Written Assessment 1 (Short Answer)

| Name of Candidate | Teo Boon Wee |
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| Organisation | NA |
| NRIC | 794Z |
| Date | 28/10/2024 |

**Instructions to candidate:**

1. You are to complete the assessment individually.
2. You will be given one (1) 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 \_\_6:30pm\_\_.
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.

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**1. Think of a positive experience you have had personally with a digital product or service. Then answer the 5-part question below:**

1. How did the user research process contribute to the positive experience?
2. Recall the various stages in your interaction process (K3) and identify at least 2 indicators that reflect how well the IT product or service meets your needs, expectations, and/or goals (K2).
3. Outline the user task flow to illustrate the user experience (i.e., steps taken to achieve the goals stated above)
4. Identify 2 difficulties you faced (K6)
5. Provide suggestions to overcome those difficulties

| **How did user research contribute to the positive experience?** |
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| My positive experience with Notion highlights how effective user research shaped its flexible, user-friendly design. Notion’s research likely included user interviews, surveys, and feedback loops, identifying diverse user needs—like project management, note-taking, and collaboration—which led to a customizable interface and multi-functional capabilities.  Notion’s minimalist design and drag-and-drop functionality simplify managing information, while features like real-time collaboration address team workflow needs. Ongoing community-driven updates also show that user feedback directly influences Notion’s evolution, ensuring the product continues to meet diverse, evolving user needs effectively. |
| **Stages of your interaction process and 2 indicators that reflect how well the digital product or service met your needs, expectations, and/or goals** |
| Interaction Stages with Notion  1. **Onboarding**: Signed up and selected a project template. 2. **Customization**: Personalized the workspace with tables and boards. 3. **Collaboration**: Invited team members for real-time collaboration. 4. **Tracking**: Used the workspace daily to monitor and update progress.  Success Indicators  1. **Flexibility**: Allowed full customization, fitting my unique workflow needs. 2. **Collaboration**: Real-time updates and comments streamlined teamwork effectively. |
| **User Task Flow** |
| **Goal**: Set up and manage a collaborative project workspace.   1. **Log in** to Notion. 2. **Create a new workspace** (choose a blank page or template). 3. **Customize the workspace** with sections like “Tasks,” “Deadlines,” and “Meeting Notes.” 4. **Add content** to each section using tables, lists, or Kanban boards. 5. **Invite team members** to join and collaborate. 6. **Assign tasks** and set due dates within the workspace. 7. **Track progress** and make updates, using comments and edits as needed. 8. **Complete tasks** and mark them off as the project progresses. |
| **Identify 2 difficulties you faced** |
| **Overwhelming Customization Options**: Notion offers many customization features, which can be overwhelming for new users. It took time to understand and set up the workspace effectively.  **Limited Search and Filtering**: Finding specific content in larger workspaces was challenging due to limited filtering options, making it harder to locate particular notes or tasks quickly. |
| **What are some suggestions to overcome these difficulties?** |
| **Enhanced Onboarding Tutorials**: Implement guided walkthroughs or interactive tutorials for new users. These could introduce key features and customization options step-by-step, helping users understand how to set up their workspaces effectively without feeling overwhelmed.  **Improved Search Functionality**: Introduce advanced search and filtering options, such as tags, categories, or AI-driven suggestions. This would allow users to quickly locate specific notes or tasks within larger databases, enhancing overall usability and efficiency. |

**2. What are some forms of User Testing? Briefly explain how it works (K5)**

| **Type of User testing and how it works** |
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| **Focus Groups**:   * A moderated discussion with a group of users to explore their experiences and opinions about a product, revealing insights into attitudes and needs.   **Remote User Testing**:   * Participants interact with the product from their own devices, allowing researchers to monitor and analyze user behavior in real time.   **Eye Tracking**:   * Participants wear devices that track their eye movements to understand where they focus and their visual engagement with the product. |

**3. What does Qualitative Research measure (K1)? Provide an example of a question you might ask during Qualitative Research, and a sample answer (K6)**

| **Qualitative Research and sample question + answer** |
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| Qualitative research measures **subjective experiences, opinions, motivations, and feelings** of individuals. It aims to provide in-depth understanding of user behaviors and the reasons behind those behaviors, often exploring the “why” and “how” of a situation rather than just the “what.” This type of research is typically exploratory and is useful for uncovering insights that quantitative data might not reveal.  **Question**: “Can you describe a time when you felt frustrated while using our app? What specifically caused that frustration?”  **Response**: “I remember trying to find a feature to share my notes with a team member. I was frustrated because I had to navigate through several menus to locate the sharing option, and it wasn’t where I expected it to be. I thought the process would be more straightforward, like in other apps where sharing is a single click. This made me feel like the app wasn't user-friendly, and it wasted my time, especially when I was in a hurry to collaborate.” |

**3b. What does Quantitative Research measure (K1)? Provide an example of a question you might ask during Quantitative Research, and a sample answer (K6)**

| **Quantitative Research and sample question + answer** |
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| Quantitative research measures **numerical data and statistical information** to identify patterns, relationships, and trends. It focuses on quantifying variables, making it possible to analyze data using statistical methods. This type of research typically aims to answer questions about “how many,” “how often,” or “to what extent” something occurs, providing a more objective view of user behavior and preferences.  **Question**: “On a scale of 1 to 5, how satisfied are you with the ease of use of our app?”  **Response**: “I would rate it a 4.”  In this case, the response provides a clear numerical measurement of satisfaction, allowing researchers to aggregate and analyze data from multiple respondents to identify overall trends in user satisfaction with the app's usability. |