



WhatsApp Application



Context Overview

WhatsApp application for exchange messages between friends/family member etc.
also, for video or voice calling and upload status that share with your contacts





Problem



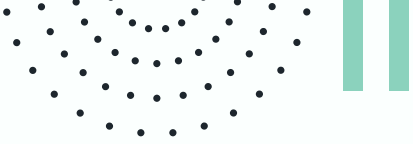
Several potential causes had been pointed out by end-users since they used WhatsApp , such as **complexity of uploading video in status** , **capacity of group members** , **confusing when delete messages from chat ... etc.**



Goal

Improve user's experience by **making them to do some tasks** and **analysis their outcome data**





Goals



**Capacity of
group member
Is enough ?**

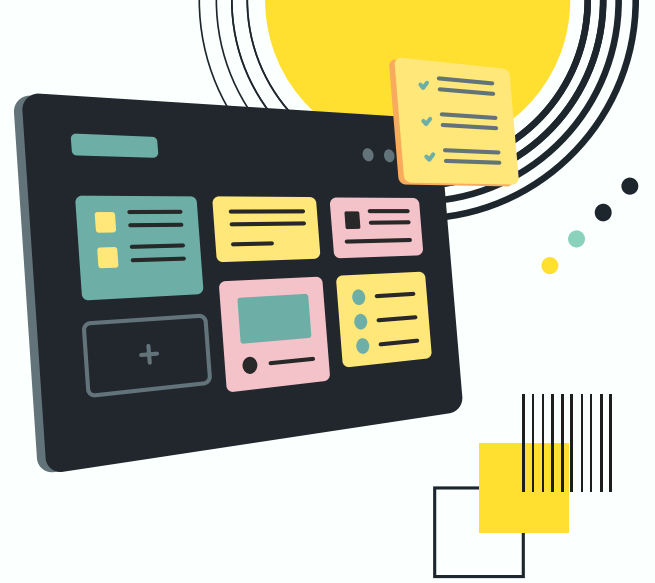
**Options of
deletion
message
Is confusing ?**

