

SE3050 – User Experience Engineering

Lab Sheet 4

Plan and conduct user research.

User Research Plan

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Introduction

The enna.lk is a Buying and Selling Mobile Application that offers so many opportunities to purchase and sell a wide range of equipment from mobile phones to land properties to vehicles all in one place.

There are three fundamental users have recognized in this application. They are as follows.

1. Seller
2. Buyer
3. Guest User

Here the Sellers can Post Advertisements and attract customers to sell their products. Furthermore, Buyers who seek to purchase items can view the Advertisements and can get the seller details to buy them.

The purpose of conducting this user research is to discover what customers anticipate from the application by gathering information through systematic approaches such as quantitative and qualitative analysis. This examination assists with finding the solutions to popular WH questions (who, what, when, where why).

Here what we hope to achieve is to comprehend, uncover what the real customer needs, the issues that they encountered and finding solutions to fix those issues. Here we can get a better understanding of the user experience on the functions and interfaces and what we can do to further improve their user experience.

The obtained quantitative and qualitative data will be analyzed then interpreted and finally apply them in recreating the application.

Test Objectives

The main Test Objectives are to measure the application's user-friendliness and determine what may be done to improve the user experience after it is recreated. The other key goal is to figure out the answers to common WH questions (who, what, when, where why) and understand the prevailing defects and avoid such defects in future. It also aids in ensuring that the application meets the business goals, business requirements, UX goals and fulfil user requirements.

Methodology

Even among similar applications aimed at similar markets, no two software applications are precisely alike. This is what makes user research so exciting. When it comes to re-creating and building mobile apps, research is playing a critical part.

Performing user research is to evaluate how our users engage with our mobile app and there are various qualitative and quantitative research approaches we may utilize to do user research for mobile apps.

Interviewing, video recording and questionnaires are three distinct methods that will be highlighted here. The interview will take the form of Structured Interviews, in which we will ask users the questions that we have prepared. We identified two main user types: Buyers and Sellers, and two real users from each group that we have chosen.

The interview and the video recording will be based on those two users. The questionnaire was conducted among a group of users who have used this application and the results will be analyzed and appropriately applied in the application's re-creation. Interviewing and video recording will be conducted with Sri Lankan based users using Zoom Technology.

Interviewing

We have chosen two real-world users one from each category out of Buyers and Sellers. These two users volunteered in participating in the interview. We will be highlighting all user functions and user interfaces that we have chosen to recreate. User Profile Management, Buyer Related Functions, Advertisements Management, User Login and Registration are the functions that will be covered here. And will be covering Edit Profile details Interface, View All, Advertisement's interface, Select Add by Category Interface User Dashboard, add new Advertisement Interface, Edit my Advertisements Interface, View My Adds and Delete my Advertisements Interface, Starting Page Interface, Registration Interface, Login Interface, Forgot password interface, Contact Us Interface and the Privacy Policy Interface. The interview will be conducted via Zoom Technology to hold a one-on-one discussion in-depth about what the participant thinks about the application. This is a Structured Interview where pre-pared questions will be asked from the client based on the functions and the interfaces that we will be recreating.

Script 01 – Seller Interview Script

---Give a brief introduction about the interview---

Interviewer: Thanks for making time. As you know we're doing some research with enna.lk Mobile Application users like yourself. As you already know enna.lk is a buying and selling Mobile Application that offers so many opportunities to buy and sell a wide range of equipment all in one place. So let me tell you a little bit about this interview. We are planning to recreate enna.lk Mobile application and We would like to hear your thoughts or feedback on how we can improve your experience and it will help us come out with a great app just for you. Generally, I will be asking you to tell us about your user experience, likes and dislikes, opinions, and attitudes on the

application. I want to ask if I can record the interview. Does that sound OK to you, and do you have any questions before we proceed?

Interviewer: How did you find out about enna.lk?

Seller: I was looking for a local platform to sell my products and one of my friends recommended this place.

Interviewer: Can you give me a summary of your purpose for using this application?

Seller: To Sell an Application through a local platform.

Interviewer: What are some of the solutions you tried before finding of enna.lk and what are the shortcoming with those alternatives?

Seller: I used social media platforms like Instagram and Facebook. And then downloaded few applications but nothing worked as I expected.

Interviewer: How long have you used this product and how often do you use the app?

Seller: I have been using this application for not less than 1 year and I post Advertisements once a week.

Interviewer: Can you share with us your onboarding experience including user registration and user login?

Seller: Well, It was not a good experience. I faced a password issue during the login process.

Interviewer: Are you happy about the Login or Registration User Interface?

Seller: No I am not happy. I had to enter the password and tried but registration didn't go well. It took me like 20min to understand that there's a password pattern but the application did not give such a hint.

Interviewer: How satisfied are you with the user dashboard and functions related to that? Did you find it efficient or not?

Seller: When it comes to the User Dashboard I am not satisfied. The colours were odds. There were a few buttons and settings icons but no such thing as a dashboard. This interface wasn't well detailed.

Interviewer: Did you edit your user details. If so, how satisfied are you with the functionalities and edit profile user interface?

Seller: I did edit the user profile. I faced the same password issue there. It took me like few minutes to understand the interface.

Interviewer: How successful or unsuccessful do you feel you were at publishing an

advertisement and how satisfied are you with the Post Advertisement User Interface?

Seller: Well when it comes to publishing interface I am not satisfied with that.

Interviewer: We are planning on recreating this function and the interface. Any suggestions from your end?

Seller: This process was long and it was tricky. There were no examples to fill that form. I was in trouble when filling that form as I didn't realize what to enter where. As a businessman time is very important. So it's better if you can provide an example(hint) in filling these forms. Because this process is time-consuming.

Interviewer: After successfully publishing the advertisements you can view ongoing ones. Can you share your experience with the ongoing advertisement interface and functions related to that?

Seller: I don't understand how the buyer sees this. But for me, it looks odd and pretty boring. Colour diversification was not good. As a seller, I wish to see how long I have posted. There was just an edit and delete button and I didn't find it convenient or attractive.

Interviewer: Have you ever forgotten your password and if so, can you give us an estimation for how long resetting the password took?

Seller: I had a password resetting problem as I mentioned earlier. They should have given a hint for the password pattern.

Interviewer: Contact Us and Privacy Policy Interfaces gives information on the company and the policies related to that. Did you find them informative enough?

Seller: When it comes to the privacy policy I am not an expert there. But when it comes to contact us there was an email address. Usually, the email address should redirect you to the web page but it didn't work. So I had to copy-paste that. I didn't find that convenient.

Interviewer: Overall what do you think about the font colours and font styles?

Seller: For me font colours are OK. But on some pages, the font size wasn't adequate for me. It was a bit uncomfortable for me.

Interviewer: What aspect of the application were you most satisfied by? (User Experience, Installation or First Use Experience, Quality, Interfaces, Customer Service, Other)

Seller: That's a hard question to answer. Although I am using this for a while it's difficult for me to say that I am satisfied with any aspect of this because in every function or interface I find at least one hard part or an issue.

Interviewer: What disappointed you most about the application?

Seller: I have to mention mainly it's the interface. I found this boring and unattractive. I want this to be more colourful.

Interviewer: Is there any features would you like to see in the upcoming updates?

Seller: As a Seller, I want to view how many customers viewed the advertisement. Otherwise no point in publishing an advertisement that does not reach the target audience. On the Contact Us page, I had to copy-paste the links. Things should be more convenient. It would be better if the background and interfaces are more colourful with images and colourful backgrounds.

Task Scenario

---Explain the task scenario---

Interviewer: We are done with the questions. Before winding up I am going to do a small activity with you. Let me explain the task scenario first. "Think you want to post a Vehicle Advertisement. Go to enna.lk Mobile App and post your advertisement with sample data. You don't have to add Actual data. After posting the advertisement you can edit data through the relevant interface." I will not be giving clues or describe the steps as you must do this on your own. When the allocated time is over you can share your experience with us to know whether it went as you expected. Does that sound OK?

---These questions will be asked when the user completed the given task. ---

Seller: This will take a lot of time to publish an advertisement because there are so many things to fill and I find this difficult to do within this time.

Interviewer: Overall, how easy, or difficult did you find this task?

Seller: If I speak about the difficulty I would give like 8 out of 10 because this is very time-consuming.

Interviewer: Is there any suggestions to improve the user experience?

