

User Research Techniques

Assignment 01



Sri Lanka Institute of Information Technology

IT3060 Human Computer Interaction

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Team Brain Busters

Group Member Details

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Project Description

Here, we want to improve the user interface compared to the current one. While there are some excellent websites, the user experience on them is poor due to the UI that has been used. Both the users and the server providers should avoid this. HCI illustrates the relationship between the computer and its user. The user interfaces (UIs) used in this interaction should be intuitive.

Our team has decided to redesign the flowerbangkok.com website. That system conducts business online. This website aims to make it easier to choose, order, pay for, and sell products online. Since usability is so crucial to customer interaction, it may be the most important metric for measuring the effectiveness of websites. Several usability problems exist on the official takas.lk website. In order to avoid these usability issues and enhance the user experience, our goal is to redesign the website.

Version: HTML 5 <!DOCTYPE HTML>

Running Platform: Web Server

Official Website: <https://flowerbangkok.com/>

Alternatives Considered

Alternative Website	Reasons to reject
www.ebay.com	Even though there are many usability issues on ebay.com compared to the flowerbangkok.com, ebay.com is more user-friendly and smarter
www.daraz.lk	Even though there are many usability issues on daraz.lk compared to takas.lk, ebay.com is more user-friendly and smarter.
www.lassana.com	Compared to flowerbangkok.com, Lassana.com is more attractive, more user friendly and smart.
www.ikman.lk	There are not enough crud operations to distribute among all the members in the group.
www.Aquinas.lk	There are not enough crud operations to distribute among all the members in the group.

User Groups Identified

- Owner
- Supplier
- Registered User

Usability Issues Identified by the Students

IT21284120 – Rashmitha K.M

Home	Create Account	Order Checkout
Design is not organized	There is no user-friendly registration form.	Relevant information are not well organized
Color scheme is not good.	The page is not attractive.	Font colors and font sizes are not matching.
Navbar is not perfect.	Text boxes are too small.	Unclear Content
Footers are not perfect.	Headings and titles are difficult to find.	Too many whitespaces.
Font sizes are too small.	The font size of the page is too small.	The buttons are too small, and colors are not suitable.
Page is not attractive, not a user – friendly interface.	“Create my Account” button is too small.	Hyperlinks should be more visible.
Page content is not well organized.	Hyperlinks should be more visible.	Order summary should be more visible and readable.

IT21290060 – Hemashi T.G.B.

Sign In	Forgot Password	View Recent Items
There is no user-friendly Sign In form.	Page is not attractive, not a visually appealing interface.	Too much details in one interface.
“Sign In “button is too small.	Font sizes are too small.	Font sizes are too small.
Page is not attractive, not a visually appealing interface.	There is no user-friendly form.	Page is not attractive, not a visually appealing interface.
Font sizes are too small.	Color scheme is not good.	Unclear Content.
Color scheme is not good.	Too much empty space.	Images are too small.
There is no view icon in password text box.	“Continue “button is too small.	Information are not well organized in entire page.
Too much empty space.		
Text boxes are too small.		
There is small space between “Sign In” button and “Forgot your password?”.		

IT21280160 – Theekshana K.T.

Account Details	Contact Us	How to pay
Some font sizes are too small.	Font style is not clear.	Font colors are not using properly.
Alignment issues between text boxes and Details names.	Alignment issues between text boxes and form details.	Unclear layout.
There is no space between checkbox and texts.	No matching color for text boxes.	Bad design of the elements and content organized.
Text boxes sizes are too small.	There are no use proper animations.	Unclear navigation.
Text box colors and background colors are not matching.	Font sizes are too small.	Bad color scheme.
Difficult to find read instructions.	Use of color scheme is not good.	Page is not attractive.
Font style and font colors are unclear.	The font in the footer content is too small.	Unclear footer with content.
Can't clearly identify "Update my details" button.	"Send form" button is unclear.	Font sizes are too small.
		Unclear form with a button.

IT21285042 - Ranasinghe R.C.C.

