

# Experience Design Assignment Week 3 4 5

## User Study about WeChat



Class Nr: P-CB-02

Group members: Yunyue Li 457964

Xinru Bao 408048

Guanyu Zhao 450027

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## Product Exploration

WeChat is a multiple-purpose application devolved by Tencent. It is integrated instant chatting, social media, and online payment, and yet so much more functions. WeChat provides different ways of messaging, such as texting, voice messaging, video chat, live location sharing, voice-to-text, messages translation, etc. For the social media aspect, WeChat provides a function called “Moments” which allows users to post their pictures/videos to interact with their friends. “Shaking” and “Nearby people” allow users to know new people.

WeChat also provides good privacy settings. The above functions can only be implemented when both parties add each other as friends. If the other party is not in the user's friend list, most functions cannot be implemented.

WeChat’s digital payment services are one of the reasons that make it become so popular in China, and yet it began to set foot in the international arena. Users can connect their bank account with WeChat pay, top-up money to WeChat, and then send/receive the money within WeChat. WeChat Pay also provides a Quick Pay function which allows users to send/receive money via QR code. Users can simply scan the QR code to pay cashiers or separate bills with friends.

Other than these, WeChat integrates with other companies so that many functions can be done within one application. Combined with WeChat Pay, WeChat becomes a super app in China. Users are able to book tickets, pay bills, order Taxi, make reservations etc. on WeChat. The idea of “All in One” greatly improves users’ efficiency, also have attracted many marketers and start their business with WeChat.

## Target Users

Our target users are mainly focus on:

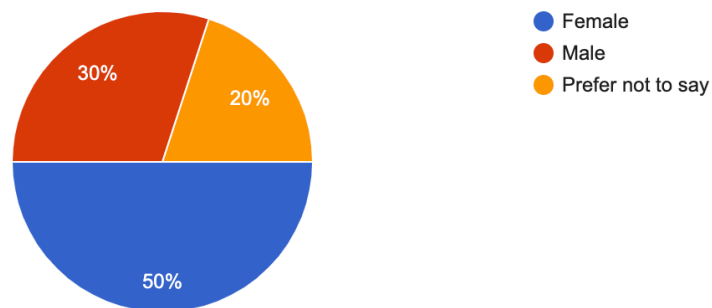
- People who have a smartphone and prefer instant messaging.
- People who prefer cash-free or bank card free.
- People who pursue high efficiency.
- E-commerce entrepreneur.

## Survey:

This questionnaire is designed for WeChat users. These statistically significant results show many thoughts of different users on WeChat.

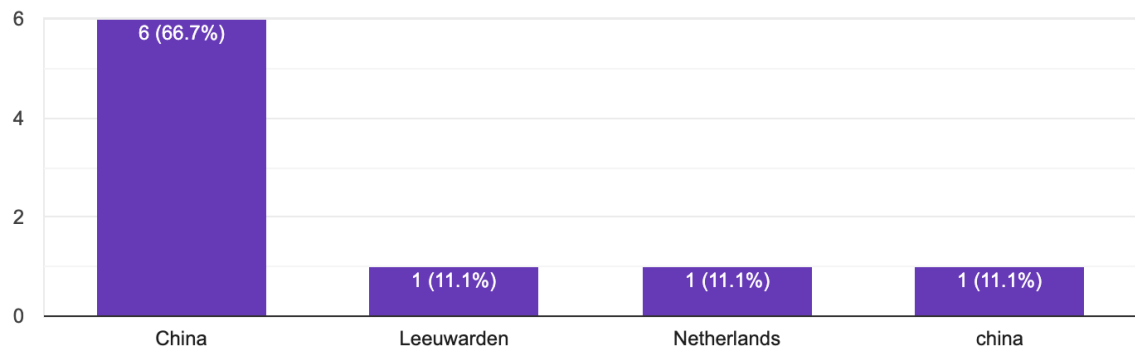
What is your gender

(10 replies)



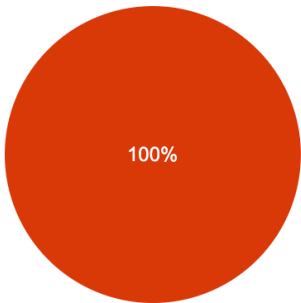
where are you from

(9 replies)



What is your age

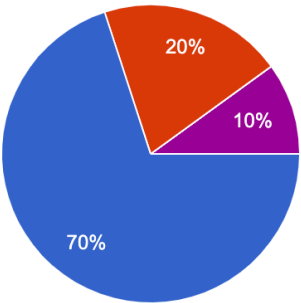
(10 replies)



- 0 - 18
- 19 - 29
- 30 - 40
- 41 - 51
- over 51

Which social media app do you use most?