**Problem of
using status in
WhatsApp**

**Video
resolution in
WhatsApp
Is good ?**

**Open link from
unsaved
contact**

**Sufficenet of
WhatsApp
to used**

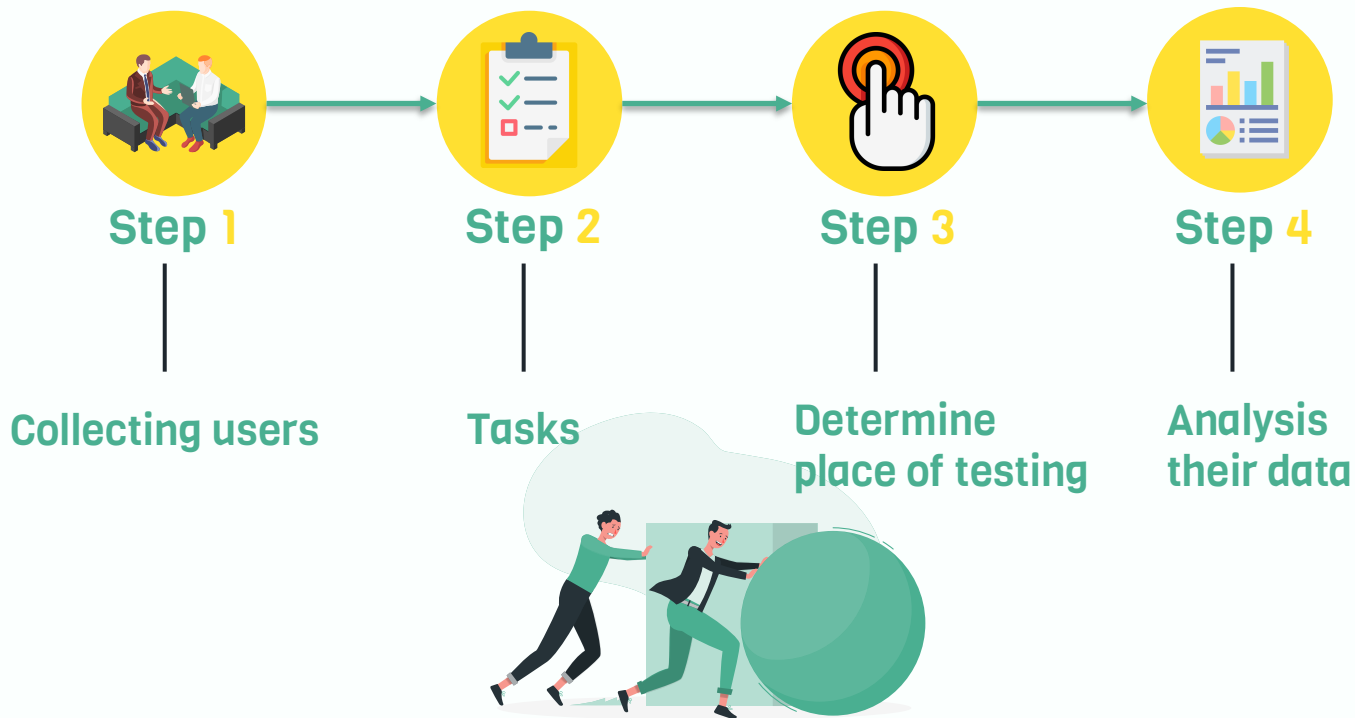


Type of study

Within-subject , because we have **one prototype**, and we are focusing on **WhatsApp features** since several potential causes had been pointed out by end-users , and we **need to improve these features** they usually used every day.



Process





01

Collecting users



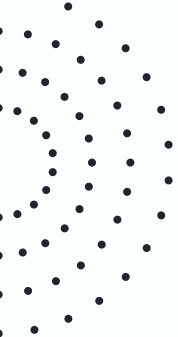


01

Collecting users

We are going to collect users by **sending form link** to our friends or **family members** who use WhatsApp. And want to participant in our study.





02

Tasks



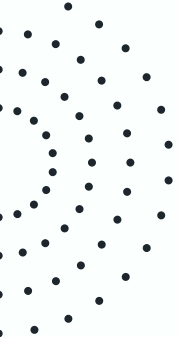


02 Tasks



We are going to give user's **list of tasks** they will do , and each task **have criteria** that we are already **defined in goals before**





03

Determine
place of testing





03

Determine place of testing



We are going to make test in **lab-setting** to collect metric immediately while they are doing their tasks by using **Two form**


- 1- Form for collecting **performance metric** while they are doing their task
- 2- Form for collecting **satisfaction metric** after finished each task



Two Forms

Performance

WhatsApp UX Study

 Draft saved

Age: *

☒ 0-16

☐ 17-24

☐ 25-35

☐ 35-60

☐ +60

I consider myself as a WhatsApp expert: *


1 2 3 4 5

Agree ☐ ☐ ☒ ☐ ☐ Disagree

Next

Clear form

WhatsApp UX Study



* Required

Task Metric

For Open Link Task

Task success: *

☐ 0

☒ 1

Time On Task: *

55

Back


Next

Clear form

Satisfaction

WhatsApp Customer feedback.

Self-reported agreement...



