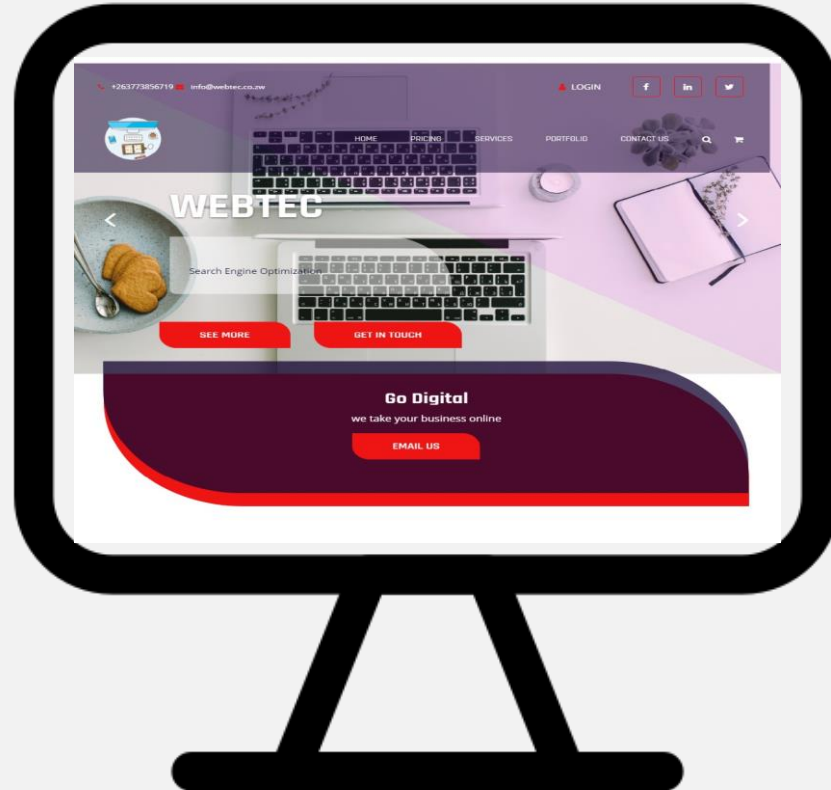


Web Services Pvt Ltd



Project overview

The product:

A mobile app for a web development company that offers a couple of services to its client including web hosting services requiring clients to manage services in the app.

Project Overview

The problem

Creating a website app for customers to be able to create their accounts and manage web hosting services

The goal

The ability for users to use the web app on their own and to be able to navigate easily on the website



Project overview

My role:

UX Designer

Responsibilities:

user research, wireframing case study,
prototyping.

User Research

Problem Statement

Personas

User Journey Map

User Research Introduction

We are creating a website that allows are customers to create their accounts and track our services from the comfort of their homes. We have realized that our competitors are using a similar app and we would like to keep standards and trends.

User Research Primary Research Questions

Is the welcome page friendly for the user?

Are users able to successfully create an account they want with ease?

What can we learn from the steps users took to complete a task?

Are there any parts of the process where users are getting stuck?

Is the payment process easy for the customer?

Is the checkout easy and are customers able to edit?.

User Research KPIs

Time on task: how much time users spend

Conversion rates: how many customers visiting the app are creating an account?

User error rates: how often users get stuck trying to create an account?

System Usability Scale: a questionnaire to evaluate customer feedback.

User Research Methodology

Unmoderated usability study

Location: South Africa, remote

Date: Sessions will take place between October 4-5.

5 participants will create an account through the website. Each participant will then complete a questionnaire on their experience.

Each session will last for 20-25 minutes.

User Research Participants

Participants are anyone who uses web hosting services.

Participants need to reside in any area.

Participants should be between 18 and 62.

Participants should include a fairly even distribution of genders across the spectrum and people with different abilities

User Research Script

We had four prompts to help the user to test the app and the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses that range from Strongly Agree to Strongly disagree



Perry

Age: 35

Education: Theology degree

Hometown: Sydney, Australia

Family: lives with young brother

Occupation: Lecturer

"I want to be able to manage my account and make payments so that my accounts do not get suspended"

Goals

- I want my students to achieve best results.
- To help my young brother with his studies
- To have time to volunteer in the community

Frustrations

- No way to manage my account
- No platforms to easily manage my hosting
- Need a platform I can trust

Peter is a lecturer and a blogger who needs reliable web hosting services for his app so that his website can always stay online.

