

# **FLEXY**

# **Self-care**

# **Application**



Developed By: Hero Products

Group ID: 2022-VAUED-G19

# Purpose

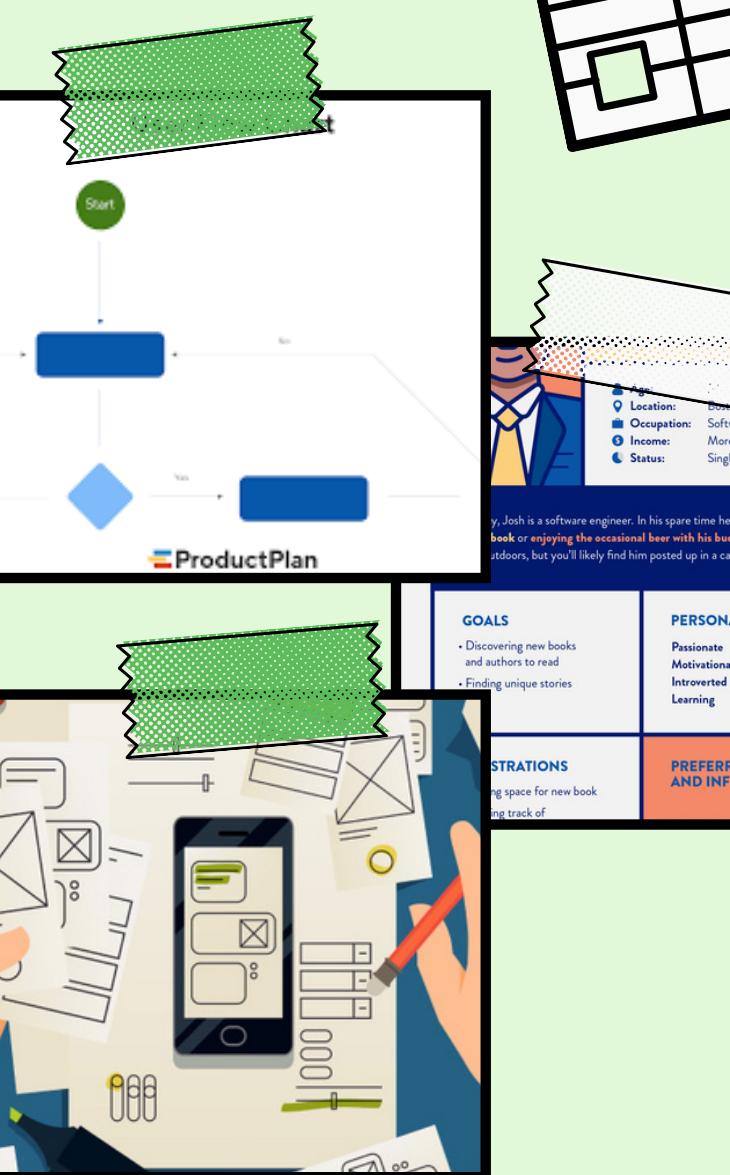


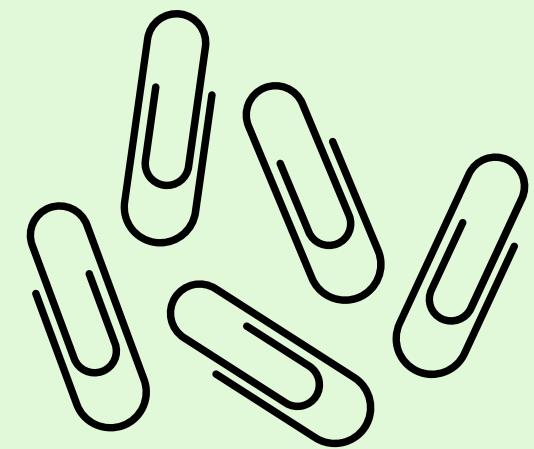
Forwarding a solution to address difficulties faced by users when using existing self-care applications, with improvements and suggestions using a blend of design thinking methods and data analytics for better UI and UX designs where users can simply and efficiently track, manage and pay bills of their mobile and home broadband connections



# What we have done

1. Created a survey with questions capturing data related to the demographics, needs, and pain points of the users.
2. Personas were created to understand the problems, needs, and pain points of the users.
3. User flows were created assuming the paths that the user will navigate through the application.
4. A high-fidelity design and a prototype were created using the tool Figma.
5. Useberry tool was used to test the prototype and capture analytics data.





# We bring you now !

1. Competitor Analysis
2. Persona to identify the user groups, goals, and pain points
3. How do we target the audience for Testing?
4. Quantitative Data Analysis & Qualitative Data Analysis
5. What does our analysis say?
7. Improvements & Recommendations

# Competitive Analysis

Attributes	Dialog	Mobitel	Hutch
Product name			
URL to download selfcare app	<a href="#">Dialog</a>	<a href="#">Mobitel</a>	<a href="#">Hutch</a>
Number of downloads and reviews	5 million+ downloads and 216781 reviews	1 million+ downloads and 13580 reviews	1 million+ downloads and 7029 reviews
Rate	4 / 5 stars	2.5 / 5 stars	4 / 5 stars
Size	Varies with device	21 M	40 M
Biometrics authentication found	Yes	No	No
Can save card details?	Yes	No	No
Ease of navigation	Moderate	Lengthy navigations	Good
Personalization available	No	No	
Language selection available	Yes	Yes	Yes
Live chats available	Yes	No	Yes
Multiple connections manageability	Yes	Yes	Yes
Color schemes and fonts used	Good	Good, but have some colors uneasy on the eyes	Good
UI components	texts, vector images,	texts, real images,	Texts, vector images
Button placement and component placement	Satisfactory	Unsatisfactory	Satisfactory
Dark mode availability	No	No	No
Pros	Easy navigation, good component placement	Responsive	Easy navigation, responsive, good component placement
Cons	Application crashes during operation	Not user friendly, Unclear visualizations and insights	Takes up space, Unhelpful notifications

# Personas



# Personas: #1

**Fictional Name:** Anne Wattson

**Occupation:** An Undergraduate

**Demographics:** 22 years old, Lives in Kandy

**Goals and Needs:** A well-organized person, who doesn't like to waste time, needs to activate eLearning packages easily.

**Pain Points:** Switching between many pages and getting a black screen when opening the mobile self-care application, she would prefer less number of clicks on the process to perform a task.

**Personality:** “I am an undergraduate who is reading the degree and doing the internship parallelly. Prefer to activate data packages to manage academic work and office work via a mobile self-care application. Since I am doing both academic work and office work it is hard to find time to visit a communication center to activate data packages.”



# Personas: #2

**Fictional Name:** Mark Andrew

**Occupation:** CEO of a Marketing Company

**Demographics:** 33 years old, Lives in Colombo

**Goals and Needs:** A person who needs to maintain networking with peers and a well-organized person, who recognize the importance of skills to survive the industry, needs to activate data packages easily.

**Pain Points:** Mobile self-care application notifications are not working properly, he would prefer a better arrangement of the components within the application because it is a bit confusing to find some important components.

**Personality:** “I am a CEO of a well-known marketing company that is more focused on social media marketing. Prefer to activate data packages to manage advertising on several social media platforms. Since I am quite a busy person I would like to activate necessary data packages through mobile self-care applications.”



# Personas: #3

**Fictional Name:** Adam Nathan

**Occupation:** A Data Scientist

**Demographics:** 38 years old, Lives in Galle

**Goals and Needs:** Collaborative Teamwork, who doesn't like to waste time, needs to manage bill payments.

**Pain Points:** Switching between many pages to carry out a task, he would prefer less number of clicks on the process to perform a task. User-friendliness and responsiveness are some features that are lacking.

**Personality:** “I am a Data Scientist who is working remotely for a multinational company. Prefer to do bill payments via a self-care application. Since I am working it is hard to find time to visit an outlet of the service provider to pay bills”



# Personas: #4

**Fictional Name:** Emma Howard

**Occupation:** School Student

**Demographics:** 17 years old, Lives in Gampaha

**Goals and Needs:** Adaptability with the new E-Learning methods. Wants to activate data packages to join online classes.

**Pain Points:** Slowness in loading the application content, and the procedures are too long for some tasks.

**Personality:** “I am a school student who is joining online classes. Prefer to activate data packages and check credit balance via the self-care application. Since sometimes I get low data balance in between online classes I need to activate data packages instantly.”