* .The "Delete" message option appears clearly

5 4 3 2 1

Strongly agree ☐ ☐ ☐ ☐ ☐ Strongly disagree

* .Upload a status in WhatsApp is easy

5 4 3 2 1

Strongly agree ☐ ☐ ☐ ☐ ☐ Strongly disagree

* .The capacity of group members is enough

5 4 3 2 1

Strongly agree ☐ ☐ ☐ ☐ ☐ Strongly disagree

* .The video resolution in WhatsApp is good

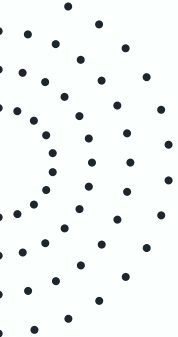
5 4 3 2 1

Strongly agree ☐ ☐ ☐ ☐ ☐ Strongly disagree

* .WhatsApp fulfilled all my social needs

5 4 3 2 1

Strongly agree ☐ ☐ ☐ ☐ ☐ Strongly disagree



04

Analysis their data





04

Analysis their data



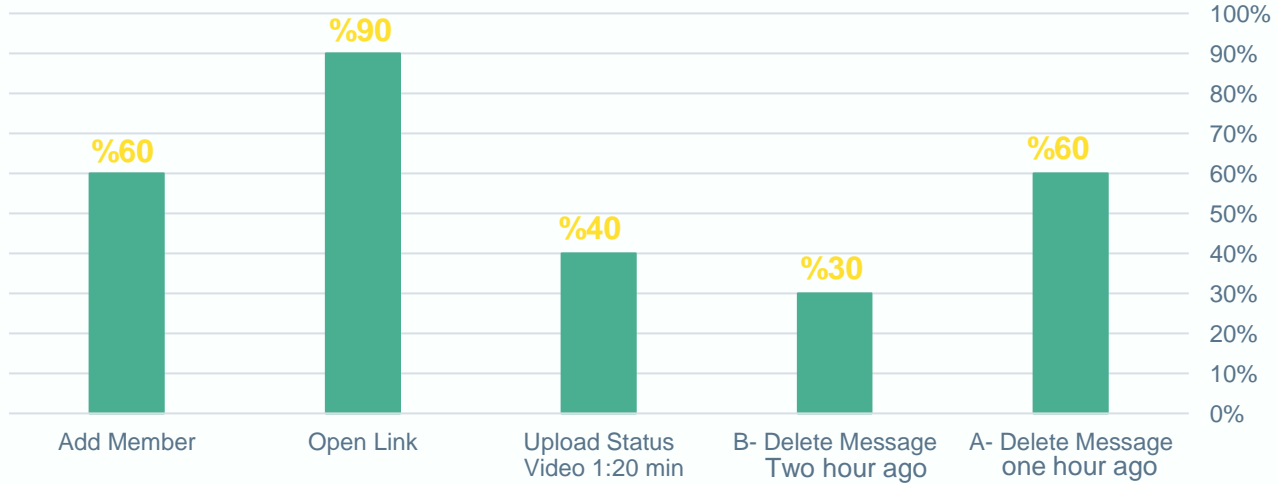
We are going to analysis **performance data** from form Excel sheet that we used in lab-setting also **satisfaction data** form of self-agreement that end-user used after each task they finished





