

SE3050 – User Experience Engineering

Lab Sheet 4

Plan and conduct user research.

User Research Plan

Group Name : LYNX

Group ID : 2021S2_REG_WE_11

Group Details

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Introduction

We are performing a usability testing on the Event Planner App available on Play store. This is an app that is used for better management of events organized by users. Users use this app to manage details about each event. They also use it to send email invitations to event participants and get their responses. Users also use it for managing the to-do lists. This app also provides users for managing the shopping purchases made where users can set up a budget, and keep track of the purchases made for events.

We are testing the usability features of the app. How the users are finding it user friendly and also sharing their experience with the usage of the app.

To test if the app solves the problems faced by the users before they used the app, when manually handled. If so, how effectively has it solved their difficulties faced and has enhanced their lives.

We are hoping for the feedback of the users with both their good and bad experiences with the app. With the good experiences, we could find ways of enhancing this feature and follow these good practices in other features of the app. With the bad experiences and issues encountered, we could find effective ways to enhance their user friendliness, experience and also solutions for the problems they are facing when using the app.

Test Objectives

- Identify the problems faced by the users while organizing events manually
- Identify whether an event planning application can solve the problems identified by the respondents
- Identify whether the selected application overcomes their problems
- Get the feedback regarding the User interfaces and user friendliness of the application
- Identify any new features and functions that could be added to the existing app to enhance the performance

Methodology

We will be using a structured interview in order to conduct our user research. We have selected two respondents for the interview who are suitable for the persona we designed. The two respondents are

1. A University student who's the Secretary of a society where many events are organized.
2. A Wedding planner who organizes weddings frequently.

The interview will be conducted online via Microsoft Teams and the interview will be recorded with the respondents' permission.

Interviewing

Interview 1 script

Questions and answers given by the respondent for the first interview

1. How often do you organize events?

answer: Once a month

2. What factors do you consider when you organize events?

answer: No of guests, expenses, decoration and food

3. What difficulties have you faced while organizing events?

answer: Remembering the list of tasks, keep track of purchase items, managing budget is difficult, managing guest list is difficult

4. Have you used an event planning application?

answer: No

5. How do you feel about using an event planning application to simplify your tasks

answer: Might be helpful if it saves all the details required to organize an event in an application rather than noting it down on a piece of paper

6. How do you keep track of the tasks to organize an event

answer: Write down on a piece of paper, note it down on the phone

7. How do you manage the expenses made for the shopping purchases

answer: Usually write the expenses down in a bill book

8. How do you usually invite the guests attending the event

answer: Send them an invitation through post or visit them personally and invite them

Interview 2 script

Questions and answers given by the respondent for the second interview

1. Have you used an app called Event Planner to manage your events?

answer: Yes I have

2. Have you organized any events using this app? events as well

answer: Yes I have used this application to organize a couple of weddings and also some other personal events as well

3. How do you manage to organize multiple events through this app?

answer: This application is very helpful when organizing events but when it comes to handling multiple events it's a bit confusing. The UI is not easy to understand at first

4. How do you manage your expenses when it exceeds the estimated budget?

answer: I can check the total expenses through the app but it doesn't show any notification when the budget exceeds I have to check manually whether the expense cost has exceeded the budget

5. How do you manage the tasks of the events through this app?

answer: It's good to note down the tasks that need to be completed but doesn't allow me to add the deadlines for the task so that I can be notified when the deadline is near

6. How do you manage the guest list through this application?

answer: I don't use the application's guest feature to manage the guest list because it's doesn't function properly so I write it down on my memo

7. How has this application helped you to organize events?

answer: Compared to other methods of organizing events this is much more efficient and also makes it easier to remember the tasks of many events and also since it's a mobile application it can be viewed anytime and anywhere. However, the application needs more improvement

Video recording

We conducted two interviews and recorded the two interviews. We merged both the interview recordings into one video and have provided the link for the video below

<https://web.microsoftstream.com/video/ce9b93c2-eb25-4e83-aafb-711249d68096>

Questionnaire

These are the questions which were asked in the questionnaire

Event Planner

This is a questionnaire to collect your feedbacks on the user experience with the Event Planner App.

We are truly very thankful for your valuable response and time.

