User Research Plan -MirrorMirror.LK App

User Experience Engineering - SE3050

2021S2_REG_WE_48

Group Details

Group Name	
Group ID – 2021S2_REG_WE_48	
Name	**Student ID**
Sanduni Jayamali Gamage K.G.	IT19123578
Athapaththu P.N.P	IT 19028774
Nandu Gamitha Manawadu	IT 19140476
Gimhana P.S.	IT 19143682

Introduction

"MirrorMirror.Lk" app is developed for the online shopping store which sells different items clothes, shoes, home, and living items, etc. This app includes all main functions such as User Management, Shopping Store and cart management, Delivery and Payment management and feedback and wish list management.

There are more similar applications like "MirrorMirror.lk that can be used for online shopping so that among these applications there is more competition to attract more users. So We created this user research to produce a more competitive and user-reliable experience application for the users.

This user study will be divided into two parts: a video interview with a client and a questionnaire. We will be able to examine an overall notion about the program and analyze data utilizing the results of this user research to provide a better user experience for users. We want to use this mostly to test the user's experiences with the application, as well as his or her benefits and drawbacks. Using that information, we'll be able to compile a list of features and UI that users want, and based on their comments, we'll be able to make some decisions about the application's scope.

Test Objectives

Our main objective is to gather information about the MirrorMirrot.Lk application. we collect both positive and negative feedbacks about this application. We are hoping to use positive feedback to improve this app and Our goal is to figure out what's causing the negative feedback and fix the problems. We can see consumers' facial expressions as well as our questionnaire by doing a video interview.

In usability testing, the below-mentioned areas will be prioritized. So that the revised application's user experience can be improved.

- To identify security performance
- To identify   usability enhancements
- To identify undesirable functions
- Obtaining the precise demand from the customer
- Identifying the UI components that the client may be unable to comprehend.
- Finding issues in the navigation
- Finding issues in some major functions.
- To identify responsiveness of the application

Methodology

This user research was undertaken to discover the issue areas and pain points of the "MirrorMirror.Lk" application by selecting two people who matched the student and working personas. Also, some information was gathered through a Google form that was disseminated among 20 users, and user interviews were also used to obtain the correct information. When compared to more expensive approaches, these methods were determined to be simple, economical, and time-saving.

Interviewing and Video recording

We have done Both interviewing and Video recording at the same time.

Interview and Video recording Link

https://drive.google.com/drive/folders/10iURaoZg8xdfVMkyNbyT6UKWxeDpUkWm?usp=sharing

By picking two user personas, the interview was done to determine the pain point of the application.
- The main objective of the interview was to identify the issues of the application. so that the script was created by team members which cover all main functions in the application. The main function is user management (Register Login and forget the password)Store and cart management,Delivery and payment management, and Feedback Management and other contents of the Application.

Interview Script 1

      1. General Questions
- How likely are you to recommend this app to other online shoppers?

  - Very likely
  - Somewhat likely
  - Very unlikely

- What is your biggest concern about online shopping?

  - Breach of personal information
  - Breach of payment details
  - Poor internet connection

- How many times do you shop online on this app?

    o Once
    o Twice
    o Thrice
    o More than thrice

- How would you rate the usability and the user experience of the app?

    o Excellent
    o Average
    o Poor

2. User Profile Management

- Have you ever used to forget password function in the app? Tell us about your experience.
- What do you think about the security of the app typing password and got a registered account is enough?

3. Shopping store and Cart Management
    - Have you ever experience this when selecting the size of the foot ware?
    - What Do you Think About the overall design of the shopping cart?

4. Delivery and Payment Management
    - What is your most preferred payment method?
    - What do you think About the Order review Page?
    - Do you think the payment gateway of this app is secured and reliable?

        o Yes
        o No

5. Feedback and other Content management

- Do you think this app is taking too much time to load?

  - o Yes

  - o No

- How would you rate the attractiveness of the user interfaces of this MirrorMirror.lk app?

  - o Excellent

  - o Average
  - o Poor

Interview Script 2

1.Genaral Questions

- How often do you shop on this MirrorMirror.lk app?

  - o Very often
  - o Seldom
  - o Not Often

- Name 2 products you buy frequently on this app.