# Target Audience

## Age Categories

Less than 18 Years

18 – 25 Years

26 – 35 Years

36 – 45 Years

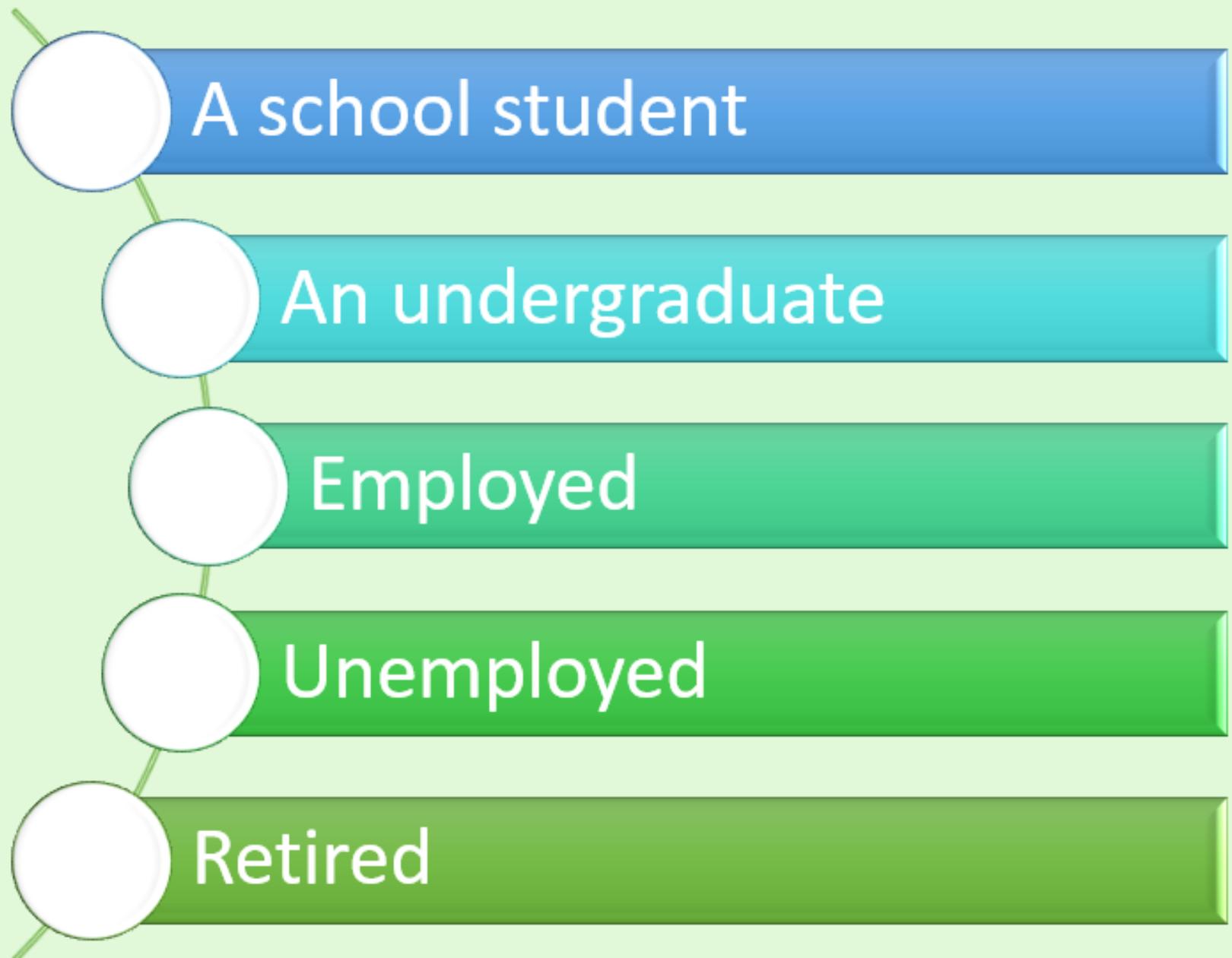
Above 45 Years

## Gender Categories

Male

Female

# Employment Status



# Currently Involved Sector



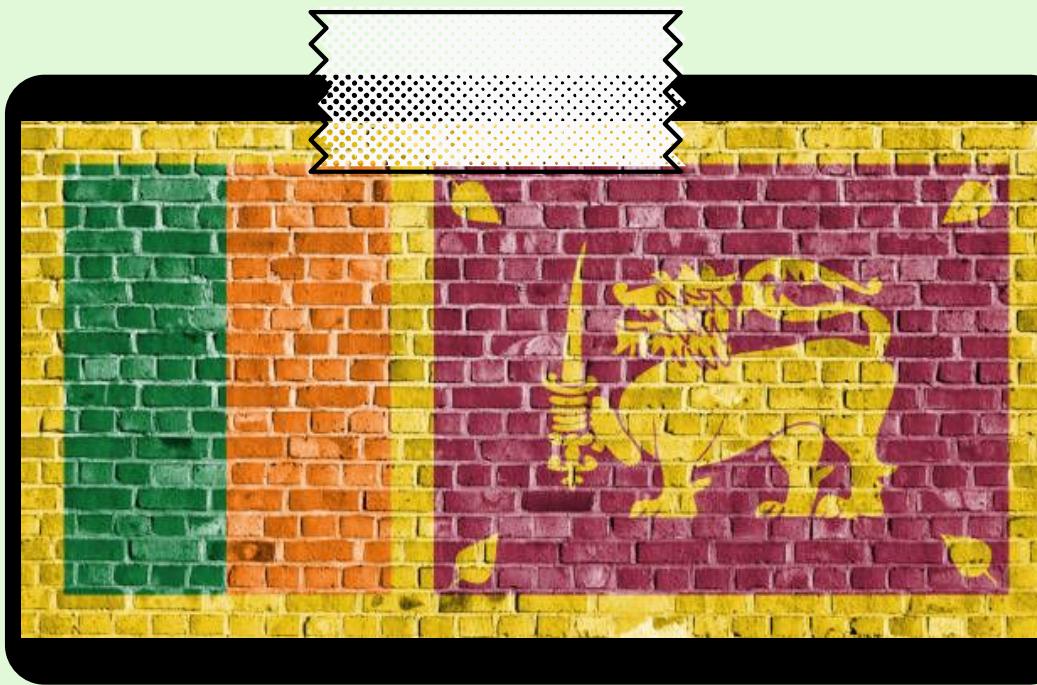
# Why this audience ?



## Age

Age is a powerful metric for analyzing and targeting the ideal audience. Therefore, we selected different age-ranged people who may use telecommunication providers.

- Children / Teenagers [Less than 18]
- Young People [18-25]
- Late Young Age People [26-35]
- Middle Age People [36-45]
- Elder People [Above 45]



## Demography

The audience is selected from Sri Lankan telecommunication provider users since this is a Local Company.



## Gender

Gender analysis is used to identify, understand and describe gender differences and the relevance of gender roles for this application.

- Male
- Female



## Employment Status

The employment status refers to the professional condition of the audience. We included employment status to determine the profession of the target audience.

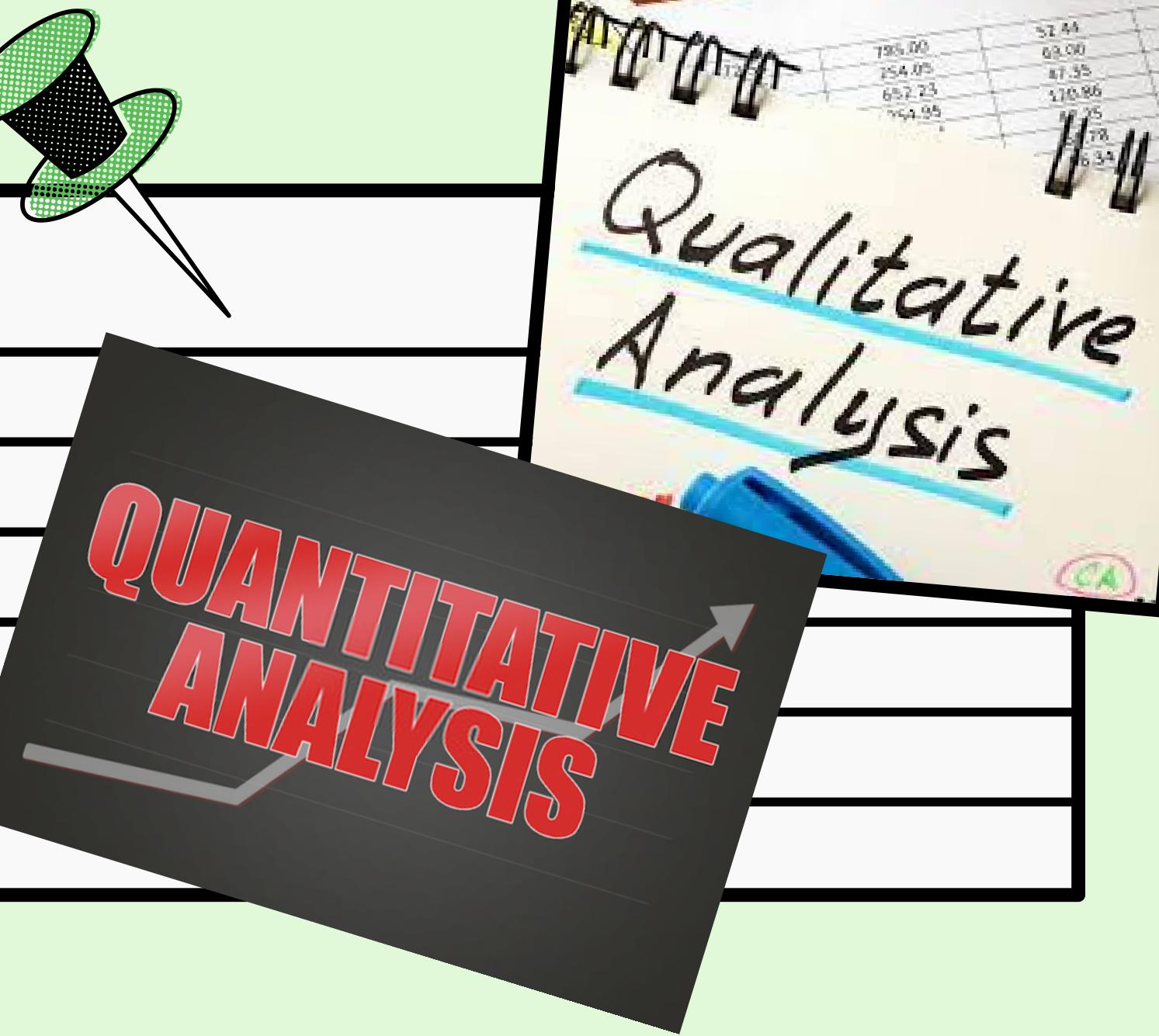
- A school student
- An undergraduate
- Employed
- Unemployed
- Retired



## Currently Involved Sector

This demographic segmentation is used to divide people into subgroups based on the sectors they are involved.

