# SE3050 – User Experience Engineering

## Lab Sheet 4

Plan and conduct user research.

**<<2021S2\_REG\_WE\_56>>**

**Submitted by:**

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**Introduction**

We, LMS choose the Lanka Bell App for our UEE Assignment. Lanka Bell mobile application is used by Lanka Bell users to keep track of their data usage, make monthly bill payments and activate packages to their internet connection. The main reason on why we had selected Lanka Bell’s mobile app was because of how poor its user experience was. It was functional but was on the verge of poor user experience. As this is the only app available for Lanka Bell users, we thought of choosing this app and enhancing its user experience, so that Lanka Bell users are able to accomplish their goal of using this app very easily. Our plan is to enhance the user experience by making sure that the users are able to achieve their goal in this app in the most easiest way possible. Therefore, in order to achieve that we thought of making sure the existing functionalities of the app was functioning properly and also to add new features which were highly essential to enhance the user experience. In order to identify the areas through which we could better the user experience, we thought of conducting an interview process. Through this way, we can identify methods on how to enhance user experience according to the requirements gathered through this interview.

**Test Objective**

As Lanka Bell’s app’s user experience is poor, in order to enhance it, our team is mainly focused on two main areas. One being enhancing the existing functionalities and other being to add new functionalities. In order to focus on these two areas’, we needed the actual feedback of the users.

Therefore, the main goal of organizing this interview process is to get a broader idea on the user’s perspective when it comes to improving the two main areas (fixing existing functionality issues and adding new features) as decided.

**Methodology**

In order to conduct this research through the interview process we decided to choose 2 users. We thought of conducting the interview through an online conference platform such as Microsoft Teams. The users will be asked questions prepared by the whole team. The questions will mainly be comprised on areas where the main focus will be on the existing functionalities, as we thought discussing about the existing functionalities will open the portal to problems in the existing functionalities and also bring forward on the new functionality suggestions of the users in order to enhance the user experience.

**Interviewing (Script)**

**User 01**

**Common questions**

1. How did you discover about this application?
2. What is your major reason to use this application?
3. how long have you been using this app?
4. What is the phone you are using (Android / iPhone)?

**Questions related to feedbacks and complains.**

1. Have you ever been in a situation where you would want to express any sort of feedback during Lanka Bell’s usage?
2. At those moments how did you provide your feedback?
3. What about any inconvenience faced by you during your usage of Lanka Bell’s service?
4. Have you made any complaint about it?
5. Wasn’t calling them hectic?

**Questions related to package activation and data usage**

1. what is your opinion on the home page UI provided by this APP?
2. What do you think about the process of activating a package in this app?
3. What do you think about the process on checking your data usage in this app?

**User 02**

**Common questions**

1. How did you discover about this application?
2. What is your major reason to use this application?
3. how long have you been using this app?
4. What is the phone you are using (Android / iPhone)?

**Questions related to due payments**

1. For how many months can you use account without paying due amount?
2. What happen if you miss the due date?
3. Has your account been disconnected?
4. So, can you pay the due amount using the app after your account is disconnected?
5. How do you make the payment in such kind of situation?
6. Any Suggestions?

**Questions related to monthly bill payment**

1. What are the difficulties you faced when you are paying your monthly bill?
2. Are there any other difficulties, When your checking your previous bill payments?

**Video recording**

We have conducted the interview via Microsoft Teams. And interviewed two Lanka bell users.

**Link:** https://mysliit-my.sharepoint.com/:f:/g/personal/it19148328\_my\_sliit\_lk/EgoavEPZizdPvfbyVCSoTPwB0OEJHRM0jWoZDttwL9GbsA?e=ozhb2Q

**Questionnaire**

**Common question**

\*Asked the Gender and Age group from the participants

1. How frequently do you use a telecommunication App?
2. What is your main Purpose of using a telecommunication App?
3. What do you think about having this much of contact numbers?
4. Would you like to have any alternative way of contacting Your Telecommunication provider rather contacting through contact number?
5. What are the packages as a user You prefer?
6. Do you think an unresponsive payment detail page degrades the user experience?
7. What do you think affect most about restricting the login access when the payment is due?

