

CCSW437 PROJECT - FINAL REPORT

# Mobily Application

[Document subtitle]

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## **First: Define and Plan.**

### **The existing system:**

Mobily Application

### **Why did you choose it?**

We selected this specific application for improvement due to several usability issues hindering its overall user experience. These issues span across various aspects, including:

Readability, accessibility, clarity, consistency, professionalism, and learnability By handling these critical issues, we aim to enhance the application's usability and overall user experience significantly. By making the application more readable, accessible, clear, consistent, professional, and easy to learn, we believe we can empower users to interact with the application more effectively and efficiently, ultimately achieving their desired goals with greater ease.

### **What tasks are you going to test?**

- Navigation process within the app.
- Information accessibility and organization within the app.
- The purpose of the store's page for purchasing products and the line recharger for recharging lines.
- Informal language within the app.

### **What are the user experience factors?**

- Accessible, the font and text size can be hard to read.
- Findable, the navigation and task flow can be confusing.
- Usable, reaching a specific task can be hard and frustrating.
- Desirable, colors and designs can be overwhelming.


### **Application Main Features:**

- Payments & Recharges Made Easy - Pay your bills and recharge easily using a variety of debit and credit cards through our smart and secure app.

- Shopping on Demand - Get the latest smartphone, new line, sim, or Fiber delivered right to you.
- Simple Subscriptions - Find the best and latest offers on packages, services, and add-ons and quickly subscribe or unsubscribe with one click.
- Delightfully Helpful Support - Talk to a real human through our social media support channels and sit back and relax while we take care of all your communication needs.
- All Your Lines in One Place - Manage all your numbers under one account simply and securely.

Who are the users of the website/application (What type of participants do you need?):

**Ahmed Alharthi**



AGE30

SEXMale

EDUCATIONMasters in Business

STATUSMarried

OCCUPATIONsupply chain management

LOCATIONJeddah

TECH LITERATEaverage

**Bio**

He currently lives in Jeddah. He is a supply chains manager. He is currently married and like to go out with friends on long holidays. He goes to work early and comes home for dinner at the end of the day, browses the internet and responds to any messages from friends and family, then goes to sleep. On weekends he makes plans with friends via phone calls and chat messages.




**Core needs**

- Easy access to information about plans, promotions, and support.
- Clear and intuitive navigation.
- Clear distinction between store page and line recharger features.



**Frustrations**

- Has difficulty finding specific information within the app pertaining to managing multiple phone numbers.
- Feels frustrated by the misleading connection between the store and line recharger.
- Gets confused by the unclear navigation and process flow.
- Feels the informal language makes the app unprofessional and confusing.