- Information Technology
- Medical
- Engineering
- Business
- Law
- Agriculture



# Qualitative Data Analysis & Quantitative Data Analysis

# Quantitative Data

- Age categorization
- Gender categorization
- Employment status categorization
- Employment sector categorization



# Qualitative Data

- Telecommunications provider
- Usage frequency
- Satisfaction
- First impression
- Most used services
- Service prioritization
- Ease of navigation
- UI satisfaction (colors, fonts, animations, button placements, icons, visualizations, arrangement)
- Responsiveness
- Page loading speeds
- Difficulties faced
- Missing features

# Quantitative Data Analysis using Google Forms

A thorough quantitative analysis was performed to identify the user groups to identify aspects like their needs, tech-literacy, and flexibility to build a solution that suits the identified user groups, making it easier for any user to satisfy the expectations of using the self-care application.

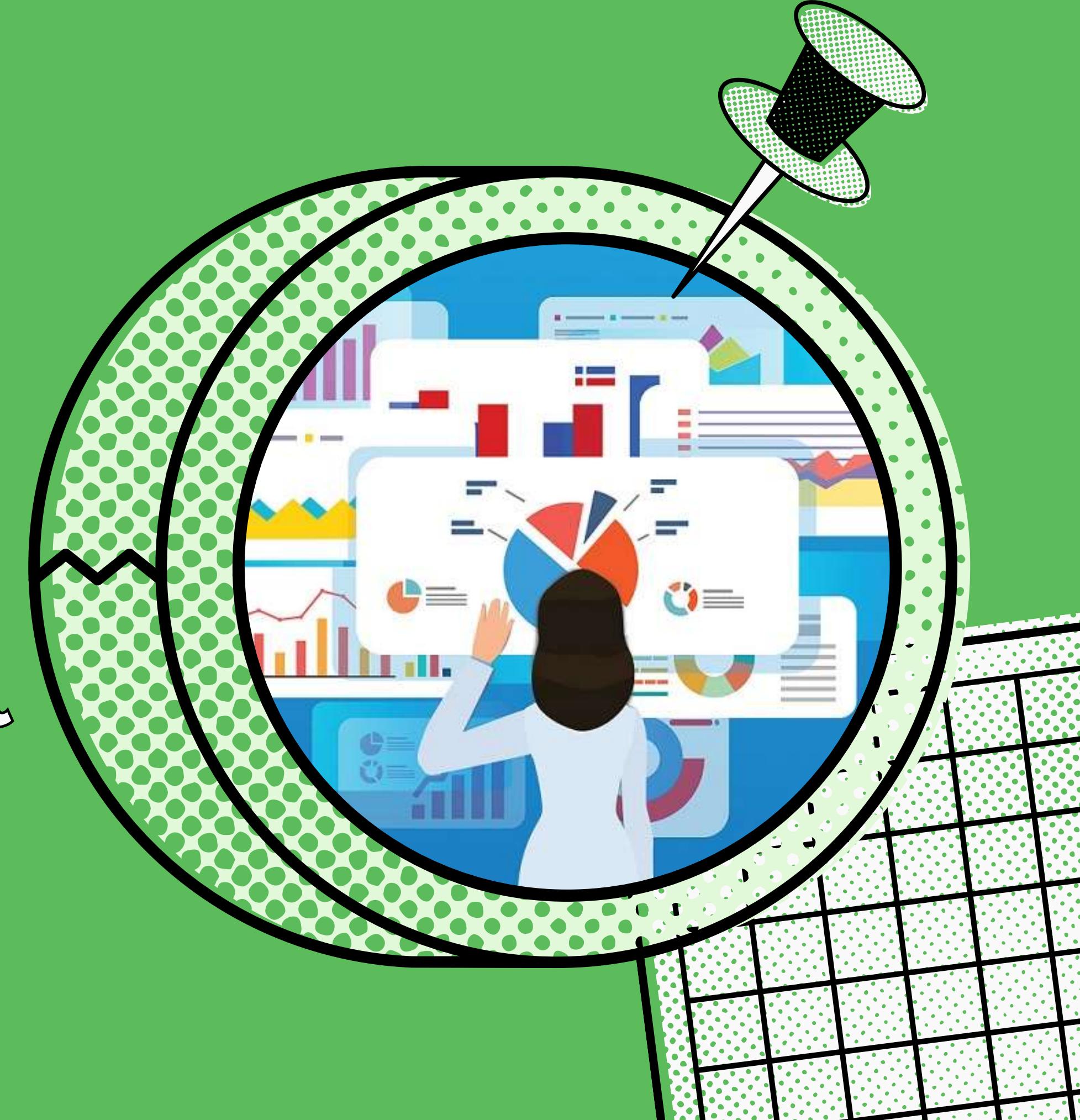
User segmentation was done,

- By gender
- By age
- By employment status
- By employment sector

# **Qualitative Data Analysis using Google Forms**

A detailed qualitative analysis was done to find out the difficulties, missing features, and suggestions regarding existing self-care applications to propose a solution with enhanced UI and UX experience together with new features that suit user preferences and needs.

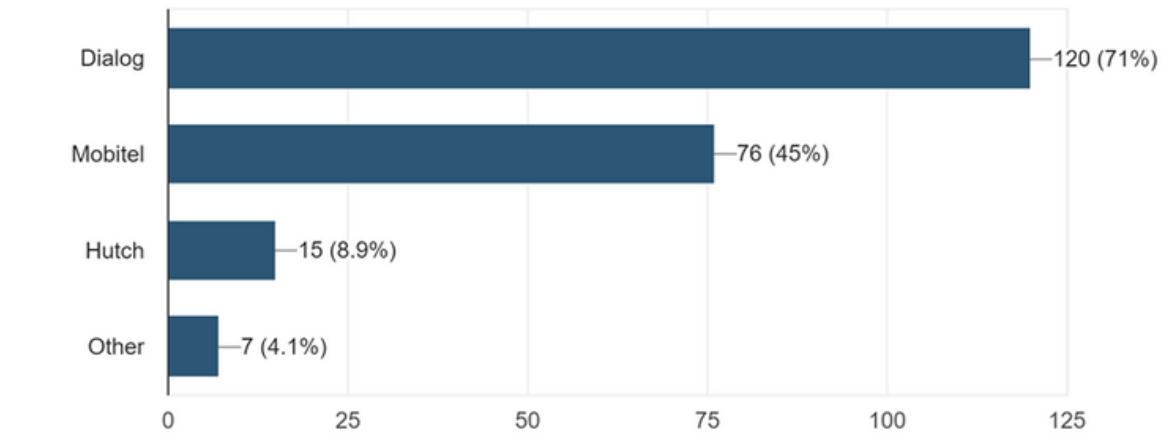
# What we have derived from the data



- The most used self-care application is Dialog

5. Who is your telecommunication provider ?

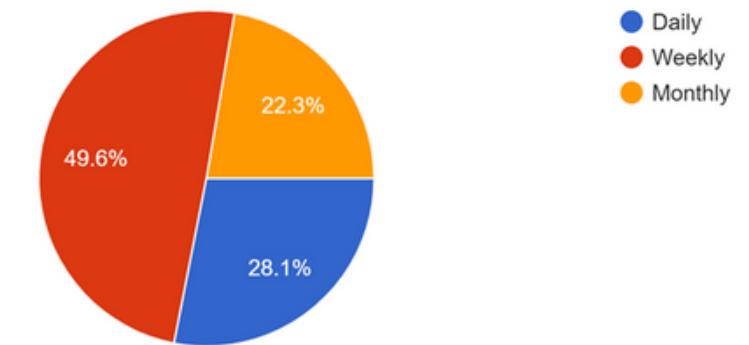
169 responses



- A majority of users use a self-care application weekly, while the percentage of users using the application daily or monthly is equal

