

User Research Plan

by

Team 360

<<2021S2_REG_WE_54>>

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Introduction

The project is about re-building some functionalities and User Interfaces of the existing app “Easy Kids Learning” and gain a better User experience with the final product. The main goal of the user research is to identify the user’s needs and pain points.

In terms of testing, we planned to test out the user experience of two different tasks which are relatable to the functions that we hope to rebuild. The reason behind the allocating tasks for the users is to find out what are the effortless points and difficulties the users face during the tasks.

Since we are planning to rebuild the functionalities of the existing app and add new functions, with the usability testing it is easy to gather the points where we need to add or remove existing app’s functionalities.

Test Objectives

We hope to achieve the following objectives at the end of the usability testing:

- Gather the effortless points of the users with the allocated task.
- Gather the difficulties when using the app for the task.
- Point out the tasks which gain better and less user experiences.
- Identify areas where the users encounter usability issues

Methodology

The user research has been conducted with the use of interviews and questionnaires.

For the interview sessions we interviewed two users according to the personas. Their user role types were parent and teacher. We conducted the interviews via Zoom platform with the use of the laptops and internet connections of both group members and the interviewees. The interview questions were structured questions.

For the questionnaires we got responses from seven individuals from different age groups. We used Google Forms to collect data from the questionnaires. The question type was simple, structured and easy to understand.

Interviewing

We conducted the interview online via Zoom platform. We had two separate interviews with the presence of all the four members and the interviewee.

Following is the interview script:

1. Tell us about yourself.
2. As a Teacher/Parent, have you ever used or selected to use any kids learning apps for your students/ kids?
3. Can you please tell us about some frequently used apps among them?
4. Have you heard of or used the app, “Easy Kids Learning”?
5. What are the differences between the apps that you mentioned before and the Easy Kids Learning app?
6. Now, we want you to do a little task ...
7. In order to increase the user friendliness and the benefits of this app we are planning to add some more functionalities. Can we get feedback for that particular function?
8. Give feedback about app we are going to implement (from interviewee side)

Link to the interview recording:

<https://drive.google.com/file/d/1Mh8olkE3e19jCDd--PnXMeCYnEz1u0xP/view?usp=sharing>



Questionnaire

We conducted the questionnaire via online platforms. The questionnaire was built with the online tool Google Forms where we could collect the responses there by itself. We managed to distribute the questionnaire in frequently used social media platforms which are Whatsapp and Messenger.

Following is the conducted questionnaire:


User Experience Research

We are carrying out this questionnaire on Easy Kids Learning (Offline) - Apps on Google Play, to see if we can improve the user experience of the application and make it more convenient for the users.

 punsisi.subhani@gmail.com (not shared) [Switch account](#) 

* Required

Easy Kids Learning (Offline)



Easy Kids Learning (Offline)

Bhavishya Education


Contains Ads
This app is available for your device

Add to Wishlist

Ages up to 5

★★★★★ 133

Install



What is your age group?

☐ Under 18 years

☐ 18-24 years

☐ 25-34 years

☐ 35-54 years

☐ Above 55 years

What is your user role ?

☐ Teacher

☐ Parent

☐ Student

☐ Other

How often do you use the Kid Learning apps ?

☐ Very often

☐ Rarely

☐ Not often

Have you heard about Easy Kids Learning (Offline) app ? *

☐ Yes

☐ No



Have you use Easy Kid Learning (Offline) app ? *

☐ Yes

☐ No

[Next](#) [Clear form](#)

User Experience Research

 punsisi.subhani@gmail.com (not shared) [Switch account](#) 

* Required

How useful below features for a kids learning app?

Rate 1 to 5

Quizzes for the kids *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stories and songs for kids *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Activities based on chapters *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

New words learning feature *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate a kids learning app with above features? *

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Link to questionnaire:

<https://forms.gle/gYhDfYyZpBptRV5E7>

Participant Profiles

Name	Demography	Location, Date and Time
Mr. Sudeep Rodrigo	Age: 32 Race: Sinhalese Gender: Male Religion: Buddhism Education: BBA (Hons) Specializing in Business Management in California State University Marital Status: Married	Date: 8/15/2021 Time: 8.30 pm
Mr. Athulya Rathnayake	Age: 28 Race: Sinhalese Gender: Male Religion: Buddhism Education: BSc (Hons) in Information Technology Specializing in Information Technology in University of Peradeniya Marital Status: Single	Date:8/16/2021 Time: 8.15 pm