**Brands**



**Payment medium**



Cash/ChequeDigital Payment

**Personality**

Extrovert

Explorer

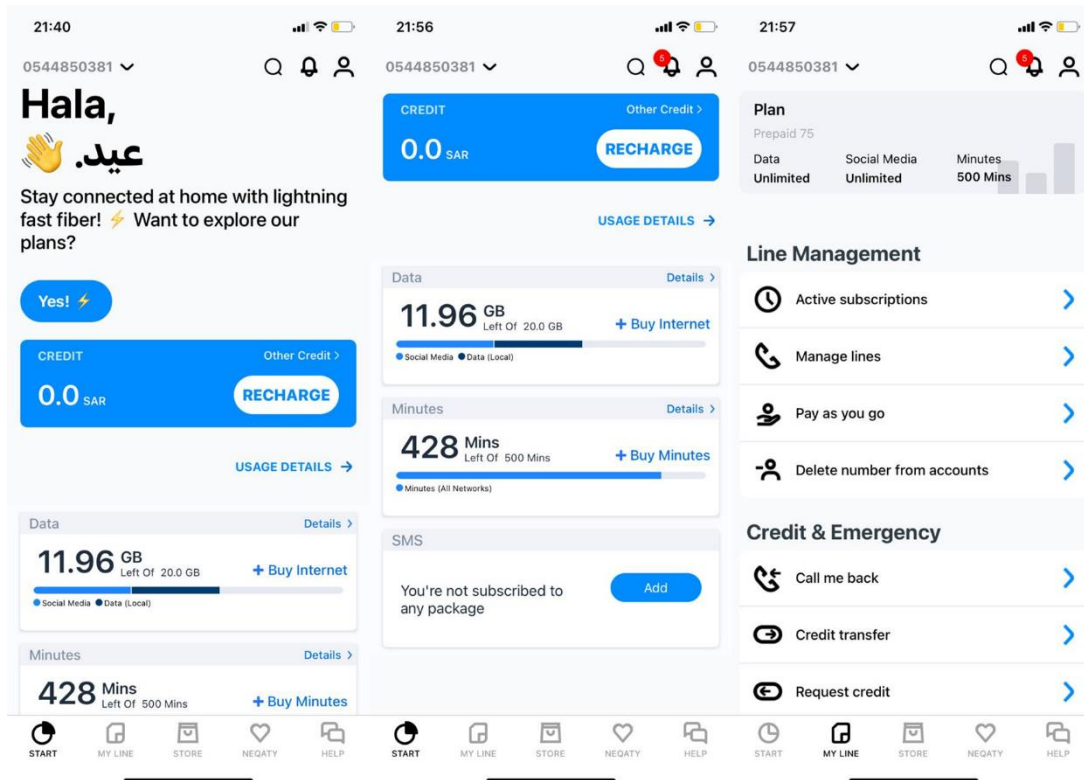
Spender

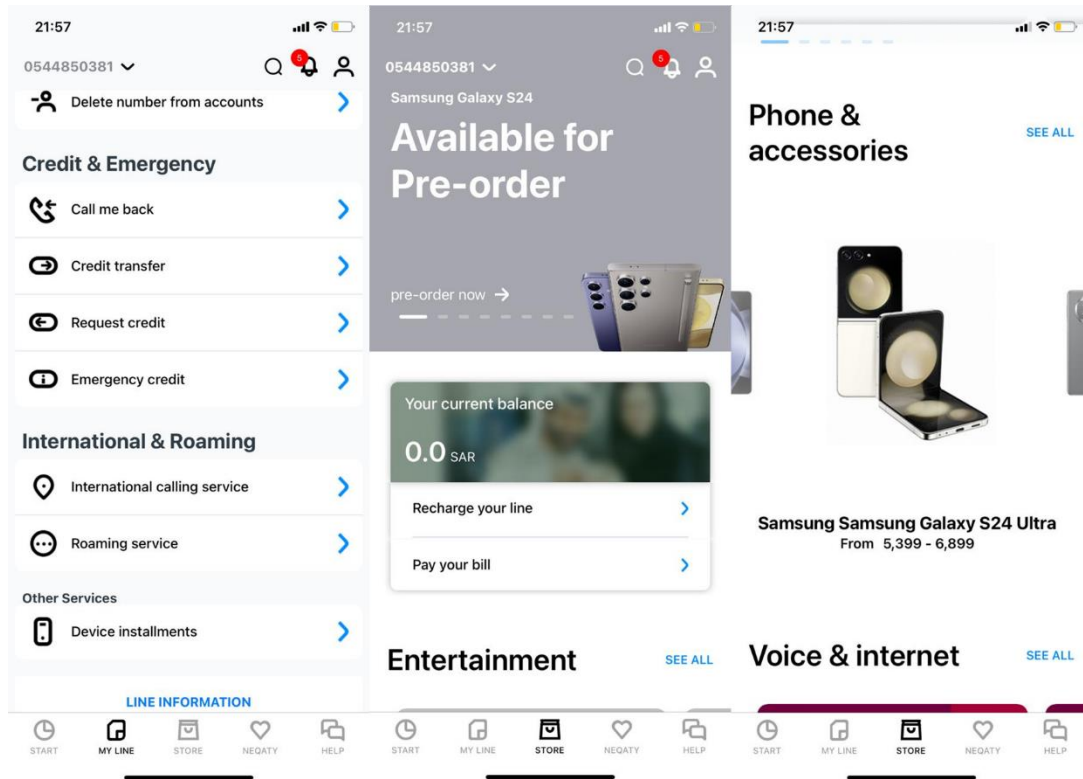
Comfort-seeker

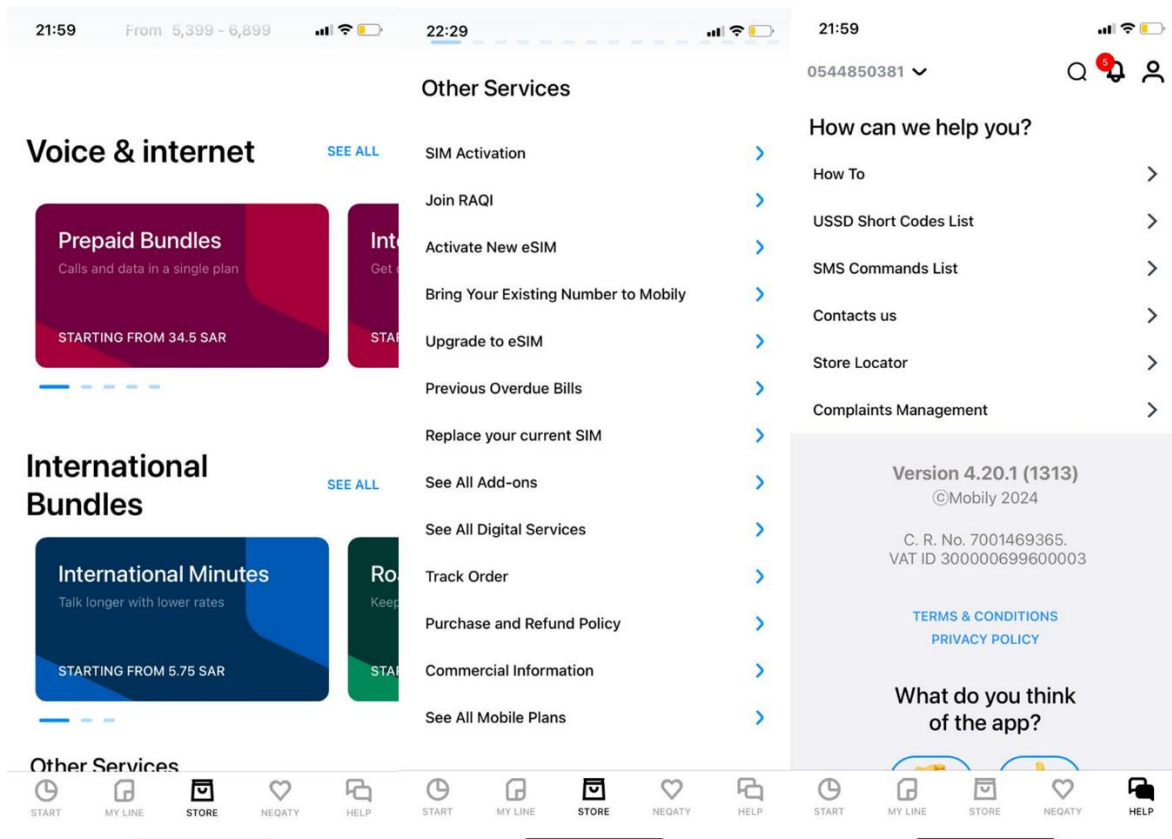
**Quote**

I prefer separating my work life from my personal life, and keep a balance between both.

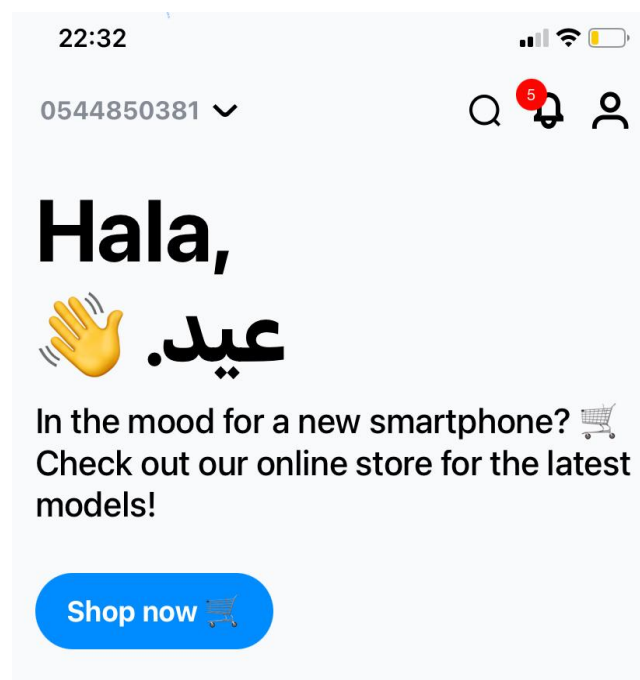
## Screenshots of Mobily application:





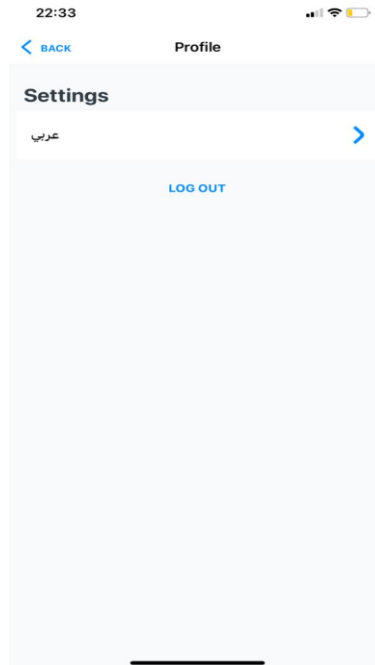


There are 3 icons located at the top right corner of the page.

