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**BSc (Hons) in Information Technology**

**Software Engineering – Year 3 Semester 2, 2021**

**Lab sheet 04**

**SE3050 – User Experience engineering**

**User Research**

**2021S2\_REG\_WE\_67**

**Group Members: -**

|  |  |
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**Introduction**

The project is about identifying the issues of existing mobile application and fixing them. The mobile application we selected is “E-commerce-App”. This is developed by Studio BlueLime. This ecommerce application designed for buying products. Customers can buy any products through this mobile application. Main purpose of this application is to be a solution for all ecommerce applications. The features of this ecommerce application are introduction and dynamic banner slider with animation, category listing, new arrivals listing, sale listing, product filter, shopping cart, buy a product via payment gateway or cash on delivery option and order tracking. The main opportunity for the user is, they can pay for their orders using online payment methods/ cash on delivery and the other opportunity is track their orders using order id.

We did this research by using some different methodologies to identify the issues and get a better solution. First, we made some questionnaire to collect the data of user opinion. Then, we assigned the task to user, and we checked that task fulfil our target. If the user didn’t reach our target, we asked the user what are the problems that you faced when do your task. By this we identified the major issues. According to the user research, we will try to provide solutions to the issues of the application and improve user experience by redesigning the application according to the exact requirements of users.

**Test Objectives**

* Identify what are the technologies are used to build the application.
* Identify the key features of this application.
* Identify the good designs and bad issues of this application.
* Identify the responsiveness with different devices.
* Identify the performance of the application.
* Identify the security system of the application.
* Identify what are the UI components are complicated.
* Identify the major failure/blocking points within the user flows.
* Identify what are the interfaces are user friendly.
* Identify what are the requirements fulfil the user expectations.
* Identify usability improvements.

**Methodology**

* The user research has been done through Interviewing, Video recording of the two interviews and questionnaire. A mobile device and an internet connection were equipped to conduct the user research successfully.

**Interviewing**

* The interview was conducted in a question-and-answer format. We have selected two users and interviewed them. We have selected their homes as the location due to this pandemic situation through the online platforms.

**Video recording**

* The interview meetings were conducted via Microsoft Teams and recorded.

**Questionnaire**

* Questionnaire has been conducted using a google form during our user research period. We shared the google form link through the WhatsApp groups and gathered responses from the users and collect their opinions according to their user experience.

**Participant Profiles**

|  |  |  |
| --- | --- | --- |
| Name | Demography | Location, Date and Time |
| Mr.Senthuran Nakkeeran  Mr.Vithurshan Ramachandran | Age: 23 years  Gender: Male  Marital Status: Single  Location: Jaffna, Sri Lanka  Profession: Software Engineer        Age: 22 years  Gender: Male  Marital Status: Single  Location: Batticaloa, Sri Lanka  Profession: Business Analyst | Location: Microsoft Teams  Date: 2021/08/29  Time: 11.00 am  Location: Microsoft Teams  Date: 2021/08/29  Time: 01.00 pm |

**User Research – Tasks/Scenarios**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Task Instruction** | **Target** | **Probes** |
| 01. | Login to the mobile application. | Check, if the user can log in to the application successfully. | User feels taking too much time and seeking other ways to Login Easily |
| Registering to the Mobile application | Check, if the user can register to the application successfully. | User Confused to type password because it doesn’t show any prompt or anything. |
| Change Filter | Results will show according to the filter. | Cannot find other Filter Method Only show Color Filter Method. |
| Getting details of products. | Displaying the real prices according to their choice. | Product shows unrelated Prices. |
| 02. | Adding Delivery Address. | Address will be added to the Delivery Address. | Addresses are shown in single line, and they accept the spelling mistake of my district and province. |
| Paying through Online. | Online Payment will open and make payment through online. | Online payment doesn’t show anything just loading whole time. |
| Tracking Order | User can the see order arriving through tracking system. | There are not any enough details where will arrived just show a fill up bar |
|  | Tracking Order through order ID | Order ID help to find the order arriving through tracking system | When Typing ID in the tracking it will not show anything in the tracking system |