Seller: I don't know if it's possible or not but it's better if we can have a forecast on the number of customers who have viewed the advertisement. It would be better if we can have colourful backgrounds with proper colour diversity. And better to have a proper dashboard. I recommend you all to interview a buyer as well to get their user perspective as well.

---Reaching the end of the questionnaire-----

Interviewer: Thank you for your valuable responses. Thank you for the courtesy you extended to us during the interview. All your suggestions and feedback will be seriously considered and adequately implemented.

Seller: Hope I answered all your questions and thanks for having me.

---End---

Script 02 - Buyer Interview Script

---Give a brief introduction about the interview---

Interviewer: Thanks for making time. As you know we're doing some research with enna.lk Mobile Application users like yourself. As you already know enna.lk is a buying and selling Mobile Application that offers so many opportunities to buy and sell a wide range of equipment all in one place. So let me tell you a little bit about this interview. We are planning to recreate enna.lk Mobile application and We would like to hear your thoughts or feedback on how we can improve your experience and it will help us come out with a great app just for you. Generally, I will be asking you to tell us about your user experience, likes and dislikes, opinions, and attitudes on the application. I want to ask if I can record the interview. Does that sound OK to you, and do you have any questions before we proceed?

Interviewer: How did you find out about enna.lk?

Buyer: From a friend

Interviewer: Can you give me a summary of your purpose for using this application?

Buyer: I used this application to buy a new Bicycle. And now I use this on daily basis as well.

Interviewer: What are some of the solutions you tried before finding of enna.lk and what are the shortcoming with those alternatives?

Buyer: Other buying and selling app & website

Interviewer: How long have you used this product and how often do you use the app?

Buyer: Approximately for about six months

Interviewer: Can you share with us your onboarding experience including user registration and user login?

Buyer: My onboarding experience was not good at all.

Interviewer: Are you happy about the Login or Registration User Interface?

Buyer: User Friendliness of interface is lower when compared with other applications. It's better if you can increase user-friendliness.

Interviewer: How satisfied are you with the user dashboard and functions related to that? Did you find it efficient or not?

Buyer: I am not satisfied with that. Seems like everything is compacted. So it took me time to understand the functions.

Interviewer: Did you edit your user details. If so, how satisfied are you with the functionalities and edit profile user interface?

Buyer: Yes I tried. It's a bit confusing because account details and password change interface are all on one page.

Interviewer: How successful or unsuccessful do you about the Interface to view all Advertisements?

Buyer: It's fine but user-friendliness is pretty low. Fonts are comparatively small in size. And the interface title was also unclear.

Interviewer: When you select an Advertisement you will be navigated to the Detailed view of the Advertisement. Do you think it's informative enough? And any suggestion on improving the interface?

Buyer: It was fine but I felt that it's not informative enough.

Interviewer: We are planning on recreating this Advertisement Categories interface. Any suggestions on that?

Buyer: It's better if you can improve the user-friendliness and the design.

Interviewer: Have you ever forgotten your password and if so, can you give us an estimation for how long resetting the password took?

Buyer: Yes I usually forget the password and the password resetting took like 5 min which is a comparatively higher amount of time because I had to identify the password pattern on my own.

Interviewer: Contact Us and Privacy Policy Interfaces gives information on the company and the policies related to that. Did you find them informative enough?

Buyer: I didn't go through much. But it's better if you can improve the attractiveness and the amount of information which is given there.

Interviewer: What aspect of the application were you most satisfied by? (User Experience, Installation or First Use Experience, Quality, Interfaces, Customer Service, Other)

Buyer: With the design and the lack of user friendliness of the application I can't state that I am satisfied with the application. My understanding is you have to redesign the entire application from the scratch.

Interviewer: What disappointed you most about the application?

Buyer: Lack of User Friendliness is what disappoints me the most.

Interviewer: Is there any features would you like to see in the upcoming updates?

Buyer: There's no feature which I wished was there. But what my suggestion is it's better to improve the existing functions rather than adding anything new.

Task Scenario 1

---Explain the task scenario---

Interviewer: We are done with the questions. Before winding up I am going to do a small activity with you. Let me explain the task scenario first. "Think you want to edit your user profile details. Go to enna.lk App and You can add sample data and do some minor changes" I will not be giving clues or describe the steps as you must do this on your own. When the allocated time is over you can share your experience with us to know whether it went as you expected. Does that sound OK?

---These questions will be asked when the user completed the given task. ---

Interviewer: Overall, how easy, or difficult did you find this task?

Buyer: As I've mentioned earlier I faced the same issue in changing the user details as both the user profile update form and password resetting form are on the same page.

Interviewer: Is there any suggestions to improve the user experience?

Buyer: It's better if you can have separate interfaces for the user profile edit and the password reset.

Task Scenario 2

Interviewer: We have one more activity to do with you. "Let's say you want to find a vehicle to buy from your area. Go to enna.lk Mobile App and find an Advertisement that suits you". Again I will not be giving clues or describe the steps as you must do this on your own. When the allocated time is over you can share your experience with us to know whether it went as you expected.

---These questions will be asked when the user completed the given task. ---

Interviewer: Overall, how easy, or difficult did you find this task?

Buyer: That's not that difficult.

Interviewer: Is there any suggestions to improve the user experience?

Buyer: That function you can leave it as it is.

---Reaching the end of the questionnaire-----

Interviewer: Thank you for your valuable responses. Thank you for the courtesy you extended to us during the interview. All your suggestions and feedback will be seriously considered and adequately implemented.

---End---

Video recording

The video recording contains the recorded interview done with users from the Buyers and Sellers categories. These selected users are real clients who have used this enna.lk mobile application. The Zoom technology was used to conduct a face-to-face interview, which was simultaneously recorded. All of the functionalities and user interfaces that will be covered when recreating the application are discussed in the video recording.

Link to the Recording:

<https://web.microsoftstream.com/video/e216d752-2bd0-47b0-bade-e7f5bd63af0a>

Questionnaire

We began by conducting research and selecting users who had previously used the enna.lk Mobile Application. Only those users who were chosen received the questionnaire. Buyer's questions and Seller's questions are the two parts of the questionnaire. The user is guided to the Questions that are relevant to them based on their User Type (which is given as question 1).

User Research Questionnaire

We're Y3S2 Software Engineering Undergraduates at Sri Lanka Institute of Information Technology currently working on re-creating the enna.lk Mobile application that'll help online buying and selling for both existing and potential customers. Please take out a few moments to complete the survey below to help us come out with a great app just for you. We would like to hear your thoughts or feedback on how we can improve your experience!

*** Required**

1. What Is your User Type? *

Mark only one oval.

- | | | |
|-----------------------|--------|----------------------------|
| <input type="radio"/> | Seller | <i>Skip to question 2</i> |
| <input type="radio"/> | Buyer | <i>Skip to question 27</i> |

Seller Questionnaire

2. 1)How did you find out about enna.lk? *

Mark only one oval.

- | | |
|-----------------------|---------------|
| <input type="radio"/> | Play Store |
| <input type="radio"/> | From a Friend |
| <input type="radio"/> | Other: _____ |

3. 2)How long have you used this product? *

Mark only one oval.

- | | |
|-----------------------|------------------|
| <input type="radio"/> | 1 month |
| <input type="radio"/> | less than 1 year |
| <input type="radio"/> | 1 year |
| <input type="radio"/> | more than 1 year |

4. 3)How often do you use the app? *

Mark only one oval.

- ☐ Once a week
2 to 3 times a month
☐
☐ Once a month
☐ Less than once a month
☐

5. 4)Was using the app for the first time easy? *

Mark only one oval.

