

Design For Usability

DSL 782

Mini Project

Ayush Verma
2016CS10374

Problem brief

The Novel Corona virus covid 19 has taken over the world with surprise. Due to the increasing number of cases of covid 19, several countries are doing the **Lockdown Due to virus** for the betterment of the people so that they can stay home and stay prevented. Due to this lockdown scenario everyone is having tough time physically as well as mentally as we all have adapting to this this new normal lifestyle.

In this project my aim is to find a problem around us right now, in the social isolation context that can be solved through interactive interface.

Problem Identification

People had already anticipated the lockdown, and some have already made their peace with staying home for the betterment and safety of their own self and others.

Others, on the other hand, do realize the importance of staying indoors right now and practicing social distancing, but are getting jittery about being alone, and are extremely bored, with nothing much to do.

The idea is to create an app to help people explore themselves, reinvent themselves in the form they dreamt, sharing they know and leaning they want to ease the transition to new scenario and have a healthy mind.

Explore

Reinvent

Share

Learn

Interview Insights

I have conducted 2, 40 minutes long interviews and tried to select persons different from each other. So I selected a college student, Manav and other a working professional, Pranjal.

- ❖ Usage of digital devices has increased, people spends the majority of their time using their phone during the day and also extended hours during night.
- ❖ Since there is no hard schedule for both the stakeholders so they have got lots of free time to explore new hobbies and skills.
- ❖ Manav and Pranjal has certain hobby that he tries out but soon feels monotonous due to lack of motivation, proper knowledge and resources.
- ❖ They try to make the best of this time and is interested to try new things.
- ❖ They connect to friends and family via video call or phone, but feels that hanging out or doing activities with their friends and family is missing out.
- ❖ People see this period of quarantine as an opportunity to follow up their hobbies or learn a new skill and also wants to connect with others which have similar interests.



User Persona -I

Pranjal, Age 26, is UX designer and has been working as professional for the past 5 years. He is professional photographer as well. He is very organized towards his schedule and dedicated to work. He is also a passionate biker and loves to play guitar in his free time.

Goals/Need

1. Enhance his guitar skills in this period of lockdown.
2. Learn new cuisines to cook for himself.
3. Less time wastage and being productive.

Pain points

1. Miss doing activities with his friends.
2. Don't know properly cooking food.
3. Lack of resources to learn anything.

Personality



Motivation



Frequent used Apps -





User Persona -II

Manav, Age 21, is undergraduate student at IIT, Delhi. He is also working part-time as campus ambassador for Red-Bull India. Currently managing academics and work online. He doesn't stick to daily routine but rather go with the flow. He likes to sketch and draw in his free time.

Goals/Need

1. To do more exploration based on new skills
2. Practice mindfulness and co-creation
3. Share his work and skills to help others.

Pain points

1. Feel bored of doing the same thing everyday.
2. Unable to find motivation to learn new skills.
3. Lack of resources to learn anything.

Personality



Motivation



Problem Statement

Since the government has imposed lockdown to control the spread of Covid-19. In such scenario mental health of people is also one of the great concern as no one has faced this situation before. Experts recommend people to indulge in any activities that they wanted to do before but cannot due to time constraints. Picking a hobby is also effective method to kill the boredom in this time.

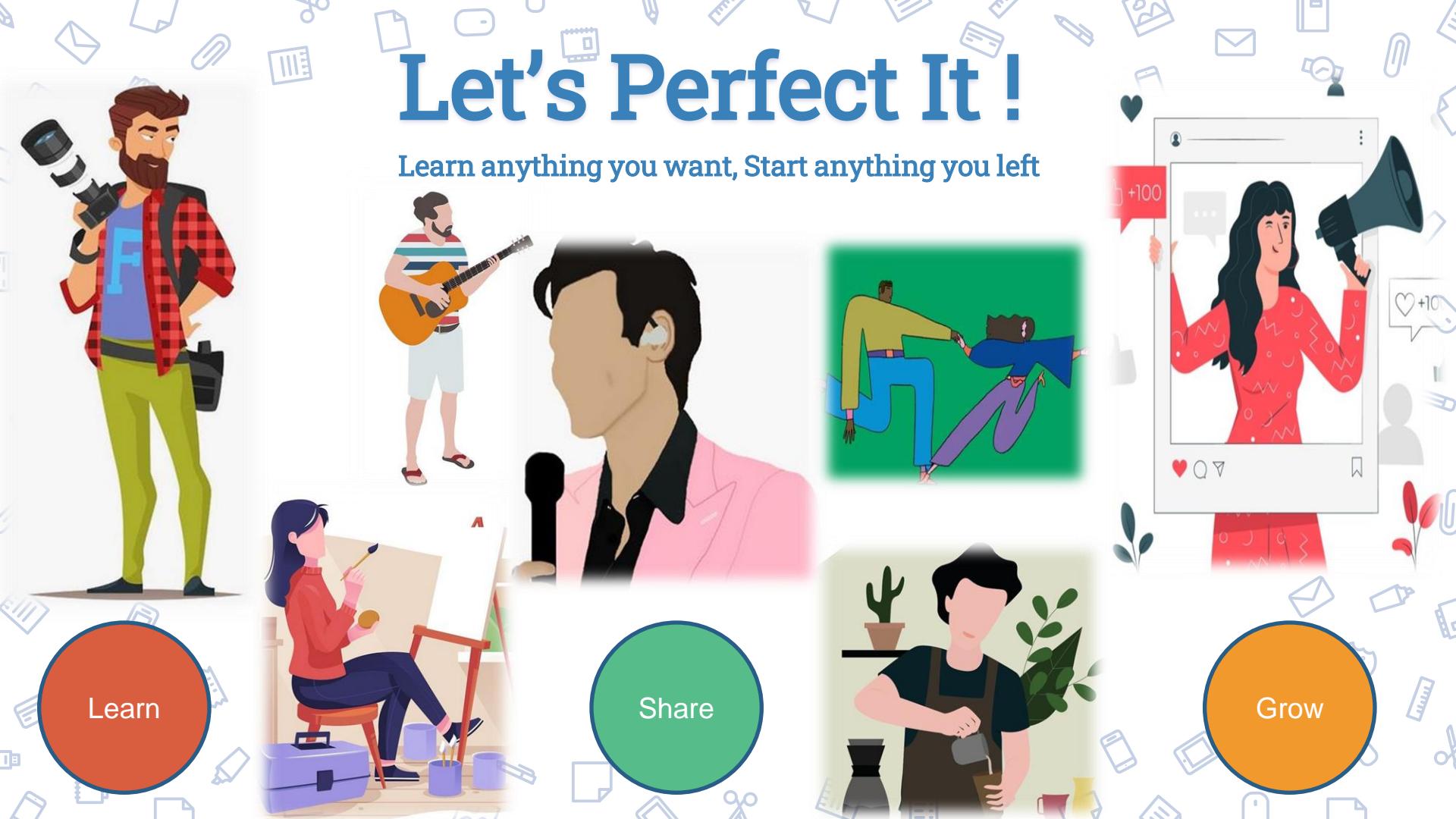
This time can act as opportunity for people who always wanted to learn a new skill pick hobby that they have practiced in past and were not able to explore them. For a sound mind involving themselves in such recreational activities will going to help Improving their personality and help them in future.

