Ministry of Education
University of Jeddah
College of Computer Science and Engineering

CCSW 437 – User Experience (Fall 2022)

Design Project Phase 1

1. **Project Group Members:**
   1. Suhaila Hawsawi
   2. Layan Eid
   3. Laila Alzahrani
   4. Nada Abdulmanea
2. **Project Title: Usability Testing of:**

- A mobile Application

3. **Website/Application Name:**

- Mobily Application

4. **Why did you choose to do the usability testing on this website/app? what tasks are you going to test? What are the user experience factors you try to consider?**

   4.1. Why did you choose it?

   We selected this specific application for improvement due to the presence of several usability issues that hinder its overall user experience. These issues span across various aspects, including:
   Readability, Accessibility, Clarity, Consistency, Professionalism, and Learnability By handling these critical issues, we aim to enhance the application's usability and overall user experience significantly. By making the application more readable, accessible, clear, consistent, professional, and easy to learn, we believe we can empower users to interact with the

application more effectively and efficiently, ultimately achieving their desired goals with greater ease.

4.2. What tasks are you going to test?

- Navigation process within the app.
- Information accessibility and organisation within the app.
- The purpose of the store's page for purchasing products and the line recharger for recharging lines.
- Informal language within the app.

4.3. What are the user experience factors?

- Accessible, the font and text size can be hard to read.
- Findable, the navigation and task flow can be confusing.
- Usable, reaching a specific task can be hard and frustrating.
- Desirable, colors and designs can be overwhelming.

5. Application Main Features:

- Payments and Recharges Made Easy - Pay your bills and recharge easily using a variety of debit and credit cards through our smart and secure app.
- Shopping on Demand - Get the latest smartphone, new line, sim, or fiber delivered right to you.
- Simple Subscriptions - Find the best and latest offers on packages, services, and add-ons and quickly subscribe or unsubscribe with one click.
- Delightfully Helpful Support - Talk to a real human through our social media support channels and sit back and relax while we take care of all your communication needs.
- All Your Lines in One Place - Manage all your numbers under one account simply and securely.

6. **Who are the users of the website/application (What type of participants do you need?):**

Ahmed Alharthi

AGE	30
SEX	Male
EDUCATION	Masters in Business
STATUS	Married
OCCUPATION	supply chain management
LOCATION	Jeddah
TECH LITERATE	average

> I prefer separating my work life from my personal life, and keep a balance between both.

Personality

Extrovert | Explorer | Spender | Comfort-seeker

Bio

He currently lives in Jeddah. He is a supply chains manager. He is currently married and like to go out with friends on long holidays. He goes to work early and comes home for dinner at the end of the day, browses the internet and responds to any messages from friends and family, then goes to sleep. On weekends he makes plans with friends via phone calls and chat messages.

Core needs

- Easy access to information about plans, promotions, and support.
- Clear and intuitive navigation.
- Clear distinction between store page and line recharger features.

Frustrations

- Has difficulty finding specific information within the app pertaining to managing multiple phone numbers.
- Feels frustrated by the misleading connection between the store and line recharger.
- Gets confused by the unclear navigation and process flow.
- Feels the informal language makes the app unprofessional and confusing.

