

# Coursework: 2024

## Background

You work for a user research startup called "Simple Apps." Your team has been handpicked by the Sri Lanka Railway Department to conceptualize and design a state-of-the-art mobile app. This initiative is set to redefine the ease of train ticket booking. Through this innovative app, users will gain the ability to book tickets effortlessly, marking a significant leap forward in making travel more accessible and user-friendly.

The app should allow users to:

- Search for train journeys by origin, destination, and date.
- View train schedules and available seats.
- Book seats for their chosen journey.
- Choose from various payment methods (e.g., credit card, debit card, mobile wallet).
- Receive updates about train delays and schedule changes.
- Download their train ticket as a PDF file.

Your team has decided to perform the following tasks to start the **first iteration** of the product:

- Conduct a comprehensive analysis to identify the user base of train travellers.
- Understand the problems and needs of the users when they're using a train booking application or platform.
- Analyse the current user journeys and identify pain points and opportunities for improvement.
- Compare with other apps in the market or countries.
- Ideate some solutions with the group.
- Decide on a solution from the ideas that the group created.
- Create a prototype to test with the user base identified.
- Test and validate the design and solution with real users.
- Gather data from the feedback from the users.
- Provide an analysis or report.

## Tasks

1. Create a survey with questions capturing data related to the demographics, needs, and pain points of the users who are currently using the online train booking system.
2. Understand the problems, needs, and pain points of the users.
3. Create user flows or journey maps that you think the user will use to navigate through the new application.
4. Create a high-fidelity design and make a prototype using the tool [Figma](#).

5. Test the prototype with the intended user group (sample size = 10 users).
6. The test should include:
  - An observation of how the users roamed or navigated freely through the application (including screen recordings and user flows of how the users browsed.)
  - An observation on how they performed different tasks when you asked the user to perform them during the test. (*Task-based analysis*)
7. To test the prototype and capture analytics data, you can use the tool [Userberry](#).
  - **Tip: The "Useberry" free plan only allows you to create one project. To run two tests, you can use two accounts created from your group members' emails.**
8. **Present your data as a story**, identifying the context and the audience, and presenting your data using the right visualisations.
9. You are required to present a solution the team came up with using a high-fidelity prototype.

## Presentation

You are required to present the following:

- A brief summary of the audience you selected for testing (age, demographics, gender) (**Do not** include all the personas; choose only a few to prove your points.)
- Survey results are presented visually using the right visualisations and in brief. **You are not** required to present all the survey questions on the slides. (*qualitative data analysis*)
- Metrics from the tools that were collected should be summarised and represented in a meaningful manner (*quantitative data analysis*).
- Your analysis and what you have derived from the data.
- Remember to present your solution as a pitch to the Sri Lanka Railway Department . management. This pitch should be short and informative. (*Tip: Pick only 2-3 people from your group to present your findings and solution.*)
- Time: 10min

## Assessment Criteria:

The project will be assessed on the following criteria:

1. Implementation: Evaluate the extent to which Useberry or any other tool has been successfully integrated to accurately capture data from users.
2. Survey preparation and completeness.
3. Usage of data analytics concepts and visualisation techniques during the presentation.
4. Improvement identification and solution strategy.
5. Usage of user experience concepts for the suggested improvement and usage of prototyping tools like Figma for refined design

## Resources

- Mobile app design guidelines (e.g., Google Material Design, Apple Human Interface Guidelines)
- User research methodologies (e.g., user interviews, surveys, usability testing)
- You can use the already-created UI libraries given below.
  - UI Elements
    - <https://www.figma.com/community/file/1016267472317514879/Avocado%3A-Design-System-for-Mobile-App>
  - Persona template
    - <https://www.figma.com/community/file/881830156311997001/UX-Persona-Template>

## Deliverables

*Please include all these in a single zip file.*

- Survey questions with the answers. *(Not required for the slides.)*
- Personas. *(Not required for the slides.)*
- User flows or journey maps. *(Not required for the slides.)*
- Designs
- Result reports of Useberry *(include the username and password for later assessment audit usage)*
- Presentation slides
- Figma link ("View Only" link)

### **Note :**

- *The team size could be a maximum of 6, not less than 4 members.*
- *Marks will be allocated for each component. Higher marks are allocated for data capture and analysis; therefore, divide work wisely among your team members so that you can promote your site and get traffic to capture a lot of analytics data.*