Need Statement -

Design a mobile based application that will assist users in learning a new skill, picking a new hobby & exploring them also providing physical as well as digital resources required to learn them. Sharing skills will help community to grow and Interact . Helping people to learn together and teach each other.

Let's Perfect It !

Learn anything you want, Start anything you left



Learn

Share

Grow

Concept of App features

--1--

The mobile app will suggest you new hobby or skill you can pick from a large collection of skillset.



--2--

The mobile app helps you to order or rent physical product if required to learn skill.



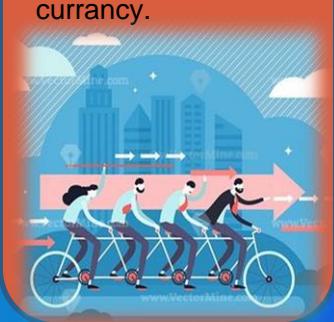
--3--

It assigns a daily task to users. It helps users to Keep track of Progress and and get rewarded In completion.

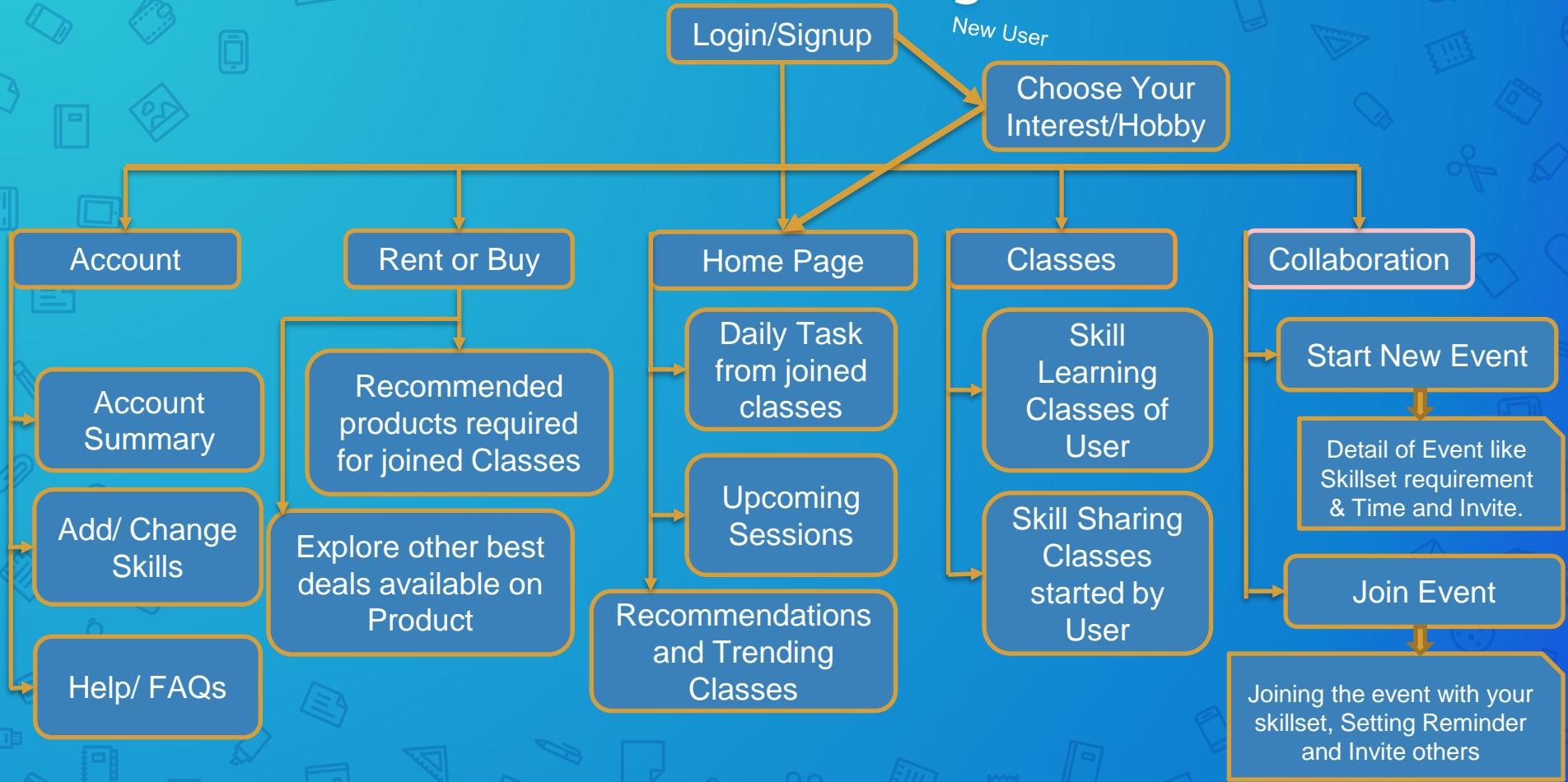


--4--

App also allows users a social space for collaboration. Users can learn together share skills and earn virtual currency.



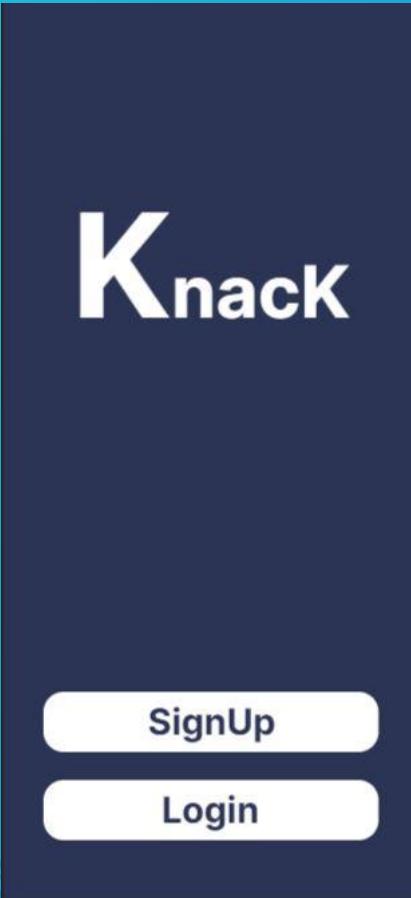
Task flow diagram



UI Prototype

Link to Prototype -

[https://framer.com/share/3iANyzw59PQnVQeHCkvM/b
5tyM0wog?fullscreen=1](https://framer.com/share/3iANyzw59PQnVQeHCkvM/b5tyM0wog?fullscreen=1)



Knack assist you in learning a new skill, picking a new hobby & exploring them also providing physical as well as digital resources required to learn them. It also helps in Sharing skills which will help community to grow and Interact . Helping people to learn together and teach each other.