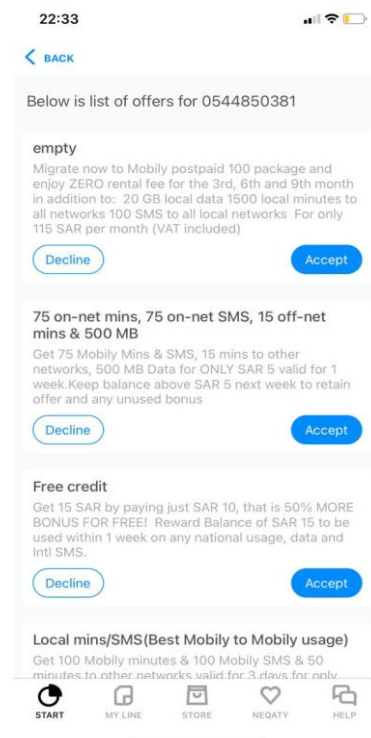




If the profile icon is clicked



If the notification icon is clicked



If the search icon is clicked



## Second: Usability Test and Problems Identification.

What are the user experience metrics and usability scenarios you are going to implement (explain in detail), and why?

Performance metrics because they rely on users' behaviours and the use of tasks or scenarios.

No.	Task Title	Task Description	Metrics	Scenario
1	Navigation process within the app.	The application lacks a clear navigation process, making it difficult for users to find specific features and complete tasks efficiently. This results in frustration and a negative user experience.	Time on task, Efficiency, Task success	Navigate through the app to get to the packages page, starting from the home page.
2	Information accessibility and organization within the app	Users encounter difficulties in locating specific information within the app due to poor organization and limited accessibility. The app lacks effective categorization, making it challenging for users to find the information they need. Moreover, certain sections or features of the app may be inaccessible or hidden, which limits the user's ability to access the desired information.	Time on task, Efficiency, Task success	Try to get to the Help& Questions page where you can find the IT Support contact information.
3	Line recharger and store page usage	The purpose of the store's page for purchasing products and services and the line recharger for recharging lines is confusing due to similarities. And the "my line" tab doesn't allow line management or recharging.	Efficiency, self-reported metrics	Go to the line charge page and try to recharge the line.
4	Informal language within the app	This can confuse non-Saudi Arabic-speaking users and potentially undermine its professionalism	Behavioural and psychological metrics	-
5	Log in	It takes a long time and is present in different app tabs which require repeated login.	Task success, verbal behaviours, time on task	Try to log in to the Mobily Application.

### Task Success

Participant	Navigation	Information Accessibility	Log in	Line Recharge
P1	1	1	1	1
P2	1	1	1	1
P3	1	1	1	1
P4	1	0	1	1
P5	1	0	1	1
P6	1	0	1	0
P7	0	0	1	1
P8	1	0	1	1
P9	1	1	1	1
P10	0	1	1	0
Average	80%	50%	100%	80%

**1. What is the average success rate for each task?**

Refer to table.

**2. Which task has the highest success rate?**

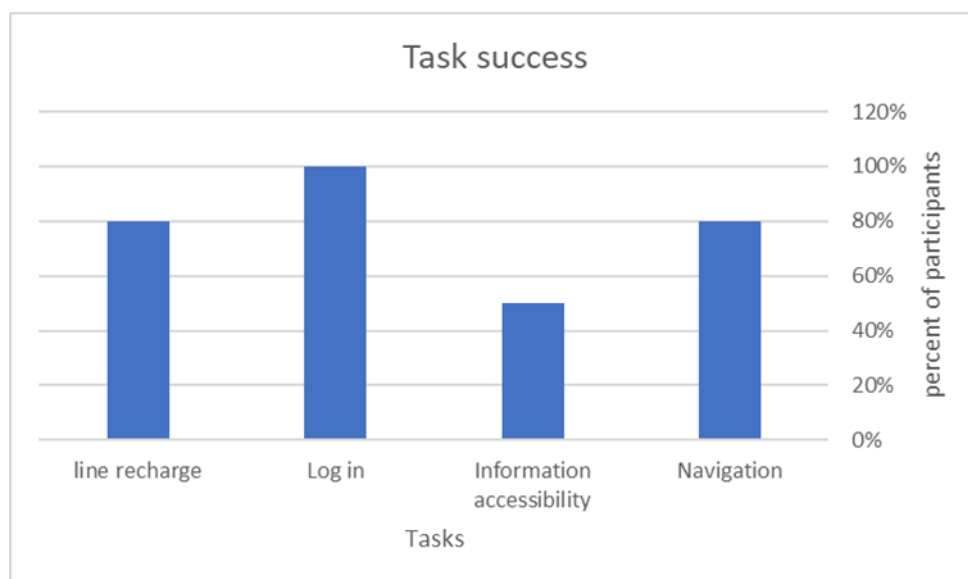
Log in.

**3. What is the total task success rate of all tasks?**

$(80+50+100+80)/4$

77.5%

**4. Create a visualization of the data using a Bar chart.**



### Time on Task

Participant	Navigation	Information Accessibility	Log in	Line Charge
P1	40s	35s	5s	30s
P2	33.31s	20s	21.79s	12s
P3	35s	53s	18s	28s
P4	37s	64s	21s	43s
P5	32s	63s	16s	34s
P6	45s	53s	33s	54s
P7	50s	114s	28s	18s
P8	45s	34s	21s	13s
P9	30s	31s	25s	35s
P10	46.25s	42s	27s	54.44s
Average	39.35s	50.9s	21.57s	32.14s

Attempts that took longer than 45 seconds were considered a failure.

#### 1. What is the average time spent on each task?

Refer to table.