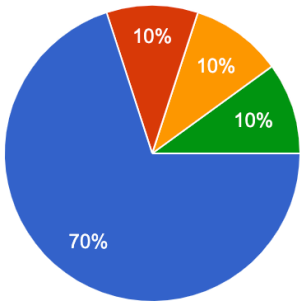
(10 replies)



- WeChat
- WhatsApp
- SnapChat
- FaceBook
- Weibo

Hou do you know about WeChat

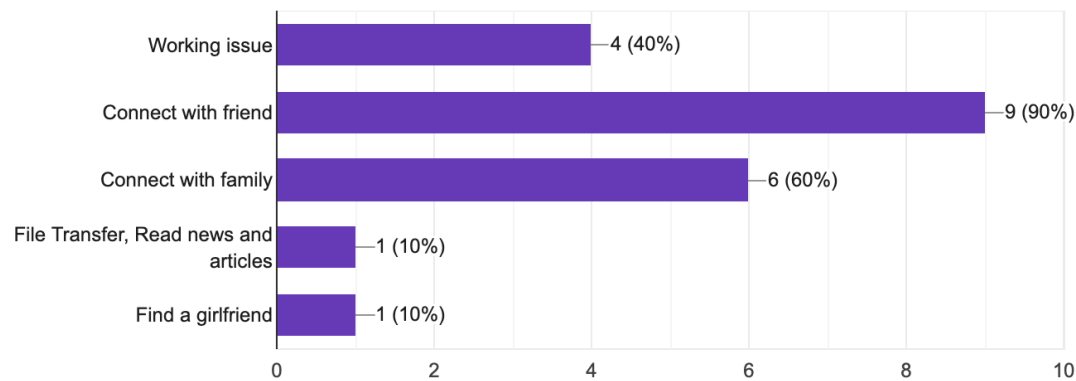
(10 replies)



- By friend
- On internet
- In App store
- By my girlfriend

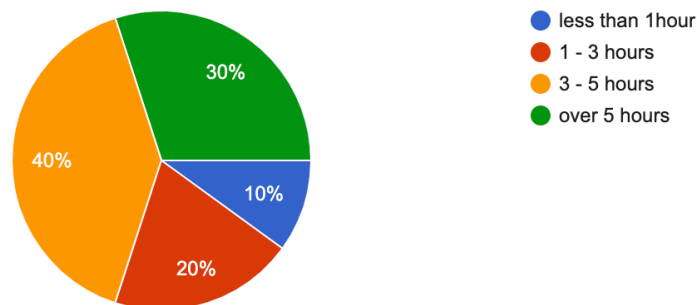
What did you do on WeChat

(10 replies)



How long did you spend on WeChat per day?

(10 replies)



Do you prefer Wechat to another social media app, why/why not?

(9 replies)

Yes

Working with Chinese more convenient

No wechat is the best

WeChat pay more attention on privacy than other social media App.

Most my friends and family are using this

Yes. WeChat operation is smooth and simple

Depends on the situation

Western people use WhatsApp instead for primary communication

I am used to use it

Which function you like most on WeChat and why?

(8 replies)

Video call since convenient to talk ppl in China

Privacy

'File Transfer' It can be used not only as a file transfer, but also a memo. Also the 'Quote' function can make chats easier and clearer.

only chatting

Red packet. Convenient to maintain and manage interpersonal relationships.

