
User Research Plan

Code_Dreamers | 2021_JUNE_WE_02

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Introduction

Patpat.lk is a one stop e-commerce platform for lifestyles needs – whether it is for your favorite vehicle, next foreign or local trip, bachelor's degree, or your next dream property. Patpat.lk enables you to achieve your lifestyle whilst providing the best financial solutions to acquire it. You can now search with monthly installment that you can afford and will provide you with more enhanced options for your choice. Buy, sell, and lease your products at your convenience.

Advertisement seeker can create an account on patpat.lk application by giving basic personal information. Then user will be redirected to the home interface. You will see a list of vehicles, courses, holidays or properties that matches your monthly installment and further filtration you can use other sort and filter options. After clicking on your desired product from the list of options displayed, it will have the “Contact Seller” button.

Advertisement publisher can create an account as a advertisement publisher on patpat.lk application by giving basic personal information. Then the publisher can post advertisement by selecting relevant category in the advertisement posting window.

As a research group we have conducted the user research for the abovementioned user groups. Furthermore, we have organized interviews, published an online questionnaire to obtain their experience on the patpat.lk app.

Test Objectives

- Evaluating the experience on patpat.lk log in / sign up
- Evaluating the experience on patpat.lk home page
- Evaluating the experience on patpat.lk search window
- Evaluating the experience on patpat.lk filters
- Evaluating the experience on patpat.lk posting advertisements
- Evaluating the experience on patpat.lk find advertisements
- Evaluating the experience on patpat.lk Wishlist
- Evaluating the experience on patpat.lk requesting quick lease
- Evaluating the experience on patpat.lk user profile

Methodology

To better understand how users could utilize PatPat.lk mobile app and their attitudes towards advertisements, we interviewed users who fit PatPat.lk current targeted demographic and users who PatPat.lk aspires to target in the future. After analyzing the interviews, we gained a better understanding of the target demographic and how to provide appropriate recommendations to our clients. For our interview participants, we wanted most of them to be in the target demographic. However, we also wanted to interview people who were outside of this specific target demographic, such as college-aged students since our client had brought up expanding their market. We recruited these participants by asking our friends and classmates who fit the above categories. For interviews, we have selected two stakeholders as advertisement seeker and advertisement publisher. For questioner, we selected 20 groups of random people covering different demographics.

Interviewing

- Interview Method – Zoom Online meeting
- Stakeholder Type – Advertisements Publisher and Advertisements seeker
- All interviews lasted approximately 5 minutes and were conducted in person.
- Interview Question Types – Questions covering all the functionalities of the mobile app

Script

Advertisements Publisher

- Could you categorize advertisements?
- What is\are the type of advertisement you publish?
- Can you recognize fields, buttons option easily?
- Can you upload multiple images?
- All the filters are worked or not?
- Rate overall advertisements publishing form (out of 5)?
- Rate a about experience of uploading images (out of 5)?
- Experience of login?
- Experience of sign up.
- Rate color theme (out of 5)?
- Rate user-friendliness of patpat.lk (out of 5)?
- Please give your valuable suggestions.

Advertisements Seeker

- What type of advertisements you looking for?
- Could you filter advertisements?
- Experience about recognize filters by icons.
- All the filters are worked or not?
- Rate experience about wish list?
- Rate overall Advertisements seeking in PatPat.lk?
- Contact seller button working or not?
- Rate usability of quick lease form (out of 5)?
- Experience of login?
- Experience of sign up.
- Rate color theme (out of 5)?
- Rate user-friendliness of patpat.lk (out of 5)?
- Please give your valuable suggestions.

Video Recording

Video Link:

<https://1drv.ms/v/s!Aq6GuznMczp0gtl-K9SBDYg-JLRIPQ>

Questionnaire

For our Questionnaire participants, we wanted most of them to be in the target demographic. However, we also wanted to interview people who were outside of this specific target demographic, such as college-aged students and school leavers. We published a google form to obtain their responses.

