User Research Techniques

A logo for a school

Description automatically generated

Human computer Interction (IT214)

Assignment 1 Par 2

**Lanka C News| GROUP WD\_2\_19**

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**Work Distribution**

* Selecting website - all together.
* Finding UIUX problems - all together.
* Selecting users - Mario.
* Making personas - Ayodya
* Making videos with users - Mario, Luchith, Sarves
* Making Video transcript - Luchith, Mario, Sarves
* Video Editing - Mario, Luchith
* Creating report - All of members

**Project Description**

**Title**: Enhancing User Experience on Lanka C News

**Objective**: The primary goal of this project is to significantly improve the overall user experience (UX) on our website, ensuring that visitors have a seamless, engaging, and productive interaction with our platform.

**Scope:**

* User Research: Conduct extensive user research to understand the needs, preferences, and pain points of our target audience.
* Usability Testing: Implement usability testing to identify specific issues within our website's interface and functionality.
* Responsive Design: Ensure that the website is fully responsive, providing an optimal experience on various devices and screen sizes.
* Content Optimization: Review and optimize website content for clarity, relevance, and ease of access.
* Navigation Enhancement: Improve website navigation, making it intuitive and user-friendly.

**Alternatives Considered**

* **Redesigning the user interface**

An extensive redesign of the website's user interface was one of the main solutions we looked at. This would entail overhauling the aesthetic design, reorganizing the layout, and enhancing the navigational components. This approach was the most time- and resource-consuming, even though it might ultimately lead to a major improvement in usability.

* **Streamlining Existing features**

Another option under consideration was to concentrate on streamlining the website's current functionalities. With this strategy, complicated workflows would be made simpler, forms would be improved, and extra steps in various procedures would be eliminated. Streamlining would probably help users finish tasks more quickly, but it would not address more serious usability problems with the information architecture.

* **Improve content organization.**

We also considered the idea of focusing on information hierarchy and content arrangement. This strategy would place a higher priority on improving the organization and accessibility of the content, ensuring that consumers can quickly discover the information they need. It might not, however, fix problems with interactive features or aesthetic design.

* **Enhancing Mobile responsiveness**

We considered an alternative that concentrated on improving the website's mobile responsiveness considering the rising use of mobile devices for website access. This would entail improving the website's usability and accessibility on mobile devices. Although it's a crucial component of usability, it might not solve every issue with usability that consumers on larger displays encounter.

**Usability issues identified by students.**

We visited a school which has more students into so there we selected random students. Those students told us that they faced some common issues in which.

1. Poor Navigation – Students who went through the website found some issue like challenging to locate essential information. And there was also lack of logical site structure.
2. The design was inconvenient – So as per to their view there were some inconsistences such as fonts colors, and spacings also looked the website unprofessional.
3. Inadequate search functionalities – They were struggling to find relevant information on that website as the search feature did not return relevant results.
4. Lack of feedback – As there weren’t any date or time mentioned on the website for reviewing the news. The feedback was lacking on some occasions.
5. Advertisement =while viewing the website there were too much of advertisements

So, these problems were an interaction to students.

**User groups identified.**

**Dimuth**

* He’s a software engineering intern and a computer science undergraduate.

**Kevin**

* UI developer and a university student

**Denuwan**

* Normal user

**Personas for selected users**

A collage of a letter

Description automatically generated

A close up of a letter

Description automatically generated

A close-up of a paper

Description automatically generated

**Scripts for contextual inquiry**

**Software engineering student transcript**

* (0:0)Mario :- Good Evening my name is Mario Nonis(smile face) .I’m a second year first semester student at SLIIT Academy they have module called HCI that we have assignment where we were observe website to a random another user and gives us his perspective his own opinion and own issues if you had the website so today we have Dimuth as a user and I would assign some task and you can navigate the website and all I would ask some questions you give your own opinion and issues and everything regard to that so that so first to all you have constraint to record.
* (0:45) Dimuth: - Yeah sure okay….
* (0:46) Mario: - Thank you, we can begin now, okay.

(User navigates the website.)

