

User Research Plan

Codebusters
2021S2_REG_WD_03

IT NUMBER	Name
IT19122656	Kavishka K.A.L
IT19048642	Rashmi Raveena .S
IT19023410	Masakorala M.H
IT19158396	Amarasinghe C.K.

Introduction

This is a project for redesigning an existing mobile application to enhance the user experience and user interfaces of the application and we selected 'ADS.LK' mobile application to do that enhancement. Ads.lk mobile application is used to sell and buy properties, vehicles, services, and classifieds. Main user groups of this application are buyers and sellers. Sellers can post advertisements and Buyers can search advertisements. Person who wishes to sell their properties, vehicles, services and classifieds can publish them in the mobile application as a post. Person who wished to buy vehicles, properties can buy them via using this app. This app can inter-connect buyers and sellers. Vehicle sellers, property sellers, Service providers and classified sellers are main seller groups and vehicle buyers, property buyers, classified buyers are main buyer groups. The major function of this application is too inter-connect sellers and buyers. People can either sell or buy vehicles, properties, services, and classifieds. The major features of the app are evaluated during this research. The aim is to identify the parts of the user interfaces that should be improved by adding new features. To make get ideas about the existing ads.lk application we have decided to make an interview with a seller and a buyer. We have interviewed a seller and a buyer for this research. From the seller group a businesswoman seller was participated and from the buyer group photographer who often buys newly added items was interviewed. The research was done remotely using zoom video interviews. We have conducted two separate user interviews for the two different users. All our team

members were participated with this interview, and they asked many questions from those interviewers to take better understanding about the existing application. The major features of the app are evaluated during this testing. The aim is to identify the parts of the user interfaces that should be improved by adding new features.

Test Objectives

Usability testing is a very good approach to identify the problems and other related failures in our existing application. By using this kind of testing the development team and other responsible members can get idea about what are the sections should be redesign and what are the sections should be added to the application newly.

Some of our main objectives of usability testing are mentioned in the below.

- Identify the difficulties users are facing when login to the application and registering to the application.
- Identity the difficulties that users are facing while performing a specific task.
- Identify the changes that should be added to the existing application to make the application more efficient.
- In order to get more idea about what the interfaces are need to be improved.
- For making the existing application more user friendly and add value to the application.
- To get majority of users opinions about the application with the help of the interview and the questionnaire.
- By using these types of usability testing development team can improve this existing application with new features to take more productivity.

Methodology

There are two interviewers were participated with usability testing about ADS.lk mobile application. We have decided to use Ethnographic Field Studies, Moderated Remote Usability Studies as methods to do research. This will be done using smart phones and we obtained number of questions (Google form survey & Interviews) to cover our whole application and to interview the participants.

Participants

We have decided to get two participants to do testing. Those people are Businesswomen and a Photographer. All of them should have skill to use smart phone, and mobile application. Should process good English verbal skills.

The participants' responsibilities will be to attempt to complete a set of representative task scenarios presented to them in as efficient and timely a manner as possible, and to provide feedback regarding the usability and acceptability of the user interface. The participants will be directed to provide honest opinions regarding the usability of the application, and to participate in post-session subjective questionnaires and debriefing.

We have chosen different leveled participants according to their own profession.

1. Participant - 1 is a businesswoman.

2. Participant - 2 has experiences in using different mobile e-commerce applications for day-today activities and he is a photographer.

Participants will be given guidelines to interact with the application while conducting the interview. The participants will receive an overview of the usability test procedure, equipment, and software. We hope to test user-friendliness and attractiveness of the interfaces.

Zoom Video Call

Participants will take part in the usability test via remote screen-sharing technology. The participant will be seated at their workstation in their work environment. Verbal communication will be supported via telephone. The facilitator will brief the participant and instruct that he or she is evaluating the application, rather than the facilitator evaluating the participant. Participants will complete a pretest demographic and background information questionnaire. Sessions will begin when all participant questions are answered by the facilitator. The facilitator will inform the participant that time-on-task will be measured and that exploratory behavior outside the task flow should not occur until after task completion. The facilitator will instruct the participant to read aloud the task description from the printed copy and begin the task. Time-on-task measure will begin. The facilitator will encourage the participants to 'think aloud' and that a verbal record will exist of the task-system interaction. The facilitator will observe and enter user behavior and comments, and system interaction in a data logging application. After each task, the participant will complete the post-task questionnaire and elaborate on the task session. After all tasks have been attempted, the participant will complete a post-test satisfaction questionnaire.