Your Address Book	Customize Order page	Christmas
No user-friendly interface.	No animations	Page content is not arranged properly
Color scheme is not good.	No color scheme	Bad color scheme
Lot of free spaces	Font is too small	Too much details in one interface.
Can't clearly identify buttons and text boxes.	"Cancel" and "Save" button is not clear and very small	Unclear navigation.
Fonts are too small	No user-friendly interface	Font is too small
"Save Address" button is too small.	Difficult to select check box items	Item details are unclear
Alignment issues between text boxes and Details names.	Page is not attractive	Buttons are too small and unclear
Search bar is too small	Text boxes are too small.	Images are not clear
Page content is not well organized.		
Nav bar and footer is not clear and difficult to find, read and select.		


IT21339592 – Dangalla D.A.S.I

Cart	Add to Cart	Send Flowers
Page is not attractive.	There is no user-friendly form.	Page content is not well organized.
Text boxes are too small.	Font sizes of the page is too small.	Color scheme is not good.
Color scheme is not good.	Difficult to select check box items	Font sizes are too small.
Too much empty space.	Page is not attractive, not a visually appealing interface	Too much details in one interface.
“Update Quantity” button is too small.	“Add to cart” button is too small.	Buttons are too small.
Font sizes are too small.	Too much empty space.	Some Images are missing

Personas

User 01 – Owner

SASINDU DANANJAYA (Owner)



"Another year, another adventure. Here's a little something to make the journey even more special."

Age: 25
Gender: Male
Work: Owner of Flower Bangkok
Marital Status: Unmarried
Location: Kelaniya

Bio

Sasindu is the dedicated owner of the flourishing online platform known as "Flower Bangkok". With a passion for both flowers and exceptional customer service, he has carved out a unique space in the digital world, where fragrant blooms meet heartfelt gestures. Sasindu's desire to provide good service to his customers is at the heart of his business philosophy. He understands the emotional significance behind sending flowers – whether to celebrate milestones, express affection, or simply brighten someone's day. Customer satisfaction is paramount to Sasindu. He listens to feedback attentively and continuously strives to enhance the website's offerings and services.

Goals

- To develop the flower business
- Managing the business risk
- To increase the number of flowers buyers of good.

Frustrations

- Not user-friendly
- Unclear content
- Unclear color combination

Motivation

Problem Solving

Creativity

Responsibility

Achievement

Update

Expectations

- User-Friendly Experience
- Responsive Customer Service
- Security and Privacy
- Timely Deliveries

Personality

Introvert

Extrovert

Analytical

Creative

Loyal

Fickle

Passive

Active

Strengths

Hard Working


Supportive

Collaboration

Fast Learner

User 02 – Supplier

SATHYA SANKALPA (Supplier)



Bio

Mr. Sathya is a renowned and established flower supplier who plays an important role in the dynamic world of online flower sales. With a deep passion for flowers and a keen understanding of the industry, he has become a trusted source of high-quality blooms for various online platforms and websites.

Goals

- Increase Revenue
- Expand Market Reach
- Supply more flowers and gifts.

Frustrations

- Complex Order Submission.
- Unclear Information.
- Not user-friendly.

Motivation

Motivation	Level
Creative Expressions	High
Responsibility	Medium
Problem Solving	High
Business Growth	High
Customer Satisfaction	Medium

Personality

Personality	Level
Introvert	Low
Extrovert	High
Analytical	Low
Creative	High
Loyal	High
Fickle	Low
Passive	Low
Active	High

Strengths

Strength	Level
Hard Working	High
Supportive	High
Collaboration	High
Fast Learner	High

Expectations

- User-Friendly Experience
- Clear Instructions
- Efficient Order Submission

"Where your flowers meet the virtual world, enchanting customers with the magic of nature."

Age: 23
Gender: Male
Work: Supplier
Marital Status: Single
Location: Maharegam

User 03 – Registered User

MALITH GEEVINDA (Registered User)



Bio

Malith is a spirited undergraduate student in a private university. With an outgoing and sociable nature, he effortlessly builds connections and maintains a ability to forge meaningful relationships has made him a well-known and cherished member of the university community. What truly sets malith apart is his thoughtful and heartfelt gestures. Not only does he buy flowers for his friends, but he also delights in sending gifts to them on various occasions.