Google Form Link:

https://docs.google.com/forms/d/e/1FAIpQLScInVJFFD39QxgZf-vpbBZVDGMzY9yLyexpMQ4Cqo_eQbHDWA/viewform?usp=sf_link

Participant Profiles

Name	Demography	Location, Date, and Time
Mr. Malshan Katugampola	Age: 23 Gender: Male Occupation: Manager	Sri Lanka 22 nd August 2021 21:46
Miss Thilakshi Hansini	Age: 23 Gender: Female Occupation: QA Engineer	Sri Lanka 22 nd August 2021 22:22

User Research – Tasks/Scenarios

No	Task Instructions	Target	Probes
1	Open patpat.lk application		
	If you do not have account, be register	<ul style="list-style-type: none"> Identify how user interact with sign up form / login form 	<ul style="list-style-type: none"> User has trouble with unexpected error occurred from the system.
	Go to publish advertisement interface (Post Ad)	<ul style="list-style-type: none"> To understand how user interact with bottom navigation 	<ul style="list-style-type: none"> User cannot understand menu icons clearly
	Select a category	<ul style="list-style-type: none"> Understand how user going to interact with advertisement form 	<ul style="list-style-type: none"> Icons are not clear to user
	Fill advertisement form details	<ul style="list-style-type: none"> See whether user able to provide suitable information to their advertisement 	<ul style="list-style-type: none"> Advertisement form is not user friendly (too long) Have to upload images one by one
	After providing your advertisement details submit your data by clicking submit button	<ul style="list-style-type: none"> See whether advertisement publishing completed without errors and without taking much time 	
	Go to user account (my patpat)	<ul style="list-style-type: none"> See whether user is able to view user's 	

		advertisement in my advertisements section	
2	Open patpat.lk application		
	If you do not have account, be register	<ul style="list-style-type: none"> Identify how user interact with sign up form / login form 	<ul style="list-style-type: none"> User has trouble with unexpected error occurred from the system.
	Go to the advertisement feed	<ul style="list-style-type: none"> To understand how user interact with bottom navigation 	<ul style="list-style-type: none"> User cannot understand menu icons clearly
	Filter out advertisement by one of main category	<ul style="list-style-type: none"> Understand how user going to interact with main menu 	<ul style="list-style-type: none"> Icons are not clear to users
	Filter out advertisement by one of subcategory	<ul style="list-style-type: none"> To test subcategory filters 	<ul style="list-style-type: none"> Not filtered
	Add advertisement to Wishlist	<ul style="list-style-type: none"> To check how user interact with Wishlist 	
	Contact a seller	<ul style="list-style-type: none"> To check API 	<ul style="list-style-type: none"> Direct calling function is not worked
	Apply a quick lease	<ul style="list-style-type: none"> Check usability of quick lease form 	<ul style="list-style-type: none"> User has no idea what quick lease is

Plan for Data Analysis

Questionnaires

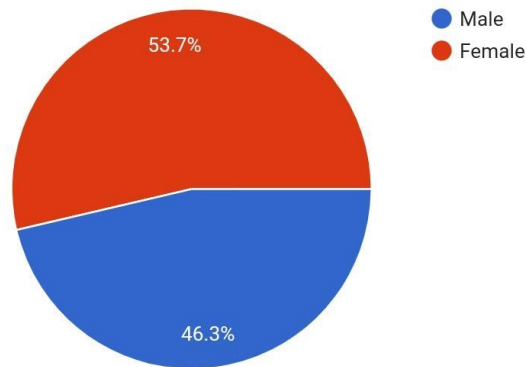
Qualitative or quantitative collected data

