

381 Group Project



Group Project

Group 1

Fahd Adel Alghamdi – 2135938

Mahmued Ahmed Alardawi – 2135209

Bader Ali Alshamrani – 2137363

Abdulrhman Nasir Basuhail – 1945617

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Introduction

Mobile apps like Absher are essential to our everyday life. Absher is an app for government services that significantly improves accessibility and efficiency for people interacting with public services. This software is an essential resource for handling a variety of administrative and civic duties, guiding users through the intricacies of government processes.

To make Absher more user-friendly for people of all ages and technological proficiency, this report will address the design challenges in the program and suggest improvements to enhance the user experience, streamline the interface, and increase overall usability for a variety of services. It will also specifically target Saudi Arabian citizens and residents.

Target Users

The subsequent instances elucidate Absher's ability to meet the varied requirements of people such as Ali, a company owner, and Sara, a university professor. Adapted to their individual lives and work commitments, it helps individuals effectively manage their civil matters, from appointment scheduling to document renewals.

Persona 1: Ali, The Owner of The Business

Background: Ali is a 40-year-old business owner who has a successful company. He needs to make sure his company abides by local laws and efficiently manages his time.

Scenario 1:

To register new businesses and renew business licenses, Ali utilizes Absher. He can handle these crucial responsibilities more effectively and prevent delays and fines thanks to the app's simplified procedure.

Scenario 2:

Ali wants to expand his workforce. He uses Absher to navigate the visa application process for hiring international employees, making the recruitment process smoother and more manageable.

Scenario 3:

Ali is concentrating on growing himself and finding out about new business-related government initiatives. He makes use of Absher's educational resources to keep up with programs and services that will help his firm expand and adapt to changing market conditions.

Persona 2: Sara the University Professor

Background: Sara teaches at a university and is 35 years old. Because she is a busy academic, she prioritizes efficiency and organization. To keep track of her official paperwork and simplify her meetings with government agencies, Sara needs a dependable app.

Scenario 1:

Sara manages her residency documentation and renews her professional qualifications via Absher. The application classifies her outstanding assignments and alerts her to impending deadlines, simplifying the process of adhering to legal obligations.

Scenario 2:

Sara has a conference that requires travel. She applies for a travel permit through Absher and monitors its status. She can concentrate on her academic preparations because the software makes the procedure simpler.

Scenario 3:

Sara must effectively schedule and manage her engagements and appointments connected to her job. She makes appointments with government entities using Absher for a variety of personal and academic needs. She may arrange her activities without difficulty and minimize conflicts with her teaching schedule by using the app to assist her identify appropriate times and days. With the help of this function, Sara may more easily manage her civic and work obligations, making it easier for her to fulfill all her obligations on time.

Research Methods

In this study, we employed a survey approach to explore the user experience of the Absher app. Our primary objective was to uncover the challenges and concerns users encounter while navigating the app's interface. Through conducting a survey with individuals who have interacted with the Absher app, we aimed to ask about the nuanced experiences of users. This survey allowed us to gather insights into users' motivations, frustrations, yearly interactions, and overall behavior within the app. Additionally, the survey offered valuable perspective about the age groups of the app users.

The quantitative data derived from these surveys were then analyzed and presented through graphical visualizations. These graphs played a crucial role in highlighting trends, patterns and user frustrations related to the Absher app. They offered a clear, visual representation of the data, making it easier to interpret user feedback and identify commonalities among the respondents.

Focusing solely on surveys enabled us to achieve a broad overview of user experiences with the Absher app. This method proved to be particularly effective in quantifying user satisfaction, pinpointing areas for improvement, and understanding the general sentiment towards the app's interface and features. The findings from this research are useful in proposing data-driven recommendations aimed at enhancing the overall user experience of the Absher app.