UI Prototype

Iteration - 1

Login/Signup

Knack

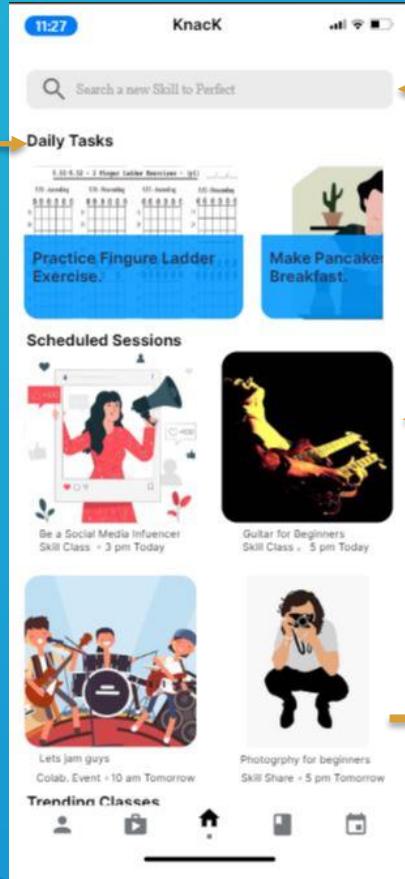
SignUp
Login

Daily tasks of User from Joined Class



List of Some Common Interests

User Selects his/her Interests

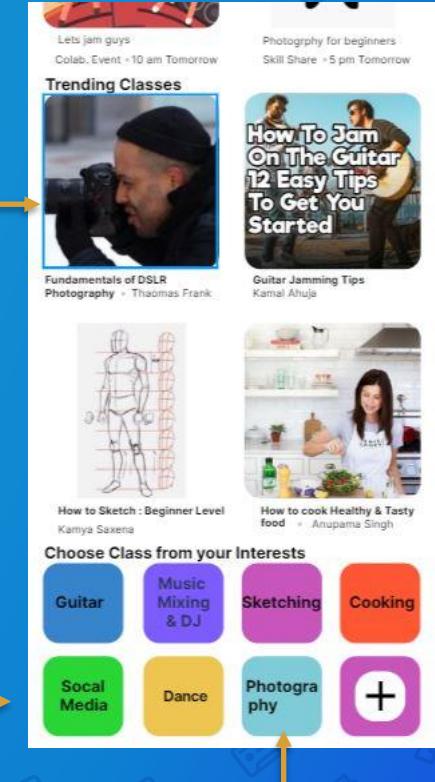


Search new Skill class

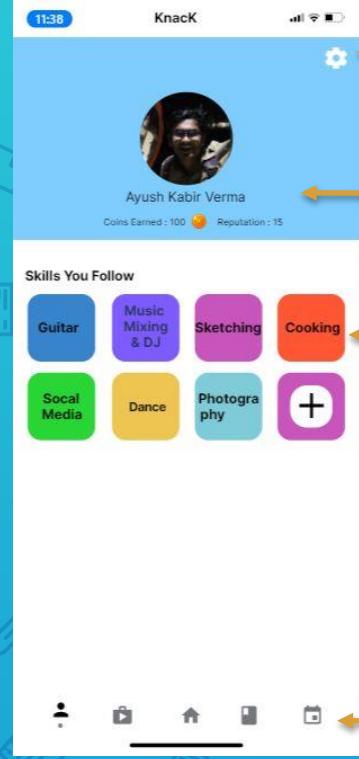
Trending classes

Schedules Sessions Of User

Scrolling the page further



Search Classes by Interests



Account Settings

User Name
& Account
Summary

User Interests
And add more
interests

Bottom
Navigation

This screenshot displays a search interface where the user has typed "Search a Product you need". Below the search bar, a list of "Suggested Product according to your Classes" is shown, including items like MultiColor Acoustic Guitars Techno Guitars, Camel Stretched Canvas, Canon EOS M50 24.1MP Mirrorless Camera, and 100 Best Health Foods Paperback. Each item has a "Buy" and "Rent" option. Below this, there's a "Shop by Category" section with various categories represented by colored boxes: Cooking & Kitchen, Music Instruments, Camera & Photography, Music & DJ Instrument, Mic & Karaoke Set, Sewing & Stitching, Paint, Art & Sketch, Gardening Equipment & Plants, Crafts, Collections, Tools & Mechanic Equipments, and a plus sign for more. Navigation icons at the bottom are identical to the ones in the first screenshot.