Common Questions

Gender

Gender

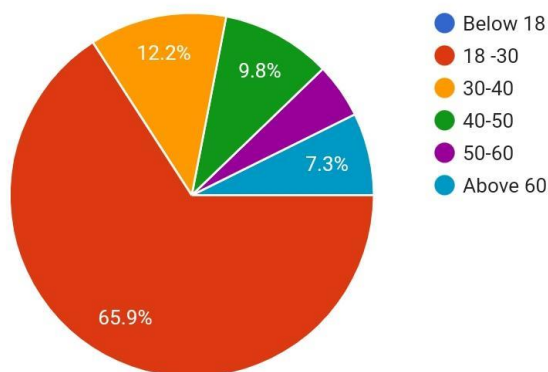
41 responses



Age Group

Age

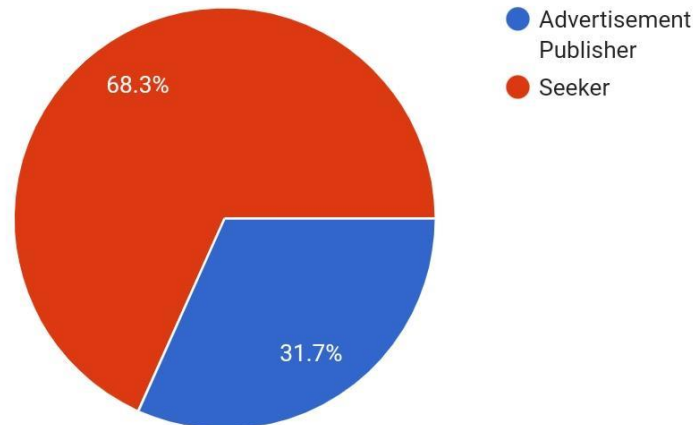
41 responses



User Type

User type

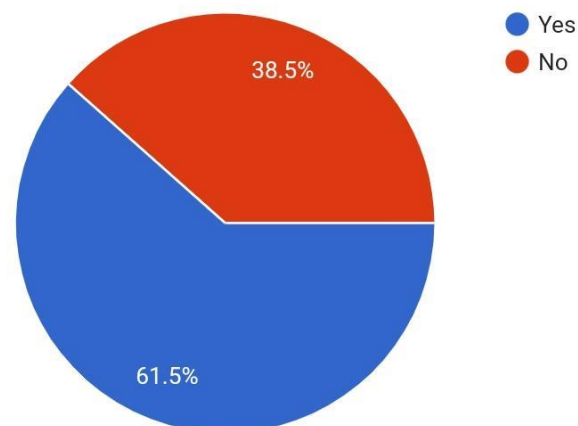
41 responses



patpat.lk User Experience (Advertisements Publisher)

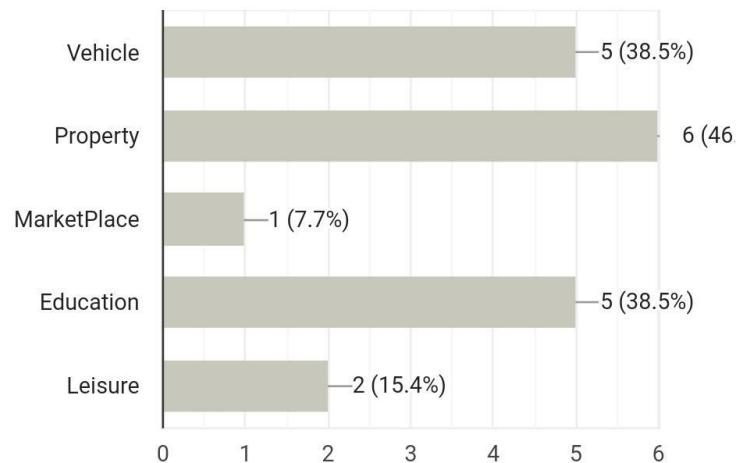
Could you categorized Advertisement?

13 responses



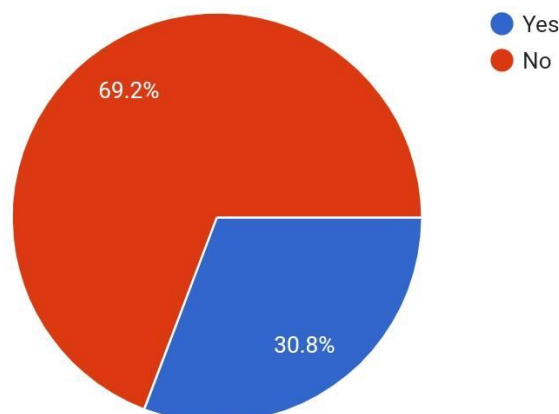
What is/are the Type of Advertisements you publish?

13 responses



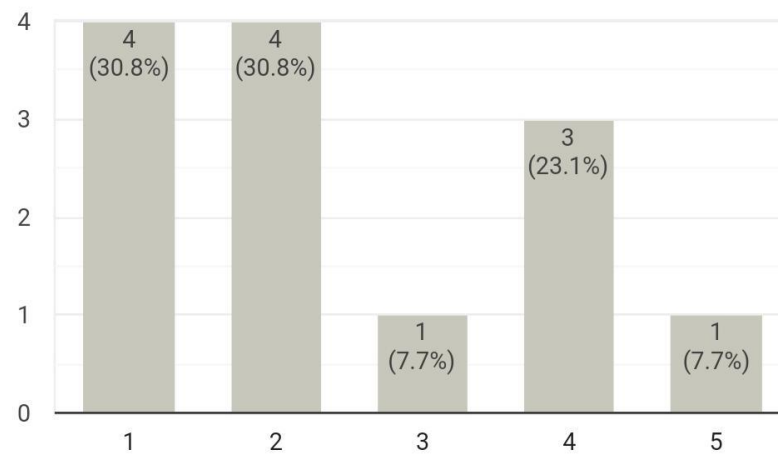
Can you recognize fields ,buttons, option easily?

