

Sri Lanka Institute of Information Technology

Visual Analytics and User Experience Design (IT4031)

Assignment 1

Useberry Results

GROUP ID: 2022-VAUED-G19



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OPEN ANALYTICS TESTING

Useberry Link: <https://app.useberry.com/t/8srEhEqVQIxB/>

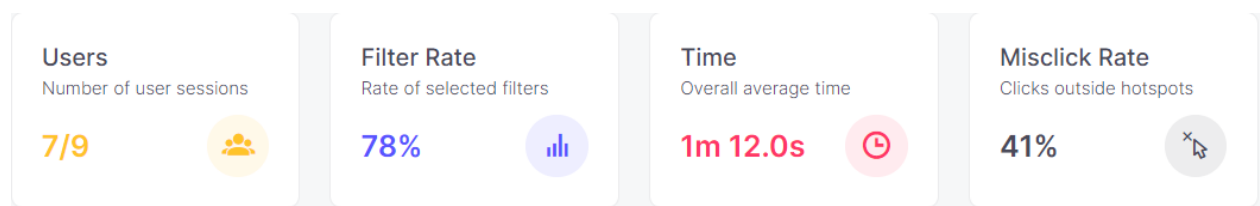
The user was allowed to navigate freely through the application and to explore pages

This technique allows the developer to get an idea where a user finds difficult when navigating through the application and helps to identify the user flows.

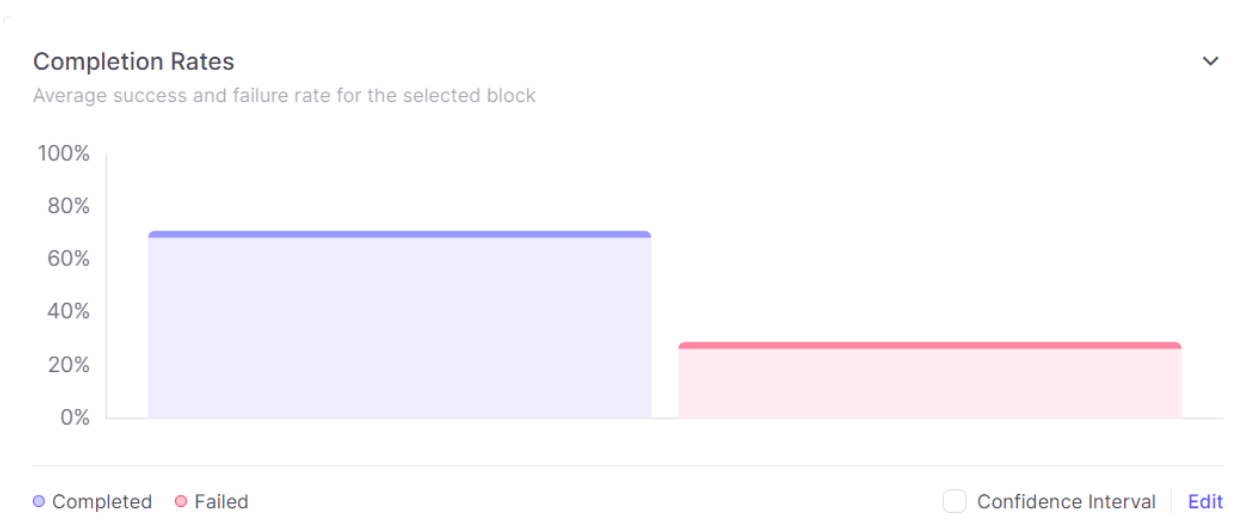
When using this testing, you can understand how users navigate through a prototype. It can cover their entire navigation from start to finish or just a portion, such as how users move between two or more pages. The challenge of open analytics is that for most prototypes, user behavior is so varied that it is impossible to generalize about the complete beginning-to-end experience of using your prototype.