User Research – Tasks/Scenarios

#	Task	Target	Probes
1	Open the app, then tap on the menu icon, after that choose the “numbers” category from the side menu and perform any action as preferred	To choose a number from the available numbers in the app and tap it	<ul style="list-style-type: none">• User not satisfied with the landscape only orientation in the app• User struggled when choosing the category• User not satisfied with the pronunciations of the words in the app
2	Open the app, tap on the menu icon, after that choose the “communicate” category from the side menu and perform any action as preferred	To choose any particular option from the category and perform it	<ul style="list-style-type: none">• User not satisfied with the user interfaces• The user struggled to find the “Communicate” category• The user found that the options available in the “Communicate” category are not very useful
***Other functionalities are not available in the current application and we are planning to implement them in the future, because of that we were not able to provide tasks for users using other functions. Instead of that, we told them about other functionalities that we are going to implement and ask them to provide feedback about each function. ***			

Plan for Data analysis

Interviews

Interview	Qualitative	Quantitative
1st Interviews	<p>User interfaces are not interactive.</p> <p>Less Understandability of interfaces</p> <p>Not User-Friendly interfaces</p> <p>Some of the functionalities are complicated.</p>	<p>Used an Easy kid learning app one or two times.</p> <p>Give one-star feedback for an easy kid learning app.</p> <p>With new functionality give four-star feedback.</p>
2nd Interview	<p>Not use frequently,</p> <p>Not very attractive</p> <p>Some functionalities are not very useful.</p> <p>With new applications, it gets more interactive.</p> <p>Introducing language function is very useful.</p>	<p>With the new functionalities move the app into 1st or 2nd priority.</p>

Detail analysis plan

- According to the qualitative data, user interfaces are not very interactive and not very useful so we have to rebuild the user interfaces to be more interactive and more user-friendly.
- According to the quantitative data, one of the users mentioned only two times he used the app, because of the less attractiveness of the app, So we need to create the application more attractively.
- According to the qualitative data, some functionalities are not very useful so that we have to introduce new useful functions to the application.
- According to the qualitative data, users expect multiple language functionality for the app so that we have to implement that function to the current app.

Link to the interview recording:

<https://drive.google.com/file/d/1Mh8olkE3e19jCDd--PnXMeCYnEz1u0xP/view?usp=sharing>

Questionnaires

Collected Quantitative Data

Variable	Responses
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Age Group	
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Below 18 yrs	1
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18-24 yrs	2
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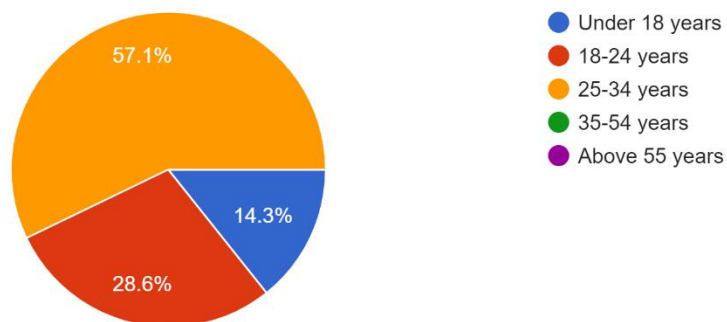
25-34 yrs	4
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35-54 yrs	0
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Above 55 yrs	0
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What is your age group?

7 responses



Rate to Recommend this app this app to others

(Between 1-5)

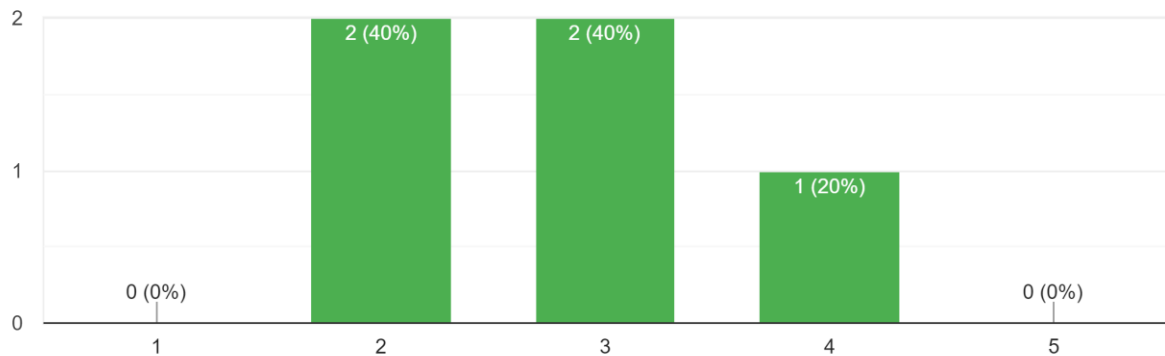
1	0
---	---

2	2
---	---

3	2
4	1
5	0

How would are you rate to recommend this app to others?