13 responses



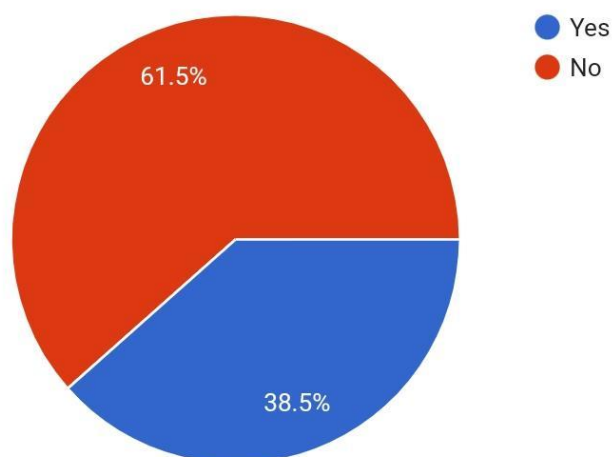
Experience of uploading images

13 responses



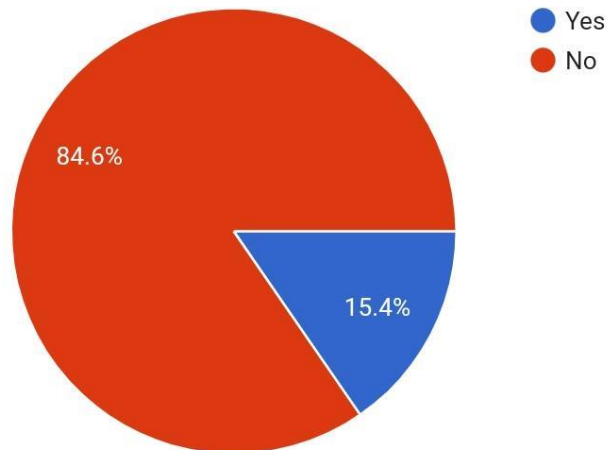
Can you uploading multiple Images

13 responses



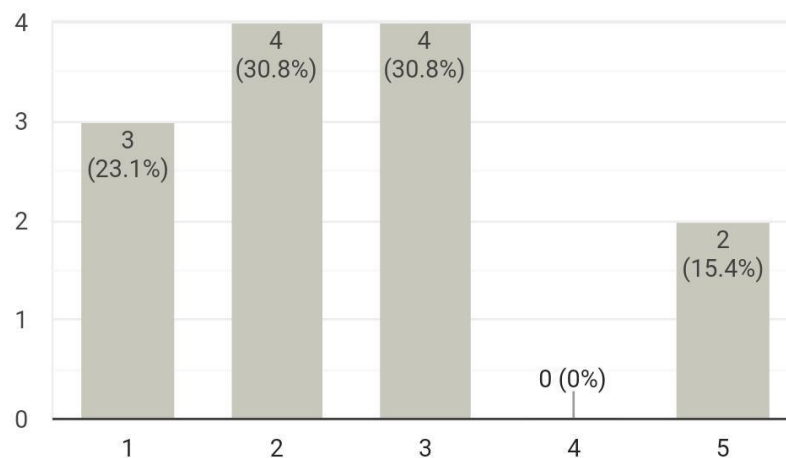
All the filters are worked or not?

13 responses



Rate overall Advertisement publishing Form

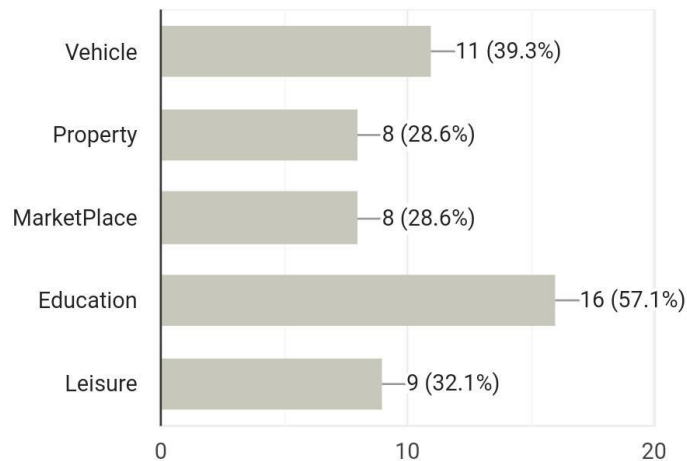
13 responses



patpat.lk User Experience (Advertisements Seeker)