8. How often do you use the self-care application ?

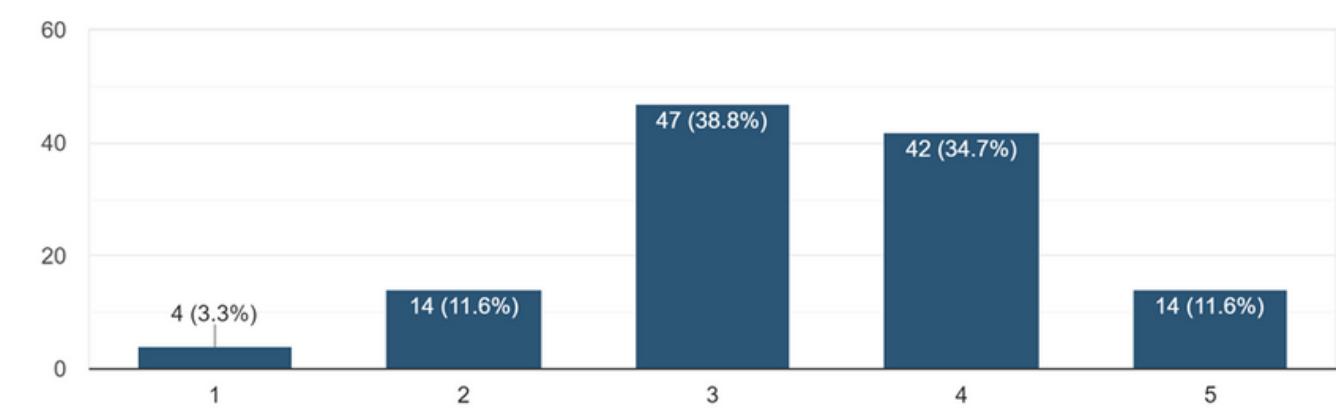
121 responses



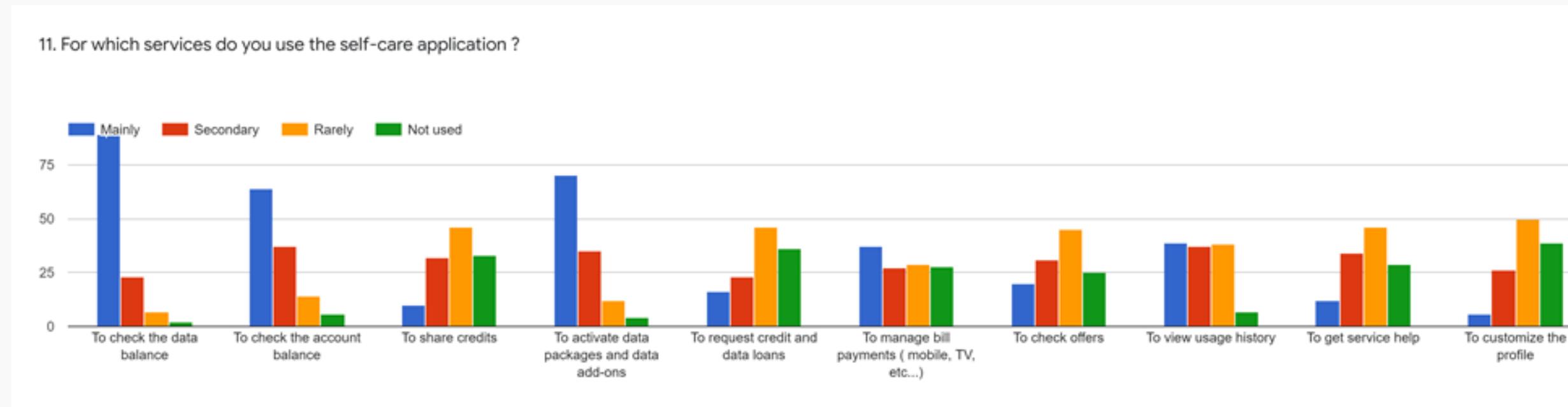
- Almost half of the users have rated their satisfaction with using existing self-care applications as 4 out of 5 stars

9. How much satisfied are you with your self-care application ?

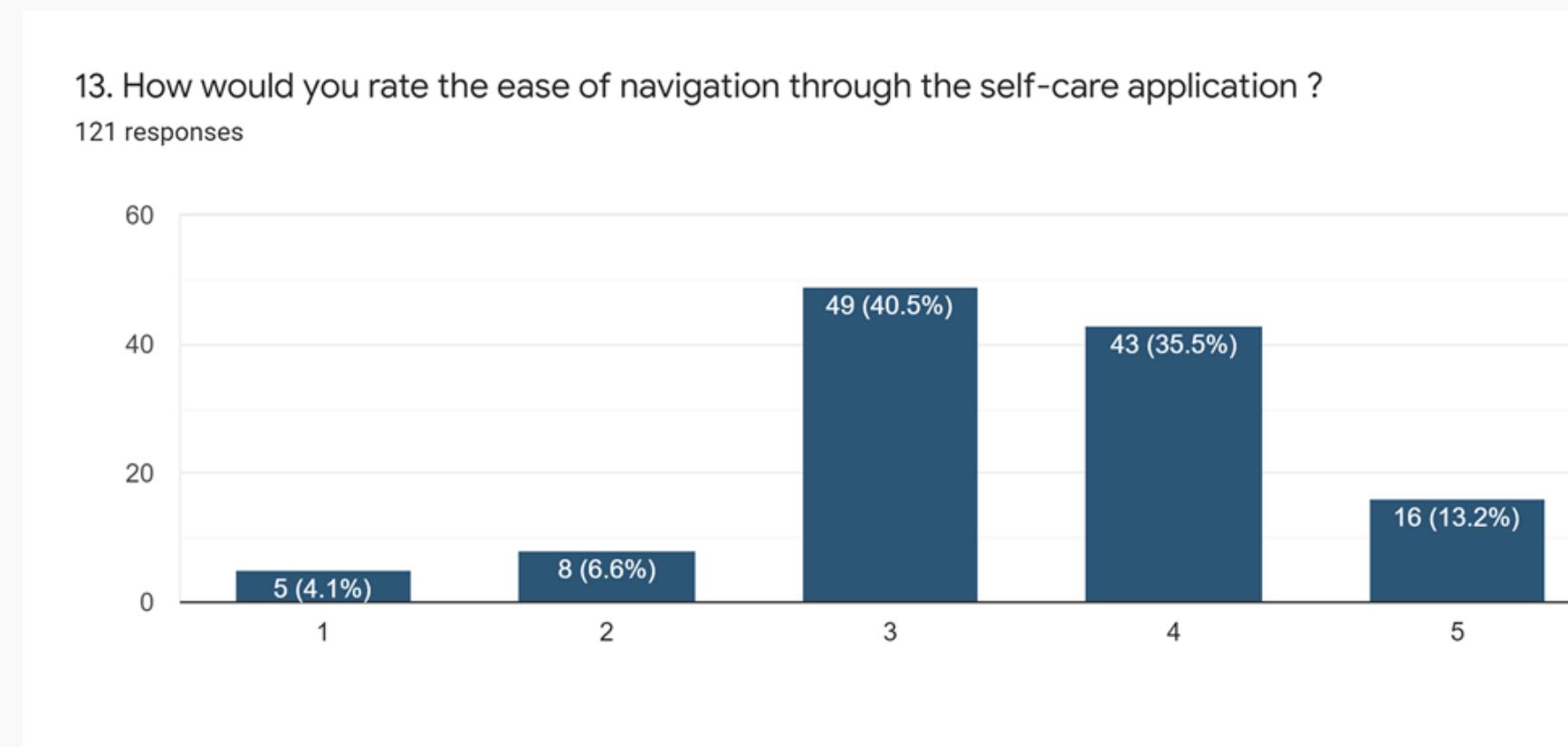
121 responses



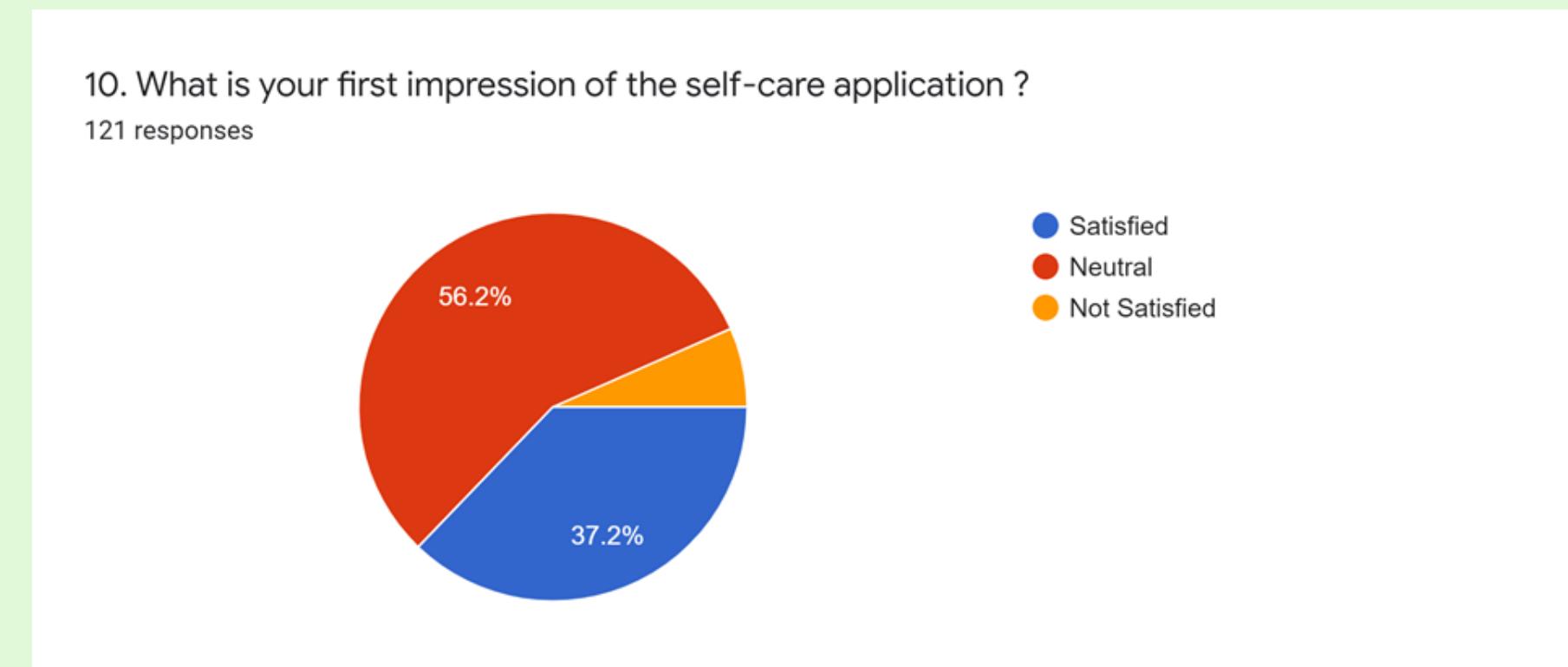
- The most used services via a self-care application was to check the data balance and to activate data packages and add-ons