* (2:53) Dimuth: -Ok that. (Smile face)
* (2:57) Mario: - So how often do use the website?
* (3:01) Dimuth: - So what say may be twice a day to like ah…. getting an idea about what are the latest news going local and international too.
* (3:15) Mario: - how easy is it for you to navigate website through about find what you looking for?
* (3:21) Dimuth: - I would say frothing to for this specific site I would say relatively easy because like a they have navigation bar like totally easy to access and everything and I would say is relatively easy(nodding).
* (3:36) Mario: - Okay what are the main reasons you visit this website?
* (3:40) Dimuth: - aaaa……..I would say the main primary reason would be like to get see the news what the latest news are and then what’s going on with the sport news like what happening in sports field and then get an idea about what’s going on the current political situations and what are the what actually happens in stock market and everything yeah that’s on there.
* (4:06) Mario: - yeah you think the information on this site is true.? Information that sites actually true?
* (4:14) Dimuth: - (thinking) yeah.
* (4:14) Mario: - compared to.
* (4:15) Dimuth: - yeah yeah…… that’s depends actually because most of things like anybody could make something sound stuff and post attached news right that what happen in like most of guys like slides and block slides so that could be the one of the things and also like most of the time these are true right a because like they have like a aaaa ……. trust sources that these gives are taken from trust resources so that been state. I would say a bound like 85% percent I would like trust it yeah. (Admire face)
* (4:54) Mario: - was it easy for you to contact them to be able to some sort of help?
* (4:58) Dimuth: - In which way to which you mean that.
* (5:03) Mario: - like some regarding some news If you want to more about that article or what else.
* (5:09) Dimuth: - Ah you were talking about asking like If I see the news and then an if I want to know about that news.
* (5:16) Mario: -you continue more details information.
* (5:18) Dimuth: - No I think I can get some information on this site.
* (5:21) Mario: - why you able to contact them like how their respond or response is.
* (5:27) Dimuth: -aaaaaaa…. I would say actually if I mean didn’t contact that person. Whoever posted it if I am issue contact with him, I think there is an Email and actually I leave comment and contact the person they are saying field so far, they email actually everything I can issue. Send a mail to that person asking for some more information so I would say that yeah.
* (5:59) Mario: - Okay what is your overall opinion on that website. An honest opinion.?
* (6:02) Dimuth: - Okay asper my opinion I would say sort of okay, but it is containing like I mean ask for like ask for gives website I would say it’s totally fine but still there a like to much gossip and then you can see there some gossip are there but and also one of the I notice that I like it only display only Sinhala language. So, like if I were foreign or another country if I from America then I just came I’m in Sri Lanka for vacation right I just want to know news like I just want to see like what’s going on Sri Lanka right now current situation. if I would login to this site and see I cannot understand anything cause everything in Sinhala is I don’t like I think it should be some like a language option where I can choose language and then see does otherwise I cannot understand If I were foreign so that’s then I actually spotted something a like language like I mean colorings and the order of the page like sort off bit outdated I mean like ask for test website I think it should have some like a layout should be much no feeling than these so yeah those things about that .

(Both are nodding)

* (7:40) Mario: -Anything else? I mean they could., any suggestion.
* (7:44) Dimuth: - So asper suggestions I think a this could use a bit more like graphical stuff, like It could actually a like implement video Something like actually again watch a video and get better understand about news(both are nodding) or what they trying to say and then news or also we can actually I would actually hope there would be some language like where I can choose a language and read the news that particular language and then I think. And also search function is not working so they can actually implement that function as well because I would like try to say locally news actually it going to be like error yeah…(worried face) cyber is crashing see he has been radical error on this website that not the major thing I spotted I think actually they can fix that and also layout should be much more clearing and a colorings are sort of like not that everyone. I would say those are the things.
* (8:48) Mario: - Okay sort for the thank you for being here with us (smirks)
* (8:50) Dimuth: - yeah (smirks)

**New user Video Transcript**

* (0:00) Luchith: Good evening, my name is Luchith Dilpahan. I am a 2nd year 1st semester student from SLIIT Academy. They have a module called HCI that we have the assignment where we have observed a website to a random another user and gives us his own opinion and own issues. If you have the website. So today we have Denuwan as a user and I would assign some tasks you can navigate the website and all I would ask some question, you can give your own opinion and issues everything regarding to that. So first of all, you have constraint to record.
* (0:50) Denuwan: Yeah sure. (Nods head)
* (0:52) Luchith: Thank you. We can begin now. Ok first, go to the website.
* (01:03) Denuwan: (Navigates the website)
* (02:29) Denuwan: (nods head)
* (02:39) Luchith: Ok (Clears throat) how did you hear about our website?
* (02:45) Denuwan: uhm…while browsing the internet. (smile)
* (02:50) Luchith: ok then was it was it easy to navigate through our website?
* (02:55) No. Because it is very hard to navigate it. There are no category of the news and no prepare order of the news… sorry proper order of webpages.
* (03:09) Luchith: Ok then was the website layout design are user friendly?
* (03:18) Denuwan: (thinking) this website goes mainly red color…so red color is uhm. An attractive color but there’s some issues not layered out…ok?
* (03:34): ok uhm…did you find the content on our website informative?
* (03:40) Denuwan: Yeah, websites there are more information, but all information are not in proper order.
* (03:51) Luchith: ok then finally, what is your overall opinion on our website?
* (03:57) Denuwan: I saw that navigation bar is not enough and submit button is not working. So, it has to be changed. And the other thing is submitting button has to be changed to search button. News must divide as game foreign and motherland and also all of the news change into the English font.
* (04:30) Luchith: ok Denuwan uhm…thank you so much uhm…to share your valuable time with us.
* (04:35) Denuwan: Thank you so much(smiles)