After gathering all the data, we will be analyzing them separately to get an idea about the failing and the success points.

Interviewing-Questions and given answers

Seller - Businesswomen

Introduction

Hello, I am Miurangi. I'll be leading our interview today. I would like to warmly welcome you and thank you for making time to speak with us today. We are going to talk about Adds.lk advertising mobile application that sellers can sell their products, items by posting advertisements, buyers can search and buy their preferred products. Your feedback is valuable and will be used to make our team's future design decisions. As you know we are conducting the interview on assessing the user experience and user friendliness of the

Adds.lk Application with your permission, I have start recording the interview and the recording will not be shared with anyone else other than our team and marking panel. May I confirm it from you again?

Yes, I will.

We're doing this to improve the mobile application, so we need to hear your honest reactions. During this interview, I'll ask you a few questions around registration, login, third party account transfers and posting an advertisement as a seller. While other three members will take down notes on your answers and examine and analyze your responses. Next part will be conducted by Lakindu.

1. First of all, I would like to know about yourself.

I am hiruni herath and I am own a small electronic shop named Nethmi electric in Kurunagala.

2. How this application helpful for your business?

In our company we usually introducing new electrical equipment, so we want to take our products to the masses, sell those things quickly and to grow our profit. By using this application, we think that we will be able to achieve these goals.

3. As a seller can you remember the experience you have got while you are registering for this application?

Yes, sure, but I had a doubt that I insert my password without any typing mistakes. Because there was not a way to see that what I have entered as my password and there was not a password confirmation field like in other apps.

4. Okay then, did you log to this application recently?

Yes, I used it today also

5. As a businesswoman what do you think about the login procedure?

I want to log this application in several times per day and I have recognized I need only fill in the username and password only to login and it fast the process. But the place where exist the login button is not comfortable for my hand because the button exists at top of the page.

6. Have you ever edited your profile information?

Not yet

7. As you told before to achieve your business goals, you have chosen this application to advertise

your electrical equipment. According to your experiences so far, do they ask all the required information about the product?

Yes, I could insert required information, even though they have asked too much information that not really wants to add.

8. Did you able to quickly get an idea about the information you have to fill when posting an advertisement?

Actually, In the first time, I was confused after seeing that form, because it asks about only one information then after filling that, I could see the rest of the form. And it seems very complex.

9. Do you have to pay for your advertisement?

There was an option called packages, but that process was too complex. And I couldn't understand the process.

10. Do you aware about advertisement promote methods in other advertising applications?

Yes, I have used several buy and selling apps before.

11. Would you like to use that kind of feature by paying some amount?

Sure, it would be very useful to me because I can take our products to the masses and make my advertisements special than the other advertisements.

12. Then Have you ever given any feedback to this application?

Once I tried it. unfortunately, it asked for my email address. So, I felt unconfident to insert my email for that process.

13. Do you think there are enough information about this application in About Us page?

I visited it once and it didn't show that much information about this application.

14. If you want to create a new profile, would like to delete your current profile?

Yes. Once I wanted to delete my account and but there was no option.

Buyer – Photographer

Introduction

Hello, I am (name). We are doing our second interview today. We would like to warmly welcome you and thank you for making time to speak with us today. We are going to talk about Adds.lk advertising mobile application that sellers can sell their products, items by posting advertisements, buyers can search and buy their preferred products. Your feedback is really treasured and will be used to make our team's future design decisions As you know we are conducting the interview on assessing the user experience and user

friendliness of the Adds.Ik Application. With your permission, I have started recording the interview and the recording will not be shared with anyone else other than our team and marking panel. May I confirm it from you again?

Yes it's okay.

We're doing this to improve the mobile application, so we need to hear your honest responses. During this interview, we'll ask you a few questions around registration, login, searching products and buying. While other members will take down notes on your answers and examine and analyze your responses.

Now ill hand over rest of this interview to (name).

1. First of all, can you please tell little bit about yourself?

My name is Sachintha and I am working as a photographer.

2. How this application helpful for your photography career?

Actually, I am using this application to buy several photography equipment like quality cameras, etc. Using this application, I can search what I want in several brands and categories. And also I can compare those products and buy what I wanted.