- ☐ Strongly Agree
☐ Disagree Agree
☐ Strongly disagree
☐ Neither agree nor disagree

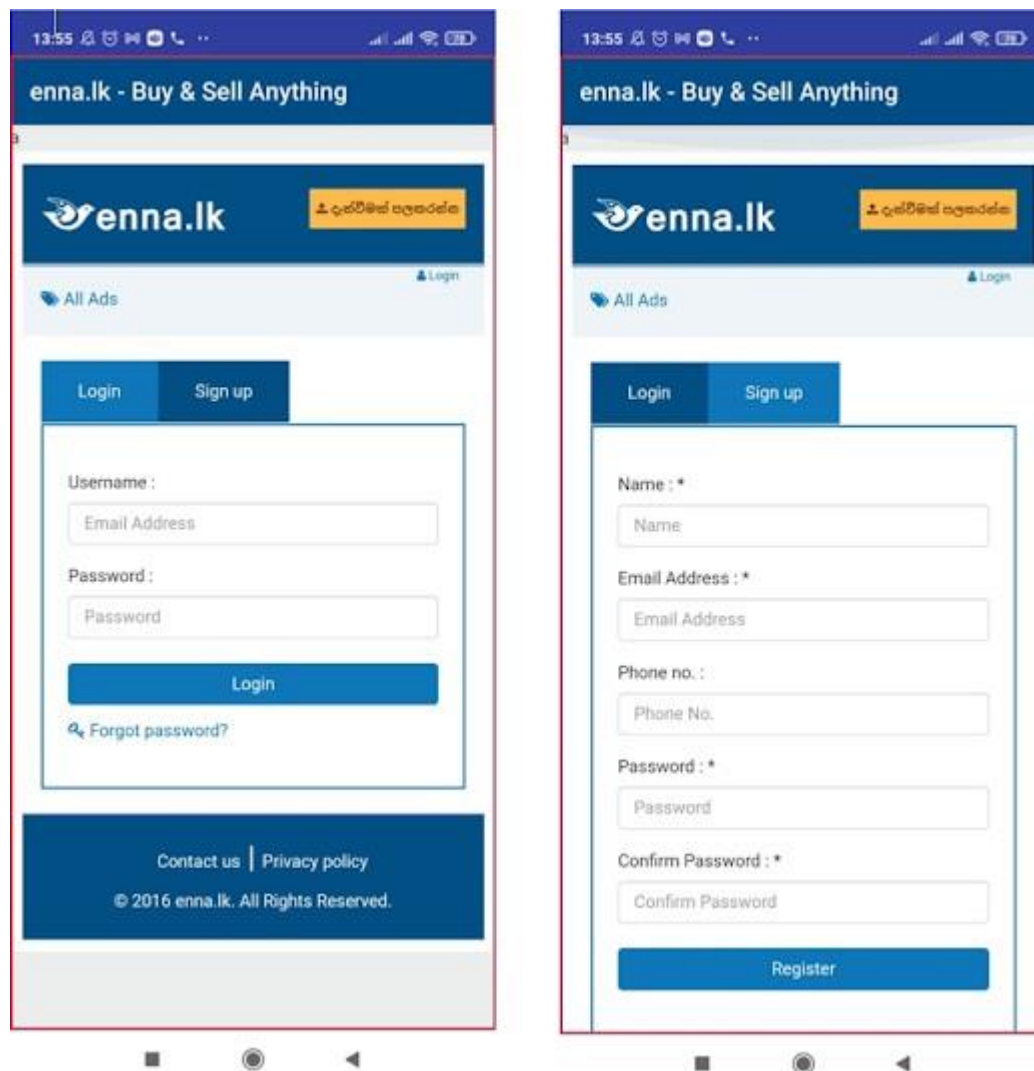
6. 5)What were your impression of the onboarding (login and registration) experience within the app? *

Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ Other: _____

7. 6)Overall, how easy, or difficult did you find this task? *

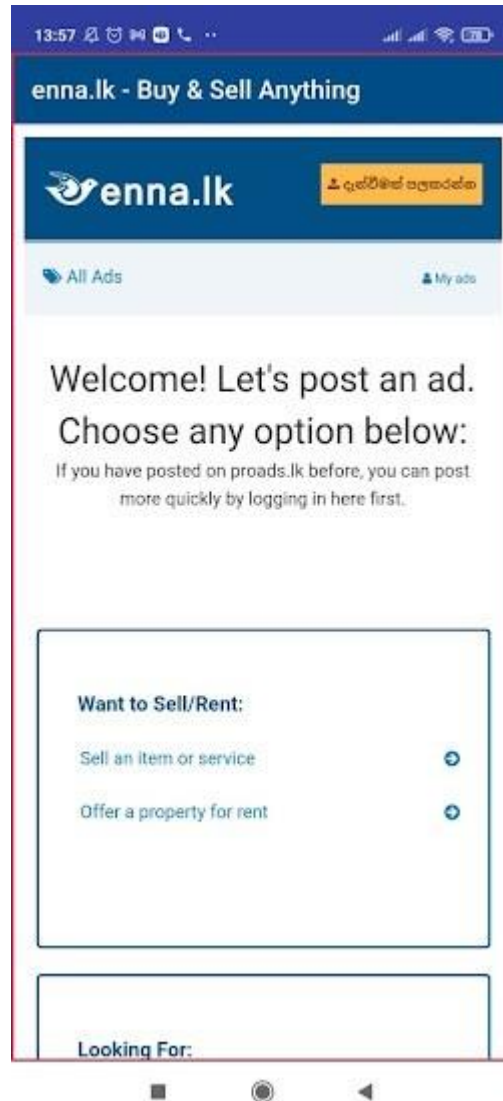
8. 7)Are you happy about the Login / Registration UI? *



Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ Other: _____

9. 8) What do you think about the User Interface for the dashboard? *



10. 9)How would you rate the usability of the User Dashboard from 1-5? *

Mark only one oval.

	1	2	3	4	5	
Extremely dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely satisfied

11. 10)How successful or unsuccessful do you feel you were at publishing an advertisement *

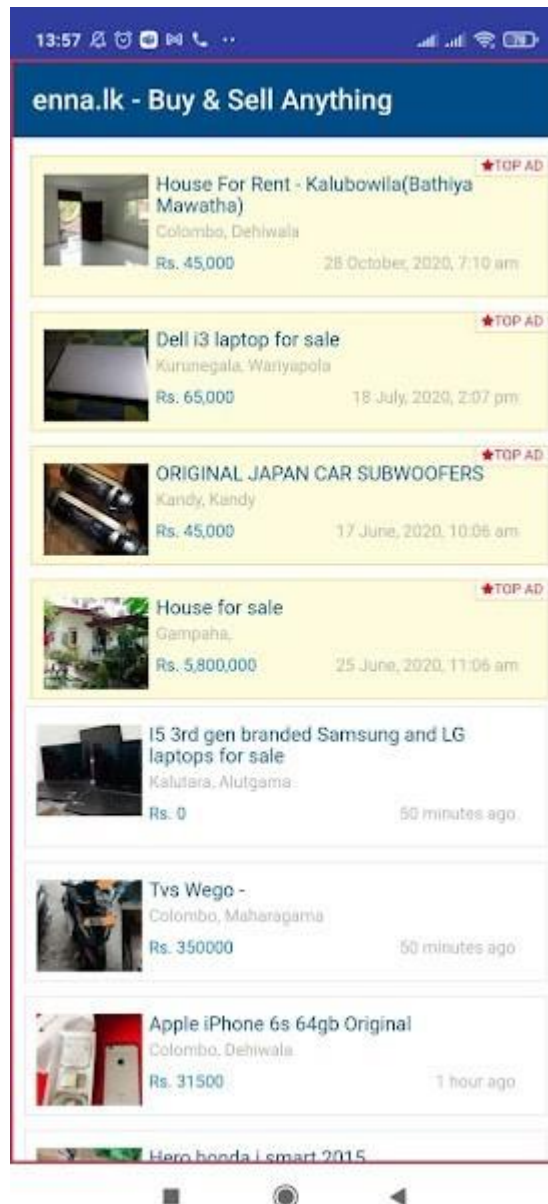
The image displays three sequential screenshots of a mobile application interface for 'enna.lk - Buy & Sell Anything'. The first screenshot shows the 'Sell an item or service' screen with options for category (Cars & Vehicles) and location (Kandy), a photo upload section, and input fields for condition, brand, and model. The second screenshot continues the form with fields for model year, transmission, body type, fuel type (Diesel, Petrol, CNG, or Other), engine capacity, and mileage. The third screenshot shows the final section with fields for price (negotiable), description, and user contact details (Name, Phone No, Email Address), followed by a 'Post Ad' button.

12. 11)How satisfied are you with the Post Advertisement UI? *

Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

13. 12) Please rate the ongoing advertisements interface from 1-5 *



Mark only one oval.

1 2 3 4 5

Extremely dissatisfied

☐☐☐☐☐

Extremely satisfied

14. 13)what was your impression of the edit profile function? *




Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____


15. 14)Overall, how easy or difficult did you find this task? *

16.


13:56





enna.lk - Buy & Sell Anything


 enna.lk


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 All Ads

 My ads

 My ads

 Settings

 Log out

Settings

Name : *

Maleesha Suraj

Email Address : *

malisha2019@gmail.com

Phone no. :

Phone No.

