Sri Lanka Institute of Information Technology

USER EXPERINCE ENGINERING

(SE3050)

User Research Plan – Lab Sheet 04

Group ID: REG_WE_15

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Introduction

The Domino's Pizza mobile application is an existing app in Sri Lanka which developed by Jubilant Food works. The application offers a lot of functionalities for their customers to provide their services in island wide like ordering a pizza, delivery the pizza to user's doorstep and do the payments online and offering pizza offers. Although there is some of flaws itself when comes to the user interacting pages and usability of each function, we did the research for further improvements. Though following sections, we will be discussed the usability of each function for testing purpose and gathered necessary information to improve the quality of the application by redesigning the product.

Test Objectives

These test objectives provide a prioritized list of verification objectives for the project. We use these objectives measure the testing progress and verify that testing activity is consistent with project objectives.

- Finding the issues related to the UI structures. (Too much information in user interfaces, we must navigate through multiple user interfaces.)
- Finding issues related to the navigation. (We must navigate through two pages to logout, we must navigate through two pages to payment process.)
- Finding issues related to the labels in the forms.
- Finding the services not available in current app.
- Finding the issues related to the complexity of forms.
- Determined product quality.
- Shortcomings that related to the lack of uniformity throughout the application.
- Authorization.

Methodology

To do the research on the application, which was to full fill our purpose, finding the failure points of the selected application, we choose two persons from our personas which we created. User research was done in two methods as first one is the gathering information by a google form and the other method is conducting an interview. These two methods were easy, simple, and very reliable to our case. And it affected in good manner rather than going forward with complex expensive methods to collect data.

The interview was conducted with the best fits selected persons with the personas. The interview covered all the 8 functionalities of the for members from each interview. The interview was conducted on zoom platform, and it was virtual interview. Each interviewee was questioned by two members from the group and interviewee was asked questions from overall all the selected functions to redevelop the application. During the interview, the interview was recorded by the

other two members with the permission of the interviewee. The interview covered the all the test objectives which we have defined before. First interviewee was asked some basic questions about herself and then asked some overall questions about the application. Then it came to asked some in detailed questions about each functionality by viewing the application to herself. When a one member asking the question other members were responsible on taking notes. The questions that were asked in the interview were mostly closed-ended questions by directly focusing on the issue of that relevant function. But open-ended questions where the user had the freedom to express her own feeling and thoughts on the certain aspect.

The questionnaire was created as a google form which can be shared among group of people. It included both quantitative and qualitative questions. It contained 6 separate sections which covered overall all the selected functions of the application. In the first section we have provided some questions which represents the users' demography. And in rest of the sections, we have provided quantitative response to get their ratings for each relevant aspects and qualitative response as well

Roles in the interviewing process Facilitator

Facilitator -:

> ● They oversaw briefing the participants about the tasks and moderating with the employee.

Timer / data logger

> ● Taking notes on the time duration and the difficulties user faced while using the application.

Participant

> ● They were subjected to testing

> ● They provided their opinion on which areas could be improved

Interviewing

Script 1:

Today we are having interview with Miss Kavinya Perera to know user experience of Dominos' Pizza mobile app in Sri Lanka.

So, we are warmly welcome you and thank you for spending your valuable time with this interview.

1. *Yeah, first we would like to know about yourself, so tell us about yourself*
2. *Well, you said that you order daily necessity, so have you ever ordered food items like pizza via online.*
3. *By any chance, have you ever ordered pizza through Dominos' Pizza mobile application?*
4. *What do you think about the user friendliness of that application?*
5. *Any difficulties that you faced while using that mobile application.*

Ok. Hand over to Maheshi to continue the interview

6. *Yeah, first we will move to the User Profile and here is the user profile of the application.*
   a. *So, what do you feel about the whole user interface?*
   b. *Do you prefer to have an update profile pic?*
7. *So next I would like to bring you to the Menu page of the application.*
   a. *As you can see what you feel about this user interface*
   b. *And are you happy with this view.*
8. *Next let us move to the shopping Cart Page*
   a. *As you can see once you add your chosen product to the cart, it will be display like this. Here if you want to update your cart, again you must navigate to a separate page, so are you comfortable with that flow of that function?*
   b. *Do you prefer to have the edit function in the same page without navigating to a separate page?*
9. *According to this application, once you done with your shopping cart you have to provide your delivery details in dame page, and as you can see it will be displaying like this?*
   a. *What do you think about this form and the procedure of that?*
10. *Once you placed the order you will be navigate to this payment form which is showing like this.*
    a. *Are you comfortable with this form?*
    b. *Would you like to have responsive modern form instead of this?*
11. *You may have search for offers in this application. So here you have the offers category,*
    a. *Have you ever found that offer page happened to get your attraction?*
    b. *As you think what is wrong about this view.*
12. *Now will go to the Add address page*
    a. *What do you feel about this form and the user friendliness of this UI?*
    b. *Do prefer to have this form little bit wider than this small pop-up box?*
13. *So, think that you are already done with placing the order, now you want to logout from this application, there*
    a. *It took some several minutes you to find out where is the logout button, are you happy with that long flow.*
    b. *According to your idea, where would you prefer to have the logout button in this application?*

Script 2:

Good evening, today we are having interview with Miss Nithya Dilshani to know user experience of Dominos' Pizza mobile app in Sri Lanka.