*Required

Gender

- Male
- Female

Age

- Under 18
- 18 - 24
- 25 - 45
- More than 45

1) How many events do you usually organize in a year? *

- 1
- 2 to 5
- 6 to 10
- More than 10

2) What factors do you consider the most when you organize events? You may choose more than one answer *

- Number of guests attending
- Budget of the event
- Task to complete
- Decorations
- Shopping items
- Date and venue

3) Do you think that the input fields for this form for adding a new event are enough? *

The screenshot shows a mobile application interface for adding an event. The title bar says "Second event". The form fields are as follows:

- Event Name: Second event
- Location: Colombo
- Date: 10/07/2021 21:10
- Notes: (empty)

Yes

No

Other: _____

4) Do you think that the input fields for this form for adding a new guest are enough? *

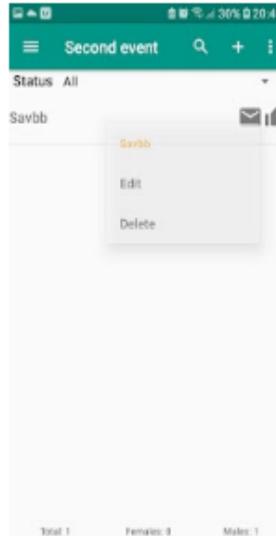
The screenshot shows a mobile application window titled "Guests". At the top, there are standard Android navigation icons (back, forward, home). The title "Guests" is centered above a list of form fields. The fields include:

- Name: An empty text input field.
- Gender: A dropdown menu set to "Female".
- Age: A dropdown menu set to "Teenager".
- Email: An empty text input field.
- Invited: A checkbox that is currently unchecked.

Below the form is a "Notes" section with a text input field containing a small orange icon.

- Yes
- No
- Other: _____

5) How would you prefer to access the edit and delete options for each guest? *



- Long press
- A button next to each guest to show the edit and delete button
- Other: _____

6) Do you think the given inputs are enough to note down to do tasks ? *



- Yes
- No
- Other: _____

7) What details do you want to note down when creating tasks for an event? *

- Task name
- Event name
- Deadline
- Additional notes Priority
- Other: _____

8) If there is a filter option given for to do list, on what basis do you want to filter it out? *

- Filter by Events
- Filter by Complete status
- Filter by Priority
- Other: _____

9) Do you think that input fields are enough for adding a shopping item to the shopping list? *

The screenshot shows a software interface titled "Shopping List". It includes fields for "Name", "Purchased" (with a checkbox), "UNIT" (set to "pcs."), "Price" (set to "0.00"), "Quantity Mode" (set to "Per Event"), "Total Quantity" (set to "0"), and a "Notes" text area.

- Yes
- No
- Other: _____

10) Would you like to have a common shopping list for all the events or separate lists for each event? *

- Common List for all events
- Event Specific Shopping List
- Other: _____

11) Do you think that the input fields are enough for adding budget details for an event? *

The screenshot shows a mobile-style input form titled 'Budget'. It has a green header bar with a menu icon, the title 'Budget', and a close button. Below the header are several input fields:

- Name: A text input field.
- Paid Amount: An input field containing '0.00'.
- Budgeted Amount: An input field containing '0.0'.
- Budget Type: A dropdown menu set to 'Per Event'.
- Budget: An input field with a placeholder 'Amount' and a value '0'.
- Notes: A large text input area.

Yes

No

Other:

12) Would you like to maintain a separate budget plan for each event? *

Yes

No

Other:

Other thoughts or comments

Your answer

Submit

Participant Profiles

Name	Demography	Location, Date and Time
1. Mithura Lokesh	<ul style="list-style-type: none">• Age – 22• Occupation - University student• Gender - Female	Mircosoft Teams Date : 15.08.2021 Time : 12.00 pm
2. Nakesh Rajasekar	<ul style="list-style-type: none">• Age – 23• Occupation – Wedding planner• Gender - Male	Mircosoft Teams Date : 15.08.2021 Time : 01.00 pm

User Research – Tasks/Scenarios

No.	Task Instruction	Target	Probes
	<p>Interview 1</p> <ol style="list-style-type: none"> 1. Ask the respondent to add an event and get the feedback 2. Ask the respondent to add a guest and get the feedback 3. Ask the respondent to add a task in the to-do list and get the feedback 4. Ask the respondent to add a shopping item to the shopping list and get the feedback <p>Interview 2</p> <ol style="list-style-type: none"> 1. Ask the respondent to edit an event and get the feedback 2. Ask the respondent to delete a guest and get the feedback 3. Ask the respondent to edit a task in the to-do list and get the feedback 4. Ask the respondent to change the status of the shopping item if purchased and get the feedback 	<ul style="list-style-type: none"> • Get feedback on ui elements • Get feedback on user experience • Check if the input fields given are enough or whether it needs to be more informative • New features suggested by the respondent <ul style="list-style-type: none"> • Get feedback on ui elements • Get feedback on user experience • Check if the input fields given are enough or whether it needs to be more informative • New features suggested by the respondent 	

Plan for Data analysis

Interview Data Analysis

Some of the main feedbacks given by the respondents during the interview

- Buttons and icons are not user friendly
- UI is not informative
- Small details are not considered up to a professional
- The details such as guests, to do list and shopping list are not displayed in an event specific manner
- The color themes used are not up to the professional standards
- Texts, buttons etc. are not aligned well
- Irrelevant(not functioning) details are presented in certain places

Video Recording Data Analysis

Event

- User was confused to find the save button after entering event details.
- User feels that allowing to enter text in date field as inconvenient.
- User was confused to find the edit and delete option of an event.