The Study Conducted

As part of the study into the user experience of the Absher app, we carried out a survey targeting a wide range of users. This survey aimed to uncover insights into how individuals interact with the app, focusing on usability, accessibility of services, technical support, and overall satisfaction. We crafted questions to gauge the demographics of our respondents, including their gender and age group, to ensure a diverse representation of users. Additionally, we sought to understand the

frequency of app usage within the past year and how easy users found navigating the app and locating the services they needed.

A critical aspect of our survey involves assessing the ease with which users could find technical support when encountering issues within the app. We also included questions to discover which features or services users were aware of and could utilize within Absher, aiming to identify potential gaps in user knowledge or app functionality. Feedback on desired changes and improvements was put in to directly address user needs and enhance the app's interface and service offerings. Moreover, we inquired about the frequency of notifications received from Absher and the overall level of user satisfaction.

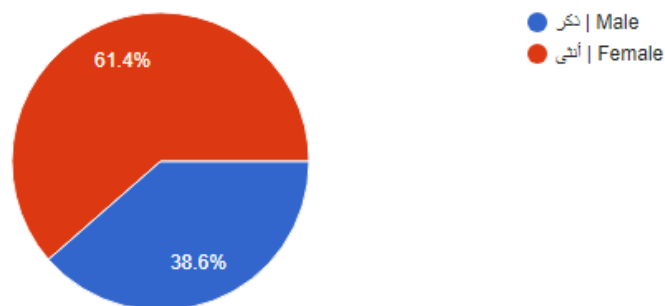
Results

In this section, we present the results of our survey focused on what could improve in the Absher app. We got a total of 70 responses in the survey, and here are the results.

What is your gender | ما هو جنسك

70 responses

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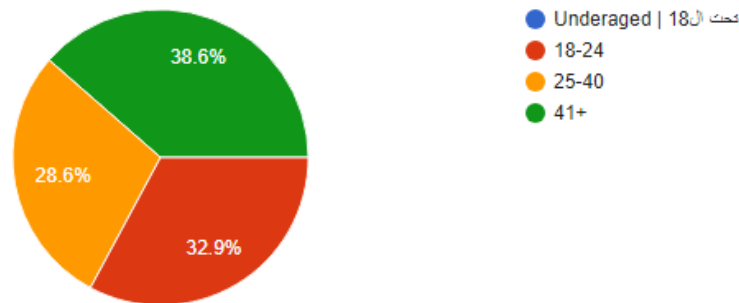


The responses for our gender distribution in the survey, out of a total of 70 participants 43 of them were females and 27 of them were male. This shows a higher proportion of female respondents compared to male respondents in the survey population.

What age group are you | ما هي الفئة العمرية الخاصة بك

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70 responses

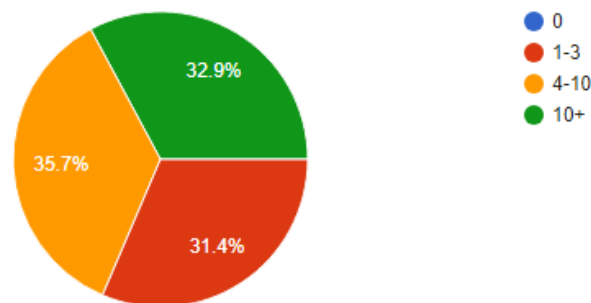


The largest group, comprising 27 individuals, falls within the 41+ age bracket. The next largest group at 23 individuals is the age range 18-24, followed closely by those aged 25-40 making up 20 of the respondents. There were no respondents who were underage. This indicates that the survey sample covers a relatively middle-aged to old demographic, with a small representation for young adults.

