INFORMATION TECHNOLOGY PROGRAMME

SOFT808 Software User Experience

Trimester 3, 2024

Assignment 2

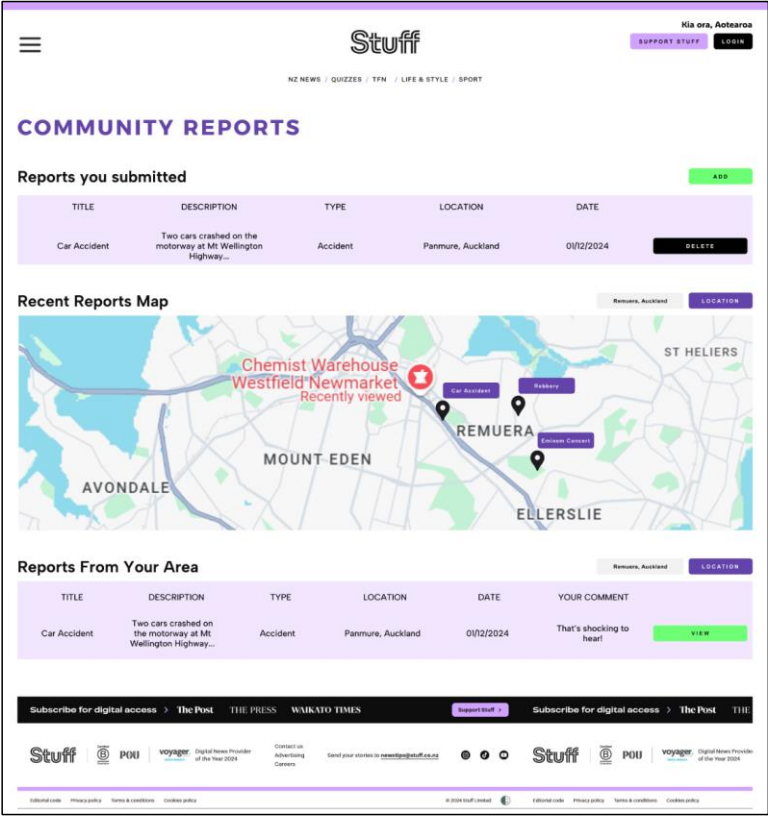| Name (Student ID)	Yoon Woo Choi (20241037)
	Joshua Paul Peralta (20240022)
	Pavitharan Rajaratnam (20232094)
	Caique Ribeiro Silva (20241524)

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Question 1

Stuff.co.nz - News and Media Platform, introduced a feature of "Community Reports" section where users can report local issues (e.g., traffic incidents, lost and found items, events).

Question 1A

Create a form-based prototype that allows users to submit reports, view a live map of recent reports, and comment or react to reports from their area.

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COMMUNITY REPORTS

Add a New Report

Title:	Enter your title here.
Type:	Choose the type of incident.
Description:	Enter your description here.
Location:	Enter the location here.
Date:	Enter the date here (DD/MM/YYYY).

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COMMUNITY REPORTS

Add a New Report

Report Added Successfully!