Task success

Task Success

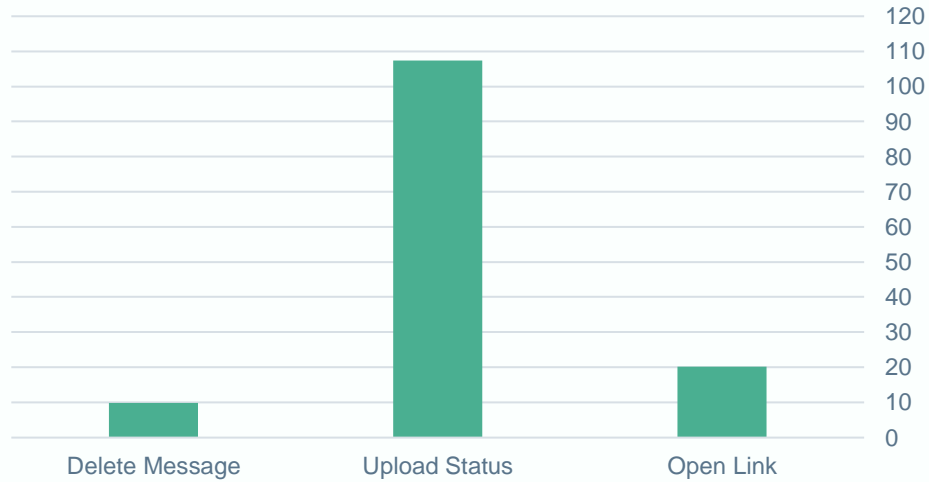




Time on Task



Time on Task

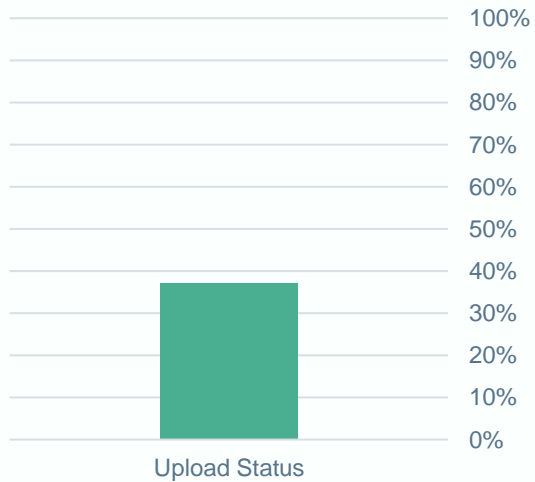




Efficiency

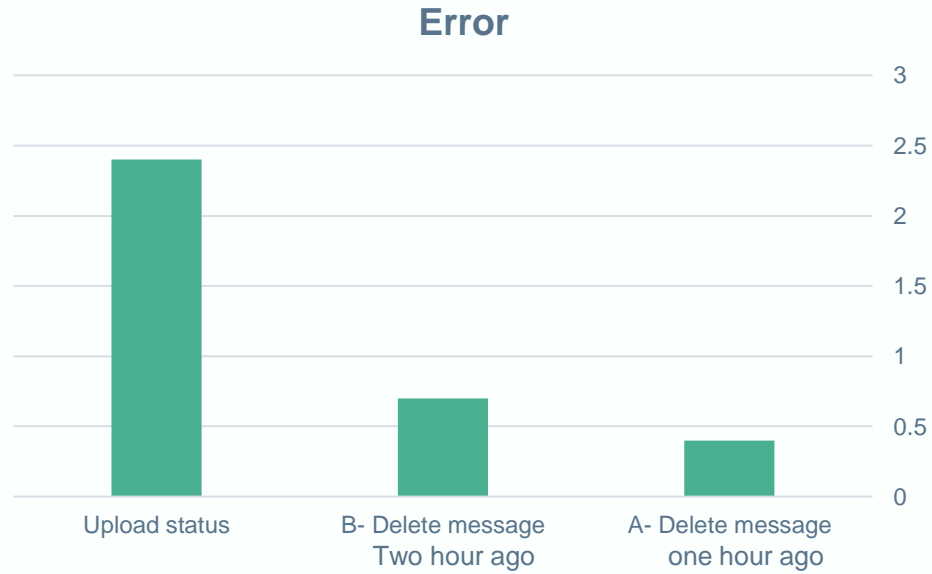


Efficiency Upload Status