Looking to people's posts

I like how it incorporates multiple functionalities of different western social media platforms into one.

pengyouquan



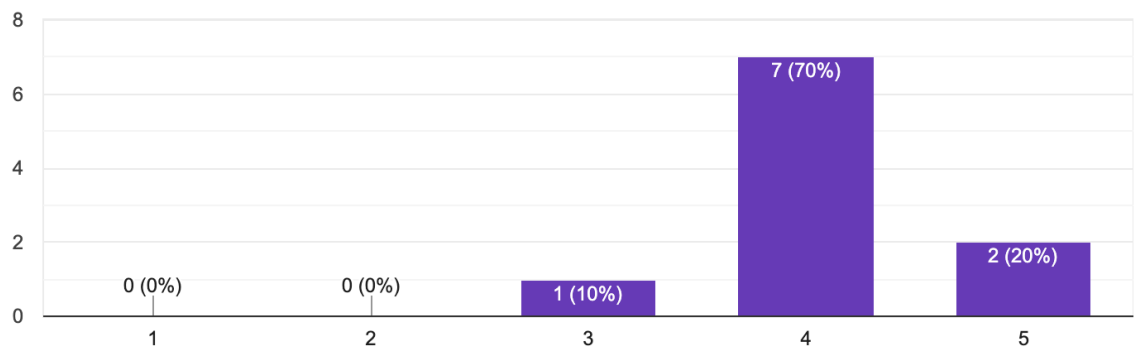
Is there anything you think WeChat can improve? What is it?

(7 replies)

- try to also use the function like whatsapp which can shows already read
- Put disliked conversations at the bottom
- WeChat should add two-way delete function for friends
- Documents
- Push message of the official account can be set to a blocked state
- A function that when you're out of the application, you'll still be able to talk to someone like what you can do on Whatsapp
- I don't use it often enough.

How do you rate WeChat UI

(10 replies)



## Interview

For the records, see the audio files in the zip.

Interview transcripts 1:

Q: question T: Tibby's answer.

Q: Hello, good evening.

T: Good evening.

Q: Thank you for your kindness to give me the chance to do the interview about WeChat. If you don't mind, I will record this interview.

T: Yeah, never mind.

Q: Ok. Shall we start now?

T: Yeah, of course.

Q: What is your name?

T: You can call me Tibby.

Q: Ok. And how old are you?

T: 25.

Q: What is your job?

T: Currently, I'm an accountant.

Q: Oh, nice. What is your favorite social app? Which social app do you use the most?

T: Well, I'll definitely say WeChat. It's a Chinese application.

Q: Do you think there is any social app that can replace WeChat? And why?

T: Well, from my opinion, I don't think anything can replace WeChat from now, ...for me.

Q: Ok but in the global or only in China?

T: In China, definitely WeChat is essential, but globally Facebook of course. Everybody uses Facebook. So... yeah, maybe Facebook.

Q: In your opinion, what kind of customer groups are using WeChat?

T: From my opinion, I feel like young people definitely, and actually, elderly people also use WeChat.

Q: Ok. How long have you used WeChat?

T: I would say, probably 8 years.

Q: That's a long time.

T: Yeah, not short.

Q: What do you usually do with WeChat?

T: Sending messages, especially to my family, with my friends. Talking to them is very easy.

Q: What do you like best about WeChat? And why?

T: Well, the best thing about WeChat I would say is that it's easy to use. And also, very protective of your privacy. You really don't need to worry about anything that your information will be exposed.

Q: Can you give an example of how WeChat protects your privacy?

T: Course. They have some settings, like you can set that people cannot search you from your WeChat number or people cannot add you as friend from group chats, which is really good for protecting your privacy. And also, if you post something in your friend circle, only your friends can see. And if you make comments under others' posts, only the common friends could see it. That's a good option.

Q: Sounds great. What do you dislike most about WeChat? And why?

T: I feel like sometimes, useless group chats are there and you can't get rid of them. But if WeChat can make these groups in the bottom of the chat list, it's much better.

Q: Ok. Do you think WeChat is essential to you?

T: It's definitely essential.

Q: What features do you want WeChat to improve?

T: I feel like maybe WeChat can improve that you can forward some voice messages from somebody sent to you to others.

Q: Thank you and have a nice evening.

T: You too, have a nice evening.

Q: Bye.

T: Byebye.

## Interview transcripts 2:

Q: question Y: Yihan's answer.

Q: Hello, good evening.

Y: Good evening.