3. Then I would like to know that how long are you using this application?

I think I installed this few months ago.

4. As a buyer can you remember the experience you have got while you are registering for this application?

As buyer I have used several buying applications earlier, so when registering I thought whether this will be a good application with good products because the registering page was not that much attractive compared to other applications.

5. Okay then, did you log to this application recently?

Yes, yesterday I bought few products.

6. Did you get any issue while log in to the application?

Ahh...last month I try to log in to this app, but I forgot my password. So, I tried forgot password option. But it displayed that they would send an email to me with instructions to reset my password. But I did not receive any email from them. So, I had to create a new account. It was frustrated.

7. Have you ever edited your profile information like reset your password and is that why you forgot your password?

Really, that's not the case I forgotten it. And even I can't reset my current password. It says the password reset is forbidden from the system.

8. Okay, then as a photographer what do you think about selecting best products as you prefer?

I could find quality products through this application and even I bought several products. But when I search it by typing it in the search bar, results were not correctly visible. So it was very complex and time consuming.

9. Because you act as a buyer to this application, have you ever used the cart option before?

Mm. Does it have any option like that? I have never seen any cart icon until now.

10. As you said earlier.... you already have experience of buying products through this application. So, when are you buying a product, I would like to know whether it show enough information about that?

Yes, it shows enough information, but the way that details arranged was not attractive compared to other applications I have used so far.

11. What about the paying methods? Would you like to get a paid feature to purchase products through this app?

Yes. but it will depend on the situation. Sometimes it will be helpful and easy to pay it though the app and there will be times that I would prefer to have a direct contact with the seller to pay it.

12. Then, have you ever given any feedback to this application?

Not yet

13. Do you think there are enough information about this application in About Us page?

I'm not aware that there is a page like that.

14. Finally, would you think installing this application for buy products is worthy?

It's worthy. but I have to say, there are things to improve more in this app.

video recording

<https://web.microsoftstream.com/video/1bab937a-7016-4c31-9c75-3f22c6d212cc>

Questionnaire

Register

- Is the registration process in this application run smoothly?

Login

- Did you get any issues while log in to the application?

Edit Profile

- Have you ever edited your profile information like reset password?

Add Product and filling forms as a seller

- Do you able to quickly get an idea about the information that you have to fill when posting an advertisement?
- Do they asked all required information when posting an advertisement?

Payment Methods and promote advertisements

- Do you aware about advertisement promote feature?

Add Feedback

- Have you ever given any feedback to this application?

Cart option as buyer

- Have you ever used cart option?

Product Description

- When are you buying product, is it show enough information about the product?

Payment as buyer

- What kind of payment methods do you prefer?

Participant Profiles

Name	Demography	Location, Date and Time
------	------------	-------------------------

Hiruni Herath	<ul style="list-style-type: none"> • Age – 21 • Gender – Female • Background – Businesswomen Owner of Nethmi Electrics Kurunegala 	<ul style="list-style-type: none"> • Location –Kurunagala • Date – 20-08-2021 • Time – 22.30
Sachintha Gunarathne	<ul style="list-style-type: none"> • Age – 30 • Gender – Male • Background – Photographer 	<ul style="list-style-type: none"> • Location – Galle • Date – 27-08-2021 • Time – 23:30

User Research – Tasks/Scenarios

No.	Task Instruction	Target	Probes
-----	------------------	--------	--------

01	Registration to the App.lk	To find out functional errors and issues in interface.	Seller found that application do not have password confirmation field. Buyer found that application is not attractive in registration interface.
02	Login to the app	To find UI issues and other functional issues.	Seller found that Login button is at the bottom of the page. Buyer found that in forgot password, recovery email is not receiving.
03	Edit profile and change password	To find functional issues.	Buyer found that change password function is forbidden.
04	Add product as seller	To take user experience and issues in interfaces.	Seller found that forms are complex and too many unwanted information asks.
05	Payment and promote methods as seller	To add promote methods to the adds.lk application and find about payment methods.	Seller found out that payment package methods are too complex. Seller said that it is okay to add promote method to the application.
06	Feedback page	To find UI issues in interface.	The seller informed that the requesting email method is unconfident.
07	About Us page	To find UI issues in interface.	