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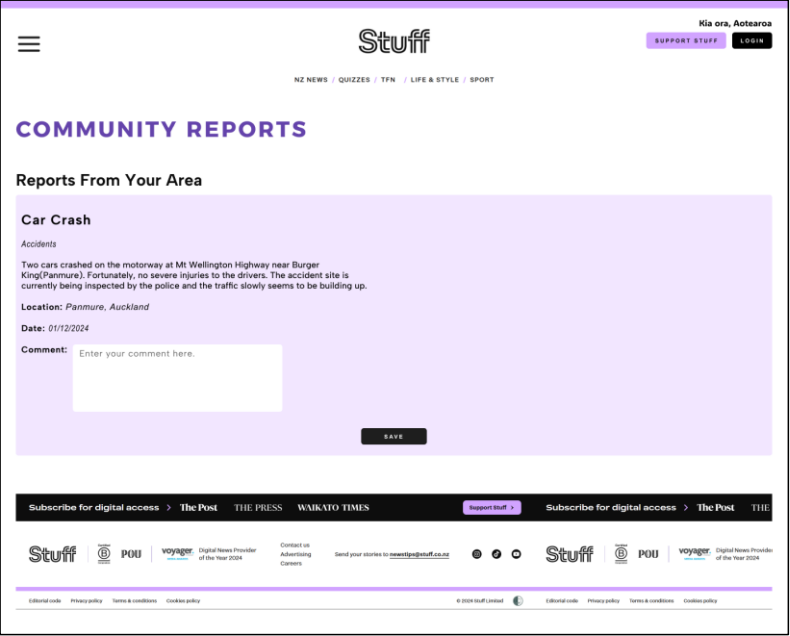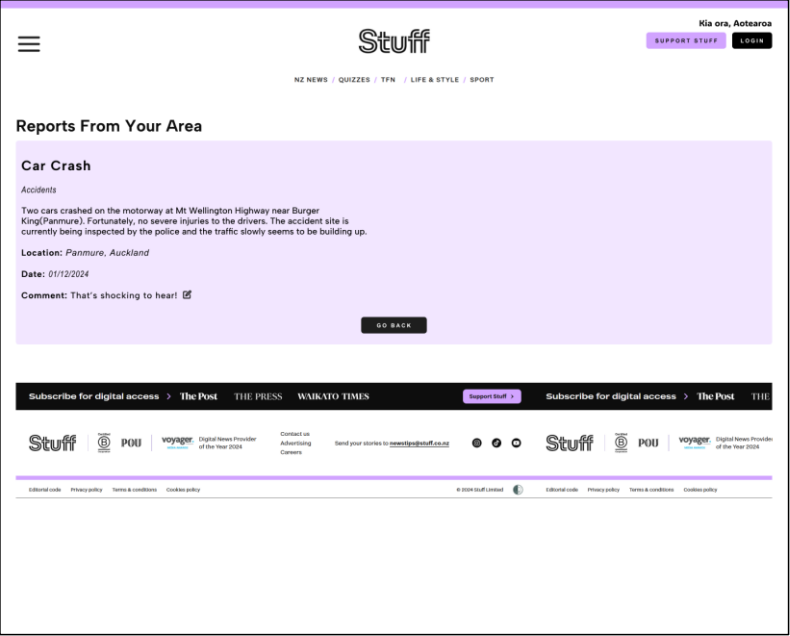Stuff | B | POU | voyager. Digital News Provider of the Year 2024   Contact us Advertising Careers   Send your stories to newstips@stuff.co.nz   Stuff | B | POU | voyager. Digital News Provider of the Year 2024

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Reports From Your Area

Car Crash

Accidents

Two cars crashed on the motorway at Mt Wellington Highway near Burger King(Panmure). Fortunately, no severe injuries to the drivers. The accident site is currently being inspected by the police and the traffic slowly seems to be building up.

Location: *Panmure, Auckland*

Date: *01/12/2024*

Comment: That's shocking to hear! ✎

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COMMUNITY REPORTS

Reports From Your Area

Car Crash

Accidents

Two cars crashed on the motorway at Mt Wellington Highway near Burger King(Panmure). Fortunately, no severe injuries to the drivers. The accident site is currently being inspected by the police and the traffic slowly seems to be building up.

Location: *Panmure, Auckland*

Date: *01/12/2024*

Comment: Enter your comment here.

SAVE

Question 1B

Analyze in detail how your prototype conforms to good UX design principles.

1. Visibility of System Status

Under the page title "COMMUNITY REPORTS", each section is clearly labelled with simple and user-friendly headers that effectively represent the purpose of the following content. When users start the process to report a crime, the main content area dynamically displays only the relevant components for each step, including the report form, submission status and a list of previous submissions.

This design consideration ensures users remain focused on the workflow, understand the information presented and can efficiently take desired actions or navigate to other pages if the content does not meet their expectations.