Q: Thank you for your kindness to give me the chance to do the interview about WeChat. If you don't mind, I will record this interview.

Y: OK, no problem.

Q: Shall we start now?

Y: yeah, of course.

Q: What is your name?

Y: My name is Yihan Hu.

Q: Ok. How old are you?

Y: 24 years old.

Q: What is your job?

Y: My job is customer relationship management specialist in a clearance company.

Q: Oh, nice. What is your favorite social app? Which social app do you use the most?

Y: For me since most of my clients are Chinese, so the social app I use most is WeChat. My favorite one I think is WhatsApp.

Q: Why?

Y: Firstly, WhatsApp can see if people have already read your message or not. And secondly, it can set up like you can block people and they don't know that. That's the reason.

Q: Do you think there is any social app that can replace WeChat? And why?

Y: I think for the international students or the people who already work in the foreign country, most of time they are using WhatsApp to talk with their classmates and colleague. Basically, and especially in the European countries, WhatsApp already replaced WeChat. Actually, WeChat is just used in China. And the reason why it can be replaced, is first, WeChat just have most of Chinese using that. Then it still has some functions foreign countries cannot use it (Due to policy reasons).

Q: In your opinion, what kind of customer groups are using WeChat? You already said, mostly Chinese but which Chinese are using it.

Y: Following what I said, people who go abroad. They have to use WeChat to talk with their parents and friends. That's the only social app they can use to talk to their family. And for others, it is people who work with Chinese clients like me. For us, we have to contact with Chinese people so mostly we have to use WeChat to do our work.

Q: Ok. How long have you used WeChat?

Y: Ah, good question. I have to think about that. Already 5 or 6 years, I think.

Q: Yeah, that's a long time. What do you usually do with WeChat?

Y: Firstly, talk with my parents because that's the only way. Secondly, communicate with my clients. Then most of the time if I am in China, I also can use WeChat to pay for something. Like the bus, or in the shop, or go to the supermarket.

Q: What do you like best about WeChat? And why?

Y: I think for WeChat, first is the WeChat Pay. It's the most popular thing in China. But just in China. Then for me the favorite function is video call. That is very convenient, and the internet connection is really good most of the time. You don't need to worry about other things.

Q: What do you dislike most about WeChat? And why?

Y: Compared with WhatsApp, the most disliked part for me is you can't really see if people already read your message or not and it will be really disturbing. Especially when you really want to talk with someone, and you are not sure whether they already read your message or not.

Q: Ok. Do you think WeChat is essential to you?

Y: Yes, for my job it is essential. As I said, most of my clients and friends are Chinese, so I have to be socialized in this app. For me it is really essential.

Q: What features do you want WeChat to improve? Or what new features should be introduced.

Y: Firstly, I want WeChat Pay to be used all over the world. It will be much more convenient. That's the feature I would like WeChat to improve. As a new feature, I want the function like WhatsApp to show the message whether it has been read or not.

Q: Ok, that's all for today's interview. Thank you for your help.

Y: No problem. Have a nice day.

Q: You too. Bye.

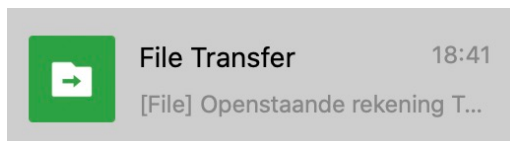
Y: Bye.

## Observation Record

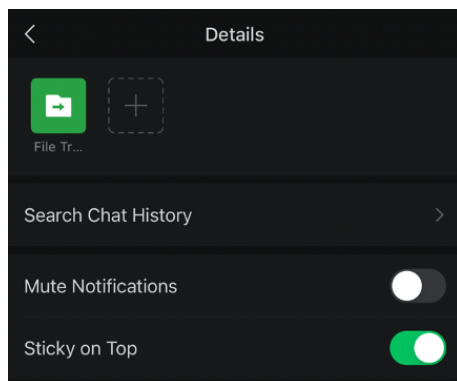
Background: Mandy is a PR (public relationship) for a media company who works in the Netherlands. She is Chinese and most of her clients are Chinese, so she uses WeChat a lot. Besides work, she also runs an Official Account on WeChat.

