Written Assessment 2 (Case Study)

| Name of Candidate | Teo Boon Wee |
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| Organisation | NA |
| NRIC | 794Z |
| Date | 29/10/2024 |

**Instructions to candidate:**

1. You are to complete the assessment individually.
2. You will be given two (2) hour to complete your assessment.
3. This is an open book assessment. Any discussion with your classmate/s or anyone else during this assessment session is strictly prohibited.
4. When you have completed your paper, please remember to check all your answers before submitting to the assessors.
5. You are permitted to ask your assessor questions to clarify your understanding of the question in the paper. However, the assessor reserves the right to decline your question if it should be considered prompting.
6. Please do not disclose any of the contents within this paper.
7. The time permitted for this test from \_\_5:30pm\_\_ to \_\_7:30pm\_\_.
8. When you submit your paper, the assessor will evaluate the evidence gathered from the answer scripts submitted and determine if they meet the requirements for this unit.
9. Where there is insufficient evidence from the reports or uncertainty in the competence of the candidates, the assessors may ask supplementary questions to ascertain competence.
10. If you are not ready to take this assessment, please inform the assessor now.

## Case Study – Activity Sheet

**Sample Case Study Scenario - Equilibrium MMA**

Equilibrium MMA has been around for the last 10 years and they are one of the leading gyms in Singapore in both Muay Thai and Brazilian Jiu Jitsu. They are conveniently situated in the heart of Orchard Road, and run classes 7-days a week conducted by champion-level instructors from across the globe, catering to students of all ages and levels. Their students range from weekend warriors and enthusiasts trying to get fit to aspiring fighters looking to make it to the big time!

**Link to PDF File for User Personas and Customer Journey Maps**

<https://drive.google.com/file/d/1--mlUj52_kmjX0_qAuFX92h_tgf7hGCJ/view?usp=sharing>

**Screenshots of web pages**

**Home Page -** <https://drive.google.com/file/d/1jeGzKZ7zFRIMTEXA04nmV8KQ_xThUNMw/view?usp=drive_link>

**Classes Page -** <https://drive.google.com/file/d/1xhjEQShpfKgs1MbZ0fK0lWEemxM4tLTy/view?usp=sharing>

**Contact us Page -** Book a Trial buttons are linked to this page - <https://drive.google.com/file/d/1cwALjUQMPWcIXVAv8AtqFeV2-V1B-B8U/view?usp=drive_link>

Given the above scenario, candidates are required to:

* Analyse the desired experience from target users of IT products and/or services; and
* Develop solutions to address gaps in the overall user experience.

**1. Based on the 2 personas provided, what are the typical responses, inputs and feedback they would give when coming across the Equilibrium MMA website? List down some of these responses that represent your target user and their goals (A1)**

| **User Responses from each persona** |
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| Adrian Tan  1. **Awareness**    * **Say:** "I need a fun way to get in shape."    * **Think:** "Which fitness option fits my busy schedule?"    * **Feedback:** Clear class options for beginners would help. 2. **Consideration**    * **Say:** "Where can I book a trial class?"    * **Think:** "Is this right for a beginner?"    * **Feedback:** "Beginner-Friendly" labels or a class quiz would guide him. 3. **Decision**    * **Say:** "I’ll try a trial."    * **Feel:** Nervous but hopeful.    * **Feedback:** A preview video would ease his concerns. 4. **Onboarding**    * **Say:** "That was challenging but great!"    * **Feel:** Encouraged and motivated.    * **Feedback:** A beginner FAQ would help him feel prepared. 5. **Engagement/Advocacy**    * **Say:** "I feel stronger and more focused."    * **Feedback:** A flexible membership plan to fit his schedule.  Mei Ling Wong  1. **Awareness**    * **Say:** "I want something dynamic."    * **Feedback:** A “Why MMA” section to spark interest. 2. **Consideration**    * **Say:** "Will I fit in?"    * **Feedback:** Testimonials from beginners would reassure her. 3. **Decision**    * **Say:** "I’ll try a trial class."    * **Feedback:** A class intensity guide would set expectations. 4. **Onboarding**    * **Say:** "Instructors were supportive!"    * **Feedback:** Beginner resources or a welcome guide. 5. **Engagement/Advocacy**    * **Say:** "I love the variety."    * **Feedback:** Flexible scheduling options for busy professionals. |