How often did you use Absher app in the past year | كم مرة استخدمت تطبيق ابشر في السنة الماضية

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70 responses

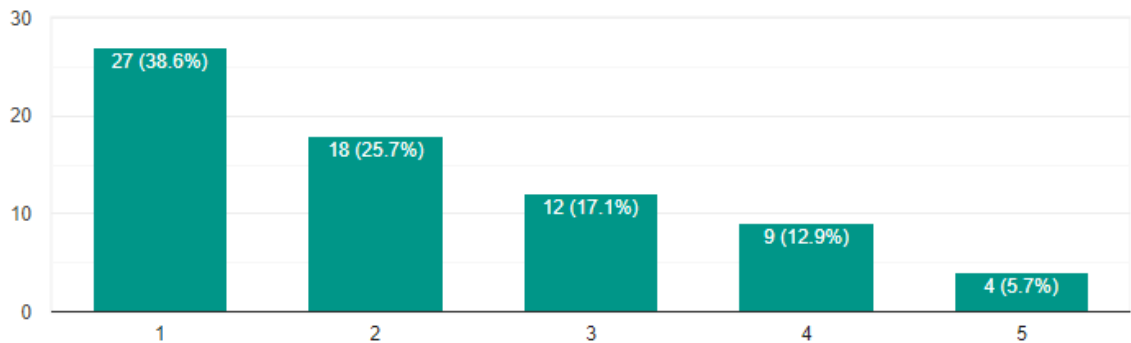


The majority, 25 individuals, used the app between 4 to 10 times in the past year. The next largest segment, at 23 individuals, used the app more than 10 times, indicating a group of frequent users. A close third, at 22 individuals, used the app 1 to 3 times, suggesting occasional use. There were no respondents who did not use the app at all, which proves the importance of Absher app. This data points to a relatively high engagement level with the app among respondents, with most users accessing it multiple times throughout the year.

How easy is it to navigate Absher app | ما مدى سهولة التنقل في تطبيق أبشر

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70 responses

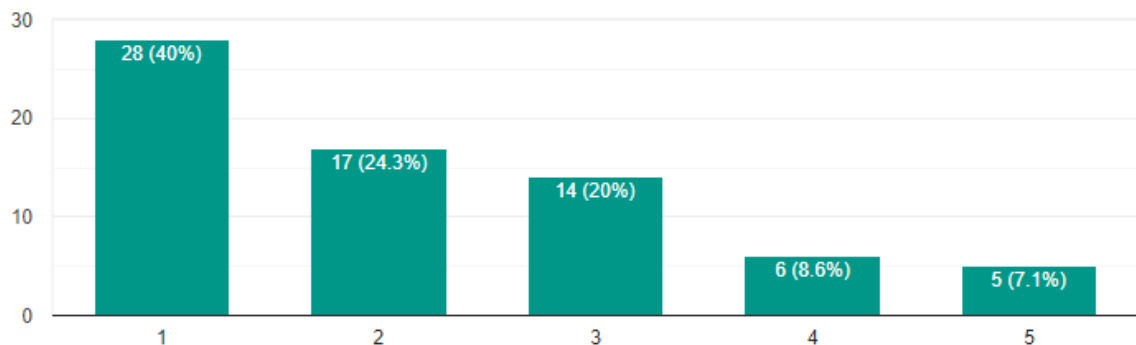


Most of the respondents found Absher easy to navigate, where 45 of the respondents (64.3%) responded positively to Absher's app navigation. On the contrary, 13 individuals (18.6%) responded that the app navigates poorly. And 12 individuals (17.1%) responded neutrally.

How easy is it to find the service you need | ما مدى سهولة الوصول إلى الخدمة المرغوبة

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70 responses



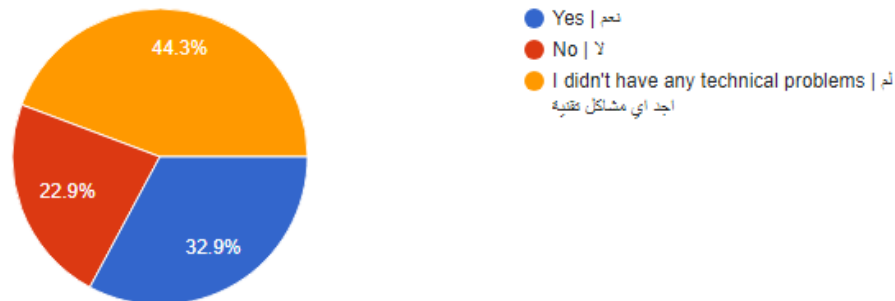
Most respondents, representing 45 individuals (64.3%), found it easy to locate the services they needed, indicating a high level of user-friendliness in terms of service accessibility. A smaller percentage of respondents, 11 individuals (15.7%), felt that

finding their needed services difficult. While 14 individuals (20%), found it moderate.