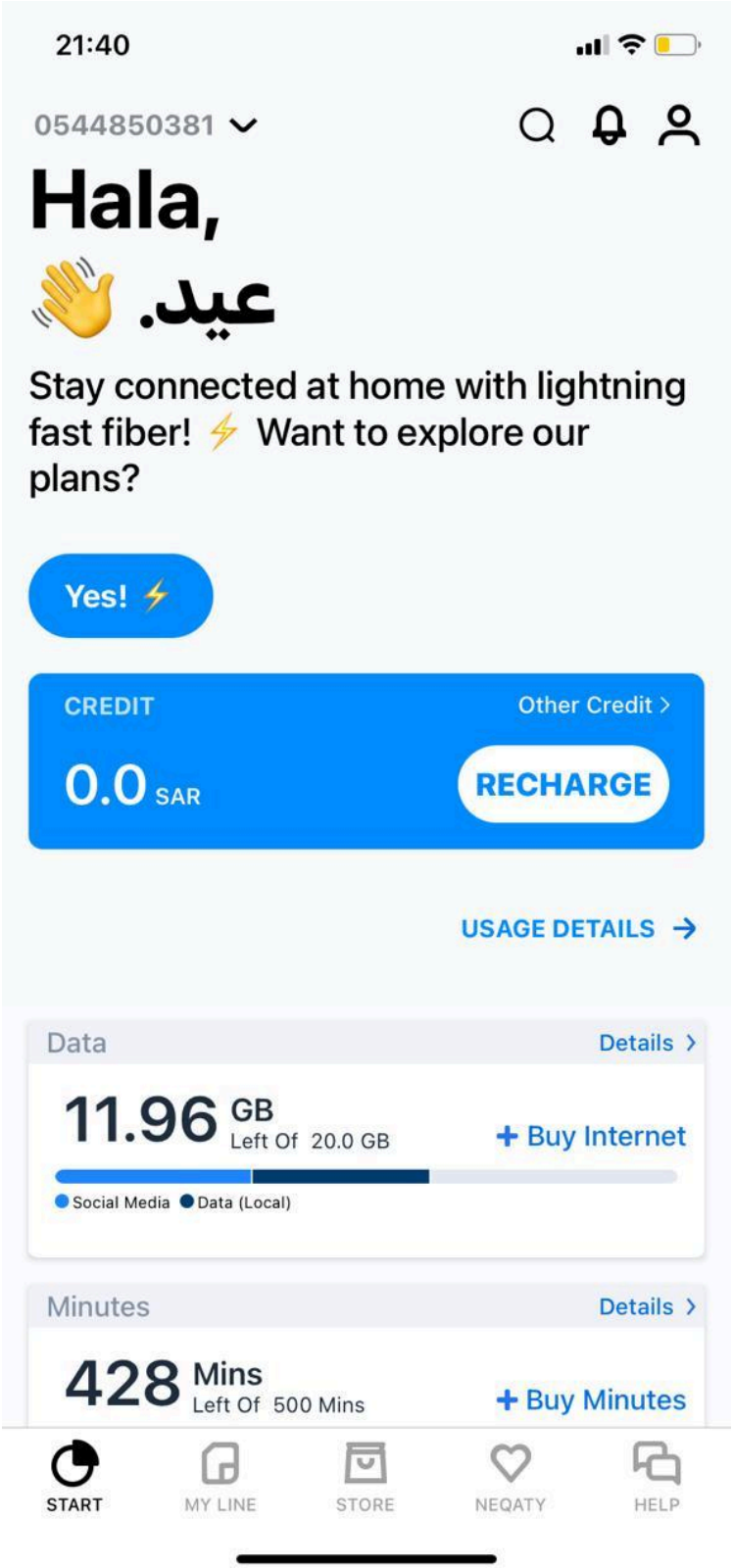
Brands

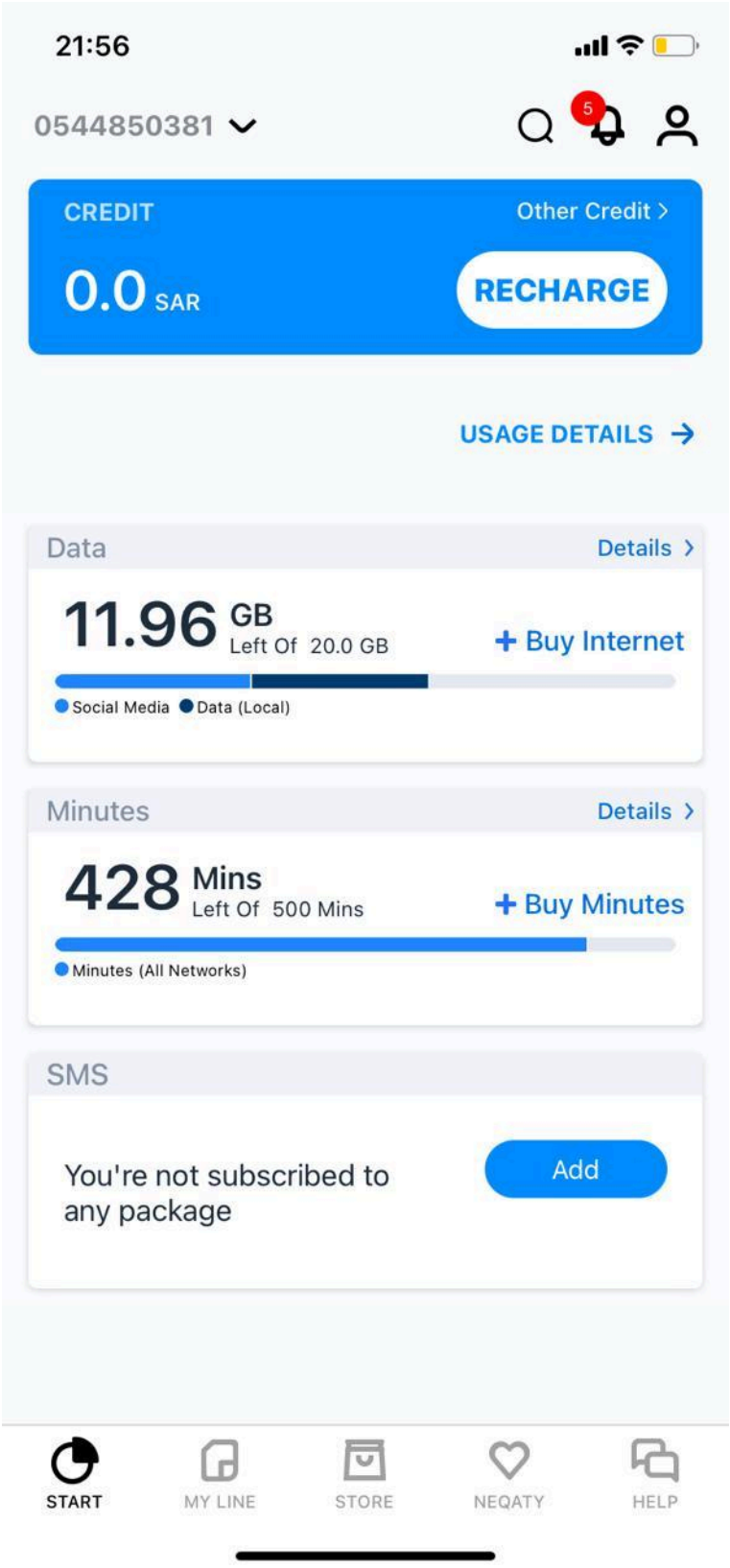
facebook YouTube Instagram

Payment medium

Cash/Cheque Digital Payment

- **Screenshots**

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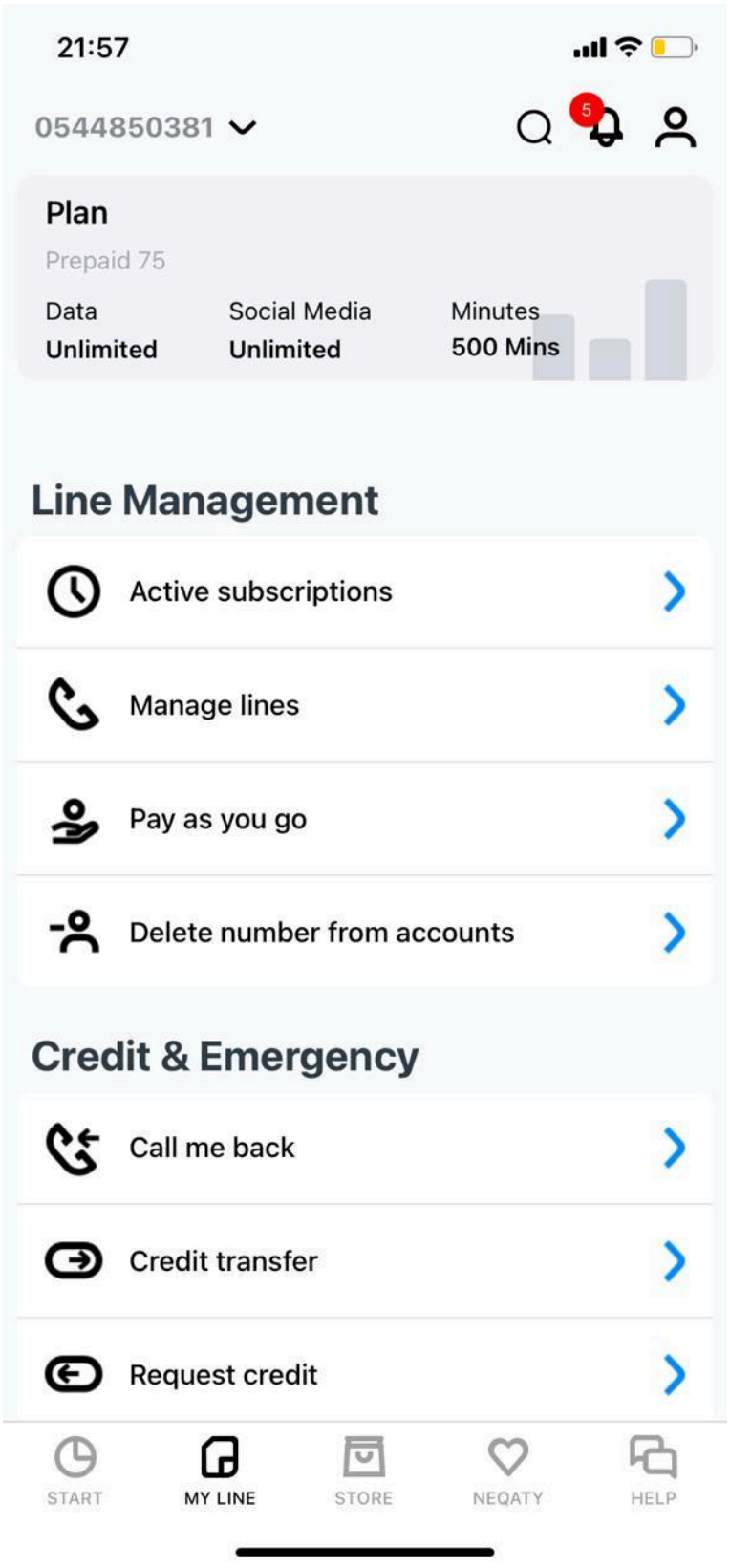
5
CREDIT
Other Credit >
0.0 SAR
RECHARGE
USAGE DETAILS
Data
Details >
11.96 GB
Left Of 20.0 GB
+ Buy Internet
Social Media