The findings of open analytics testing can,

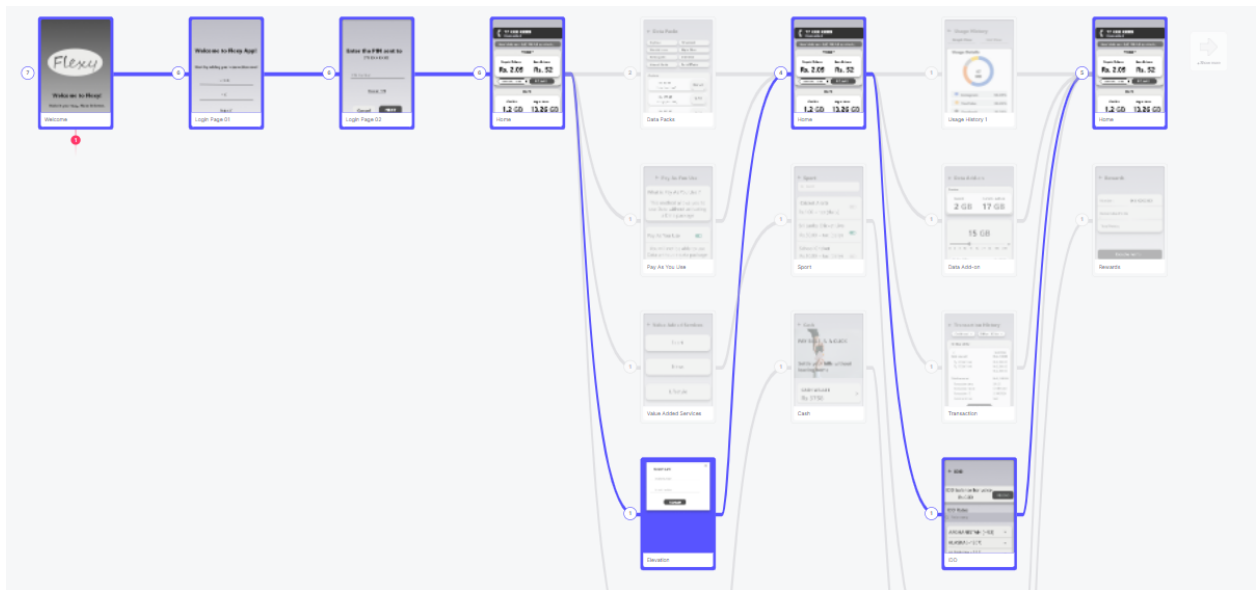
- Collect data about how people get to a page and where they go from a page.
- Analyze specific pages, combine data for multiple pages with the same layout to learn how users interact.
- Analyzing the record of screens or pages that users click on and see.



9 users were allowed to navigate freely through the prototype to capture their behavior when using the application. The average time a user spent on the application was 1 minute and 12 seconds. The mis-click rate was found to be 41 %.



The completion rate was 71% and the dropped-off rate was 29%.



The optimal path was found to be the path illustrated above.

#	COUNTRY	DEVICE	SUCCESS	BLOCKS	TIME	
1			×	1/3	26.2s	▶ Play recording
#4WOYZ3 Apr 10, 2022 10:38 PM Session details						
2			×	1/3	39.9s	▶ Play recording
#TO6FWN Apr 10, 2022 10:36 PM Session details						
3			✓	3/3	2m 25.2s	▶ Play recording
#93A1CZ Apr 10, 2022 10:31 PM Session details						
4			✓	3/3	1m 49.5s	▶ Play recording
#I7CUWX Apr 10, 2022 10:26 PM Session details						
5			✓	3/3	2m 22.6s	▶ Play recording

The user sessions were listed as above in the Useberry dashboard.