08	Delete Account	To find functional issues.	Seller found that about us page do not have information about application. Buyer could not find the page
09	Search and sort	To take user experience and find out functional issues.	Seller found that there are no any option to delete user accounts.
10	Cart option as buyer	To take user experience.	Buyer found that search and sort options are very complex and time consuming.
11	Product description	To take UI issues.	Buyer could not find the cart option. Buyer found that description arrangement is not user friendly.

Plan for Data analysis

<<Interviews>>

<<Qualitative or quantitative collected data>>

<<Detail analysis plan>>

<<Video recordings>>

Link:

<https://web.microsoftstream.com/video/1bab937a-7016-4c31-9c75-3f22c6d212cc>

Timeline- 02.56: Button arrangement of the application

02.10: No confirm password option in the form

03.10: User profile and Add details forms

03.40: Add details forms

05.18: Delete account

08.20: Forget password function

08.46: Reset/Change password

09.03: Search and sorting

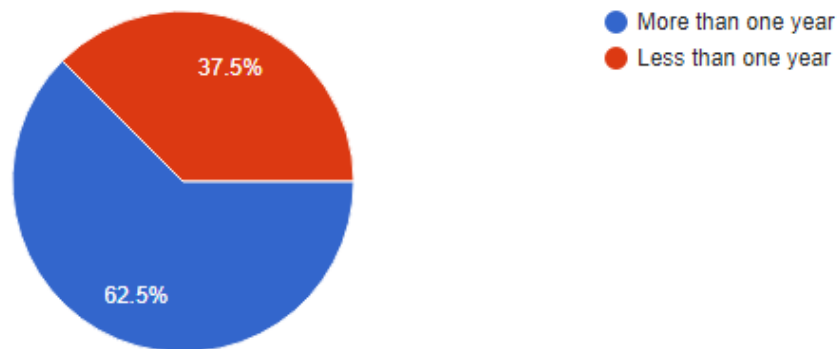
Forms asked unwanted data and miss the main data and complex.
Interfaces are not user friendly.
Some validations are missing.
Buttons and form alignments are not user friendly.
Delete profile function is missing in the application.
Reset password and change password functions are not working.
Search and sorting are complex.

<<questionnaires>>

<<Qualitative or quantitative collected data>>

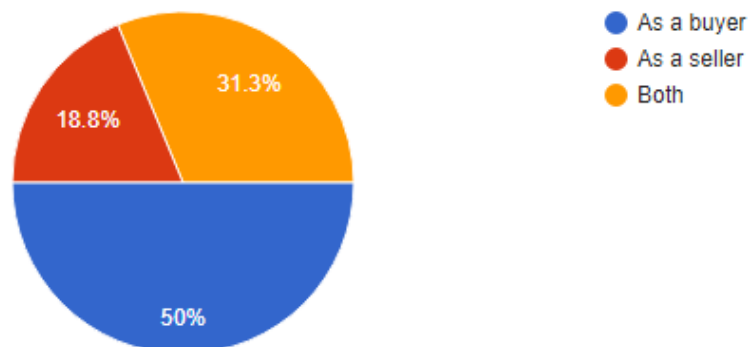
1. How long are you using this application?

16 responses



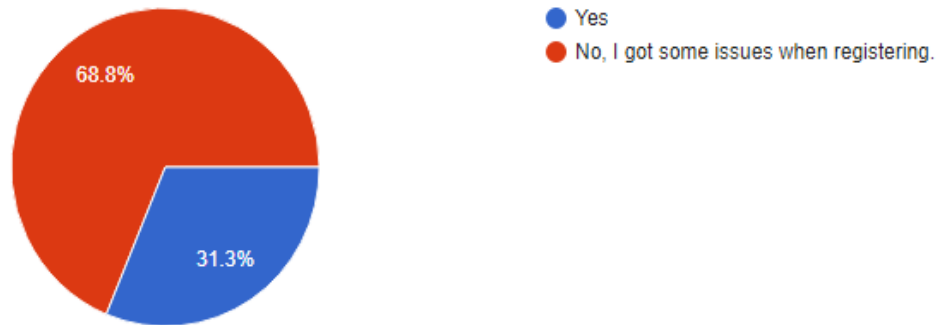
2. As a whom, you use this app?