#### 2. Which task has the lowest average time?

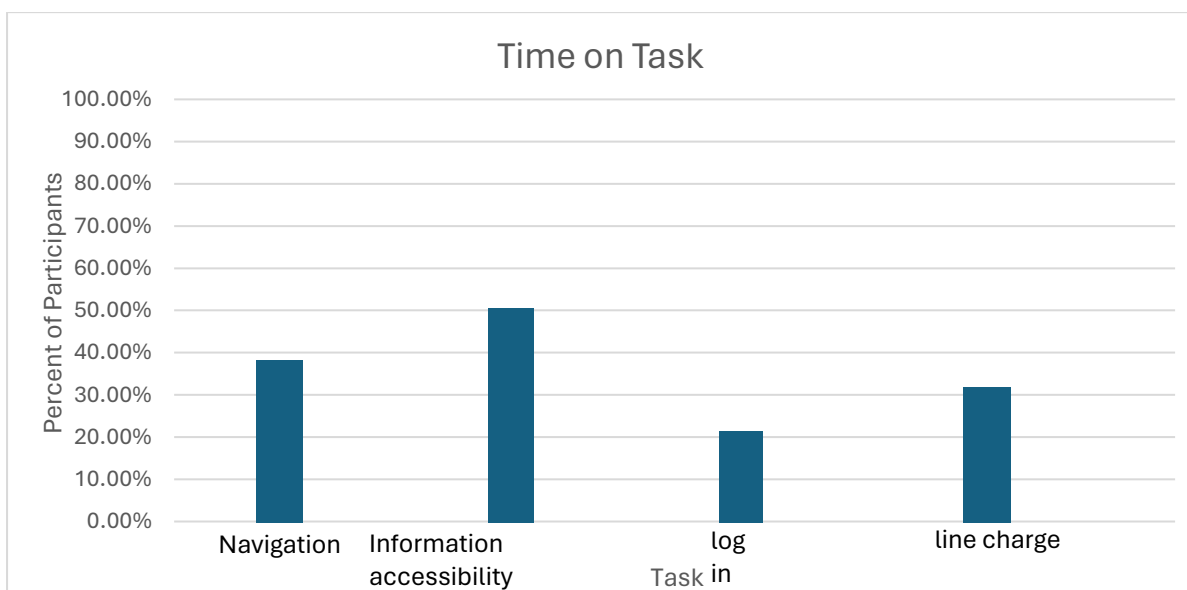
Log in.

#### 3. What is the average total time on all tasks?

Average =  $(39.35 + 50.9 + 21.57 + 32.14) / 4$

Average  $\approx 35.99$

#### 4. Create a visualization of the data using a Bar chart.



## Errors

Participant	log in	recharge line	information access
P1	0	2	1
P2	0	0	0
P3	0	0	0
P4	0	0	6
P5	0	0	4
P6	1	1	2
P7	0	1	3
P8	0	2	4
P9	0	0	0
P10	0	2	2
Average	10%	80%	220%

### 1. What is the average number of errors in each task?

Refer to table.

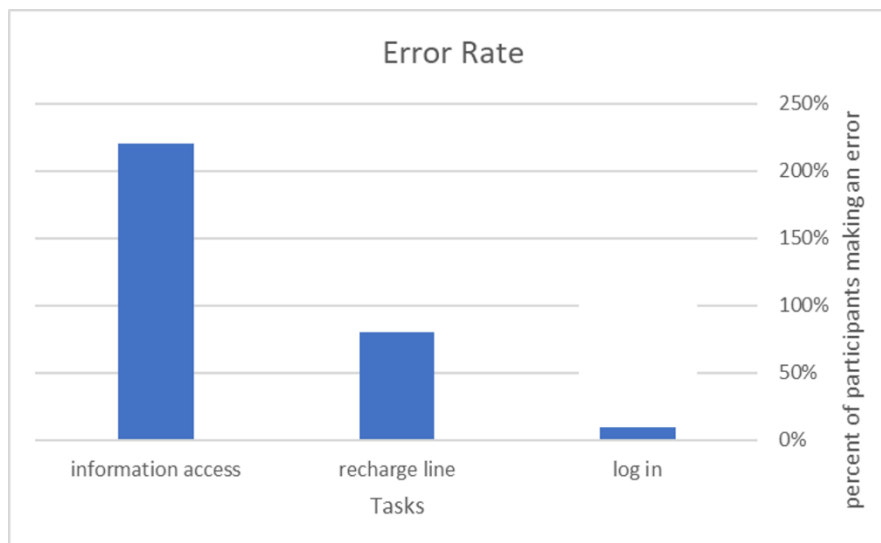
### 2. Which task has the lowest number of errors?

Log in.

### 3. What is the average total number of errors?

31 Errors.

### 4. Create a visualization of the data using a Bar chart.



### Efficiency

Tasks	Task Completion Rate (%)	Task Time (min)	Efficiency (%)
Task 1(Navigation)	80%	0.65	123%
Task 2 (Information accessibility)	50%	0.84	59%
Task 3(Log in)	100%	0.35	285%
Task 4 (line recharge)	80%	0.53	150%

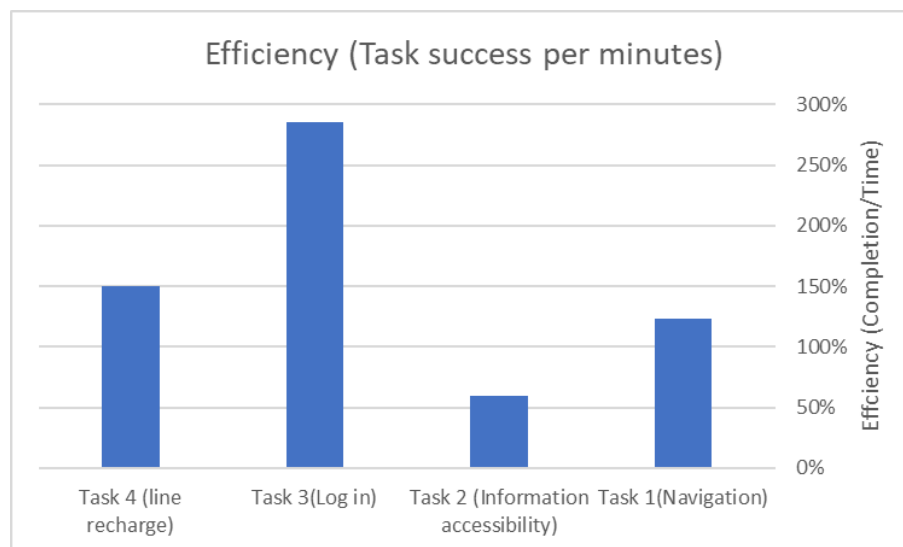
**1. Based on the three different usability metrics, what is the total efficiency of each task?**

Refer to table.

**2. Which task is most efficient?**

Log in.