Guest

- User was confused to find the save button after entering guest details.
- Feels like the age input field could have been provided even more informative wants to specify events.
- User was confused to find the edit and delete option of a guest.

To-do list

- User was confused to find the save button after entering task details.
- Lack of input fields to specify the task like event name and deadline of the task.
- The edit and delete option are not visible, so the user felt quite inconvenient to find it.

Shopping list

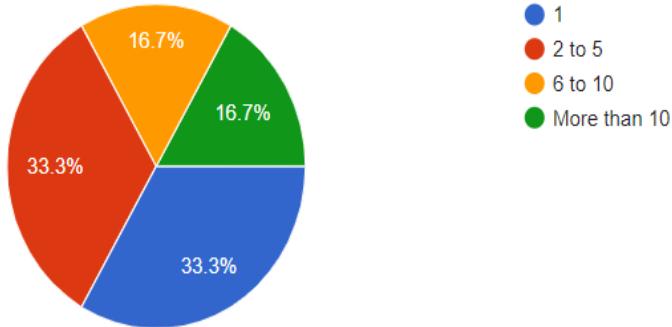
- User was confused to find the save button after entering item details.
- Input fields provided are not convenient and also not understandable like the difference between quantity field and unit field is ambiguous, the meaning of quantity mode input field was not understandable.
- The edit and delete option are not visible, so it was quite difficult to find it.
- Having checkboxes in two places(in list view and edit view) felt unwanted.

Questionnaires Data Analysis

18 responses were received for the survey we conducted

1) How many events do you usually organize in a year?

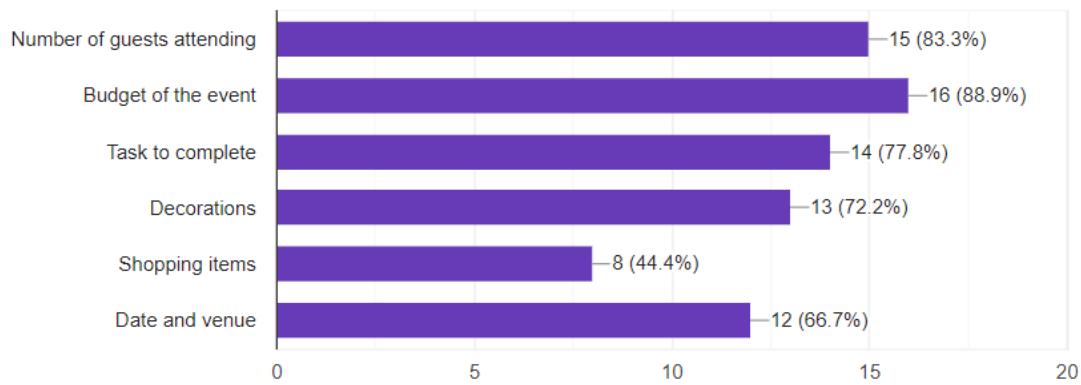
18 responses



According to the responses, majority of the respondents organize around 1-5 events a year

2) What factors do you consider the most when you organize events? You may choose more than one answer

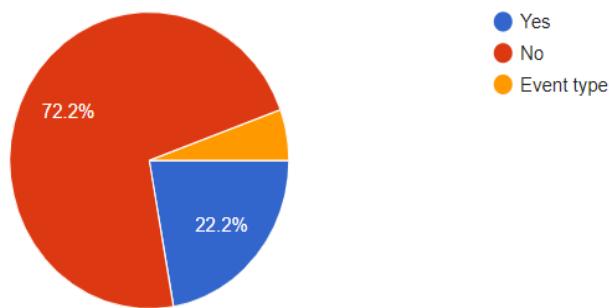
18 responses



According to the responses, majority of the respondents give high importance to the budget, number of guests attending and tasks to be completed and average importance is given to decorations and date and venue and the least importance is given to the shopping items when organizing events.

3) Do you think that the input fields for this form for adding a new event are enough?