**UI developer transcript**

* [00.00]-[[00.48] Sarbes- Hello Good evening My name is Sarbes.i am studying at SLIIT ACADAMY Actually in our module it is called like HCI [Human Computer Interaction[.There they have given us a project to overview and observe a website and have some feedback form a User. So now we have our user who is using the website his name is Kevin. He is there to give some of the information and what are the things It Is included in the website and we will ask some questions to him.
* [00.48]-[00.50] Sarbes – Good evening Kevin
* [00.50]-[00.53] Kevin -Good evening Sarbes
* [00.53]-[01.00] Sarbes – Yah !! .Can u scroll and can u see the website.
* [01.01]-[01.04] Kevin – Yah I can be able to see the website.
* [01.04]-[01.15] Sarbes – Yah the first question I wont to ask you is. How Do u know this website?
* [01.15]-[01.32] Kevin – Yah I have been suggested by one of my friend to get the latest news.to check what are happening around Sri Lanka. Yah that is how I got to know about this website.
* [01.32]-[01.39] Sarbes – ok Thankyou…Abd how easy was it? Is it easy to use this website.
* [01.39]-[02.33] Kevin -Yah. Compared to other news website that I follow this website is bit complex for me ad there are such 02 reasons. One is that colour they are using in this website. And the news content and the tile are looking the same font size and it is not like in a proper way layout and all so it is very hard to go through it and the news is fully in one language for Sinhala so sometimes some one is coming and looking for these content so this page doesn’t offer a English content so this is drawback for this page.
* [02.35]-[02.37] Sarbes – ok and is all Features in this website are working?
* [02.37]-[03.10] Kevin – I don’t reguli use this one The reason is I don’t like the UI They provided for this news website because there is no such order to use ready this content properly because there and here the news are put it into this page and so the pictures are also less to filer it and all date by date So I don’t thing it has a proper features and all.
* [03.10]-[03.16] Sarbes -Ok. And Do you like this website design?
* [03.16]-[04.04] Kevin – In my point of view I will be saying I am not interested in this UI. The reason is there is no proper Ui they have followed it because if you see tat they have like a 3 column and each an every column has full content of news and there is no such a date for this news in which date this news has been published. So they are filling the news fully in this page as this is not the proper way to put the news in the and the UI also not that much clear and See the color they have used the background is red and the content color also red so I don’t thing.
* [04.04]-[ 04.17] Sarbes – ok. And In which device do you use this website is it in a computer or in a mobile phone?
* [04.17]-[04.35] Kevin – usually in my work time I just go through and check what things happened in this country and across the other county and using my desktop only I look for the news pages and I am going to this pages in my Laptop also.
* [04.35]-[04.50] Sarbes – ok Kevin. Once you are browsing this website is it like loading or is it loading slowly or is it loading faster?
* [04.50]-[05.21] Kevin – In my experience I will say the content size are loading quickly compared to other website and but there is a small issue in this page. Once the advertisement is loading there some issues in the content of news so only that thing other than the loading of this pretty fast while comparing to other one, I use.
* [05.21]-[05.33] Sarbes- ok Kevin. Thank you for your precious information and we collet this information and we will try to improve this website a lot thank you.
* [05.33]-[05.44] Kevin – Thankyou Sarbes looking my present for your HCI project

**Video Links**

**https://drive.google.com/drive/folders/19XtcnuPCOkSx6HvzHs6tzIWIAokrbCGu?usp=sharing**

**Usability issues identified by users**

**Software engineer intern**

* Too much gossip in one page.
* Displaying only in Sinhala and can’t select other languages.
* colorings and the order of the page is outdated.
* Search function not working.

**UI Developer**

* Issue with the color they’re using.
* news content and the tile are looking the same font size and it is not like in a proper way layout.
* It’s only in one language.
* No proper UI orders.
* No such date for news and published date

**New user**

* Very hard to navigate.
* Not many categories of news.
* News not properly layered out.
* Navigation bar is not enough, and search is not working.

**Ratings of Usability problems**

In the video - As Per to Dimuth view there are some issues like too many gossips, display Sinhala language, some information’s are outdated and crashing some pages.

**As he is willing or preferring to view the news website, we give a high rating to this video.**

In video 2 – As per to Kevin [the User] point of view There are little bit of website issue like complexity with colors and news content and layout issue. And language readability problem UI Design assembling.

**As he is not willing or preferring to view the news website, we can give a medium rating to this video.**

In video 3 -As per to the user Denuvan view. He is also giving some issues regarding the submit button and improvement in font feasibility.

**But he did not say that he will not view the website again as per to the point rating can be given highly form his feedback.**