# User Research Plan

**Group Name: Master Code**

**Group Number: 2021S2\_REG\_WE\_37**

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## Introduction

The mobile application which we selected was related to pharmacy which is names as Healthnet Sri Lanka. It was developed by Deeshana Basnayake. This one particular application helps the user to save the family details, save different addresses, upload prescriptions, chat with the pharmacist to clear the doubts. Although it has the mentioned features, the application is not user friendly.

We tried to test the user-friendliness and the usability of the application by selection two personas who handles the mobile application, as the pharmacist and a normal user (patient). The research method conducted was both the quantitative (questionnaires are given with both the open ended and close ended questions) and qualitative (an interview was conducted) methods.

We conducted two separate interviews with two different set of questionnaires to identify how the features allocated in the application is helpful to the user, how to they prefer to handle the application, what are the modifications they need, what are the features they not prefer to have in the application.

Through this testing process we hope to improve the features of the applications. We thought to have a landing page, change the login method (It makes the users more comfortable to track the details), a page for delivery, a page for track the progress (with status as pending, progressing, cancelled, completed and, approved) of the medicine after the uploading of the prescription and until the delivery. It shows the available medicine for the patients which can be bought without prescription and shows the medicines to the pharmacist, the medicines which can be bought with the help of the prescription.

Test Objectives

The testing was done to identify the current value of the application, and features to add in order to improve the value of the application. We wanted to identify the engaging time period with the application for both personas. The application we select had less features like color selection for the user interface, order page has two functions as order and ask questions, all the fields has to fill by typing (lack dropdown menus or selecting options), and there is no button to undo the entire form when certain information has to remove at once. To improve the features, we needed the peoples’ feedback, and their ideas who are using this application

## Methodology

The user research regarding the common user and the pharmacist was conducted based on qualitative and quantitative methodology. Out of the population, sample size was two persons representing the pharmacists and the patients were involved in the user research study. The point of view regarding this study was done by three main methods. They conducted structured interviews, video recordings and data collected using questionnaires. The questionnaire contains multiple type 20 questions including open ended and close ended questions for pharmacist. For the patient, 18 questions are included in the questionnaire. Radio buttons and checkboxes are the main question types, which were to research the user testing. A sample size of two persons is selected by random sampling method. The questionnaire was distributed as an online Google form among participants. It was directly sent to the participants through their email addresses and gave a time period to fill the form. The structural interviews were conducted on the zoom online platform.

### Interviewing

We mainly took two interviewed people for this user research. Among the three main interview methods, structured interviews were conducted here. We conducted the interview in Zoom online platform. Initially, we gave a comfortable time to the user to join the interview from the given links.

Two scripts for the interviews are given below.

**Patient Interview Script**

**Introductory Questions.**

**Interviewer:** Hello glad to meet you

**Patient:** Nice to meet you too

**Interviewer:** Shall we start the interview

**Patient:** Yeah sure

**Basic Evaluation Questions.**

**Interviewer:** How long are you using this app?

**Patient:** I'm using this app from last two months

**Interviewer:** Did you face any issues while registering or logging in?

**Patient:** No but there was no dashboard. It straightly navigated to order page

**Interviewer:** Can you explain the conversation with the team?

**Patient:** It was good; they replied quickly; and their communication method was also good

**Interviewer:** Did you add your family members also?

**Patient:** No not yet

**Scenario/Shared Values Questions.**

**Interviewer:** How did you order can you describe the procedure?

**Patient:** Yeah sure. First, I asked some questions regarding to medicine and delivery. I typed the prescription after I received the answers. I didn't upload the image because I wanted to order some common medicine

**Interviewer:** Please describe the process after placing the order

**Patient:** There were some fields to type the delivery details; and also, we can save our address

**Interviewer:** Did you receive any confirmation messages about the order payment and delivery?

**Patient:** Yes, I got confirmation messages

**Interviewer:** Can you explain an issue your face when you ordered?

**Patient:** I was unable to find the company details, available time and medicines which were in stock. I asked every single detail from the team

**Interviewer:** How did you receive your orders, and did you get on time?

**Patient:** I received the medicine by Courier. It took some time to deliver because of the COVID-19 pandemic

**Wrap-up Questions.**

**Interviewer:** Please share your experience of using this app and give your suggestions

**Patient:** It was good, but it will be a great app if they do some improvements in design and features

**Interviewer:** Thank you so much for participating in this interview

**Patient:** Thank you

**Pharmacist Interview Script**

**Introductory Questions.**

**Interviewer:** How long have you been working as a pharmacist?

**Pharmacist:** about 5 years.

**Interviewer:** what did you choose a career in pharmacy?

**Pharmacist:** It was a dream I had from my childhood.

**Interviewer:** In what year did you start Suhada pharmacy?

**Pharmacist:** in 2017.

**Interviewer:** how many customers do you deliver your service per day?

**Pharmacist:** normally 200 customers.

**Scenario/Shared Values Questions.**

**Interviewer:** do you like to Expand your pharmacy with new technology.

**Pharmacist:** yes of course.

**Interviewer:** Do you have an idea of how to do that?

**Pharmacist:** no

**Interviewer:** If I suggest to you, build pharmacy app healthnet, do you agree?

**Pharmacist:** yes of course

**Interviewer:** Ok. Did you use healthnet mobile app and get its user experience?

**Pharmacist:** yes

**Interviewer:** What is your idea about that app?

**Pharmacist:** its concept is good. I think it is the most suitable app for this corona situation. Definitely it helps to improve business.

