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Sri Lanka Institute of Information Technology

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## Assignment 1 Project Report

### IT3060 Human Computer Interaction

Submitted by:

Group Name: Concept Squad

Group ID: 2021-HCI-036

Project Name: Lanka Holidays([www.lankaholidays.com](http://www.lankaholidays.com))

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## Project description

This module is focusing on identifying usability issues and re designing them to have better user experience. This project aim is to Identify usability issues of the interfaces on a selected website, refine them using any user research technique and redesign interfaces on website. First, all group members searched several websites with usability issues. Next, group members selected a one website to analyze its usability issues and redesign the website. Then the team explored the usability issues in selected website interfaces. Selected website is lankaholidays.com. This website is important for those who is in the travel industry. Renters (accommodation and car) can easily place their advertisements. Also, tourists/travelers can easily find accommodation and vehicles easily without paying a commission.

This website has lot of usability issues. When identifying usability issues, we found 3 people who use the website (customer, guest house owner, car rental shop owner). Then we created personas for 3 users and got written the contextual inquiries from them after interviewing. Next, we identified the usability issues they face while using the website. Finally, we assigned ratings (high, medium, low) for usability issues identified. However, the project minimizes problems with the website by redesign. We hope to use a suitable front-end technology that matches the current implementation of this website and develop it in much better way to overcome the identified issues.

## Alternatives

- [www.hometogo.com](http://www.hometogo.com)
- [www.agoda.com](http://www.agoda.com)
- [www.ikman.lk](http://www.ikman.lk)
- [www.makemytrip.com](http://www.makemytrip.com)
- [www.kayak.com](http://www.kayak.com)
- [www.malkey.lk](http://www.malkey.lk)
- [www.rentalcarsrilanka.com](http://www.rentalcarsrilanka.com)

## User groups

User	Category
Car rental shop owner	Publish car rental advertisements on car/van hire category
Guest house owner	Publish his guest house details on Accommodation category
Customer	Book an apartment from apartment category

## Personas

### 1.Car rental shop owner (Mr.Sameera Chathuranga)



Persona Type : Car Rental Shop Owner  
User Segment : Expert

### Bio

Sameera is an undergraduate software engineering student and the owner of Chathuranga Car Rental Service (pvt) Ltd. He started his car rental shop two years ago. He want to earn passive income by renting his cars. His goal is to provide quality rental service for reasonable price for his customers.

### Mr. Sameera Chathuranga

#### Background

- Age : 24 years
- Job : Software Engineer, Car Rental Shop Owner
- Location : Colombo
- Status : Single
- Education : G.C.E. Advanced Level, Advanced certificate in business management, B.Sc.(Hons) degree in Software Engineering(UG)
- Monthly Salary : Rs. 250000.00

#### Goals

- Earn monthly passive income.
- Provide quality service for reasonable price

#### Pain Points

- Busy with his education and business

#### Needs

- Need a web application to promote his car rental shop

#### Motivation

- GROWTH \* \* \* \*
- SOCIAL \* \* \* \* \*

#### Technology

- IT KNOWLEDGE \* \* \* \* \*
- WEB SITES \* \* \* \* \*
- SOCIAL MEDIA \* \* \* \* \*

## 2.Customer (Mr.Ishara Madushanka)



Persona Type : Customer  
User Segment : Expert

### Bio

Ishara Madushanka is an IT officer in public service commission. He started his career a year ago. He want apartment in the Colombo area. His goal is find a apartment for reasonable amount of money.

### Mr. Ishara Madushanka

#### Background

- Age : 25 years
- Job : IT Officer
- Location : Colombo
- Status : Married
- Education : G.C.E. Advanced Level, Advanced certificate in IT
- B.Sc.(Hons) degree in Information Technology
- Monthly Salary : Rs. 150000.00

#### Goals

- Find an apartment for reasonable amount of money.
- Find an apartment easily

#### Pain Points

- Busy with his job and family.