**3. Create a visualization of the data using a Bar chart.**



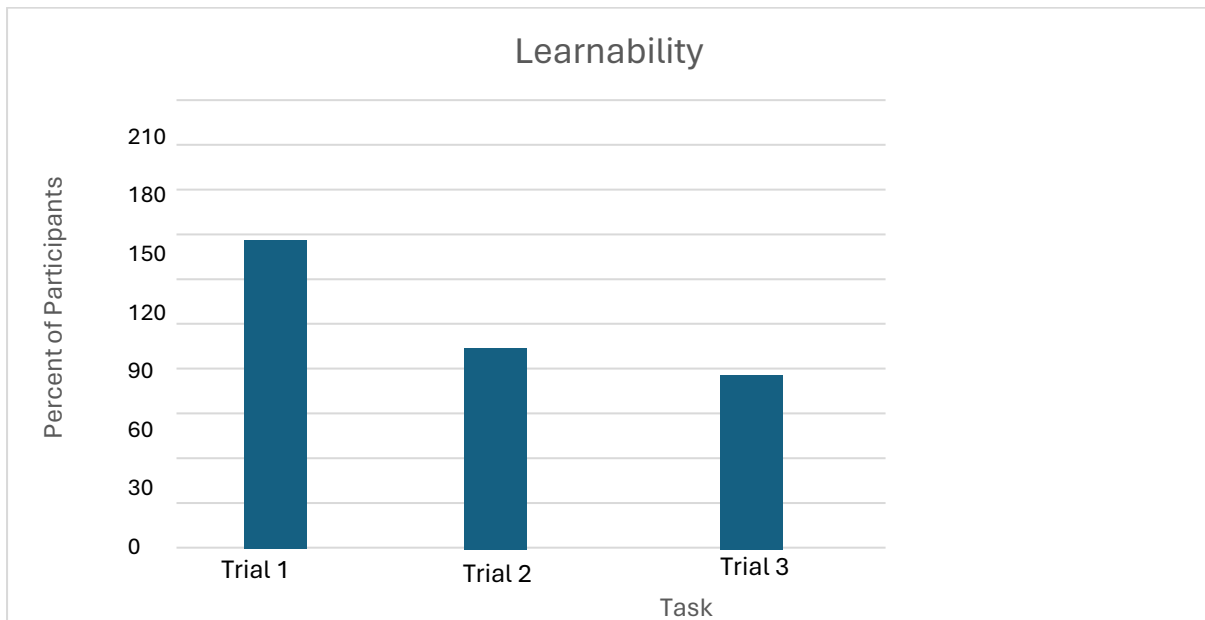
### Learnability

Participant	Trial 1 (s)	Trial 2	Trial 3
P1	110s	70s	59s
P2	87.1s	60s	54s
P3	134s	114s	67s
P4	168s	143s	97s
P5	145s	126s	70s
P6	185s	130s	78s
P7	210s	150s	80s
P8	113s	90s	79s
P9	121s	100s	95s
P10	170s	155s	128s
Average	144s	113.8s	80.7s

**1. Is there a learnability effect when comparing the three trials?**

Yes.

**2. Create a visualization of the data using a Line chart.**





What are the data collection methods you are going to implement (explain in detail), what type of data measure, and why?

Questionnaire, Rating Scale (Likert Scale), Post session rating (SUS).

What are the data analysis methods you are going to implement (explain in detail), and why?

For the System Usability Scale questions, the SUS Score was used in interpreting the average SUS score.

For the Likert Scale questions, the Mean Ratings were used.

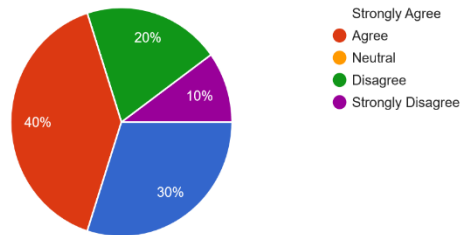
## Usability study for Mobily App

10 ردود



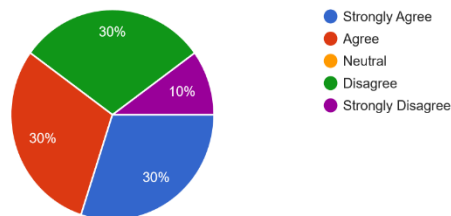
I think that i would like to use this application frequently

10 ردود



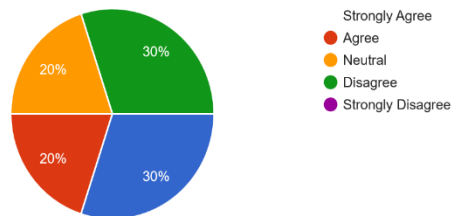
I found the application unnecessarily complex

10 ردود



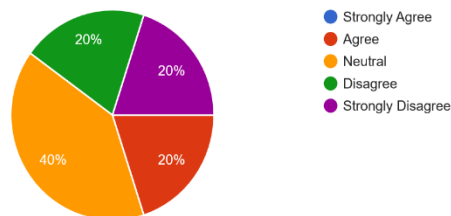
I thought the application was easy to use

10 ردود



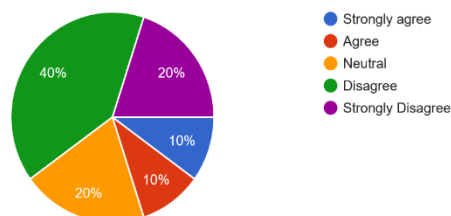
I think I would need the support of a technical person to be able to use this application

10 ردود



I found navigating through the app clear and easy

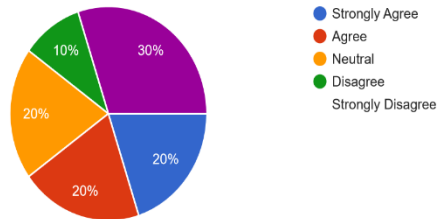
10 ردود





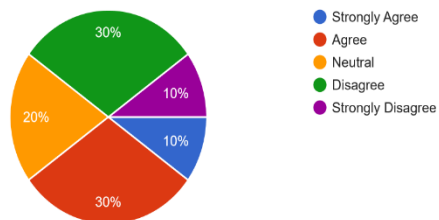
I found the various functions in this application were well integrated

10 ردود



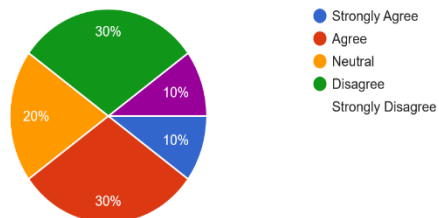
I thought this application was too inconsistent