When encountered with a problem, did you find it easy to find technical support | عند الوصول إلى مشكلة، هل وجدت سهولة في الحصول على المساعدة التقنية

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70 responses

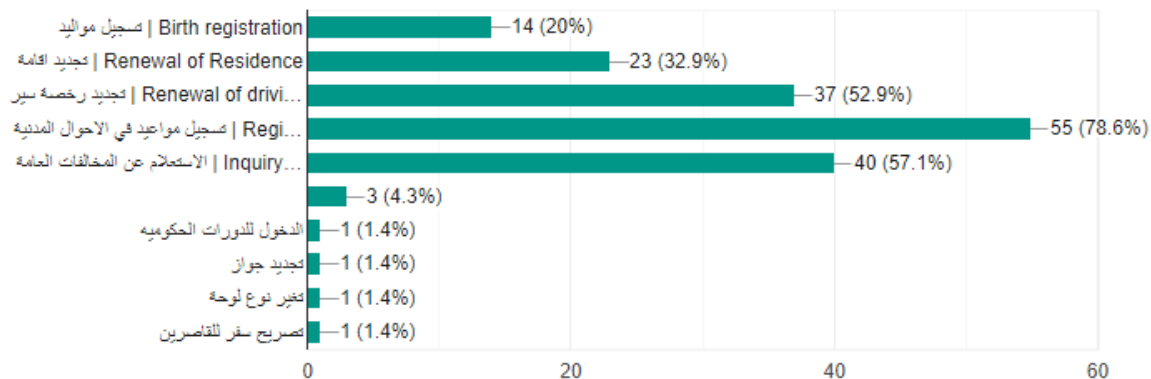


Some respondents, 31 individuals (44.3%) did not encounter any technical problems while using the Absher app, as for most respondents 39 individuals (55.7%), they did encounter technical problems. 23 individuals (32.9%) found it easy to find technical support while the rest of the respondents, 16 individuals (22.9%) found it hard to get technical support.

Which of the following did you know you could do in Absher app | أي مما يلي كنت تعلم أنه يمكنك القيام به في تطبيق أبشر

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70 responses



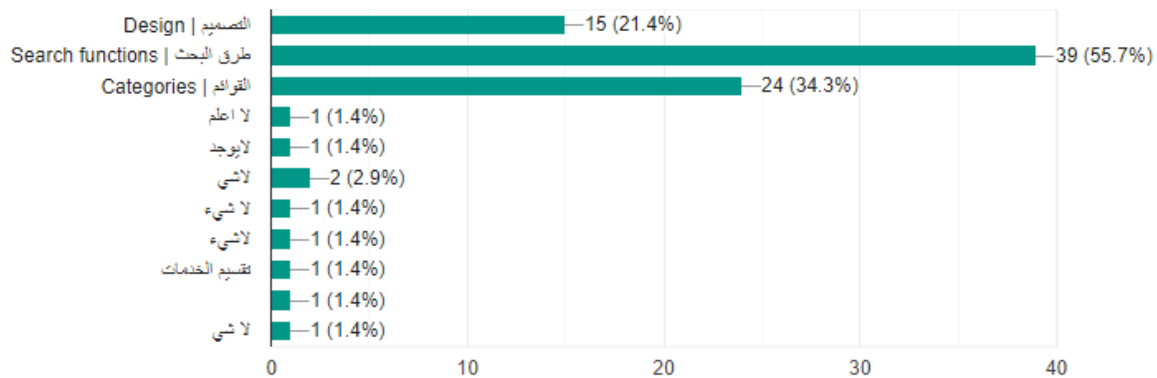
This question shows how well Absher app advertises their services, we can see that a lot of the respondents 55 individuals (78.6%) knew that you could register appointments in civil affairs, but on the other hand, only 14 respondents (20%) knew that you could register for a newborn, considering our age sample of mostly middle-aged to older people, this shows a low percentage of people who should know about it. Which might prove that Absher app could advertise their services better.