16 responses



3. Is the registration process in this application run smoothly?

16 responses



4. If No, then what was the issue?

11 responses

problem with the password entering process which they did not have a password conformation filed

It is not user friendly

It didnt have a show password function & it didnt have way to confirm my password

Most required fields are missing

Its not user friendly

Bad interface

Its very bad compared with other buying and selling applications.

Reset password not working. Not user friendly

need a confirmation of the password

4. If No, then what was the issue?

11 responses

It didnt have a show password function & it didnt have way to confirm my password

Most required fields are missing

Its not user friendly

Bad interface

Its very bad compared with other buying and selling applications.

Reset password not working. Not user friendly

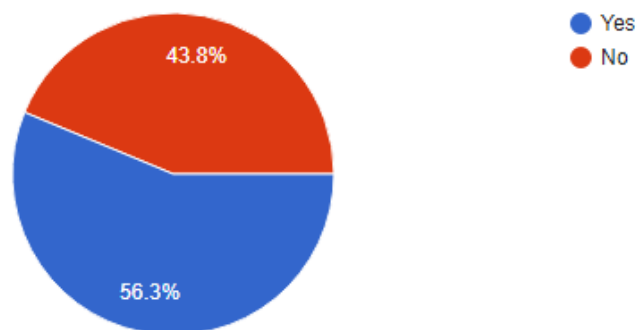
need a confirmation of the password

Didn't have a confirm password field.

I wasn't sure about inserted password. It didn't have a place to confirm my password or show password option

5. Did you get any issue while log in to the application?

16 responses



6. If yes what is the issue?

8 responses

as per login several times per day need a only one time per once to log in. additionally the place where login button exists is uncomfortable

Rest password is not working as expected

Killed the App autimatically

When i forgot my password there is no any user friendly method to recover it

It said that it will send an email with required information but it did not work likewise .

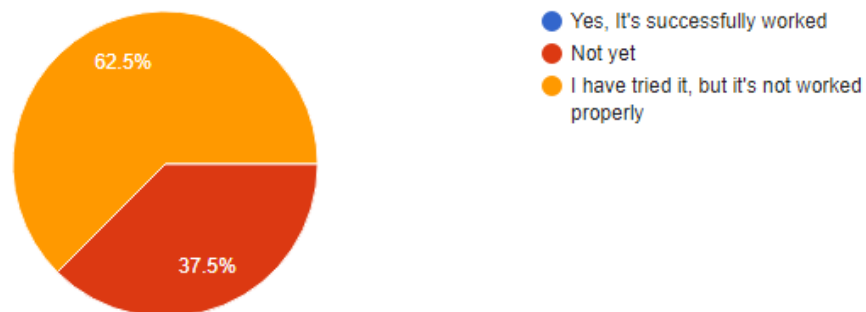
Bad interface

I tryed to reset my password but ot didnt work as expected .

Not user friendly

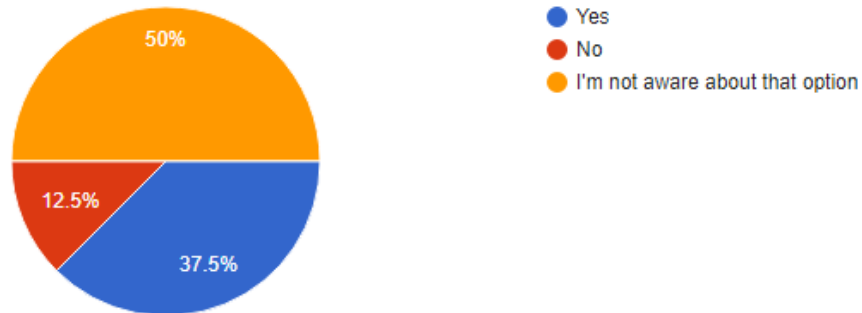
7. Have you ever edited your profile information like reset password ?

16 responses



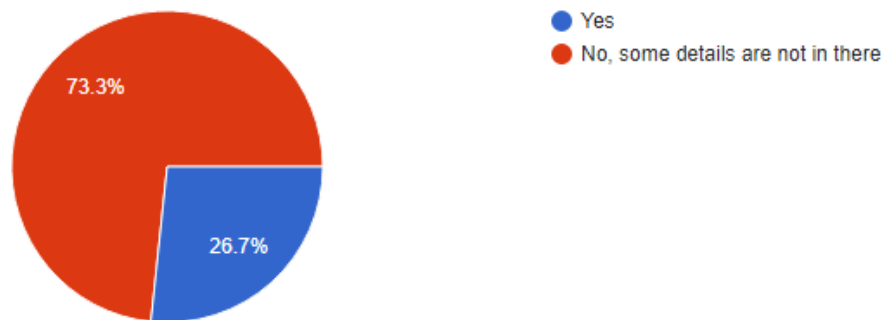
8. Have you ever used the cart option?

