



## **Lab 04 – User Research Plan**

SE3050 – User Experience Engineering – 2021

**Group ID: 2021S2\_REG\_WE\_38**

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## Introduction

We have chosen an online vehicle selling app in order to improve its UX and UI features. The application is Riyasevana. Here users can post details of the vehicle or vehicle parts and the other set of users can view posted vehicles and contact the seller.

We are testing usability and user experience of the application so that we can improve the usability of the application and return this will attract more users to use the application. The results of the test will be used to enhance the user experience of the application.

## Test Objectives

- Identify the fail points in the selected application.
- Identify the problems faced by the users while using the application.
- Identify whether the selected application solves the user's problem.
- Identify the new feature suggestions from the user.
- Get feedbacks from the users regarding the application.

## Methodology

The user research will be conducted based on two selected people that match the persona we have created. The user research will be conducted by interviewing the selected two users while asking them to perform some tasks in the application.

## Interviewing

The interview will be held online via zoom platform where the user will be sharing his opinions about the application with face camera turned on so that we can identify user's emotion clearly.

## Video recording

We will be using zoom platform to conduct video recording of the user using the application. This will cover main 4 functionalities.

## Questionnaire

We created a google forms to collect data and we will analyze the received response.

## Participant Profiles

Name	Demography	Location, Date and Time
Dasitha	Age – 23 Occupation – Software Engineer Marital Status - Single Gender - Male	<ul style="list-style-type: none"><li>▪ Zoom</li><li>▪ Date - 18/08/20</li><li>▪ Time - 7.00 pm</li></ul>

Name	Demography	Location, Date and Time
Anne	Age – 22 Occupation – Engineer Marital Status – Single Gender - Female	<ul style="list-style-type: none"><li>▪ Zoom</li><li>▪ Date - 19/08/20</li><li>▪ Time - 2.00 pm</li></ul>

## User Research – Tasks/Scenarios

No.	Task instruction	Target	Probes
	<b>Interview 1</b>		
01	Go ahead and register as a new user	User login successfully.	
02	Please post new ad to sell your vehicle	New vehicle should be added	
03	Select an existing vehicle and view its information	New feature not available at the moment.	
04	Please search an item of your choice using the search option	User should go to search page and find the item	

No.	Task instruction	Target	Probes
	<b>Interview 2</b>		
01	Select an item and add to your favorites/wish list.	User should find the location to add wish list.	
02	Go ahead and find your saved wish list/ favorites	User should find saved wish list	
03	Go to user profile and try to update your details.	New feature no available at the moment.	
04	Select an item of your choice & try to send a message to the seller	User contact the seller via message.	

## Plan for Data analysis

<Interview>

<Qualitative or quantitative collected data>

<Detail analysis plan>

Person 01 <Seller>

1. How often do you use smart phone?
2. How often do you use this application?
3. What Is the main reason do you use this application?
4. Are you satisfied with the solution for the above-mentioned problem?
5. What other difficulties you faced in this application?
6. Do you like to maintain your profile in this application?
7. Do you need a way to communicate with the buyer?
8. Any new features you suggest for the application? Ans - Pending approved

Person 02 <Buyer>

1. How often do you use mobile applications?
2. Do you use any applications very often?
3. Have you used any application for vehicle selling?
4. What differences you see in the app compared to others?
5. Do you suggest this application to any of your friends?
6. Do you have any trust issues when using this application to buy vehicles?
7. What new feature do you suggest for this application? Wish list & feedback
8. How do you rate this application?

<Video recording>  
<Qualitative or quantitative collected data>  
<Detail analysis plan>

Link to video & interview (Merged)

[https://mysliit-my.sharepoint.com/:v:/g/personal/it19153278\\_my\\_sliit\\_lk/Eb9FktAPy7BltcDsCI0lqE8BnF6xsZ\\_T3QB9PhMgH9JT6A](https://mysliit-my.sharepoint.com/:v:/g/personal/it19153278_my_sliit_lk/Eb9FktAPy7BltcDsCI0lqE8BnF6xsZ_T3QB9PhMgH9JT6A)

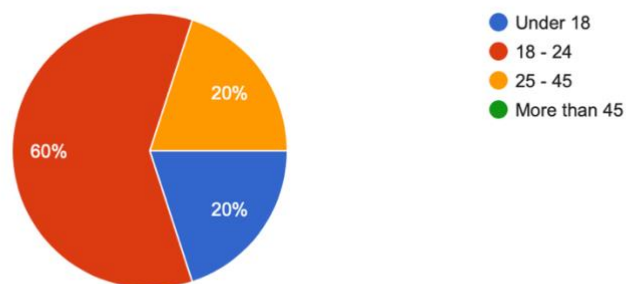
<Questionnaires>  
<Qualitative or quantitative collected data>  
<Detail analysis plan>

Link to google form

[https://docs.google.com/forms/d/e/1FAIpQLSdVDM1P3NDotLLFyOzgp3WR\\_TWVwEeQWG-LUUKjf3G2QFcDVA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdVDM1P3NDotLLFyOzgp3WR_TWVwEeQWG-LUUKjf3G2QFcDVA/viewform?usp=sf_link)