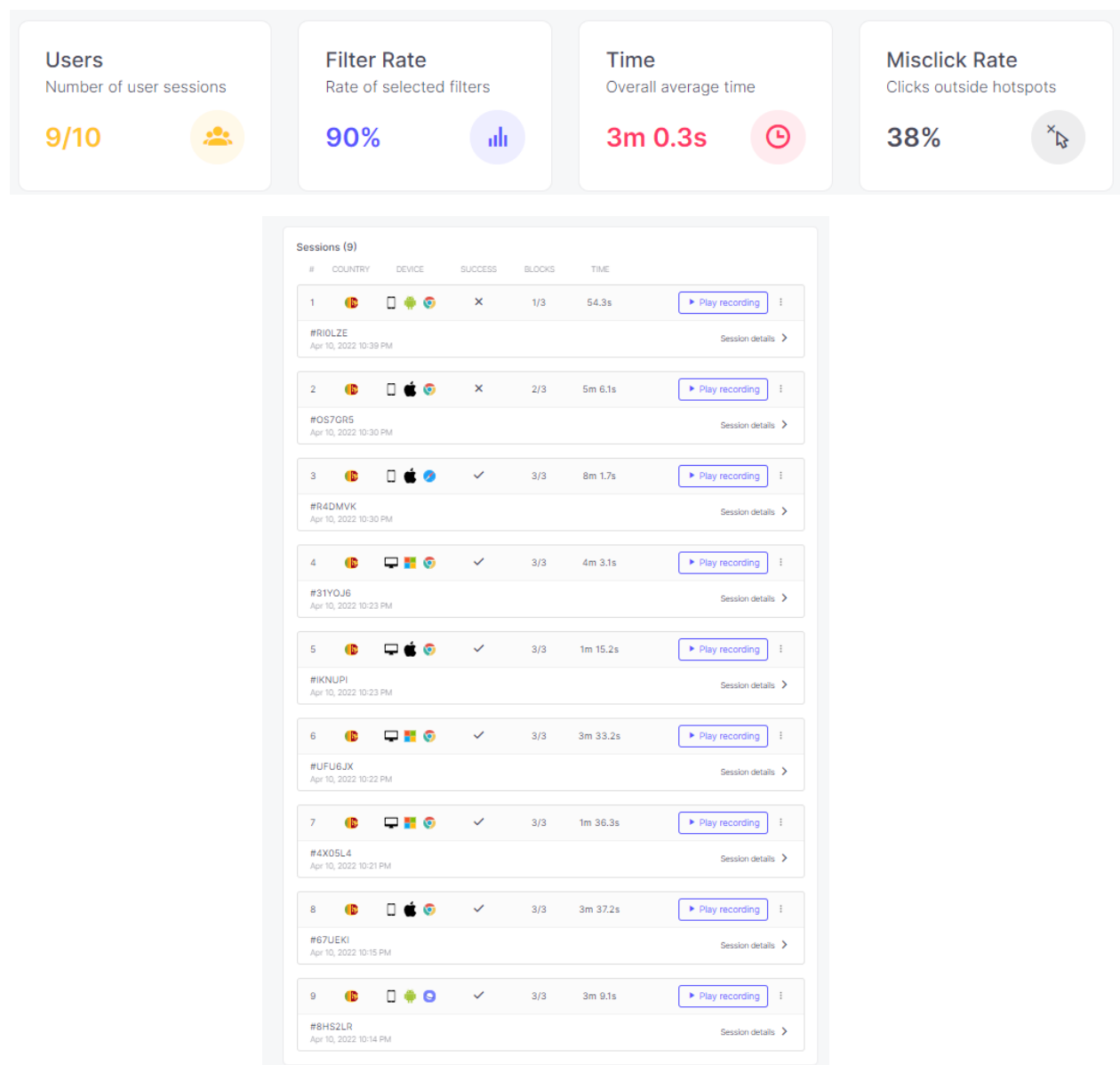
Conclusion: The target group attempted to navigate through the app without much difficulties.

MULTITASK TESTING

Useberry Link: <https://app.useberry.com/t/1gR1gYPV2Zyy/>

Multiple Tasks and seven questions were distributed among a group of nine users.

The designed app FLEXY's main tasks can be identified as Check data balance, activate data packages, view contact us details, det the location details of the outlets, view offers, view loyalty information and donate points. According to the study done, most of the users use the mobile self-care application to perform these above-mentioned tasks.



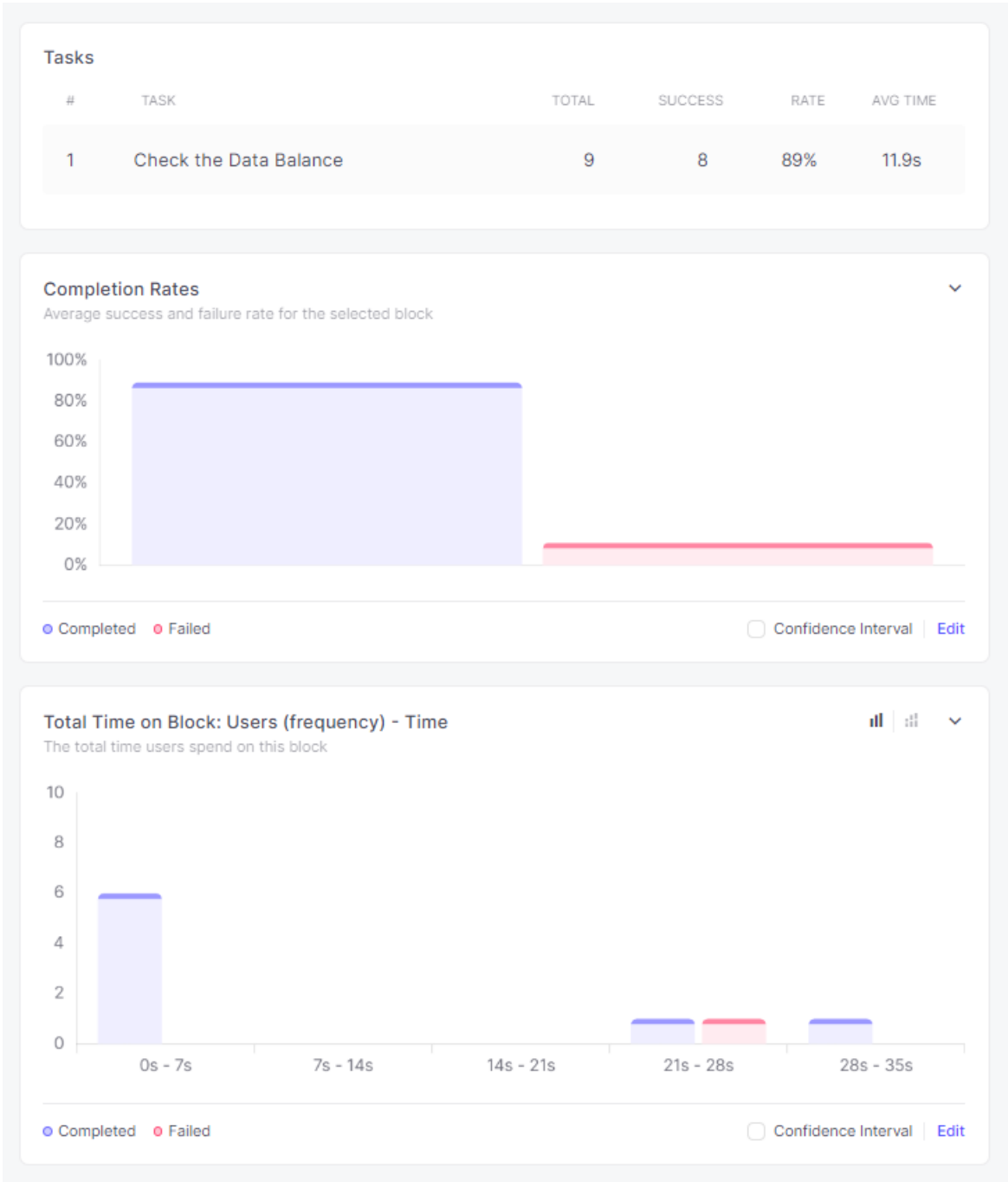
10 users were used to test the application and 1 user dropped out. A user spent an average time of 3 minutes 0.3 seconds, The mis-click rate was found to be 38 %.