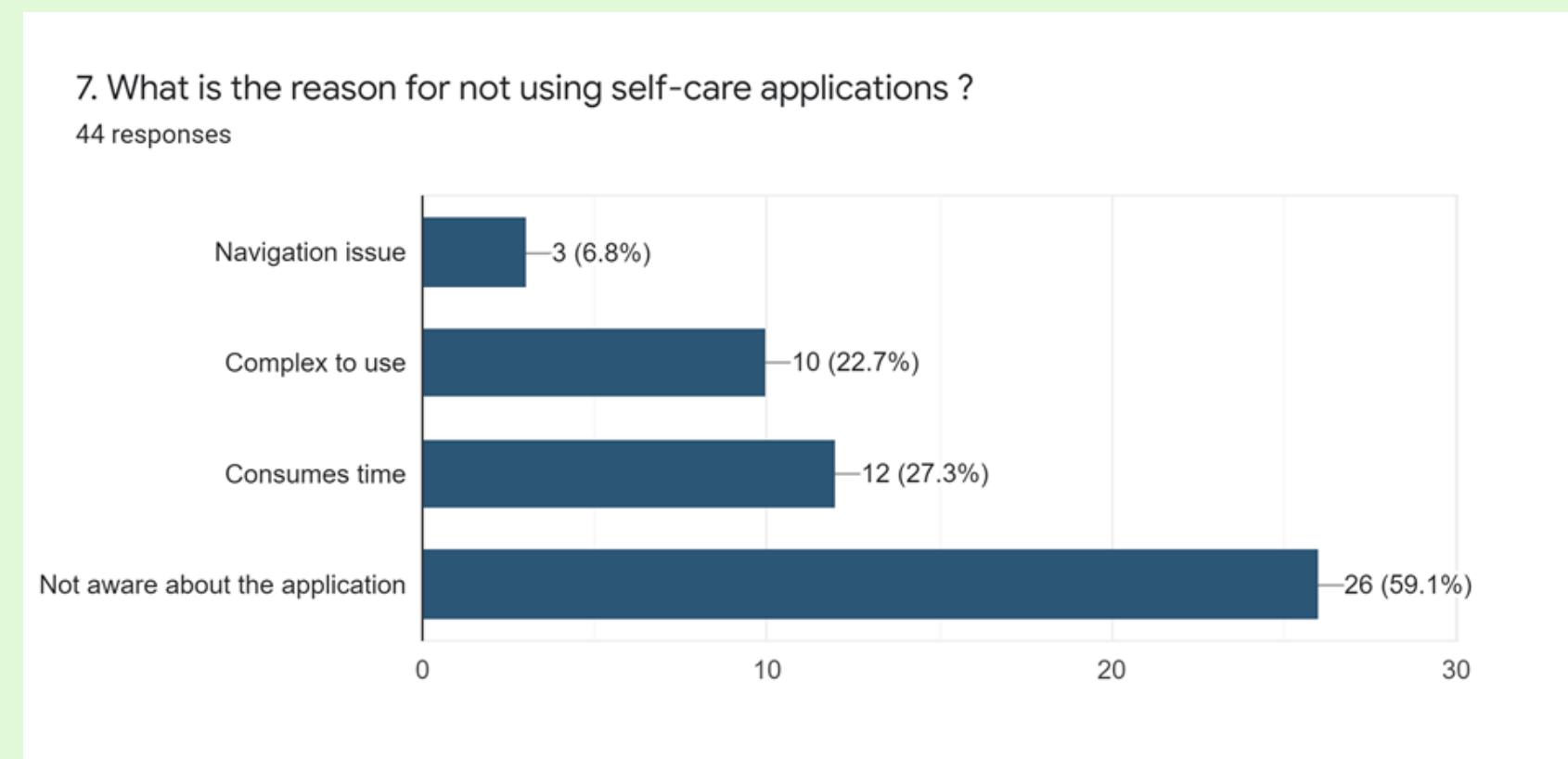
- Most existing self-care applications were rated 3 out of 5 when considering the ease of navigation



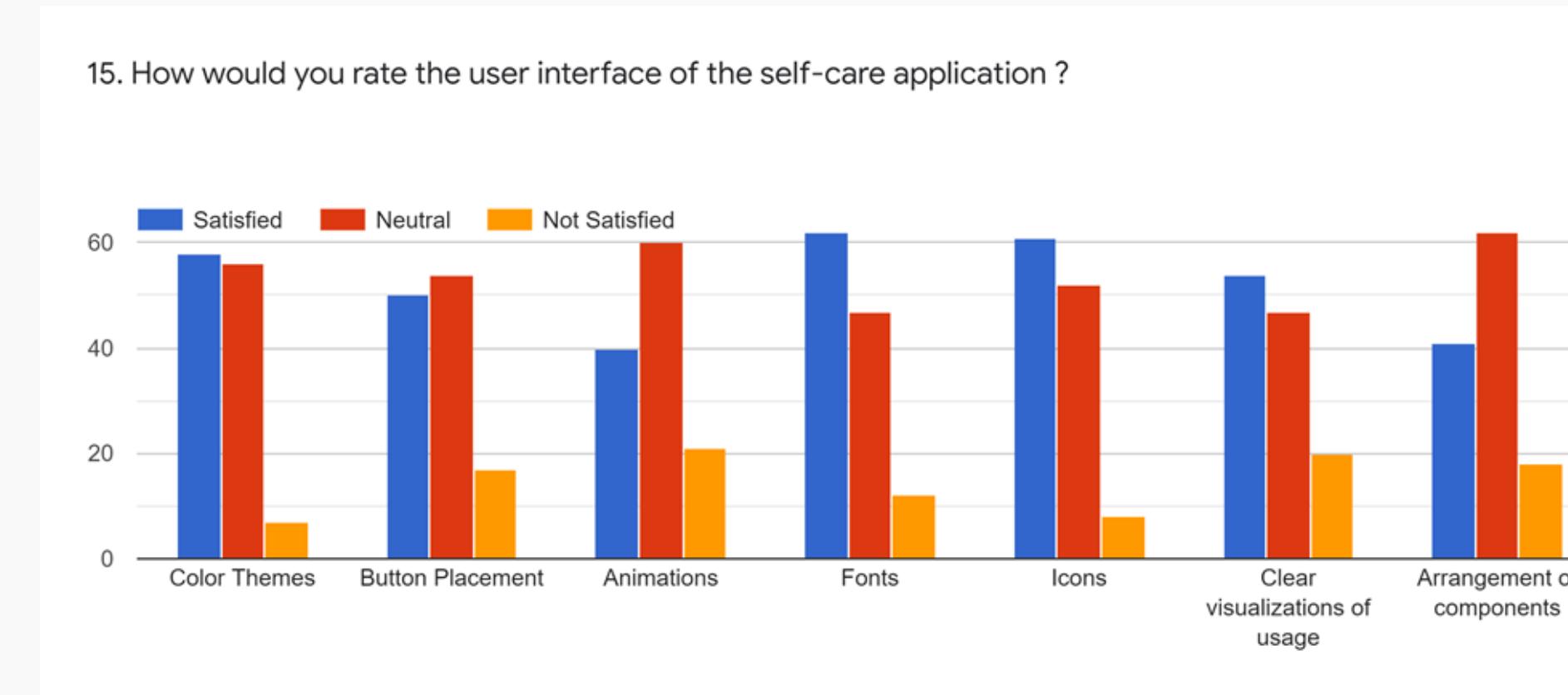
- More than half of the users have a neutral first impression regarding the self-care application while 7 % were not satisfied



- Most telecommunication users did not use a self-care application due to unawareness