5 responses



Detail analysis plan:

According to the above chart analysis by the currently available feature of the app from that user give recommendation to basically these features with app good or bad. But we can easily get an idea of only one response to this app. Other responses are medium and bad. Therefore, we can get an idea of this overall excellent app to recommend to other users.

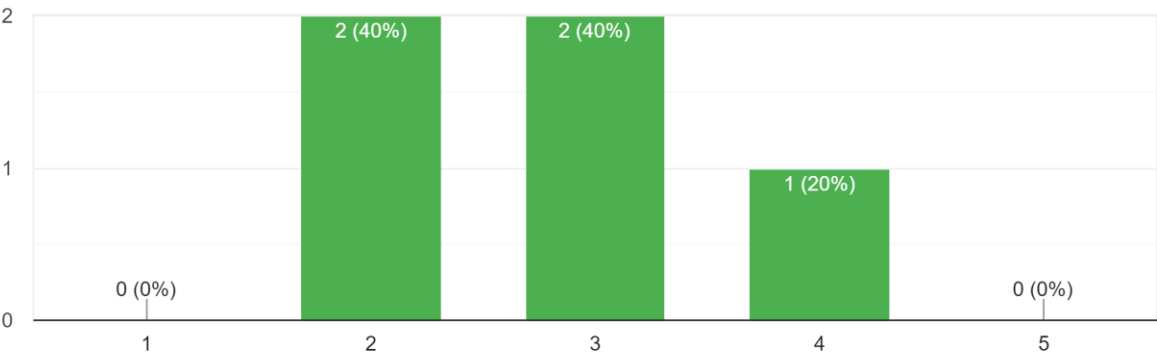
Rating for new Features (Between 1-5)

1. Quizzes for kids :

1	0
2	1
3	1
4	1
5	4

How would are you rate to recommend this app to others?