The Useberry tasks forwarded are given below as illustrated in the dashboard with the success rates of each task.

Tasks

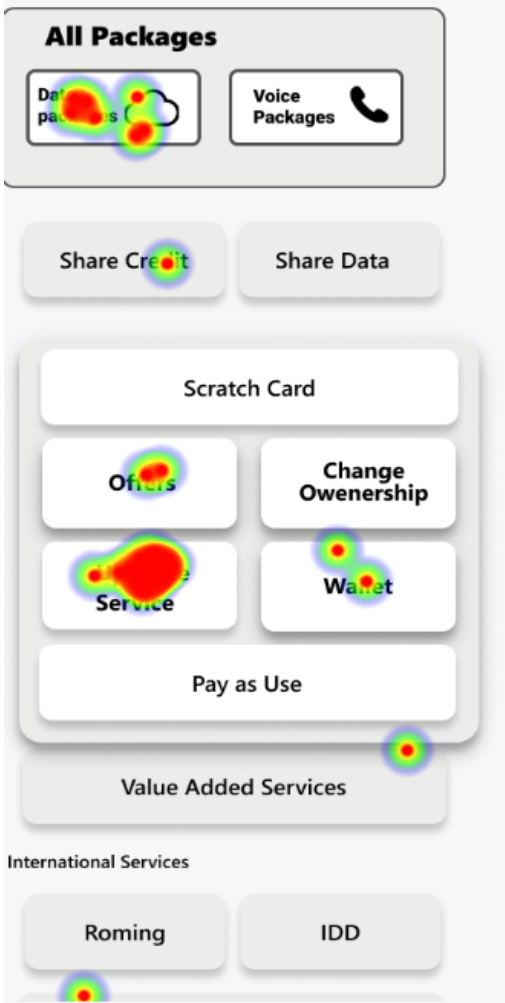
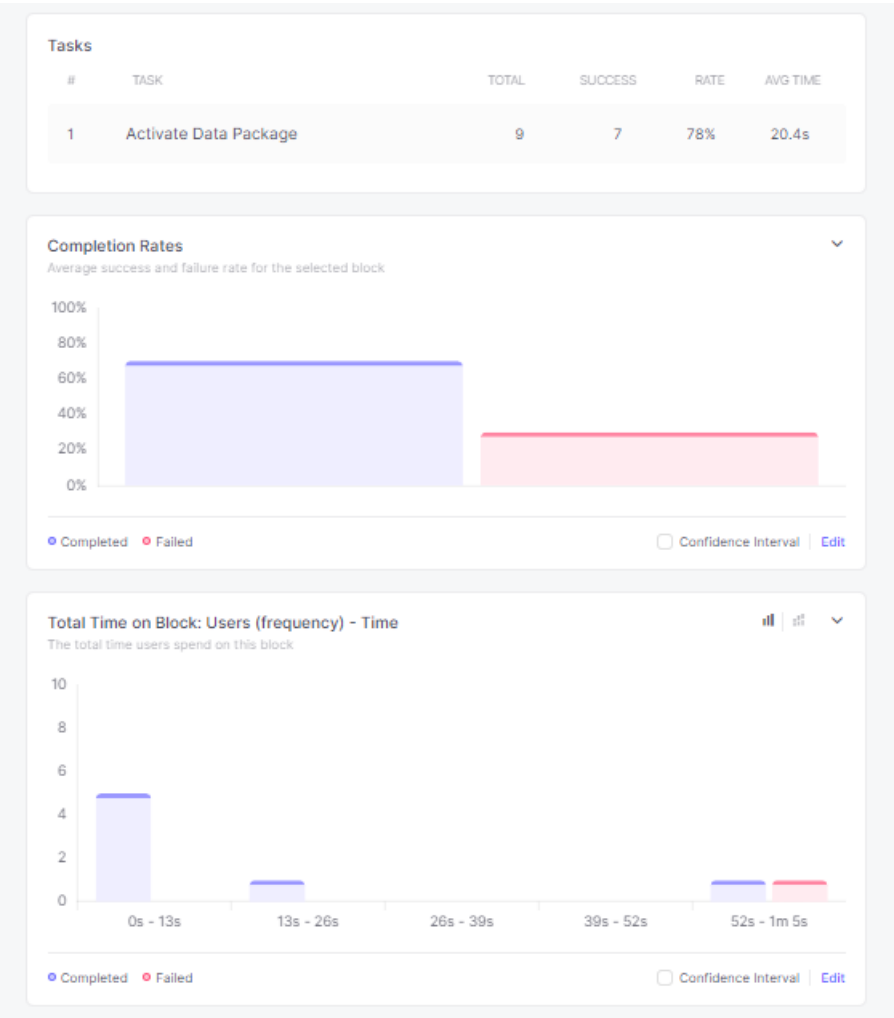
#	TASK	TOTAL	SUCCESS	RATE	AVG TIME	
1	Check the Data Balance	9	8	89%	11.9s	View results
2	Activate Data Package	9	7	78%	20.4s	View results
3	View Contact Us Information	8	7	88%	29.9s	View results
4	Get the location details of the Outlets	8	8	100%	21.8s	View results
5	View FLEXY Offers	8	8	100%	38.1s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

