# SE3050 – User Experience Engineering

## Lab Sheet 4

Plan and conduct user research.

# User Research Plan

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## Introduction

We the team SPUTNIK decided to take the CEB App as for our testing purpose. The CEB app is the main mobile application that every household user will have to use to keep track of their electricity usages and its added features. The reason for choosing this app was because when we went through the application, we found out so many bugs and poor UXs in the application. As the only sole electricity application in the country, we knew this app has to make some changes in their interfaces because this is an essential service app, and the UX/UI has to be given much more importance in order for the consumers to be satisfied. We hope that through redesigning the mobile application, we would be able to attract more users to use the app because currently only a handful of consumers use the app. In order to overcome this issue, we have decided to conduct some user interviews by giving the freedom to the users to express about what they feel of the application and find their core problems and come up with a solution. This way we can easily understand what the user really wants, so that we can redesign it according to their requirements.

Test Objectives

The objective of our planned interview is to gather requirements from different types of users who are using the app for various reasons. Each person has their own interests for using the app. So, by getting to know the different types of uses, we can develop the app by bringing in some general changes that would suit all types of users.

## Methodology

So, we have decided to conduct a research before putting our hands into the application to find out what people feel about the application. We have chosen 2 users for the research purpose, and both have different interests in the mobile app. We will be conducting the research through a zoom call because due to the prevailing pandemic situation in the country. All 4 members of our team will be questioning them by taking into consideration all the functionalities that we had earlier outlined. And the format of the interview will be a structured one.

### Interviewing

We have decided to conduct the interview through the Microsoft Teams and record the interview sessions of the 2 chosen users. The chosen 2 types of users are Student and a Businessman. Where they have shared their experiences of using the CEB Care application.

Interview 1

User Type – Student

How did you discover about this application?

What is your major reason to use this application?

How long have you been using this app?

Does the home page contain useful information?

Any suggestion on home page?

What are your ideas about the interruption calendar?

We have decided to add an interruption report form. what do you think about it?

How do you feel about payment?

Any suggestion the about the Payment?

Interview 2

User Type – Businessman

How did you discover about this application?

What is your major reason to use this application?

How long have you been using this app?

Does the home page contain useful information?

Any suggestion on home page?

what kind of smartphone do you have?

Do you remember registration on this app?

how was the user interface?

Are you able to see all the icons?

Are you feeling comfortable when you log in to the system?

Did find how to add account easily ?

Do you faced any problem in adding an account ?

How do you feel about complain form?

Any suggestion about the complaint form?

### Video recording

We recorded through Microsoft Teams and Merged the two interview sessions together. Interview Link Below.

<https://mysliit-my.sharepoint.com/:v:/g/personal/it19148250_my_sliit_lk/EUMMGdvSih5Kg3Aw7kY48jgBIvA0TVVHO_KXRw-ddSRA2A?e=KzWXZ0>

### Questionnaire

How long have you been using this app?

How was the user interface?

How frequently do you use this App?

What is your main Purpose of using this App? You may choose one or more answers

Did you face any issues when registering for this app ?You may choose one or more answers

What was your experience with the navigation?

without adding account, you cannot be able to make complaint or make payment is it useful? What is your suggestion on that?

when making complaint you cannot lodge new complaint while having another processing complaint, what’s your opinion on it?

Do you think in payment process adding card details is helpful to you?

Do you think that our home page is useful to you?

Any suggestion to improve your user experience

## Participant Profiles

|  |  |  |
| --- | --- | --- |
| Name | Demography | Location, Date and Time |
| DILAN DEVINDA – STUDENT  MAHIR AZEEM – BUSINESSMAN | 21 Years old, Male.      22 Years old, Male. | Microsoft Teams, 19th of August 2021 at 1.10 pm  Microsoft Teams, 20th of August 2021 at 12.00pm |

## User Research – Tasks/Scenarios

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| --- | --- | --- | --- |
| **No.** | **Task Instruction** | **Target** | **Probes** |
| 1  2  3  4 | Including details for the username field  Calculating the Month end Bill  Making a complain  Adding an account with the existing House ID | The user should be able to enter his unique name only  The user should be able to calculate month end bill through the Bill Calculator option  The user should be able to complain more than once  The user should not be able to add another account with the existing House ID, it should be unique. | The user had to enter minimum 10 character in the username field or else it might prompt an error  The app doesn’t guide the user to how to calculate the bill. The user is unable to understand the technical terms provided in those calculation fields  If there is a complain already provided, another complain will not be proceeded.  The user ended up in adding new account with the same premises/house ID, it should be resolved. Now the user is confused because He doesn’t know which account he used primarily. |

## Plan for Data analysis

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| *<<Interviews>>*  *<<Qualitative or quantitative collected data>>*  Qualitative Collected Data’s   * Users are requesting that home page doesn’t contain any useful information, so they requested to change it as dynamic as possible. * Navigations for some functions like complain and payment process is too long, they needed to reach that function quickly as possible. * The users have faced difficulty while registering to the application because of a 10-digit required field for Username.   Quantitative Collected Data’s   * Users want to lodge more than one complains, where the current application doesn’t allow the users to do that.   *<<Detail analysis plan>>*  After considering the users feedback, we decided to make following changes. Since the users felt that the home page wasn’t informative enough, we decided to make it a dynamic by adding Last Meter Reading, and nearby CEB Centers, also the navigation for Users have become a hassle process to reach their end goal for using this application, we thought to make it easier as possible to reach their function. Though One of the users didn’t mention about the registration UI, we as developers know that Registration UI is not aligned properly. Also, the Username field which says to include 10 characters must be removed, because it will really impact the user in bad manner. As one of the users mentioned there will be many scenarios and many issues a User will face in related to electricity, a User just being able to complain only once isn’t fare, hence allowing users to make more complains as they wish will increase the User Experience. |
| *<<Video recordings>>*  *<<Qualitative or quantitative collected data>>*  Qualitative Collected Data’s   * The user is unsure of the registration because they don’t get any OTP Confirmation. * Users are unable to calculate bill payment due to the lack of information regarding the unit calculation.   *<<Detail analysis plan>>*  After conducting the video recording interview and tasks, we took down some information which are useful to enhance User’s satisfaction. We have decided to include an OTP verification for new users so that they are not doubtful about their registrations, and we give priority to phone numbers than emails because users are mostly comfortable with message notifications than emails. We have decided to make the Bill Payment Ui and Calculation very simple so that an untechy person also will be able to do the calculation. |
| *<<Questionnaires>>*  *<<Qualitative or quantitative collected data>>*  *Quantitative Collected Data’s*  Via google form we got many responses regarding the CEB Care application   * About 90% of people using the CEB Application is for making Payments, about 63.3% people are using this application for making complains regarding the electricity issues, calculating the bill and using the interruption got the same amount of response which is 54.5%.   A screenshot of a computer  Description automatically generated   * Users have given 3 Starts out of 5 for the navigation in the CEB Care Application.   A screenshot of a computer  Description automatically generated  *Qualitative Collected Data’s*   * Users need to make payments without adding an account.   *<<Detail analysis plan>>*  After going through the responses of the anonymous users, we have found out and prioritized what are the works we should concern more and make changes, and we have decided to make changes in following order.  Majority of the users are using the application for making payments, they felt that the excessive information is being required to make payments, so we are planning to develop the feature to store the card details, where it will reduce users, time taken to make payment.  Also, another request from the user was, where we asked to suggest their ideas to us, so the request was to add a feature which will enable the Users to create new electricity connection through the Application itself where we have already decided to develop that feature. |