10 ردود



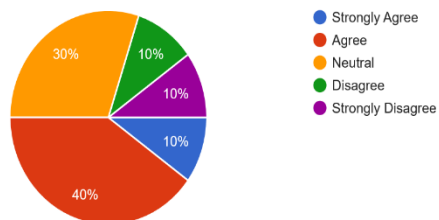
I would imagine that most people would learn to use this application very quickly

10 ردود



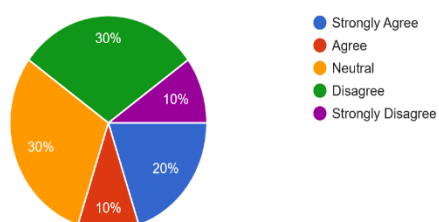
I found this application very cumbersome to use

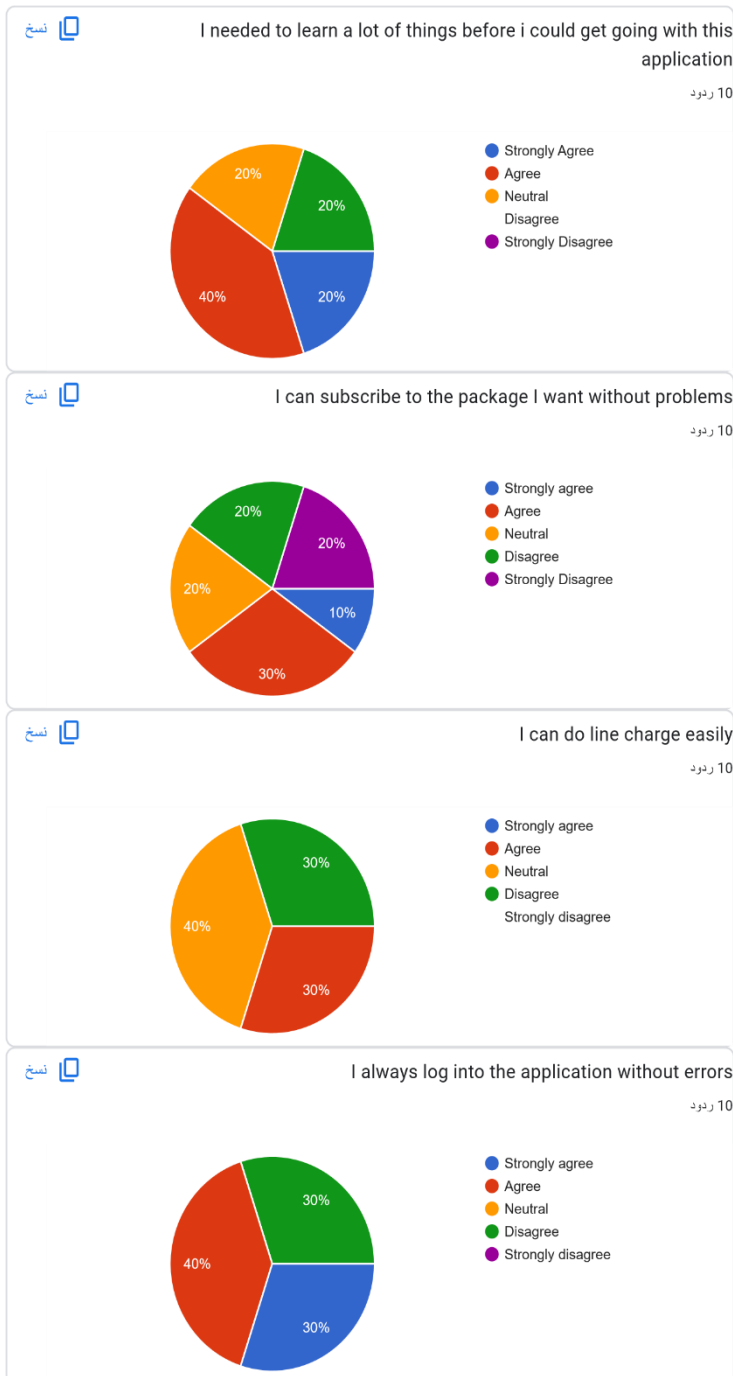
10 ردود



I felt confident using the application

10 ردود





لم يتم إنشاء هذا المحتوى ولا اعتماده من قبل Google. الإيلاغ عن إساءة الاستخدام - شروط الخدمة - سياسة الخصوصية

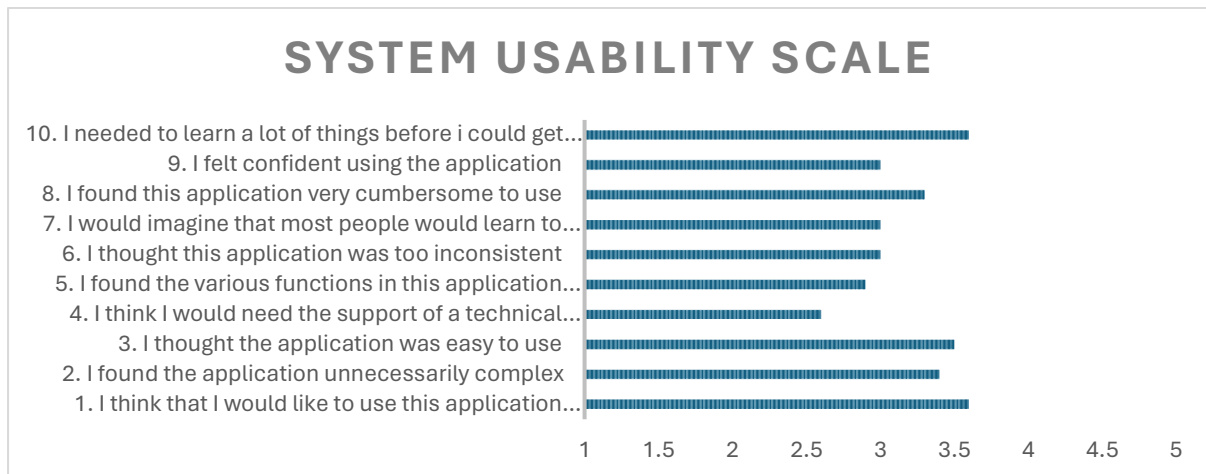
نماذج Google

### SUS Results Analysis:

Assigning value 1 to “Strongly Disagree” up to 5 for “Strongly Agree”.