User journey map

ACTION	Search on app for restaurants	Find a pool of restaurants offering the service and choose	See reviews by other customers	Make a booking online	Pay on the app
TASK LIST	Tasks A. Open the app B. create an account C. Search for restaurants	Tasks A. Search with location B. Search with pricing C. Search with type of meal D. Choose the one I like	Tasks A. See what others say B. View how often the restaurant has offered the service C. See what the person says about their expertise	Tasks A. Choose a profile B. Be able to customise a meal C. Easily make booking online	Tasks A. Be able to checkout on the app B. Availability of different payment options such as VISA/ PAYPAY etc C. Secure payment portal
FEELING ADJECTIVE	Uncertainty Worried hopeful	Glad Hopeful skeptical	Amazed alert	Happy Hopeful relieved	Uncertain Afraid hopeful
IMPROVEMENT OPPORTUNITIES	Search button on home page	Listing by those with many customers	Reviews can be indicated by using stars and a textbox for more <u>information</u>	Be able to order on short notice	Visible checkout button Assurance that the portal is secure

Starting the design



Digital Wireframe



Usability studies

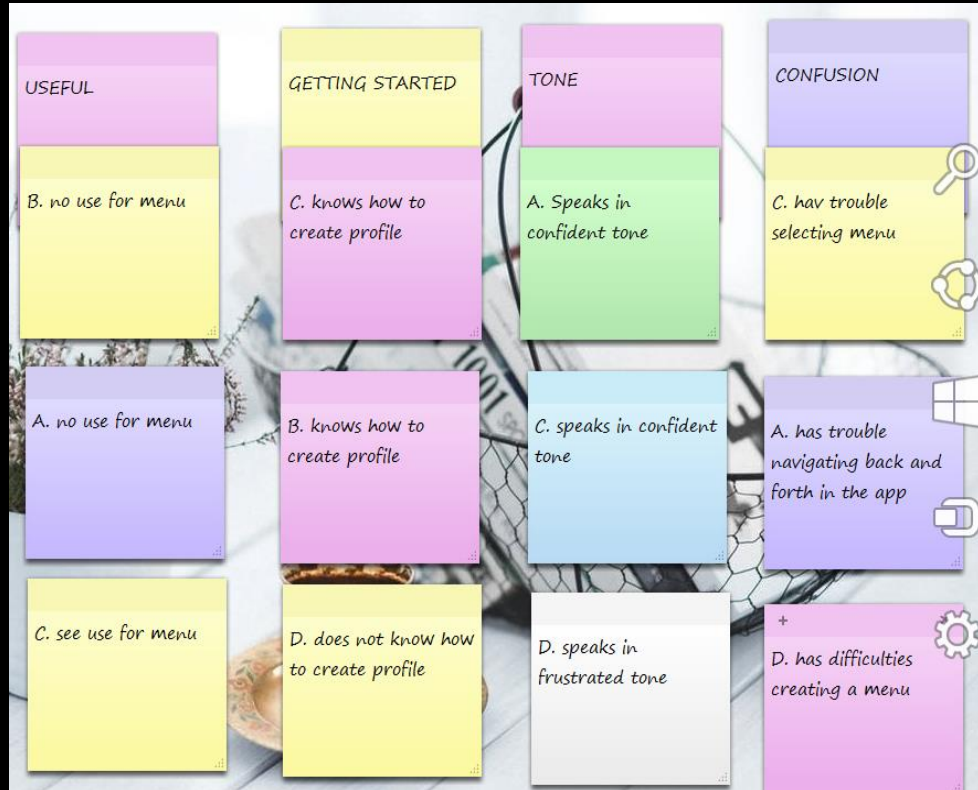


Paper Wireframe



Low Fidelity Prototype

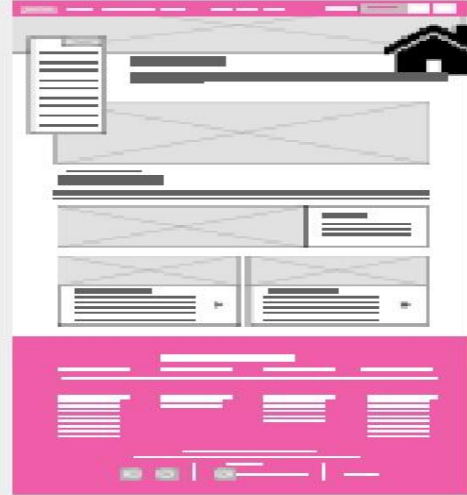
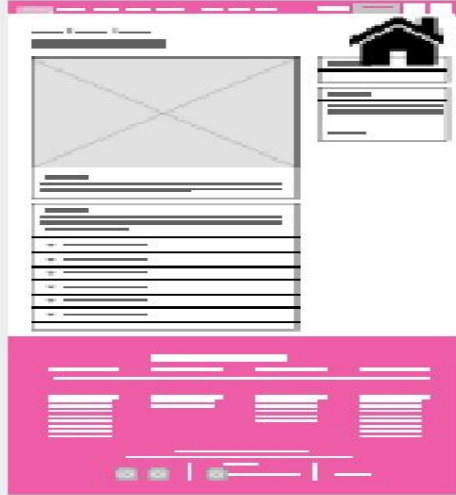
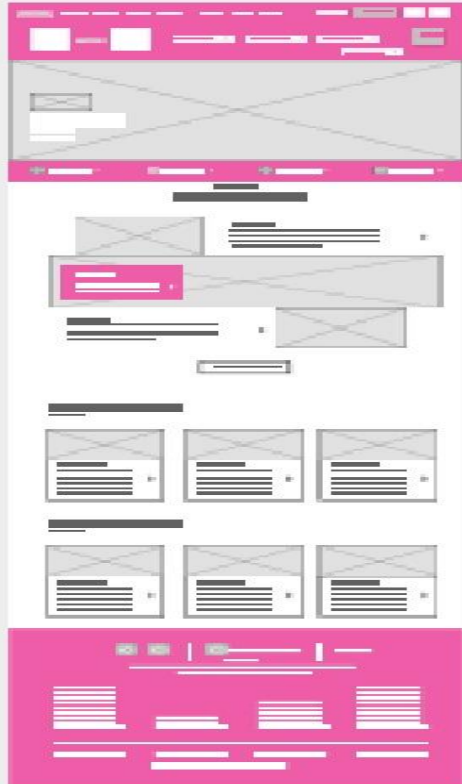
Affinity Diagram



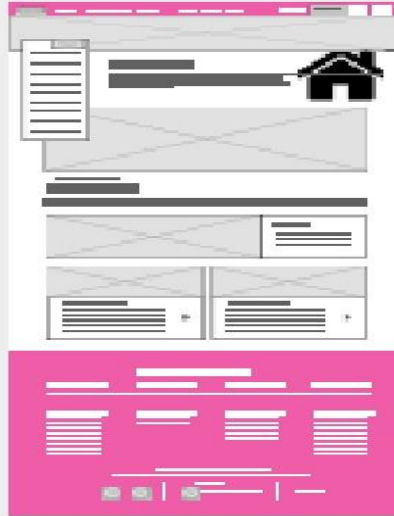
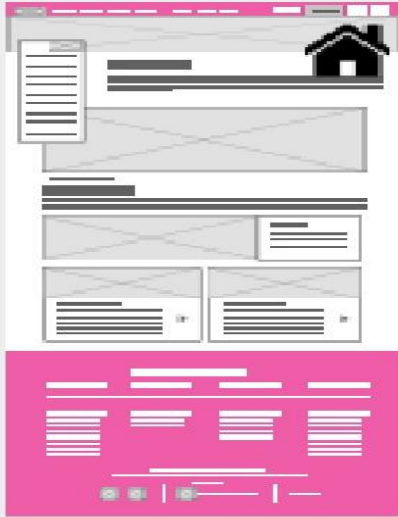
Ins

1. Based on the theme that: **creating a profile on the app**, an insight is: **users need more information on how to create a profile.**
2. Based on the theme that: **images with no text is difficult to use when ordering** an insight is: **(users need detailed information of what is on the menu rather than just an image**
3. Based on the theme that: **adding location is not clear**, an insight is: **users need more cues for what steps are required to add their location.**
4. Based on the theme that: **checkout is not clear and difficult to edit**, an insight is: **users need more info on checkout and to be able to edit their cart.**
5. Based on the theme that: **no home button/navigation to previous pages**, an insight is: **users need to be able to navigate back and forth on the sight and there should be a home button on the last page of the app.**