  - o Shoes
  - o Accessories
  - o Perfumes and Oils
  - o Skincare products
  - o Clothes
  - o Handbags
  - o Watches

- What is the biggest challenge you face with shopping online on the MirrorMirror.lk app?

  - Slow checkout time
  - Lack of products I want
  - Unattractive user interfaces
  - Dissatisfied search function
  - Slow mobile page response time

2. User Profile Management

- How do you Login to the app?

- What do you think about the user profile option?

3. Shopping store and Cart Management

- Have you browsed any specific item by using the search option in the app?
- What do you think about the overall design of the store?

4. Delivery and Payment Management
- What do you think about the Add new Shopping Address

- How about your experience on the review order page?
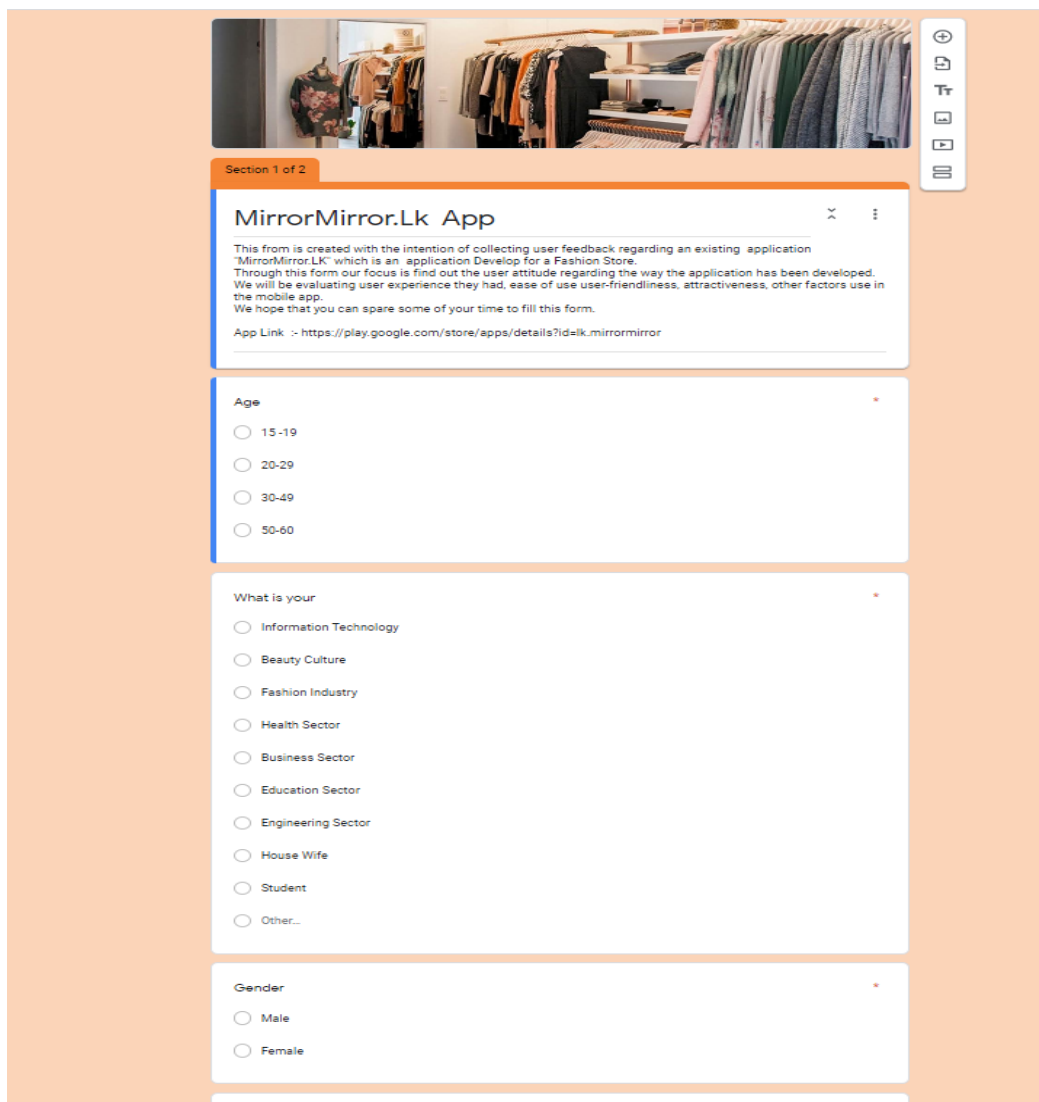
5. Feedback and other Content management
- Have you ever used to contact us page, what do you think about it?