Participant	1. I think that I will like to use this application frequently	2. I found the application unnecessarily complex	3. I thought the application was easy to use	4. I think I would like to learn to use this application frequently	5. I found the various functions in this application confusing	6. I thought this application was too inconsistent	7. I would imagine that most people would learn to use this application quickly	8. I found this application very cumbersome to use	9. I felt confident using the application	10. I needed to learn a lot of things before I could get going with this application	Raw SUS	Final SUS
1	2	5	3	3	3	4	2	4	2	3	13	32.5
2	4	2	2	4	1	2	1	4	2	4	14	35
3	4	2	3	2	3	2	3	3	3	2	25	62.5
4	2	4	2	3	2	4	2	4	2	5	10	25
5	1	5	2	3	1	5	2	5	1	5	4	10
6	5	5	4	3	1	3	4	3	3	4	19	47.5
7	4	4	4	4	4	4	4	4	4	4	20	50
8	4	4	5	2	4	3	4	2	3	4	25	62.5
9	5	1	5	1	5	1	3	3	5	3	34	85
10	5	2	5	1	5	2	5	1	5	2	37	92.5
Averages	3.6	3.4	3.5	2.6	2.9	3	3	3.3	3	3.6	Final	50.25

As shown in the previous table the final SUS score is 50.25 which is relatively poor for Mobily application.



### Likert Scale Analysis computing averages, Top Box and Top 2 Box:

Assigning value 1 to “Strongly Disagree” up to 5 for “Strongly Agree”.

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Top Box	Top 2 Box
I think I would like to use this application frequently	3	4	0	2	1	3.6	0	1
I found the application unnecessarily complex	3	3	0	3	1	3.4	0	1

I thought the application was easy to use	3	2	2	3	0	3.5	1	0
I think I need the support of a technical person to be able to use this application	0	2	4	2	2	2.6	0	0
I found navigation through the application clear and easy	1	1	2	4	2	2.5	0	0
I found the functions of this application well integrated	2	2	2	1	3	2.9	0	0
I found this application was too inconsistent	1	2	2	3	1	2.6	0	0
I would imagine that most people would learn to use this application very quickly	1	3	2	3	1	3	0	0
I find this application very cumbersome to use	1	4	3	1	1	3.3	0	1
I felt confident using the application	2	1	3	3	1	3	0	0
I needed to learn a lot of things before I could get	2	4	2	2	0	3.6	0	1

going with this application								
I can subscribe to the package I want without problems	1	3	2	2	2	2.9	0	1
I can do line charge easily	0	3	4	3	0	2.2	0	0
I always log into the application without errors	3	4	0	3	0	3.7	0	1
Averages							10%	60%

What is the data presentation form you are going to use (explain in detail), and why?

- **Pie Chart** because it is easier for people to understand representing proportions or percentages of a whole. And because it is effective for displaying the composition or distribution of categorical variables.
- **Bar Chart** because it is easy to interpret, compare data, and communicate findings concisely.

What is the issue you are going to improve (explain in detail), and how?

- **Font Size and Readability:**  
The font size in the app is notably small, posing challenges for users to read comfortably.  
Adjustments are needed to enhance readability and ensure a more user-friendly experience.
- **Colors Contrast Issues:**  
The app exhibits strong color contrasts that may cause visual discomfort for users. Balancing the color scheme will create a more aesthetically pleasing design without compromising usability.
- **Unclear Process Flow:**

The navigation process within the app lacks clarity, making it difficult for users to follow a logical sequence. Refining the process flow is essential to improve user experience and task efficiency.

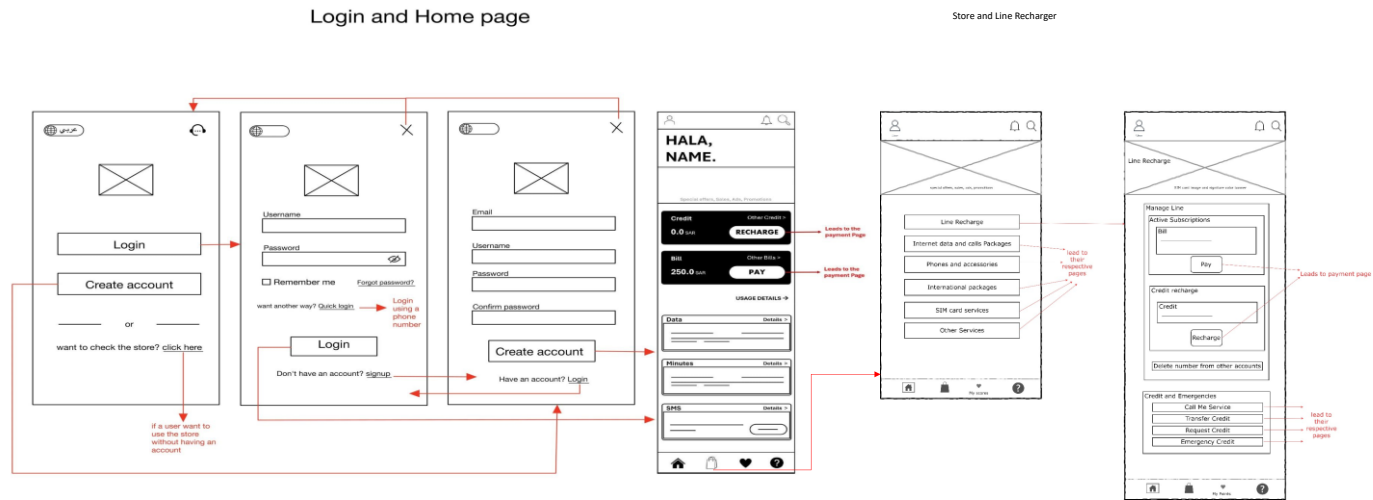
- **Inconsistent Iconography:**  
The app employs icons from diverse families, leading to a lack of visual uniformity. Standardizing iconography will contribute to a more cohesive and polished design.
- **Difficulty Accessing Specific Information:**  
Users face challenges accessing specific information within the app. Information accessibility and organization are crucial for a more efficient and user-friendly experience.
- **Clarifying the confusion arising from the misleading connection between the store's webpage and the line recharger:**  
The confusion arises from the misleading connection between the store's page and the line recharger in the application. The store's page is for purchasing products, while the line recharger in the application is a separate feature for recharging lines. The association between the two on the store's page is confusing.
- **Informal Language Usage:**  
The app incorporates informal language, potentially undermining its professionalism and clarity. Adapting a more formal and professional tone will contribute to a polished and trustworthy user interface.
- **Low Learnability:**  
The app currently exhibits low learnability, making it challenging for users to grasp its functionalities quickly. Implementing features that facilitate ease of learning will contribute to a more user-friendly experience.

