

User Research Plan

WIREFRAMES

2021S2_REG_WE_03

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Introduction

As the UEE module project, we are focused to re-design and implement an existing mobile application. Throughout this project scope, the main center of attention is to introduce an UI/UX rich mobile application to the end-users. In order to have this project scope well-defined, user testing is a must.

As this project wrapped around delivering an UI/UX rich aim, we have to gather information regarding, what are the user experience at the moment and what needs to be implemented in order to achieve high UI/UX. By conducting this usability testing, we are expecting to have a detailed view of the features that the users are expecting from the mobile application. Since we are planned to re-implement a food ordering application (Pizza hut SL), users may have variety of issues regarding the application. Therefore, we conducted the user research testing via 2 means.

1. Conducting interview
2. Questionnaire

In conclusion, the expectation is to have a featured list of new solutions to the current issues with the application regarding its UI/UX. These solutions will be used to implement new features, modify current features and deliver better UI/UX rich application to the end-users.

Test Objectives

Main objective of the testing is to identify the issues which are currently having with the application and to identify what sort of solution that we can introduce in order to minimize or remove them.

The testing procedure has divided into 2 main categories to fulfill the requirement gathering of the testing.

- From the interview, we are expected to gather the real time issues that may arise when using the application. To achieve this aim, the test cases/interview will be created as actioned based. For an example, through the interview, user will be asked to navigate to different interfaces and do a task. From these actions, the usability testing will be conduct.
- Via the questionnaire we will be expecting to gather feature-based UI/UX issues that we have identified after examining the interfaces of the application. Through this form, user will be asked single choice, multi choice answers to answer.

Methodology

The user research will be conducting as 2 main parts.

1. Online interview
2. Online questionnaire

The online interview is scheduled and was conducted via online platform (ZOOM). For this user research, 2 personals will be incorporated, and they will be selected according to the job title.

For this user research, we will be selecting an undergraduate, and a senior software engineer.

Because of the pandemic situation, all the interviews will be conducting as Zoom meetings. Therefore, the location of the meetings will be considered as "remote". All the interviews will be structured interviews which all having a specific transcript.

The online questionnaire is also an online forum (Google forum), which will have questions covering all the interfaces of the mobile application. This forum will have open audience.

Interviewing

Interview	Question
Nethsara (Q01 – Interviewer 01):	What do you think about this home page which is displays the deals from the pizza hut? and the requiring the delivery application.
Nethsara (Q02 – Interviewer 01):	What are your thoughts about the dish category page and its menus?
Nethsara (Q03 – Interviewer 01):	There is no any search function in this application. If you have one, where would you like to have it? In which User Interface?
Nethsara (Q01 – Interviewer 02):	What is your initial opinion about the home page of this application?
Nethsara (Q02 – Interviewer 02):	What do you think about this method of menus displaying and the products displaying in the dish category page?
Mahendra (Q01 – Interviewer 01):	What is the most preferred way to choose the delivery location after placing the order? To type the delivery address in an input location or to use a map to mark the delivery location?
Mahendra (Q02 – Interviewer 01):	Have you ever seen a delivery tracking mechanism in the current pizza hut Sri Lanka application?
Mahendra (Q02- part 2 – Interviewer 01):	If we are going to implement a new delivery tracking mechanism for the current application, what is your idea about it?
Mahendra (Q01 – Interviewer 02):	If we are going to implement a new delivery tracking mechanism for the app, what is your preferred way of getting the status of your order? Is it good to have notifications from time to time from the app or is it good to update the status of your order on a separate screen?
Mahendra (Q02 – Interviewer 02):	The current application navigates to a different URL in the browser, in order to make payments, what is your experience in this scenario, and what are your ideas about the current payment system?
Uditha (Q01 – Interview 01)	What do you think about current registration process? Is it too complex or require unnecessary details?
Uditha (Q02 – Interview 01)	Except pizza hut Sri Lanka account, is there any other login options you preferred?
Uditha (Q03 – Interview 01)	What do you think about account verification process? Did you able to verify your account without any issue?
Uditha (Q01 – Interview 02)	What do you think about adding an option to view your previous orders in profile page?
Uditha (Q02 – Interview 02)	How do you like to rate the delivery and product quality? A text input, a rating bar or both options?