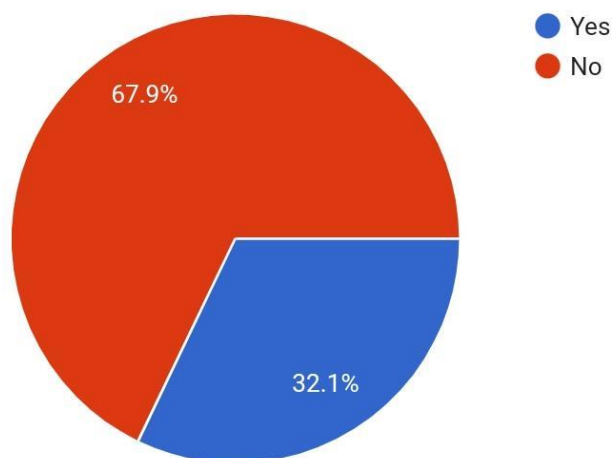
What type of Advertisement you looking for?

28 responses



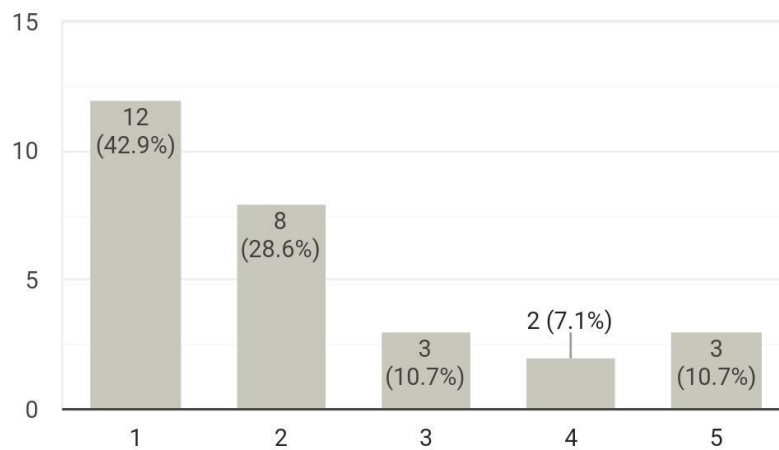
Could you Filter Advertisement?

28 responses



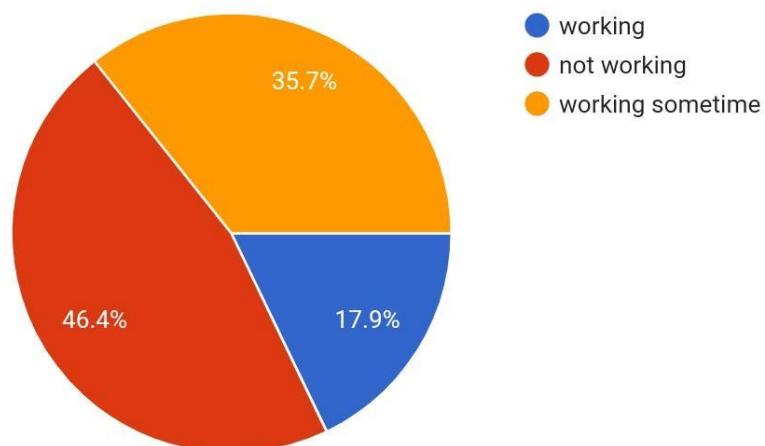
Experience about recognize filters by Icons