### **Third: Analyse your concerns regarding the issues and/or redesign and otherwise innovate and augment the selected version.**

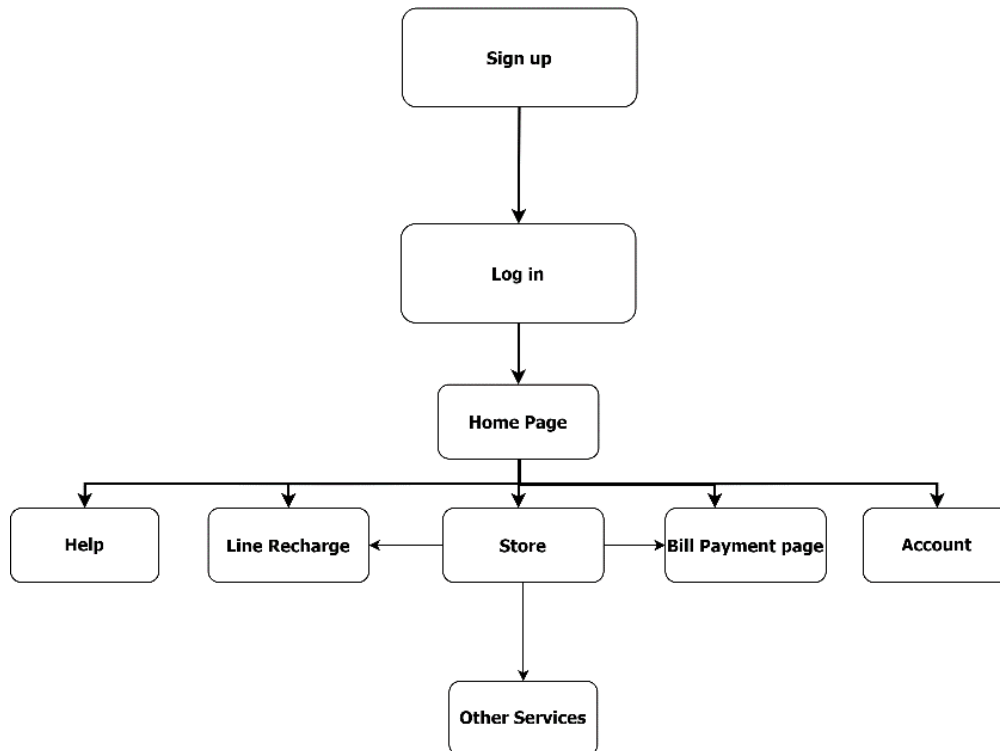
Driven by the usability problems you identified in the test, what is the wireframe (prototype) are you going to develop to improve the experience of the existing system?



## Wireframe:

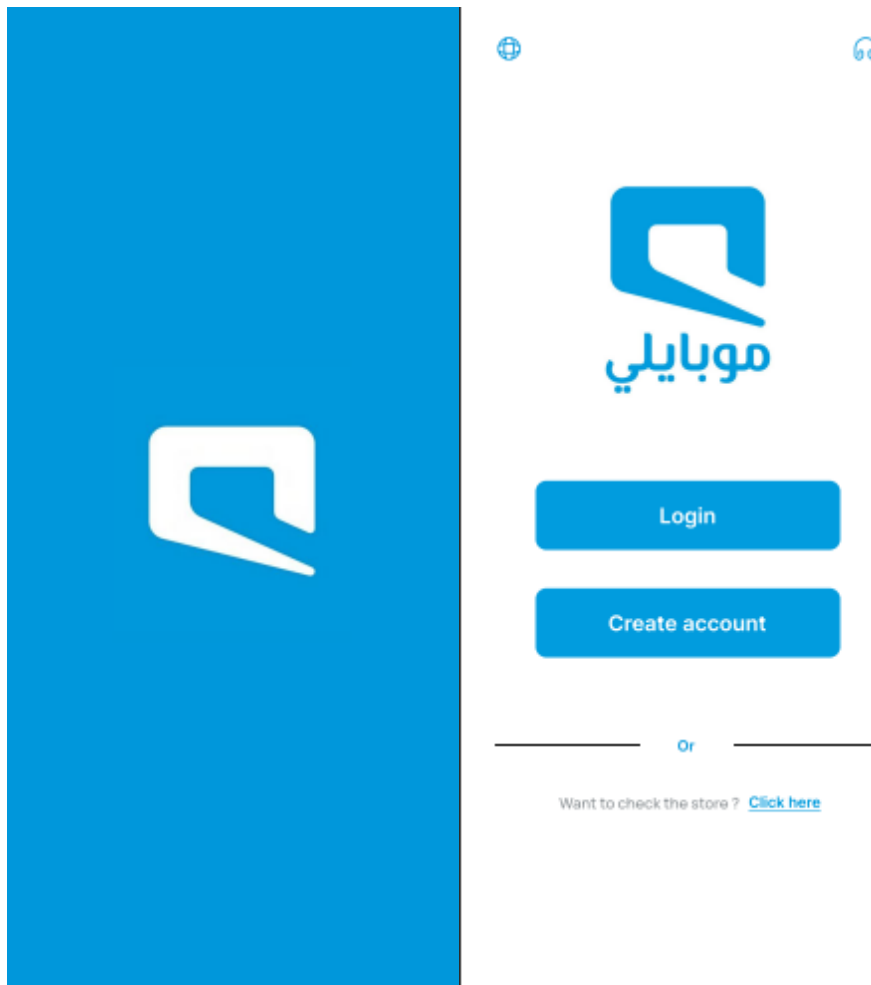






## Site Map



Complete the high-fidelity version of your redesign (either as an interactive wireframe or HTML/CSS or interactive wireframe).

**FIGMA Link:** <https://www.figma.com/proto/WOm1rXdfVj3XcyMlaFAFT8/Mobily-Application?page-id=0%3A1&type=design&node-id=5-5&viewport=350%2C257%2C0.43&t=nhwfYLQKbLiL7CuZ-1&scaling=scale-down&starting-point-node-id=2%3A2&mode=design>



Login	Sign up
 	 
<b>Username</b> <input type="text" value="Enter your username"/>	<b>Email</b> <input type="text" value="Enter your email"/>
<b>Password</b> <input type="password" value="Enter your password"/>	<b>Username</b> <input type="text" value="Enter your username"/>
<input type="checkbox"/> Remember Me <a href="#">Forgot Password?</a>	<b>Password</b> <input type="password" value="Enter your password"/>
Want another way ? <a href="#">Quick login</a>	<b>Confirm password</b> <input type="password" value="Enter your password"/>
<b>Login</b>	<b>Sign up</b>
Don't have an account ? <a href="#">Sign up</a>	Have an account ? <a href="#">Log in</a>