Question 1 – Check data balance



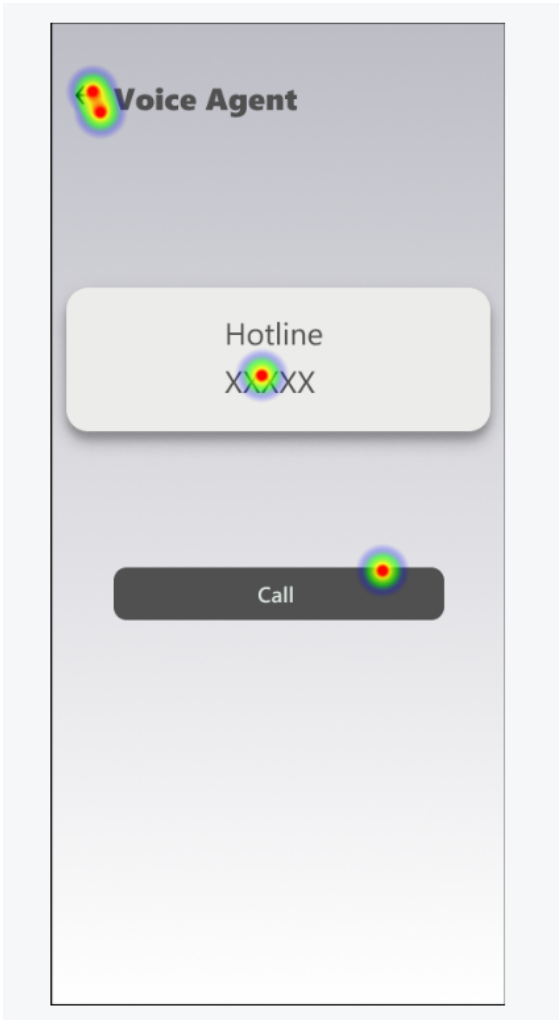
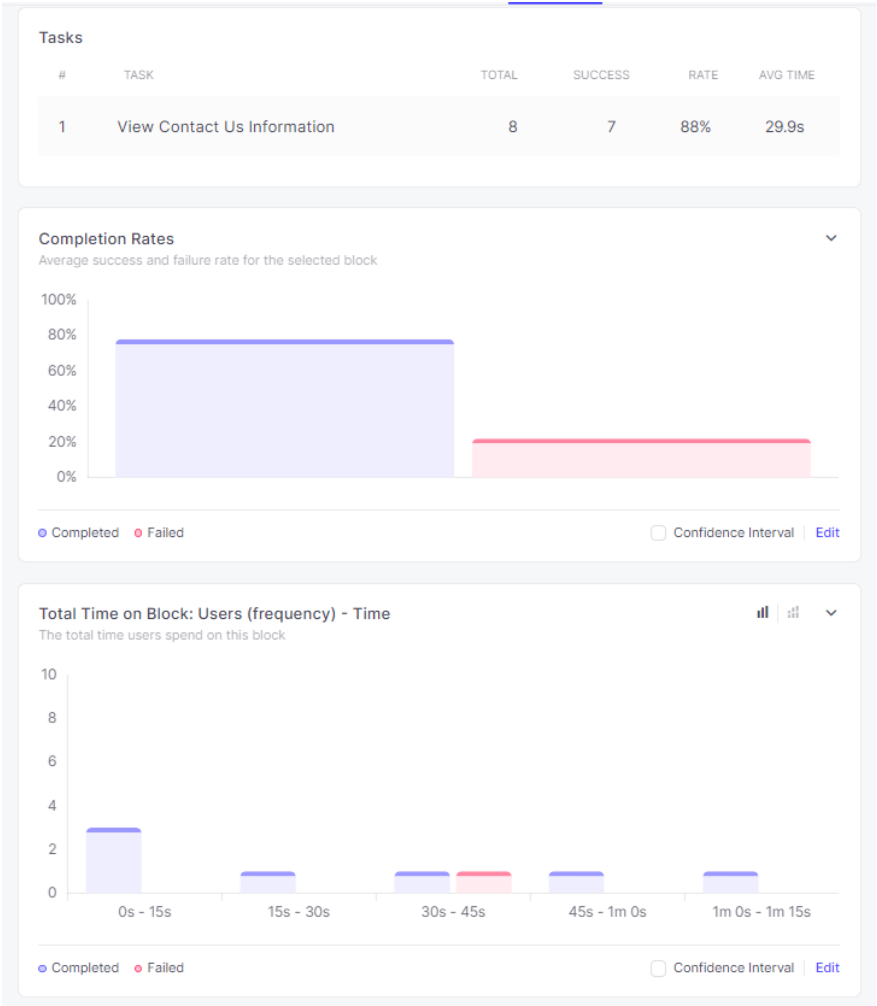
This task has a success rate of 89%.

Question 2 – Activate data packages