Goals

- Buying flowers from website
- Easy access to services
- Giving feedback on website

Frustrations

- Messy Content
- Not much user-friendly
- Time Consuming

Motivation

Motivation	Level
Creativity	High
Problem Solving	High
Responsibility	High
Updates	High
Achievement	High

Personality

Personality	Level
Introvert	Low
Extrovert	High
Analytical	Low
Creative	High
Loyal	High
Fickle	Low
Passive	Low
Active	High

Strengths

Strength	Level
Hard Working	High
Supportive	High
Collaborative	High
Fast Learner	High

Expectations

- User-friendly interfaces
- Secure checkout
- Customization options

"The flower that follows the sun does so even on cloudy days." – Robert Leighton

Age : 23
Work : University Student
Gender : Male
Marital Status : Single
Location : Kandy

Scripts for Contextual Inquiry

Background description of the user	Questions to be ask from the user	Task to be given to the user
<p>Sasindu Dhananjaya – Owner</p> <p>Sasindu is the dedicated owner of the flourishing online platform known as "Flower Bangkok." With a passion for both flowers and exceptional customer service, he has carved out a unique space in the digital world, where fragrant blooms meet heartfelt gestures. Sasindu's desire to provide good service to his customers is at the heart of his business philosophy. He understands the emotional significance behind sending flowers – whether to celebrate milestones, express affection, or simply brighten someone's day. Customer satisfaction is paramount to Sasindu. He listens to feedback attentively and continuously strives to enhance the website's offerings and services.</p>	<ol style="list-style-type: none"> 1. How often do you login to the website? 2. Do you like the design of this website? 3. What are the benefits that have you got from this website? 4. What are the things do you think that need to be developed on the site? 5. Are you satisfied with this website? 	<ul style="list-style-type: none"> • Go to the official website by using URL. • Log in to the system. • Explore the webpages
<p>Sathya Sankalpa – Supplier</p> <p>Mr. Sathya is a renowned and established flower supplier who plays an important role in the dynamic world of online flower sales. With a deep passion for flowers and a keen understanding of the industry, he has become a trusted source of high-quality blooms for various online platforms and websites.</p>	<ol style="list-style-type: none"> 1. Can you describe your overall experience using our website as a supplier? 2. Have you encountered any technical issues or errors while using the website? If so, could you provide details about those issues? 3. How user-friendly do you find the navigation and layout of the website when managing your products and orders? 	<ul style="list-style-type: none"> • Go the website using the provided URL. • Log in to the system. • Go to the inside pages.

	<ol style="list-style-type: none"> How often do you login to the website? Is the process of updating product availability, prices, or descriptions clear and easy to follow? What payment methods do you accept, and when is payment required? Are there any improvements or enhancements you would suggest to make the website more suitable and efficient for suppliers like you? 	
<p>Malith Geevinda – Registered User</p> <p>Malith is a spirited undergraduate student in a private university. With an outgoing and sociable nature, he effortlessly builds connections and maintains an ability to forge meaningful relationships. This has made him a well-known and cherished member of the university community. What truly sets Malith apart is his thoughtful and heartfelt gestures. Not only does he buy flowers for his friends, but he also delights in sending gifts to them on various occasions.</p>	<ol style="list-style-type: none"> Are you using this web site for the first time? Do you like the design of this website? Can you please mention the UI issues that you have found? What are the benefits that you have got from this website? Do you think this website is better than other online florist delivery websites? Do you really satisfy with the website? What are the suggestions you can give to improve this website? 	<ul style="list-style-type: none"> Go to the official website by using URL. Log in to the system. Go to the inside pages. Try to become familiar with the page. Add some products to the cart. Go to the checkout

Usability issues identified based on contextual inquiry.