What do you think should be changed |

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في رأيك، ماذا يجب أن يتغير

70 responses

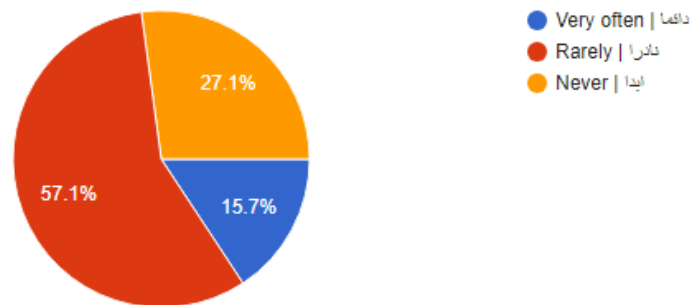


Most respondents, 39 individuals (55.7%), found that the search functions in the Absher app could be improved, while others, 24 individuals (34.3%), found that categorizing services could be done better. And a small percentage of people, 15 people to be precise (21.4%), saw the design could use improvements.

How often do you receive notifications from Absher | كم مرة تحصل على اشعارات من ابشر

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70 responses

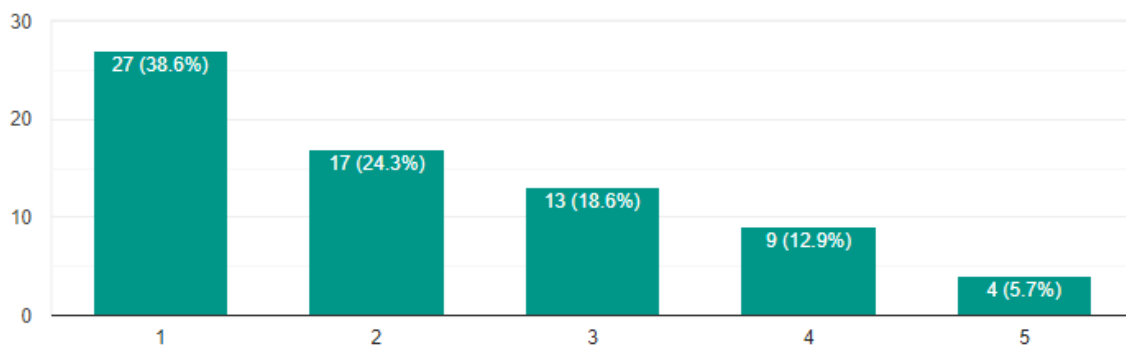


Most respondents, 40 individuals (57.1%), rarely received notifications from Absher. While a very small percentage, 11 individuals (15.7%), received notifications very often. More than a quarter of the respondents, 19 people (27.1%), report that they never received notifications from Absher, which could indicate a problem considering that it is a very important government app.

How satisfied are you with Absher app | ما مدى رضاك عن تطبيق ابشر

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70 responses



Lastly, we asked the respondents about their satisfaction with the Absher app, most reported positively, at 44 individuals (62.9%). On the other hand, a minority of the respondents reported their dissatisfaction with the app, 13 individuals to be precise (18.6%). About a fifth of the respondents, 13 people (18.6%), show neutrality towards the app.

Findings

We have set several findings regarding the improvements in the Absher app, one of them is the accessibility to the app itself, easing the search process and clarifying what you can do with Absher.

