# SE3050 – User Experience Engineering

## Lab Sheet 4

Plan and conduct user research.

# User Research Plan

Group ID: 2021S2\_REG\_WD\_08

|  |  |
| --- | --- |
| **Student Reg. No** | **Student Name** |
| IT19114590 | G.Nivethika |
| IT19244044 | J.S.Samaratunga |
| IT19051376 | W.W.M.Anjana |
| IT19176802 | S.S.Eeswar |

## Introduction

Test Objectives

## Methodology

We have conducted our user research as a user interview and a Survey using Google form.

After selecting two personas, we contacted two users related to them for the user interview. As our selected users are already familiar with the Cargills online application we have organized our interview questions accordingly. Considering the current pandemic situation, we decided to contact them via zoom call at their remote location. A mobile phone or a laptop with internet access and having the zoom application installed are our technical requirements to conduct the user interview.

For the survey we have used google forms as our platform and designed a questioner to be distributed among the community who are familiar with technology. In our questioner we have arranged a set of general questions as well as function related questions.

We were able to gather qualitative data from the user interview and quantitative data from the survey. After successfully conducting the user research, it gave us a clear idea about the confusions and frustrations faced by users while using the Cargills online mobile application.

### Interviewing

We have conducted our user research with the help of Zoom application. Two separate interviews were organized with the presence of app users as mentioned above. All our group members joined the zoom meeting and two members questioned the users. As they questioned the users, other members took notes and observed the user behavior/expressions while answering the questions.

Both our interviewees had past experience using Cargills application so have organized our interview script aiming to evaluate their user experience. User interviews were conducted according to a prepared script which included both general and functional questions related to the user experience. Both user interviews were conducted according to the same script as given below.

**Interview script**

Introduction

Hi, I am <interviewer name>. We are conducting user research as part of our project to design an eCommerce app So I would like to ask you some questions about your experience when it comes to purchasing goods using Cargill's app. You don't have to answer any questions you are not comfortable with and there are no right or wrong answers. Do you have any questions before we begin?

What you say to us is important to us, so we’d like to take notes. To make sure our notes correctly represent what you say, we would also like to take a video/sound recording. Of course, the recording is confidential and will not be shared around. If you have no objections, we’ll proceed with the questions?

General questions

1. First of all, I would like to know a bit about yourself, only if you are comfortable sharing with us?
2. On an average day when do u first start using technology?
3. When was the last time u used Cargill's app?
4. Why do you shop online?

Specific/functional questions

**Home page and Items page**

1. Is there anything you look for in the process of adding items to the cart in Cargill's app and that is missing or hard to find?
2. What do you think about the home page?
3. Under what circumstances would you want to receive an alert in the process of adding items to the cart in the application?

Can u please elaborate it more?

**Place order and delivery process**

1. What are your main concerns regarding the delivery process of this application, if you were to place an order?
2. What alternative methods would you recommend to complete the delivery process of this application.

**Shopping cart and payment process**

1. Do you notice any potential problems regarding view cart or Add to cart process on this app? If so, what?
2. Was there anything missing from payment process of this app that you expected?

**Login, Registration and User profile**

1. While you are in the Signup process do you face any difficulties or common issues? If so, can you explain briefly?
2. Is there suggestion to improve the Sign In process as user of the Cargills App?
3. What do you think about the User Profile and its design?

Ending interview

That's the end of the questions.

I am grateful for interviewing with you today. You have given me a clear overview of the problems regarding the Cargill online shop app.

May I contact you if we have any other questions or for possible further research for this project?

Thank you for your valuable contribution. It was really helpful.

### video recording

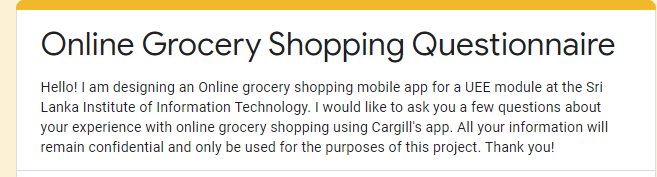
User interview was recorded using the zoom application. Before we started with the interview questions, we explained our background and asked for permission from the user to take a video recording as a reference.