Data (Local)
Minutes
Details >
428 Mins
Left Of 500 Mins
+ Buy Minutes
Minutes (All Networks)
SMS
You're not subscribed to any package
Add
START
MY LINE
STORE
NEQATY
HELP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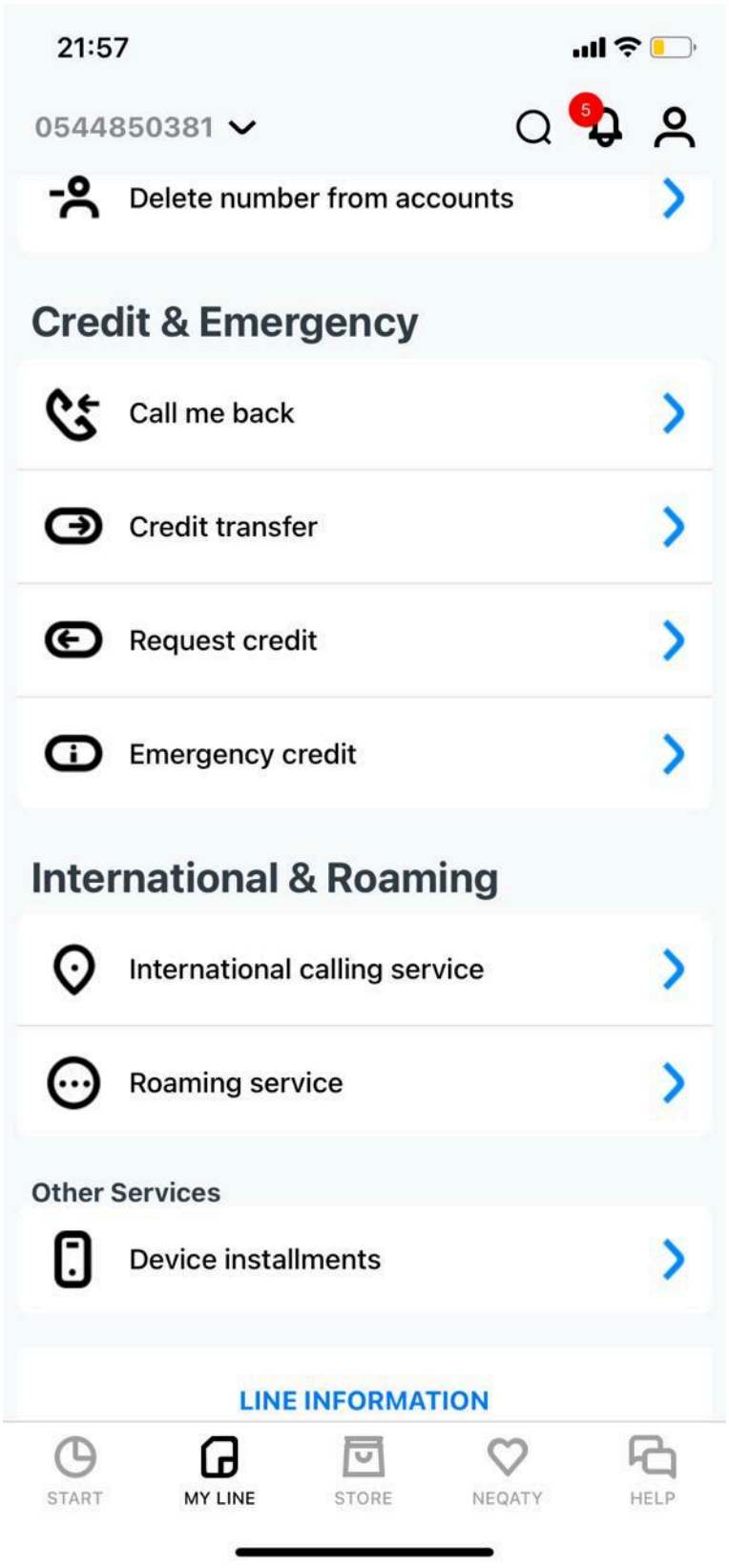
Plan
Prepaid 75
Data
Unlimited
Social Media
Unlimited
Minutes
500 Mins
Line Management
Active subscriptions
Manage lines
Pay as you go
