



UX RESEARCH REPORT

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UX Designer
Cross Skilling nanodegree

Ministry of Communications
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RESEARCH REPORT

Executive Summary

There is a trend of using mobile phones as learning tools nowadays, this study shows that an app to learn Arabic font writing is useful for adults who work and need to enhance their writing. The target would be an application that allows a space to practise Naskh and Ruqaah Arabic Fonts with cool features like a space to check progress, educational game, Arabic language writing rules summaries and practice and a competition between Users for best scores.

Key Findings

I found great interest in improving their personal handwriting style, they come from different sectors and job fields ranging from University professors to housewives , all of them share a strong belief in mobile applications to enhance their skills. They also acted positively regarding suggestions of the App features.



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What did we want to learn?

I wanted to learn the lifestyle of my Participants, their time durations for using such apps, their expectation about how the application will function and their expectation about the outcome from using it.

Key Research Questions

- [Needs] How often will you use the App every week?
- [Behaviour] Do you prefer touching preconfigured letters or Freestyle writing on screen?
- [Needs] How much time will you spend reading rules of Arabic calligraphy ?
- [Needs] How many exercises would you need after each lesson?
- [Expectation probing] Do you want grades and scores and show them?

Summary

All features seem required but in minimalistic methods. I also changed the design by adding a score to the application features.



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4 participants

Participants	Problems	Needs	Recommendations
1- A university teaching assistant	handwriting on board but font is not clear for students	eager to improve	Add an educational game to the application
2- An accountant	daily bookkeeping in Arabic but his font is average	Want to improve his writing	Allow me to compare letters combinations in different fonts
3- electricity company employee	hand write his daily routines but time is tight	want to improve speed	There should be a Gallery of artistic Arabic writings
4- A housewife	She helps her children with their homework	needs to know Arabic writing rules	Wants to compete with other parents in the App Score



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Key Findings 1

Although the writing on paper is more fluent, using a mobile phone application to learn Arabic Calligraphy and font rules is faster and more collective due to ease of use and availability of resources and exercising almost instantly.



Finding 1 Details

The participants expected some issues with using an electronic device to learn , they raised some concerns regarding How we are going to change method of writing from paper to a touch screen, but generally they suggested using the usual solutions like magnifying glasses, using an Electronic Pencils on supported devices , or using automatic filling of shapes when they touch the letters with their fingers.



Recommendation 1

There is a trend of using mobile phones as learning tools nowadays, people usually open learning applications during their

Participant 2

“ I am eager to touch the screen to learn since I write with hand all-day long but please add a magnifying glass that appears as I write with my finger ”



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Next Steps

- Do more surveys to increase participant experience analysis and recommendations based on trends
- Do the brainstorming
- After producing the sketch designs, add the enhancements from the research.

Appendix

USER EXPERIENCE RESEARCH Affinity Wall

High Level Theme

Theme

Single Issue/Point

Individual Insight