2. User Control and Freedom

All user actions, such as submitting a new report, browsing community reports and reacting to them are driven by users via interactable elements. Each section provides a call-to-action button in the primary color of the website's theme, with text displayed in all capital letters to draw user attention. This approach ensures that users clearly understand that interacting with these components triggers an action on the platform.

Additionally, the interface allows users to easily revert their actions during or after filling in a form. While writing a draft form, submissions are not finalized or posted until users explicitly confirm them by clicking the button to allow them to revise and review their submissions. Furthermore, users take full control of their submissions with the ability to delete previously submitted reports at any time.

3. Flexibility and Efficiency of Use

On the "Recent Reports Map" section, reports near the user are displayed as pins on Google Maps. With the familiarity and widespread use of Google Maps, users can explore what is happening around them using their prior experiences on Google Maps. Built-in navigation tools such as zoom controls and drag-to-move functionality provide a seamless browsing experience, enabling users to explore reports around their location or other areas easily.

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In addition to Google Maps integration, reports are also presented in a list format to allow users to quickly access key details such as the title, description, type, location and date of each report. Filtering and sorting options further enhance usability by enabling users to efficiently locate and organize the information to meet their needs.

4. Aesthetics and Minimalist Design

The Stuff website is a great example of implementing aesthetics and minimalist design. Its layout from the header to the footer includes only the essential components needed to deliver its core functionalities, such as news articles and categories.

Our prototype, designed as a new feature added to the existing website, introduces only the necessary elements required to report local issues and interact with current reports. Additionally, we ensured that design properties including colors, rounded edges and fonts are kept consistent with the existing pages to create a seamless integration between the new feature and the existing components.

Question 2

Question 2A

**Develop 5 user test cases for the " Community Reports Feature".**

Five registered participants on the website were invited to participate in 5 user test cases to evaluate a new function and section called Community Reports. These tests will be used to validate the following points:

- Layout CTA
- Usability
- First Impressions
- Field testing
- A/B Testing

Each participant was contacted individually by a member of the team. The test was recorded using a remote access connection, which also provides the resource for recording the user screen to be assessed by the UX team on late processing for future reference. None of the participants had previous access to the page.

Firstly, a layout CTA (call-in-action) test was executed. The URL banner redirects the user to the Community Report page, and the text understanding of the text will be tested here.

Case: A new feature for the reader has been added to the main page. An image will be displayed on the screen for a few seconds; analyse it and answer the coming questions (Aagaard, 2012).
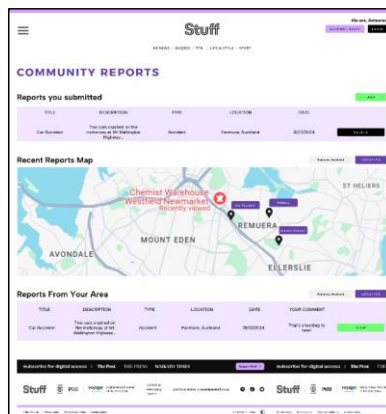
Questions:

1. Can you identify what is the brand-new section available on our website? If yes, what is it?
2. What was the on-page element that most had your attention?
3. What was the banner talking about?
4. Is there any other element that called your attention?

Test URL on maze.co:

https://t.maze.co/308385856

Expect test length: 01m and 07s

Expected outcome:

- The user can identify the new section on the web page and understand the context without clicking on it.

Metrics to collect:

1. How many people identified the banner
2. People prioritise banners rather than written texts
3. The banner is not visually attractive

Secondly, users were subject to an unmoderated usability test. In this scenario, the user was advised to click on the banner and after exploring the Community Report page, they will have their cursor tracked to see how they behave (Content Square, 2023).