#### Needs

- Need to be finding a good quality apartment
- Need to be buying a good quality car

#### Motivation

- GROWTH \* \* \* \*
- SOCIAL \* \* \* \* \*

#### Technology

- IT KNOWLEDGE \* \* \* \* \*
- WEB SITES \* \* \* \* \*
- SOCIAL MEDIA \* \* \* \* \*

### 3. Guest house owner (Mr. Nayanajith Manohara)



Persona Type : Guest House Owner  
User Segment : Expert

#### Bio

Nayanajith is a owner of Manahara guest house. He is managing guest house for two years now. He want to gain more customers to guest house. His goal is provide best service to customers.

## Mr. Nayanajith Manohara

### Background

- Age : 24 years
- Job : Guest house owner
- Location : Galle
- Status : Single
- Education : G.C.E. Advanced Level
- Monthly Salary : Rs. 45000.00

### Goals

- Gain more customers to guest house.
- Provide best service to customers.

### Pain Points

- Do not have time to learn new things.

### Needs

- Simple and reliable website to advertising

### Motivation

- GROWTH \* \* \*
- SOCIAL \* \* \* \*

### Technology

- IT KNOWLEDGE \* \* \*
- WEB SITES \* \* \* \*
- SOCIAL MEDIA \* \* \* \* \*

## Identified Usability issues

- Poor navigations and operations
- Boring interface design
- Bad impression on home page
- Complicated Long forms used to publish new ads
- No proper structure
- Use small font sizes
- Too many sub-menus
- So many third-party ads load on web pages
- Clickable Ares are small
- Show on map function does not work
- No proper footer
- Some buttons not working
- Some pages not aligned
- Not looking professional

## **Scripts for contextual inquiry**

1. Car rental shop owner(Mr. Sameera Chathranga)

### Background description of the user.

Sameera Chathuranga is a Software Engineer and car rental shop owner. He owns monthly passive income from his car rental service. Mainly he provided quality services for his customers by renting his cars from Lankaholidays.com website.

### Questions to be asked from the user.

1.What is your main goal of using Lankaholidays.com website.

2.How long do you use Lanka holidays website?

3. Is this the only site are you use to rent your cars?

If yes,

l. What are the other websites you use for your car rental service?

4.Is it easy to publish a car rental advertisement on Lanka holidays.com?

5.How many vehicles did you add to this website?

6.Do you think is it safe to use Lanka holidays website?

7.Are there any issues or disliked features of the website?

8.What is your idea about the overall layout of the website?

9.Do you really satisfied with the services they provided to customers?

10.What are your suggestions you give to improve the features of the website?

### Task

1.Go to the Lanka holidays website

2.click contact us link

3.Now this web application is not working probably, can you inform it to admin panel using this form?

4.Is this function work correctly?

## 2. Customer (Mr. Ishara Madushanka)

### Background description of the user.

Mr. Ishara Madushanka is an IT officer in public service commission. He started his career a year ago. He wanted to apartment in the Colombo area. he is looking for a good quality apartment in near to Colombo. He uses websites to search for apartments. His goal is finding an apartment for reasonable amount of money.

### Questions to be asked from the user.

1. How often do you use the website?
2. What kind of places do you buy the most?
3. Is it easier to find the prices and details of accommodations on website?
4. Are there any features on this site that you don't like?
5. Do you feel convenient when you using this website?
6. Are you having a trouble finding anything?
7. What do you think about using colors and font sizes of the website?
8. What are the advantages you experienced when you using Lanka holidays website?
9. Are you satisfied with the service that they provide to customers?
10. Do you have any recommendations to improve the features of this website?

### Task

1. Can you go to the Lanka holidays website
2. Now You must Select the accommodation in the top nav bar and click apartments
3. Next Select the desired district from the Filter tab
4. Then scroll down and view the ads
5. Then select an ad you like and click on it
6. View the ad details



7. Click contact owner/advertiser button

8. Fill the form

9. Click send email button

7. Click on close window button

3. Guest house owner (Mr. Nayanajith Manohara)

Background description of the user

Mr. Nayanajith Manohara is the owner of the Manahara Guest house located in Galle. He owns guest house for two years. Before that he didn't use online advertising platforms. Now he uses online platforms for advertising. He uses lankaholidays.com website and many other websites for advertising. His goals are gain more customers to guest house and provide best service to customers.

