

User Research Plan

2021S2_REG_WE_40

Group Details

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Introduction

The application that is subjected for usability testing in this document is one prominent application used by Sri Lankans. It is the '**SLT Broadband**' application by SLT Mobitel. It is mainly used to monitor the data usage of a persons' SLT internet connection. This application provides features such as viewing detailed reports, purchasing extra GB, activate data add-ons, view purchase history, view promotions, user profile and more in addition to viewing the remaining quota data. Even though these features are provided, there are certain set backs to be considered in the user's perspective in the user interfaces and the overall user experience. In this document, the steps and the usability testing process followed to identify the problem areas and pain points, in order to revamp the application will be discussed in detail. The main aim of the usability testing is establishing a baseline of users performance , validating user performance measures and identifying potential design concerns .

Test Objectives

The following objectives were focused in conducting the usability testing

- Finding issues in the bad color schema used for the application.
- Finding the issues related to nested UI structures.
- Finding issues related to services not being available.
- Finding issues related to typography.
- Finding issues in the navigation (bottom navigation not visible properly).
- Finding the less descriptive nature of the products.

The above mentioned areas will be mainly focused when caring the usability testing. So that we can improve the user experience of the redesigned application.

Methodology

In order to identify the problem areas and the pain points of the 'SLT Broadband' application, a user research was conducted by selecting two people to match the personas of student and worker. The methodologies followed to get accurate information was by gathering user information through a google form which was distributed among users and also by user interviews. These methods were found easy and inexpensive and time saving compared to more expensive methods.

Interviewing

Interview 1

<https://drive.google.com/file/d/1NPM1GfpHijytWfXo0we27X92bAFrJw7o/view?usp=sharing>

Interview 2

https://drive.google.com/file/d/19ssmb_KdQ6DgZuF7dMHFokIG6kYe03Xv/view?usp=sharing

The interview was conducted to find the pain point by selecting the two user personas. The procedure taken and the way the interview was held will be discussed under this section.

- The main objective of the interview was to identify the issues in the application.
- Therefore, to do that a script was prepared by our team member to cover the functionalities of the application.
- This includes view data remainder, detail report, daily usage, promotion, user profiles page, purchase history and managing your data.
- Both the interviews were conducted online using the zoom platform and were moderated by our team members.

Interview Script 01

Hello, we are from weekend group 40. We are holding an interview-to-interview user persona of a student. And our interview will be Lasal. Our application is SLT Broadband application. Hello Lasal, thank you for joining this interview.

Common Questions

- 1) Can you give us a brief introduction about yourself and what you do?
- 2) Since this application is Internet related, how often do you use the internet?
- 3) For what purposes do you use it.
- 4) How many GB would you say you use for a month?
- 5) So you are a user of the SLT Broadband Application, am I correct?
- 6) How often would you say that you use this application?
- 7) For what purposes do you use it?

Questions about viewing data remainder

- 1) So, as you said before, you use the app mainly to view your data remainder. So what is your experience when viewing data remainder?
- 2) Did you find it easy or difficult?
- 3) What do you think about the way the data remainder is displayed?
- 4) So, if you were to rate this interface from 1 to 5, 5 being the highest, how would you rate this?

-----Over to you Vikum-----

Questions about Detail report

- 1) Are you a subscriber of the detailed report?
- 2) Is the detailed report easy to understand?
- 3) Any suggestions to improve the view?

Questions about Daily Usage

- 1) Do you think that showing download and upload data as a total is efficient?
- 2) What would you say If you have option download data usage in quarter manner?
- 3) Which one is more accurate?

-----Over to you Sanduni-----

Questions about Promotions

- 1) Do you use promotion tab often?
- 2) Do you think presentations of promotions are accurate?
- 3) What do you think about the flow getting promotions from the app?
- 4) Do you have any suggestions to improve for the promotion page in the app?

Questions about User Profile Page

- 1) What do you think about the user profile page?
- 2) What do you think about sign out feature of the app?
- 3) Do you use more than one user for the app?
- 4) Is it easy to maintain more than one account in the app?