Case: Click on the banner and navigate through the new page. The page will be displayed for about 3 minutes. After this time, please give feedback in a few words on how you felt about this feature on our website

Test URL on maze,co

https://t.maze.co/315583301

Expected outcome:

- The user spends time reading what the page is about and when it should be used.
- The user scrolls down the page
- The user clicks on the table to understand the difference when contacting the authorities or opening an online ticket
- The user navigates to the topics throughout the community page

Metrics to collect:

- How many times did the user try to click on page elements
- How long the user spent time in each section of the page
- The user tried to create a ticket after scrolling down

- The user did not reach the bottom of the page

Thirdly, first impressions of the user towards the new functionality. In this scenario, the UX team will analyse the answers. The questions vary by using a numerical system where 1 is very dissatisfied, 5 is neutral, and 10 is very satisfied. The emotions type symbolises Yes (I enjoy it) – No (I did not enjoy) (Maze, 2024).

Questions:

1. Would you feel safe to report a shady activity in your area on our web page? 1 - 10
2. Do you feel comfortable using your personal profile to post in this section? Yes / No
3. Do you believe that you would feel safer using an anonymous profile? Yes / No
4. Do you believe an "Online Community Mural" facilitates real-life integration? Yes / No
5. In your opinion, posting lost items on the report page is safe? If yes, would you feel comfortable giving it back/taking the item back from the individual who found it? 1 - 10
6. In your opinion, should the page be monitored by administrators? Yes / No

Test URL on maze.com

https://t.maze.co/315584792

Expected test length: 5m

Based on the answers, the UX team will develop the guidelines for using the page and the necessity of authentication to the software for posting at the Community Report feature.

Fourthly, a demo of the form will be given to the participants. They can create any event, incident, recover items or local issues. The user's answer will be analysed, and the system requirements for filling out the form will be reflected (Miller, 2009).

Form Questionnaire

1. Your name
2. Region
   2.1. City
   2.2. Suburb
3. Create a post
   3.1. Event
   3.2. Announcements
   3.3. Lost and found
   3.4. Local issues
      3.4.1. Incidents
      3.4.2. Police information
4. Description of [selected option from question 3]
5. Attach a picture
6. Date
7. Additional information

Test URL on maze.co

https://t.maze.co/315590797

Expected outcome:

- The user successfully finishes the form
- Form is completed within less than 7 minutes
- All the fields are filled with information

Metrics to collect:

- Understand how the user interacts with the form
- Analyse the necessity of adding or excluding any text field
- Understand the necessary length of the text fields
- Specify required fields
- On-screen description
- UI modelling for better navigation flow
- How long does it take to complete the form

Lastly, an A/B test with two different Community Report interfaces. However, the main features, such as post location and recent posts, are relocated (Stone, 2024).

Questionnaire:

1. Choose one of the following options:
    1.1. Post layout centred – The focus of the page is to exhibit the last post created, with a scroll bar (social media feed)

1.2. Calendar type – Posts are shown in a calendar format, where the posts are placed according to the date it is going to happen
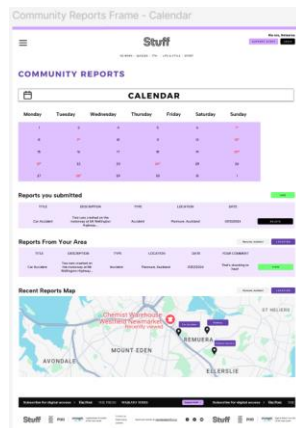
1.3. Topic-centred – The posts are exhibited according to the topic in which it has been posted in
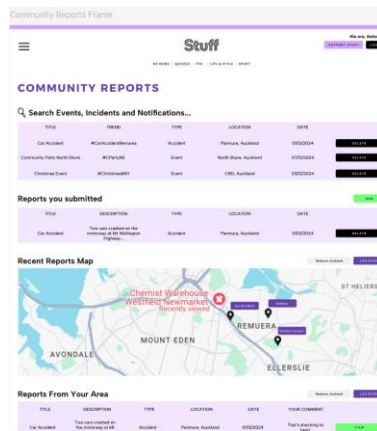
2. Choose one of the following options
    2.1. Dynamic – Creating a post is simplified. The focus is on making it as easy and dynamic as possible for the user to create and post
    2.2. Detailed – The focus is on creating posts rich in information
    2.3. Personal – The user can add their own personal touch and include external links for a deeper search
3. Choose one or more option
    3.1. The user can post personal information (telephone number, email, link, etc)
    3.2. The user can not post personal information. It all should be described in the post

