Project Presentation CS798H

Dashtoon

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Data Gathering Plan

Existing Data about Dashtoon Users
- Play Store (3.425k) (10 issues)
- Apple App (3.291k) (9 issue)
- JustUseApp (280) (1 issue)
- Storedata.ai (78) (1 issue)
- Appbrain.com (3.3k) (10 issue)

We applied Web Scraping techniques to gather data from Play Store (Google Play Scraper) and manually filtered negative reviews from other sources.

Data Gathering Plan

Sample Population: All Dashtoon App users

Sampling Strategy: Newest Reviews After Dashtoon Version and Filtered 1 star and 2 star reviews

Data Analysis:Thematic analysis is a systematic method identifying, analyzing, and reporting patterns (themes) within qualitative data.
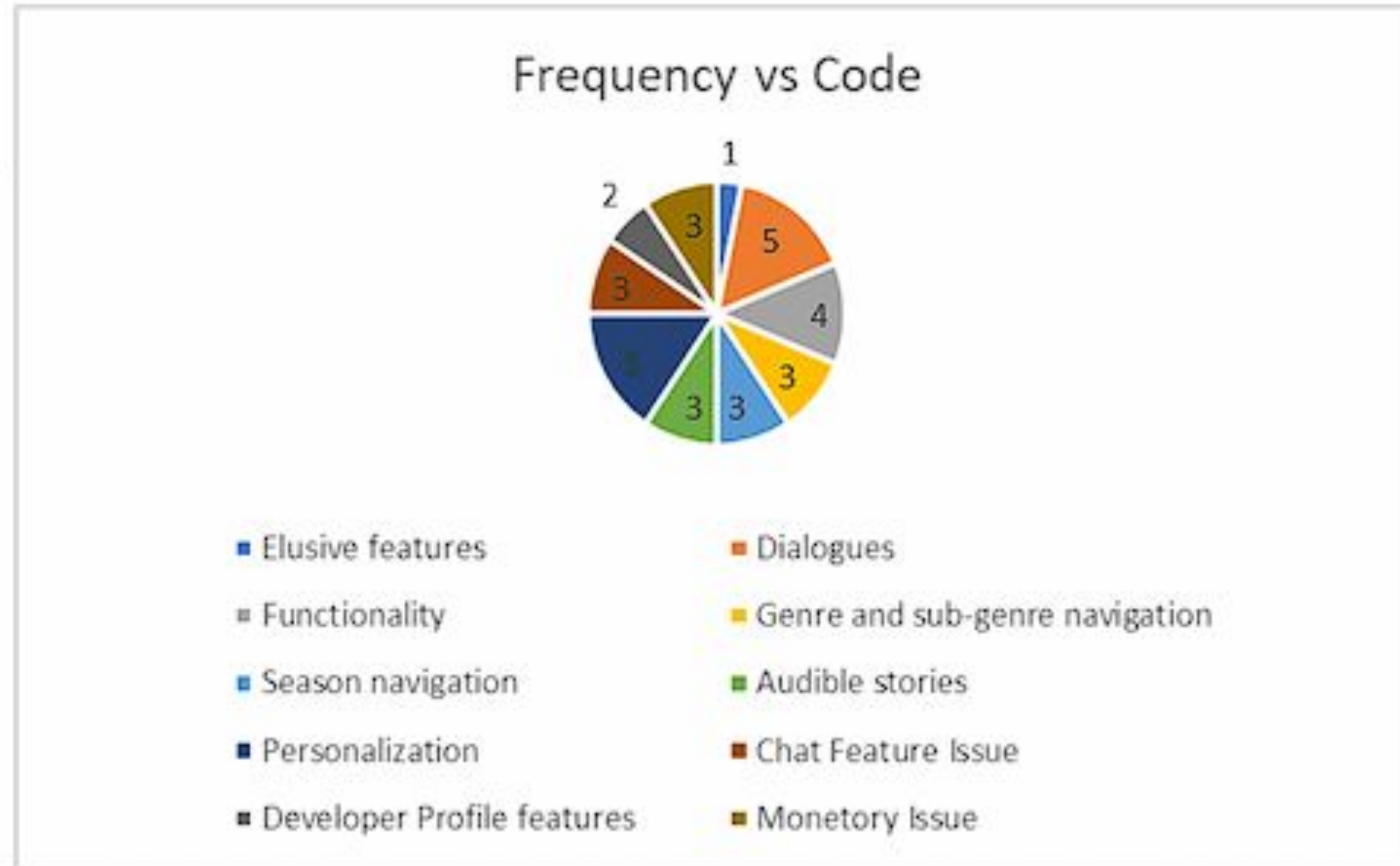
Key Problems Find