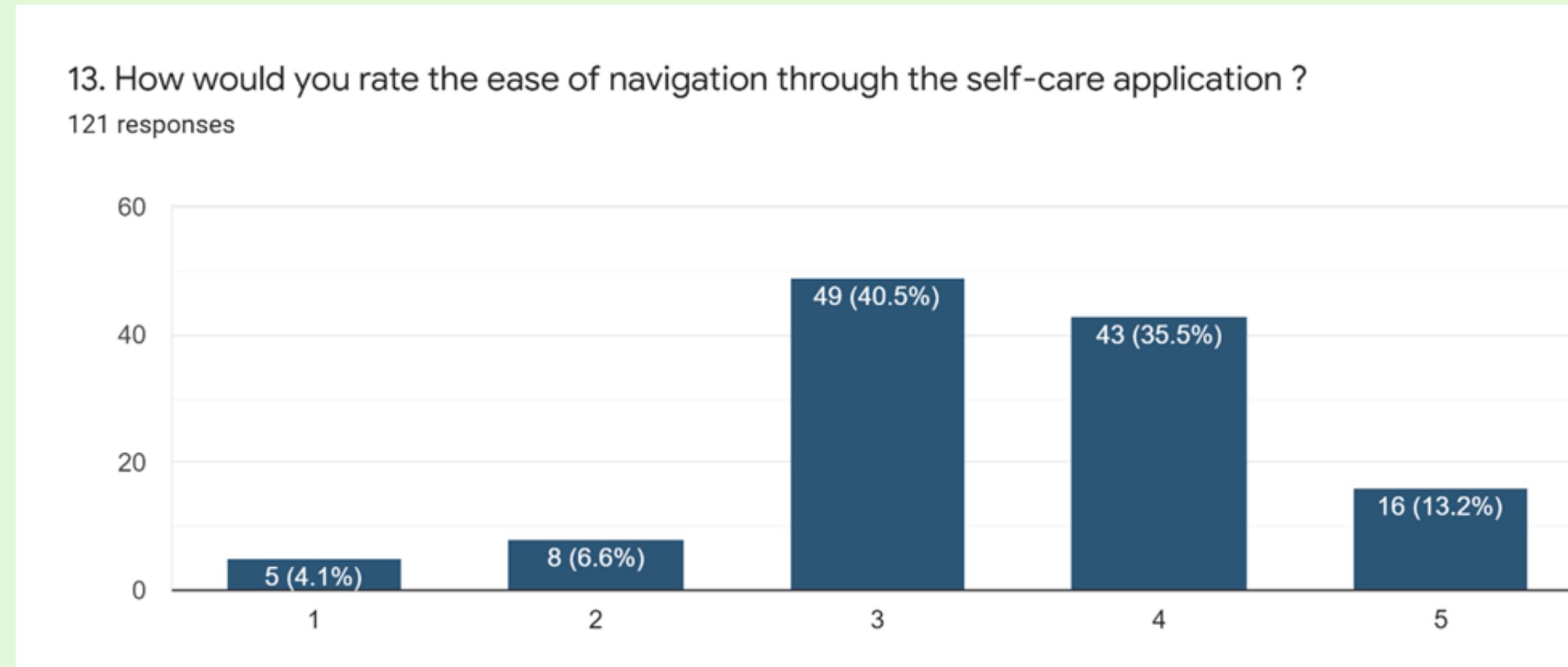


# User perspective versus UI components



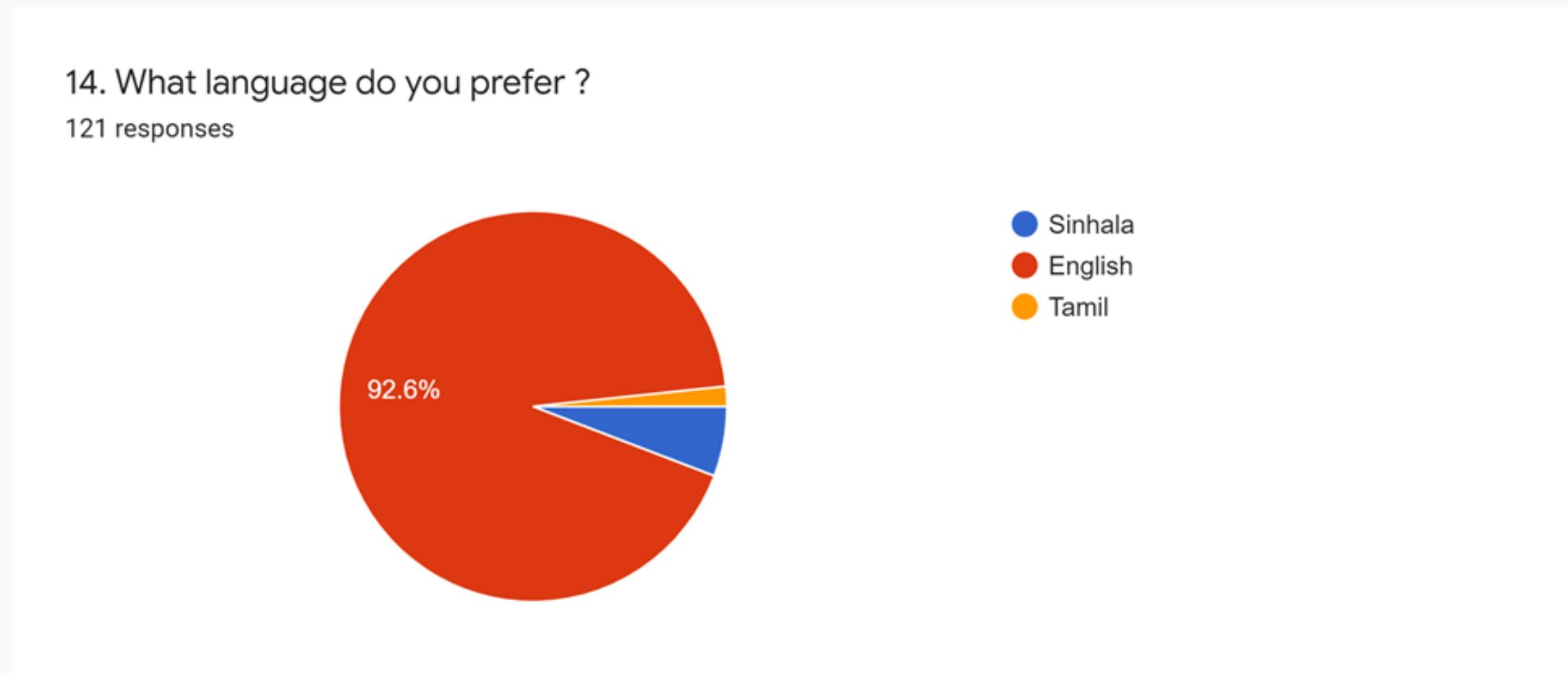
- A majority of users are satisfied with the existing color themes, fonts, visualizations, and icons and hence we have decided to use similar colors, fonts, visualizations, and icons enhanced in particular areas
- Most users have a neutral impression regarding button placements, animations, and arrangement of components, by imposing slight improvements in these sectors of UI we expect to improve customer satisfaction
- A minority of the users have expressed their dissatisfaction regarding several UI components including animations used, visualizations, and the arrangement of components.

# User perspective versus ease of navigation



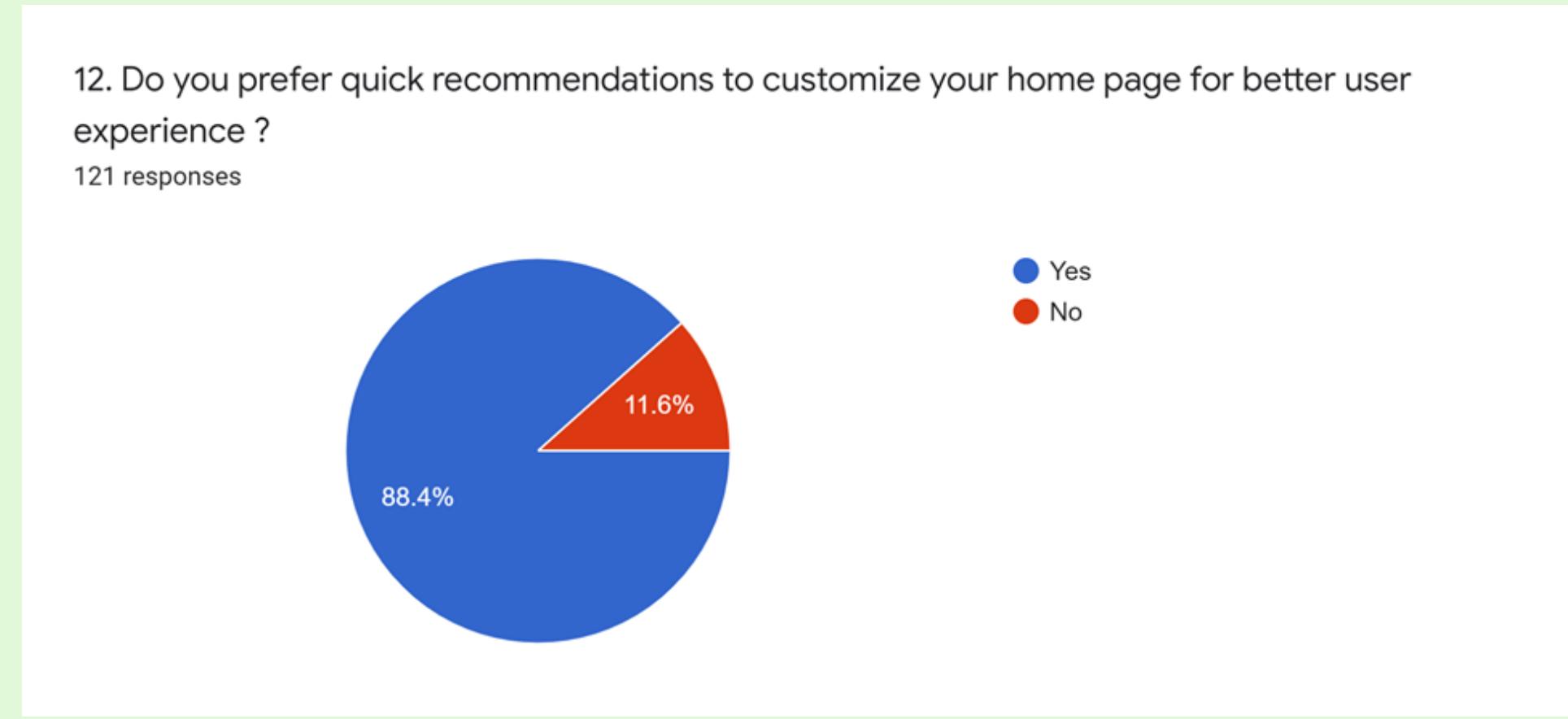
- Most users have rated the ease of navigation as 3 out of 5 which is average
- The user rating of 4 stars and 5 stars out of 5 is equal to 35.5 % and 13.2 % of the customer's feedback respectively
- By incorporating the feedback given, lengthy navigations and misleading button placements and icons were minimized when designing to improve the ease of navigation