- How would you rate the attractiveness of the user interfaces of this MirrorMirror.lk app?

Questionnaire

For the questionnaire, we've chosen a minimum sample size of 20 people. To generate a form containing all of the questions, we're using Google Forms. To collect responses, the form link is disseminated on social media and through chat programs. The form itself generates a summary with graphic components like charts. The questionnaire is divided into two sections to cover users of the same program as well as users of related applications, which allows us to compare the need for the proposed enhancements.

Google Form Link

https://forms.gle/98T1pdX2Wk6j3j5a9

Participant Profiles

The table below provides a breakdown of the participants selected for testing:

Name	Demography	Location, Date, and Time
Danushka Kalhan	Age: 25 Gender: Male Residential: Maharagama Occupation: Network Engineer SLT	Location: Virtual Platform Zoom Date 28-Aug-2021 Time 8.30 PM
Hansani Ferdinan	Age: 23 Gender: female Residential: Galle Occupation: Undergraduate at KIU University	Location: Virtual Platform Zoom Date 28-Aug-2021 Time 11.30 PM

User Research – Tasks/Scenarios

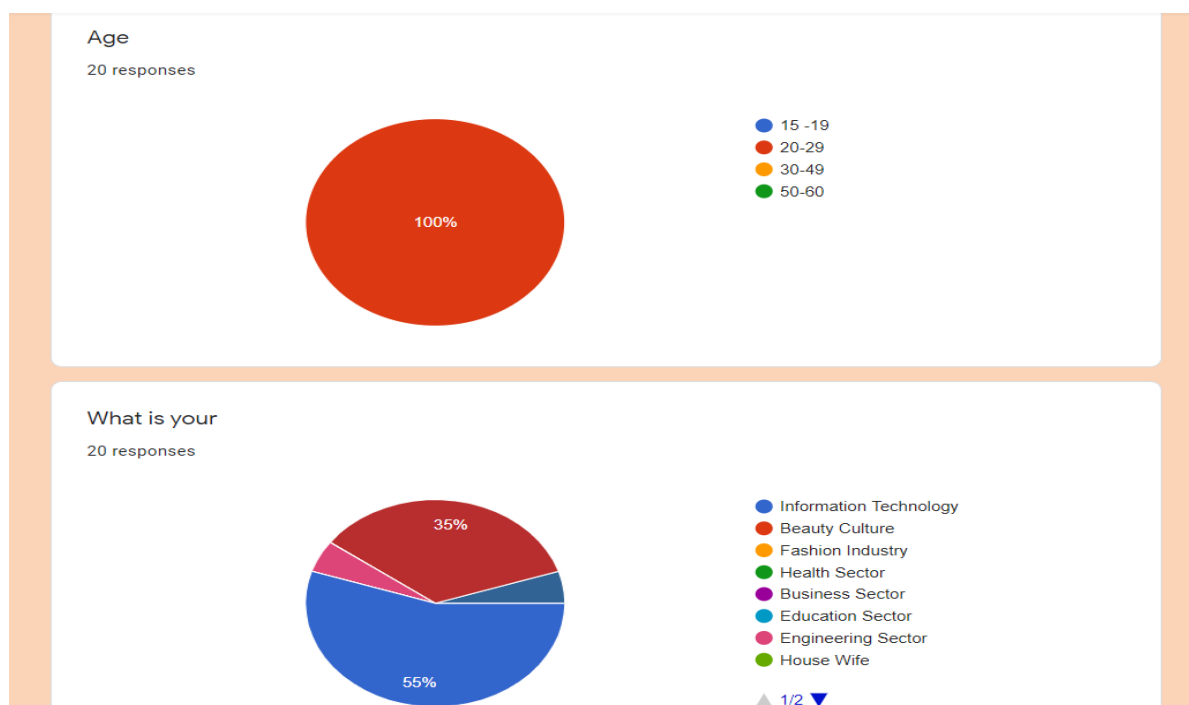| No.	Task Instruction	Target	Probes
1	Assume that you forget your password and cannot login in to app and you are use Forget password option in the App.	To check how forget password working	Unclear and un responsive input fields
2.	Search item in shopping store	To Check how user interact with the search function.	When click the search button direct in to separate page so it confused the user
3	Assume you are going to buy a pair of shoes from the shopping store but you cannot find the option to select size of the shoes	How user going to find the size of shoes.	Size selection appears when clicking add to cart button there is no separate option to select the size of the shoes
4.	When you are adding delivery details.	To check whether user details are validated	In Telephone number field can added more than 10 numbers as well letters also.it confused the user.
5.	Trying to select the delivery option in the order review page	To check find deliver option easily	As there is complex details, so that cannot find that option easily.
6.	Trying to find the previously added user feedbacks	To check there is option see the previously added feedback	There is no option to get previously added feedbacks
7.	Using the user profile option in the application	To check whether how user interact With user profile	The interfaces not user friendly
8.	User Trying to add a feedback	To check whether how feedback is working	The interfaces less user friendly so function is not performing well.