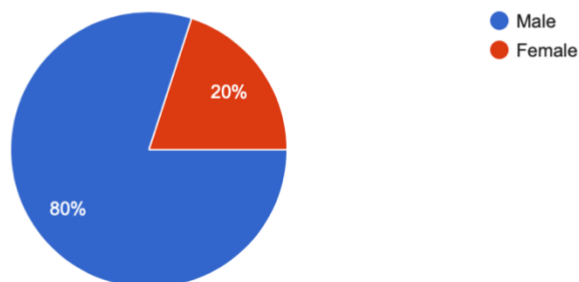
#### Age

5 responses



#### Gender

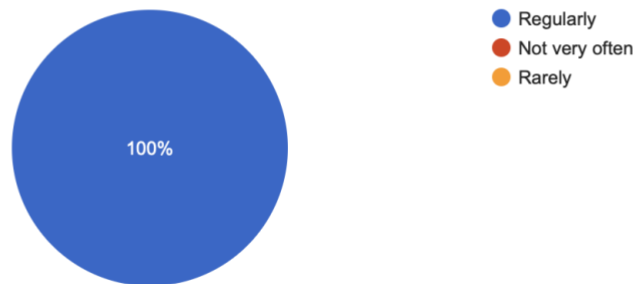
5 responses



### How often do you use mobile application?

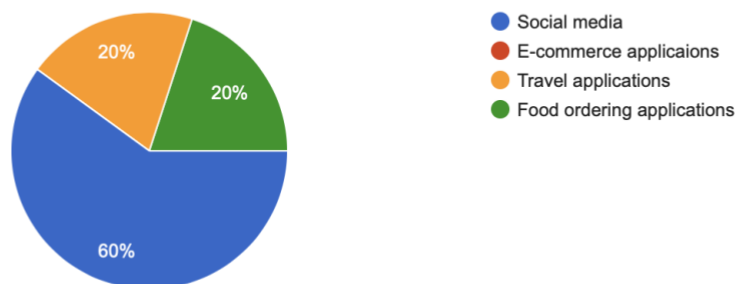


5 responses



### Which kind of application do you use the most?

5 responses



### Mention name of application you used to buy and sell vehicles online?

5 responses

Riyasewana

Riyasevana

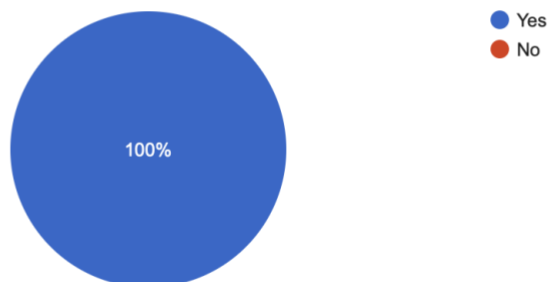
Ikman.lk

Riyasewana and Ikman.lk

ikman.lk

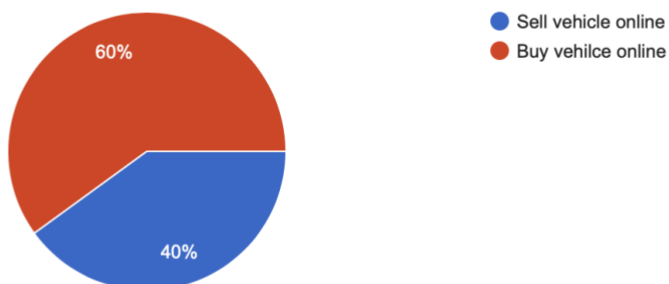
Have you used Riyasevana to buy & sell vehicles online?

5 responses



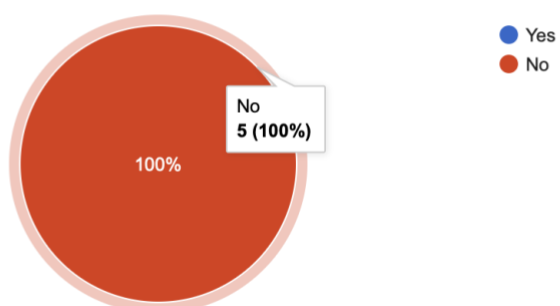
Main reason for using this application?

5 responses



Are you satisfied with the solution provided by the application

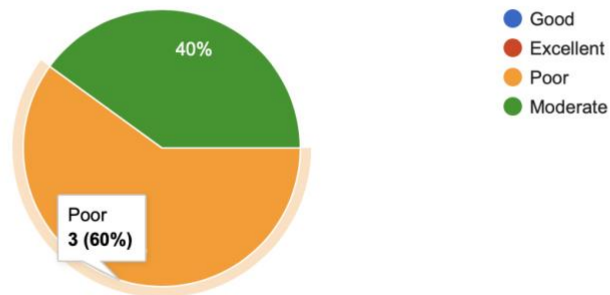
5 responses



### How was your experience while using the application?



5 responses



### Any obstacles you faced while using this application?

5 responses

Bit difficult to search

Yes I cannot view approved posts

Cannot go to wish list

I can't trust sellers and can not get any idea about the sellers

Cannot navigate to Wishlist and unable to give feedback

### Which feature you liked in the application?

5 responses

No option like that

Call option

Nothing

No feature

Easy registration



Which feature you do not like in the application?

5 responses

Search part

UI and UX

Mostly all UI related

Vehicle view part

User interfaces and navigations

Any suggestion or new new features you suggest to be in this application?

5 responses

Need a profile section

Feedback and wish list

Good user interfaces

Yes, need a feedback /review feature

Adding wish list, feedback section and profile page