**Plan for Data analysis**

|  |
| --- |
| **Interviews**  Interview Session – 01  Question 01 - What is your first impression on this app?  Answer - It looks like a minimum viable product to be honest. They have kept everything simple, and this is just a basic e-commerce application. It works fine but needs a lot of improvement.  Question 02 - Do you think this app is developed up to professional level?  Answer - I don't think so. The user interfaces are not attractive, and this app just has the basic functionalities. They seriously have to do a lot of modifications to the UIs at least to get near that professional level in my opinion.  Question 03 - Did you face any issues while using the app? If yes, what are they?  Answer - Yeah, couple of times I was not able to add products to the cart and there weren't any error messages either. Some of the fields in payment interfaces are not validated.  Question 04 - What's your opinion on how the components are organized?  Answer - As I said, it's ok if this is the only e-commerce app available in the market. But that's not the case. So, they have to think about a better UI and UX designing to compete with other apps. For example, in the order tracking interface I personally feel they should reduce the size of the existing components and add more details. Some of the buttons should be re placed considering the user experience and they should be looking to design interfaces that matches the current trend.  Question 05 - How satisfied are you with the last update?  Answer - Yeah, they have fixed some bugs and added more validations but still there are plenty more to be improved. Especially the UIs.  Question 06 - Do you think this app has got enough security measurements to ensure secure transactions?  Answer - I'm not sure of that though. They haven't got the validations right and I wasn't asked for an OTP verification while doing a purchase as well. That's the minimum you can expect these days. So, I am not sure whether they are maintaining proper security system for this application to secure the users data.  Question 07 - How likely are you to recommend this app to another person?  Answer - Their idea is good but what I am worried about is their implementation. So, if they can improve the quality of this app by concentrating on the UI/UX design and adding more new features to this app that can match the current trend while maintaining a high-level security system then I'd surely recommend this application to others. If not, I don't think I'd suggest this to even a single person. Still more work needs to be done.  Question 08 - Do you have any suggestions for the betterment of this app?  Answer – They could have used API s to the betterment of the app at some points. For example, for the country and city input fields. Moreover, they should include OTP verification rather than just allowing a 10-digit phone number. Just do some analysis about your competitors and check how they have designed the UIs and how much they have concentrated on the user experience. After that you can come up with your ideas to improve your UI UX designs. Think and add some more features to attract the customers and keep them on the app for more time.  Interview Session – 02  Question 01 - What is your first impression on this app?  Answer - It seems to have all the basic functions covered but still it's not that attractive to get more users.  Question 02 - Do you think this app is developed up to professional level?  Answer - I don't think so. In business, it's more about attracting the customers. You have to make them take a look at your product first. Then only you can make them buy. But I'm not sure if the customers are going to be attracted by this app.  Question 03 - How often would you prefer to use this app?  Answer - I do a lot of online purchases but when we consider this app, sorry to say but I would hardly use this app for my purchases. There are some products which are for sale but most of them are always out of stock.  Question 04 - Are you satisfied with how the products are displayed?  Answer - Not very much. As I said earlier, first you must make the customer to have a look, then you should earn their trust. After that only you can make them buy. But here, it simply seems to be an assignment work for the academics. The colour combination and background for the product pages are so dull that the products are lacking to get any attention from the user.  Question 05 - Did you face any issues while using the app? If yes, what are they?  Answer - My first issue is the User interfaces. Looks very old fashioned. Colour combination looks boring. There's no way you can keep a customer to spend more than 5 mins in this app. And I had some issues while logging in and updating my payment details too.  Question 06 - Is this app user-friendly?  Answer - First they have to make sure the existing features are working well and seeking enough attention from the users. Try to include OTP verification. Once they do that, they can just do some analysis and include more features like promos, different payment methods and google maps.  Question 07 - Do you think this app should include any other features?  Answer - Their idea is good but what I am worried about is their implementation. So, if they can improve the quality of this app by concentrating on the UI/UX design and adding more new features to this app that can match the current trend while maintaining a high-level security system then I'd surely recommend this application to others. If not, I don't think I'd suggest this to even a single person. Still more work needs to be done.  Question 08 - Do you have any suggestions for the betterment of this app?  Answer – No 1, improve the UI/UX design. Attract more customers through your interfaces and the way you display your products. If you're giving discount to any product, make them available for at least some time or else customer will end up in disappointment and stop using your app. Some validations to the payment’s details form would be appreciated and also the use of OTP is need. |
| **Video recordings**  Interview Session – 01 with Mr. Senthuran Nakkeeran  <https://drive.google.com/file/d/15be_Ejeq2FgNQjunp6RhDibFChaB7_WT/view?usp=sharing>  Interview Session – 02 with Mr. Vithurshan Ramachandran  <https://drive.google.com/file/d/1eCwNbtxI1yKzFdDlk0-AmtxMnZazw8eP/view?usp=sharing> |
| **Questionnaire**  Link to the Google Form - <https://docs.google.com/forms/d/e/1FAIpQLScU3g7l8RCA6T_KNMZZcIAo3CMALWUquMGrtIZukXt9fZpq3w/viewform?usp=sf_link>  Responses – 50 responses |