Plan for Data analysis

Interviewing and Video Recording

In the Interview we asked questions from users based on quantitative and qualitative data. Users were asked to rate some of the interfaces. And some questions were asked from users to provide an option by giving serval options and also some questions were asked to explain by the user.

- After the Interview we reviewed and collect necessary data by going through the video recording.
- For each question we compare the answers and if it has the same idea, we group them as one idea and add it under summary.
- When there are different ideas we note them as two points and add to the final summary.
- And finally we get their suggestions to the improvement of app and noted them
- We assign some tasks to the users and check whether they are interacting with the interfaces and the difficulties they faced in the processes
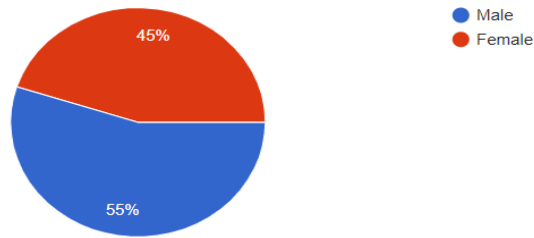
Questionnaires

- The questionnaire was created using google forms. Therefore, the google form was mainly analyzed using the provided data.
- Bar charts, pie charts and histograms were used to do univariate analysis based on the whether the variables were qualitative or quantitative.
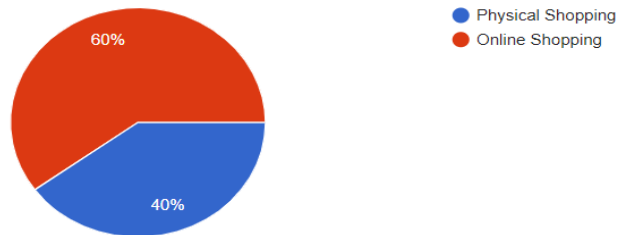
Age
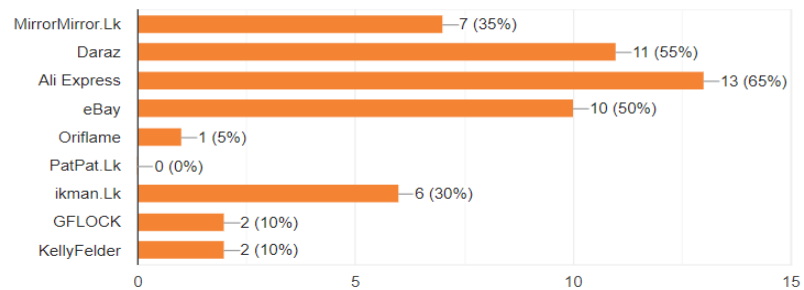20 responses

- 15 -19
- 20-29
- 30-49
- 50-60

100%

What is your
20 responses

- Information Technology
- Beauty Culture
- Fashion Industry
- Health Sector
- Business Sector
- Education Sector
- Engineering Sector
- House Wife

35%

55%

1/2

Gender

20 responses

● Male
● Female

- 45% (Female)
- 55% (Male)

What is your preferred method of shopping?