Questions to be asked from the user.

1. What is your main goal of using Lankaholidays.com website?
2. How long do you use Lanka holidays website?
3. How often you visit website? (daily, weekly, or monthly)
4. Is this only website you use to advertise about your guest house?
5. What are other sites?
6. Which website is your favorite among those?
7. Is it easy to publish an advertisement on lankaholidays.com?
8. Do you think it is safe to use Lanka holidays website?
9. Are there any favorite features on website?
10. Are there any issues/disliked features on website?
11. What is your idea about overall layout of the website?
12. Do you really satisfied with services they provided to customers?
13. Any suggestions from you to improve the features of the website?

### Task

- 1.Go to lankaholidays.com website
- 2.Select Accommodation in top nav bar
- 3.Search for guest houses Galle area
- 4.Open advertisements and check prices.
- 5.If price is not listed, click contact owner/ advertiser button
- 6.Then fill form and send email

### Video link

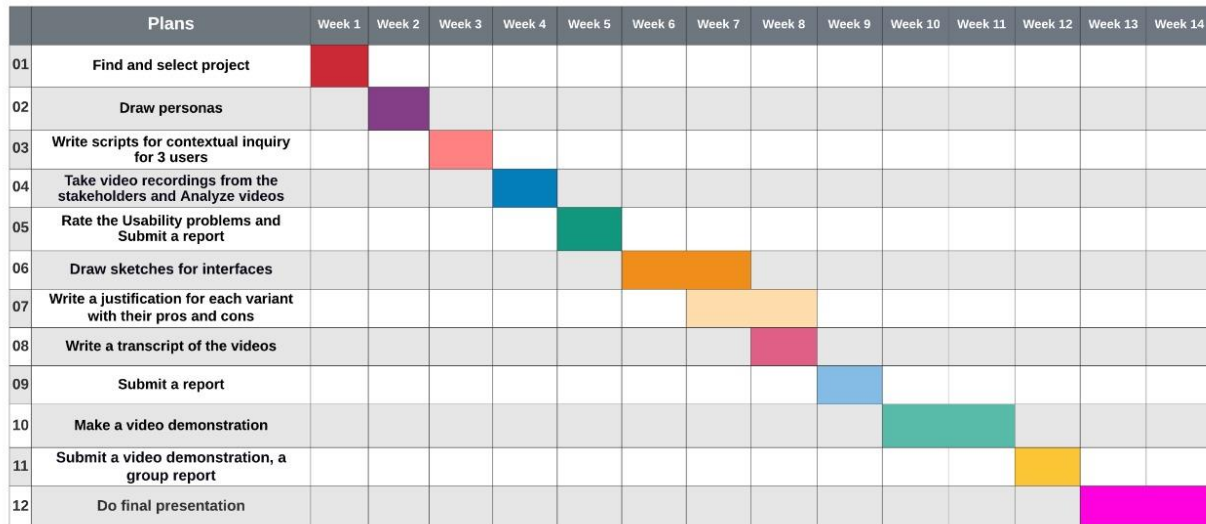
<https://drive.google.com/drive/folders/14-r3OAU2wMriU46MCCpKC0m6sUJ5-Ezn?usp=sharing>

## Usability issues identified based on contextual inquiry and ratings

User	Identified issues	Related interface/interfaces	Issue rating
Customer	This website is not mobile responsive	All interfaces	Medium
	Some details are not available such as map and availability calendar	Maps, Wanted ad	High
	Price is not visible in some listings	View more	High
	So many third-party ads load on the web pages	All interfaces	Medium
	User interfaces (colors, fonts) are not eye catching, they are seeming to be very old	All interfaces	Medium
	Unfriendly and non-intuitive site navigation	Site header and footer	Medium
	In some pages font size is very small	Home, FAQs	Medium
	Some pages content not aligned well	View more	Low
Guest house owner	In some pages font size is very small	Home, FAQs	Medium
	Very hard to access website using mobile phone	All interfaces	Medium
	Unfriendly user interface design	All interfaces	Medium
	page organization on advertisement are not well organized	Home	High
	Images on some advertisements are not visible	View more	High
	No alignment on pages	All interfaces	medium
Car rental shop owner	No process to verify user's email	User profile	High
	servers and get down for 2 or 3 times once a month	My account	High
	font size are too small	All interfaces	medium
	Slow loading speed	All interfaces	High

	forms on advertisement publish are complex	Add new ad	Medium
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## Gantt chart