Update

Change password

Old Password : *

Old Password

Mark only one oval.

- ☐ Very satisfied
☐ Somewhat satisfied
☐ Neutral
☐ Somewhat dissatisfied
☐ Very dissatisfied Other:

17. 16)Have you ever forgotten your password? *

Mark only one oval.

☐ Yes

☐ NO

18. 17)Are you happy about the interface for Forgot Password? *

13:55 100% 78%

enna.lk - Buy & Sell Anything

enna.lk

දැන්වීම් පලකරන්න

All Ads Login

Recover Your Password!

Enter the email address you used when you created the ad or account. You will receive an email with the information you need to change your password.

Email Address :

Email Address

Recover My Password

Contact us | Privacy policy

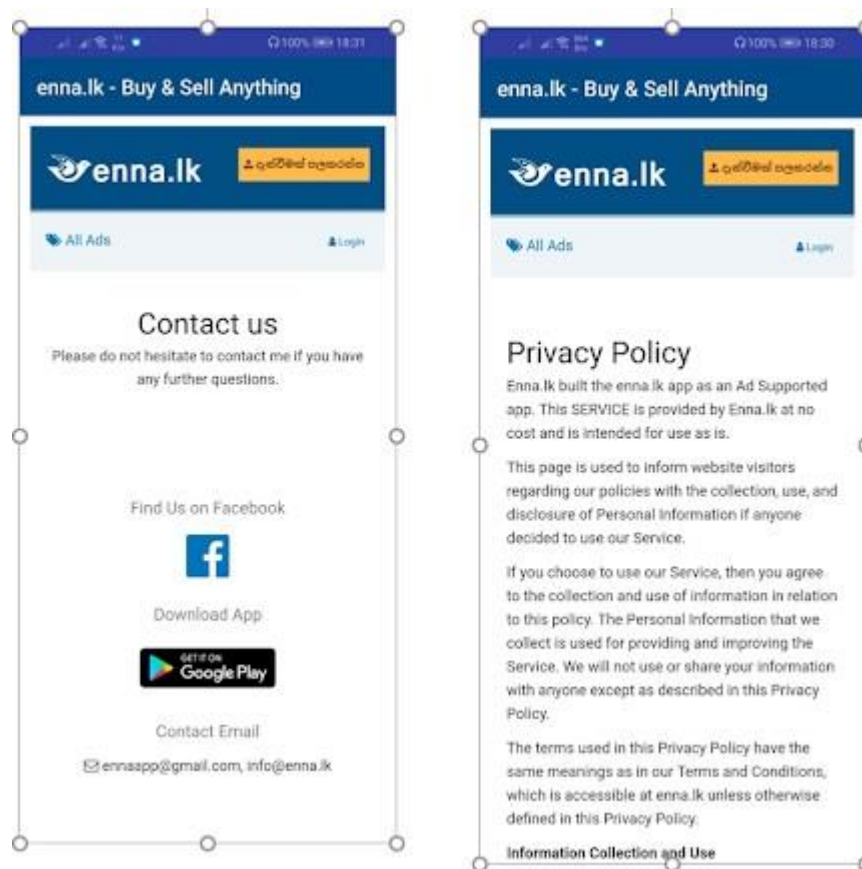
© 2016 enna.lk. All Rights Reserved.

Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

19. 18) Provide an estimation for how long resetting the password took? *

20. 19) Did you find the Contact Us and Privacy Policy Interface informative enough? *



Mark only one oval.

☐ Yes

☐ No

21. 20)How Satisfied are you with the service you received from the application? *

Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

22. 21)enna.lk made it easy for me to sell an item *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree Disagree
- ☐ Strongly disagree
- ☐ Neither agree nor disagree

23. 22)What aspect of the application were you most satisfied by? *

Mark only one oval.

- ☐ User Experience
- ☐ Installation or First Use Experience Quality
- ☐ Interfaces Customer
- ☐ Service
- ☐ Other: _____

- ☐ User Experience
- ☐ Installation or First Use Experience Quality
- ☐ Interfaces Customer
- ☐ Service Other:
- ☐
- ☐

25. 24)How likely is it that you would recommend this company to a friend or colleague? *

Mark only one oval.

- ☐ Definitely
- ☐ Probably
- ☐ Not Sure
- ☐ Probably Not
- ☐ Definitely Not

26. 25)What features would you like to see in the upcoming updates? *

Buyer Questionnaire

- ☐ Play Store
- ☐ From a Friend
- ☐ Other: _____

28. 2)How long have you used this product? *

Mark only one oval.

- ☐ 1 month
less than 1 year
- ☐ 1
year
- ☐ more than 1 year
- ☐

29. 3)How often do you use the app? *

Mark only one oval.

- ☐ Once a week
2 to 3 times a month
- ☐ Once a month
- ☐ Less than once a month
- ☐

30. 4) Was using the app for the first time easy? *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Disagree Agree
- ☐ Strongly disagree
- ☐ Neither agree nor disagree

31. 5)What were your impression of the onboarding (login and registration) experience within the app?*

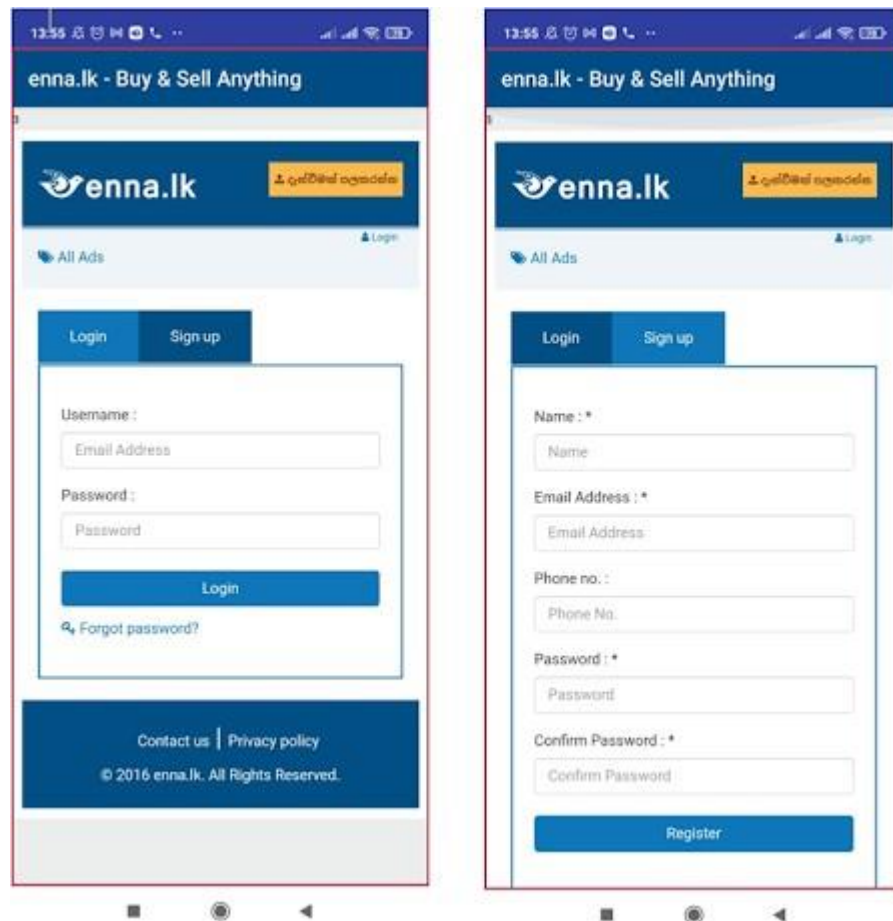
The image displays two screenshots of the enna.lk mobile application interface. The left screenshot shows the login screen, featuring a blue header with the enna.lk logo and a blue footer with contact information. The main content area has a white background with a blue 'Login' button and a 'Forgot password?' link. The right screenshot shows the registration screen, featuring a blue header with the enna.lk logo and a blue footer with contact information. The main content area has a white background with a blue 'Register' button and fields for Name, Email Address, Phone no., Password, and Confirm Password.

Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

32. 6)Overall, how easy or difficult did you find this task? *

33. 7)Are you happy about the Login / Registration UI? *



Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

34. 8) What do you think about the User Interface for the dashboard? *

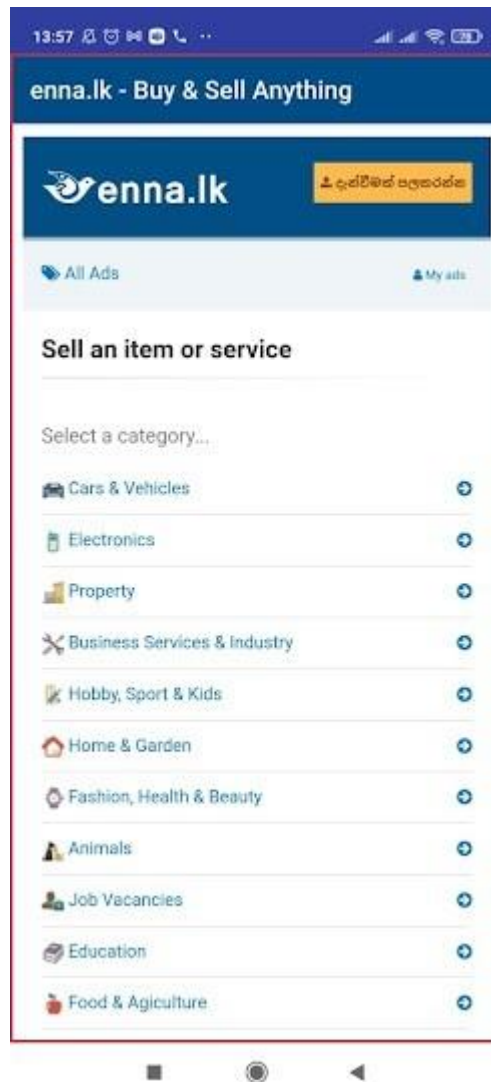


35. 9)How would you rate the usability of the User Dashboard from 1-5? *

Mark only one oval.

	1	2	3	4	5	
Extremely dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely satisfied

36. 10) Please rate the Select Advertisement by Category function from 1-5? *



Mark only one oval.

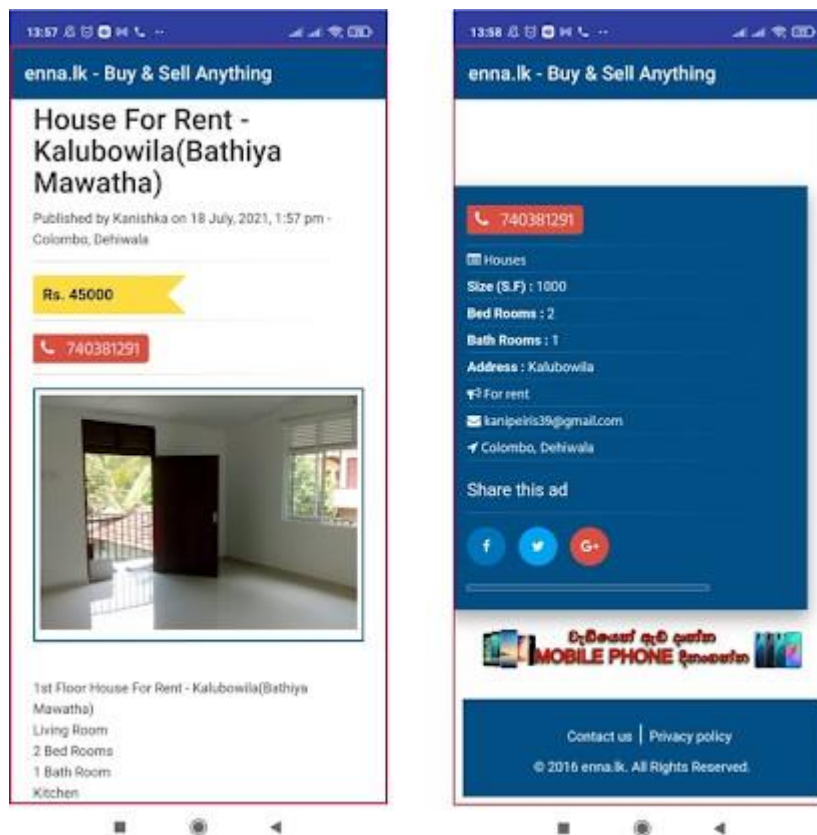
1 2 3 4 5

Extremely dissatisfied

☐☐☐☐☐

Extremely satisfied

37. 11)How satisfied are you with the Advertisements Interface *



Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

38. 12)How would you rate the User Experience in Advertisement Interface? *

Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

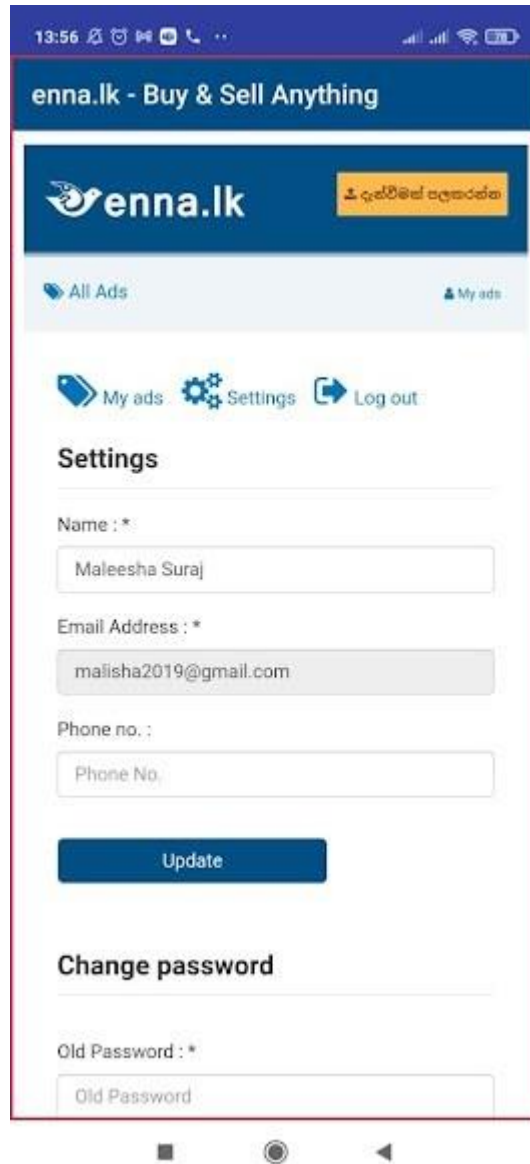
39. 13)what was your impression of the edit profile function? *

Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

40. 14)Overall, how easy or difficult did you find this task? *

41. 15)How satisfied are you with the edit profile UI? *



Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

42. 16)Have you ever forgotten your password? *




Mark only one oval.

☐ Yes


☐ No

43. 17)Are you happy about the interface for Forgot Password? *

13:55



enna.lk - Buy & Sell Anything

 enna.lk

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All Ads

Login

Recover Your Password!

Enter the email address you used when you created the ad or account. You will receive an email with the information you need to change your password.

Email Address :

Email Address

Recover My Password

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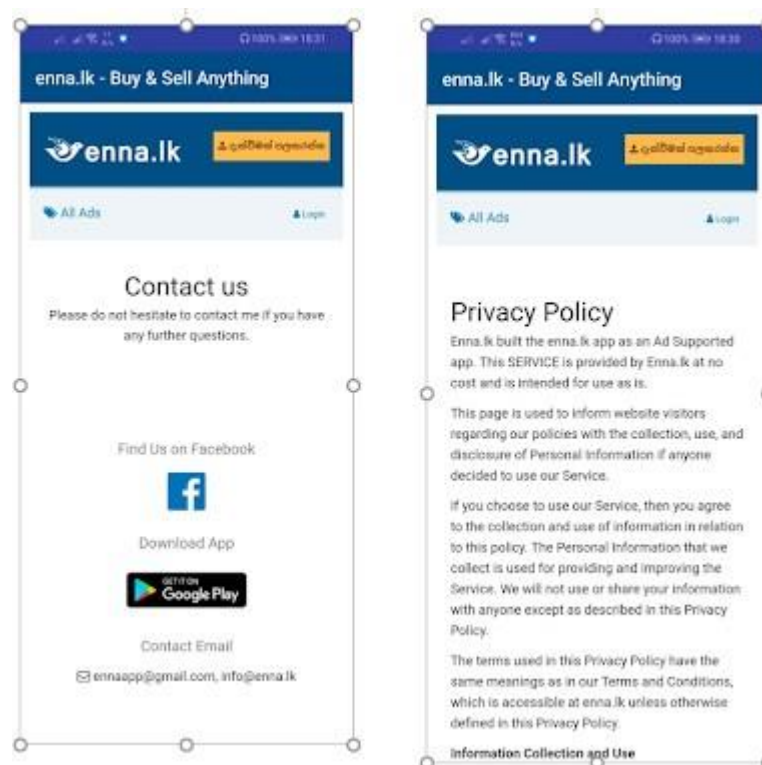
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Mark only one oval.

