**User Research Plan**

Hugo Federation

2021S2\_REG\_WE\_39

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Introduction

Our project will be the Lakwimana App, which is a Shopping application. It has come to our attention that the current product is not satisfactory. We hope to use an online questionnaire as our Usability testing method because it will directly give us an understanding of the customer due them using and understanding the App and then answering the questions afterwards. We will use the interviewee’s answers to figure out the path of improving the App.

Test Objectives

* To find out the weaknesses of the current App.
* To get user’s suggestions from the user’s perspective.
* To determine product quality.

Methodology

* The user research would be done using an online questionnaire during the online interview.
* We have selected two people from the Personas to be interviewed.
* We have selected their homes as the location.
* As for the equipment they will only be needing a mobile device and an internet connection.
* We will be conducting the interview in a question-and-answer format.
* Finally there will be a Google form that will be distributed so as to gather quantitative data.

Interviewing

The interview will be conducted using Microsoft Teams software.

There will be two interviews with the previously mentioned two people and they will be taken one after another.

Two of us at the same time will interview the two people.

Interview – 01

Salika - Hello Mrs. Jenny I’m Salika from Hugo Federation.

Umesh - And I’m Umesh from the same Hugo Federation. Can we have a little introduction and some background about yourself?

Salika - Good to have you here Jenny, What we want to do here now is to collect some user experience details about our mobile application. Could you please navigate to our Lakwimana app?

Umesh - Can you see the product page Jenny?

Salika - Can you click on the navigation bar and navigate to a page that you like please?.

Umesh - Now would you kindly choose a product Jenny?

Salika - Is the “buy” button visible to you Jenny?

Salika - Nice can you click it plz?

Umesh - Now can you click “pay now” and provide your information?

Salika - Continue and fill the delivery page as well Jenny?

Salika - fill the next page as well Jenny

Umesh - and the preferred delivery date as well

Salika - then a comment

Umesh - you can click on the edit buttons and edit some info?

Salika - Well done, now you can confirm the order Jenny

Umesh - Jenny, please select the payment method.

Salika – Choose the Credit card type too.

Umesh – Ok, jenny can you see the Credit card form?

Salika – Nice jenny, you have done wonderfully. Now we will move on to the questions regarding the user experience.

Umesh - First of all what is your general consensus when it comes to this App?

Salika – And do you have anything else?

Umesh –We will move on to the next topic.

Salika - As you might have noticed there were no Login or Profile management when it comes to this App? What do you personally think about this? Would it be better if there was a Login system or do you want to keep it as it is?

Umesh – What do you think about the Cart of our App?

Salika – As you might have noticed there are no wish list in our App. Any thoughts about this?

Umesh – We will move on to the delivery. Can you share your thoughts about our delivery functionality?

Salika – With that we would also like to know if this App is attractive?

Umesh – And finally Jenny, do you have any suggestions for us?

Salika – Thank you jenny for participating in our small server we hope the best in your future endeavors

Umesh – Thank you once more. And have nice day

Interview – 02

Binuka - Hello Mr. Rasith I’m Binuka from Hugo Federation.

Yasoja - And I’m Yasoja from the same Hugo Federation. Can we have a little introduction and some background about yourself?

Binuka - The pleasure is all ours rasith. What we are doing here today is an interview about the user experience of lakwimana app. With that being said, can you open lakwimana app?.

Yasoja - Can you see the product page Rasith?

Binuka - Can you click menu bar go to something that you like?

Yasoja - can you choose something from there?

Binuka - Is the “buy” button visible?

Yasoja - can you please click it?

Binuka - Now can you click “pay now” and provide your information?

Yasoja - Continue and fill the delivery page as well.

Binuka – Fill the next page as well Rasith

Yasoja - and the preferred delivery date as well

Binuka - Then a comment

Yasoja - you can click on the edit buttons and edit some info?

Binuka - Well done, now can you confirm the order Rasith?

Yasoja - Rasith, please select the payment method.

Binuka – Choose the Credit card type too.

Yasoja – Ok, Rasith can you see the Credit card form?

