**BSc (Hons) in Information Technology**

**Software Engineering – Year 3 Lab sheet 05**

**IT3050 – User Experience engineering Semester 2, 2021** Identify fail-points/blockings in the key-user flow(s)

During this lab, you are going to Identify fail-points/blockings in the key-user flow(s). Follow the steps below.

* Analyze your user research data (Lab sheet 02).
* Re-visit the user flow diagrams (Lab sheet 01).
* Individually identify 02 (at least) main fail-points/blockings in the key-user flow(s)
* If you are unable to identify enough number of main fail-points/blockings, conduct the user research again with different users/using different script.



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| **IT19135830** | 01  Fail-points/blocking | 02  Fail-points/blocking |
| Fail-points/blocking | When viewing the usage of the data, the user is initially views the percentage of the remaining data. To view the actual balance amount they have to tap on the percentage. To most users this is confusing, and most users are not aware that they can view the actual remaining volume by taping on the percentage. Therefor it is better to give priority and view the actual remainder of data in GB rather than the remaining percentage. | When viewing the usage of the data, only the standard usage and standard + free usage is shown. In my opinion it is important to show the remaining of the free data volume separately too. |
| Evidence  <<Screenshots>>  <<Video timeline>> | A screenshot of a cell phone  Description automatically generated with medium confidenceA screenshot of a phone  Description automatically generated with medium confidence  A screenshot of a cell phone  Description automatically generated with medium confidenceA screenshot of a cell phone  Description automatically generated with medium confidence  A screenshot of a phone  Description automatically generated with medium confidence |  |

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| **IT19167992** | 01  Fail-points/blocking | 02  Fail-points/blocking |
| Fail-points/blocking | When user going to view a promotion, it is good if they can be redirected to relevant promotion page. In this app when user click any promotion to view details of promotion all the time redirect too same page. So that is one of the failure points that I identified. | In Promotion User can only see Promotion banner it is If it has with small description and title. |
| Evidence  <<Screenshots>>  <<Video timeline>> | A picture containing text, electronics, display  Description automatically generated | Graphical user interface  Description automatically generated |

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| --- | --- | --- |
| **IT19134536** | 01  Fail-points/blocking | 02  Fail-points/blocking |
| Fail-points/blocking | When Customer see daily usage in this app display standard and free data in a graph. But in that graph is confusing because there was another white space with standard and free data representation. It confuses the users. So, it is good to display standard and free data in separate graphs. | In the daily detailed report, it shows upload data and download data, but it does not show what volume has being used from standard volume and free volume for the uploads and downloads. So it is good to show the uploads and download volumes in terms of standard data usage and free data usage, possibly by regenerating the same graph from toggle button. |
| Evidence  <<Screenshots>>  <<Video timeline>> |  |  |

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| --- | --- | --- |
| **IT19136134** | 01  Fail-points/blocking | 02  Fail-points/blocking |
| Fail-points/blocking | This screen looks very confusing to the users who want to get more data. In my opinion, I think it is best to give separate categories for the price ranges and redirect to the available options when clicked on the price range. | In the ‘More’ screen, the information is just given in the image, to know further details the user should click on the image, this is not very user friendly and sometimes the user may just view the image and get the surface information but nothing else, therefor I suggest adding a button below with a small description |
| Evidence  <<Screenshots>>  <<Video timeline>> |  |  |