Akila (Q01 – Interview 01)	Product page does not have any sort of navigation. It does not have ant backward navigation. What do you think about implementing a navigation pane in the product page, if so, where it would be implemented?
Akila (Q02 – Interview 01)	How easy to access the shopping cart from other pages?
Akila (Q03 – Interview 01)	Do you think is it okay to have a form like structure as a contact us form or? Do you have any idea to implement new feature?
Akila (Q01 – Interview 02)	What do you think about menu accessibility from the product page?
Akila (Q02 – Interview 02)	Do you think, the shopping cart has enough information regarding the order? If it is not, any suggestions to implement?
Akila (Q03 – Interview 02)	If we are suggesting implementing a new real time chat feature to the application as contact us, what do you think?

Video recording

By considering the prevailing situation in the country and the convenience of the interviewees, it was decided to conduct the interviews through online meetings. Zoom platform is chosen as the video conferencing platform by considering the convenience of the interviewees.

In choosing the interviewees for the interview it is mainly considered about the user roles that they have assigned in personas. With having that intention, it was chosen an Undergraduate and a Software engineer for this interview as interviewees. Other than the above quality, having a prior experience of using the pizza hut Sri Lanka app is considered as another quality in choosing interviewees.

Prior to the interview, each member of the team was prepared the questions that are going to ask in the interview. Each member of the team were prepared two or more questions to ask each interviewee regarding his part in the application. It was decided to ask some extra questions regardless of the questions prepared previously based on the answers that are providing to the questions.

Further interviewees were provided some materials such as screenshots in order to get a proper understanding of the questions that the interviewers were asking.

Interviewees were informed of the time and date previously in order to manage the time properly. At the time of interviewing, the interviewers were noted down the special data that were raised in the interview, and at the end, these collected data were further processed in order to get a clear idea about the functions that we are going to implement in the app.

Link for the Video recording: <https://web.microsoftstream.com/video/8ba9fd0f-2230-4a1d-a95c-2ce60142090d>

Questionnaire

In order to collect data regarding the user experience and user-friendliness of the current Pizza Hut Sri Lanka application, it was designed a questionnaire with nine questions. These questions include single answer questions, multiple answer questions, and questions that are needed to type answers as well.

This questionnaire intends to cover all the aspects of the current application. Questions of this questionnaire are made, based on the basic pain points that are identified in the primary phases of user research. Further, the ideas that are gathered in the interviews are also taken into consideration in creating the questions for this questionnaire. Apart from that the reviews that are posted in “Play Store” also provided some ideas in order to create questions that are most relevant to the questions currently the application has.

Questions of this questionnaire can be categorized into four major categories. They are,

- General Questions
- Questions about Payment system
- Questions about Registering and Login mechanism
- Questions related to Delivery system.

Questions at the top of the questionnaire help to get a brief idea about the participant’s interactions with the app. Then it will gather the information more specific to other functionalities. (Questionnaire is attached in appendix).

Finally, this questionnaire was distributed among the selected categories of users. Mainly this questionnaire was distributed among university students, office workers, and people that are had some experience in using the application.

The collected data was further refined and processed statistically, in order to get a clear understanding of the functions that are already having issues and to identify the features that need to be further finetuned.

Participant Profiles

Name	Demography	Location, Date and Time
Sajani Mayadunne	Data Science Undergraduate at SLIIT	Date: 20/08/2021 Time: 8.00pm Via Zoom
Disal Peelapitiya	Senior Software Engineer	Date: 27/08/2021 Time: 8.00pm Via Zoom

User Research – Tasks/Scenarios

No.	Task Instruction	Target	Probes
01	Asked questions about the current menus of the dish category page	To prove that there is a promo menu as well in the dish category page.	User had the idea about that the promo menu is not suitable for that UI
02	Ask questions about the current delivery tracking mechanism of the application.	To prove that there is no any delivery tracking mechanism in the app.	User had previously know that there is no any delivery tracking mechanism.
03	Asked to look at the current registration page and to explain his/her personal opinion.	To prove that current registration process require unnecessary details <ul style="list-style-type: none">• Country• Country Code	User had opinion that current registration process is too complex and ask for unnecessary information.
04	Asked the user to navigate to the product page and navigate back	To prove that current flow does not have a specific backward navigation	User was unable to navigate back since there is not any navigate feature implemented. Both android and IOS users were not able to navigate back

Plan for Data analysis

Interviews

Question: What do you think about the home page of this Pizza Hut Sri Lanka application?