- ☐ Very satisfied
☐ Somewhat satisfied
☐ Neutral
☐ Somewhat dissatisfied
☐ Very dissatisfied Other:

44. 18) Provide an estimation for how long resetting the password took? *

45. 19) Did you find the Contact Us and Privacy Policy Interface informative enough? *



Mark only one oval.

☐ Yes

☐ No

46. 20)How Satisfied are you with the service you received from the application? *

Mark only one oval.

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied Other:
- ☐ _____

47. 21)enna.lk made it easy for me to buy an item *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree Disagree
- ☐ Strongly disagree
- ☐ Neither agree nor disagree

48. 22)What aspect of the application were you most satisfied by? *

Mark only one oval.

- ☐ User Experience
- ☐ Installation or First Use Experience Quality
- ☐ Interfaces Customer
- ☐ Service
- ☐ Other: _____

49. 23) What disappointed you most about the application? *

Mark only one oval.

- ☐ User Experience
☐ Installation or First Use Experience Quality
☐ Interfaces Customer
☐ Service Other:
☐ _____
☐ _____

50. 24)How likely is it that you would recommend this company to a friend or colleague? *

Mark only one oval.

- ☐ Definitely
☐ Probably
☐ Not Sure
☐ Probably Not
☐ Definitely Not

51. 25)What features would you like to see in the upcoming updates? *

Participant Profiles

<<This is where you include information about your test participants and ensure that they match the user personas of the product you will be testing.

Note: in most cases participants will remain anonymous, so ensure that you do not include any names or personal information.>>

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

Name	Demography	Location, Date and Time
Pasindu Dilhara	Sex: Male Age : 23 Occupation: Self Employed	Zoom Meeting 2021-08-17 03.00 P.M
Jagath Sirisena	Sex : Male Age: 36 Occupation: Hardware Owner	Zoom Meeting 2021-08-17 04.30 P.M
Nimali Poornima	Sex : Female Age: 26-30 Occupation : Teacher	Zoom Meeting 2021-08-17 10.30 A.M
Janaka Kumara	Sex:Male Age : 28 Occupation : Accountant	Zoom Meeting 2021-08-17 01.30 P.M

User Research – Tasks/Scenarios

- To observe participants, you need to give them something to do. These assignments are frequently referred to as tasks.
- Rather than simply ordering test users to "do X" with no explanation, it's better to situate the request within a short scenario that sets the stage for the action and provides a bit of explanation and context for why the user is "doing X."
- Create suitable Tasks/Scenarios. This should cover all functions and UIs selected by all 04 members.

<<Before you start testing, explain what you are going to be doing and put your participants at ease.>>
 <<When writing your task instructions, be sure not to use any leading words and/or give away your target
 >> If you see the user struggling, do not help them reach your target, but ask why and what they are struggling with. If they do not find the target, move on. The probes can be used when/if the user is not verbal, but try to let them relax and share exactly what they're thinking.>>

No.	Task Instruction	Target	Probes
1	Think you want to post a Vehicle Advertisement. Go to enna.lk Mobile App and post your advertisement with sample data. You don't have to add Actual data. After posting the advertisement you can edit data through the relevant interface.	To get an understanding of what the user thinks about the following functions and interfaces. <ul style="list-style-type: none"> • Post Advertisement Function • Post Advertisement Interface • Edit Advertisement function • Edit Advertisement Interface 	<ul style="list-style-type: none"> • I will not be giving clues or describe the steps as you must do this on your own. When the allocated time is over you can share your experience with us to know whether it went as you expected. • Overall, how easy, or difficult did you find this task? • Is there any suggestions to improve the user experience?
2	Think you want to edit your user profile details. Go to enna.lk App and	To get an understanding of what the user thinks about the following functions and interfaces.	<ul style="list-style-type: none"> • I will not be giving clues or describe the steps as you must do this on

	You can add sample data and do some minor changes	<ul style="list-style-type: none"> Edit Profile Interface Edit Profile Function 	<p>your own. When the allocated time is over you can share your experience with us to know whether it went as you expected.</p> <ul style="list-style-type: none"> Overall, how easy, or difficult did you find this task? Is there any suggestions to improve the user experience?
3	Let's say you want to find a vehicle to buy from your area. Go to enna.lk Mobile App and find an Advertisement that suits you	<p>To get an understanding of what the user thinks about the following functions and interfaces.</p> <ul style="list-style-type: none"> View Advertisement Function View Advertisement interface View Category Interface View Category function 	<ul style="list-style-type: none"> I will not be giving clues or describe the steps as you must do this on your own. When the allocated time is over you can share your experience with us to know whether it went as you expected. Overall, how easy, or difficult did you find this task? Is there any suggestions to improve the user experience?

Plan for Data analysis

<<Interviews>>

The interview was conducted through Zoom Technology and it was a structured interview where pre-prepared questions were asked from the users. This interview covered all the interfaces and functions that will be recreated by us.

<<Qualitative or quantitative collected data>>

Through the interview, so much qualitative data was gathered. The responses given by the users are given under the script and to get a detailed view of this you can refer to the interview recording given under the methodology. Feedbacks, Suggestions and the responses given by the user is considered as the qualitative data here.

<<Detail analysis plan>>

Here is the Data Analysis Plan and the potential solutions for those.

Problem	Example	Potential Solution
1. Couldn't register without any difficulties	<p>INTERVIEWER:</p> <p>my next question is are you happy about this blogging and registration user interface? What do you think about that?</p> <p>PARTICIPANT:</p> <p>When I create an account in that process, I wanted to enter my passwords. I tried a couple of times, but it did not work. Later on, I figured out that they had criteria. The primary criteria why I had to include uppercase one lowercase, one characteristic, and a number. So it took me about 20.</p>	Provide form hints for the signup form.
2. Couldn't find an account update couldn't perform the task without any difficulties	<p>INTERVIEWER:</p> <p>Did you edit your user details?</p>	Provide form hint and easy way to navigate to user update interface

	<p>PARTICIPANT:</p> <p>Yeah! I actually did edit my user account but also I actually had to face a password problem and also I had to search everywhere to find a user update interface</p>	
<p>3. Should fill the long-form to add a new item to sell</p>	<p>INTERVIEWER:</p> <p>how successful or unsuccessful do you feel you are publishing an advertisement and how satisfied are you with the false advertisement interface?</p> <p>PARTICIPANT:</p> <p>The interface is not satisfied enough, and also should fill the long-form to add a new item to sell</p>	<p>Provide user-friendly interface and give divided form to get input for the new item</p>
<p>4. Didn't provide enough information about ongoing selling advertisement and didn't have the user-friendly interface</p>	<p>INTERVIEWER:</p> <p>So can you share your experience with the ongoing advertisement interface and the functions related to that?</p> <p>PARTICIPANT:</p> <p>It is boring and doesn't have a user-friendly interface and different buttons for different tasks like update and delete. And also didn't provide enough information about our selling item.</p>	<p>Provide detailed information about ongoing advertisement and should provide buttons for delete and update and certain task</p>
<p>5. Didn't have enough information about</p>	<p>INTERVIEWER:</p>	<p>Should provide detailed privacy policies interface and</p>

privacy policies and couldn't contact the service provider	<p>we have another more as contact us and privacy policy interfaces give you information on the company and the policies related to that. So did you find them informative enough?</p> <p>PARTICIPANT:</p> <p>Actually. Those interfaces aren't detailed enough for sellers. And also when I try to contact the service provider I didn't direct to their page or the email. So I couldn't have to contact them</p>	provide functional contact us interface
6. Users didn't satisfy using this application	<p>INTERVIEWER:</p> <p>So what aspect of the application was you satisfied most come?</p> <p>PARTICIPANT:</p> <p>Actually. When I using this application I feel a lot of difficulties and also there is nothing to say as satisfied. As an example, this app should be attractive to users In here I didn't see anything to say as attractive. In here everything is boring</p>	Should provide attractive user-friendly interfaces to attract more and more users
7. Confuse during when Change did password and account update function	<p>INTERVIEWER:</p> <p>Sir, did you update your account details?</p>	Should provide a different interface and should give more informative details about functions.

