



Sri Lanka Institute of Information Technology

User Experience Engineering - SE3050 [2021/JUL]

UEE LAB SUBMISSION 04

Plan and conduct user research

SingerCare App

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Introduction

We have chosen the SingerCare app as our UEE project. This app is owned by the Singer (Sri Lanka) PLC and it is used to provide quick and reliable service to their existing customers. SingerCare app is available to download in both App Store and Play Store. The main purpose of this app is to request various services regarding issues in the Singer products by the Singer customers. And this app has made asking for service requests from the company very convenient and reliable. But unfortunately, we have found that the application contains many usability issues and various interface design problems.

Our main goal of the project is to study the user's experience when using the app and identifying the issues, failures, and bad user experiences, and redesigning it to get the best out of the app.

As we are now in the research phase, our goal is to identify most of the issues and pain points that users faced while using the application. Here we will be studying the user's interaction, the user's perspective on the interfaces, usability, feelings, and emotions of the user while using the app, and what users wish to have more rather than the existing features.

We believe that doing user research with a user who is already using this app is the best way to get most of the valuable information to suggest the design improvements. We hope to make a list of detailed information regarding the user's usability issues and their thoughts on the app and finally this information will be used in our next phase, to make better design improvements.

Test Objectives

- Identify main reasons why users are using this application
- Identify the current worthiness of the application
- Identify what kind of users are using the application
- Identify the good practices that already exist in the application
- Identify the bad practices that already exist in the application
- Identify how much time user takes to complete a specific task
- Identify how extent that user can identify the content of the application
- Identify the user's time-wasting features
- Identify the user's reliability (Does user can trust this application)
- Identify the functions and features that user only care about
- Identify the application bugs
- Identify feeling and emotions of the user while using the application
- Identify the security aspects of the application
- Identify the UI design failures

Methodology

Interviewing

Conducted a structure Interview with two users separately who has experience with the application and getting the required information with a set of clearly constructed and organized questions.

Script 01

Question-1 - What is your main goal of using the SingerCare application?

Question-2 - For how long have you been using this application?

Question-3 - How often do you use this application?

Question-4 - Do you face any troubles when using this app?

Question-5 - What do you think about the communication facilities through this application?

Question-6 - Do you have any problem regarding the service request?

Question-7 – What do you think about the interfaces of this application?

Question-8 – Did you find any issues in the profile section?

Question-9 - Finally, any suggestions from you to improve the features of this app?

Script 02

Question-1 - What is your main goal of using this SingerCare app?

Question-2 - For how long have you been using this application?

Question-3 - How often do you use this application?

Question-4 - Have you faced any troubles when using this app?

Question-5 - What do you think about the interfaces of this application?

Question-6 - Have you had any other bad experience while using this application?

Question-7 - Does this application need any facilities than this?

Video Recording

Stakeholders will be interviewed live through the Microsoft Teams and will be recorded the entire meeting and uploaded into Google Drive.

Interview video Link –

<https://drive.google.com/file/d/1LfSZX0zGSO8rFELALEIKTYvox2tvVyNV/view?usp=sharing>

Questionnaire

The questionnaire will be conducted using Google Form and it will include all the 8 functions of the members and 8 UIs. And then the link will be shared among people and collected their responses anonymously.

The questionnaire contains 7 multiple choice questions 2 checkbox questions and one long answer text.

Google Form Link –

<https://docs.google.com/forms/u/3/d/e/1FAIpQLSdBXljAFmJBkCl-jW4qiMCseq3dgpYtRM9puyhtl5FCILzIRw/viewform>



User Research on SingerCare Mobile Application

This research conducts only for academic purpose

Have you used SingerCare mobile application?



- ☐ Yes
- ☐ No

How often do you use this application?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

What are the features that you like most in this application?

- ☐ View History
- ☐ View ongoing service requests
- ☐ Contact a service provider
- ☐ Describe the issue by uploading a photo
- ☐ Update profile
- ☐ Rate the services
- ☐ View invoice
- ☐ Apply for offers
- ☐ Select a preferred language
- ☐ Review the request
- ☐ Select a preferred data and time

Have you faced any difficulties while using this application?

- ☐ Yes
- ☐ No

If yes, What are they?

- ☐ Difficulties when login
- ☐ Cannot update a profile picture
- ☐ Some services displayed in the home page are not available
- ☐ The service request days are not validated according to the availability
- ☐ Get an alert called "Failed to fetch service requests" when there are no service request records in the database when entering the service history activity
- ☐ Lack of information in the contact us page
- ☐ Cannot get a support by chatting
- ☐ Cannot get a support by inquiring
- ☐ Other: _____

Did this application help you to accomplish your goals?

- ☐ Yes
- ☐ No
- ☐ Kind of

What do you think about the interfaces?