**Participant Profiles**

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| --- | --- | --- |
| **Name** | **Demography** | **Location, Date and Time** |
| * Saajid Nawwar - Student | * Gender – Male * Age – 22 * Nationality – Sri Lankan * Status - Single | Microsoft Teams, 21/08/2021 and 05:00pm |
| * Imdaadh Jaleel – Student/Businessman | * Gender – Male * Age – 21 * Nationality – Sri Lankan * Status - Married | Microsoft Teams, 21/08/2021 and 05:30pm |

**User Research – Tasks/Scenarios**

|  |  |  |  |
| --- | --- | --- | --- |
| NO | **Task Instruction** | **Target** | **Probes** |
| 01  02  03  04  05 | Make payment for your monthly bill.  Activate a package.  Check the available data and data usage.  Make a complain.  Login to the system. (The account provided to the user is disconnected due to outstanding payment) | User should be able to make the payment for monthly bill.  User Should be able to activate a package successfully.  User should be able to see the available data balance and the data usage of his/her account.  .  User should be able to inform about any of the inconvenience faced from Lanka Bell's service.  User should be able to login to the system. | Payable amount is not displayed in the payment page and user is required to type the amount to be paid.  User was not able to find-out to navigate to the package activation page directly as its not displayed in home page. Therefore, the user had to navigate to menu option and search for the package activation option to navigate to package activation page  User was not able to find-out to navigate to the data usage page directly as its not displayed in home page. Therefore, the user had to navigate to menu option and search for the usage option to navigate to data usage page  User was able to navigate to the contact us page, but there were too many numbers to choose the proper branch number from. User founded it handy to be able to submit a complaint, but such a feature was not available.  As Lanka Bell's policy is to restrict login access to users once their account is disconnected due to deferred payment, the user was not able to login to the system, even though he wanted to make the payment in the app. |

