

UEE – GFlock

Lab Practical 04

User Research Plan

2021S1_REG_WE_60

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Introduction

This project is about the “GFlock” application which is an online fashion platform. This application provides customers to purchase clothing items online.

In this project We are doing a user research about testing the quality of the application, covering all the advantages and disadvantages of the application using the user feedbacks and their experiences by conducting interviews and questionnaires.

Our main target is to Improve the quality of this application therefore the application can increase number of customers purchasing items and to satisfy the user experience.

The research results will be used in updating the entire application and redesign the selected parts more user friendly to satisfy the needs of the customers.

Test Objectives

We are testing the GFlock application by testing user experiences, the services they get, their thoughts about this application.

We are testing some specific fields in this project such as interfaces they provide, navigations, categories they provide to users, and services they offer.

Methodology

This user research is mainly conducted through online under two categories. There are by conducting interviews and sharing questionnaires.

The interview is done using two persons. It is done via online. The interview is conducted by asking several questions related to the user interfaces, functions, User experience and user feedback covering the overall application. Questions are asked using a written script and the users respond them with their experience.

Also, by considering the user experience of the application a questionnaire is made. And it is shared among the peers to get more feedbacks regarding the application.

Interviewing

We selected two interviewees based on the personas we have created previously. The interview covers all the advantages and disadvantages of the application with the user feedbacks and their experiences

Interview 1:

Greetings

We selected you for this interview to gather user experience and user feedbacks regarding the GFlock application. "GFlock" application is an online fashion platform which provide customers to purchase clothings. GFLOCK is a fast online fashion brand that brings users weekly fashion and styles. GFlock Fashion lines are for the modern-day women and men of all ages who seek on trend, of the moment fashion with a glamorous and unique edge at affordable prices.

- Have you ordered items from GFlock?
- What is main reason for using this application instead of other applications?
- Have you face any problems during login to the system?
- Are you satisfied with the information provided from the search option in the home page?
- Are you okay with doing payments online?
- How long will it take to respond for a message customer send?
- Are satisfied about the service the application provides?
- Can you explain it more?

Interview 2:

Greetings

We selected you for this interview to gather user experience and user feedbacks regarding the GFlock application. "GFlock" application is an online fashion platform which provide customers to purchase clothings. GFLOCK is a fast online fashion brand that brings users weekly fashion and styles. GFlock Fashion lines are for the modern-day women and men of all ages who seek on trend, of the moment fashion with a glamorous and unique edge at affordable prices.

- Have you ordered items from GFlock?
- What can you say about your overall experience of the application?
- Can you tell one specialty of the application?
- Can you update your user profile?
- Have you face any problems during login to the system?
- Do you like the way the filters are organized during the search option?
- Which page do you think needs to be updated the most? Why?
- What do you think about inserting your card details every time you purchase?
- What do you suggest enhancing the quality of the application?

