**FIT 3175 Usability**

Drive Application

Stage D

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# App Success Criteria & Measurement Tactics

Our success criteria metrics are based on recommendations by Balla (2017). They include **User Satisfaction**, **App Usage**, **User Engagement**, **Business** and **Performance**. For our application to be successful, we want a high value metric based on these five criteria. First and foremost, we want to ensure that users have a satisfying experience when using our application. This means, when users open up our app, they can effectively and efficiently complete their required tasks without any sort of negative feelings. Next, we want to ensure that our application has a high usage across a multitude of different age groups, meaning we want to ensure that our users are drawn to our application both in terms of utility and aesthetics. Alongside a high app usage, we also want to ensure that our application has a high user engagement, meaning we want to ensure that users on-average spend a lot of time on our application and that our application has a high number of users reaching the confirmation page. Next, we want to ensure that our monetization strategy gives good revenue and profits and that our application works properly with minimal bugs and crashes.

For each of the success criteria metrics, we gather the data and measure each metric to determine the app’s performance and success. There are multiple ways to measure **User Satisfaction**. Firstly, there are App Store Reviews and Ratings which tells us how end-users feel about the overall quality of the app. Next, User Experience Questionnaires can be given out to end-users of the app so that we can get a more in-depth look at their experience. Lastly, Heuristic Evaluations (through hiring UI/UX experts) and Usability / Focus Group Tests (by gathering potential users) can be done to ensure that our app yields utmost user satisfaction. The latter is achieved by describing the app and asking this potential user group to complete a specific task, followed by gathering data of their experience. The participants are selected from the basic demographic and screener questions can be used to filter appropriate participants for the tests (Derome, 2016). Based on research, the participant number should be anywhere between 5 to 10 to achieve good results as our application is not life or enterprise critical (Six & Macefield, 2016). The **App Usage** metric can be measured based on Monthly Active Users or Daily Active Users data which would help us understand whether the expected target group matches the actual group of users and whether the app successfully matched the users’ needs. Eye-tracking and Gaze Data would also help us track the region of interest of the users and see whether the features are being used by users appropriately. To measure the **User Engagement**, we would measure the time from the app opens till it closes, how deep into the application the user explored before closing the application and also the time in between each session usage. The longer the time spent on the application, the deeper into the application and the shorter the intervals between each usage, the more successful our application. This alongside with the retention rate data, i.e. measurement of the percentage of users returning to use the app from the first usage, would help us gauge how appealing our application is to end-users. Higher number of users who reach the booking confirmation page and proceed with it correlates to the success of this criteria. **Business** metrics, can be measured based on the profits earned through each of the rides. Higher profits earned from rides means that our monetisation strategy is well-defined and also appeals to our end-users. The **Performance** metric of app is crucial for its success. This is measured through the rate of crash and bug reports. The lower the rate, the more successful our application. To further ensure a lower rate of issues, various testing techniques such as automated black box and white box testing, system testing, penetration testing, etc can be applied. Quality and reliability shows users empathy and encourages them to use the application more.

# References

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