

After Mid

2013/24

### Ideation:

Crazy  
Krazy  
Fights

Market g product तो लाइ

and 10%  
New idea

New layout/  
New feature

Competitive - Market g already products तो लाइ

audit

IFTTT meeting app



Indirect competitor

vs

Meet

Direct

competitor

- Different user group

or

Food panda vs

→ Get problem/purpose

pizza hut

- " user group

Meet and whatsapp

- delivery

collaborative

collaborative

meetings

meetings

possible, but isn't

the main reason

why whatsapp was  
created.

Competitors depend

focus

on goals :

Small phone

Big iPhone

company

compa

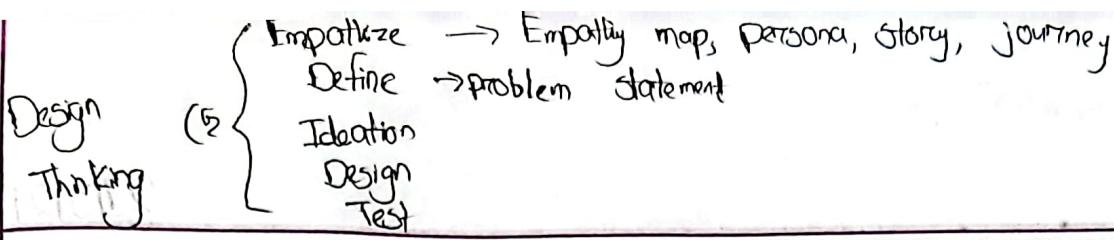
Both try to connect users (phone call,  
SMS etc)

Don't provide  
much utility

can provide pdf  
reading, gaming

Direct:

Indirect



એપ્થેમ્યાર્પ (શાટો) phone vs બાળ phone

get users with બાળ પુસ્ટિ & બાળ અનુભવો

દાખલ (શાટો) કોટ્ટો સૉલ ફીલ્ડ્સ

↳ currently

Big phones have more utility (pdf reading, games etc.)

↳ શાટો કોટ્ટો સૉલ ફીલ્ડ્સ

(પુસ્ટિ વિના વિના) loop વિના વિના

Ideate:

Generate as much ideas as possible. No need to judge.

absurd ideas,

contradict

બાબુની લાટ વિના - પુસ્ટિની નો ચંદી : પુસ્ટિની સ્થાની

બાબુની લાટ વિના ની જીવન વિના ની

Crazy Ideas:

એપ્થેમ્યાર્પ ની લાટ વિના ની વિના વિના (E)

Why generate so many Ideas?

separately

• equity કોટ્ટો અને આ કોટ્ટો કોઈ કોઈ વિના (યોગ્ય) equity focused વિના

• constraint

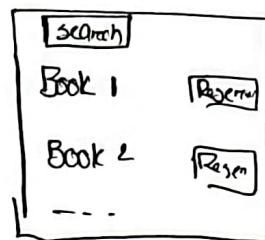
• user feasibility, desirability

viability ← budget feasibility  
technical

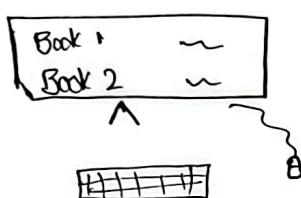
Tell a friend



Use app



Use website



~~Tell~~ shop owners broadcast

Dear customer, this book  
is available for reservation

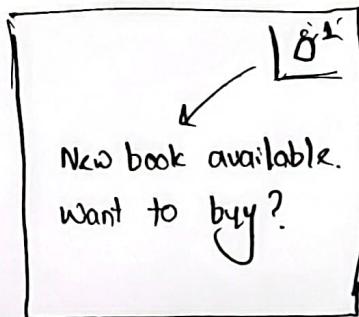
Thanks!



Social Media



App sends notification



Follow Author

Author 1's books  
latest



Author 2 latest books



Buy all books

Provide credit card info  
to buy books!!

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- Competitive Audit → Existing product (to better ours try this)
- Identify the competitors (5-10)
  - Select feature/goal (Just video sharing)
  - Compare the competitors based on those feature(s)

### Limitations:

- 1) Stifle creativity : Restricts our creativity - makes us think that there's no alternative way to implement the selected feature(s)
- 2) Implementation in other apps might not work in our app
- 3) Features may change, so we need to do audit regularly.