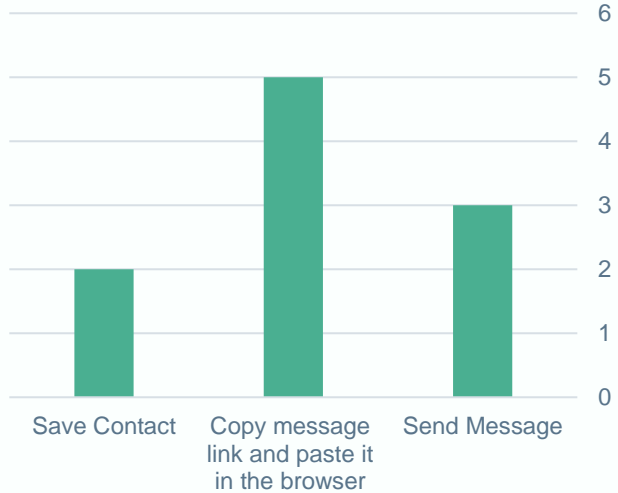
Error



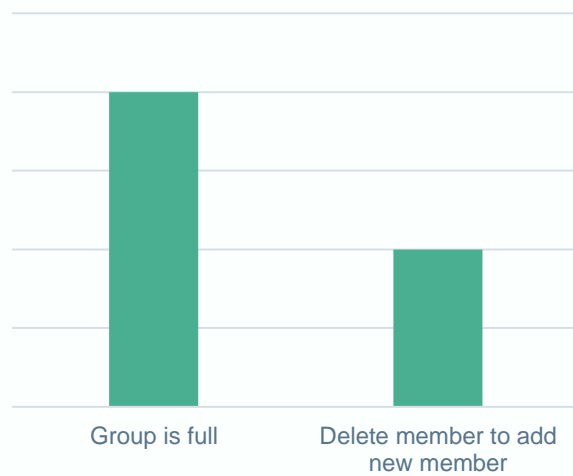


Issue-based

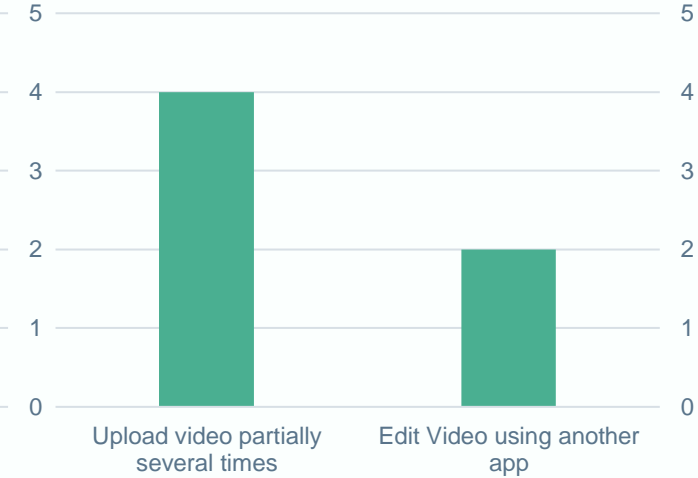
Issue-based **Open Link**



Issue-based **Add Member**



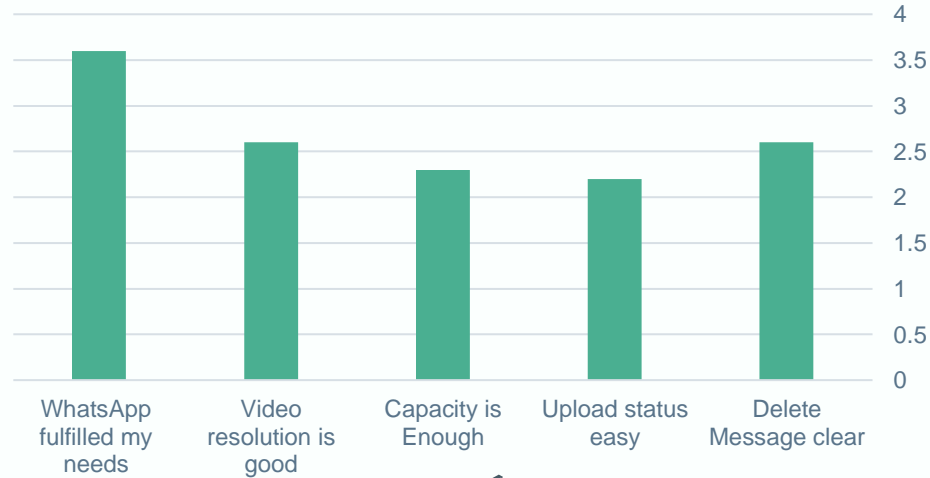