Cart
Suggested
Products

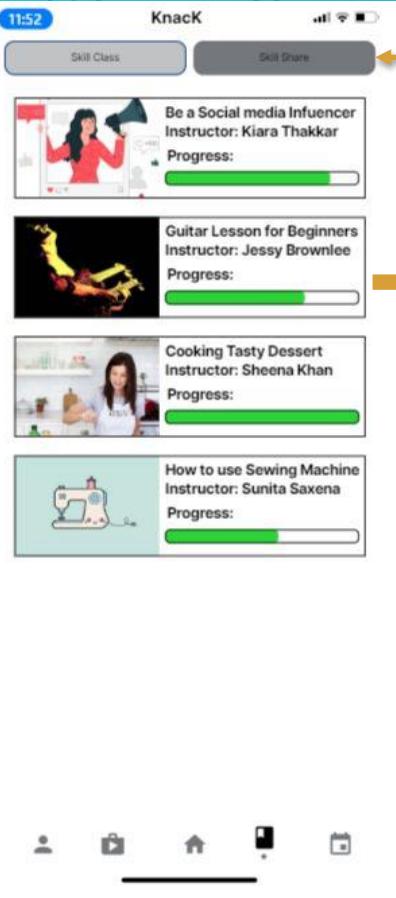
Other
Shopping
Categories

This screenshot shows the process of placing an order. It starts with a confirmation message: "Your order is eligible for free Shipping" with details: Cart Summary - Rs. 1010 Pay Now, Rs. 880 at end of each month, and a checked box for "This order contain a gift card. Yay!!". Below this is a list of items in the cart: MultiColor Acoustic Guitars Techno Guitars, Camel Stretched Canvas, and Canon EOS M50 24.1MP Mirrorless Camera. Each item has a "Buy" and "Rent" option. At the bottom is a large blue "Proceed to Pay" button.

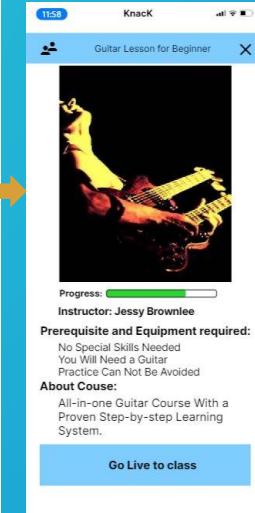
Order place
&
Payment
Page

This screenshot shows the payment confirmation page. It displays a green checkmark and the message "Payment Done." Below this is the "Order Summary" which lists the same three items from the cart: MultiColor Acoustic Guitars Techno Guitars, Camel Stretched Canvas, and Canon EOS M50 24.1MP Mirrorless Camera, with their respective "Buy" and "Rent" options. At the bottom is a blue button with the text "Click here to go Home".

Toggle Buttons



User
Connected
By voice
Voice Settings



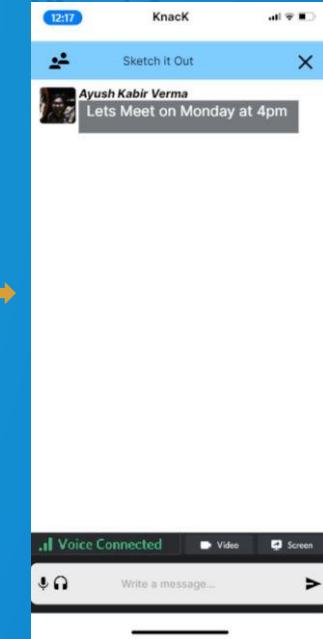
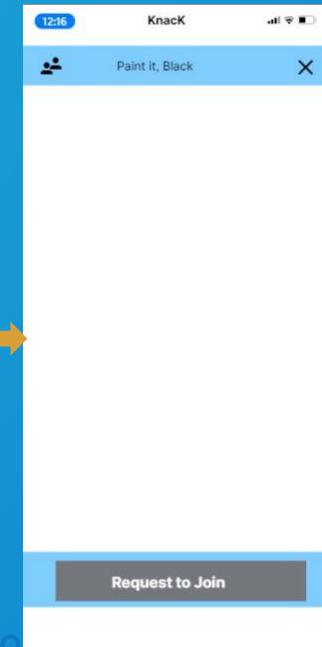
List of Classes
Started
by the user