Questions about Purchase History

- 1) What did you think about purchase history page?

-----Over to you Ashini-----

Question about Manage your data

So, I will be asking you about Manage your data interfaces.

- 1) In the Manage your data page there are 6 tabs add more data, data add-ons, gift data, redeem data, happy day and more. Have you used any of these?
- 2) When purchasing extra GB, how was the experience?
- 3) What was your experience when purchasing data add-ons using this application?
- 4) So if you were to rate this interface from 1 to 5, 5 being the highest, how would you rate this?

Interview 2 Script

Hello, we are from weekend group 40 and we are holding this interview to interview the candidate for the persona of a student/worker

Our interviewee will be Ayeshka

Hi Ayeshka. Thank you so much for joining us for this interview.

Common Questions

- 1) Can you give us a brief introduction about yourself and what you do?
- 2) Since this application is Internet related, how often do you use the internet?
- 3) For what purposes?
- 4) How many GB would you say you use for a month?
- 5) So you are a user of the SLT Broadband Application, am I correct?
- 6) How often would you say that you use this application?
- 7) For what purposes do you use it?

Questions about viewing data remainder

- 1) So, as you told before, you use the app mainly to view your data remainder/balance. So what's your experience when viewing data remainder?
- 2) Did you find it easy or difficult?
- 3) What do you think about the way the data remainder is displayed?
- 4) As a user, do you think the buttons and texts are clear and visible?
- 5) So, if you were to rate this interface from 1 to 5, 5 being the highest, how would you rate this?

Questions about Detail report

- 1) Are you subscribe of detail report?
- 2) Is the detail report easy to understand?
- 3) Any suggestions to improve the view?

Questions about Daily Usage

- 1) Do you think that showing download and upload data as a total is efficient?
- 2) What would you say If you have option download data usage in quarter manner?
- 3) Which one is more accurate?
 - showing only the usage percentages
 - option to switch between percentages and actual data amount

-----Over to you Sanduni-----

Questions about Promotions

- 1) Do you use promotion tab often?
- 2) Do you think presentations of promotions are accurate?
- 3) What do you think about the flow getting promotions from the app?
- 4) Do you have any suggestions to improve for the promotion page in the app?

Questions about User Profile Page

- 1) What do you think about the user profile page?
- 2) What do you think about sign out feature of the app?
- 3) Do you use more than one user for the app?
- 4) Is it easy to maintain more than one account in the app?

Questions about Purchase History

- 1) What did you think about purchase history page?

Question about Manage your data

So, I will be asking you about the Manage your data interfaces.

- 1) In the Manage your data page there are 6 tabs add more data, data add-ons, gift data, redeem data, happy day and more. Have you used any of these?
- 2) When purchasing extra GB, how was the experience?
- 3) What was your experience when purchasing data add-ons using this application?
- 4) Did you find these interfaces user friendly and interactive?

- 5) So if you were to rate this interface from 1 to 5, 5 being the highest, how would you rate this?
- 6) If you can change anything in this user interface, what will you change?

video recording

App tasks

<https://drive.google.com/drive/folders/13zD0erecMkaF4gYN8JhqT43HAm9mVPQV?usp=sharing>

- These task walkthroughs were carried out to understand how the user performs a task by guiding them through some of the functionalities presented in the application.
- The users were given different scenarios/tasks which they had to complete and show the result.
- This helps to determine how the user interacts with the interfaces and completes the task.
- One of the group members will act as the moderator and guide the user through the processes

Questionnaire

Questionnaire Link: <https://forms.gle/9to9NtCcW4z1CeUb7>

The questionnaire was divided into 5 main sections.

Demography

- In order to understand the user questions such as,
 - Age group
 - Designation
- This data helped to find the correlation between them and the satisfaction levels.

Section about app usage and its down time

- This section was addressed to find the purpose user uses this app and to find how the experience of using the app.
- We did a quantitative analysis for the above factors.

Section checking about area in functionalist where issues occurred

- In this section participants were asked to select the functionalities where issues occurred while using the app.
- Also all the member functionalities were covered in this section.