	<p>PARTICIPANT:</p> <p>Yeah, I try to update account details. When that moment I face some confusion because of change password details and account update details all update in the same interface</p>	
8. Couldn't get the idea about ongoing advertisement easily	<p>INTERVIEWER:</p> <p>So, what are you think about the ongoing advertisement interface?</p> <p>PARTICIPANT:</p> <p>It's not a user-friendly interface. because when I use this application first time I could have to get an idea about the advertisement because of low font size and not detailed pieces of information.</p>	Should provide detailed ongoing advertisement interface and make that interface as user friendly
9. Get more time to reset password	<p>INTERVIEWER:</p> <p>Do you ever reset your password in this application? What are you think about that function?</p> <p>PARTICIPANT:</p> <p>Yes. I always forgot my password. So I usually reset my password. When I reset the password it takes more than 5 minutes. I think this application takes more time to reset password other than other application</p>	Should provide an easy and quick way to reset passwords and password allocated functions

<<Video recordings>>

The video recording was conducted via Zoom Technology to hold a one-on-one discussion in-depth about what the participant thinks about the application. This is a Structured Interview where pre-prepared questions will be asked from the client based on the functions and the interfaces that we will be recreating.

<<Qualitative or quantitative collected data>>

Problem	Time	Facial Expression/Behavior
Interface design of login and signup	Time : 02.49	Facial Expression
User-friendliness of dashboard	Time : 4.28	Facial Expression
Form is too long	Time 6.54	Facial Expression
Interface design of ongoing advertisement	Time 7.57	Facial Expression
Alignment of buttons in on going advertisement interface	Time 8.51	Facial Expression
Font sizes	Time 10:58	Facial Expression
Over all satisfaction	Time 11.31	Facial Expression
Multiple functions in same interface.	Time 24.40	

<<Detail analysis plan>>

Based on the collected data the relevant functions and interfaces will be recreated based on the Customer expectation.

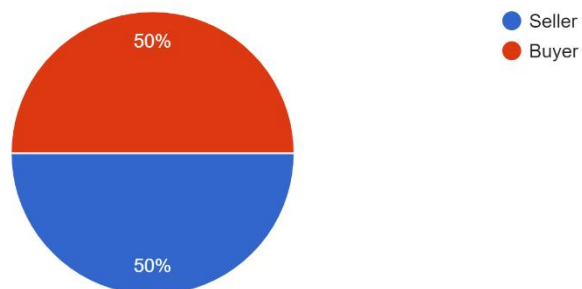
Questionnaires

Many of us are familiar with questionnaire surveys in the form of political polls and marketing surveys usually delivered by telephone and invariably at inconvenient times. We also use questionnaires to gather information for our application using google Forms. After that, we divided among enna.lk application user. We provide two types to questionnaire according to user type as buyer and seller. We gave 22 questions for every participant to provide answers. Each question covers every function in the application, and they should fill every question to take the next question. After collecting answers from users, we analyze their responses individually and collectively. Then we use those questionnaires and answers to take the idea about user's difficulties and use those to develop and redesign applications without those difficulties. In below we also added some pie chart about questionnaires. For provide overall idea.

<<Qualitative or quantitative collected data>>

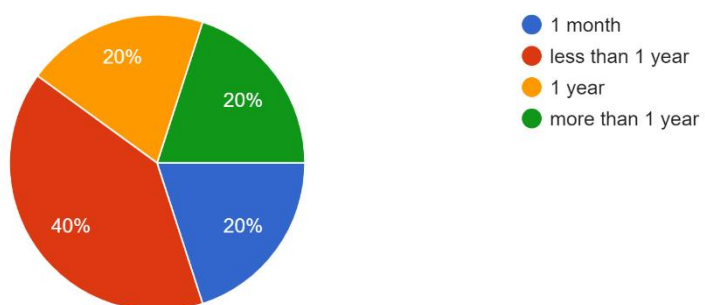
What Is your User Type?

10 responses



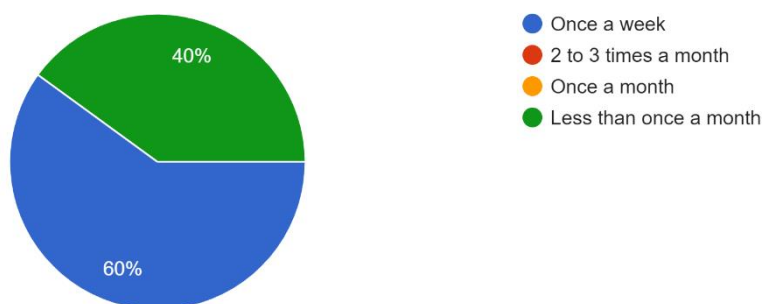
2)How long have you used this product?

5 responses



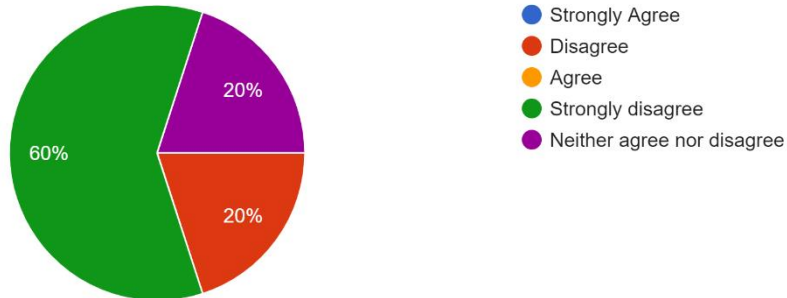
3)How often do you use the app?

5 responses



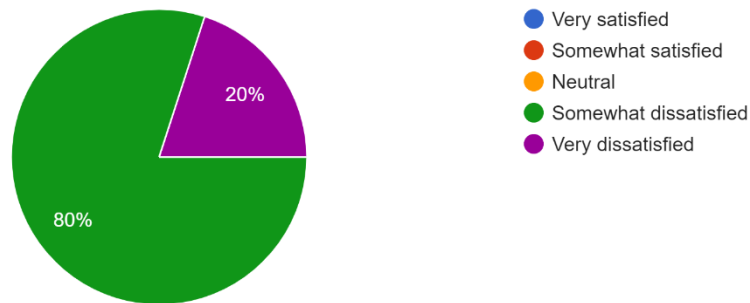
4)Was using the app for the first time easy?

5 responses



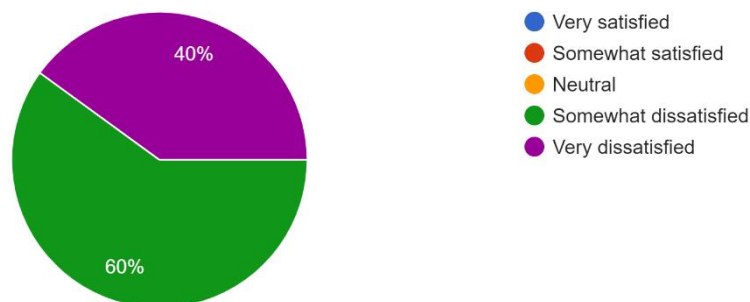
5)What were your impression of the onboarding (login and registration) experience within the app?

5 responses



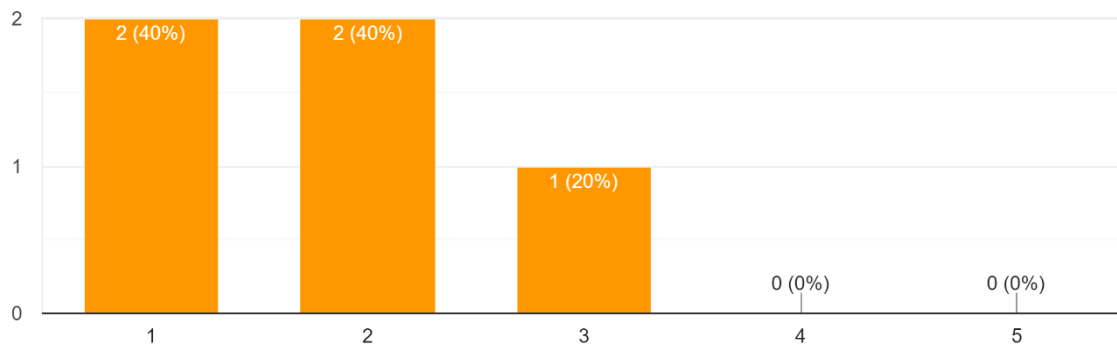
7)Are you happy about the Login / Registration UI?

