



User Research Plan

User Experience Engineering - SE3050
2021S2_REG_WE_18

Group Name and the Number: 2021S2_REG_WE_18

Student Name	Registration Number
Chandrasena A.S	IT19075136
Weerasinghe G.G.D.D	IT19075204
Dilshan K. G. T	IT19020822
Sadun G.W.P	IT19390260

Introduction

This application is mainly focused on the vehicle and spare parts buying and selling system which is named as “Riyapola.com”. This contains all the main functions like vehicle ads management, spare parts ads management, category management and user management.

There are more similar applications like “Riyapola” to post advertisements related to vehicle and spare parts buyers and sellers, among them to create a more competitive and more user reliable experience application to the users we create this user research.

This user research will contain two main parts with interview video recording with a client and questionnaire. Using this user research we will be able to analyze an overall idea about the application and analyze data using the result of those to achieve better user experience for users. Mainly using this we plan to test the user experiences and his/her pros and cons about the application. Further using that data we will be able to gather a list of functions and UI that user requests and according to his/her feedback we can make some decisions about this application scope.

Test Objectives

Our objective is to gather information about Riyapola application, both positive and negative. We will use the positive comments to improve it to a better version and from negative comments our goal is to find the reason behind it and resolve those issues. By doing a video interview we get to see users' facial expressions in addition to our questionnaire.

Using facial expressions, our goal is to identify users' likeness to the appearance of the application and get an idea about the overall user experience. This will help us in improving the user experience and add new methods and update the user interface to a more friendly and approachable design.

Methodology

To gather data, we mainly focus on remote technologies with no physical interactions due to the prevailing situation in the country at the moment. We have prepared a questionnaire as a google form to be shared among different demographic parties to gather their opinions on the existing app. Furthermore we will be having an interview with a user of the application to gather his/her experience and opinions. A video will be recorded with the user for a set of prepared tasks which will be performed by the user.

Questionnaire consists of several sections. In the initial section we check the user's background. Then if the user has the experience on the same sector of mobile applications, the user will be asked whether he/she has experience on the 'Riyapola' mobile application. If the user has no experience he/she will be asked to enter a similar application that has been used that is related to the same domain. In the next section users will be asked a few questions regarding that application to retrieve an idea on what user prefers the most. For the questionnaire, we have selected a minimum sample of 40 people.

We have selected two users of the applications. One person with an information technology background and a businessman with a moderate level of knowledge on information technology. With the prevailing situation in the world, we have planned online sessions for each user. We have prepared some tasks and questions for the users that will be asked at the session. User will be using his/her mobile phone to perform the tasks and the session will be recorded. Later, we will be extracting main points that are highlighted by the user, so that we can decide on improvement scope based on the extracted points.

Interviewing and Video Recording

Interviewing and Video Recording both were conducted according to the structural structure with proper question script. Interview was done to the mailly two anonymous users who frequently used "Riyapola " application.It covers all the members UIs and member functions and more over user suggestions and requests contained in the video recording. As the final step in the video recording both users completed the tasks which covered the member functions. All failure points/block points were clearly noted using this interviewing/video recording.

Interview Script

Common Questions

1. What do you feel about the category page as the landing page in this application?
2. Would you like to have a search bar at the top of the application UI?
3. What about the advertisement view?
4. Does this application cover all the categories that you expected or is there any other thing that you want to add additionally?

Category Base Questions

5. What do you think about the category list page?
6. Would you like to have a search bar for the category interfaces?
7. Are you satisfied with the appearance of this page?

Vehicle Ads Based Questions

8. What do you think about the arrangement of vehicle advertisements?
9. What do you feel when you visit a detail page of a vehicle advertisement, does it reveal all the details that you need to know?

Spare Parts Based Questions

10. Are you happy with having a spare parts section in "Riyapola" in addition to vehicle ads as a new feature?
11. What do you think about the search option that is provided in the spare parts view? Are there any additional search options to be added?

User Management

12. What do you think about the sign up page? Is it complex for you?
13. What do you think about adding a favorites page?