20 responses

● Physical Shopping
● Online Shopping

- 60% (Online Shopping)
- 40% (Physical Shopping)

What are you are apps your are familiar with the out below

20 responses

App	Responses
MirrorMirror.Lk	7 (35%)
Daraz	11 (55%)
Ali Express	13 (65%)
eBay	10 (50%)
Oriflame	1 (5%)
PatPat.Lk	0 (0%)
ikman.Lk	6 (30%)
GFLOCK	2 (10%)
KellyFelder	2 (10%)

Do you have experience using "MirrorMirror.LK" App

20 responses

● Yes
● No

- 50% (No)
- 50% (Yes)
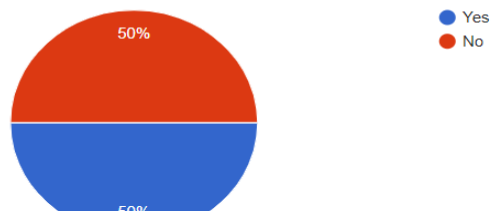
Did you experience to search function in the app ?

10 responses

- Yes
- No

50%
50%
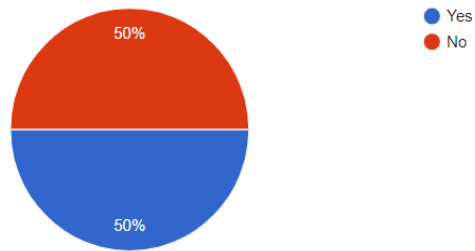
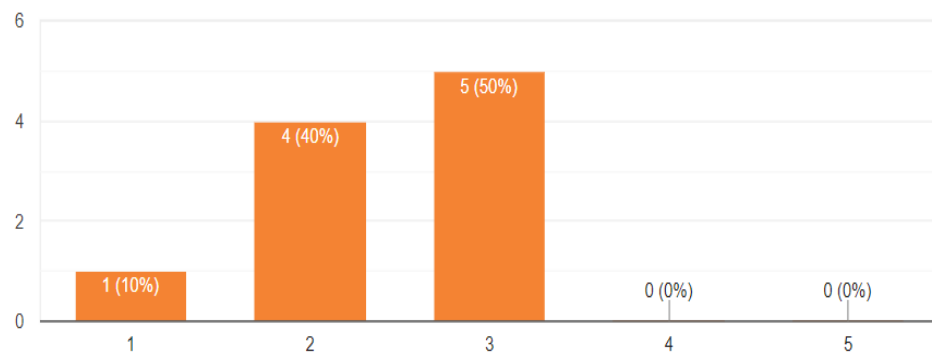## How much are you satisficing with the Payment and Delivery functions?
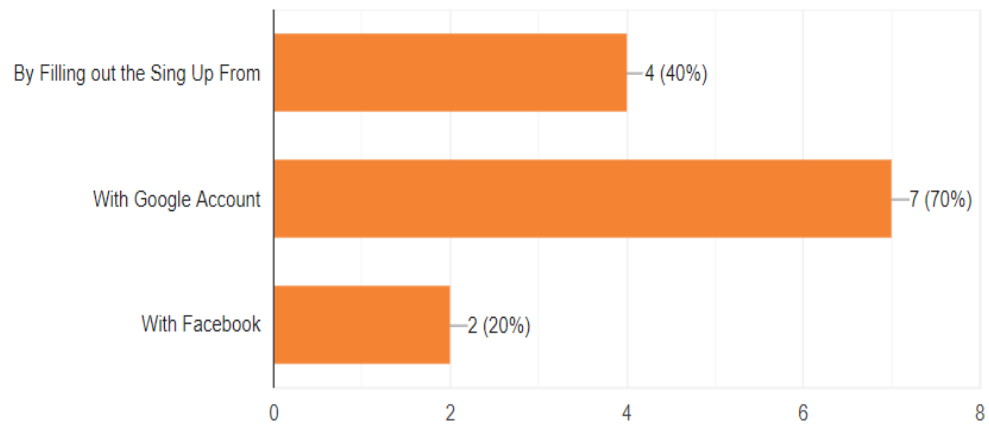
10 responses
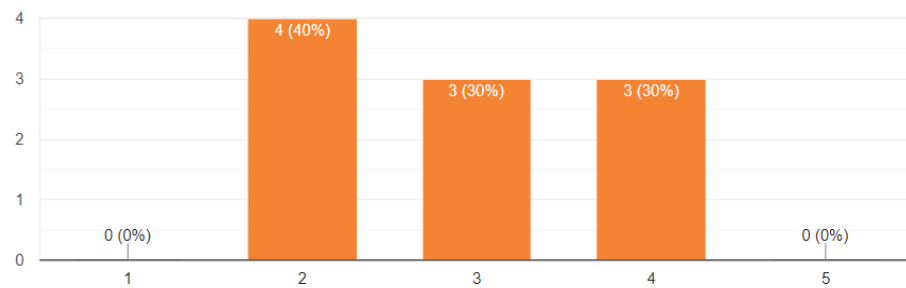
MirrorMirror.Lk User Feedback Form

Is the app is user friendly in your opinion?