3.3. The user is limited to either an email, link or telephone number per post
3.4. The content can only be posted after authorised by the moderation
3.5. The content can be posted for a user logged in to the system with no need for moderation

Test URL on maze.co

https://t.maze.co/315596225

Expected outcome:

- Participants will lead the initial trend of the page functionality
- Understand the expected layout by the selected options
- Understand the audience of the website and how it behaves

Metrics to collect

- Type of display that will keep the user on the page longer and interacting with
- The necessity of moderators for the page or an organic community place

In conclusion, by gathering this information, the UX Team can release an MVP with requirements that match the users' expectations. On top of that, introducing the new section as a test section will introduce users to this new tool designed to incentivize communication and community engagement between its users.

Question 2B

Execute the 5 user test cases and provide a formal report on the outcomes and what conclusions you have made.

A/B Testing
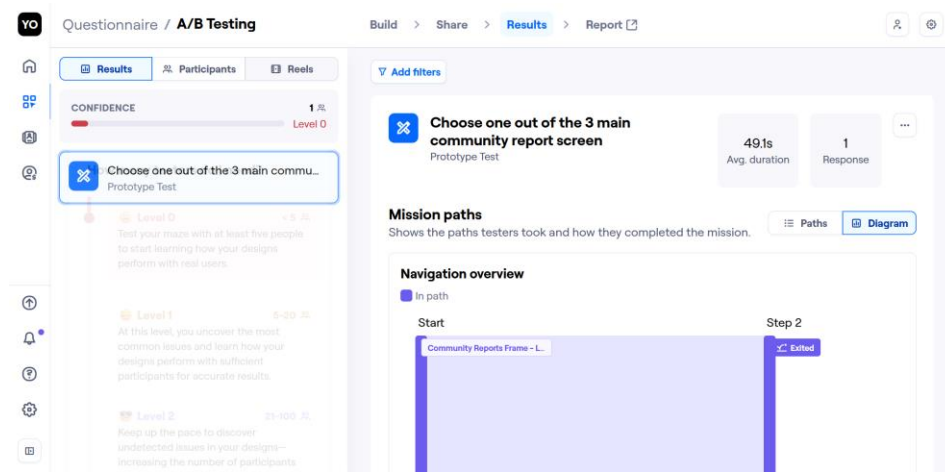
Participant #315555907
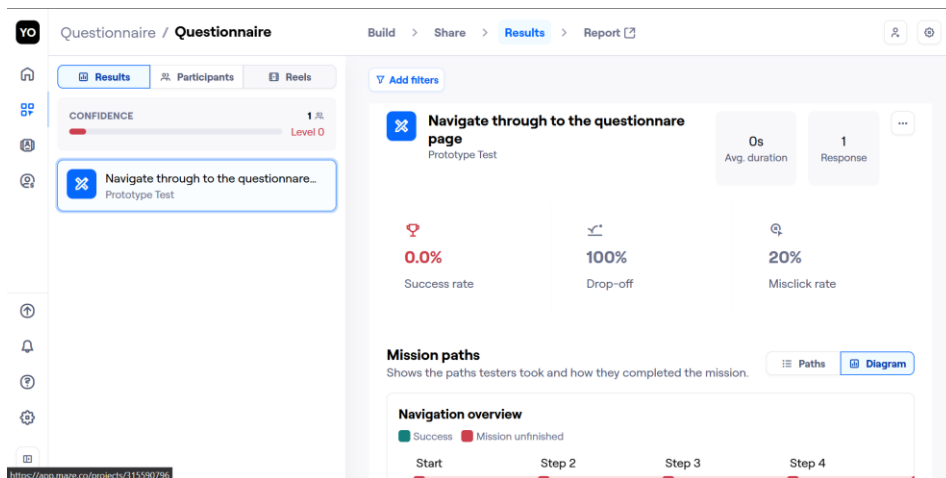