Yasoja – Now we will move on to the questions regarding the user experience.

Yasoja – As you might have seen we have no login in this App. What are your thoughts on this?

Yasoja – If we were to make a login system. Would you like to Login using a Google account or just have a standard username and password without an external connections?

Binuka – Do you think the Product page is up to your standard?

Yasoja – Do you think the Product description is satisfactory?

Binuka – If there was a review system what sort of a system do you recommend?

Binuka – What do you think about our cart?

Binuka – Do you have any suggestions to make it better?

Binuka – And then we come to the final major function of our App which is the delivery process. Do you have any comments about this Rasith?

Binuka – Lastly do have anything else to add?

Yasoja - Thank you rasith for participating in our small server we hope the best in your future endeavors.

Binuka – Thank you once more. Please be kind enough to fill out the Questioner form that we have provided. And have nice day.

video recording

The video recording will be recorded using the Microsoft Team’s recording function.

Interview video Link :-

<https://drive.google.com/file/d/1iDdEaR8plZnbRxKHyPSMILJX4L9lXm2U/view?usp=sharing>

Questionnaire

Lakwimana Questionnaire

This form will help to gather information about our current Lakwimana app

\*Required

1. How satisfied are you with the ease of use of the app? \*

*Mark only one oval.*

Very bad

Poor

Average

Good

Excellent

1. How do you rate the attractiveness of our App? \*

*Mark only one oval.*

1 2 3 4 5

1. How satisfied are you with the user profile management of the app? \*

*Mark only one oval.*

Very bad

Poor

Average

Good

Excellent

1. How satisfied are you with the product management of the app? \*

*Mark only one oval.*

Very bad

Poor

Average

Good

Excellent

1. How satisfied are you with the cart handling of the app? \*

*Mark only one oval.*

Very bad

Poor

Average

Good

Excellent

1. How satisfied are you with the delivery management of the app? \*

*Mark only one oval.*

Very bad

Poor

Average

Good

Excellent

1. How satisfied are you with the current application \*

*Mark only one oval.*

Very bad

Poor

Average

Good

Excellent

1. What confused you the most about our app?

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[Forms](https://www.google.com/forms/about/?utm_source=product&utm_medium=forms_logo&utm_campaign=forms)

Participant Profiles

|  |  |  |
| --- | --- | --- |
| Name | Demography Location | Date and Time |
| Jenny E. Woods | Colombo, Sri Lanka. | 21/08/21  08.34 P.M |
| Rasith Rangana | Matara, Sri Lanka. | 21/08/21  07.45 P.M |

User Research – Tasks/Scenarios

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Task Instruction | Target | Probes |
| 01 | Login management | To get the information about the login management of the App. Because the App currently does not have a login. | Interview  Questionnaire |
| 02 | Profile handling | To get the information about the profile management of the App. Because the App currently does not have a Profile management. | Interview  Questionnaire |
| 03 | Product Management | To get the information about the product management of the App. To improve it. | Interview  Questionnaire |
| 04 | Category management | To get the information about the Category management of the App. To improve it. | Interview  Questionnaire |
| 05 | Cart management | To get the information about the Cart management of the App. To improve it. | Interview  Questionnaire |
| 06 | Wish list management | To get the information about the Wish list management of the App. Because the App currently does not have a Wish list management. | Interview  Questionnaire |
| 07 | Reviews and Ratings management | To get the information about the Reviews and Ratings management of the App. Because the App currently does not have a Reviews and Ratings management. | Interview  Questionnaire |
| 08 | Delivery management | To get the information about the Delivery management of the App. To improve it. | Interview  Questionnaire |