User can start new Event

Events joined By User

Events user May like by His/her interests



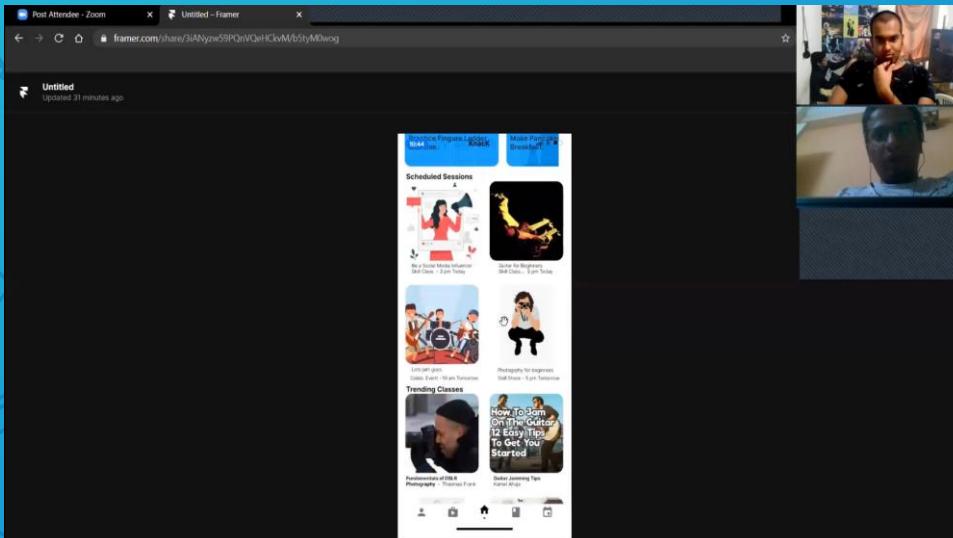
Usability Testing

TASKS

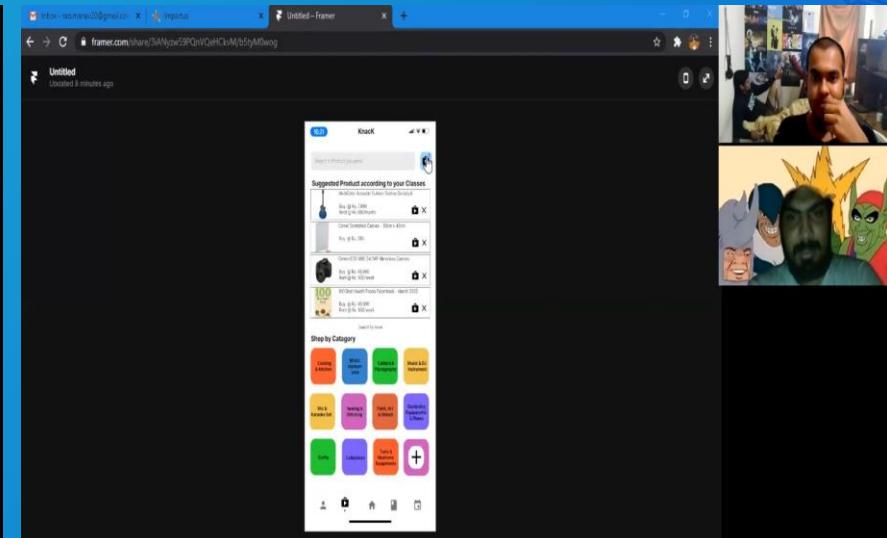
- Task 1: You have joined the skill classes by you does not have equipment to practice.
Using Knack you are trying to place order required equipment.
- Task 2: In the current lockdown situation you are trying to talk and share to other people who likes to sketch. Using Knack you are trying to join the event.
- Task 3: You have always curious in learning guitar. Using Knack you are trying to open live class to learn beginner level guitar.

Online Testing through zoom call

User 1: Shantanu Verma



User 2: Manav Rao



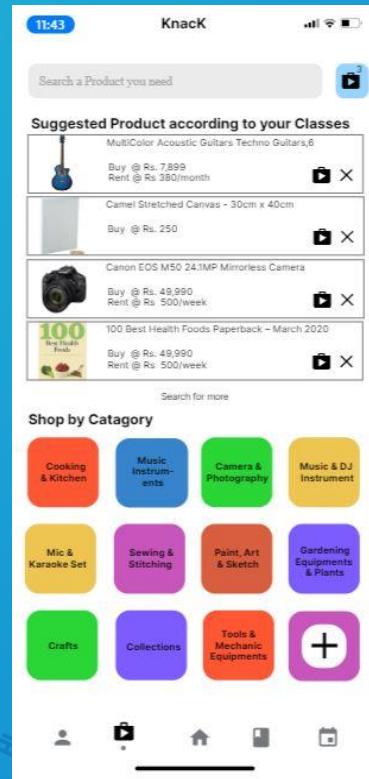
Testing Methods Used

- Moderated Remote testing:
the tester and the interviewer are geographically distant, but they can converse via video call and remote sharing of the screen of the test device.
- Think aloud Testing:
Users were asked to use the app while continuously thinking out loud i.e. Verbalizing their thoughts as they move through the app interface.

Task 1: Usability Testing



1. Not able to figure out Shopping option in Home.
2. No indicator for things To add to cart or Thing not been added to cart.