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very Poor

How would you rate your experience with this application?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neither agree or disagree
- ☐ Dissatisfied
- ☐ Very Dissatisfied

How likely it is that you would recommend this application to another person?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What can we do to improve? Please give your suggestions below.

Your answer

Participants Profile

Name	Demography	Location, Date, Time
Mr. Malith	Age – 25 Profession: Undergraduate Gender: Male Address: Matara Relationship Status: Single	Virtually Online (MS Teams) 20 August 2021 4:30 PM
Mr. Thilan	Age – 23 Profession: Undergraduate Gender: Male Address: Galle Relationship Status: Single	Virtually Online (MS Teams) 21 August 2021 6:30 PM

User Research – Task/Scenarios

No	Task Instruction	Target	Probes
01	Login to the app	To find out whether user has to fill unnecessary information or wasting user's time while boarding to the app	The title of the send OTP page is confusing, it says Login/Signup. After sending the mobile number, it prompts an alert "messaging has stopped"
	Change the user details	To find out whether the user can change the details easily	A proper edit button has not been implemented. In the Edit Profile UI, the details will not be validated when updating.
	Delete the user profile	To find out if the user can delete their profile from the system	There is no way to delete the user profile.
02	Try to place a service request by choosing a service from the home page	To identify the bugs and issues that the user experience during the process	Does not have any constraints in the description field. User is able to type only a letter and move to the next page.
	Select a date and time for the service	To find out whether the user can select a date and time easily	User can scroll the select date property in both x and y axis
	Select a location	To check whether user is happy with the location selection or there are any issues with it	Text in the location search bar is not visible. Maybe the text color is white
	Go backwards to the first interface where you have to enter the description and come back again to the same interface	To check if the user can review their previously entered details conveniently and come back again without any issues	The location selected gets lost when going backwards and coming back again.
03	Check your service request history	To check if the user can see their service request history easily and issues user facing during navigation through the interfaces	Gets an alert saying "Failed to fetch service requirements" when there is not content in the service page.
	Check your service request invoice	To find out that user is able to view their invoice	Cannot display the service invoice.
	Try to contact customer service through the contact page	To identify whether the user can contact a customer service representative through this application.	Only a contact number is displayed. No other information

Plan for Data Analysis

Interview

First Interview

Question - What is your main goal of using the SingerCare application?

Answer - The main reason is, I can use this application when any item that I have bought from Singer gets any issue, I can hire a technician and with just only few clicks can make my work done.

Question - For how long have you been using this application?

Answer – I think It has been around 7 months now.

Question - How often do you use this application?

Answer - whenever I need to repair my items and check the details about my ongoing item repairs.

Question - Do you face any troubles when using this app?

Answer – Yes. I have faced many bad experiences while using this app.

Question – Can you tell us one of those?

Answer – Yes. When I try to login by entering the OTP, sometimes it shows an error like “message has stopped” and It is really annoying.

Question – So, have you experience annoying error messages other than that?

Answer – Definitely, when there are no records to show in the service history, I continually got error messages saying that "Failed to fetch service requests". So, I face this bad experience first time using this app.

Question - What do you think about the communication facilities through this application?

Answer -There is an issue with communication too. We cannot use the chat section in this app. It is not working. And also, there is a one page with only one contact number and its confusing because of lack of information.

Question - Do you have any problem regarding the service request?

Answer - Yes of course, Although several options are displayed in home page a few of them are not available. For example, fan repair service is not available.

Question – What do you think about the interfaces of this application?

Answer – Really, the interfaces should be improved! When I view the service history, it starts showing content from the middle of the screen. That is very unusual. And there are many places that texts and buttons are not properly aligned too.

Question – Did you find any issues in the profile section?

Answer – Yes, there were. When I try to update my details there are not any input validations, I even can enter letters in the contact and also, it is very hard to find the edit button.

Question - Finally, any suggestions from you to improve the features of this app?

Answer - Yes, I like if the user can get support by chatting or by sending an inquiry through the application. And also, its better if there are input validations in the user profile section

Second Interview

Question - What is your main goal of using this SingerCare app?

Answer - I can hire a technician easily to get my items repaired when I want.

Question - For how long have you been using this application?

Answer - I just started to use this application.

Question - How often do you use this application?

Answer - when I got any issue with my singer home appliances.

Question - Have you faced any troubles when using this app?

Answer – Yeah, I have faced many issues while using this application.

Question -Can you tell us what are those?

Answer - The main issue that comes to my head is that I cannot view my ongoing requests and the history of my repairs that I have placed earlier. And another thing is that I cannot rate for my previous repairs as I want.

Question - What do you think about the interfaces of this application?

Answer - There are some issues with the view profile interface and the side navigation bar.

Question - Can you tell us what are those?

Answer - In the view profile page, when we change the language, our profile details are not shown as before with full information.