## References

<https://www.mockplus.com/blog/post/bad-web-design>

<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

<https://userpeek.com/blog/contextual-inquiry/>

## Individual Contribution for Assignment 1

IT No	Contribution
IT19197906	Persona- Car rental shop owner Scripts for contextual inquiry- car rental shop owner Identified usability issues from guest house owner's video
IT19964188	Persona- Guest house owner Scripts for contextual inquiry- Guest house owner Video – guest house owner
IT19049946	Create project description Scripts for contextual inquiry – Customer Identified usability issues from customer's video
IT19382586	Persona- Customer Video – Customer Identified usability issues from car rental shop owner's video
IT19987576	Identified usability issues on lankaholidays.com website Video – Car rental shop owner Gantt chart

## Appendix

- **Workload**

IT No	Selected interfaces	Identified Issues
IT19197906	Accommodation	So many third-party ads load on the web pages User interfaces (colors, fonts) are not eye catching; they are seeming to be very old Unfriendly and non-intuitive site navigation No site structures No proper header and footer Very hard to access website using mobile phone
	Post an ad	forms on advertisement publish are complex Use another form to upload the pictures of the ad (Use two forms for detail upload and picture, can do it using one form) Very hard to access website using mobile phone Small clickable areas
	Terms and condition	font sizes are too small No site structures No alignment on web pages More than 75% of the web page content are 3 <sup>rd</sup> party ads Very hard to access website using mobile phone
IT19964188	Register	Very hard to access website using mobile phone

		No password, username, and email validation Poor typography
	Van/ Car Hire	Very hard to access website using mobile phone Poor typography Unstructured design Too much small text and buttons Content does not align well
	List all ads	Too high number of links Poor typography Too much small text and buttons Content does not align Too much content in one page Very hard to access website using mobile phone
IT19049946	Contact us	3rd party adds load on web pages Some font sizes are too small Content is not aligned properly. Not Mobile responsive Small Clickable Areas.
	Wanted ad	Price is not visible in some listing 3rd party adds load on web pages Not Mobile responsive not attractive (colors, fonts) Small Clickable Areas User interfaces (colors, fonts) are not eye-catching, they are seems to be very old.
	Travel resources	page content is not aligned. Some font sizes are too small. User interfaces (colors, fonts) are not eye-catching, they are seems to be very old. Some links are not working

		<p>Not Mobile responsive</p> <p>Small Clickable Areas</p> <p>3rd party adds load on web pages</p>
IT19382586	Edit/Del ads	<p>looking isn't professional</p> <p>User interfaces are not eye catching</p> <p>Very hard to access website using mobile phone</p>
	Tour services	<p>no proper structure</p> <p>Font size are too small</p> <p>No data in the webpage</p> <p>Very hard to access website using mobile phone</p>
	About us	<p>So many third-party ads load on the web page</p> <p>No alignment on webpage</p> <p>Not clearly described about us</p> <p>Very hard to access website using mobile phone</p>
IT19987576	Maps	<p>Some details are not available such as map and availability calendar</p> <p>Difficult to search using maps</p> <p>Very hard to access website using mobile phone</p> <p>Very hard to access website using mobile phone</p>
	Edit our details	<p>Very hard to access website using mobile phone</p> <p>No email validation process. We can add anything to the email address</p> <p>No option to view provided password(Show password button)</p> <p>Very hard to access website using mobile phone</p>
	FAQs	<p>In some pages font size is very small</p>



		Low standards of written content No page structures Very hard to access website using mobile phone
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