Interview video link:

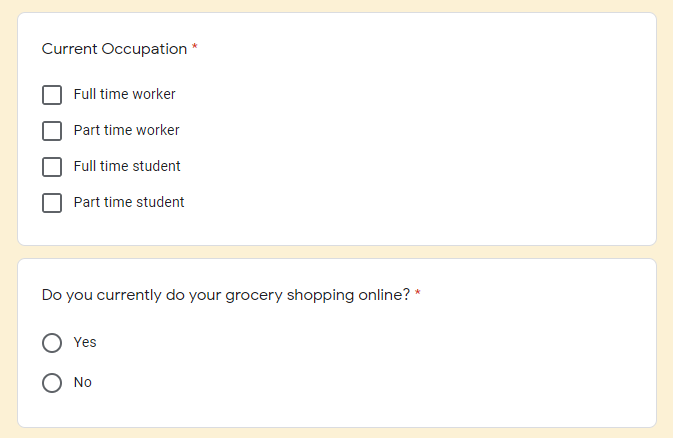
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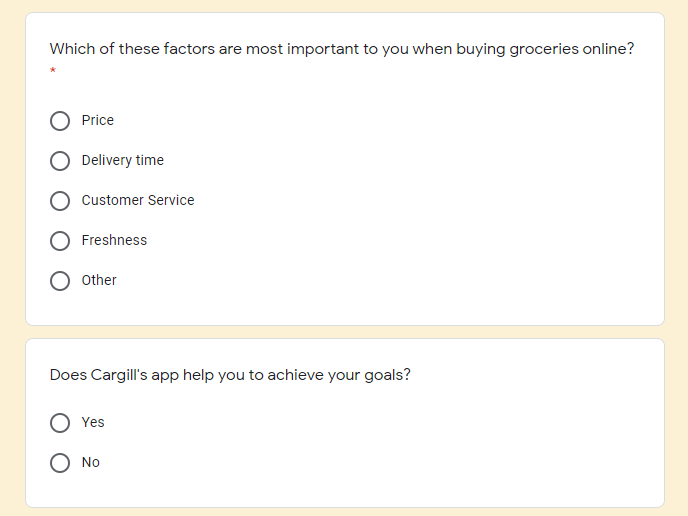
### Questionnaire

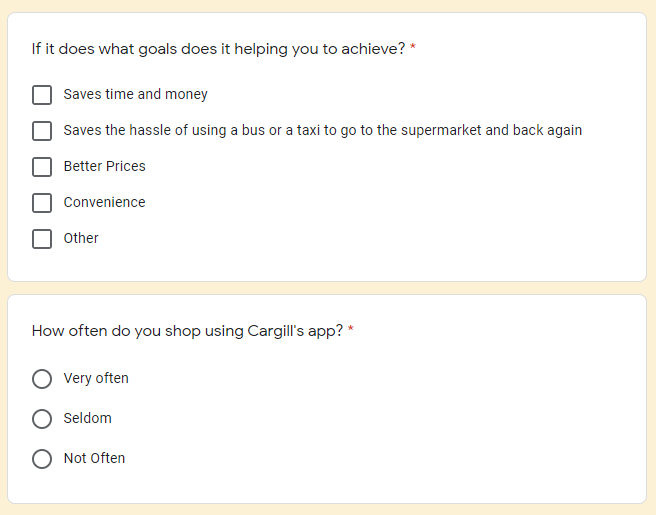
We have designed a questioner to be distributed among the community used google forms as our platform. In our questioner we have arranged a set of general questions to identify the targeted audience and other questions were designed related to the Cargills online application.