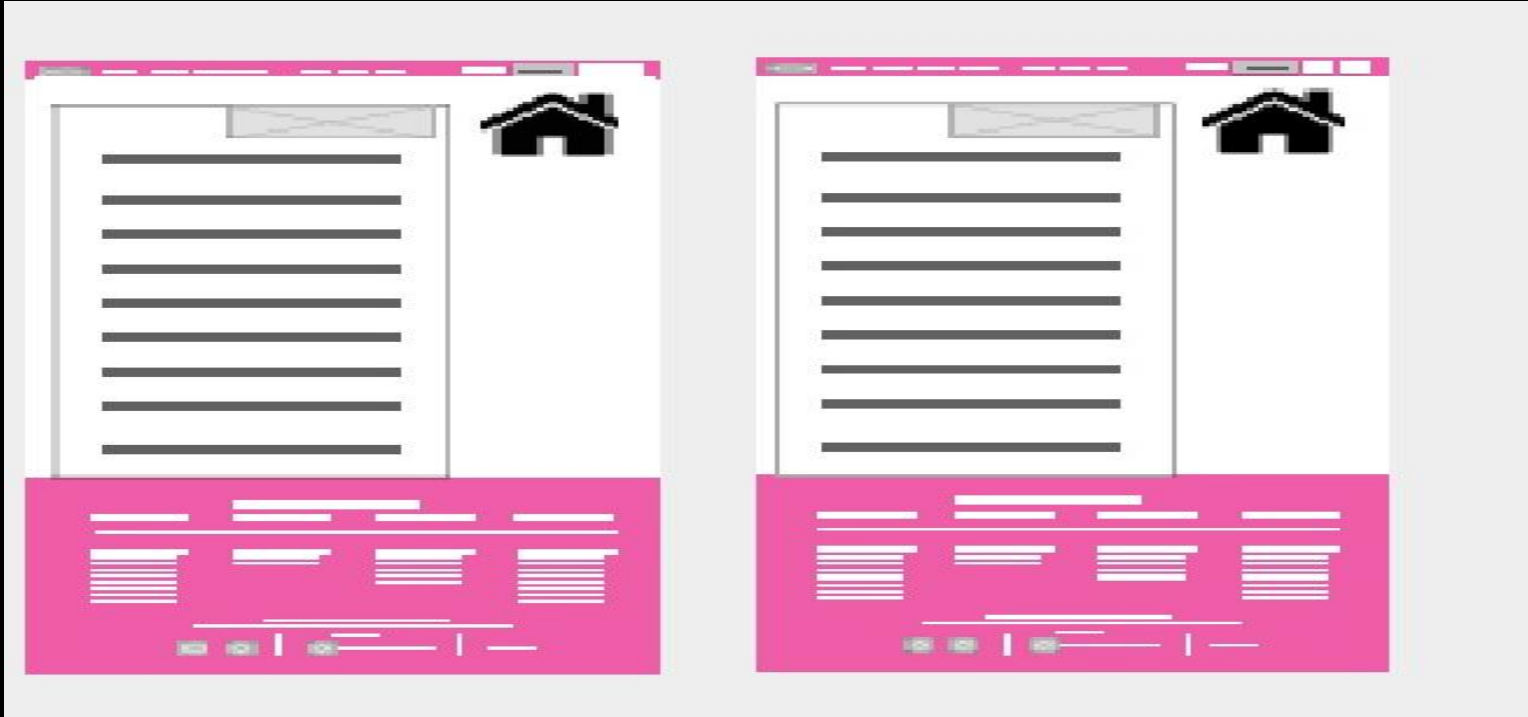
Digital wireframes



Digital wireframes



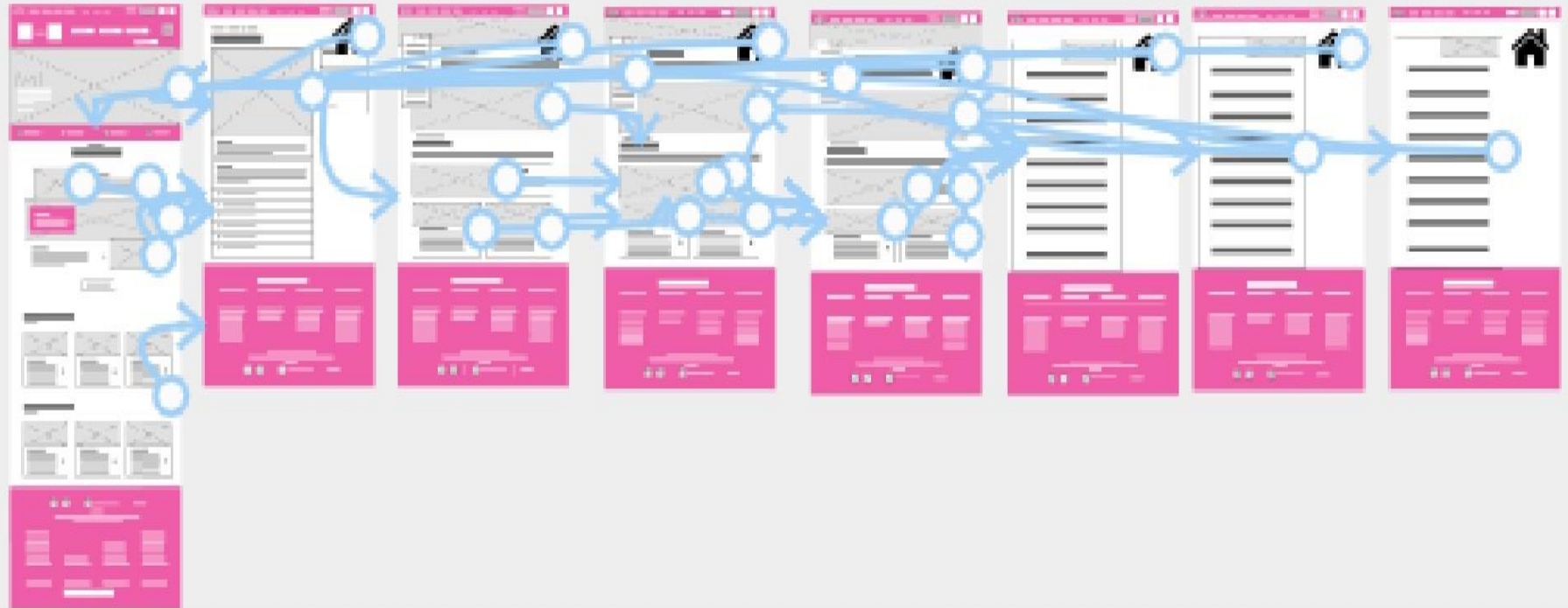
Digital wireframes

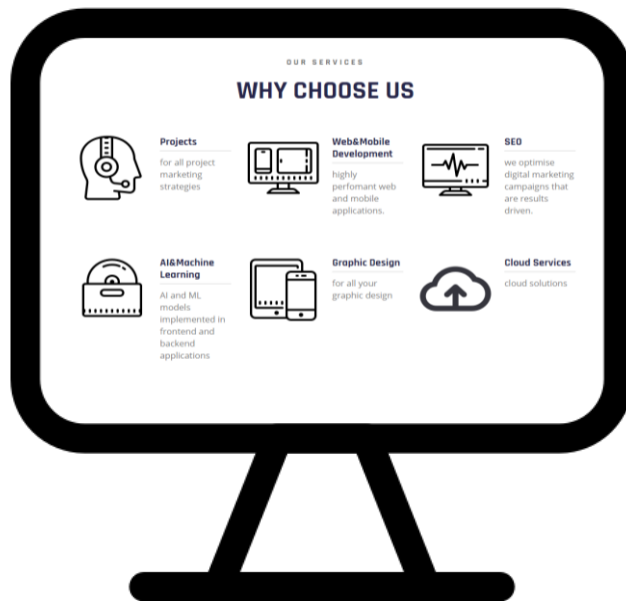


Low-fidelity Prototype

<https://www.figma.com/file/YljeMTjir8tQB99aj6PeF>

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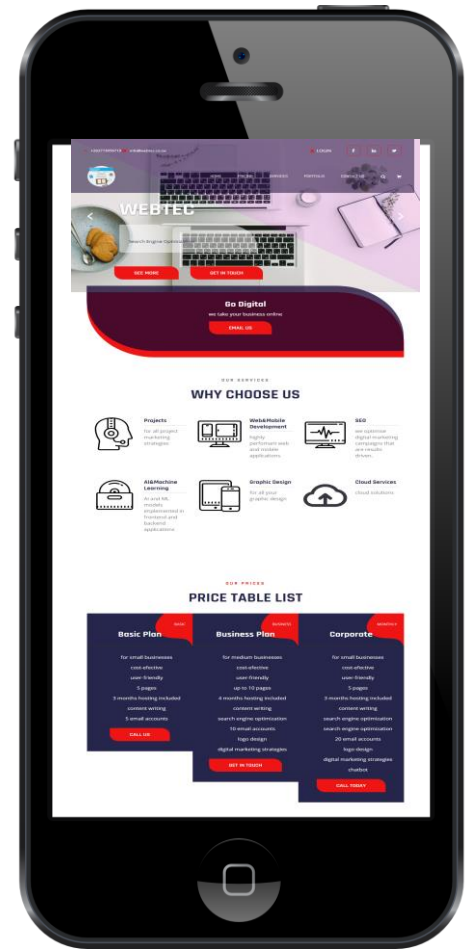