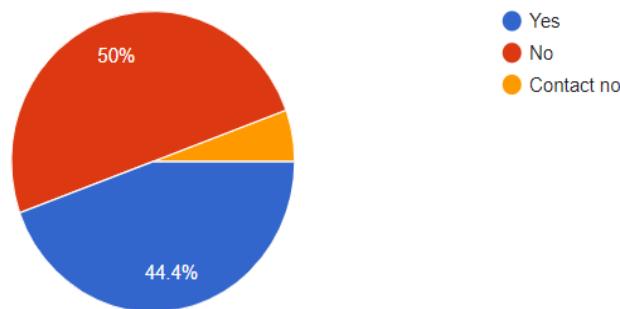
18 responses



According to the responses, majority of the respondents feel that the input fields for adding an event is not enough and some have suggested that the event type could be included in the form

4) Do you think that the input fields for this form for adding a new guest are enough?

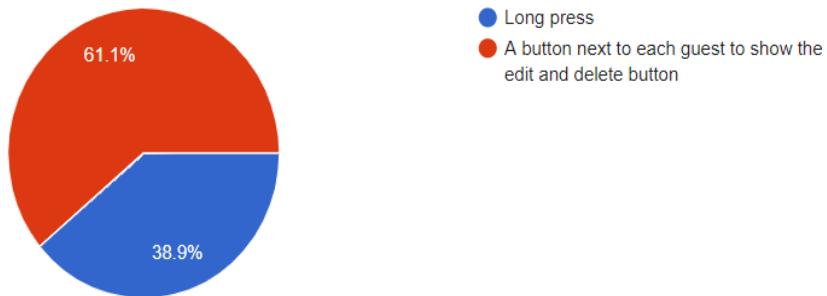
18 responses



According to the responses, majority of the respondents feel that the input fields in the guest form for adding a guest is not enough and some have suggested that the contact number of the guest could be included in the form

5) How would you prefer to access the edit and delete options for each guest?

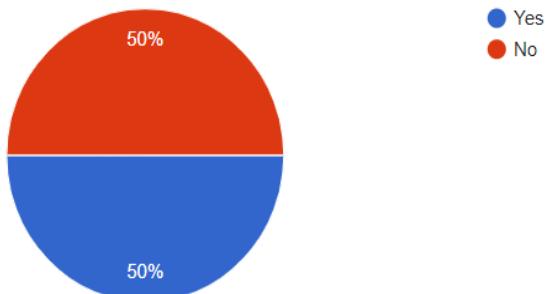
18 responses



According to the responses, majority of the respondents would prefer to have a button next to each guest to allow the user to edit or delete the specific guest

6) Do you think the given inputs are enough to note down to do tasks ?

18 responses

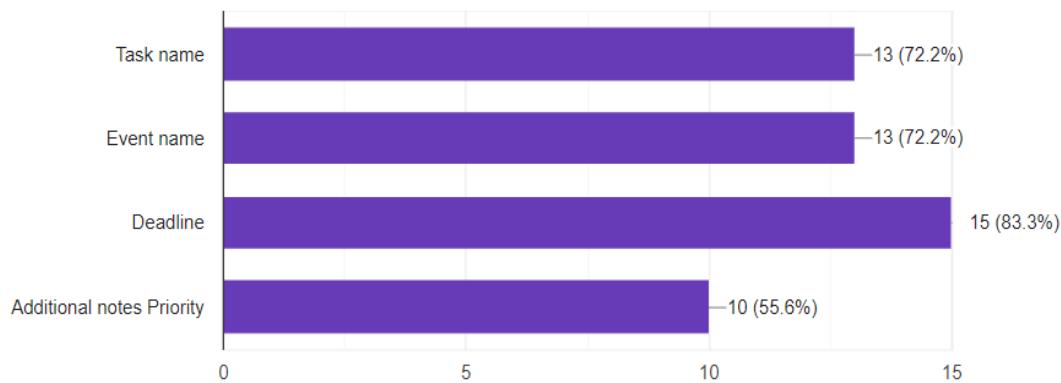


According to the responses, half of the respondents feel that the input fields are enough for the to do form and the other half don't think it's enough

7) What details do you want to note down when creating tasks for an event?