# Language preference



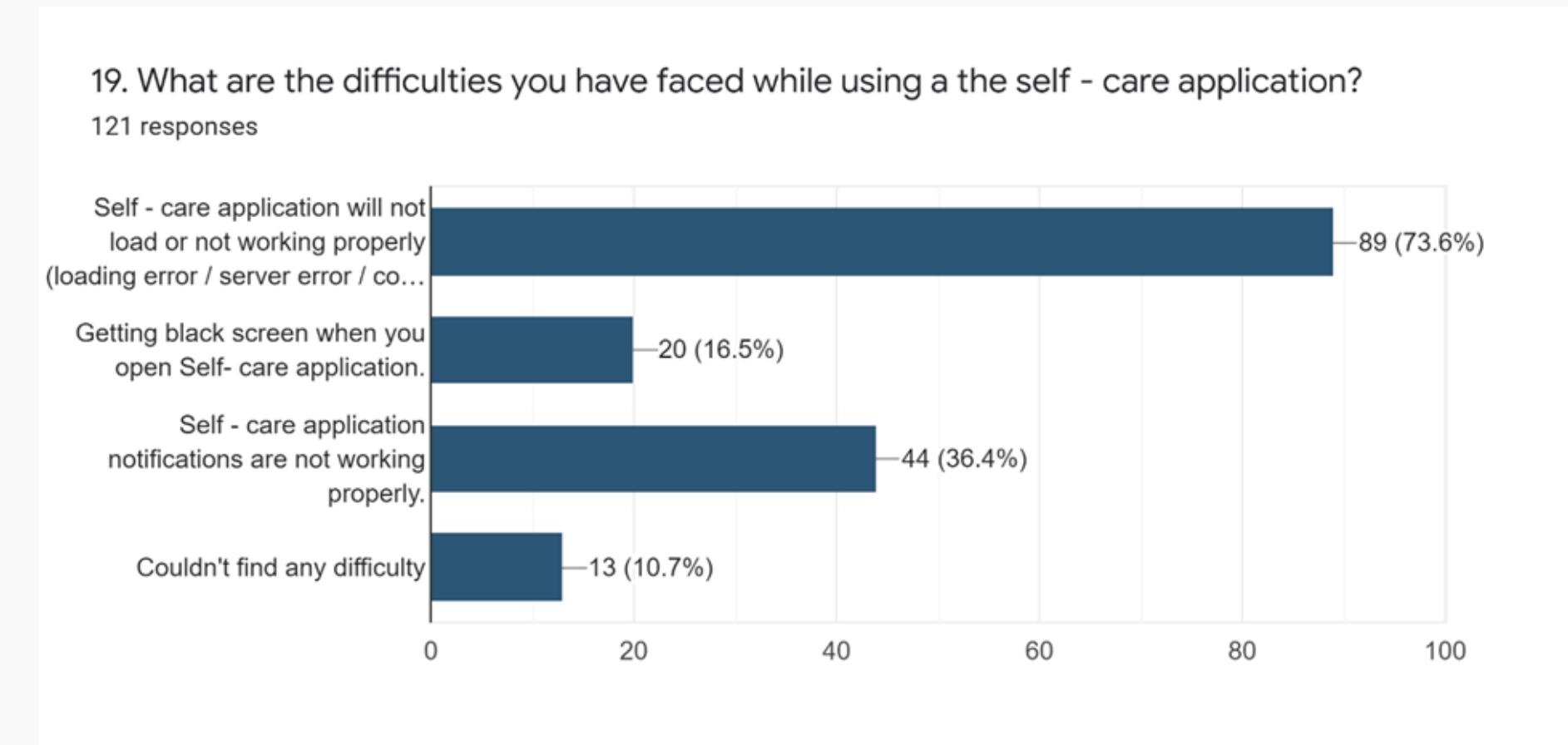
- A majority of users prefer the English language when using the self-care application
- Sinhala and Tamil language was preferred by a very few amount of users

# User perspective on customizing the home page



- Most self-care applications do not have the feature of customizing the application
- Almost 90% of users preferred if recommendations to customize the application were present, hence customization features were included in the design

# Difficulties faced while using self-care applications



- A majority of users complained of page unresponsive issues, crashes, and loading speeds
- Almost 36% of users had the issue where notifications were not working properly and receiving unhelpful notifications

# **Missing features and issues encountered while using existing self-care applications**

Several points were highlighted as missing in some existing self-care applications. Such as,

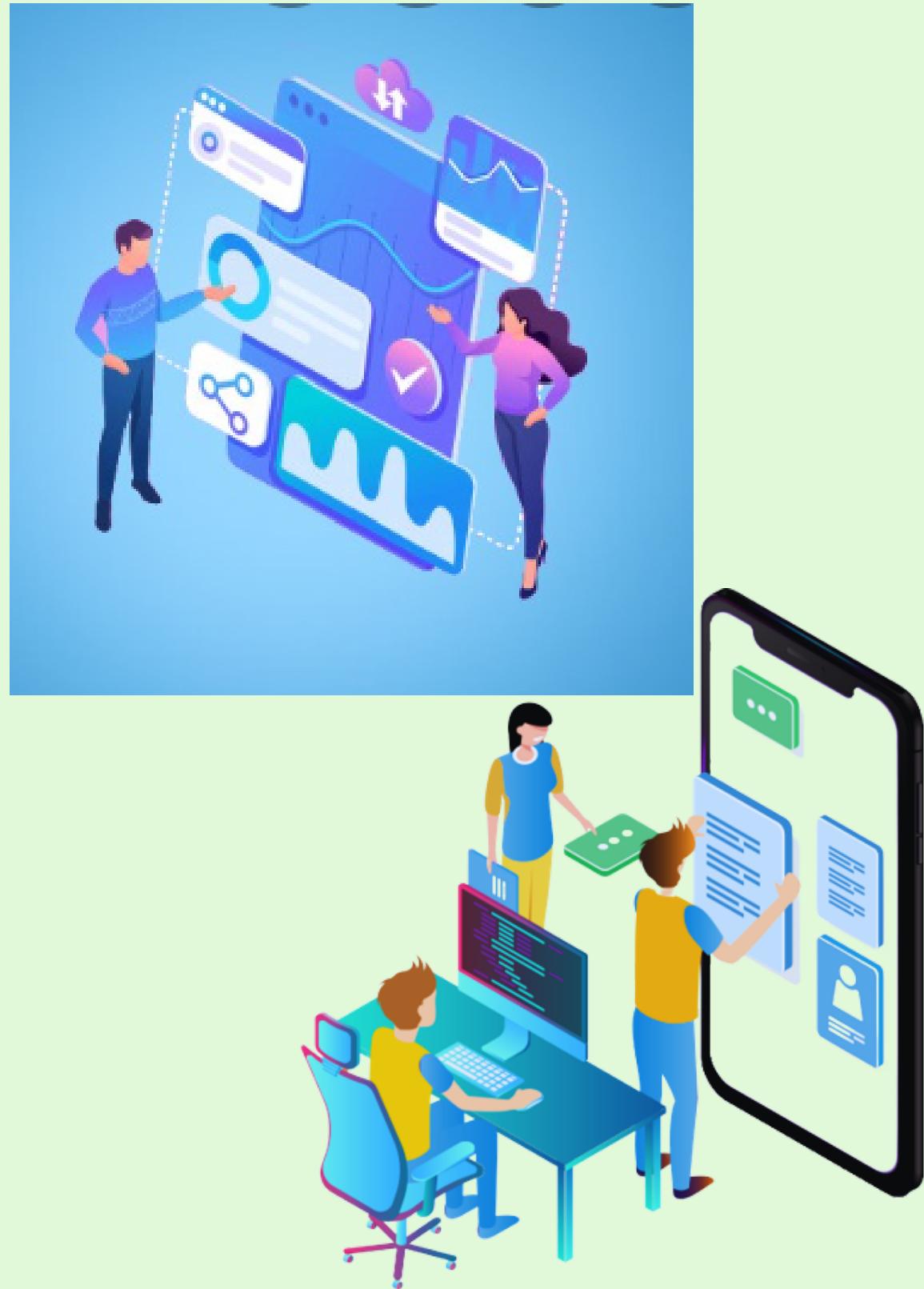
- Live chats
- History
- Details about loyalty information
- Data usage by device
- Complaint follow-up mechanism

Users also gave negative feedback on aspects like

- User-friendliness
- Responsiveness
- Accuracy
- Button placements

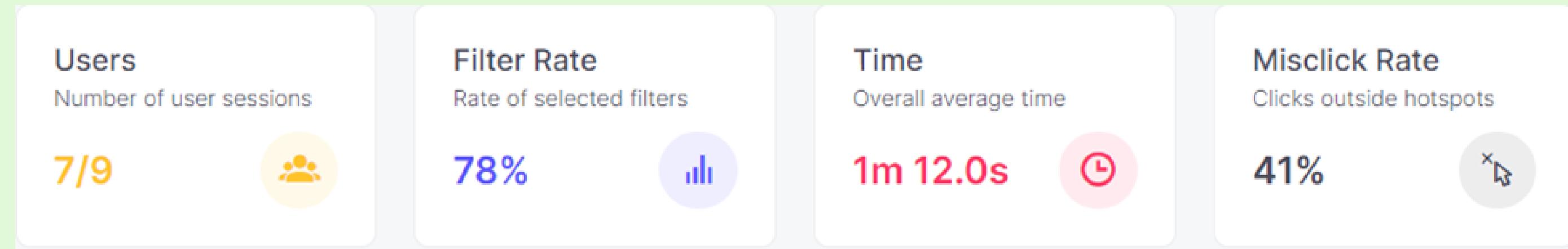
# Testing using Useberry





- A sample of randomly selected 19 users belonging to various age categories, genders, employment statuses, sectors, and levels of tech literacies was selected to test the prototype.
- 10 users were selected for the task-based analysis testing where the application is assessed based on tasks
- 9 users were selected for the open analytics testing where the user is allowed to navigate freely through the application

# Quantitative Data Analysis using Open Analytics testing



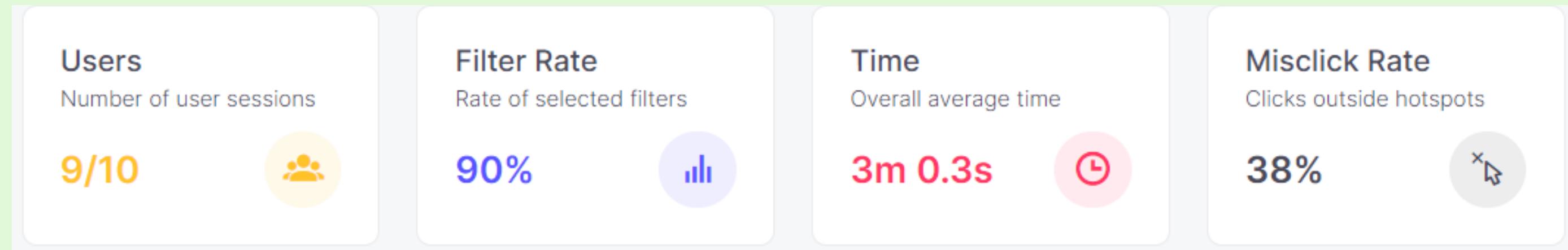
- The number of users the test was conducted is 9 with a drop rate of 2
- The average time spent by a user navigating through the application is 1 minute and 12 seconds
- The misclick rate found is 41 %