**Interviewer:** What do you see as the shortcomings of this app?

**Pharmacist:** first thing is that app UI is not user friendly. Personally, I don’t like that UI designs. Also, in this app there are few user options. I mean there no shop for buy common medicines. There are no proper app pages flowing. There for I think app is boring.

**Interviewer:** ok. What are the features of you expect Through an app like this?

**Pharmacist:** normally we sell two type medicines. That are prescription medicine and no prescription medicines. Accordingly, we need a chat to view the patient’s prescription. Also, we want a shop page for sell no prescription medicines. Also, we except to start home delivery service. So, we need to build that system. Also, we need to build admin section for handle app. And mainly we expect user friendly and fast mobile app.

### video recording

4 member function

<https://drive.google.com/file/d/1Ekq14HiUyH7qWDrJ7efLyO1u44xkcvMK/view?usp=sharing>

Interview

<https://drive.google.com/file/d/1d_vDuyVLTwPtycWDZkehoUwYAp2ShDjH/view?usp=sharing>

### Questionnaire

We created 2 google forms to Pharmacist and User.

Pharmacists google form:

<https://docs.google.com/forms/d/e/1FAIpQLSdEtV7kmLMducucTUs4nUHcdQS16YCiYtJjx2ckkSB0TkG0AA/viewform?usp=sf_link>

Screenshots:

Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, text, application

Description automatically generated

Graphical user interface, text, application

Description automatically generated

Graphical user interface, text, application, email

Description automatically generated

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Description automatically generated

Graphical user interface, text, application

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Patients google form:

<https://docs.google.com/forms/d/e/1FAIpQLSd0v07nbc9_9t_xDb9CqcR3o9MvqesvJ6rdVv-AJGzd9PNcuA/viewform?usp=sf_link>

Screenshots:

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Graphical user interface, text, application

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Graphical user interface, text, application

Description automatically generated

Graphical user interface, application, Teams

Description automatically generated

## Participant Profiles

|  |  |  |
| --- | --- | --- |
| Name | Demography | Location, Date and Time |
| For testing the app in user(patient) point of view  For testing the app in user(pharmacist) point of view | Age: 26  Gender: Female  Marital status: Single              Age: 25  Gender: Female  Marital status: Single | Location: Batticaloa  Date: 06/08/2021  Time: 2.00 pm  Location: Malabe  Date: 19/08/2021  Time: 4.00 pm |

### User Research – Tasks/Scenarios

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Task Instruction** | **Target** | **Probes** |
| 01  02    03  04 | Testing the order function of the app.  Testing the register and login function of the app.  Testing the payment function of the app.  Testing the delivery function of the app. | Ask some questions to the team before ordering using ‘Ask question’ button.  Select the order method according to their prescription type.  Request the patient to install the app in Appstore  Request the patient to register and login  Ask the patient to confirm the order  Inform to select the convenient payment method for the patient.  Inform the patient about pre order and save address functions and request to use them.  Enter the delivery details and certain information |  |

## Plan for Data analysis

|  |
| --- |
| *<<Interviews>>*  *<<Qualitative or quantitative collected data>>*  *<<Detail analysis plan>>*  We conducted 2 interviews to the users (Patient and Pharmacist).  **Patient interview**  The collected data were qualitative.  0 – No  1 – Yes  2 – Good  3 – Type prescription  4 – Delivery |
| *<<Video recordings>>*  *<<Qualitative or quantitative collected data>>*  *<<Detail analysis plan>>*  **Order and feedback**  The collected data were qualitative   |  |  |  |  | | --- | --- | --- | --- | | Ask Question | Order Type | | Feedback | | Uploading image | Type medicine | | Medicine details  Availability  Payment details  Delivery details | Upload the picture of doctor’s prescription by taking photo or selecting photo in gallery | Type common medicines including painkillers and ointments | Not in the app. It is very important to know the users’ feedbacks. | |
| *<<Questionnaires>>*  *<<Qualitative or quantitative collected data>>*  *<<Detail analysis plan>>*  We prepared separate questionnaires for both Pharmacist and Patient and sent them.  **Patient Questionnaire**  The collected data were both quantitative and qualitative.  We created a google form and sent to patient to collect the response.  The following link is containing the result of our analysis.  <https://docs.google.com/forms/d/1PjgUt0xUJUd1qQ9_vZ85q9qxWgKVbI1WXVWQ8lgWh1Y/viewanalytics> |

|  |
| --- |
| **Interview**  **Quantitative or qualitative data**  During the interview the data collected both qualitative and quantitative.  **Data analysis plan**  Through the interview data are collected by asking yes, no questions, rating questions, questions to give detailed answers and questions to give answers as counting numbers. |
| **Video Recording**  **Quantitative or qualitative data**  In the video recording qualitative data was collected.  **Data analysis plan**  Delivery plan – This is not implemented in the application.  Order common medicines by the normal user is not present in the application.  Order the medicines when the uploaded prescription is sent to the pharmacist in the administrator is not available in the application. |
| **Questionnaires**  **Qualitative or quantitative collected data**  The questionnaire was built with both the qualitative and quantitative data.  **Detail analysis plan**  The questionnaires were prepared with the assist of the google form. In the questionnaires both qualitative and quantitative data was collected in order to get detailed information from the pharmacist.  The questionnaires have questions to provide yes, no answers, questions to write detailed explanations, reasons, rating questions and questions to select options. |