1. Not able to figure out Shopping option in Home.
2. No indicator for things To add to cart or Thing not been added to cart.
3. User took time to figure out Cart
4. No quantity Indicator

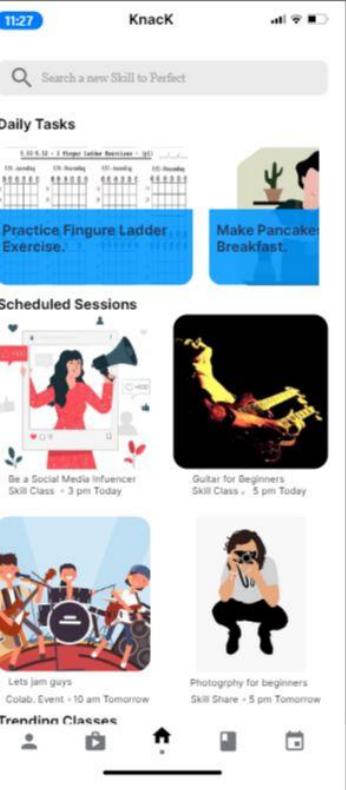
Task 2: Usability Testing



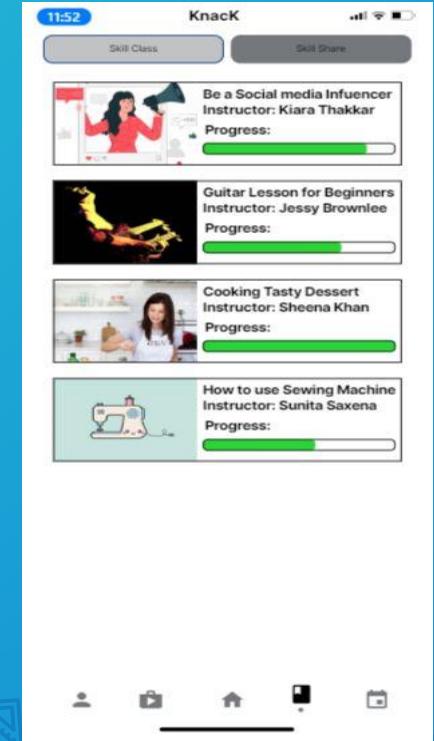
User is able to soon figure out collaboration events he is joined to And also events he can join

1. Not able to search new interests.
2. User is confused as he is trying to find events according to particular interest.
3. Seemed confused as he needs to create event or join to achieve his goal.

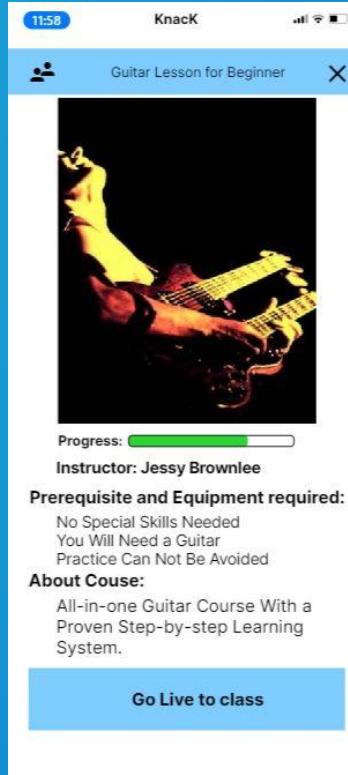
Task 3: Usability Testing



1. Not able to figure out Class option in Home easily.



2. Not able to figure out whether class is live or not.



3. Back button is little confusing to User

4. No recodes of previous task so progress bar is little confusing

Post-test Questionnaire

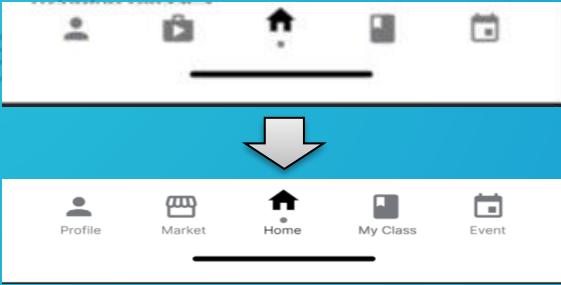
Questions	Shantanu's Response	Manav's Response
Rate the app in terms of ease of usage on Scale of 1 to 5.	4 (fairly easy)	4 (fairly easy)
Most Confusing Task	Finding shopping option	Navigation was confusing
How interesting were courses or events on Scale of 1 to 5.	3	4
Most interesting feature	Collaborative Events	Collaborative Events
Rate the app on the scale of 1 to 5.	4	3.5 to 4

UI Prototype

Iteration - 2

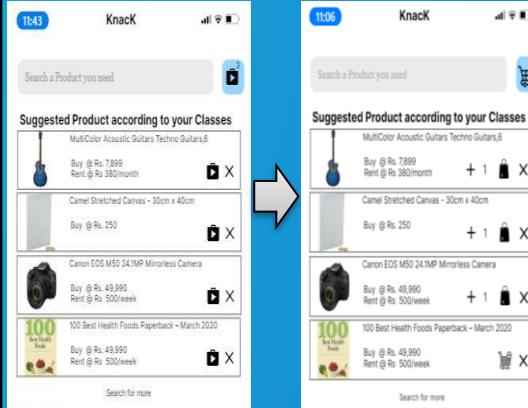
Major Updates

Navigation bar



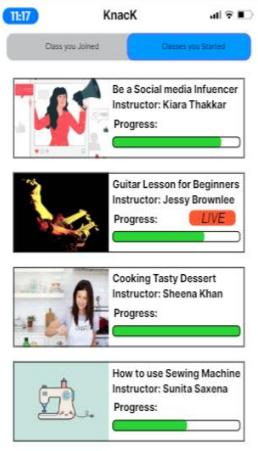
- Replace with familiar icons
- Added name to remove confusion

Shopping or Renting Portal



1. Replaced familiar icons user assume in shopping portal.
2. Quantity indicator added.
3. Distinction between added not added to cart items is added(using icons).