Section was to gather features need to be add

- In this section, we gave some ideas on improvements to be added and asked to pick and allowed them to add their ideas to it as well.

How questionnaire was distributed and data collected

- The questionnaire was distributed online since it was created using google forms.
- The main form of distribution was through WhatsApp groups.

Participant Profiles

Name	Demography	Location, Date and Time
<i>User_0001</i>	<ol style="list-style-type: none"> 1) <i>Undergraduate in software engineering</i> 2) <i>Between the age group of 20-30</i> 3) <i>Uses SLT mobile application to manage data</i> 	<i>Zoom platform</i> <i>26 / 8 / 2021</i> <i>5.15 P.M</i>
<i>User_0002</i>	<ol style="list-style-type: none"> 1) <i>Works as a Software Engineer</i> 2) <i>Between the age group of 20-30</i> 3) <i>Uses SLT mobile application to manage data</i> 	<i>Zoom platform</i> <i>28 / 8 / 2021</i> <i>11.00 A.M</i>

User Research – Tasks/Scenarios

No.	Task Instruction	Target	Probes
1	<ul style="list-style-type: none"> Asked to activate the data add-ons bundle which included the offer for watching eduscope videos. <ul style="list-style-type: none"> The user has activated the data add-ons bundle successfully. Now he is able to view eduscope videos through that package. This task was given to observe the way in which the user activates the bundle by the little information provided in the application. 	<ul style="list-style-type: none"> To get the customer to interact with the Data add ons section and to confirm whether the user knows the process of activating a data addons package. 	
2	<ul style="list-style-type: none"> Asked the user to view their remaining quota data and present it in terms of GB and to tell the remaining free data in GB. <ul style="list-style-type: none"> While viewing the remainder, the user will be able to view the remaining standard quota data and standard + free quota data. The objective of this task was to get the user's opinion on the user interface and the way the data remainder is presented. 	<ul style="list-style-type: none"> To confirm whether the user knows how to view the data remainder and to know the user's familiarity with the interface. 	
3	<ul style="list-style-type: none"> Asked the user to go to the promotion page and view the available promotions <ul style="list-style-type: none"> The aim of this task was to get an overall 	<ul style="list-style-type: none"> To get the users' thoughts on the user interface 	

4	<p>perspective of the user on the user Interface of the promotion page.</p> <ul style="list-style-type: none"> • Asked the user to check how many have been consumed for youtube. <ul style="list-style-type: none"> ○ The aim of assigning this task was to get the users opinion on the user interface and how the consumed data volume is shown. 	<ul style="list-style-type: none"> • To get the users' thoughts on the user interface 	
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Plan for Data analysis

Interviews

In the Interview we asked questions from users with close ended questions. And, we get asked questions based on quantitative, users can rate some interfaces. And some questions were asked and gave users an option. From these options users can select options.

- After the Interview collected data by rewatching the video. get two interviews and group questions and answers using excel.
- Compare two answers and if it has the same idea, get the main idea and group them as one and put it under summary.
- When comparing different opinions note that as two points under summary.
- Get their suggestions of apps and it groups them.

Video recordings

Our main goal is to analyze the time which is taken by the user to complete relevant tasks. It is used to know how easy to achieve relevant task, how user can complete task without confusing., how many times user want to navigate again and again to do the relevant task.

- Task completion time will be analyzed to relevant tasks.
- Get Number of times users navigate to the same page again and again.

Questionnaires

The questionnaire was created using google forms. Therefore, the google form was mainly analyzed using the provided data.

- Bar charts, pie charts and histograms was used to do univariate analysis based on the whether the variables were qualitative or quantitative.
- Also a csv file was generated and exported it to do further analysis.