Analysis: This question was asked to test the user's experience with the home page and its functionality. Both of the interviewees were not happy about the delivery location requiring in the home page itself. And they were not happy about the promotions display in the home page as well.

Question: Have you ever seen a delivery tracking mechanism in the current pizza hut Sri Lanka application?

Analysis: This question was asked to test the user's experience with the app and to know the idea of the user without having a proper delivery tracking system implemented in the app. At the first sight, the interviewee showed her displeasure about without having a delivery tracking mechanism. With the voice of the interviewee, it was implied that they are keen to have a delivery mechanism in the application and she strongly suggested implementing that feature.

Question: What is the most preferred way to choose the delivery location after placing the order? To type the delivery address in an input location or to use a map to mark the delivery location?

Analysis: As it was in the questionnaire, here also the interviewee strongly suggested to implement a map to choose the delivery location instead of providing an input field to type the delivery address. Further, she was raised many questions that are arising because of this problem. One of them was, in the current application there don't have some address in the system. Therefore, it is unable to deliver its orders to some address. Thus, she thinks it will mitigate these issues by implementing a map to choose the delivery location.

Question: Do you think current registration process is too complex or require unnecessary details?

Analysis: This question was asked to get the user opinion about current registration process. After going through the registration page, interviewee identified three unnecessary details that ask in the registration.

- Title
- Country
- Country code

Interviewee opinion was since this app is for the Sri Lanka, there is no need of asking for the country and the country code.

Question: What do you think about adding an option in profile page to see your previous orders?

Analysis: As This question was asked in the interview, user suggest having that kind of section in the profile page to see their previous orders. They recommended it as a useful feature.

Question: How do you like to rate the delivery and product quality? A text input, a rating bar or both options?

Analysis: interviewee's opinion was there is no need of having both text input and rating bar for the rating system. He suggested to have a rating bar which is more user friendly according to his own opinion.

Video recordings

The video recording is used to mainly analyze the qualitative data rather than quantitative data. The main method of grasping the information of real time usage of the application is the user recording. Among those qualitative data,

- User's actual reaction to some of the interfaces when they visit them
- The possibility of doing a task on the application
- The time taken for complete a specific task by the user
- The level of understanding of a particular task by the user, if asked

Will be considered.

These data are used to resolve most of the UX related issues prevailing within the application. For an example,

Question/scenario: time taken for finish a task by the user

Analysis: if the time taken for finish the above task is relatively high; we can make it more UX positive by chunking down its functions to several sub functions.

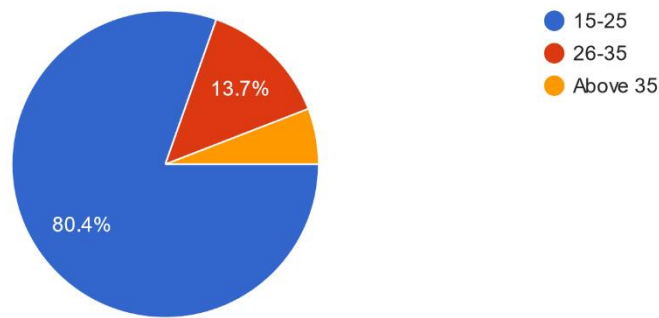
Apart from the above qualitative data, the video recording may include several binary questions (yes/no) that can be considered as quantitative data. For an example, if the user has come up with a new feature or there is a new feature to be implemented and user was asked about his opinion of implementing such, those question will have an end answer as yes/no. those questions will be taken as quantitative data and will be planned to implement such features according to the overall answers.

Questionnaires

Before gather the user's opinion about the current Pizza Hut Sri Lanka mobile application, we have decided to gather some information about the user.

What is Your Age Group

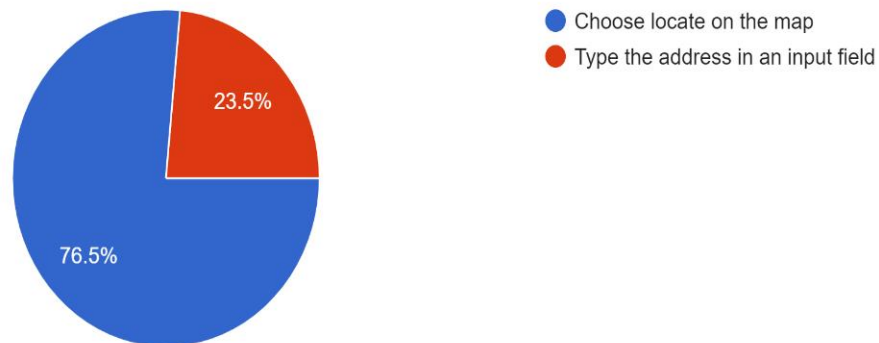
51 responses



The intention of this question was to get a rough idea about the user ages. As we can see majority (more than 80%) is in 15 to 25 years of age. Another 13.7% is in 26 to 35 of age. There was only about 6% are in 35 years or above.