Class portal



1. Active and inactive link with proper distinction.
2. Now user get see live classes from class list.
3. Rating to class is added for feedback to current class.
4. Back button added when user thinks it should be (in class detail page see prototype)

Events you might like



Event Page

1. Explore option added in events
2. User can now discover events as her Prefers.
3. When user click Add event he can add create new colab event.
4. Name of type of classes updated as per user user understandability

Collaboration Events

Add Event

11:39 Knack

Ayush Kabir Verma
Coins Earned: 100 Reputation: 15

Skills You Follow

- Guitar
- Music Mixing & DJ
- Sketching
- Cooking
- Social Media
- Dance
- Photography
- + (Add)

Profile Market Home My Class Event

11:40 Knack

Suggested Product according to your Classes

- MultiColor Acoustic Guitars Techno Guitars,6
Buy @ Rs. 7,899 Rent @ Rs 380/month + 1 🔒 X
- Camel Stretched Canvas - 30cm x 40cm
Buy @ Rs. 250 + 1 🔒 X
- Canon EOS M50 24.1MP Mirrorless Camera
Buy @ Rs. 49,990 Rent @ Rs. 500/week + 1 🔒 X

100 Best Health Foods Paperback - March 2020
Buy @ Rs. 49,990 Rent @ Rs. 500/week + 1 🔒 X

Search for more

Shop by Category

- Cooking & Kitchen
- Musical Instruments
- Cameras & Photography
- Music & DJ Instrument
- Mic & Karaoke Set
- Sewing & Stitching
- Paint, Art & Sketch
- Gardening Equipment & Plants
- Grocery
- Collections
- Tools & Equipment for Businesses
- + (Add)

Profile Market Home My Class Event

11:38 Knack

Search a Product you need

Search a new Skill to Perfect

Daily Tasks

- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100
- 1 Min 10 - Finger Index Exercises - 100

Practice Figure Ladder Exercise:

Make Pancake Breakfast:

Scheduled Sessions

- Be a Social Media Influencer Skill Class - 3 pm Today
- Guitar for Beginners Skill Class - 5 pm Today
- Lets Jam guys Collab. Event - 10 am Tomorrow
- Photography for beginners Skill Share - 5 pm Tomorrow

Profile Market Home My Class Event

11:41 Knack

Class you Joined Classes you Started

Be a Social media Influencer Instructor: Kiara Thakkar Progress:

100%

Guitar Lesson for Beginners Instructor: Jessy Browne Progress:

50%

 LIVE

Cooking Tasty Dessert Instructor: Sheena Khan Progress:

100%

How to use Sewing Machine Instructor: Sunita Saxena Progress:

100%

Profile Market Home My Class Event

11:43 Knack

Your collaboration events

Lets Jam Guys Time: 10 am Tomorrow Skills: Music, Guitar, Singing

Sketch i Time: 4 pm W Skills: Art, Sketch

Events you might like

Paint it, Black Time: 2 pm Monday Skills: Art, Painting

Fashion Talks Time: 4 pm Wednesday Skills: Social Media, Fashion

Deep Focus Talks Time: 7 pm Friday

Let's share experience Time: 10 pm Saturday

Explore

Profile Market Home My Class Event

11:44 Knack

Order Summary

Your order is eligible for free Shipping
Cart Summary:
Rs. 1010 Paid Now
Rs. 880 at end of each month
This order contain a gift card. Yay!!

Product	Quantity	Price	Shipping
MultiColor Acoustic Guitars Techno Guitars,6	1	Buy @ Rs. 7,899 Rent @ Rs 380/month	Free
Camel Stretched Canvas - 30cm x 40cm	1	Buy @ Rs. 250 Rent @ Rs. 500/week	Free
Canon EOS M50 24.1MP Mirrorless Camera	1	Buy @ Rs. 49,990 Rent @ Rs. 500/month	Free

Proceed to Pay

11:44 Knack

✓ Payment Done.

Payment Summary:
Rs. 1010 Paid
Rs. 880 at end of each month

Order Summary

Product	Quantity	Price	Shipping
MultiColor Acoustic Guitars Techno Guitars,6	1	Buy @ Rs. 7,899 Rent @ Rs 380/month	Free
Camel Stretched Canvas - 30cm x 40cm	1	Buy @ Rs. 250 Rent @ Rs. 500/week	Free
Canon EOS M50 24.1MP Mirrorless Camera	1	Buy @ Rs. 49,990 Rent @ Rs. 500/month	Free

Click here to go Home

11:42 Knack

Classes you Joined Classes you Started

Photography for Beginners Joined BY: 18 people
Coins Earned: 50 Reputation Earned: 11

