

College of Science and Computer Engineering

Department of Software
Engineering
Academic Session: 2024

CCSW 437: User Experience Design

Lab 1: **Idea Framework** (Lab report 1)

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1. The existing system:

Mobily Application

2. issues we are going to improve:

- **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.

- **Color Contrast Issues:**

The app exhibits strong color contrasts that may cause visual discomfort for users. Balancing the color scheme will contribute to 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 the overall 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. Improving information accessibility and organization is 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 causing confusion.

- **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 quickly grasp its functionalities. Implementing features that facilitate ease of learning will contribute to a more user-friendly experience.