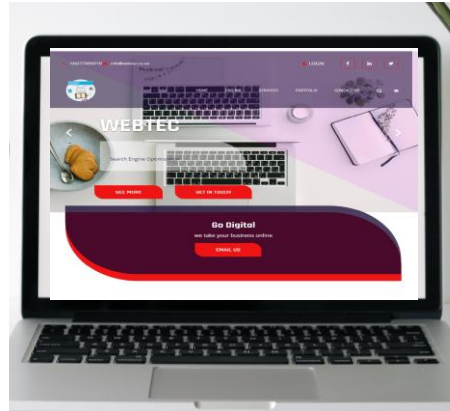
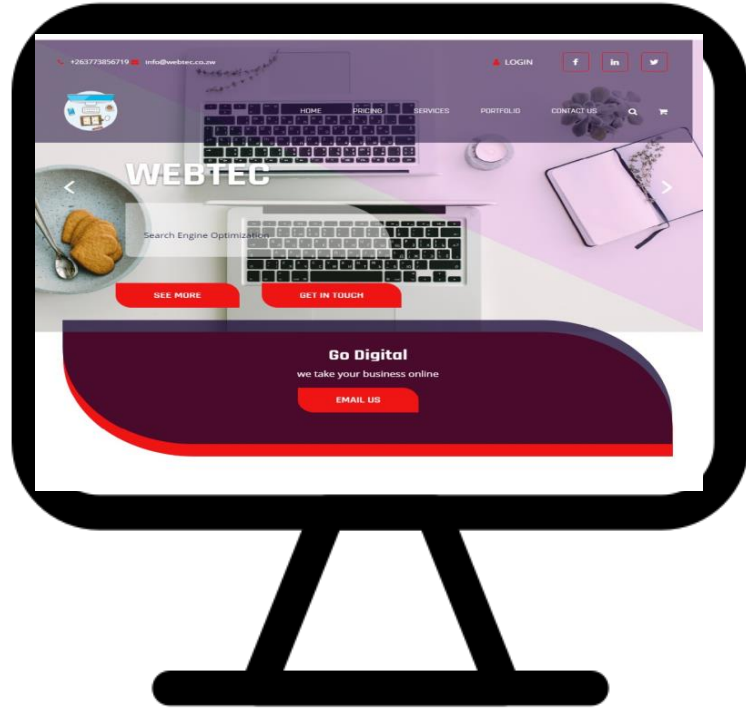
High-Fidelity Prototype

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High-Fidelity Prototype

[https://www.figma.com/file/YljeMTjir8tQB99aj6PeFB/low-fidelity-
prototype?node-id=1%3A1168](https://www.figma.com/file/YljeMTjir8tQB99aj6PeFB/low-fidelity-prototype?node-id=1%3A1168)



Usability study: findings

1

Participant didn't
understand the appeal of
labels

2

Participant expressed
frustration at not being
able to find labels

3

Participant said they
understood the value of
the feature once they
were able to find it

Thank you!