5 responses



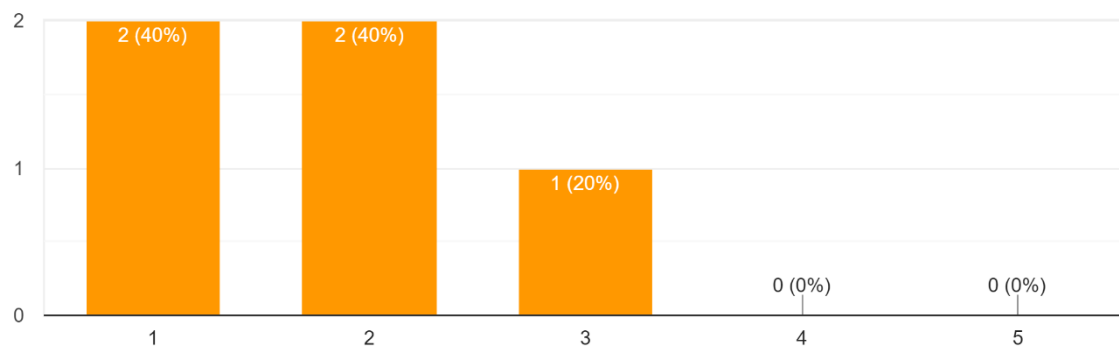
9)How would you rate the usability of the User Dashboard from 1-5?

5 responses



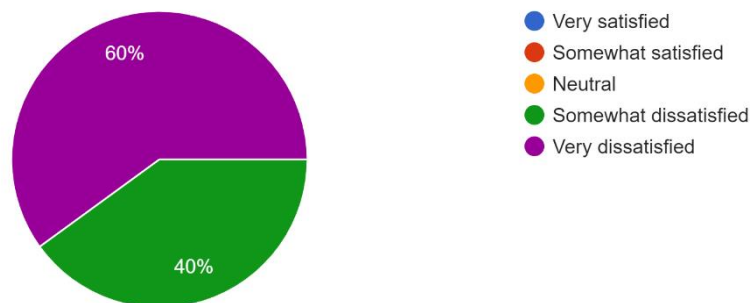
9)How would you rate the usability of the User Dashboard from 1-5?

5 responses



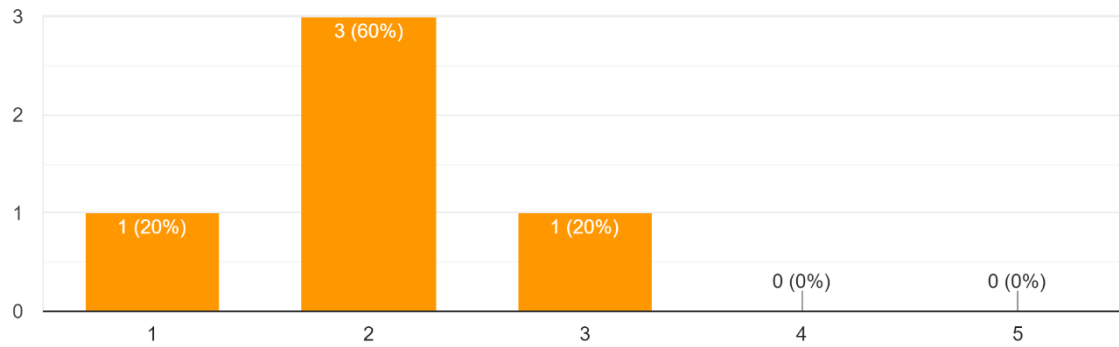
11)How satisfied are you with the Post Advertisement UI?

5 responses



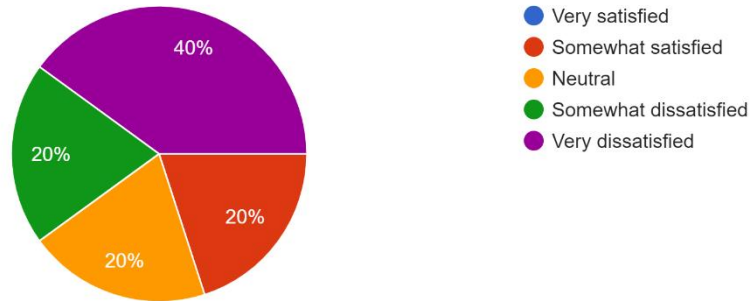
12) Please rate the ongoing advertisements interface from 1-5

5 responses



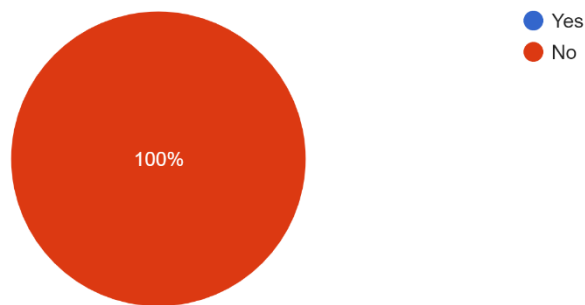
13)what was your impression of the edit profile function?

5 responses



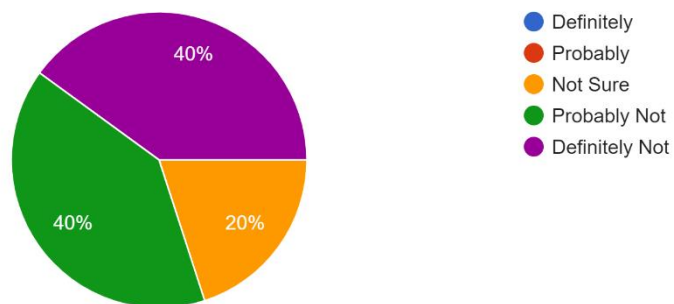
19)Did you find the Contact Us and Privacy Policy Interface informative enough?

5 responses



24)How likely is it that you would recommend this company to a friend or colleague?

5 responses



25)What features would you like to see in the upcoming updates?

5 responses

Please recreate the application from the beginning. The interfaces should definitely be chnaged

More user friendly interfaces

Don't make lengthy forms.

Attractive interface

Should improve user interface

8) What do you think about the User Interface for the dashboard?

5 responses

This does not looks like a user dashboard at all

Dashboard interface should be more user friendly.

Not user friendly

Too simple and not attractive at all

Dashboard should be user-friendly one

<<Detail analysis plan>>

Here is the Data Analysis Plan and the potential solutions for those.

Problem	Example	Potential Solution
1. What do you think about the User Interface for the dashboard?	<p>8) What do you think about the User Interface for the dashboard?</p> <p>5 responses</p> <p>This does not looks like a user dashboard at all</p> <p>Dashboard interface should be more user friendly.</p> <p>Not user friendly</p> <p>Too simple and not attractive at all</p> <p>Dashboard should be user-friendly one</p>	Should implement a proper Dashboard with more user-friendly features.

<p>2. How successful or unsuccessful do you feel you were at publishing an advertisement</p>	<p>10)How successful or unsuccessful do you feel you were at publishing an advertisement</p> <p>5 responses</p> <ul style="list-style-type: none"> Took a-lot of time to publish an advertisement Very unsuccessful Form is too long It was somewhat okay It is to boring to fill this kind of forms 	<p>Post Advertisement Form should be broken down into small parts and make simple enough that every user can easily post an advertisement.</p>
<p>3. Provide an estimation for how long resetting the password took?</p>	<p>18)Provide an estimation for how long resetting the password took?</p> <p>5 responses</p> <ul style="list-style-type: none"> It took few minutes About 5 minutes Few seconds Took about 5 to 10 mins more that 3 min 	<p>Should make the resetting password function more efficient and reduce the time that a user has to spend on that.</p>
<p>4. What features would you like to see in the upcoming updates?</p>	<p>25)What features would you like to see in the upcoming updates?</p> <p>5 responses</p> <ul style="list-style-type: none"> Please recreate the application from the beginning. The interfaces should definitely be changed More user friendly interfaces Don't make lengthy forms. Attractive interface Should improve user interface 	<p>Should remove lengthy forms and make attractive interfaces with more user-friendly features.</p>