Delete number from accounts
Credit & Emergency
Call me back
Credit transfer
Request credit
START
MY LINE
STORE
NEQATY
HELP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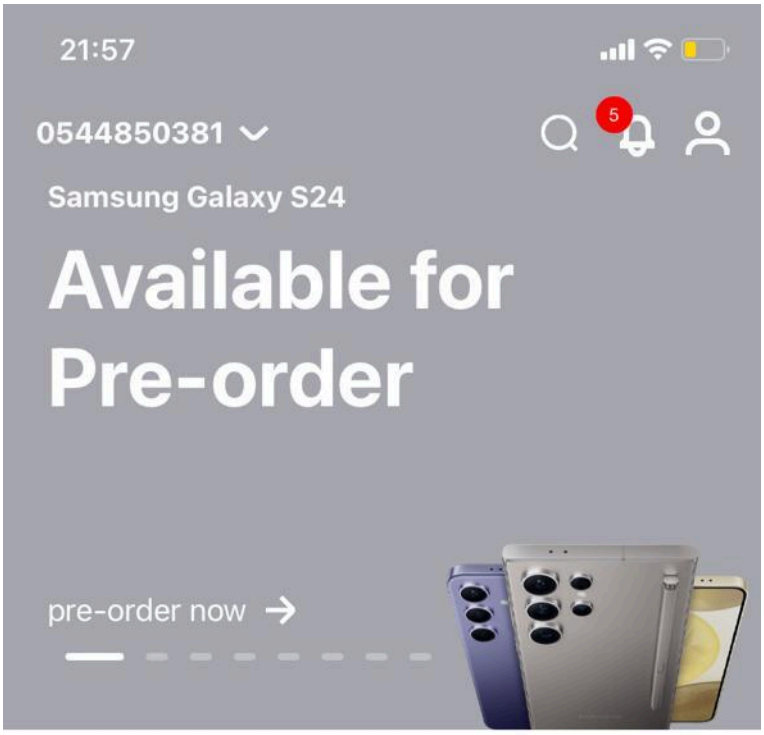
Delete number from accounts
Credit & Emergency
Call me back
Credit transfer
Request credit
Emergency credit
International & Roaming
International calling service
Roaming service