This has a success rate of 78% and when analysing the heat map most of the users have clicked on the correct place.

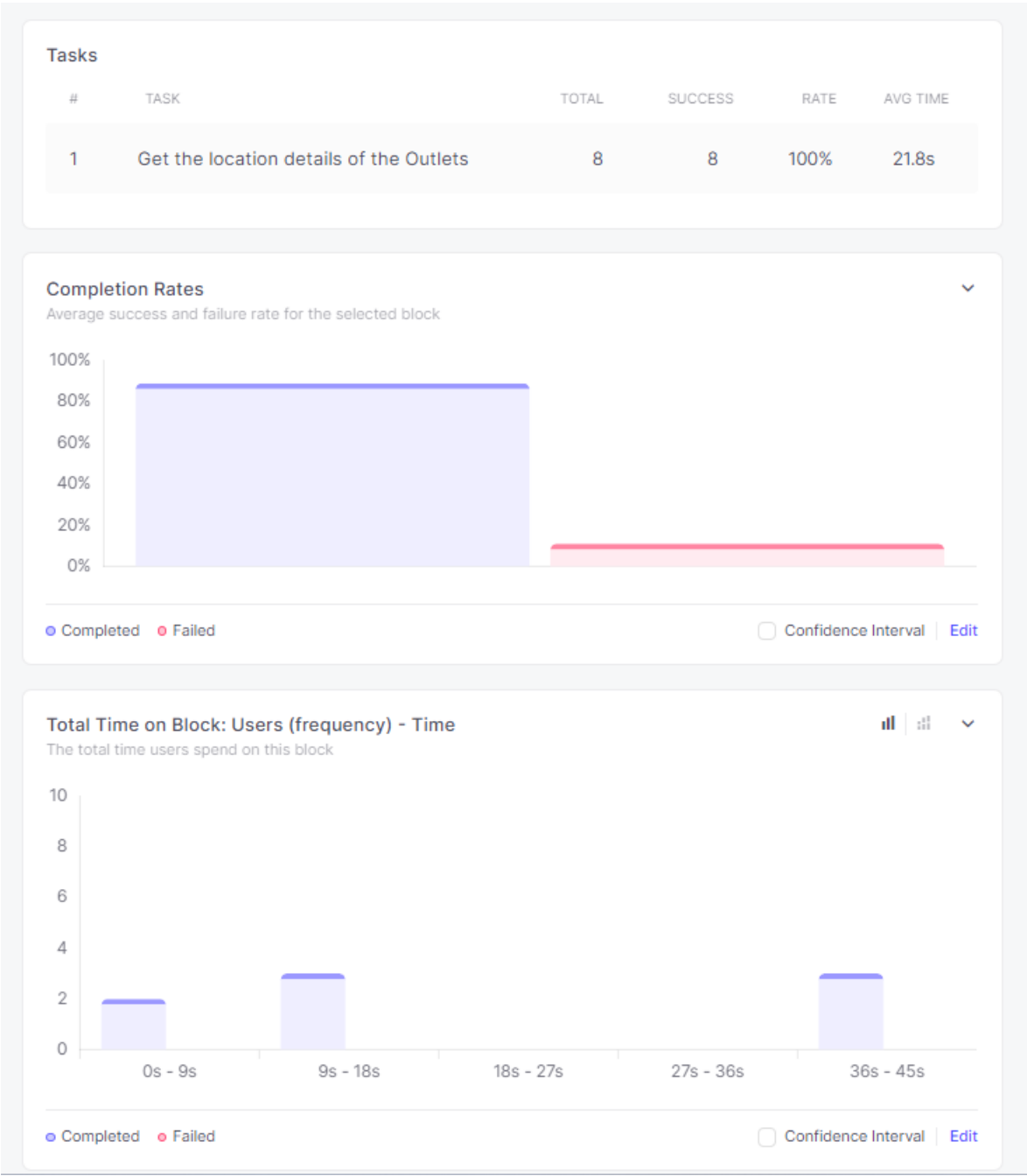
Question 3 – View Contact Us Information