1. Slow Loading Webpages.
2. Complicated Navigation.
3. Pages are not attractive, there are no visually appealing interfaces.
4. The design is not well organized.
5. There are no user-friendly interfaces.
6. Page content is not well organized.
7. Pages contains Too much whitespaces.
8. The footer and the Navbar of the site is not perfect.
9. The color schema of the site is not matching.
10. Headings and the Titles of the site are not highlighted, and they are difficult to find.
11. Font sizes and the font colors of the site are not matching.
12. The quality of the images are not good. Some images are not loading, and some are missing.
13. Can't clearly identify buttons and text boxes.
14. Forms are not user – friendly.
15. Background colors, images and styles are not clear.
16. Can't identify how to login and register properly.
17. The social media links are not displayed.
18. Difficult to identify items in the webpages.
19. Drop down lists are primary.
20. Some hyperlinks are not visible due to the bad color combinations.

Ratings of the Usability Issues (Overall)

Usability Issues identified based on the contextual inquiry	Reason for Identified Problem	Severity (High/Medium/Low) and Justification for your rating.
Background Issues	Background colors, images and styles are not clear	Medium Users can't properly recognize the background and the content of the website.
Color Combinations	Used unmatching colors	High Users can't see the buttons and the links which are in the web pages.
No clear posts, articles, and videos	Used bad interface format to display videos and posts.	High Users clearly can't see the posts, videos, and the articles in the web pages.

Layout Problems	Unorganized interfaces	Medium User properly can't identify contents in the webpages.
Complicated Navigation	Complex interface with many buttons and various colors. Less button description.	Medium Users with little knowledge can understand the system, but others cannot understand how it works and what are the functions.
Login is not properly displayed	Can't identify how to login and register properly	High User cannot identify the login and logout buttons.
Slow loading web pages	Used High resolution images can consume lots of bandwidth while loading.	High Users have to wait to load videos and posts.
Too much whitespaces	There are too much spaces in some webpages specially pages contain forms.	Medium Users can't clearly understand the content of the page.
Excessive website text	Not clear to the user.	High Users cannot clearly recognize the contact details from the Navbar.
Social media links are not clearly display	Can't find links to login to the social media accounts.	High Users cannot identify the social media links.

Video Link






<https://1drv.ms/f/s!AtNOXhlD0mm6gi06G65HsLf9HN3M?e=tOGS4u>

Group & Work Distribution

Student ID	Name	Workload Distribution
IT21284120	Rashmitha K.M.	<p>Selecting a website with usability issues.</p> <p>Identifying and categorizing user groups</p> <p>Preparing the grant chart.</p> <p>Finalize document.</p>
IT21290060	Hemashi T.G.B.	<p>Selecting a website with usability issues.</p> <p>Writing the script for contextual inquiry</p> <p>Create Persona for selected User.</p> <p>Interview the selected persona.</p>
IT21280160	Theekshana K.T.	<p>Selecting a website with usability issues.</p> <p>Writing the script for contextual inquiry</p> <p>Create Persona for selected User.</p> <p>Interview the selected persona.</p>
IT21285042	Ranasinghe R.C.C.	<p>Selecting a website with usability issues.</p> <p>Writing the script for contextual inquiry</p> <p>Create Persona for selected User.</p> <p>Interview the selected persona.</p>
IT21339592	Dangalla D.A.S.I	<p>Selecting a website with usability issues.</p> <p>Writing the script for contextual inquiry</p> <p>Editing the 3 videos of contextual inquiry</p>

Time schedule (Gantt Chart)

Time Schedule (Gantt Chart)

TASK	Week 1 - 3	Week 4 - 5	Week 6 - 10	Week 11 - 12	Week - 13
Group Formation & Select project Topic					
Assignment 1 : User Research Techniques					
Assignment 2 : Low Fidelity Prototyping					
Assignment 3 : High Fidelity Prototyping					
Final Viva					

References

1. Expert tips for writing a project description

By: Kate Eby on May 25,2021

Received date: August 03,2021

Link: <https://www.smartsheet.com/content/project-description>

2. 6 Steps to identify Usability Problems

By: Jeff Sauro, PhD on September 17,2013

Received date: August 05,2021

Link: <https://measuringu.com/six-steps-usability-problems/>

3. Contextual Inquiry: Inspire design by Observing and Interviewing Users in their context

By: Kim Salazar on December 6,2020

Received date: August 06,2021