Other Services
Device installments
LINE INFORMATION
START
MY LINE
STORE
NEQATY
HELP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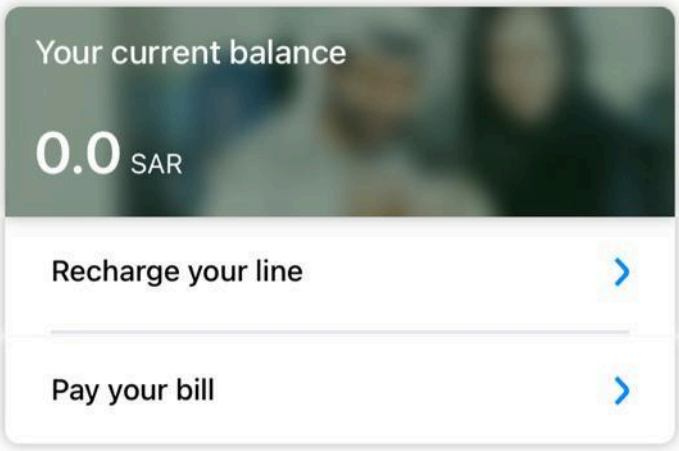
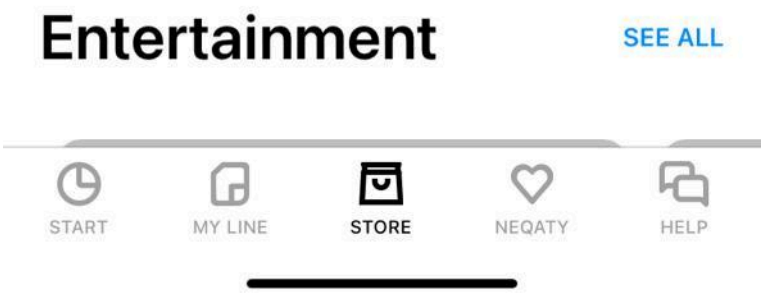
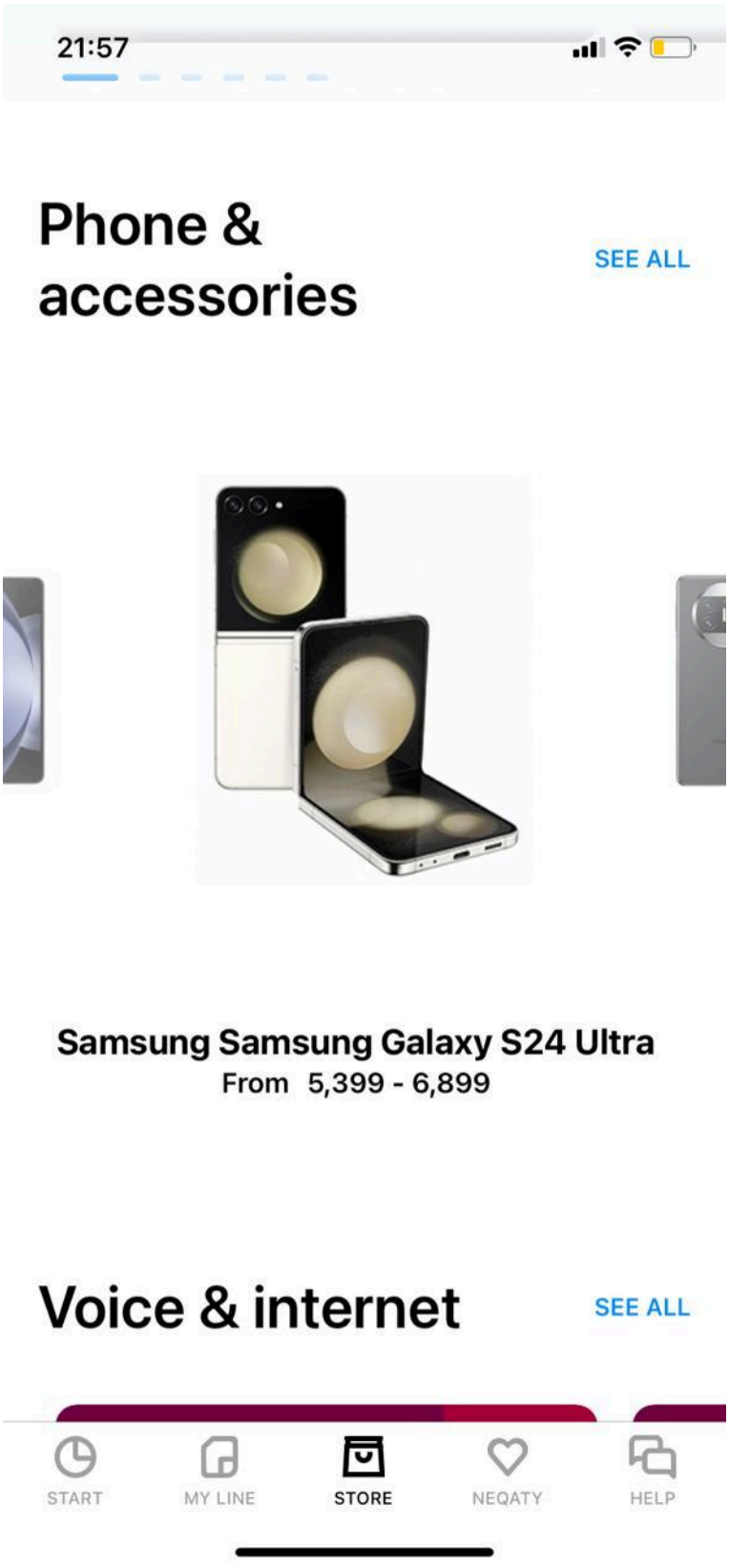
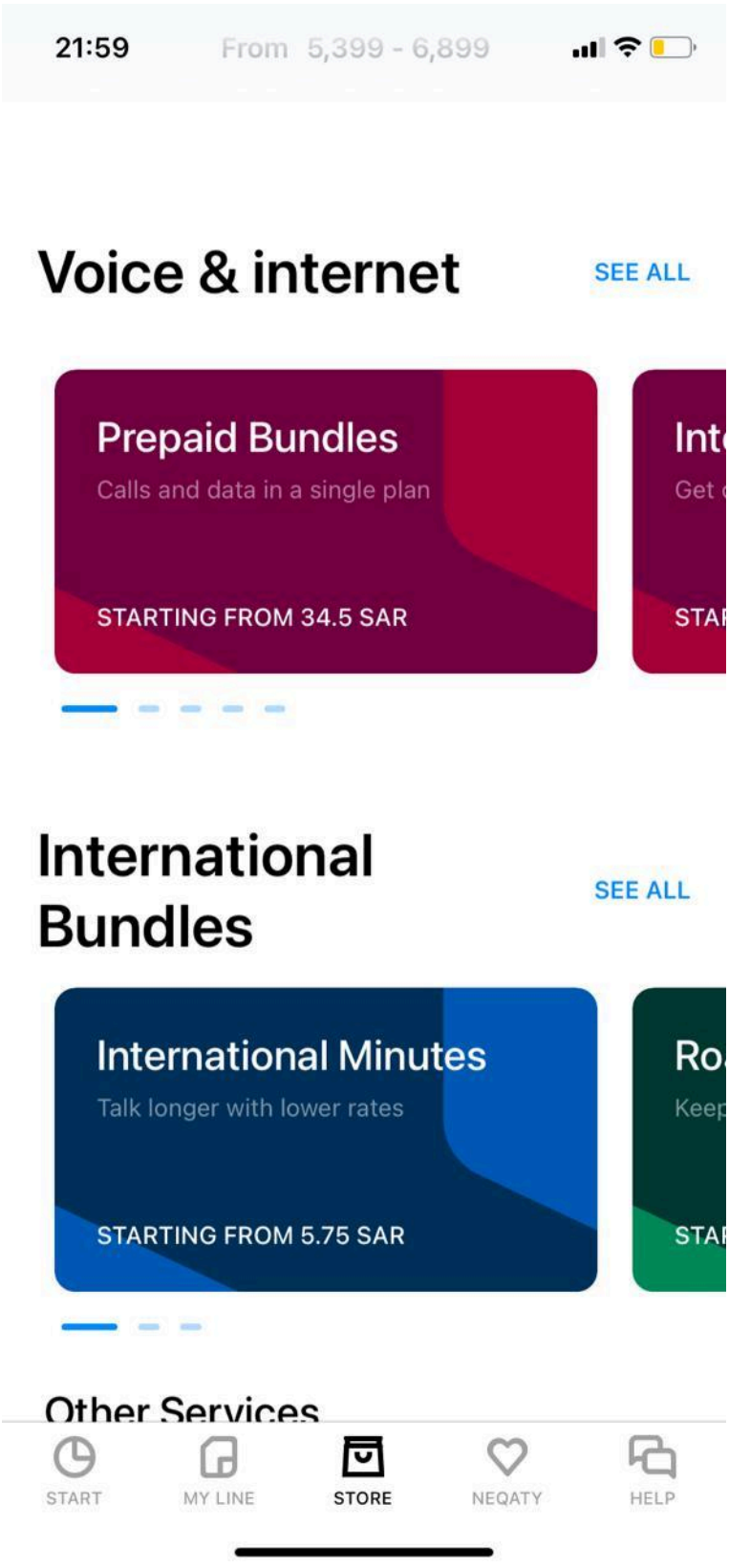
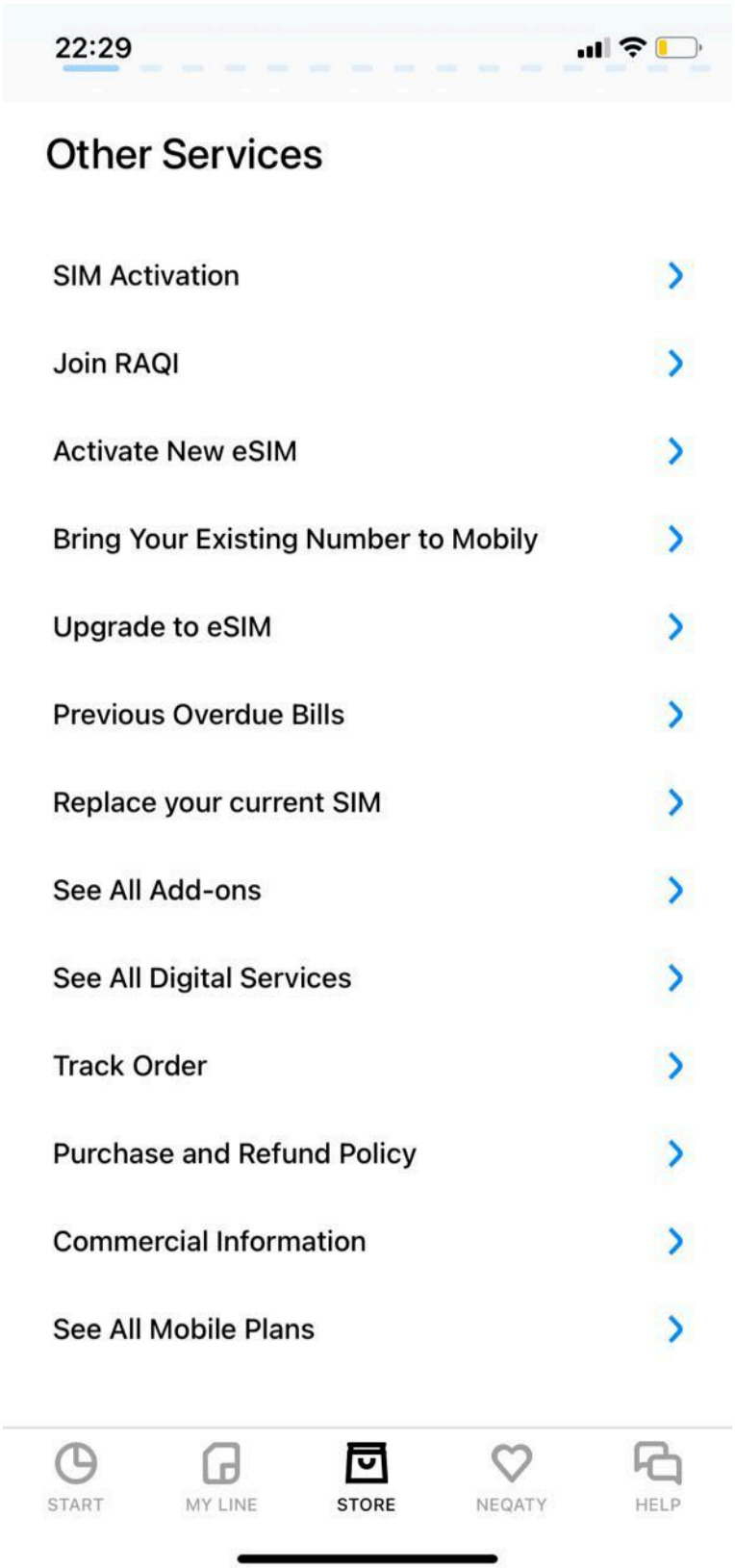
Samsung Galaxy S24
Available for Pre-order
pre-order now