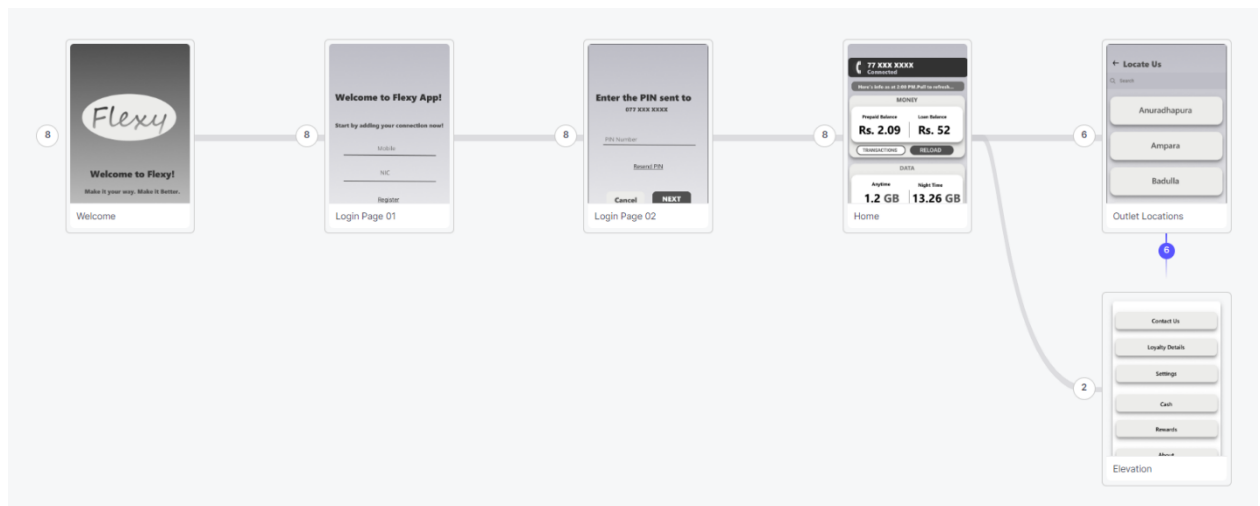
This has a success rate of 88% and when analysing the heat map most of the users have clicked on the correct place.



Question 4 – Det Location details of the outlets



This has a success rate of 100% and when analysing the heat map most of the users have clicked on the correct place.