Choose one out of the 3 main community report screen
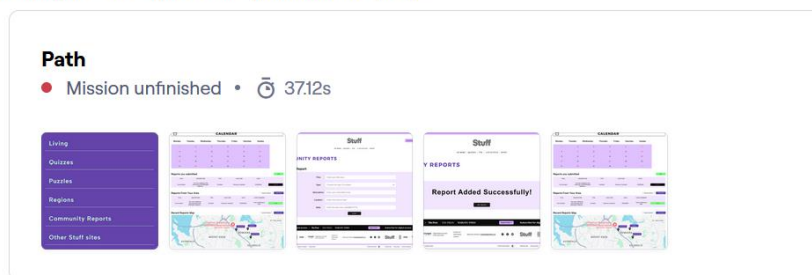
Path
49.13s

Questionnaire

First Impression

1. Would you feel safe to report a shady activity in your area on our web page?
Opinion Scale

| 1 Response | 9 Average |

| 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 100% 1 皿 | 0% 0 皿 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

2. Do you feel comfortable using your personal profile to post in this section?
Yes/No

| 1 Response |

YES **NO**

100%
1 testers

0%
0 testers

3. Do you believe that you would feel safer using an anonymous profile?
Yes/No

| 1 Response |

YES **NO**

100%
1 testers

0%
0 testers

4. Do you believe an "Online Community Mural" facilitates real-life integration?
Yes/No

| 1 Response |

YES **NO**

100%
1 testers

0%
0 testers

5. In your opinion, posting lost items on the report page is safe? If yes, would you feel comfortable giving it back/taking the item back from the individual who found it?
Opinion Scale

| 1 Response | 8 Average |

| 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 0% 0 皿 | 100% 1 皿 | 0% 0 皿 | 0% 0 皿 |

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Participant #315555907 ⌄ Show more   ‹ › ⋯

📇 first impressions of the user towards the new functionality

...

⭐ **1. Would you feel safe to report a shady activity in your area on our web page?**

9

⭐ **5. In your opinion, posting lost items on the report page is safe? If yes, would you feel comfortable giving it back/taking the item back from the individual who found it?**

8

⊘ **2. Do you feel comfortable using your personal profile to post in this section?**

Yes

⊘ **3. Do you believe that you would feel safer using an anonymous profile?**

Yes

⊘ **4. Do you believe an "Online Community Mural" facilitates real-life integration?**
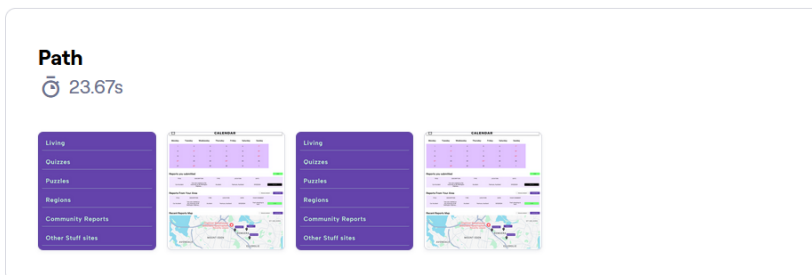
Yes

Usability
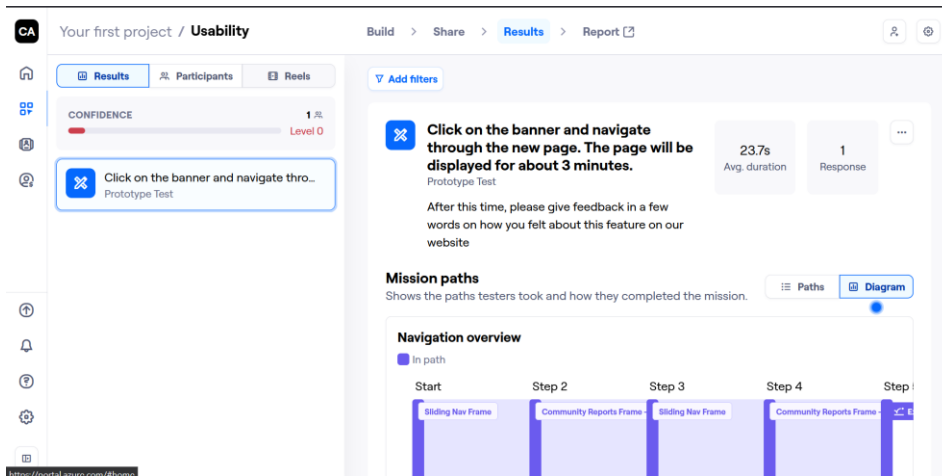
Participant #315555907   ⌄ Show more