**Plan for Data analysis**

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| --- |
| **<<Interviews>>**  **<< Quantitative and Qualitative >>**  **Qualitative**   * User said that home page is not attractive at all, and useful information is lacking in the app and user compared the App with Competitive Apps homepage and suggested to redesign the home page similar to that home pages of the competitive apps. * User says that payment process is excessive. * User said that payment details page is not user friendly as the payment details page is not responsive. * Package activation process is not straight forward so, users requested to implement it in the home page. * User also felt like having a feedback facility to submit the feedback based on their experience would be handy. As currently the feedback done using the SMS Service. User felt having an inbuilt feedback service on the app would be convenient. * User was able to navigate to the contact us page, but there were too many numbers to choose the proper branch number from. User founded it handy to be able to submit a complaint, but such a feature was not available. * The user's suggestion was to have the data usage and the available data balance displayed in the homepage as it would be easy for the user. Currently the data usage section is located elsewhere therefore the user has to click on data usage button on the navigation bar to check the data usage. User finds the current data usage viewing process in the app to be not so user friendly. * As user's login gets restricted If the payment is due, the user has to travel to Lanka Bell's branch physically in order to make any payments as user is not able to make the payment using the app since the login is restricted. User found this to be an extremely hectic process. User suggested it would be extremely better If Lanka Bell at least provided a separate payment page for the users whose accounts are deactivated as it would be extremely helpful.   **<<Details Analysis plan>>**  After receiving all those feedbacks from the users. We decided to enhance the user experience by following the suggestions of the users. Therefore, we measurements we took was,   1. Since homepage was not attractive according to our users and they had a difficult time navigating in order to find the data usage and the package activation. We decided to redesign the whole homepage UI similar to that of our competitor by displaying the data usage in the home page and also implementing a navigating feature to activate package right in the homepage. 2. As the payment process was excessive according to our user. We decided to remove the unnecessary whitespaces left out and reduce the payment process. 3. As the payment detail page was not user friendly because of the unresponsiveness, we decided to make the payment details package responsive. 4. As per the lack of feedback facility and also the only way of providing a feedback was through using the SMS service, we thought of implementing a method integrated within the app as per the suggestion of the user, from which the user can submit his feedback according to his experience with the service. 5. As for the only method of submitting a complaint was only through making a call, we thought of providing an alternative by providing a form from which the user can submit his complaint. 6. Since the whole login access would be restricted due to any deferred payment and it reduces the user experience by a huge margin, therefore in order to tackle that situation we decided to follow the suggestion of our user which is to provide a separate payment page where the user can make payments even If his account is restricted. |
| **<<Video recordings>>**  **<<Qualitative or Quantitative collected data>>**  **Qualitative**   * User says payment amount is not displayed in the payment page. * Users says navigating to activate a package and checking the data usage is a long process. User felt that if both of those functions was present in the homepage, it would be highly convenient. * Users says after navigating to the contact us page, there are multiple numbers present and the user finds it a hectic process to find the proper branches contact number. User also found it to be convenient to have a feature to submit a complaint, but that feature is not currently available. * According to the task the user was said to login to the system, and he could not do it as the policy of the app is to restrict the login access of the users who has due payments. And user said it would be convenient to have a method through where the user is allowed to make the payment even though the user account is restricted from logging in.   **<<Details Analysis plan>>**   * Since the payment amount is not displayed in the payment page. The solution we thought of providing for this is to display the payment amount in the payment page. Therefore, the user will be aware of the payment he has to make. * Since data usage and navigating to package activation page is long process. we thought of providing a solution by implementing both those functions in the homepage. By displaying data usage in the homepage and implementing a button to navigate to the package activation page within the homepage itself. * Since the user does not have an alternative way of contacting as a solution, we thought of implementing a form where the user can submit his complaint/feedback. As user finds it highly convenient. * Since the login access is restricted when the payment is due. So, our solution for this was to implement a separate payment page even for the users whose login access is restricted So, they can make their due payments and start the regular services. |
| **<<Questionnaires>>**  **<<Qualitative or Quantitative collected data>>**  The platform we used for our questionnaire was Google Forms  **Quantitative Data**   * We found out that most of the participants who participated in our survey totaling to 87.5% fell into the age group of 16-25, while 12.5% of the participants fell into 26–40-year age ground.   We felt our participants were diversified as the participants of age group 16-25 who were young and energetic, also the users who focus more on the User Interfaces of the app. While our other participant belonged to the age group of 26-40, who are the users who pay more attention towards the User Experience.     * We questioned on how frequently our participants use our app on a scale of 1 to 5. The response we got from them was, most of our participants which summed up to 43.8% choose an average of 3 while very few participants totaling up to 6.3% choose 1 while 18.2% of our users choose 4 and 5 percent.      * Telecommunication applications are used by 81.3% of users to track their data usage. These applications are used by around 75% of individuals to activate packages. About 50% of users use this app to make online bill payments. And 37.5% of people use these apps to look at the deals.        * As our app had so much of contact numbers to be contacted from, we choose to question our participants on how they feel about it. Most of them felt it was a tiring process to scroll and find out the relevant branch number while a group of participants totaling to 31.3% said that it was useful to have every branch contact number on a single user interface. * As our app only consisted of only contact numbers. We wanted to know whether our participants would like any other form of contacting. 43.8% of the participants found it to be efficient to have an alternative way of contact us form. The other 31.3% felt like having the contact number is sufficient. 18.3% of the participants felt having to contact through traditional SMS was fine.      * We found out that most of our users totaling to 75% preferred anytime based packages while the least number of users totaling for 25% preferred Time-based package and also an equal number of users totaling to 62.5% preferred Unlimited package and Social Media Package. * Most of our participants around 93.8% of felt that the unresponsiveness of our payment page affects the usability a lot. While few of the participants did not care much about it.      * Since the current Lanka Bell app has a login restriction facility, we asked our participants what affects the most about it. Most of the participants totaling to 68.8%. felt that being unable to view the overall due payment amount was the most affecting. While another group of participants totaling to 43.8% felt that it was a tiring process to travel to the branches in order to make the payment.       **<<Details Analysis plan>>**  According to our questionnaire we found out that most participants use the telecommunication app to activate packages and to view data usage. In the current app both of those processes are not implemented in a convenient manner. Therefore, we thought of enhancing the user experience by implementing them in the homepage.  A few numbers of participants also used these apps to make online bill payments. Therefore, we thought of implementing the bill payment process in a highly user-friendly manner.  Most of our participants felt like having to find the proper contact number from every number present is a hectic process. Therefore, as a suggestion for that most participants also suggested that it would be better to have a separate contact us form, for the convenience. Therefore, we thought of implementing a separate from for complaint related purposes and also for feedback purposes.  Most of our participants felt that restricting the login access when the payment is deferred can be reduce the overall user experience as user is unable to login to make online payment again and most of the users felt that unable to view the overall payment amount was also a highly affecting factor. Therefore, we thought of giving access for those users to navigate only for payment page, therefore the users become capable to make payments even If their login access is restricted. |