10 responses

What is the most preferred way to signup to the application?

10 responses

By Filling out the Sing Up From	4 (40%)
With Google Account	7 (70%)
With Facebook	2 (20%)

(Horizontal bar chart with axis values 0, 2, 4, 6, 8)

How far are you satisficed with the cart function in the app?

10 responses

(Vertical bar chart)
- 1: 2 (20%)
- 2: 2 (20%)
- 3: 6 (60%)
- 4: 0 (0%)
- 5: 0 (0%)
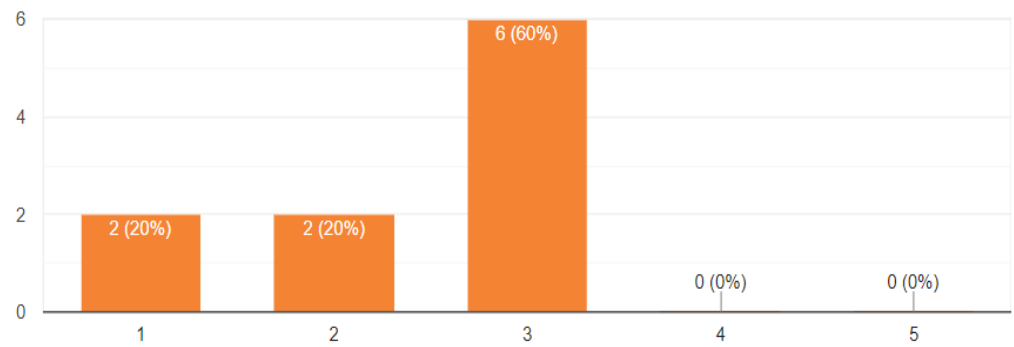
What do you think about the feedback option in the app?

10 responses

Bar chart:
- Awful: 1 (10%)
- Good: 3 (30%)
- I am not satisfy with this app: 1 (10%)
- Not god: 1 (10%)
- Not user friendly: 1 (10%)
- Not user-friendly: 1 (10%)
- Ok: 1 (10%)
- quite well: 1 (10%)
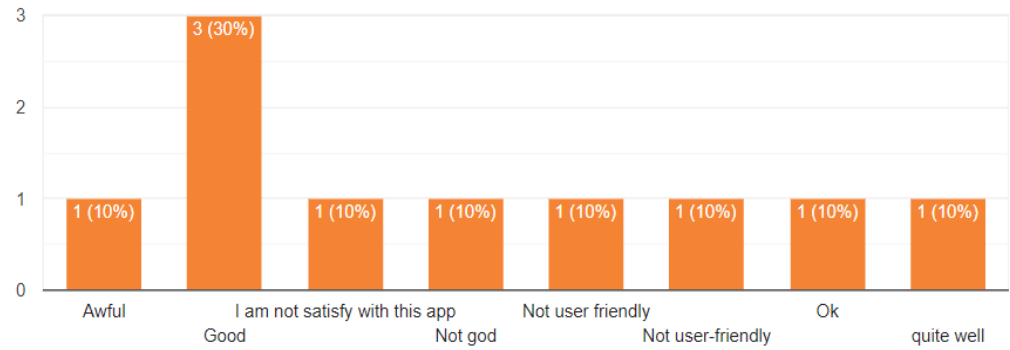
Do you have any suggestions to improve the online shopping experience in this app?

6 responses

Bar chart:
- In review order, There are many details in tha...: 1 (16.7%)
- In shipping address page, There's user input...: 1 (16.7%)
- Interfaces are not user friendly: 1 (16.7%)
- Make more attractive: 1 (16.7%)
- No: 2 (33.3%)