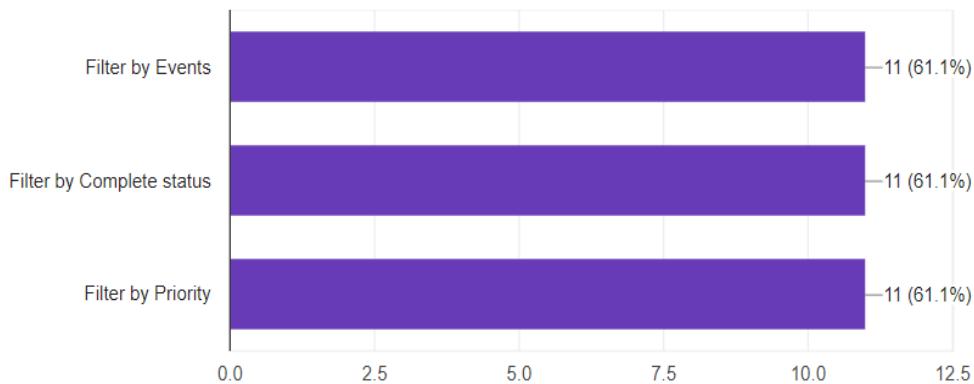
18 responses



According to the responses, large proportion of the respondents note down the deadline, event name and task name while noting down the tasks for an event

8) If there is a filter option given for to do list, on what basis do you want to filter it out?

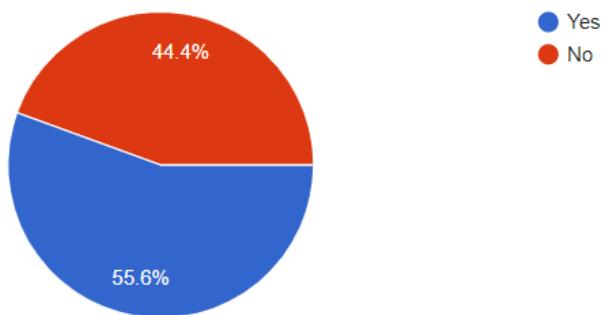
18 responses



According to the responses, equal votes have been received for each of the options which indicates that all the options are important

9) Do you think that input fields are enough for adding a shopping item to the shopping list?

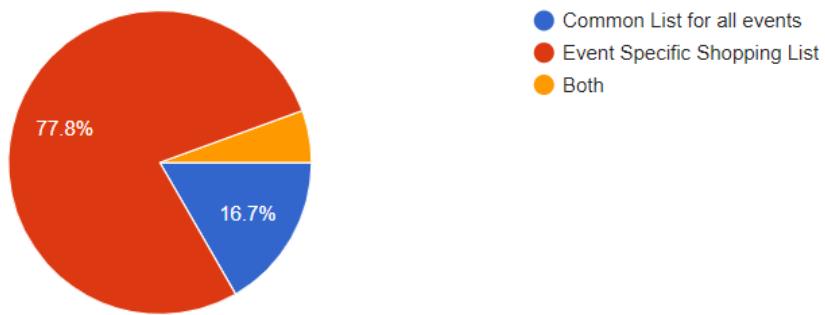
18 responses



According to the responses, majority of the respondents feel that the input fields for adding a shopping item is not enough

10) Would you like to have a common shopping list for all the events or separate lists for each event?

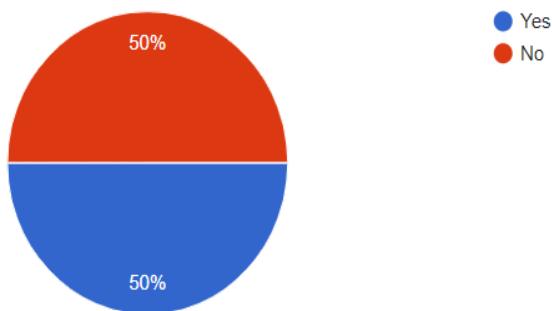
18 responses



According to the responses, it can be clearly identified that the majority of the respondents prefer to have an event specific shopping list rather than a common list for all the events and a small proportion of respondents also prefer to have both.

11) Do you think that the input fields are enough for adding budget details for an event?

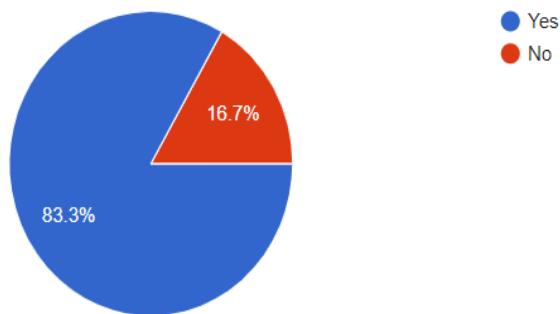
18 responses



According to the responses, half of the respondents feel that the input fields are enough for the budget form and the other half don't think it's enough

12) Would you like to maintain a separate budget plan for each event?

18 responses



According to the responses, it can be clearly identified that the majority of the respondents prefer to have an event specific budget plan