What is your preferred way of choosing delivery location ?

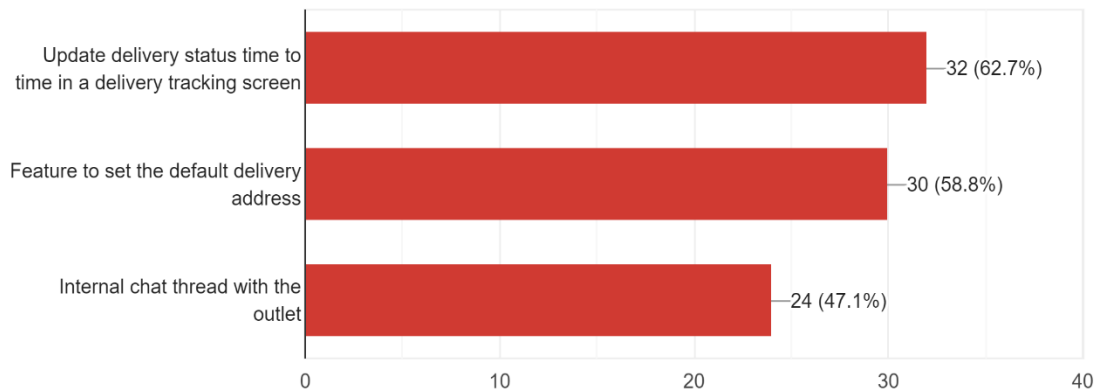
51 responses



The intention of the above question is to get an idea about users' preference about the delivery location selecting mechanism. The current application provides users an input field to enter their delivery address. Instead, there was given an option to choose the delivery location on a map rather than typing it on an input field. According to the responses gathered from different users' groups, seems most of the users are more likely to use the map instead of typing their address on an input field manually. According to the user responses finally, it was decided to implement a map in the application and provide a more convenient way to choose the delivery location in placing an order through the app.

Apart from the payment portal features what are the other additional features you may suggest?

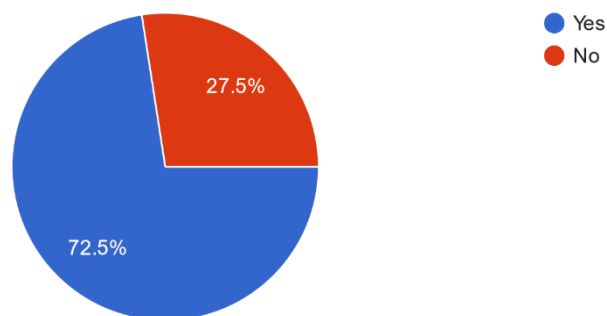
51 responses



The intention of this question is to get a basic idea about the features that users are wished to be implemented in the application in the future. Here Three options are given as suggestions and another option is also given to the responders in order to type any suggestions if they have any. Among the given suggestions, mostly requested functionality is the delivery tracking mechanism. Among 51 responders, 32 were requested to implement that feature. As a percentage, it was 62.7%. Thus, it was identified as a major feature to be developed in our implementation. Other than that, more than half of responders also suggest that implementing a feature to set the default delivery address. Also, nearly half of the responders say to implement the internal chat thread also. Other than the above conclusions that can be seen directly in studying the above chart it is also clear that most of the users are more likely to have more features in the app other than the features that they already have.

Have you ever been disrupted by unnecessary promotion ads in the app ?

51 responses

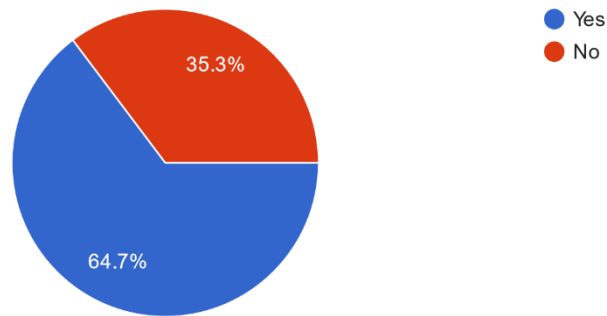


As a team, we felt that the promotions and deals displaying of the application is quite a bit more than usual. We felt that it is disrupting the customers. Since we are going to re implement this mobile application, we wanted to get the honest opinion of the customers regarding this matter. Therefore,

more than 70% of them were disrupted by the promotions and deals while they were using this application. And there are 27.5% is also saying that those promotions were not disrupting them.