- Sub-genre Navigation

- Season Navigation

- Audible Stories

- Personalization

- Dialogues

- Chat Feature Issue

- Developer Profile Issue
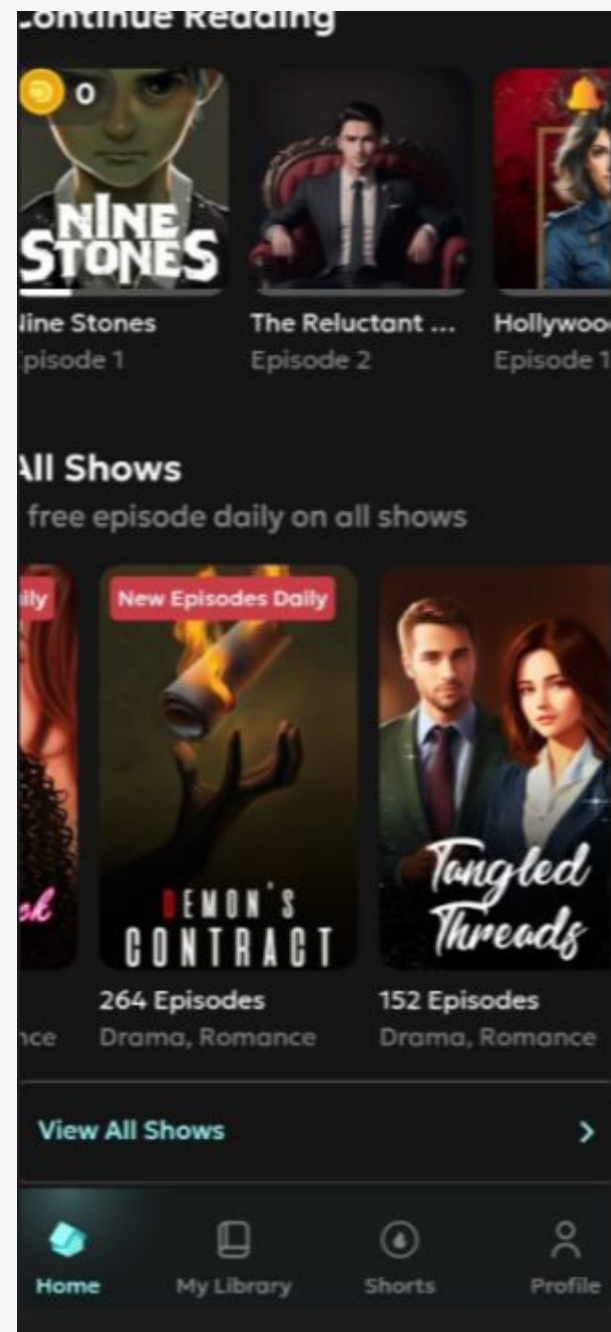
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Key Insights

Prioritization

- Sub-genre Navigation (3 out of 31 reviews)

- Developer Profile Issue (2 out of 31 reviews)

- Seasonal Navigation (3 out of 31 reviews)

- Audible stories (3 out of 31 reviews)

Prototypes

- [Figma Link](#)
- [Behance Link](#)

Heuristics Evaluation

Heuristic Evaluation is a usability evaluation method involves having a small set of evaluators examine the intuitiveness and ease of using an interface, based on recognized usability principles or guidelines.

- Jakob Nielsen's 10 general principles for interaction design
- Shneiderman's Eight Golden Rules

The above 2 were used for evaluation.
Spreadsheet which contains observations along with corresponding heuristics.

Issues in existing prototype

- The audience is unaware of the comic's development or the extent to which they have finished the comic or podcast.

- Because the system interface doesn't change, the system is incompatible with a user who prefers to use a different language because they don't feel comfortable using English.

- Small touch selections on the app sometimes lead to accidental clicks, especially by inexperienced users. This problem is made worse by the search and drop-down buttons' near proximity, which raises the possibility of accidental picks.

Issues in existing prototype

- If new users are not familiar with the symbols, they frequently have trouble using the application. In addition, consumers find it difficult to retrieve their prior login credentials due to the lack of a recall feature.

- The app only operates online, so users can't download comics for offline viewing. This means comics are inaccessible without a stable internet connection.

- There is no change of mode in setting. In case user doesn't like dark mode and not find it appelaing then he can't change it.

- There is no proper help desk or FAQ and instructables articles

Recommendation for existing prototype

- A progression bar that becomes bigger as the comic or podcast goes on should be present. It will enable people to stay informed about the comic's present state.

- The language used by the system should be changed to accommodate user demands.

- To avoid accidental clicks, the buttons and selection alternatives should be made larger. It is important to allocate sufficient space between icons and suitable dimensions to guarantee that customers never experience accidental clicks.

- For first-time users, the app can provide tutorials and guided tours. It ought to have the ability to recall past login credentials and use a password rather than a otp to log in.

Recommendation for existing prototype

- Download option in the app can be introduced so that users can download comics in advance.

- There should be different mode to change the background appearnce of the application

- It should have AI chatbot which help users to resolve certain issues regarding payment, comments etc. For the first time user, there should be a navigation help which tells user will follow and know about the features of the application

THANK YOU!