As a PR, Mandy needs to keep in contact with a huge group of clients, colleagues, partners and etc.

Her company provides her a working laptop with Windows System and her cell phone is iPhone. The first thing she did is log into WeChat on her laptop and used the 'File Transfer' (see *Figure 1*) function to transfer files wirelessly between cell phone and laptop.



*Figure 1*



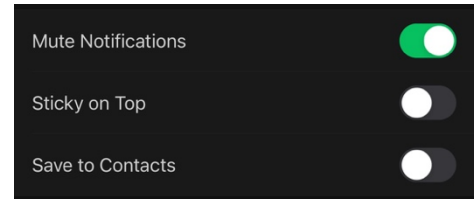
*Figure 2*

There is one thing that should be noticed that, different from other chat boxes, Mandy set up the 'File Transfer' on the top of all other chat boxes. By using the 'Sticky on Top' (see *Figure 2*) function, this chat box is easier to find and make work more effective.

Mandy has over 2000 people as her WeChat Friends. To protect her privacy, she created different tags for her family numbers, friends, clients and so on. People in different tags have different settings by Mandy. For example, a friend tag can read what she posted in 'Moments' but client tag cannot. Also, she can post moments which are only shared with family tags. During observation, one of her colleagues invited her to join a group chat which is composed of long-term clients and the PR department. Although this is a work group chat, the massive new messages are not all useful to Mandy.

As a result, she chose to 'Mute Notifications' (see Figure 3) of this group chat. Nevertheless, whenever there is a new message in the group chat, the chat box will be automatically put on top. This disturbed her a lot.

Figure 1



Later when the observation time is about to end, Mandy got a new friend request. She recognized this as an acquaintance by the request message. Therefore, she chose 'Chats Only' (see Figure 4) to protect her privacy.

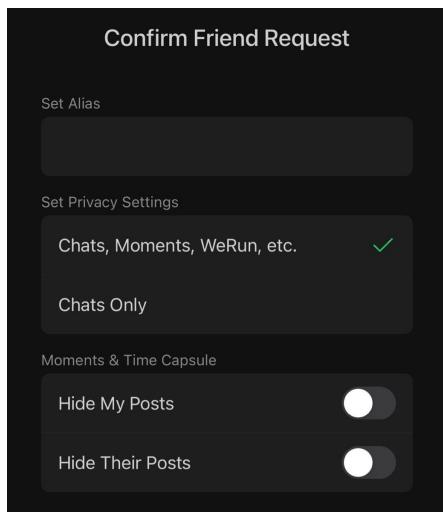
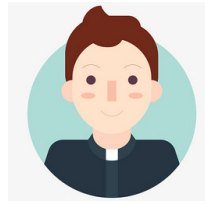


Figure 4

## Personas



- Sam
- Age: 26
- From: the Netherlands
- Occupation: Worker
- Device: Mobile phone
- Motivations: connect to his friends
- Know WeChat from: Sam knows WeChat from his Chinese girlfriend. She suggests Sam download WeChat because she is using WeChat almost all day.
- Time of using WeChat per day: around 3 hours
- Other social media: He also using WhatsApp and Facebook. Connect to his friend and family who do not use WeChat.
- Opinions: He think WeChat should add a function to make user can talk to someone when WeChat run at background just like WhatsApp.



- WenXin
- Age: 23
- From: China
- Occupation: Student
- Device: Mobile phone and laptop. When she is using laptop, she will log in her WeChat, other time on mobile phone.
- Motivations: connect with her friends and family, looking friend's posts, file transfer from phone to laptop, paying, calling to friends and family.
- Know WeChat from: She started to know WeChat from her friends in China, when most of his friends are using WeChat, she decided to download WeChat.
- Time of using WeChat per day: over 5 hours
- Other social media: She also have ins, twitter and WhatsApp, but she doesn't use those apps a lot.
- Opinions: She wants she can put the conversations that she doesn't like in the bottom forever.



## User requirements

- WeChat should have a function can make user reply message and don't have to open WeChat.
- Provide an option: dislike conversation and put this conversation in the bottom of list.
- Show already read after the message be seen.
- When one user deletes one friend from friend list, also delete this user from his/her friend`s list.
- Can block messages and news from Official Accounts