28 responses



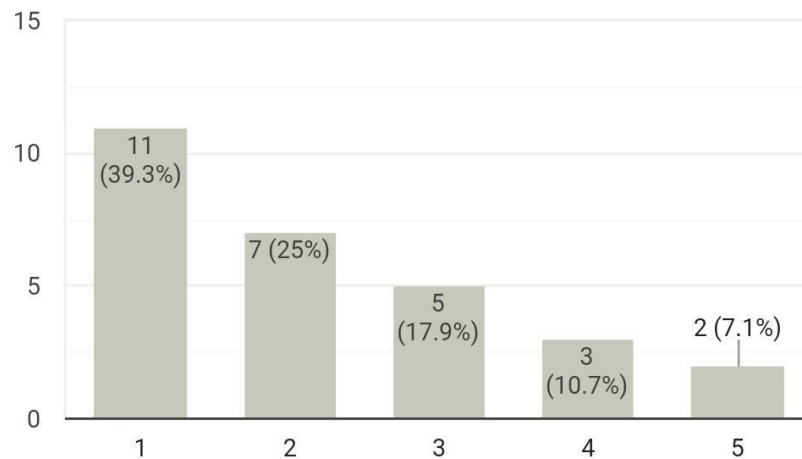
Filters are

28 responses



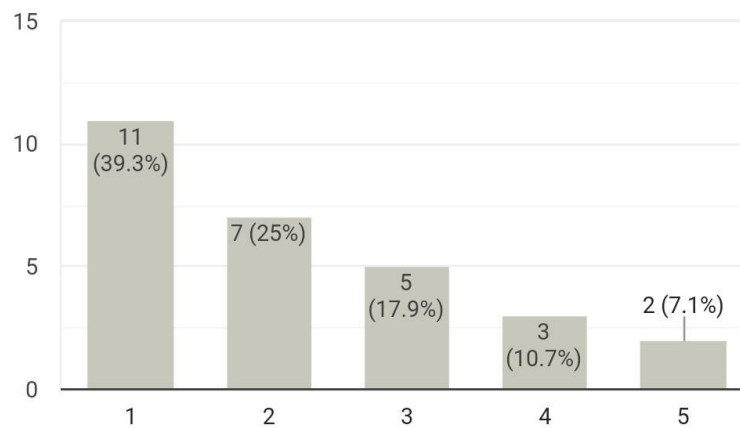
Experience about wish list?

28 responses



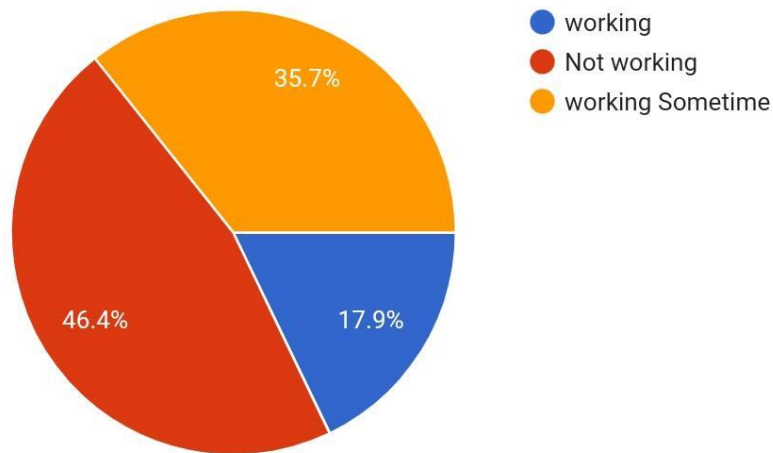
Rate overall Advertisement seeking in
PatPat.lk