Video recording

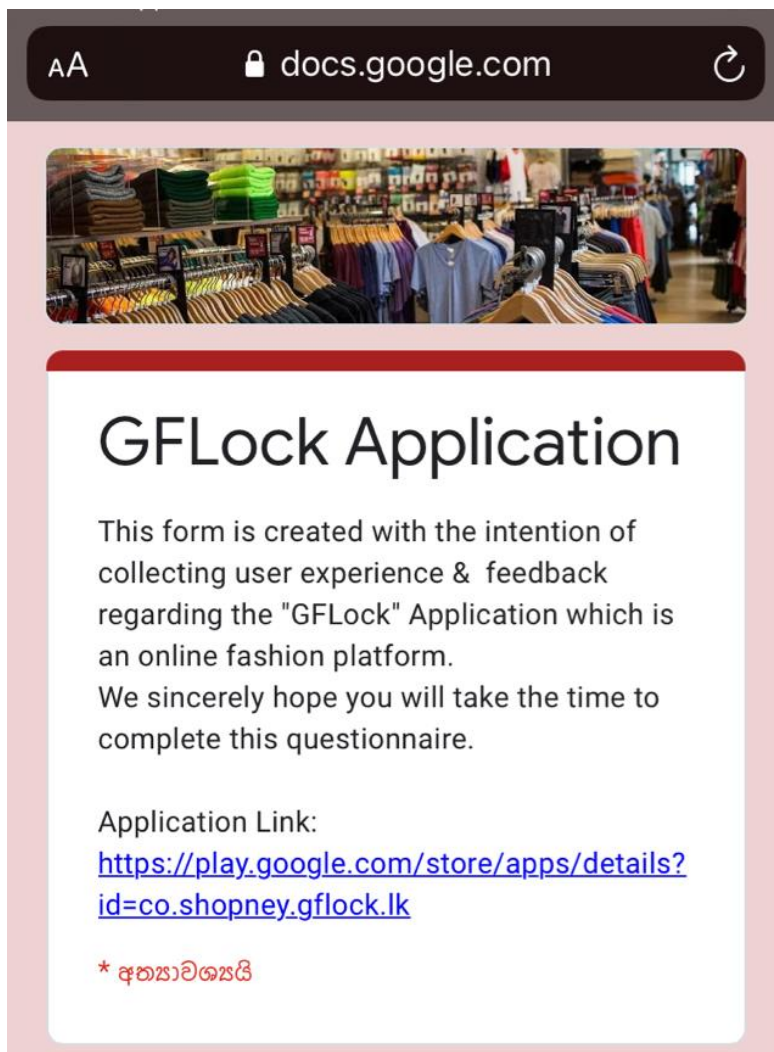
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https://mysliit-my.sharepoint.com/:f:/g/personal/it19124940_my_sliit_lk/EgPlo0_o6sNAo4j6O-KU4S4BspTp5ysSCYYHeysz4m0CXg?e=qy7Bxr

Questionnaire


The questionnaire is covered using the questions covering the user interfaces, functions, user experience and the user feedbacks of the application. And Then questionnaire is shared among peers to get their feedbacks.

https://docs.google.com/forms/d/e/1FAIpQLSdaqPVWQSIQE9-rlr6gVdl8Mwx2D8S04DsQljT1RlbdQpMFw/viewform?usp=sf_link



The image shows a screenshot of a Google Forms questionnaire. At the top, the browser address bar displays 'docs.google.com'. Below the address bar is a header image of a clothing store interior. The main title of the form is 'GFLock Application'. The text of the form reads: 'This form is created with the intention of collecting user experience & feedback regarding the "GFLock" Application which is an online fashion platform. We sincerely hope you will take the time to complete this questionnaire.' Below this, it says 'Application Link:' followed by the URL 'https://play.google.com/store/apps/details?id=co.shopney.gflock.lk'. At the bottom, there is a red asterisk and the Sinhala text '* අත්සන' (Signature).

AA docs.google.com



GFLock Application

This form is created with the intention of collecting user experience & feedback regarding the "GFLock" Application which is an online fashion platform. We sincerely hope you will take the time to complete this questionnaire.

Application Link:
<https://play.google.com/store/apps/details?id=co.shopney.gflock.lk>

* අත්සන

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Age *

- ☐ 15-20
- ☐ 21-30
- ☐ 31-50
- ☐ 50 and above



Preferred mode of shopping *

☐ Physical Shopping

☐ Online Shopping

Is the application up to date? *

☐ Yes

☐ No

Have you face any problems during login? *

☐ Yes

☐ No

Are the User Interfaces(UI)/Pages attractive? (Home Page, Cart etc..) *

- ☐ Best
- ☐ Medium
- ☐ Worst
- ☐ Need to be updated

Are the User Interfaces(UI)/Pages User Friendly? *

- ☐ Best
- ☐ Medium
- ☐ Worst
- ☐ Need to be updated

Are the texts and buttons in the application attractive? *

- ☐ Best
- ☐ Medium
- ☐ Worst
- ☐ Need to be updated

Are you satisfied with the details provided regarding the items in the product detailed page? *