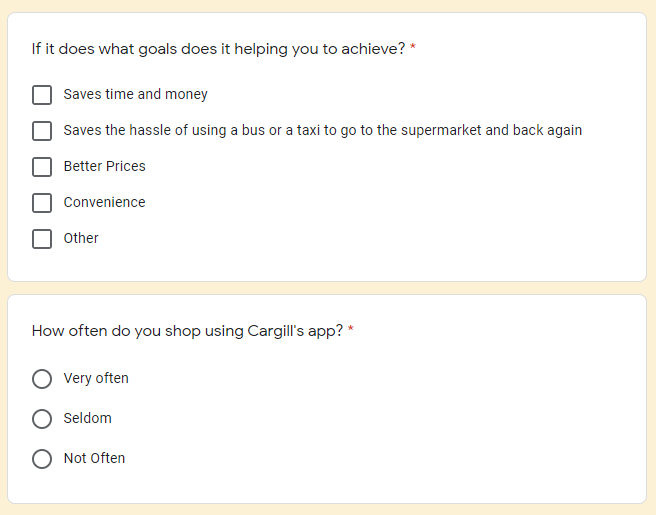


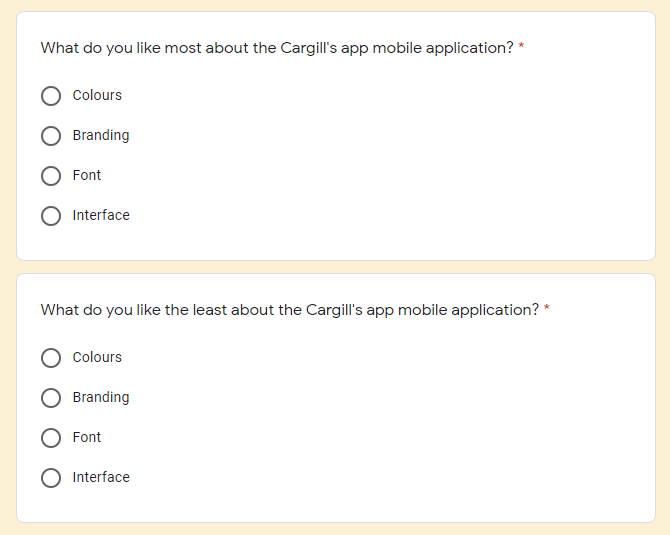


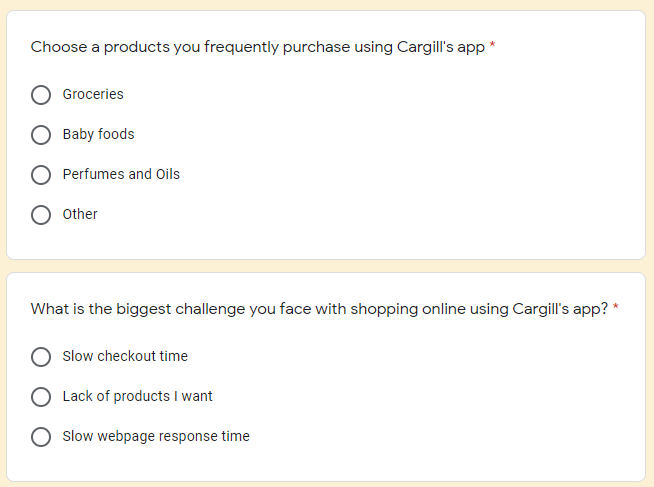


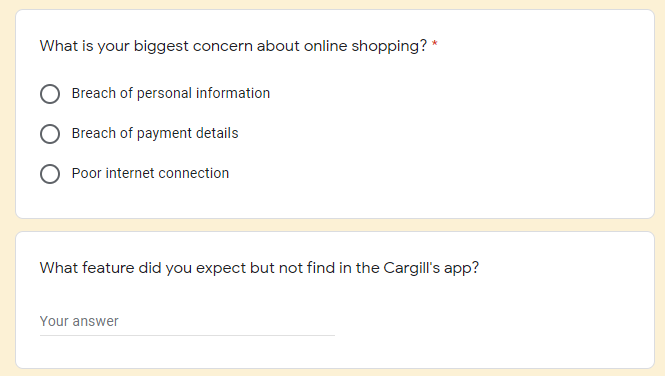


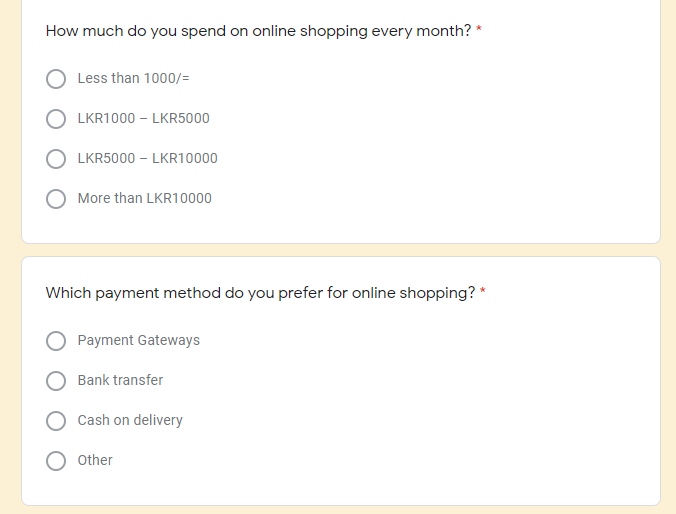


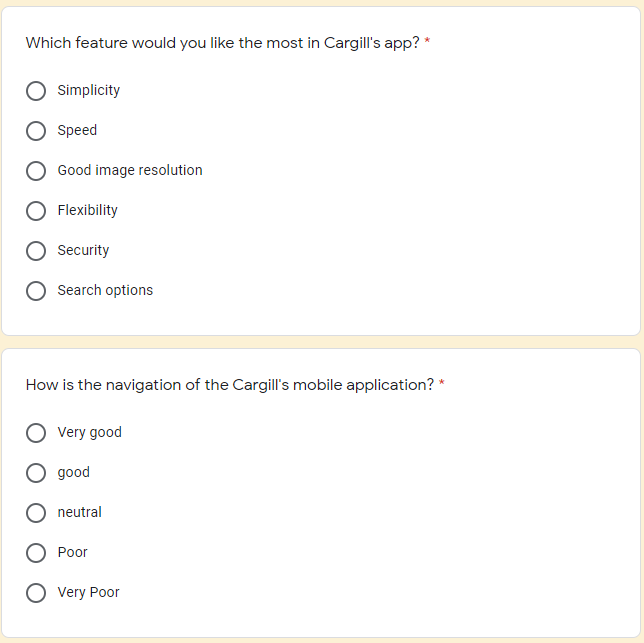


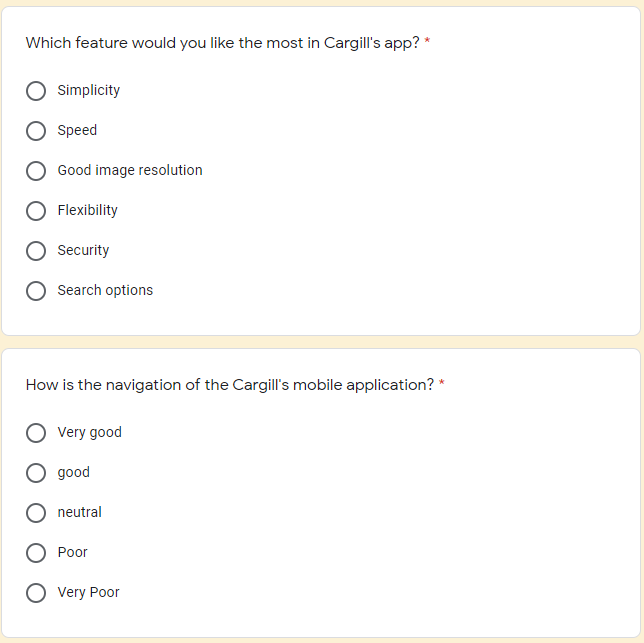


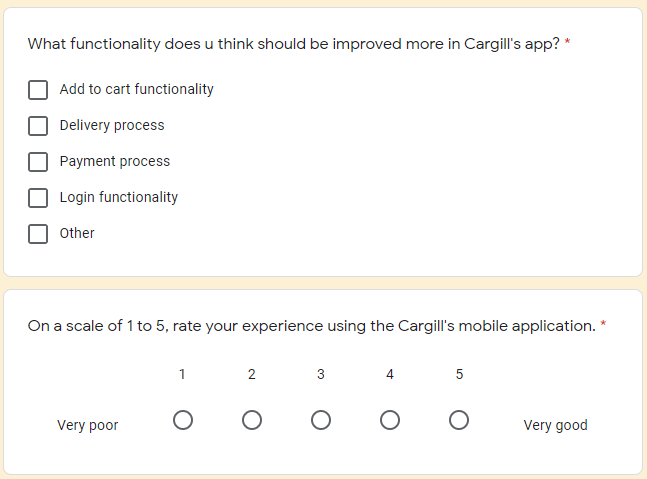


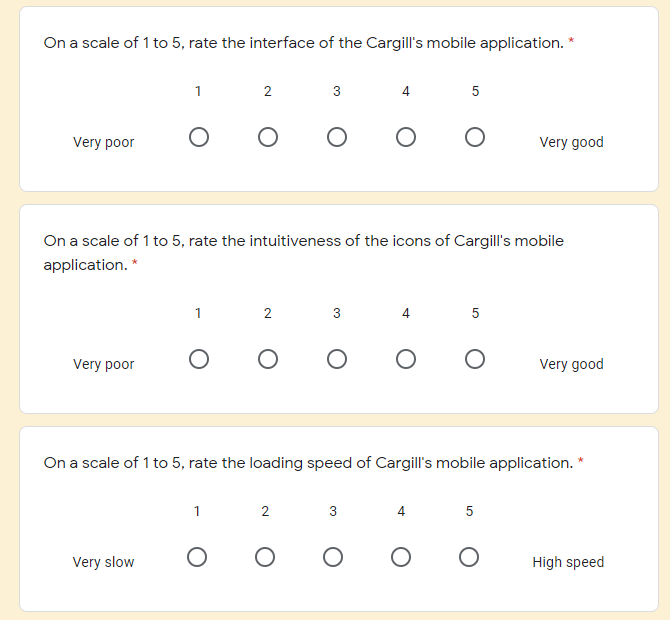












## Participant Profiles

The table below provides a breakdown of the participants selected for testing:

|  |  |  |
| --- | --- | --- |
| Name | Demography | Location, Date and Time |
| *<<for Mobile app testing>>* |  |  |

### User Research – Tasks/Scenarios

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Task Instruction** | **Target** | **Probes** |
|  | *<<for Mobile app testing>>* |  |  |

## Plan for Data analysis

|  |
| --- |
| *<<Interviews>>*  *<<Qualitative or quantitative collected data>>*  *<<Detail analysis plan>>* |
| *<<Video recordings>>*  *<<Qualitative or quantitative collected data>>*  *<<Detail analysis plan>>* |
| *<<Questionnaires>>*  *<<Qualitative or quantitative collected data>>*  *<<Detail analysis plan>>* |