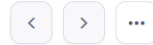Click on the banner and navigate through the new page. The page will be displayed for about 3 minutes.

Path
⏱ 23.67s

Layout CTA

Participant #306447186   ⌄ Show more   ‹ › ⋯

⏱ 5-Second Test

...

📑 **1. Can you identify what is the brand-new section available on our website? If yes, what is it?**

Not sure...

NEUTRAL

📑 **2. What was the on-page element that most had your attention?**

Google Maps

NEUTRAL

📑 What was the banner talking about?

Latest Reports

NEUTRAL

📑 **4. Is there any other element that called your attention?**

Yes

The test cases were executed to evaluate the functionality and the usability of the community reports feature using several types of tests. The tests were hosted and executed in Maze. These tests assessed performance rate, success rate, and interaction between the user and the system.

Based on the data gathered from the user's test executions, it is safe to say that the user did not quite understand the new feature and the platform used to execute the tests. The rate of success is incredibly low. A deep dive towards the feature and tests needs to be done to confirm if there were problems in executing the tests. If any issues are found and confirmed, they should be addressed and be prioritized in solving.

References

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Maze. (2024). *Five-Second Testing: Step-by-Step Guide + Example*. Maze. https://maze.co/guides/ux-research/five-second-test/

Miller, S. (2009, December 22). *20 Useful Test Cases for testing User Interfaces*. SmartBear.com. https://smartbear.com/blog/20-useful-test-cases-for-testing-user-interfaces/

Square, C. (2023). *8 Usability Testing Methods That Work (Types + Examples)*. Contentsquare.com. https://contentsquare.com/guides/usability-testing/methods/

Stone, R. (2024). *https://www.semrush.com/blog/a-b-testing-landing-pages/*. https://www.semrush.com/blog/a-b-testing-landing-pages/?kw=&cmp=AU_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=683809335532&kwid=dsa-2263819780239&cmpid=18368690804&agpid=153749948062&BU=Core&extid=143266323260&adpos=&gad_source=1&gclid=CjwKCAiAl4a6BhBqEiwAqvrquhtegZPpKglp6zoDuJcoMCs45E5OtSdbn3s9AR-UCD44jWGyEkglWBoCgyYQAvD_BwE

APPENDIX A: TEAM AGREEMENT/CONTRACT FORM

INFORMATION TECHNOLOGY PROGRAMME

Team Agreement   **Date of submission: 28th November 2024**   **Time: 16:00**

Students should learn to work effectively in groups.

All team members **must complete the following form** and submit **one copy to the lecturer** in **one-week** time from **assignment distribution** and attach **another copy to the group assignment report.** The names of the group members and the appropriate section must be completed and signed off by **ALL group members** before submission.

In assigning marks, lecturer will be **guided by the group's choice** of option and any other available evidence.

If there are any **difficulties** in following this procedure, students must come and see the lecturer within one week from assignment distribution date.

Names of Group Members

1. Name …Yoon Woo Choi…   Student ID no.   .…20241037….
2. Name …Joshua Paul Peralta…   Student ID no.   .…20240022….
3. Name …Pavitharan Rajaratnam…   Student ID no.   .…20242094….
4. Name …Caique Ribeiro Silva   Student ID no.   .…20241524…

Note: For both options below, all team members are expected to gain the knowledge related to all items in the Group Assignment

Option 1: All group members should receive the same mark; under this option, all students must contribute equally to the submission.

Signed

1.

2.

3.

4. Caique Ribeiro Silva