

University of Jeddah
College of Science and Computer Engineering
Department of Software Engineering
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CCSW 437:User Experience Design

:Lab 3
user experience metrics

(Lab report 3)

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No.	Task Title	Task Description	Metrics (can be more than one)
1	Navigation process within the app.	The application lacks a clear navigation process, making it difficult for users to find specific features and complete tasks efficiently. This results in frustration and a negative user experience.	Time on task, Efficiency, Task success
2	Information accessibility and organization within the app	Users encounter difficulties in locating specific information within the app due to poor organization and limited accessibility. The app lacks effective categorization, making it challenging for users to find the information they need. Moreover, certain sections or features of the app may be inaccessible or hidden, which limits the user's ability to access the desired information.	Time on task, Efficiency, Task success
3	Line recharger and store page usage	The purpose of the store's page for purchasing products and services and the line recharger for recharging lines is confusing due to similarities. And the "my line" tab doesn't allow line management or recharging.	Efficiency, self-reported metrics
4	Informal language within the app	This can confuse non-Saudi Arabic-speaking users and potentially undermine its professionalism	Behavioral and psychological metrics
5	Log in	Takes a long time, and is present in different tabs of the app which requires repeated login.	Task success, verbal behaviors, time on task