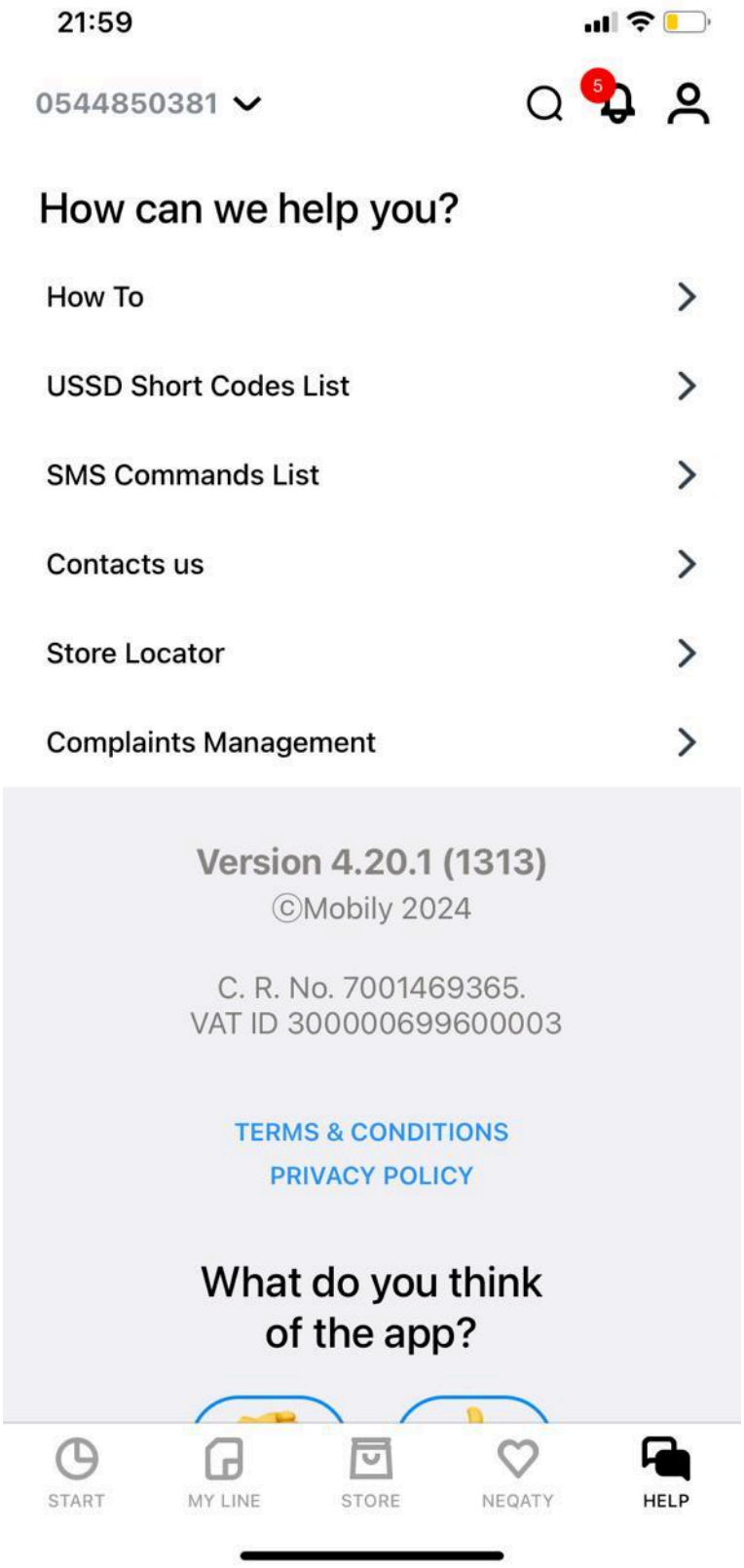

Your current balance
0.0 SAR
Recharge your line
Pay your bill


Entertainment
SEE ALL
START
MY LINE
STORE
NEQATY
HELP


21:57
Phone & accessories
SEE ALL
Samsung Samsung Galaxy S24 Ultra
From 5,399 - 6,899
Voice & internet
SEE ALL
START
MY LINE
STORE
NEQATY
HELP


21:59
From 5,399 - 6,899
Voice & internet
SEE ALL
Prepaid Bundles
Calls and data in a single plan
STARTING FROM 34.5 SAR
International Bundles
SEE ALL
International Minutes
Talk longer with lower rates
STARTING FROM 5.75 SAR
Other Services
START
MY LINE
STORE
NEQATY
HELP