As seen in our survey, we can clearly see that the majority of users are citizens and residence that are aged above 40 years old and the majority of Absher are female users, like sara the university professor who simply wants to keep on track her residence documents and the renewal of her professional qualifications through Absher, or Ali the business owner who wants to also keep track of his business and to abide local laws and expand his workforce by following the visa application process through the app.

What we want to do for this large group of people among our society that rely heavily on Absher as an app to help ease the governmental documents process through a click is to help find better ways to improve this app and see its full potential.

As we have also seen the app rarely sends notifications and that many people do not know that you can register newborns, and you can imagine daily how many newborns we have, or the fact that you can renew your passport through the app.

The survey, which was made to gather information about what citizens and residence struggle with and what they find hard to finalize, shows that there is a lack of understanding the potential this app has and the improvements we can add and the bugs we can fix.

Conclusion

In conclusion, based on the surveys made above, there is a need to clarify what we can do easiers app and the potential there is to utilize the apps features in the best way possible, also the logging in process is very hard and very frustrating especially for elders, so the logging in should be simpler, the search process should be easier and there should be a way to showcase what they can do in the app to utilize every possible service to its fullest.

Storyboard

This storyboard shows our ideas to make the Absher app better and easier to use. We've looked at what users need and made plans to improve things like finding what you need, getting help, and learning how to use the app. Our pictures will show you the changes we want to make to help everyone have a better experience with the app.

TITLE Absher App

GROUP One

YEAR & SUBJECT 2024, CPCS381

EXPOSITION



Maha just gave birth to a baby

CONFLICT



Maha is reminded she needs to register her
baby in the Absher app birth registration

RISING ACTION



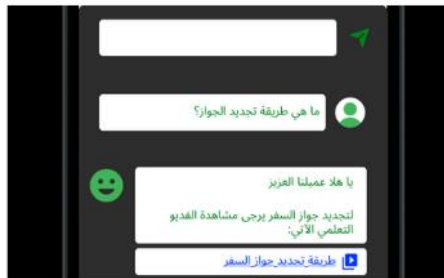
Maha never really understood technology
and Absher app confused her before

CLIMAX



Maha opens the Absher app

FALLING ACTION



Maha finds out Absher added a new AI helper
she learns how to register a baby easily

RESOLUTION



Maha is relieved and using the Absher app will
be easier for her from now on

Navigation and UI Design

The new interface changes to a design that's more visually exciting and focused on the user. It follows modern styles that value good looks as much as they do ease of use.



Old

New

Search Functionality

The improved search now has filters and categories, making it easier to find specific and relevant results, unlike before when it often returned unrelated information.