Profile Market Home My Class Event

11:46 Knack

Sketch it Out

Ayush Kabir Verma Lets Meet on Monday at 4pm

Voice Connected Video Screen

Write a message... ➤

Request to Join

Profile Market Home My Class Event

11:45 Knack

Paint it, Black

Request to Join

Profile Market Home My Class Event

Usability Testing

Testing Methods Used

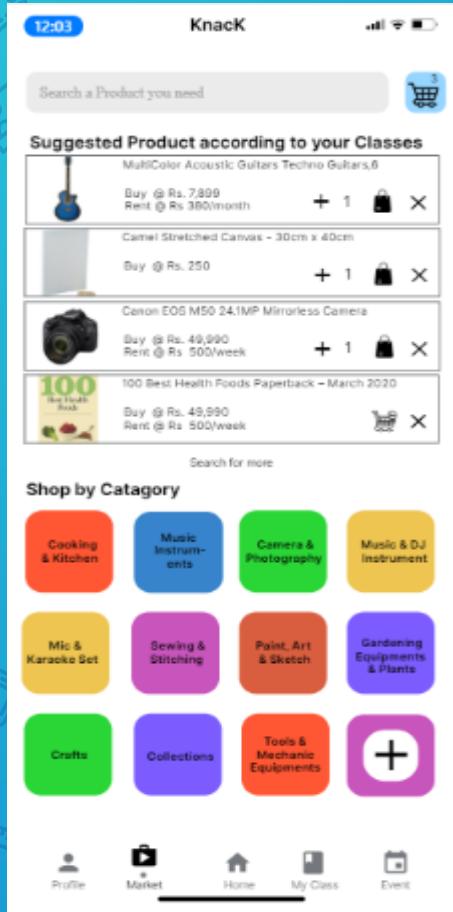
- Unmoderated Remote Testing:
the tester and the researcher are physically located in two different places and times and recording the performance.
- Moderated Remote testing:
the tester and the interviewer are geographically distant, but they can converse via video call and remote sharing of the screen of the test device.
- Think aloud Testing:
Users were asked to use the app while continuously thinking out loud i.e. Verbalizing their thoughts as they move through the app interface. In case of Unmoderated User recorded everything(using voice recorder).

Selected 3 users for the tested different from previous iterations.

1. Swapnil Verma – Student - Moderated Remote testing
2. Meera – Working woman (Teacher) - Moderated Remote testing
3. Kartik Kumar – Student. - Unmoderated Remote testing

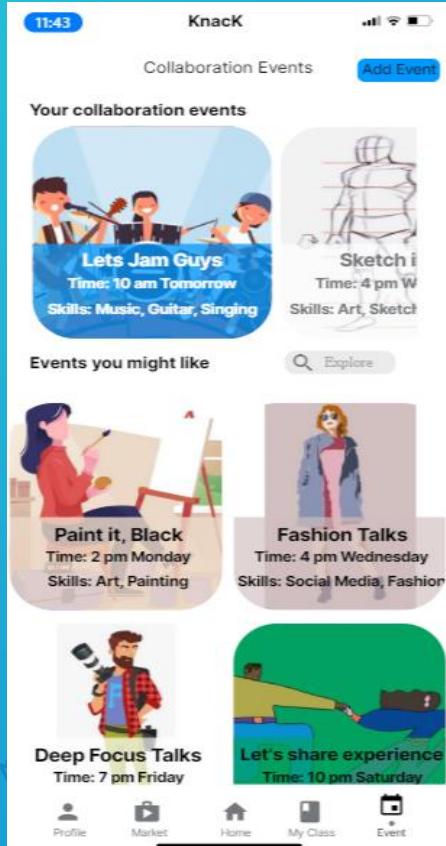
* Unfortunately images & recording got erased due to hard drive failure of my device.

Task 1: Usability Testing



1. One of the user got confused between Renting and buying options and thus confused about making selection.

Task 2: Usability Testing

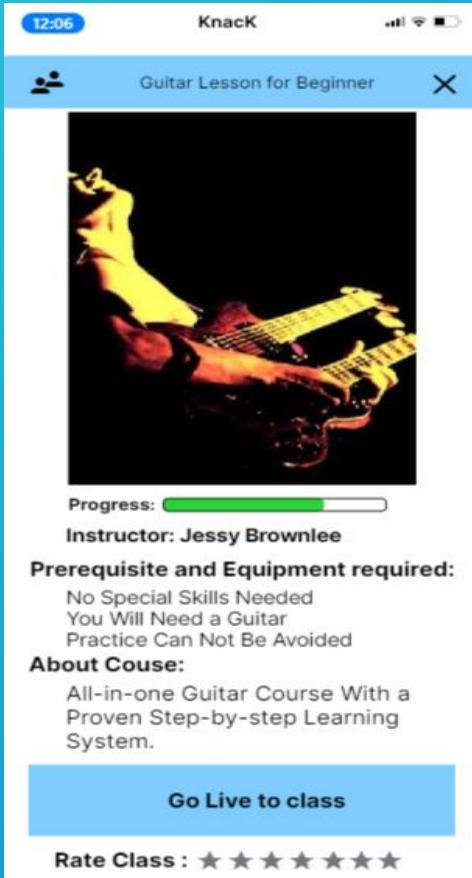


User is able to soon figure out collaboration events he is joined to and also events he can join

User is easily able to search new events and Add event s.

No major usability issue found

Task 3: Usability Testing



1. 1 out of 3 users got confused about navigation as navigation bar got removed in this screen.
2. Confused about previous class window and task details.

Post-test Questionnaire

Questions	Swapnil's Response	Meera's Response	Kartik's Response
Rate the app in terms of ease of usage on Scale of 1 to 5.	4 to 4.5 Easy to use	3 (little confusing)	4 Easy to use
Most Confusing Task	Not as such	My classes was little hard to find	Selecting hobbies and interests
How interesting were courses or events on Scale of 1 to 5.	4	4	3
Most interesting feature	Collaborative Events	Collaborative Events	Renting Feature
Rate the app on the scale of 1 to 5.	4	3.5 to 4	4 to 4.5

If time permits

Further iterations will be made, based on feedback from the users, modifications will be made for next iterations of app.

Thank You