- ☐ Yes
- ☐ No
- ☐ Maybe

Do You like the color schema of the application? *

☐ Yes

☐ No

Are you satisfied with the information provided from the search option? *

☐ Yes

☐ No

☐ Maybe

Are you satisfied with the filters provided by the search option? *

- ☐ Satisfied
- ☐ Not Satisfied

Can you update the User Profile? *

- ☐ Yes
- ☐ No

Do you have trust issues regarding online payments? *

- ☐ Yes
- ☐ No
- ☐ Maybe



Is it good that you have to insert your card details every time you purchase? *

- ☐ Yes
- ☐ No
- ☐ Maybe

Are you satisfied with the overall navigation of the application? *

- ☐ satisfied
- ☐ Maybe, But needs improvement
- ☐ Not satisfied

How long will it take to respond for a message customer send? *

- ☐ 1- 3 days
- ☐ One week
- ☐ Two weeks and above
- ☐ Do not reply
- ☐ Have not tried

Are satisfied about the service the application provide? *

- ☐ Satisfied
- ☐ Needs improvement
- ☐ Not satisfied

Comment about your overall user experience

Your answer

Rate the app *

1 2 3 4 5 6 7 8 9 10

Very Low ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Best

Submit

Clear form

Never submit passwords through Google Forms.

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Google Forms



Participant Profiles

Name	Demography	Location, Date and Time
Sathma Dananjani	Choose a person who use GFlock application Choose a person who have prior experience in purchasing items using GFlock app. A person who loves to wear high quality attire	Location - Home Date – 29/08/2021 Time – 1.00 p.m
Helitha Winsuka	Choose a person who use GFlock application Choose a person who have prior experience in purchasing items using GFlock app. A person who prefers online shopping.	Location -Home Date -28/08/2021 Time – 8.00 p.m

User Research – Tasks/ Scenarios

No.	Task Instruction	Target	Probes
(1)	<ul style="list-style-type: none">• Open the GFlock app• Login with credentials• Select an item from the home page• Then it navigates to the detailed page of the particular item• Click the heart icon to add the items to the Wishlist• Then the item will be added to the Wishlist successfully	Adding favorite items to the Wishlist successfully	A guideline will be given with step by step how to add items to the Wishlist
(2)	<ul style="list-style-type: none">• Open the GFlock app• Login with credentials	Adding user details to the 'PROFILE' page	An introduction video is given about how to add user details to the profile page.

	<ul style="list-style-type: none"> • Click on the navigation icon then it navigates to “MY ACCOUNT” • Select the ‘PROFILE’ option • In the profile page type the first name, last name, and the phone number • Then press “SAVE” button 		
(3)	<ul style="list-style-type: none"> • Open the GFlock app • Login with credentials • Select an item from the home page • Then it navigates to 	Adding items to the cart successfully	A guideline will be given with step by step how to add items to the cart

	<p>the detailed page of the particular item</p> <ul style="list-style-type: none"> • Click the button “ADD TO CART” • Then the item will be added to the cart successfully 		
(4)	<ul style="list-style-type: none"> • Open the GFlock app • Login with credentials • Click the cart icon in the home page to navigate into the cart page • Click the button ‘CHECKOUT’ • Add the delivery address 	Purchasing items successfully using the app	Guide the user by screen shots regarding purchasing items

	<ul style="list-style-type: none"> • Select the payment method • And purchase the item 		
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Plan for Data analysis

<<Interviews>>

Plan the interview by writing a script.

Analyze the interview by highlighting the important points the interviewee said.

Analyze the user feedbacks and user experiences.

Summarize the above.

<<Video recordings>>

Save the record of the interview to the drive

Video can be watched again therefore can highlight the important points

Analyze the user feedbacks and user experiences.

Summarize the above.

<<Questionnaires>>

The questionnaire is made using google forms

The number of responses and the user feedback can be analyzed using google forms

The results can be analyzed using percentage values through charts

Important points should be written down