Plan for Data analysis

|  |
| --- |
| <<Interviews>>  <<Qualitative or quantitative collected data>>  <<Detail analysis plan>>  Interview – 01  Jenny - Hi Salika and Umesh, I’m Jenny E Woods, I’m currently enjoying life as a vlogger and spending my free time as a full time tourist. As for my background, I have a degree in media studies at Sabaragamu University.  Jenny - Yeah, sure, gimme a second… done.  Jenny - Yeah Umesh I can see the products here now.  Jenny - Ahaaa right, doing that now….. lemmee see… I’m gonna choose ”new product”.  Jenny - ahhaaa Right… what’s a good product? Hmmmmm… okay this one.  Jenny - yep, it is.  Jenny - sure no problem.  Jenny - yeah doing that now. Give me a few seconds to fill this…………………………..done  Jenny - okay. Doing that now ………………………….. aaand finished.  Jenny - sure aha I have to give my location in the map. Nice aaaand done.  Jenny - ookkaay.  Jenny - let me think…. done.  Jenny - aha okay……………….hmm………………..edited.  Jenny - confirmed.  Jenny – Ok, I’m goanna choose to use my Credit card.  Jenny – Ok.  Jenny – Yeah, I can see it. No problem.  Jenny – Hmm… when it comes to my experience the products were shown good but I did find that the lack of Ratings and reviews when it came to the product, missing.  Hmm… when it comes to my experience the products were shown good, but I didn’t see any reviews or ratings. Because of that choosing a product was a bit hard.  Jenny – And what else.. what else.. oh yeah the Cart was a bit lacking because there were no options to edit or change the quantity of the Products I choose.  Jenny – Ahh.. yeah.. About that yeah it is kinda strange that there is no login. If there is no login how do I track my history and other profile information? Yeah I would think it would be suited here.  Jenny – The cart huh? Yeah I think it is very clunky, I wasn’t able to edit or delete after choosing products.  Jenny – Oh yeah. I didn’t notice a wish list. I don’t think it will be a waste to have that. I think having a wish list would make it easier for the customer.  Jenny – It took a lot of time for me to navigate through those pages and it felt very tedious..  Jenny – In some areas it is attractive like the Home page but even in that the individual product view and buy buttons are not very visible. Also the categories side panel menu is very bright and hard on the eyes.  Jenny – Yeah Sure, No problem  Jenny - thank you  Interview – 02  Rasith -- Hello everyone, it is a pleasure to be here. As you know I am Rasith and I’m currently working on a gym. I also have a bachelors in sport science from Moratuwa University.  Rasith - Yeah, No problem.  Rasith - Yes, I am currently in the product page.  Rasith - okay let me see, ”Special Products” looks good.  Rasith - hmm okay I will choose this.  Rasith - yeah.  Rasith - sure.  Rasith - okay this will take a little while.  Rasith - Filling it now.  Rasith - okay giving my location.  Rasith - done.  Rasith - hmmm typing now.  Rasith - hmm let me edit this.  Rasith - confirmed.  Rasith – Ok, I’m goanna choose to use my Credit card.  Rasith – Ok.  Rasith – Yeah, I can see it. No problem.  Rasith – Yeah I notice that. I think it would be better if there’s a Login system.  Rasith – There was too much information asked in the Delivery process, I think that amount can be reduced by having a Login and a profile.  Rasith – Yeah I think Google account login would not be personally suited for me. So I prefer the standard username and password.  Rasith – Yeah for the most part but the felt a little difficult because the Product choosing buttons were not placed well.  Rasith – About that yeah.. I noticed that there were no reviews or ratings in the description.. Did I miss it?  Rasith – I think a normal one would be good with the google reviews being a good example.  Rasith – Yeah it was not really good.! It was hard to edit after picking one or change the amount of products.  Rasith – Yeah the edit and the delete would be good to have and if there were something to save items that I want to buy later.. somewhere in.. something like wish list it would also be good.  Rasith – Yeah, like I previously mentioned it is a bit too much. I guess having a login system would make it better. Other than that some pages were bit unattractive.  Rasith – No.. nothing else.. |
| <<Video recordings>>  <<Qualitative or quantitative collected data>>  <<Detail analysis plan>>  Overall the Participants were not satisfied with the design and the user experience of the App. Particularly the lack of a Login or Profile handling, Product reviews and ratings, as well as a Wish list were mentioned by all the participants. Then after product, cart and delivery functions were brought up as inadequate. |
| <<Questionnaires>>  <<Qualitative or quantitative collected data>>  <<Detail analysis plan>> |