### Learnings:

- 1) Starts low cost
- 2) Low cost but has the potential to drastically improve UX. Identify these

Goal: Location, Select Ride, Journey Safety, Destination Reached.

	feature	Uber	Rathao	InDrive
①	use of GPS in Pickup	Very good	Moderate	Moderate
+ ②	Quality of Map inside App	"	"	"
③	Saved Locations	Yes	Yes	No
④	Travel History	Yes	No	No
⑤	Vehicle options	Car, Moto, CNG	Car, Moto	Car, Moto
⑥	Select Multiple Destination	Yes	No	No
⑦	Decide / Bargain own fare or pay later	No	Yes	Bargain Yes
⑧	Third party payment	Mobile Banking Card	Mobile Banking	Mobile Banking

almost all of the people still travel individual mode.

③	Intercity	Yes	No	No	①
②	Safety / Security Prompt	No	Yes	Yes	②
④	<u>Strengths:</u>	<u>Uber</u>	<u>Pathaa</u>	<u>In Drive</u>	
⑤	Pickup, Map features	Uber's map experience is intuitive, has more features and provides smooth experience	Map isn't much intuitive, doesn't provide much smooth experience	Saved locations	UI is a bit animated certain user groups might dislike
⑥	Travelling	The vehicle options, features of journey later and being able to choose multiple destinations providers ride really good experience	Being able to Bargain	Bargain play notionally slight later	③

28/3/24

## Storyboard

wireframing ও functionalities, prototype এর already app টি  
দেখতে পাই, কিন্তু app টি কেন ব্যবহৃত হচ্ছে, কেন circumstance এর জন্য

Storyboard এর (কোন) cartoon প্রক অঙ্গন user দ্বাৰা use

কামতে মেটা দেখানো | মুছানো, কাছন | কেন circumstance

এই জন্য app টি ব্যবহৃত হচ্ছে,

Stakeholder কে দেখতে চাই এটির click এর

close-up

কোথায় যাচ্ছে

why and how,  
app

(Product)

Big picture

আমার app কেন user  
ব্যবহার করে?

## Four elements:

close-up

what;

what type of functionality, " " navigation

Scene: More important for 'Big picture'

Plot:

Narrative: ১. লিখা শুনা শুনা

Wireframe → Basic structure, element placement

• ~~proto~~ ~~application~~ ~~Hi-fi~~ • different ~~elements~~ ~~placement~~

• Lo-fi ~~proto~~ ~~application~~ ~~Hi-fi~~ ~~different~~ ~~elements~~ ~~placement~~

• Big picture, information architecture ~~proto~~ ~~application~~ ~~Hi-fi~~ ~~different~~ ~~elements~~ ~~placement~~

No details, complexity. ~~proto~~ ~~application~~ ~~Hi-fi~~ ~~different~~ ~~elements~~ ~~placement~~

Content ~~proto~~ ~~application~~ ~~Hi-fi~~ ~~different~~ ~~elements~~ ~~placement~~

• ~~proto~~ ~~application~~ ~~Hi-fi~~ ~~different~~ ~~elements~~ ~~placement~~

User ~~proto~~ ~~application~~ ~~Hi-fi~~ ~~different~~ ~~elements~~ ~~placement~~ can provide their own ideas (color, font) or something else

• ~~proto~~ ~~application~~ ~~Hi-fi~~ ~~different~~ ~~elements~~ ~~placement~~

only prototyped demand is how easily people often use it

4/14/24

## Information Architecture:

→ To have the relevant info (features) idea but idk how to organize them, where to put each of them.