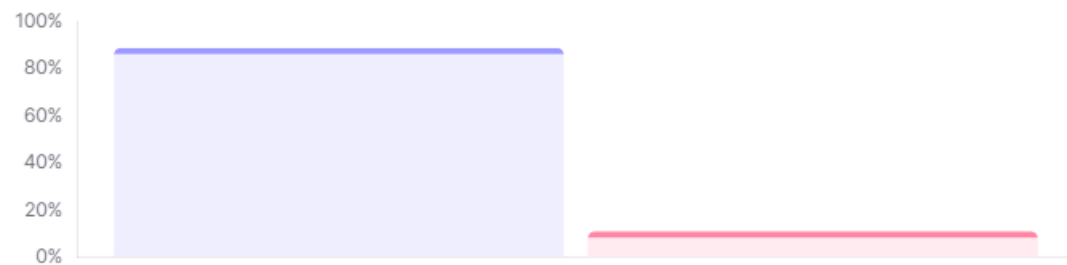
Question 5 – View FLEXY Offers

Tasks

#	TASK	TOTAL	SUCCESS	RATE	AVG TIME
1	View FLEXY Offers	8	8	100%	38.1s

Completion Rates

Average success and failure rate for the selected block



Completed Failed

☐ Confidence Interval [Edit](#)

Total Time on Block: Users (frequency) - Time

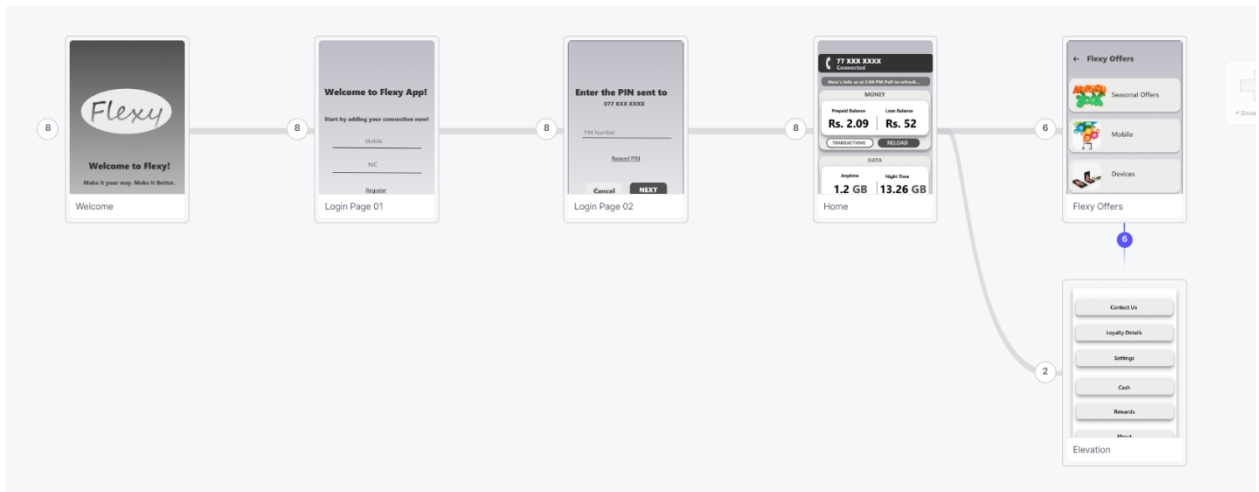
The total time users spend on this block



Completed Failed

☐ Confidence Interval [Edit](#)

This has a success rate of 100% and when analysing the heat map most of the users have clicked on the correct place.



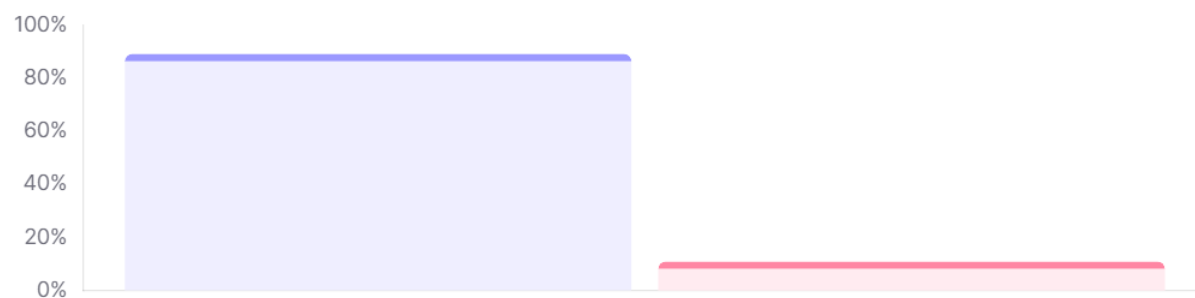
Question 6 – View Loyalty Information Details

Tasks

#	TASK	TOTAL	SUCCESS	RATE	AVG TIME
1	View FLEXY Offers	8	8	100%	38.1s

Completion Rates

Average success and failure rate for the selected block



● Completed ● Failed

☐ Confidence Interval [Edit](#)

This task has a success rate of 100%.