

RESEARCH HIGHLIGHTS WORKSHEET

OBSERVATIONS WHAT DID YOU SEE OR HEAR? MEMORABLE QUOTES? DID THEY SAY/DO ANYTHING SURPRISING?

many people had claimed that the UI of the the Xbox app is a bit confusing and almost has too many features

some users feel like they are "missing out" or "not getting their money's worth on their gold account" by not knowing what Xbox offers them for free.

INSIGHTS MAJOR THEMES OR LEARNINGS FROM THE OBSERVATIONS

need a simple clean UI that makes navigation clean and easy

give an option to download images and clips

no extra/unnessicary features needed

DESIGN RECOMMENDATIONS HOW DO THESE INSIGHTS APPLY TO THE DESIGNS?

less reliance on icons but use more verbal ques in the UI

put the focus on the player/downloader

WERE THERE ANY NEW TOPICS OR OPEN QUESTIONS TO RESEARCH FURTHER?

messages seemed to be an annoyance to some users