Old

New

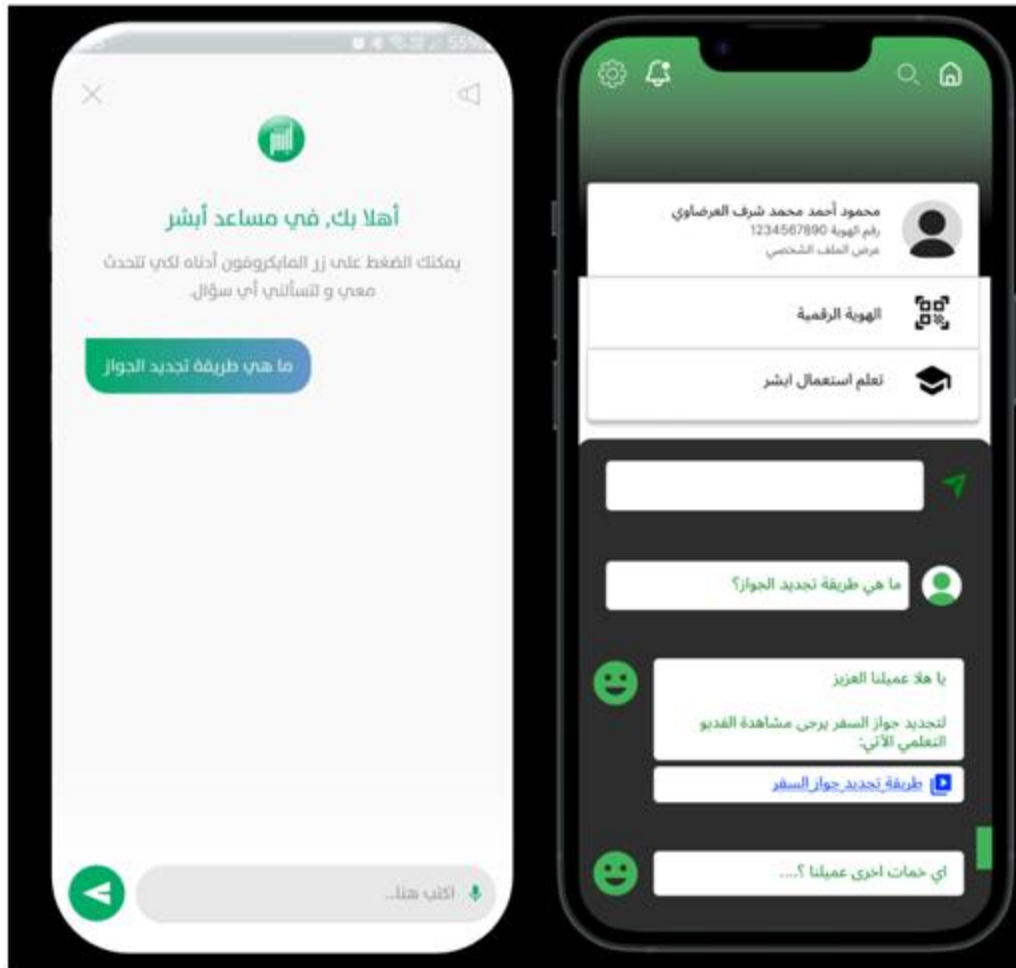
Technical Support

Technical support has been upgraded from limited resources to an integrated help center with FAQs, live chat, ticket submission, and educational content.



Old

New



Old

New

Alerts System

The alerts system has been enhanced to be more user- focused and efficient. Previously, users encountered a basic notification setup, which sometimes led to missed important alerts. Now, the system ensures users are informed about service deadlines, new features, and updates in a timely manner.



Old

New

Educational Content

We've added detailed tutorials and guides to the app, helping users discover and use all features effectively, which improves their overall experience.



New

Digital ID

No improvements required.



Comparing the original App to our prototype

Feature	Original Absher App	Proposed Prototype
Navigation and UI Design	Complex navigation that some users find difficult to use.	Simplified and intuitive UI design for easier navigation and quicker access to services.
Search Functionality	Basic search functionality, often returning irrelevant results.	Enhanced search with filters and categories for precise, relevant results.
Technical Support	Limited accessibility to technical support and troubleshooting resources.	Integrated help center with FAQs, live chat support, and ticket submission for comprehensive technical assistance.
Alert System	Basic alerts system, with some users missing important alerts.	Customizable alert for service deadlines, new features, and updates tailored to user preferences.
Educational Content	Limited guidance on available services, leading to underutilization.	Rich educational content including tutorials, guides, and highlights of underutilized services to improve awareness and usage.
Digital ID	Perfect showcasing of personal ID.	No changes required

Interactive Prototype

<https://www.figma.com/proto/JemsYm2KvIIUJSYnKsKQdv/New-Absher?type=design&node-id=33-206&t=taMk48ffTQ0SP8Me-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=33%3A206&mode=design>

Figma

<https://www.figma.com/file/JemsYm2KvIIUJSYnKsKQdv/New-Absher?type=design&node-id=0%3A1&mode=design&t=uxUGP9QUdZYhXoGy-1>

Google Drive

https://drive.google.com/drive/folders/1G_QACEhyGrVKBZl5I8AumgDkyZE1mpQl?usp=sharing