→ Each of the 'card' is a feature

## Mockup:

Y color palette, complete styling, graphical things etc

Final product - interaction I feel

## Prototype:

The final product like figma file

The front-end UI ^ of the product

Done with design phase, now on towards testing phase

## testing phase

~~post~~ post-launch

# UX Testing Prototypes

foundational research → for market of soft & products available,

Post launch monitoring of user p.p.s requirements

→ 'empathizing with user'

ଜାଣାଯି product ନିଯେ

## ଯଦି ଜୀବତେ ଫଳ

'ideate'

पूर्णार्थ pipeline game D. profitably strategic strategic roles

Usability study: Isot 1 notbordet - fulbordt bord

## Background

slit ample stiff tubercles faint

Goal:  $\rightarrow$  ଶି କୁଣ୍ଡର ଦିଇ (ମୁଣ୍ଡରେ ଏହି ଗୁଡ଼ କେ କାହିଁ)

qualitative  
and/or  
quantitative

get answer  
later

user  
grower  
KPI

KPI → goal

Methodology → বীভাবে স্থান, সময়সূচি, পরিশোধ, survey, interviews

→ একটি study কে replicate করতে যা যা তখন লাভ কর  
methodology কে উন্মুক্ত করে

participants → দীর্ঘ বিবরণ প্রদান করে

characteristics

script → welcome message, exact question টোই করে, আগে  
থেকেই করা হবে গুরুত্ব, Reduces biasness

KPI:

time:

use of navigation vs search : scroll করে গুরুত্ব দেওয়া নিয়ে

error rate : গুরুত্ব দেওয়া

search এর ,,  
← click  
error rate ,

drop off :

SUS → ~~question~~ একটি প্রশ্ন আর question করতে শুরু হলে bias বল  
যাবে, "How easy is it?" → কুকুর ছে পিঙ্ক টা হৈ

Gathers conduct

issues, faces, barriers and so on  
21 March 17 April

→ P.S. is its own subject → file  
missed classes  
off hours → affiliation

P. conclusion of chapter 18 18 April

• Make insights from observation? → synthesis

Steps 1

1. Sort out stuff 2. Look up specific evidence & facts  
3.

second synthesis, 59 (A 3D set 5x5x5)



aff2

a task →  
in that theme

a task →  
in that theme

One type  
of affinity  
diagram

(10) 1st DK cases -> up 6th 12th first time

it's like it's like a new life

Useful

Confusion

Tone

} Another type  
of affinity

Left to right as diagram (pretty

and up similarity to the

spreadsheet one)

Qualities of strong insights:

#

Direct action: user എന്തെ ഫലം

100

100

read, writing and

A

SL. no.

no

category

#

sub-category

DISC As now

215124

21 April

1 class miss

1 class

✓ 25 April, 1 May

No class

1 class

215124

HEART framework:

differentiate b/w clients

4

B2B (B2B, B2C, B2B2B, B2B2C)

B2C:

uber, pathao, inDrive

B2B:



Client A

A1 option

A1 product

were की बातों

option

नहीं

-

## CASTLE: (very detailed)

Soft of soft word. Harder see other hard esp in K

:

## Satisfaction:

soft, start out to come soft and

## Task efficiency:

Time on task  $\rightarrow$  might not always be & correct

সত্ত্বে শব্দে scroll করারা, সত্ত্বে navigate করারা etc.

## Learnability:

↳ only for new users

## Errors:

Typing error কি error এর মধ্যে কোন?

Autocorrect কি কোন প্রয়োজন, আপুলি কোন?

Signal

## User behaviour

page 45

*(Indicates the word "unreal")*

If we use Likert scales, we should come back to the standard

of NASA - TLX

mitrele

Sum the scores of two tasks, then

## temporal

compare terms of upto the 11th  $\rightarrow$  start on 1st  $\rightarrow$  deadline

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~~W. H. James~~

and we got the

Food, Transport (Riding), Delivery, Doc

1007

(358 1736) 1736 0653 875 875 875

Mid go চিনেটি question ~~কোনো~~ আলা এবং সেব্য অ্যাপ,

Mid কর অ্যাপের থেকে (60-65) marks)

Skip the intro slide (প্রথম)

Last স্লাইডে প্রতিটি ক্ষেত্রে কোটা আগছে,

To the point নিখুঁত

আচার্যের quiz এ এগুলা আগছে (কোটি) final কর বড় কোটি আবশ্য

cover করে,

কৃতি প্রয়োগ part আছে (শান্তিগঞ্জ বা বিড়াল)

120 পাশের কুব কুকুর মাঝে