# Qualitative Data Analysis using Open Analytics testing

Sessions (7)						
#	COUNTRY	DEVICE	SUCCESS	BLOCKS	TIME	
1	ලංකා	📱 Apple 🌐	✗	1/3	26.2s	<button>▶ Play recording</button> ⋮
						<a href="#">Session details &gt;</a>
#4WOYZ3						
Apr 10, 2022 10:38 PM						
2	ලංකා	📱 Apple 🌐	✗	1/3	39.9s	<button>▶ Play recording</button> ⋮
						<a href="#">Session details &gt;</a>
#TO6FWN						
Apr 10, 2022 10:36 PM						
3	ලංකා	💻 Microsoft 🌐	✓	3/3	2m 25.2s	<button>▶ Play recording</button> ⋮
						<a href="#">Session details &gt;</a>
#93A1CZ						
Apr 10, 2022 10:31 PM						
4	ලංකා	💻 Microsoft 🌐	✓	3/3	1m 49.5s	<button>▶ Play recording</button> ⋮
						<a href="#">Session details &gt;</a>
#I7CUWX						
Apr 10, 2022 10:26 PM						
5	ලංකා	💻 Microsoft 🌐	✓	3/3	2m 22.6s	<button>▶ Play recording</button> ⋮
						<a href="#">Session details &gt;</a>

- Details regarding the user, device, block success and time taken to fish was also captured

# Quantitative Data Analysis using Task based testing



- The number of users the test was conducted is 10 with a drop rate of 1
- The average time spent by a user navigating through the application is 3 minutes and 0.3 seconds
- The misclick rate found is 38 %

Seven Useberry tasks were given and the success rates are recorded below

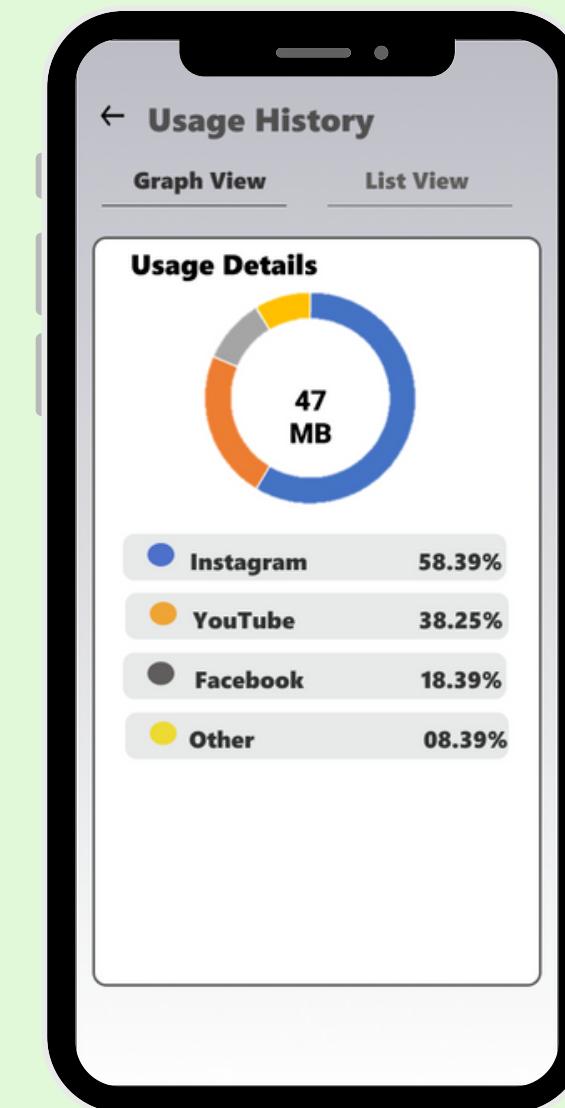
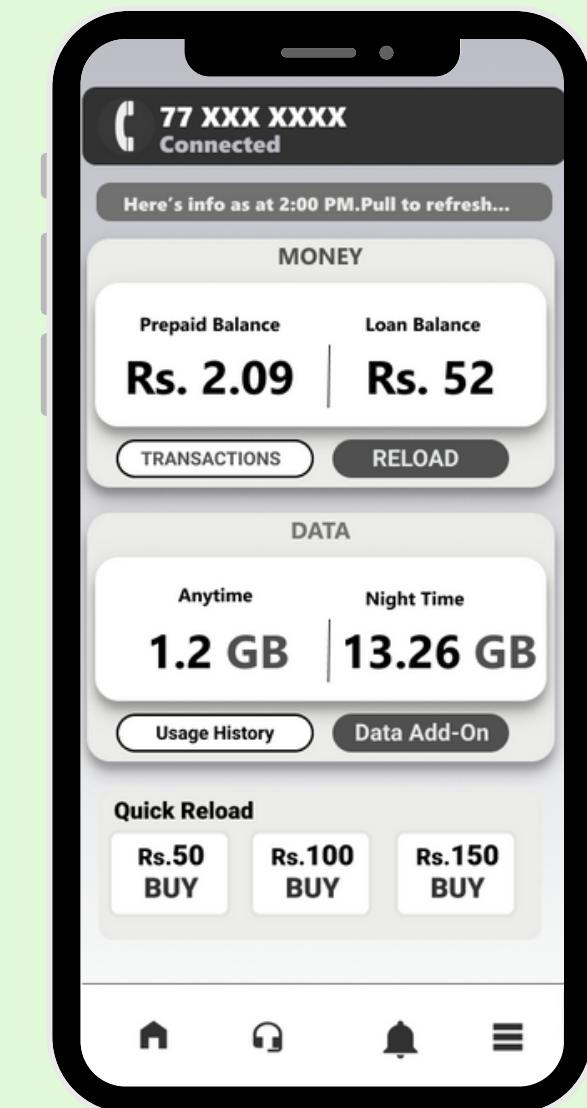
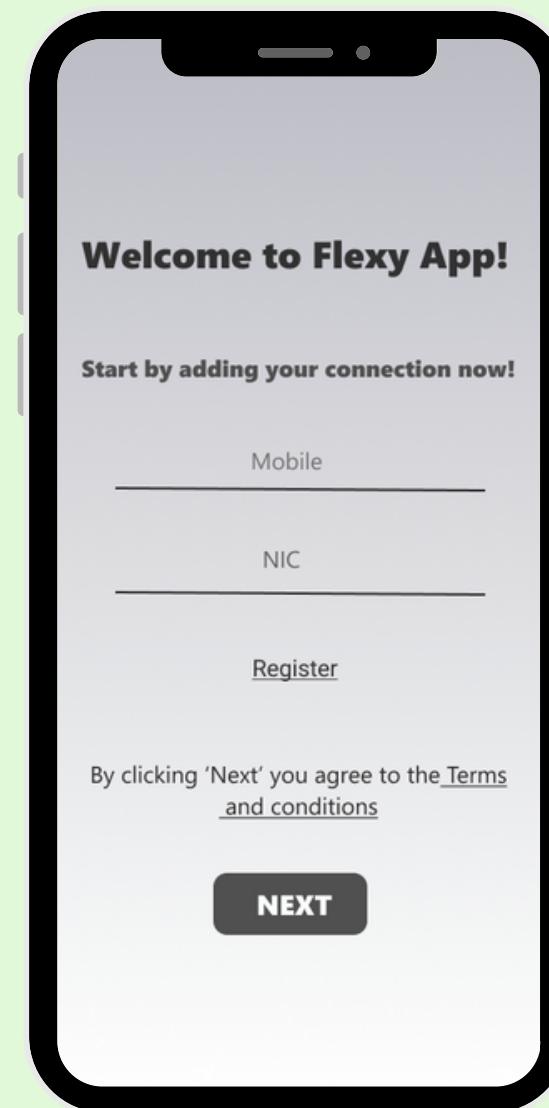
Tasks						
#	TASK	TOTAL	SUCCESS	RATE	AVG TIME	
1	Check the Data Balance	9	8	89%	11.9s	<a href="#">View results</a>
2	Activate Data Package	9	7	78%	20.4s	<a href="#">View results</a>
3	View Contact Us Information	8	7	88%	29.9s	<a href="#">View results</a>
4	Get the location details of the Outlets	8	8	100%	21.8s	<a href="#">View results</a>
5	View FLEXY Offers	8	8	100%	38.1s	<a href="#">View results</a>
6	View Loyalty Information Details	8	8	100%	14.6s	<a href="#">View results</a>
7	Donate Points to Little Heart Foundation	8	8	100%	28.9s	<a href="#">View results</a>

# Qualitative Data Analysis using Task based testing

Sessions (9)						
#	COUNTRY	DEVICE	SUCCESS	BLOCKS	TIME	
1	🇱🇰	📱 Android	X	1/3	54.3s	<button>▶ Play recording</button> :
	#R10LZE					<a href="#">Session details &gt;</a>
						Apr 10, 2022 10:39 PM
2	ලේඛන ප්‍රතිචාර සංඝ්‍යාව	📱 Apple	X	2/3	5m 6.1s	<button>▶ Play recording</button> :
	#OS7GR5					<a href="#">Session details &gt;</a>
						Apr 10, 2022 10:30 PM
3	ලේඛන ප්‍රතිචාර සංඝ්‍යාව	📱 Apple	✓	3/3	8m 1.7s	<button>▶ Play recording</button> :
	#R4DMVK					<a href="#">Session details &gt;</a>
						Apr 10, 2022 10:30 PM
4	ලේඛන ප්‍රතිචාර සංඝ්‍යාව	💻 Windows	✓	3/3	4m 3.1s	<button>▶ Play recording</button> :
	#31YOJ6					<a href="#">Session details &gt;</a>
						Apr 10, 2022 10:23 PM

- Details regarding the user, device, block success and time taken to fish was also captured

# Introducing FLEXY self-care Application



# Improvements & Suggestions

Improve Responsiveness

Increase Flexibility

Minimize compatibility issues

Intuitive navigation

Use simple UI

Minimize The Number Of Steps

Reduce scrolling

Improve Consistency in the App design

# Team Members

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