28 responses



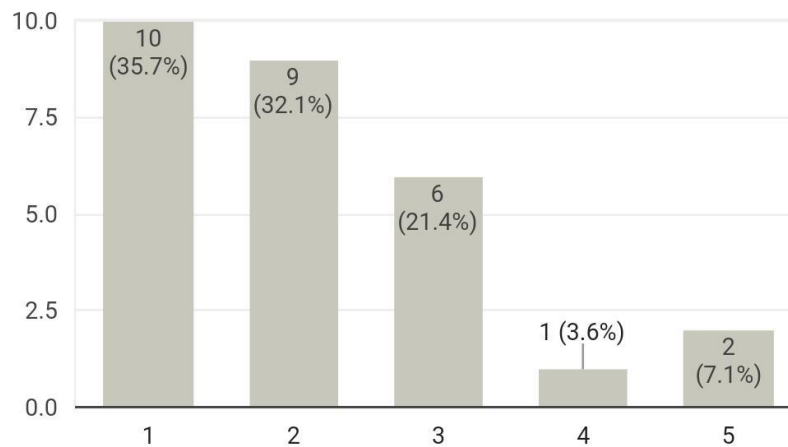
Contact seller button

28 responses



Rate usability of Quick Lease form

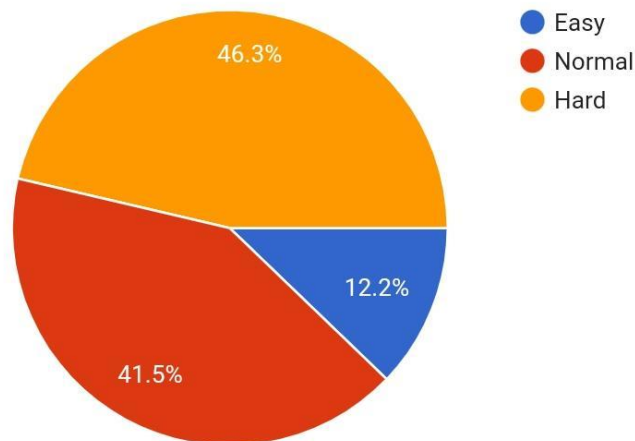
28 responses



User Profile

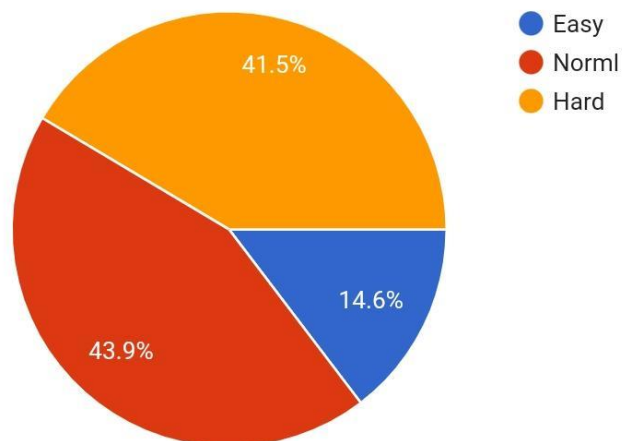
Experience about Sign UP

41 responses



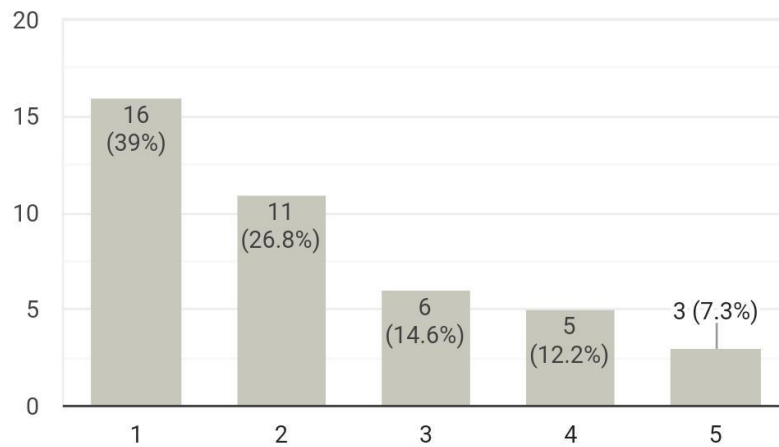
Experience about Login

41 responses



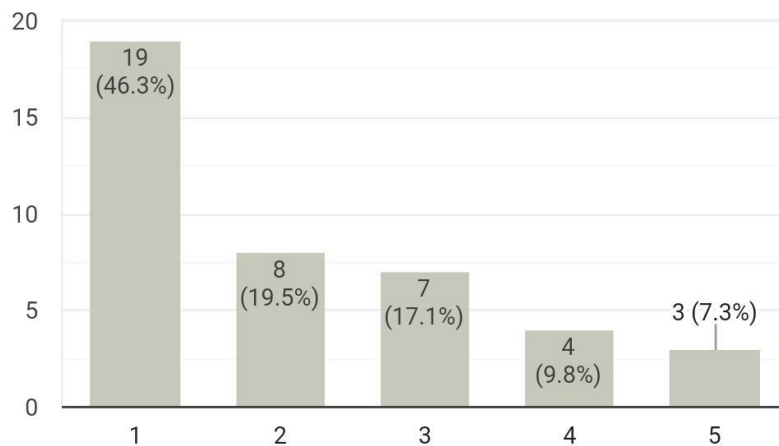
Rate colour theme

41 responses



Rate user friendliness of PatPat.lk

41 responses



Suggestions

Please give your valuable suggestions

11 responses

Please consider more about ux

The responses should be little bit quicker

Efficient and effective app

it is very useful, interesting and important for users

All are bad

Not very user friendly

Vrry bad

excellent experience

Also, if the developers pay more attention to the key features like the Login , sign in functions and

Detail analysis plan

We have conducted a survey about the user experiences on PatPat.lk mobile application. We identified that there can be 2 main types of users that can visit this app as the people who visit to publish an advertisement and the people who visit to explore items to purchase. The questions asked from each user was different according to their type. Most of the users who went through this survey questions were seekers who visited to explore items. Furthermore, many of them were aged between 18-30 years.