5 responses

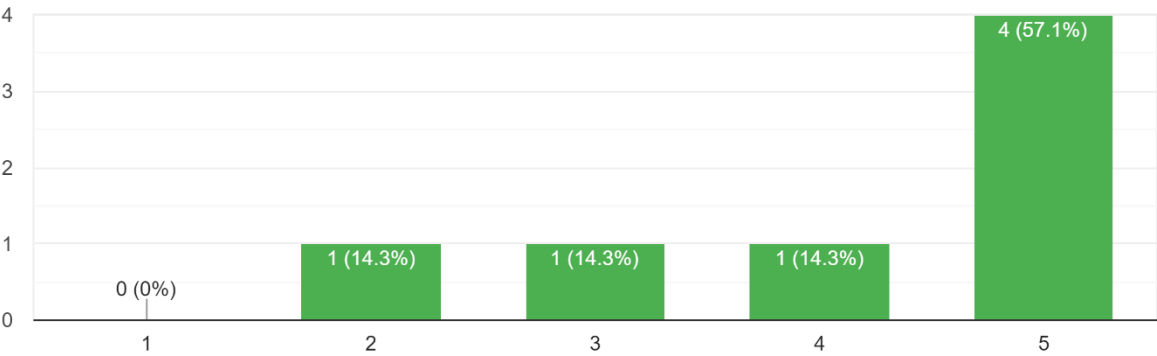


2. Stories and songs for kids :

1	0
2	1
3	1
4	1
5	4

Stories and songs for kids

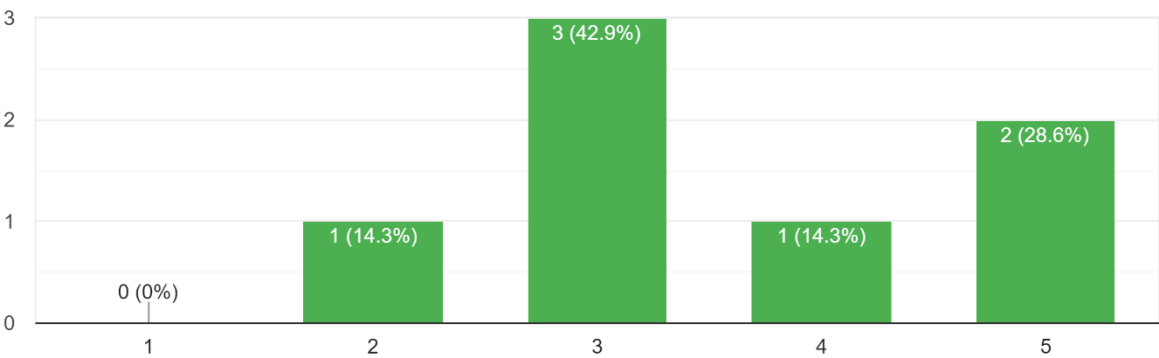
7 responses



3. Activity based on chapters :

1	0
2	1
3	3
4	1
5	2

Activities based on chapters
7 responses

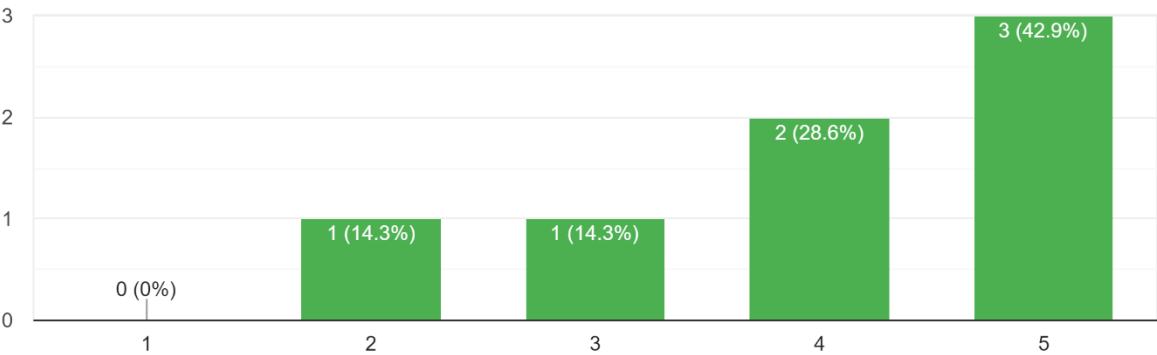


4. New words learning feature :

1	0
2	1
3	1
4	1
5	3

New words learning feature

7 responses

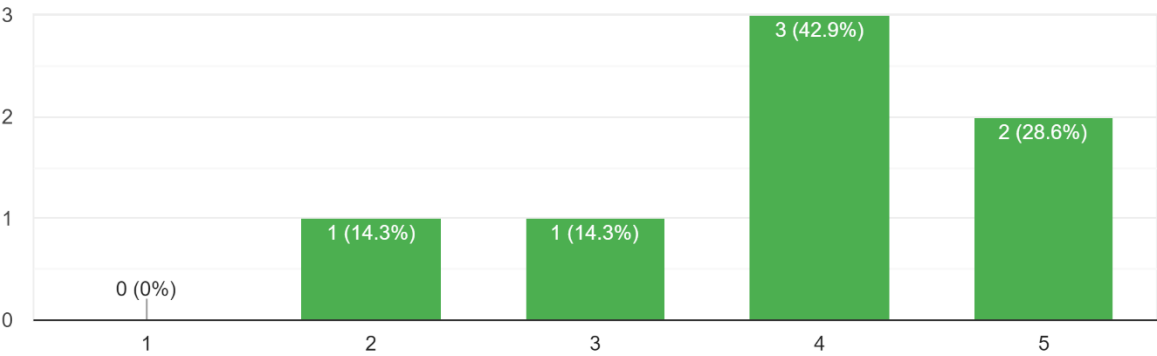


Overall rating for newly added feature

1	0
2	1
3	1
4	3
5	2

How would you rate a kids learning app with above features?