Interview/Video Recording Link


<https://drive.google.com/file/d/16H-z-OJgwewkwMtiG8Foybc7QpnxcAV-/view?usp=sharing>

Questionnaire

We have selected a minimum sample of 40 people for the questionnaire. We are using google forms to create a form with all the questions. The form link is shared through social media and chat applications to gather responses. An excel sheet is linked to the form which will gather the details in a tabular format while the form itself generates a summary with visual elements such as charts. The questionnaire has two flows in order to cover the user's of the same application and also the user's of similar applications which is useful for us to compare the necessity of the improvements that are planned.

Form link :-

https://docs.google.com/forms/d/e/1FAIpQLSeqTmTVtj7NHhv05j9sF0-M3H3ufHR1j0AZqrTq3x_N-YHPQ/formResponse



Riyapola App User Feedback Form

This form is used to gather user feedback on the existing application with the intention of improving user experience. This focuses on evaluating ease of use, convenience and preferences based on user's responses.

* Required

What is Your Age ? *

☐ 11-20

☐ 21-30

☐ 31-40

☐ 41-50

☐ 51-60

☐ 61+

What is Your Occupation? *

☐ Student

☐ IT related career

☐ Vehicle/Spare parts related career

☐ Other: _____

What is your most preferred section in buying and selling application? *

☐ Vehicles

☐ Vehicle Spare Parts

☐ Other: _____

Do you have any experience of using buying and selling Related Mobile Application ? *

☐ Yes

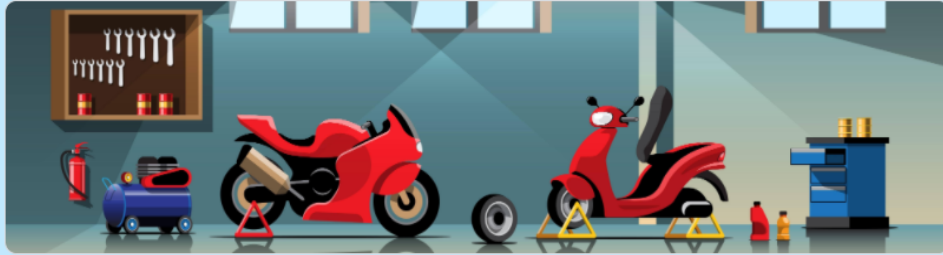
☐ No

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Riyapola App User Feedback Form

* Required

Section - 2("Riyapola" Mobile App)

Do you have any experience using Riyapola Mobile Application? *

☐ Yes

☐ No

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Riyapola App User Feedback Form

* Required

Section 3 (User Feedback)

Rate user friendliness of the application *

1 2 3 4 5
Worst ○ ○ ○ ○ ○ Super

How often do you use the application? *

- ☐ Once per week
☐ Twice a week
☐ Two or Three times a month

How often were you able to fulfill your requirement on spare parts from using the application? *

1 2 3 4 5
Low ○ ○ ○ ○ ○ High

Which categories do you mostly use? *

- ☐ Cars
☐ Spare Parts
☐ Motorbike
☐ Lorries and Trucks
☐ Vans

Do you think spare parts will add value to the application? (was there any need for you to search spare parts online previously) *

- ☐ Yes
☐ No

What filters provided in the application do you use the most? *

- ☐ Mileage
☐ Condition
☐ Make
☐ Model
☐ Price Range
☐ Fuel Type
☐ Vehicle Type
☐ Year Range

Does categories help you to navigate the site?

- ☐ Yes
☐ No

How many images do you like to add when you post your advertisement? *

1 2 3 4 5
○ ○ ○ ○ ○

Do you like to see categories on the front page ?

- ☐ Yes
☐ No

What kind of vehicle make do you prefer most?

- ☐ Toyota
☐ Nissan
☐ Mazda
☐ Honda
☐ Tata
☐ Isuzu
☐ Suzuki
☐ Other: _____

What color background do you prefer most?