22:29
Other Services
SIM Activation
Join RAQI
Activate New eSIM
Bring Your Existing Number to Mobily
Upgrade to eSIM
Previous Overdue Bills
Replace your current SIM
See All Add-ons
See All Digital Services
Track Order
Purchase and Refund Policy
Commercial Information
See All Mobile Plans
START
MY LINE
STORE
NEQATY
HELP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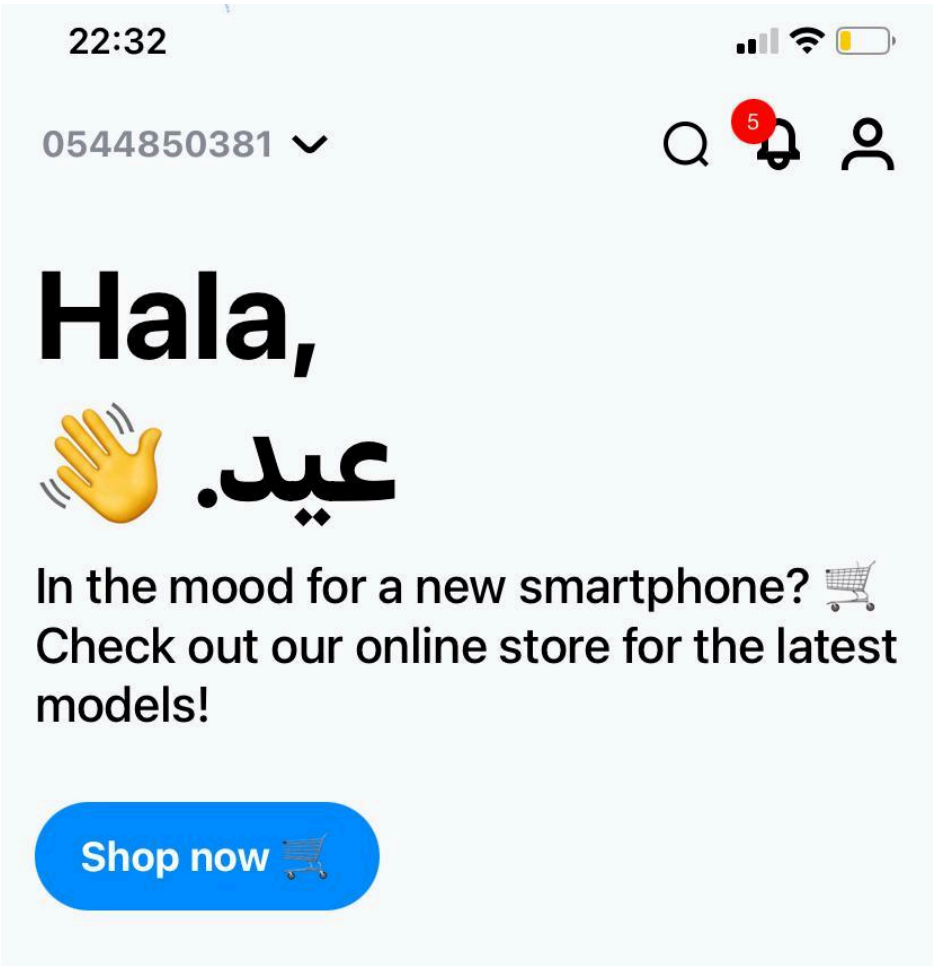
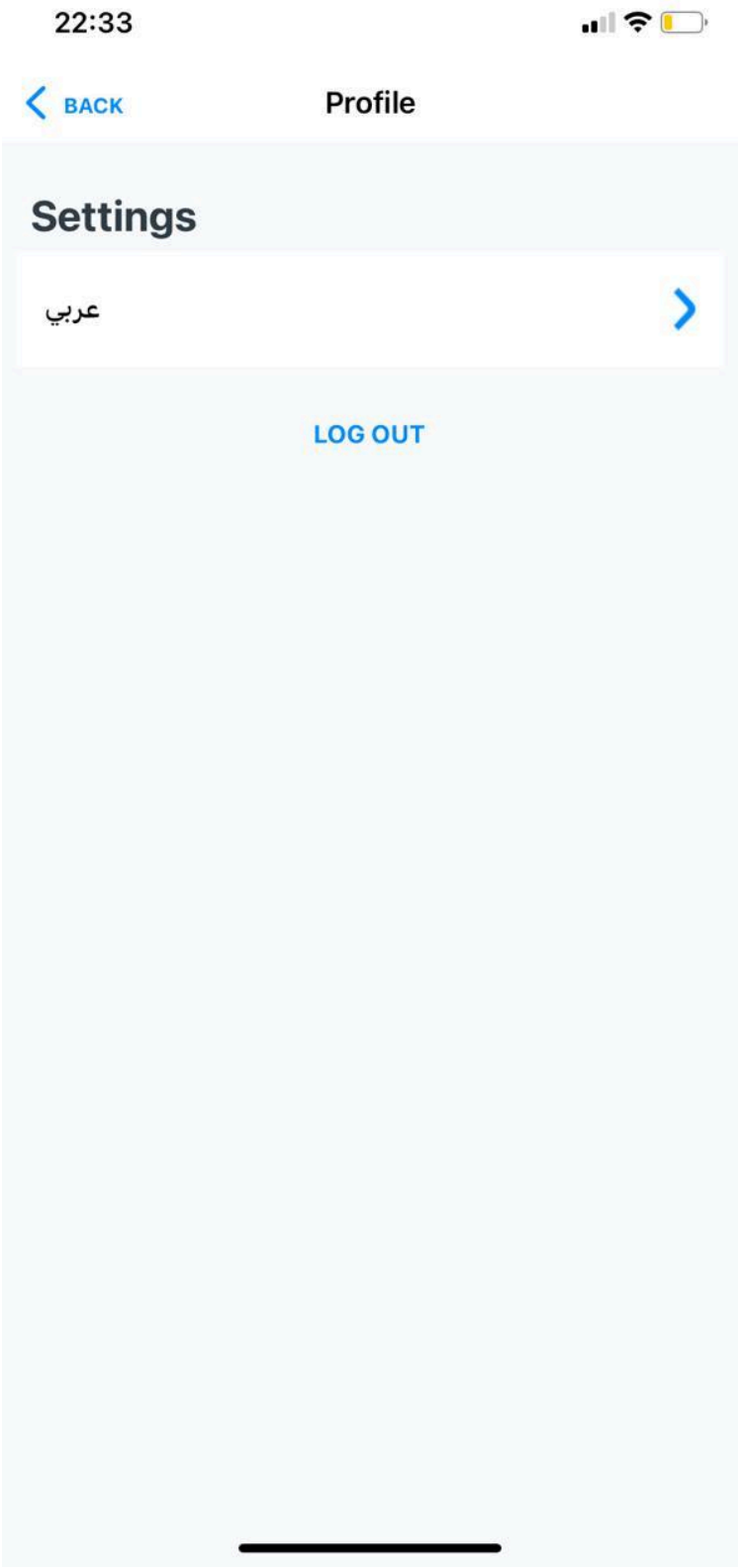
How can we help you?
How To
USSD Short Codes List
SMS Commands List
Contacts us
Store Locator
Complaints Management
Version 4.20.1 (1313)
©Mobily 2024
C. R. No. 7001469365.
VAT ID 300000699600003
TERMS & CONDITIONS
PRIVACY POLICY
What do you think of the app?
START
MY LINE
STORE
NEQATY
HELP