Majority of the Advertisement publishers could categorize their advertisements. There are 5 types of advertisements as vehicle, property, marketplace, education, and leisure. Equal portions of advertisement publishers wanted to publish vehicle and education advertisements and majority wanted to publish property advertisements. On the other hand, majority of the advertisement seekers wanted to explore educational advertisements.

Majority of the publishers could not recognize buttons, fields, and options clearly. And also experience of uploading images was below average for most of the advertisement publishers. Furthermore, advertisement publishing form was low rated by the users. Filters displayed in the navigations were confusing for majority of the users and the filters has not work all the time for them. Furthermore, wish list feature and quick lease feature has not satisfied the majority of the users who visited patpat.lk.

In addition to this, signing up for the application was harder than login to the app. Majority of the users responded as both the signing up and login were hard. Finally, color theme and the friendliness of the application were also rated low by the users.

Interviews

Advertisements Publisher

- Could you categorize advertisements?
- What is/are the type of advertisement you publish?
- Can you recognize fields, buttons option easily?
- Can you upload multiple images?
- All the filters are worked or not?
- Rate overall advertisements publishing form (out of 5)?
- Rate a about experience of uploading images (out of 5)?
- Experience of login?
- Experience of sign up.
- Rate color theme (out of 5)?
- Rate user-friendliness of patpat.lk (out of 5)?
- Please give your valuable suggestions.

Advertisements Seeker

- What type of advertisements you are looking for?
- Could you filter advertisements?
- Experience about recognize filters by icons.
- All the filters are worked or not?
- Rate experience about wish list?
- Rate overall Advertisements seeking in PatPat.lk?
- Contact seller button working or not?
- Rate usability of quick lease form (out of 5)?
- Experience of login?
- Experience of sign up.
- Rate color theme (out of 5)?
- Rate user-friendliness of patpat.lk (out of 5)?
- Please give your valuable suggestions.

Qualitative or quantitative collected data

Advertisements Publisher	
Question	Answer
Could you categorize advertisements?	To categorize, there was not filters I want, as an example I want to categorize HND but there is no filter for that.
What is/are the type of advertisement you publish?	Marketplace Advertisement
Can you recognize fields, buttons option easily?	No very bad design, very hard to use this app
Can you upload multiple images?	No cannot upload multiple images

All the filters are worked or not?	Filters in vehicle section, there are not work properly, as an example, I filter out car advertisements but vans and other vehicles also there
Rate overall advertisements publishing form (out of 5)?	Too long form. Have to scroll too much. I like to rate 2 from 5
Rate a about experience of uploading images (out of 5)?	In this app, we should upload images one by one. So, I suggest bulk images upload feature to app.
Experience of login?	To login process, application takes too much time and also, we have to login every time after close the application
Experience of sign up.	To signup process, application takes too much time
Rate color theme (out of 5)?	3 out of 5
Rate user-friendliness of patpat.lk (out of 5)?	1 out of 5
Please give your valuable suggestions.	I suggest bulk images upload feature to app

Advertisements Seeker	
Question	Answer
What type of advertisements you are looking for?	Vehicle Advertisement
Could you filter advertisements?	Some filters are not working properly
Experience about recognize filters by icons	Not bad. It was okay.
All the filters are worked or not?	Some filters are not working properly
Rate experience about Wishlist?	The user interface was unattractive. Cannot remove items in Wishlist
Rate overall advertisements seeking in patpat.lk?	3 out 5
Contact seller button working or not?	Not working
Rate usability of quick lease form (out of 5)?	That form was so confusing. I can give 3 out of 5
Experience of login?	It takes too much time. There are so many unexpected errors while logging
Experience of sign up	It takes too much time
Rate color theme (out of 5)?	2 out of 5
Rate user-friendliness of patpat.lk (out of 5)?	2 out of 5
Please give your valuable suggestions	

Video recordings

<https://1drv.ms/v/s!Aq6GuznMczp0gtl-K9SBDYg-JLRIPQ>

Qualitative or quantitative collected data**Detail analysis plan**

We conducted two interviews with two patpat.lk mobile application users. We covered all the functions in our interviews considering the failure points. The questions were chosen carefully after a discussion because we needed to get the exact feedback from the users.

The first interviewee was an advertisement publisher and the other one was an advertisement seeker. We could get both sides of the perspectives because of that.

They had bad experience with login and the main problem was that it took so much time. Filtering through advertisements was difficult for them and they mentioned that recognizing fields, buttons, filter icons and options were confusing too. Categorizing property advertisements was also raised by them because there is no way to separate various kinds of properties. The interface design was mentioned to be unattractive, and the experience of uploading images was also mentioned to be slow.