

UX Research Study — Plan

Introduction

- **Title:** Enhancing User Experience in a Mobile Banking Application
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- **Stakeholders:** Tung Nguyen
- **Date:** 12/17/2020
- **Project background:** The mobile banking application has been in use for some time, but feedback from users and stakeholders suggests that there are areas for improvement. Some users have reported difficulties with navigation, accessing certain features, or understanding the information provided. The aim of this research study is to gain a deep understanding of user needs, pain points, and expectations in order to enhance the overall user experience of the mobile banking application.
- **Research goals:**
 - Identify usability issues: Pinpoint specific pain points, difficulties, and frustrations that users encounter while interacting with the mobile banking application.
 - Understand user motivations and expectations: Gain insights into users' needs, goals, and expectations when using the application to ensure their requirements are met effectively.
 - Improve navigation and information architecture: Determine the most intuitive and efficient way for users to navigate the application, access features, and find relevant information.
 - Enhance visual design and aesthetics: Gather feedback on the visual appeal and overall aesthetics of the application to create a visually pleasing and engaging experience.
 - Inform future design decisions: Use the research findings to drive data-driven design decisions, prioritize improvements, and provide recommendations for enhancing the user experience of the mobile banking application.

Primary research questions

- What are the main pain points and challenges that users face when using the mobile banking application?
- How do users navigate through the application? Are there any specific features or sections that are difficult to find or access?

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	<ul style="list-style-type: none">• What are the key factors that influence users' trust and confidence in the mobile banking application? How can these factors be improved?• What are the users' expectations regarding the security measures and privacy features in the mobile banking application?• How can the visual design and layout of the application be improved to enhance usability and overall user experience?
KPIs	<ul style="list-style-type: none">• Task Success Rate: Measure the percentage of users successfully completing key tasks.• User Satisfaction Score: Assess user satisfaction through surveys or interviews.• Time on Task: Measure the average time users take to complete tasks.• Error Rate: Track the frequency of errors made by users.• User Retention Rate: Monitor user engagement and retention over time.
Methodology	<ul style="list-style-type: none">• User Interviews: Conduct one-on-one interviews to gather qualitative insights on user experiences and preferences.• Usability Testing: Test participants' interactions with the mobile banking app to identify usability issues and measure task completion rates.• Surveys: Administer online surveys to collect quantitative and qualitative data on user preferences and satisfaction levels.• Analytics Data Analysis: Analyze user data and interaction patterns from app analytics to gain insights into user behavior and usage patterns.• Competitive Analysis: Evaluate competitor mobile banking apps to identify opportunities for improvement and best practices.
Participants	<ul style="list-style-type: none">• Participants who use a mobile banking application at least once a week.• Participants residing in metropolitan and suburban areas.• Participants aged between 18 and 62.• Participants with a diverse range of gender identities, ensuring an even distribution across the spectrum.• Participants with different abilities, including:<ul style="list-style-type: none">○ 1 participant who uses assistive technologies.○ 1 participant with a visual impairment.○ 1 participant with an auditory impairment.○ 1 participant who isn't fluent in English.

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Script

- Prompt 1: From the home screen, create a profile
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- User: Taps on the "Create Profile" button.
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- App: Displays a registration form with required fields.
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- User: Enters the required information and agrees to the terms and conditions.
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- App: Registers the profile and redirects the user to the main screen.
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- Prompt 1 Follow-Up:
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- Creating a profile was easy and straightforward. The app provided clear instructions and the registration form was simple to fill out. However, real-time validation of email addresses would be helpful to prevent user errors.
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- Prompt 2: Start building a customized pizza
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- User: Taps on the "Build Your Own Pizza" button.
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- App: Navigates to the pizza customization screen with available toppings and crust options.
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- User: Selects a crust option.
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- App: Highlights the chosen crust and displays available toppings.
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- Prompt 2 Follow-Up:
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- Starting a pizza order was easy. The app had clear navigation and well-organized options. However, a preview feature would enhance the experience by allowing users to visualize their pizza with added toppings.
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- Prompt 3: Choose a topping to add to your pizza
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- User: Taps on a topping from the list.
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- App: Highlights the chosen topping and adds it to the customization.
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- Prompt 3 Follow-Up:
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- Choosing toppings was simple and intuitive. The app displayed options clearly, making it easy to select desired toppings. Additional customization options like quantity or distribution would enhance the experience.
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- Prompt 4: Confirm your order and complete the checkout process
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- User: Taps on the "Proceed to Checkout" button.
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- App: Displays a summary of the customized pizza.
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- User: Reviews the order details and confirms the order.
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- App: Prompts for delivery information and payment method.
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- User: Enters required details and selects a payment method.
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- App: Verifies information and completes the checkout process, providing an order confirmation.
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- Prompt 4 Follow-Up:
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- Completing the order and checkout process was easy. The app presented a clear order summary, and entering delivery and payment details was straightforward.
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