

# Usability Design of Software Application

CBS3011

Team Members -

Piya Chhibber – 21BBS0065

Anubhav Dube - 21BBS0113

T. Aatreya - 21BBS0122

Dinesh Yadav P - 21BBS0135

## Usability Testing Tool

Hotjar is the only product experience insights platform that provides visual behavior insights, in-the-moment user feedback, and one-to-one interviews—all in one place. We are using hotjar for usability testing as it is 5 tools in 1 platform such as Heatmaps, Recordings, Surveys, Feedback, User interviews and various other features to get maximum form these tools such as Funnels, Integrations, Trends, Highlights, Dashboard. The main reasons to use hotjar are:

- Provides holistic insights to help you understand what your users do and why
- Is a trusted industry leader, built with security and privacy in mind from Day One
- Saves you time and money by gathering all the insights you need in one easy-to-use place

## What is Questionnaire?

A questionnaire is a research tool or a survey instrument used to collect data or information from individuals or a group of people. It consists of a series of questions that are designed to elicit specific responses and gather data on particular topics or subjects of interest.

Questionnaires can be structured or unstructured, depending on the nature of the research and the type of data being collected. In a structured questionnaire, the questions are pre-determined and often include closed-ended options, such as multiple-choice or Likert scale responses, where respondents choose from a set of predefined options. Unstructured questionnaires, on the other hand, allow for open-ended responses, where respondents can provide more detailed and personalized answers.

## Why do we use Questionnaires?

Questionnaires are used for several reasons across various fields and disciplines. Here are some of the main purposes and benefits of using questionnaires:

1. Data collection: Questionnaires provide a structured and standardized approach to collect data from a large number of respondents. They allow researchers to gather information efficiently and systematically.
2. Quantitative data: Questionnaires often use closed-ended questions with predefined response options, which can be easily quantified and analyzed. This enables researchers to obtain numerical data that can be statistically analyzed, leading to objective findings and comparisons.
3. Qualitative data: While questionnaires are primarily associated with collecting quantitative data, they can also include open-ended questions to gather qualitative data. These responses offer deeper insights, personal opinions, and subjective experiences, providing a more comprehensive understanding of the topic being studied.
4. Large-scale research: Questionnaires are particularly useful when conducting research on a large scale, such as national surveys or studies involving a significant number of participants. They allow researchers to reach a wide range of individuals efficiently and collect data from diverse populations.
5. Standardization: Questionnaires provide a standardized approach to data collection, ensuring that all respondents receive the same set of questions and response options. This reduces bias and enhances the comparability of data across different respondents.

#### Advantages of Questionnaires:

**Efficient data collection:** Questionnaires allow researchers to gather data from a large number of respondents simultaneously. This method is efficient and can save time compared to other data collection methods, such as interviews or focus groups.

**Standardization:** Questionnaires provide a standardized format for data collection. This ensures that all respondents receive the same set of questions, minimizing bias and facilitating easy comparison of responses.

#### Disadvantages of Questionnaires:

**Limited depth and understanding:** Questionnaires are generally limited to collecting quantitative or closed-ended data. They may lack the ability to capture in-depth information or nuanced responses. Follow-up interviews or open-ended questions might be necessary for a comprehensive understanding of the topic.

**Response bias:** Respondents may provide inaccurate or biased responses. They might skip questions, provide socially desirable answers, or misunderstand certain questions. Bias can also arise from the order or wording of questions, potentially affecting the validity of the data.

**Lack of clarification:** In questionnaires, researchers are unable to provide immediate clarification or further explanation for ambiguous questions. This can lead to misunderstandings or incomplete responses, particularly if the questions are complex or require context.

LINK- <https://forms.gle/aSWmn9RZ3K99MnR58>

Full-Name

Short-answer text

Email <sup>\*</sup>

Short-answer text

How often do you use the Spotify app ? <sup>\*</sup>

☐ Daily
 ☐ Weekly
 ☐ Monthly
 ☐ Rarely
 ☐ (e) Never

On a scale of 1 to 10, how satisfied are you with the user interface of the Spotify app? <sup>\*</sup>

12345678910

Not Good

☐
☐
☐
☐
☐
☐
☐
☐
☐
☐

Excellent

Which subscription plan do you currently use on Spotify? \*

- ☐ Free
- ☐ (b) Premium
- ☐ Family
- ☐ Student

What genres of music do you listen to the most on Spotify? \*

- ☐ Rock
- ☐ Jazz
- ☐ Classical
- ☐ Bollywood
- ☐ Other...

How would you rate the accuracy of Spotify's personalized recommendations for you? \*

- ☐ Excellent
- ☐ Good
- ☐ Average

What improvements or additional features would you like to see in the Spotify app?

Long-answer text

Do you use Spotify's social features, such as following friends and sharing music? \*

- ☐ Yes
- ☐ No
- ☐ Other...

On a scale of 1 to 5, how important are the lyrics display and integration in the Spotify app for you? \*

	1	2	3	4	5	
Not Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

Are you satisfied with the audio quality of the music streaming on Spotify? \*

- ☐ Yes
- ☐ No
- ☐ Maybe

How do you discover new music on Spotify? \*

- ☐ Curated playlists
- ☐ Discover Weekly,
- ☐ Friends' recommendations
- ☐ Other...

What are some challenges or frustrations you have experienced while using the Spotify app? \*

- ☐ User Interface Issues
- ☐ Offline syncing problems
- ☐ Unresponsive or slow app
- ☐ Login or account issues
- ☐ Connectivity issues
- ☐ Other...

How likely are you to recommend the Spotify app to a friend or colleague? \*

Very unlikely      1      2      3      4      5      Very likely

How likely are you to recommend the Spotify app to a friend or colleague? \*

Very unlikely      1      2      3      4      5      Very likely

...

Share a memorable experience or story related to your use of the Spotify app.

Long-answer text