7 responses



Detail analysis plan:

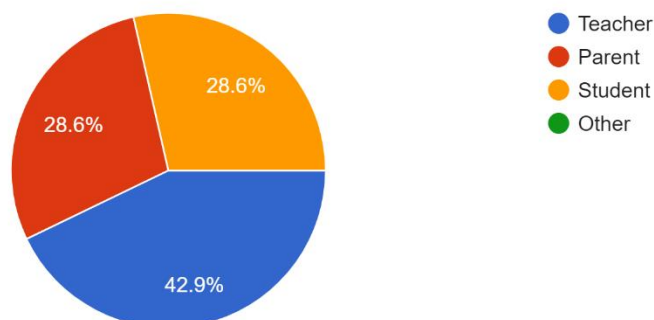
In above mentioned features we are planning to add to this app when implementing User Interfaces and Functions. When talking about feature/function 1 it is very useful to get a teacher to connect with students. Teachers can add quizzes and give answers for those quizzes. Talking about function 2 Stories and songs are also very good features. We can agree that according to user response most users give high ratings for that. As well as function 3 and function 4 all functions get a good response from users. We can see overall new features/functions from that above chart perfectly. Because the overall rating for this app response is higher, on the above chart we can see it.

Collected Qualitative Data

Variable	Responses
User role	
Teacher	3
Parent	2
Student	2
Other	0

What is your user role ?

7 responses



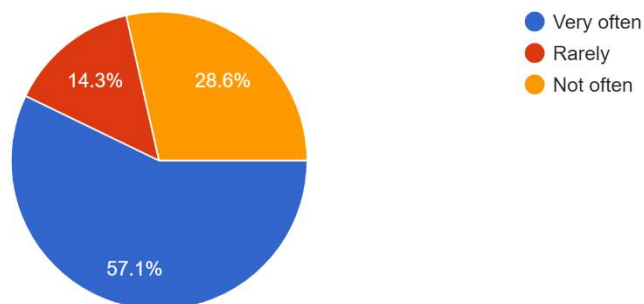
Detail analysis plan:

according to the above chart we can get an idea of most of the teacher and parent response to the form. Because this kid learning app is most commonly used by teachers and parents. Parents used this kind of app to teach their students in this pandemic situation.

How Often used Kid learning apps

Very Often	4
Rarely	2
Not Often	1

How often do you use the Kid Learning apps ?
7 responses



Detail analysis plan:

according to the above chart we can get an idea how often overall peoples used these kinds of apps. For example, countries like Sri Lanka do not often use these kinds of learning apps compared with other countries. Because we share this around Sri Lanka only.

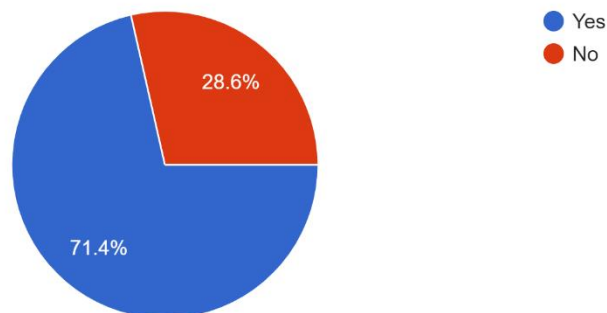
Know about Easy Kid Learning (Offline) app

Use Easy kid Learning app

Yes	5
No	2

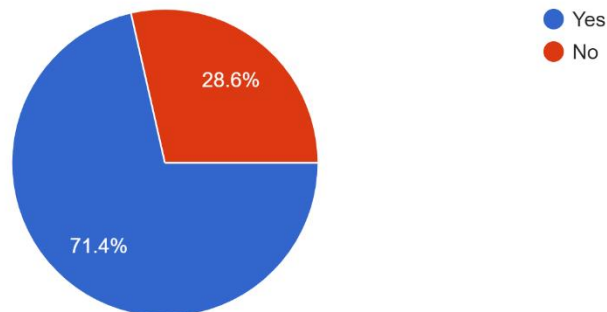
Have you heard about Easy Kids Learning (Offline) app ?

7 responses



Have you use Easy Kid Learning (Offline) app ?