**2. For each user persona, what are the best expected outcomes in alignment with his/her goals? What are some problems they might encounter with the Equilibrium MMA website?(A3)**

| **Best expected outcomes** |
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| Adrian Tan  * **Fitness and Stress Relief:** Adrian finds engaging classes that allow him to unwind after work, improving his fitness and reducing stress. * **Routine Establishment:** He builds a consistent workout routine that fits his busy schedule, finding a community he enjoys returning to. * **Beginner-Friendly Environment:** Adrian feels comfortable as a beginner, with classes and instructors that encourage gradual improvement.  Mei Ling Wong  * **Diverse, Challenging Workouts:** Mei Ling finds MMA classes that bring variety and keep her motivated, integrating well into her fitness routine. * **Skill Development and Confidence Boost:** She gains self-defense skills and builds confidence through a challenging yet accessible program. * **Flexible Schedule Accommodation:** The gym’s scheduling options are flexible, allowing her to attend classes around her unpredictable work hours. |
| **Possible problems they might encounter** |
| Adrian Tan  * **Difficulty in Finding Beginner Information:** Without clear “Beginner” labels or guides, Adrian might feel unsure about where to start. * **Limited Clarity on Booking a Trial:** If the trial class booking process is not user-friendly or prominent, he could become frustrated and leave the site. * **Class Overviews and Expectations:** Without detailed descriptions or videos, he might be anxious about class intensity, unsure if he can keep up.  Mei Ling Wong  * **Overwhelmed by Class Options:** Mei Ling could feel confused by too many similar class options without clear descriptions, unsure which best fits her goals. * **Unclear Community Fit:** If the website lacks testimonials from other women or beginners, she might feel hesitant to try MMA. * **Inflexible or Opaque Scheduling System:** If class schedules or booking systems aren’t clear or flexible, she might struggle to fit sessions around her busy work life. |

**3. From the Customer Journey map of either of the Personas, what are some pain points that the users might face when trying to Book a Trial? What would they say to indicate that these are pain points? (A2, A5)**

| **Pain Points users might face?** |
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| 1. **Unclear Trial Booking Location or Process**    * **Pain Point:** Users struggle to locate the “Book a Trial” button or don’t understand the booking process. 2. **Lack of Class Recommendations for Beginners**    * **Pain Point:** They feel uncertain about which class is suitable for beginners or their fitness level. 3. **Limited Information on Trial Class Expectations**    * **Pain Point:** Unclear descriptions leave them unsure of what to expect, creating anxiety. 4. **Trial Class Availability and Scheduling Flexibility**    * **Pain Point:** Inflexible or limited trial class scheduling options conflict with their busy lives. |
| **What are some responses from the User Personas that tell you these are pain points?** |
| 1. **Unclear Trial Booking Location or Process**    * **Say:** “Where is the Book a Trial form?” or “Why can’t I find the trial signup?” 2. **Lack of Class Recommendations for Beginners**    * **Say:** “Which class would be best for a beginner like me?” or “How do I know if this is the right level for me?” 3. **Limited Information on Trial Class Expectations**    * **Say:** “Is this too intense for me?” or “Will I be able to keep up in a trial class?” 4. **Trial Class Availability and Scheduling Flexibility**    * **Say:** “I wish there were more trial time slots that fit my schedule,” or “How can I try it if the times don’t work for me?” |

**4. Based on the website screenshots provided, what are 2 things that Equilibrium MMA did well for their website? What are 2 things that they did not do so well? Visualize improvements using a Paper sketch. Paste a photo of your sketch into the document (A7)**

| **Critique of website – 2 points on What has been done well & 2 points What can be improved** |
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| What Equilibrium MMA Did Well:  1. **Engaging Visuals and Layout:** The website has appealing visuals that convey the gym's dynamic and energetic atmosphere, which helps capture interest from fitness enthusiasts. 2. **Prominent Booking Option:** They have a visible “Book a Trial” option, making it easier for users interested in trying out a class.  Areas Needing Improvement:  1. **Lack of Beginner-Friendly Navigation:** The website could be confusing for new users who need clearer guidance on beginner classes or where to start. 2. **Limited Class Information:** Class descriptions could better highlight intensity levels, suitability for beginners, and typical schedules to help users feel prepared. |
| **Sketch of your website** |
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**4b. Port over the Paper sketch into a Prototyping tool (Miro, Figma, Canva, XD, etc) and paste a screenshot of the Prototype into the document (A6)**

| **Screenshot of Website prototype** |
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**4b. What type of Usability test would you run for your prototype and what are you testing for? (A8)**

| **Usability Test Type and Details** |
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| Usability Test Details  1. **Type of Test**: Moderated Usability Test 2. **Participants**: Select a mix of personas similar to Adrian Tan (beginners, busy professionals) and Mei Ling Wong (fitness enthusiasts looking for variety). 3. **Tasks**:    * Locate and book a trial class.    * Find information on beginner-friendly classes.    * Review the description of a specific class to determine its suitability (e.g., intensity, skill level).  Testing Goals  1. **Ease of Navigation**: Assess if users can quickly locate key actions, such as “Book a Trial” and the “Start Here” section for beginners. 2. **Clarity of Class Information**: Determine if class descriptions are clear and informative, especially in indicating skill levels, intensity, and any relevant beginner tips. 3. **User Confidence in Choosing Classes**: Gauge whether users feel informed and confident about selecting a suitable class after reviewing the website. 4. **Overall User Satisfaction**: Measure how satisfied users feel after completing the tasks, including any anxieties or confusions they may encounter.  Expected Outcomes This test should reveal any points of confusion in navigation, missing or unclear information in class descriptions, and whether the new layout successfully improves the experience for beginners and advanced users alike. |