Reflections

For the idea of people we selected the users who registered the highest use of the application with a direct proportion between those who used it and the failures or difficulties to finish the specific task to be performed as were the adults between 45 to 55 years old because among the end users it was interesting to realize that those who presented these types of problems were people who have a constant use of technology but at the same time are not fully involved in the knowledge of it.

The elements to measure were the data to specify such as the time it took to take the test, the demographics of the respondents, the age and the applications they tend to use frequently along with feature functions that are implemented in these. What was interesting for us was to realize that while they use these applications they have no idea of the specific functionalities of the features we asked about in the survey such as identifying their property by satellite with the map application to name a few.

As for example in the use of people is that we are focused on a type of user that has a need to complete the task that we as a project are interested in being done successfully and with ease. Identifying the key points that we need to reinforce or change to make the project more attractive and easier was found in the Personas research we did.

For the usability work, which is the ease of completing the tasks of an activity, using this we are basing it on the concepts in which our category of Personas had the greatest difficulty or problem, such as the areas of the map to locate their place of residence and the filling of the "RFC" field. To distinguish this usability from UX that refers to the user experience and the perception of the project in question that encompasses the scenarios, interaction, information architecture, etc. As an example in our project the usability would be the simple fields that could perform satisfactorily within the meaning of that word and the UX we go for the part in which how the user felt when interacting with those scenarios.

One of the UX features that could be integrated for our project would be for example to add guides or queries on how to perform certain activities such as in the field of filling the RFC with the INE to show an icon on the right side with a question mark that when you click on this an image of a conventional INE appears and that is enclosed in red the digits that have to type in the field.

For the data collection we put people to test this registry who had not had previous experience with it. Then we measured each one of our respondents in an unconventional way, for example in my case I wrote down all the qualities and aspects that I had in mind at the time of making an investigation of which were the breaking points of the people when making the register, writing down all the points in which a person presented characteristics like tiredness or stress in those points and in the same way the points of success where the people looked somehow "Happy" when being able to finish a task successfully. But not having the same idea and not having a measurable organization at the beginning of the field tests not all colleagues had the same ideas and in the same way in some cases there was no need to measure certain things because they could perform the tasks successfully in a short time without complications but the issue in question was the reason for these situations that we did not realize why there was such a big distinction between people of the same age range that took a couple of minutes to in some cases up to 15, 20 or 30 minutes. For this we agreed to perform measurements on the regular use of

applications that had features that would help us to measure these parts of usability as well as the devices they usually use and the time they spend on them.

What we could improve is the communication of the team and take into account all the specific points to be measured before conducting the experiment.

Based on the experience of our team and in consideration of the project we are dealing with, which is a completed project, I consider that we are part of the Lean UX technique because we are updating and improving a project that already had the bases but had problems for a specific public in specific sections, which is what we are focusing on improving and perfecting.

For the great demand that this type of project can have at a business level being a data collection is something that according to cost benefits is something that will improve 100% performance and constant use to reach a target audience in a more friendly and easy way.