Question - Have you had any other bad experience while using this application?

Answer - Yes. When we place a service request, it allows us to select dates that are not available. And then we will not get any technician assigned, and when we contact singer, they say that we might have entered an unavailable date or a timeslot. It is a big validation issue.

Question - Does this application need any facilities than this?

Answer – Yes, it is better if users can hire a technician according to their preference.

Qualitative or quantitative data collected

- One of the interviewees has about 7 months of experience with the app and other has only used ones.
- Both interviewees have faced issues while using this application
- The interviewee complained that they get unwanted error messages or alert messages. And there were two situations like that
- Both interviewees said that there were big issues with the interfaces. One of them told that the content on the Service History starts at the middle and there were many places that text and buttons were not properly aligned and other complained that there were issues in view profile and side navigation

- As we studied, the app is not reliable as it is and one of the interviewees had to face a problem when requesting for a service and did not get his service done because of an app validation issue.
- And also, the other interviewee too complained about the input validations. With these responses we were sure that there are big validation issues with this app, and it affects the users.
- Interviewee complained that there were functions that were not working as it should be.

Detail analysis plan

- Interview questions were properly structured and prepared by the team members
- Questions were arranged to find out the issues and bug of the application
- User research interviews was done by using Microsoft Teams and was recorded and saved it in the Google Drive.

Video Recording

Interview video –

<https://drive.google.com/file/d/1LfSZX0zGSO8rFELALEIKTYvox2tvVyNV/view?usp=sharing>

Qualitative or quantitative data collected

- We interviewed two users who use the SingerCare mobile application
- One has been using for seven months the other one is just started
- Both of them have faced difficulties while they were using the app
- Both have disliked this app because the service is not punctual through the app
- There are some problems in user interfaces such as difficulties in login process , cannot view their ongoing requests and history , some issues with view profile interface and side navigation bar , Lack of the information in the contact us page , app is not functioning well.

Detail analysis plan

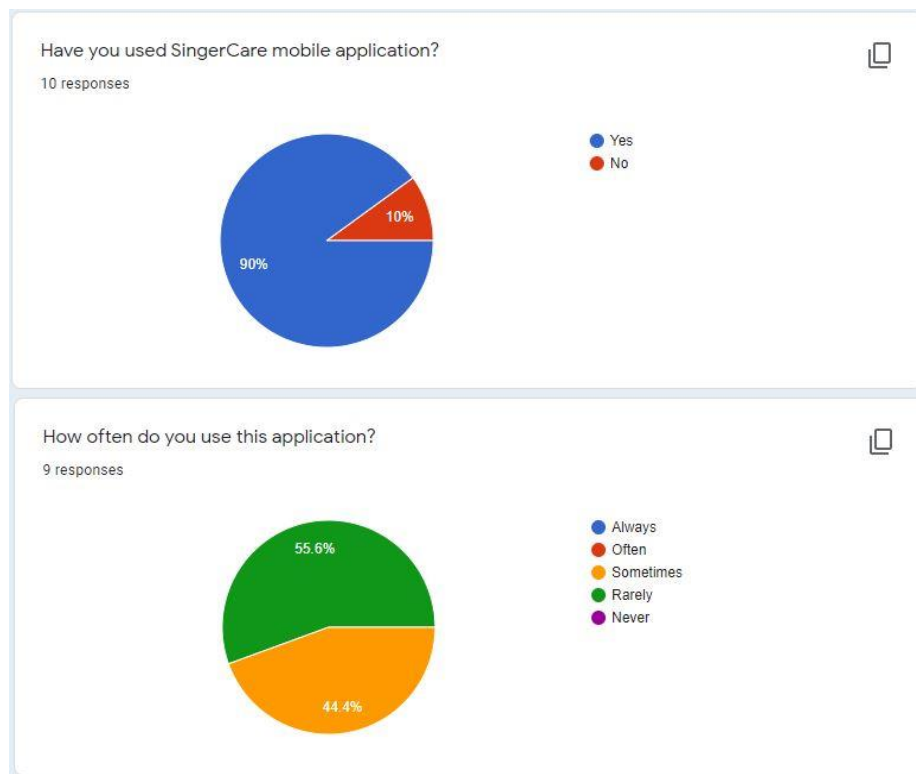
- The interview was conducted through the Microsoft teams
- In retrospect, both users are not satisfied with the SingerCare app. The principal problems are poor user interface design and the app is not functioning well. These weaknesses may badly affect the relationship between the customer and the company. Therefore, this app should be improved to a great extent