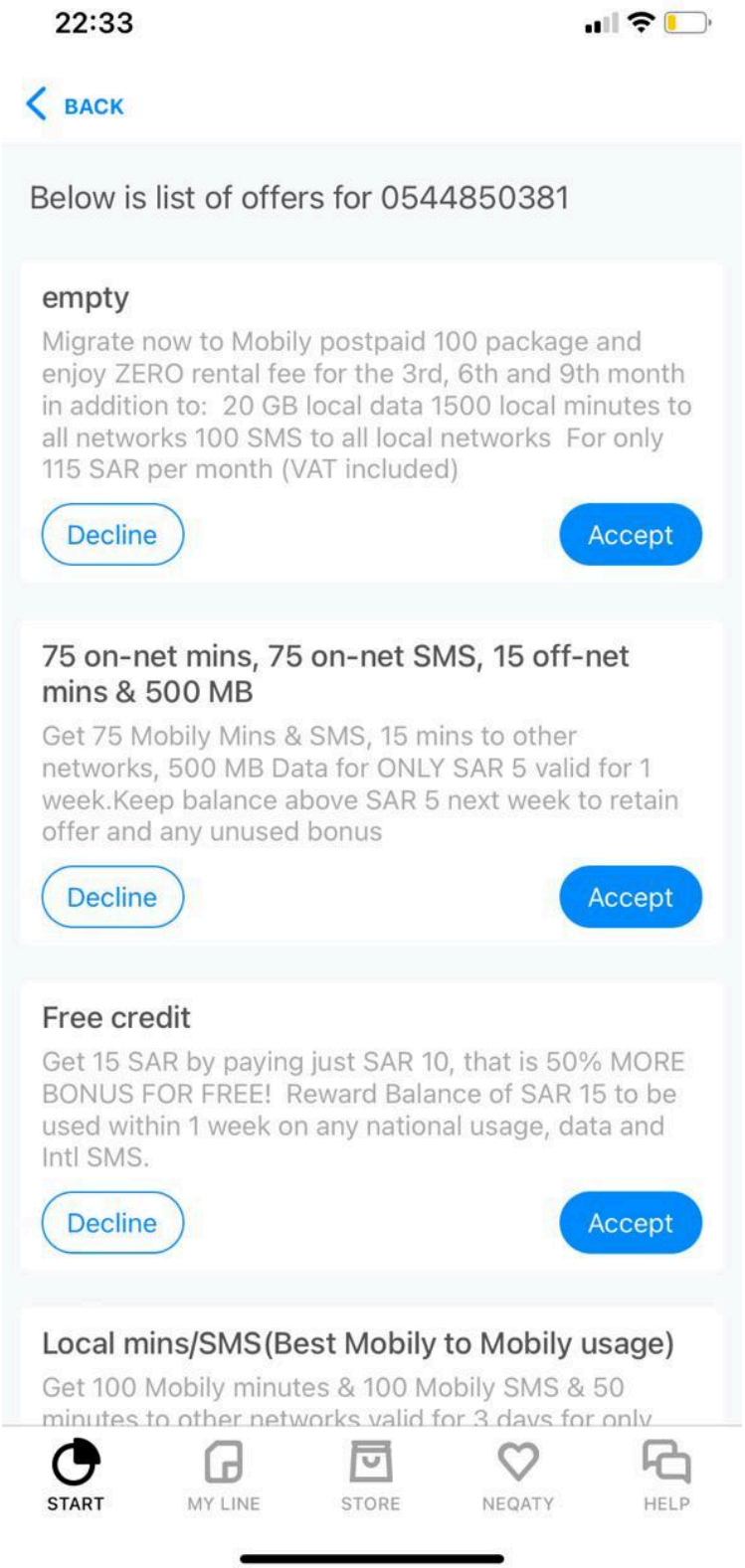
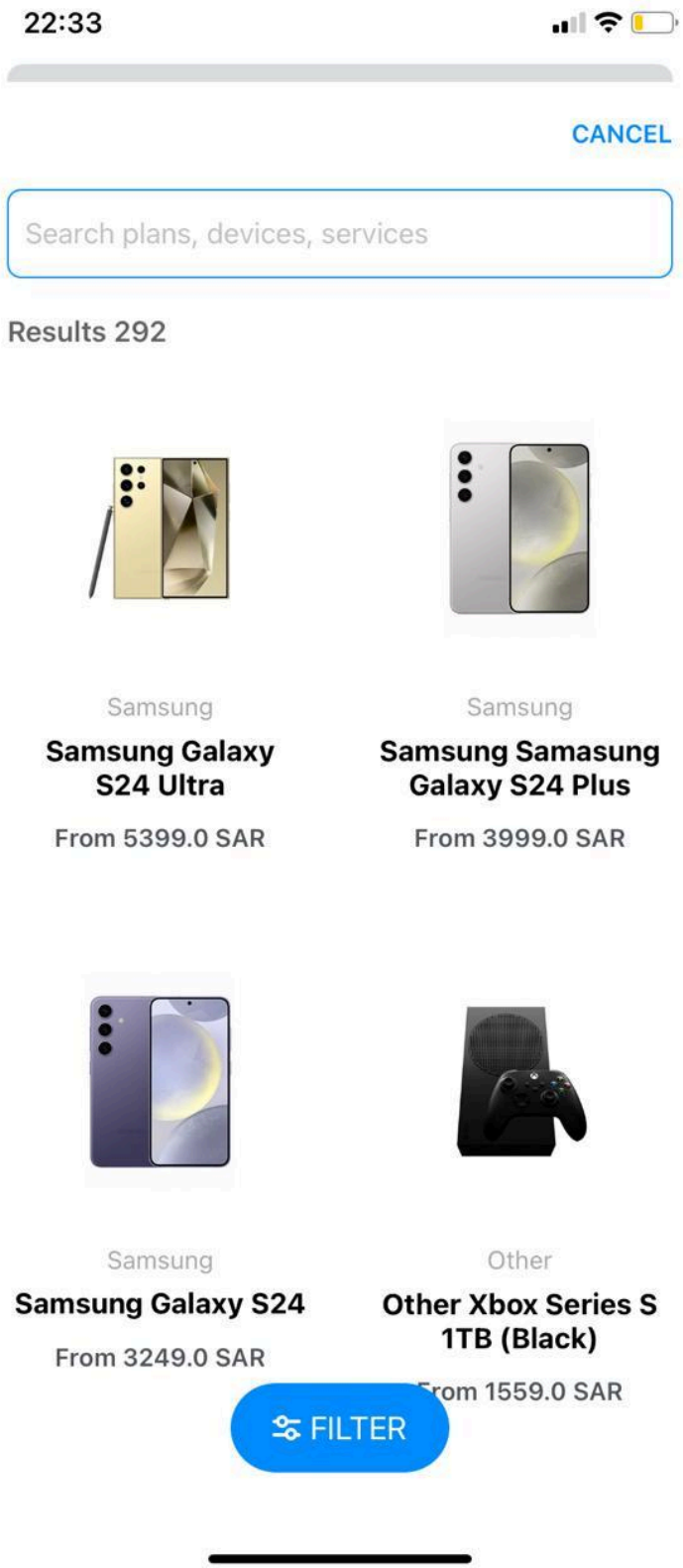
There are 3 icons located at the top right corner of the page.



If the profile icon is clicked



If the notification icon is clicked



If the search icon is clicked