- ☐ Blue
☐ Red
☐ Yellow
☐ Purple
☐ Other: _____

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Participant Profiles

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

Name	Demography	Location, Date and Time
Sunil Sirisena	Age: 32 Gender: Male Residential Address: Kandy Marital Status: Married Occupation: Vehicle Buying and Selling Businessman	Location: Virtual Platform (Zoom) Date: 08/15/2021 Time: 18:45 PM
Chris Sugathapala	Age: 32 Gender: Male Residential Address: Australia Marital Status: Married Occupation: QA Engineer	Location: Virtual Platform (Zoom) Date: 08/16/2021 Time: 17:50 PM

User Research – Tasks/Scenarios

No	Task Instruction	Target	Probes
1.	Assume that you need to search for a desired vehicle. Please use the search bar and the filter and find a vehicle.	How long does it take to achieve his requirement? Any hassling points.	User was searching for a price range filter. But it is not provided.
2.	Try to contact a seller from the vehicle ad details page.	To check whether the user struggles to get to the dialpad from the ad by just clicking the contact number.	User was searching for a button to contact the seller.
3.	Riyapola application provides post new advertisements according to the category(vehicle, spare parts) user selected from the post list.can you give a try to select spare part type from the drop down and post an advertisement related to the spare parts.	To make sure the user pays attention to the form view and identify whether the user can see the form is not changing according to the type category.	Users identify the form is not changing according to the category he selected and he was confused about that form and the data that asks inside the form. (unwanted data:- vehicle

			capacity, number of seats etc in the spare parts form).
4.	Search related spare part items that are in your mind and try to filter them by using the filter options whatever you prefer to get an idea about the filtering option in the site.	How user handle the task and see if the user achieves the target and get the result that he was expecting.	Even Though the search is performed but the filter path is not applied to the spare part results once the filter and client was confused with filter option input that the filter is requested(Ex: when the user filters the radio type filter asks to enter the vehicle name and the mileage details.)
5.	To navigate to the category you can use the list with images on the site which will direct you to the page	User can see the categories in larger texts at a glance	User couldn't find the categories as they were spread all around the web page
6.	User can use the search bar to select a category	User can use the search bar instead of going through the category list	Users could not find the search bar as it was hidden behind an advertisement and even after typing in the search bar it started showing ads making distractions.
7.	Users can create an account .So you please try to create an account.	To get feedback about user friend lines .	When creating the account.when typing the password they show it .
8.	Users can login as an application user.	How users react when logged.	When user login fails, the user can not identify if it has failed or not.and user ask for the google sign in.

Plan for Data analysis

Interviews plan

As our first question we asked the client about the category list because we wanted to get an idea about the user interface and compare the issues we've identified with the user's perspective. We added a question regarding the search bar because we identified that it would increase the usability of the application.

Regarding the vehicle advertisements, we will ask about the ad arrangements because it takes a large amount of the user interface and it will directly affect the user experience too. Detail page of the vehicle is the main page where the user looks for the information so we'll ask about the ad details page to gain more information.

We'll ask about adding a new section to Riypola to view ads, hence it differentiates the ad information and doesn't distract the user. Then we'll ask about adding an additional search option because it helps users to react to information directly.

We will ask about the user signup page because it's complex and we'll be able to make it simple and efficient. We'll ask about adding a favorite page because it will help user to navigate to saved files much faster.

Video Recordings plan

Users will be asked to sign up first. We have planned this activity to analyse whether the user struggles in the process of creating a user account. Along with this, login is also performed.

Vehicle search and filtering tasks are also planned to be actioned by the user. This will point out any struggles faced by the user in order to find a desired vehicle. Same task will be asked for spare parts.

Furthermore, creating a spare part advertisement is planned for the user as well. From this task we have planned to identify the desired input options and categorisations expected by the user etc.

We use these recordings to collect data from the sessions to identify the failure points of the existing application .

Questionnaire plan

From the first two questions we are trying to find what kind of people are reacting to this survey.

From question 3 we are going to figure out what the user's most prefer to buy.

Question 4,5 we are trying to see whether the user's are familiar with buying and selling Related Mobile Application.

Q7-User friendliness about the application

From question 8 we are trying to get users familiar with the app. For example,

What are the most preferred categories?

Question 12 What are the best filters users use?

Question 12 to Question 17 get an idea to increase the user friendliness of the application.