So, we are warmly welcome you and thank you for spending your valuable time with this interview.

1. *Yeah, first we would like to know about yourself, so tell us about yourself*
2. *Well, you said that you order daily necessity, so have you ever ordered food items like pizza via online.*
3. *By any chance, have you ever ordered pizza through Dominos' Pizza mobile application?*
4. *What do you think about the user friendliness of that application?*
5. *Any difficulties that you faced while using that mobile application.*

Ok. Hand over to Perusha to continue the interview

1. *Yeah, first we will move to the User Profile and here is the user profile of the application.*
   a. *So, what do you feel about the whole user interface?*
   b. *Do you prefer to have an update profile pic?*
2. *So next I would like to bring you to the Menu page of the application.*
   a. *As you can see what you feel about this user interface*
3. *Next let us move to the shopping Cart Page*
   a. *As you can see once you add your chosen product to the cart, it will be display like this. Here if you want to update your cart, again you must navigate to a separate page, so are you comfortable with that flow of that function?*
   b. *Do you prefer to have the edit function in the same page without navigating to a separate page?*
4. *According to this application, once you done with your shopping cart you have to provide your delivery details in dame page, and as you can see it will be displaying like this?*
   a. *What do you think about this form and the procedure of that?*
5. *Once you placed the order you will be navigate to this payment form which is showing like this.*
   a. *Are you comfortable with this form?*
   b. *Would you like to have responsive modern form instead of this?*
6. *You may have search for offers in this application. So here you have the offers category,*
   a. *Have you ever found that offer page happened to get your attraction?*
   b. *As you think what is wrong about this view.*
7. *Now will go to the Add address page*

> a. *What do you feel about this form and the user friendliness of this UI?*
> b. *Do prefer to have this form little bit wider than this small pop-up box?*

8. *So, think that you are already done with placing the order, now you want to logout from this application, there*
   > a. *It took some several minutes you to find out where is the logout button, are you happy with that long flow.*

Video Recording

Interview 1 -

https://drive.google.com/drive/folders/1JDb5sh3fSWBlu0U3ZGGBvldKpdS40tu9?usp=sharing

Interview 2 -
https://drive.google.com/file/d/1vrhaX59QIT1KsUVLJkNL_sg11_dRQD1h/view?usp=sharing

Interview with App Testing:

- Mainly we focus on this section to get know the user experience regarding the mobile application and what the user said about the user interface.
- First, we asked some general question from each person that we include the script of questions in above section.
- After the general questions we showed all the user interface we are going redesign to the user and asked what they think about those user interfaces.
- Also, we asked some special points also that they missed to get know what their feedback like too much content would be, content on image, the button sizes.
- And both interview and user interface testing session conducted of all 4 members in the team.
- We used Zoom video streaming platform since we can record the session as well as we could be able to share the screen of the application to get know their performance.
- The one member in the team asked the general question and other member asked the usability of each user interface in the application while other two members record the session and jotting down some important points of the user.

Questionnaire

App Testing:

https://forms.office.com/Pages/ResponsePage.aspx?id=lM_jRMkZMk6WwxT1vwE5Gn1ETC7iBXBMlw4yLzP9FfNUNTUwV1dISThGRkdFTjQzQjVRUUlDM0VKNi4u

Process of making the question:

- Several sections to collect data of each function.
- First section questions include to collect the data of user.
- Second section questions include to collect the data for Login / Registration function.
- Third section questions include to collect the data for Delivery & Payment function.
- Forth section questions include to collect the data for Offer & Address function.
- Fifth section questions include to collect the data for Menu & Cart function.
- Last section questions include to collect the data for any recommendations.