Questionnaires

Detail analysis plan

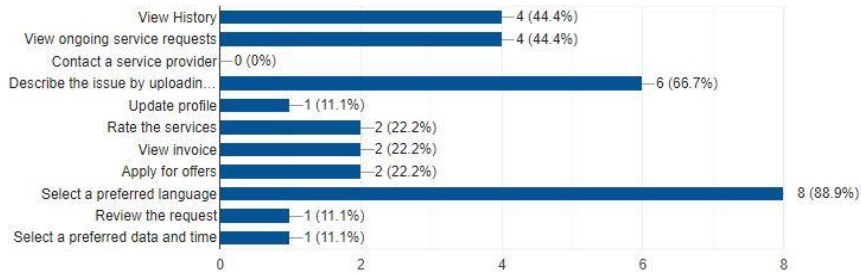
- The questionnaire was conducted through a Google Form in order to cover all the 8 functions and the user interfaces of this SingerCare mobile application.
- This questionnaire contains 10 questions, all in one section.
- The questions are prepared to find out the issues and bugs of the application.
- It was made sure that the responses were anonymous in order to protect the privacy of the users.
- For this questionnaire, the user does not have to type answers except for one question. For all the other questions, the user needs to select the preferred option among the given answers.
- It was easier to identify the user experience from the collected data and their feedback. By analyzing these data, we could conclude how satisfied they are with this application.
- This Google Form was shared through WhatsApp among the colleagues.

Qualitative or quantitative data collected



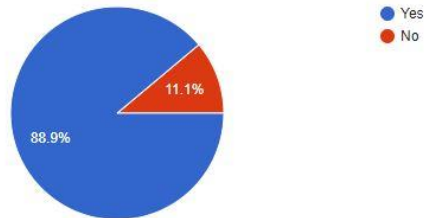
What are the features that you like most in this application?

9 responses



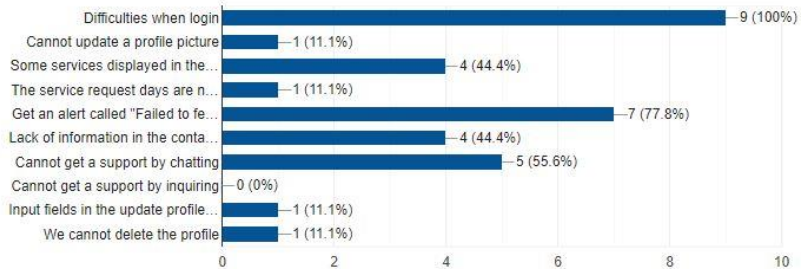
Have you faced any difficulties while using this application?

9 responses



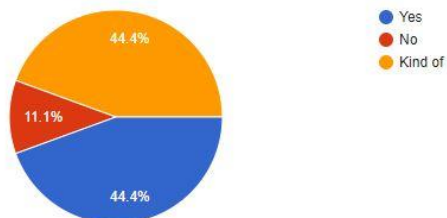
If yes, What are they?

9 responses



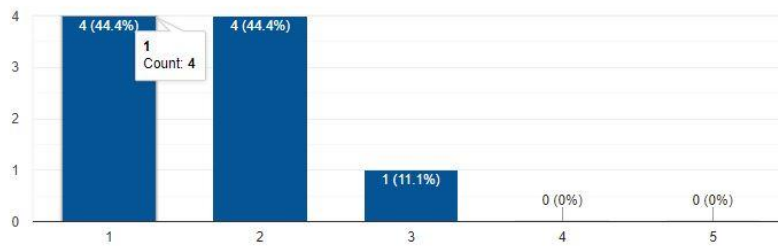
Did this application help you to accomplish your goals?

9 responses



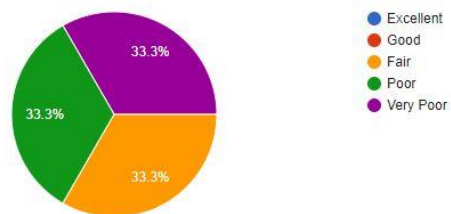
How likely it is that you would recommend this application to another person?

9 responses



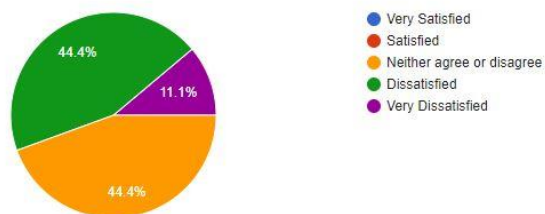
What do you think about the interfaces?

9 responses



How would you rate your experience with this application?

9 responses



What can we do to improve? Please give your suggestions below.

8 responses

Some functions of the application doesn't work. Better if removed them or make them work

Should not validate by OTP every time.

Must think more about the displaying contents. Not nice like other apps

The sidebar is useless

Interfaces are really bad! Must improve a lot

Worse app from a very reputed company. Several options not available

Make available the chat option to contact a live agent and add more details to the contact us page

Without using OTP verification I like to use username and password for the login as usual practice. Then it avoids messages has stopped error.