysis; a comprehensive evaluation of the current usability status of the FFSN BSU website was conducted using both expert and user methods; practical recommendations and a detailed instruction manual for improving the website interface were developed, allowing the methodology to be adapted for use with other university websites.

The novelty of the results lies in a comprehensive approach to usability evaluation of a university website that takes into account the psychographic characteristics of the target audience and combines expert and user-based methods. The proposed methodology has practical value and can be adapted to evaluate other educational platforms.

The materials and results of the diploma work are based on reliable sources and the author's original research using relevant usability testing techniques.

The results of the diploma work can be applied in the educational process, in the development and modernization of university websites, and in the implementation of digital strategies for higher education institutions.