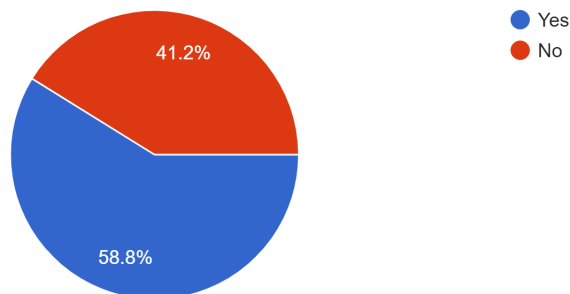
Exported csv Data:

https://docs.google.com/spreadsheets/d/1TABgPsqwB8plqRr5kpmljwE_q34N2tvqbVlalXrdvQs/edit?usp=sharing

Charts

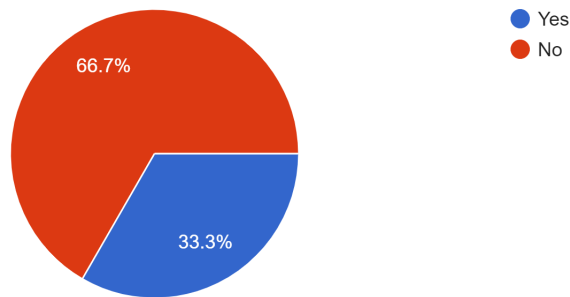
Is the app user-friendly?

51 responses



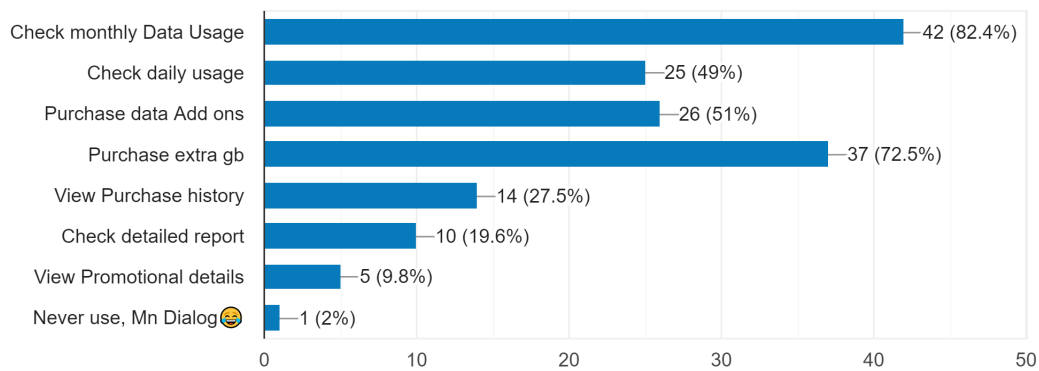
Does the app run smoothly?

51 responses



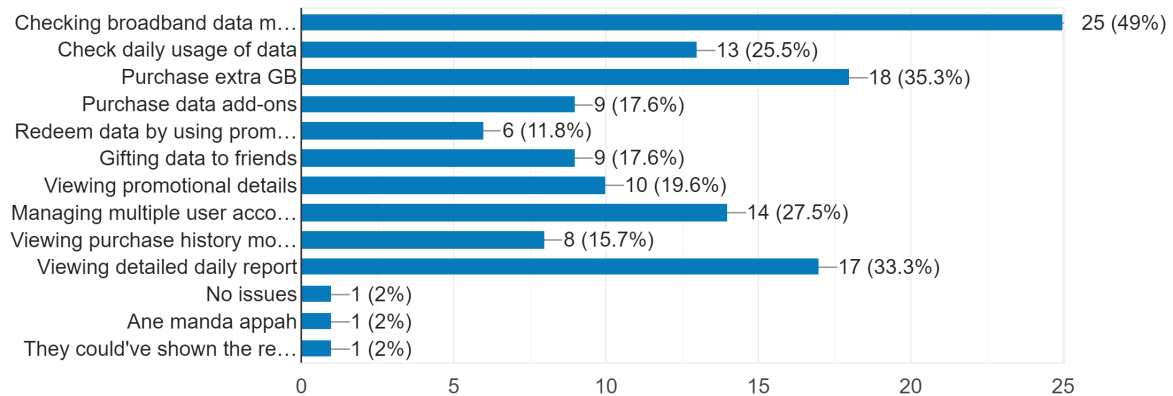
For what purposes do you mostly use this app

51 responses



In which areas of the app is having more issues?

51 responses



What other features do you think should be added?

51 responses