7 responses



Detail analysis plan:

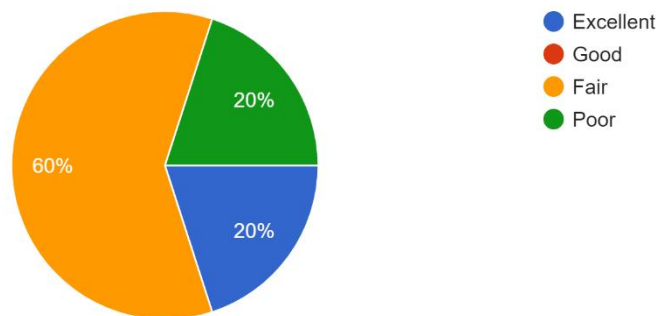
According to the above chart we can see 71.4% users' response to as heard about this app. Because this is developed by an Indian app development team and also its offline app does not need any data to use this app. That's the main reason users heard about this app.

User Interaction of the app

Excellent	1
Good	0
Fair	3
Poor	1

What do you think about User Interaction of this app ?

5 responses



Detail analysis plan:

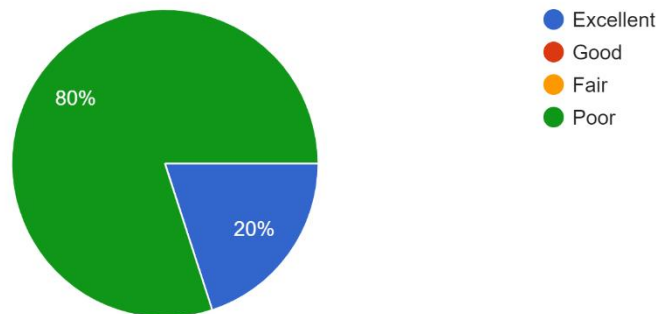
According to the above chart we can see most of the user's response as this app user interfaces are preferment. Because only 1 response for this app is excellent and all responses are Fair and Poor. Therefore, we can get an idea that app user interfaces are not very interactive to users.

Word Pronunciation Feature

Excellent	1
Good	0
Fair	0
Poor	4

What do you think about current word pronunciation feature of this app ?

5 responses



Detail analysis plan:

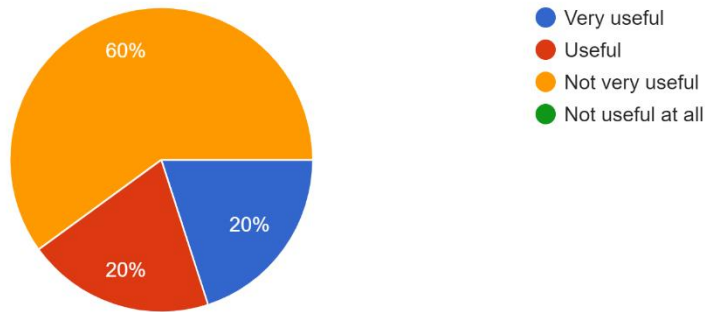
This Feature is an already available feature of this app. If a student clicks some picture on this app that picture content we can hear in voice. For example, if a student or parent clicks an apple picture the apple word is pronounced. According to the above chart we can easily understand that this feature is not perfect. Because most of the responses are in the poor category.

Options available in this app

Very useful	1
Useful	1
Not very useful	4
Not useful at all	0

What do you think about the available options in this app?

5 responses



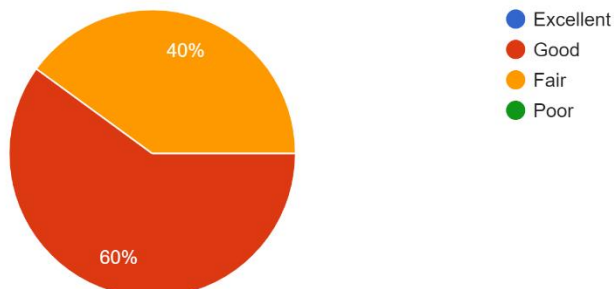
Detail analysis plan: according to the above chart we can see this app available some options are not useful to users and some options need to be in the app. For example in this app there is a feature to change the theme color but in that feature colors are not user friendly. That's why users give higher rate responses for not being very useful.

Overall experience with app

Excellent	0
Good	3
Fair	2
Poor	0

How would you rate your overall experience with the app?

5 responses



Detail analysis plan:

When talking about overall experience about this app the user gives as basically a good app. Because this app has good features as well as bad features and user interfaces. According to the above chart we can get an idea of an overall good experience. Because this app user interface is not perfect for users. For example, in this app there is only landscape mode. That is not user friendly and also not categorization is not good. Because of those reasons the overall experience is fair.

Link to questionnaire:

<https://forms.gle/gYhDfYyZpBptRV5E7>