Do you think registration form require too much details?

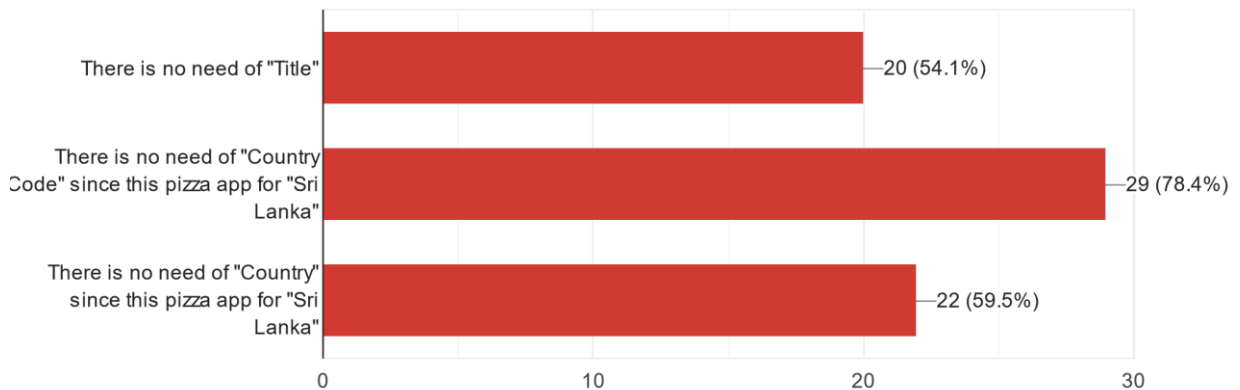
51 responses



When considering given responses for the above question, It's clear that majority of users think current registration process contains unnecessary field.

If your answer is "Yes" to the above question, the reasons would be,

37 responses



Analyzing above responses, it can identify couple of input fields that no need to have in the registration process according to user's opinion. 78.4% of them think there is no need of having **county code** field in the registration page. Also 59.5% of them think no use of having **country** field and 54.1% of them have opinion that there is no need to have **Title** input in the registration.

Appendix

Questionnaire

Pizza Hut Sri Lanka User Feedback Form.

This form is created with the intention of collecting users feedback regarding a existing application, "Pizza Hut Sri Lanka" Which is a mobile application of a leading restaurant chain. Information collected via this form will be kept strictly confidential.

* Required

1. What is Your Age Group *

Mark only one oval.

- ☐ 15-25
- ☐ 26-35
- ☐ Above 35

2. How often do you use pizza hut app ? *

Mark only one oval.

- ☐ Extremely often
- ☐ Quite often
- ☐ Moderately often
- ☐ Slightly often

3. What is your preferred payment method ? *

Mark only one oval.

- ☐ Pay by Card
☐ Cash on Delivery

4. What are the new features you may suggest to implementing in the payment portal in the pizza hut app? *

Check all that apply.

- ☐ Autofill card details function
☐ Save card detail function
☐ Refund-function

Other: ☐ _____

5. Apart from the payment portal features what are the other additional features you may suggest?

Check all that apply.

- ☐ Update delivery status time to time in a delivery tracking screen
☐ Feature to set the default delivery address
☐ Internal chat thread with the outlet

6. Do you think registration form require too much details? *

Mark only one oval.

- ☐ Yes
☐ No

7. If your answer is "Yes" to the above question, the reasons would be,

Check all that apply.

- ☐ There is no need of "Title"
- ☐ There is no need of "Country Code" since this pizza app for "Sri Lanka"
- ☐ There is no need of "Country" since this pizza app for "Sri Lanka"

Other: ☐ _____

8. What is your preferred way of choosing delivery location ? *

Mark only one oval.

- ☐ Choose locate on the map
- ☐ Type the address in an input field

9. Have you ever been disrupted by unnecessary promotion ads in the app ?

Mark only one oval.

- ☐ Yes
- ☐ No

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