16 responses



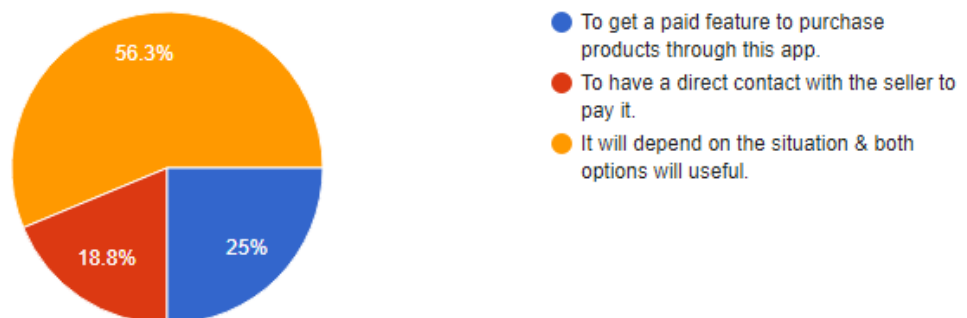
9. When you buying a product, Is it show enough information about that product?

15 responses



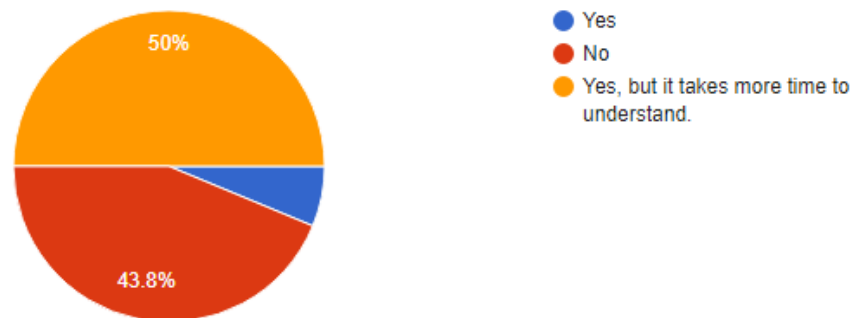
10. What kind of payment method do you prefer?

16 responses



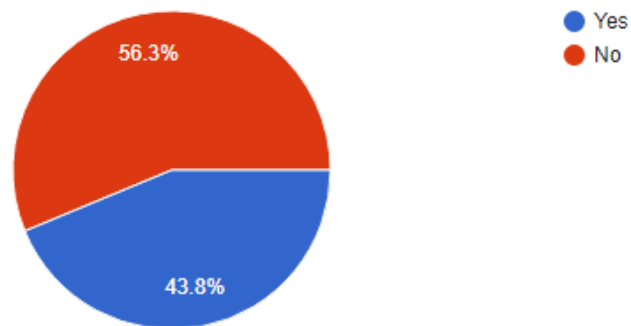
11. Do you able to quickly get an idea about the information that you have to fill when posting an advertisement?

16 responses



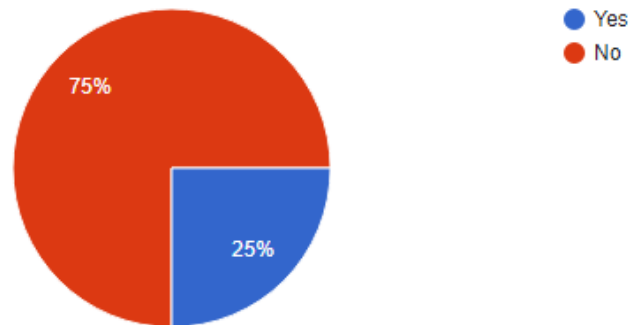
12. Do they asked all required information about the product when posting an advertisement?

16 responses



13. Do you aware about advertisement promote feature?

16 responses



14. Have you ever given any feedback to this application?

16 responses