Demographic Questions:

1. What is your age group?
More Details

● Below 20	2
● 20 - 29	6
● 30 - 39	2
● Above 50	0

2. What is your gender?
More Details

● Male	4
● Female	5
● Prefer not to say	1

3. What is your educational level?

More Details

🔵	Highschool	2
🟠	Undergraduate	5
🟢	Graduate	3
🔴	Other	0

4. Have you ever used Domino's Pizza mobile app?

More Details

🔵	Yes	9
🟠	No	1

6. How often would you use it?

More Details

🔵	Daily	0
🟠	Weekly	1
🟢	Monthly	7
🔴	Yearly	2
🟣	Never	0

Login /Registration Section Questions:

7. Is the registration process is user-friendly?

More Details

🔵	Yes	1
🟠	No	7
🟢	Maybe	2

8. Do you think that user profile is user-friendly?

More Details

10	4.5
Responses	Average Number

9. Would you like to have a user profile in the mobile application?

More Details

- Yes   10
- No   0
- Maybe 0

Delivery & Payment Management Section Questions:

10. Have you ever order any thing by using this application?

More Details

- Yes   8
- No   2

11. If you have ordered anything, did you find any difficulties when providing your delivery details?

More Details

- Yes   7
- No   0
- Maybe 3

12. What you think about payment process?

More Details

10
Responses

4
Average Number

Offer & Address Management Section Questions:

13. Do you think that the deals and promotions should be highlighted more?
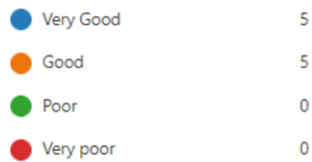
More Details

● Yes	10	
● No	0	
● Maybe	0	

14. Did you find any difficulties when adding the new delivery addresses?

More Details

● Yes	7	
● No	0	
● Maybe	3	

15. What do you think if we move the address form in to a separate page?

More Details

● Very Good	5	
● Good	5	
● Poor	0	
● Very poor	0	

Menu and Cart Management Section Questions:

16. Do you think that the pizza items in menu page should be highlighted more?

More Details

● Yes	10	
● No	0	
● Maybe	0	

17. Rate how important it is for you to discover pizza easily

More Details

- Maybe   2
- Extremely important   7
- Neutral   1
- Extremely not important   0

18. Do you think the viewing of the details of pizza in separate page is important?

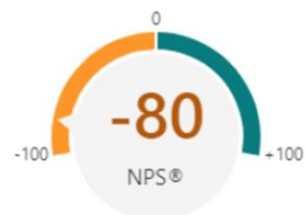More Details

- Yes   10
- No   0
- Maybe   0

Recommendation Section Questions:

19. How likely are you to recommend us to a friend or colleague?

More Details

Promoters	0
Passives	2
Detractors	8

0

-80

-100   +100

NPS®

20. With the existing features, does the mobile application help you to achieve your goals?

More Details

10

Responses

Latest Responses

"Sometimes only"

"Yes little bit"

"Yes"

21. Which feature from the following, do you like most in the mobile application?

More Details

- 🔵 Login , Registration & Profile ...   1
- 🟠 Delivery & Payment Managem...   1
- 🟢 Offers & Address Management   2
- 🔴 Menu & Cart Management   6

22. Which feature from the following, do you like least in the mobile application?

More Details

- 🔵 Login , Registration & Profile ...   3
- 🟠 Delivery & Payment Managem...   4
- 🟢 Offers & Address Management   2
- 🔴 Menu & Cart Management   1

Participants Profiles

Name	Demography	Location, Date and Time
Nithya Dilshani	1. Age between the group of 20-25 2. Sri Lankan Student who is still studying 3. Love to gather with friends in free time	Zoom platform 26/08/2021
Kavinya Perera	1. Age between the group of 20-25 2. Busy businesswoman who has running a business 3. Order online her daily necessity often	Zoom platform 26/08/2021

User Research – Task/Scenarios

No.	Task Instruction	Target	Probes
1.	• Asked to login to app and view the profile	To interact with the login and user profile interfaces and identify any problems	
2.	• Asked to select pizza from menu and add to cart and edit it	To understand that the customer can find the items easily at a glance	
3.	• Asked to add delivery address and fill the payment details	To confirm whether it is easy to add details in given form	
4.	• Asked to add new address to deliver and view offers	To see that the customer can view the offers and add new addresses	

Plan for Data Analysis

Interview -
In the interview questions were asked which were quantitative and also some question which user can give their opinion.
- After watching the interview tape, the data acquired from the interviews is inspected, and the data is entered into data analysis software.
- Qualitative data refactored and quantitative data was graphed.
- Bar charts and Pie charts were also used

Video Recording –
In the video recording, the major success metric used to evaluate the user was time. Aside from that, users were counted on how many times they had to re-navigate to find the functionality they needed.
- Time was analyzed
- The number of times a user had to re-navigate to find a feature was examined.

Questionnaires –
The questionnaire was created using Google forms. Therefore, the data analysis capabilities inherent to Google forms were mainly used to analyze the given data.
- The analysis was performed using bar charts, pie charts, histograms, and frequency tables, depending on whether the variables were qualitative or quantitative.