Issue-based **Upload Status**





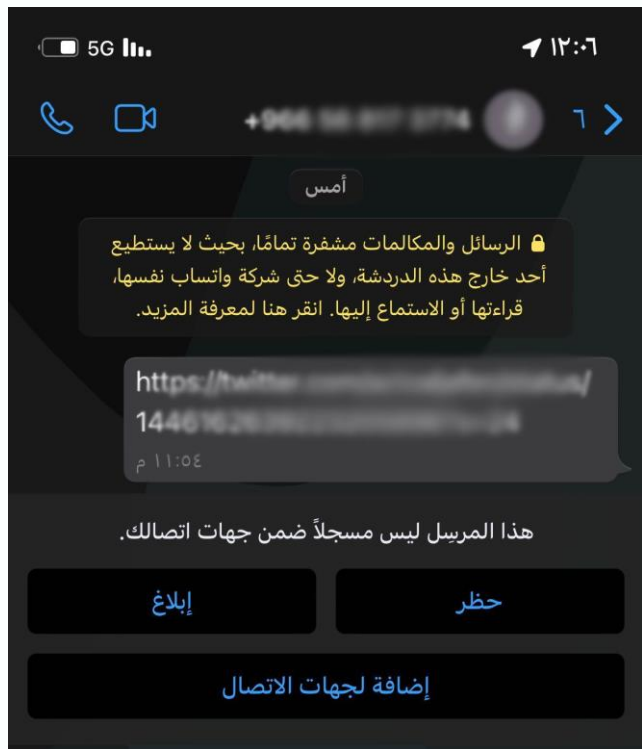
Self-reported Agreement

Self-reported Agreement

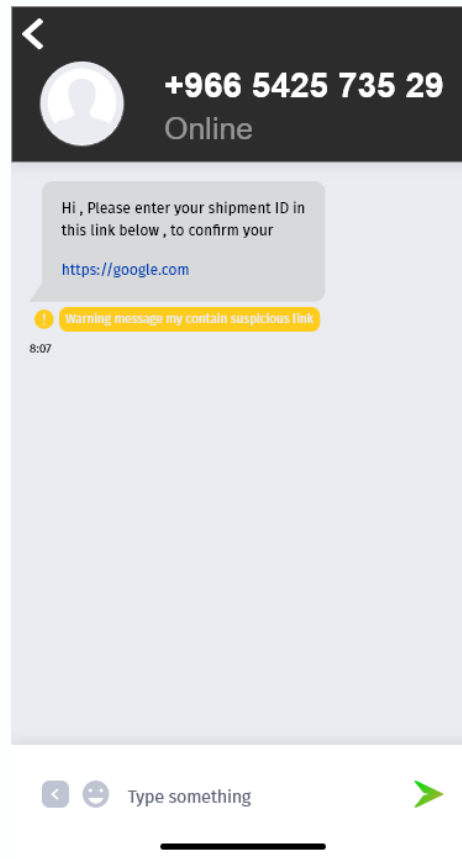




Ux decision

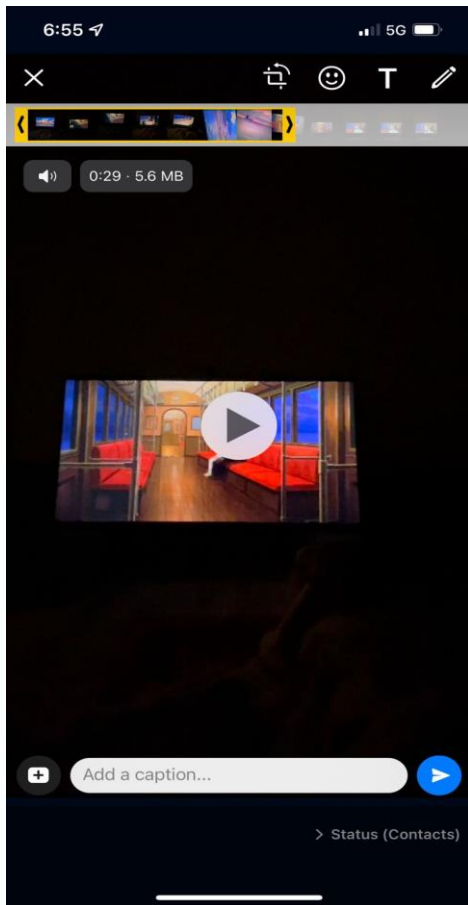


Open Link

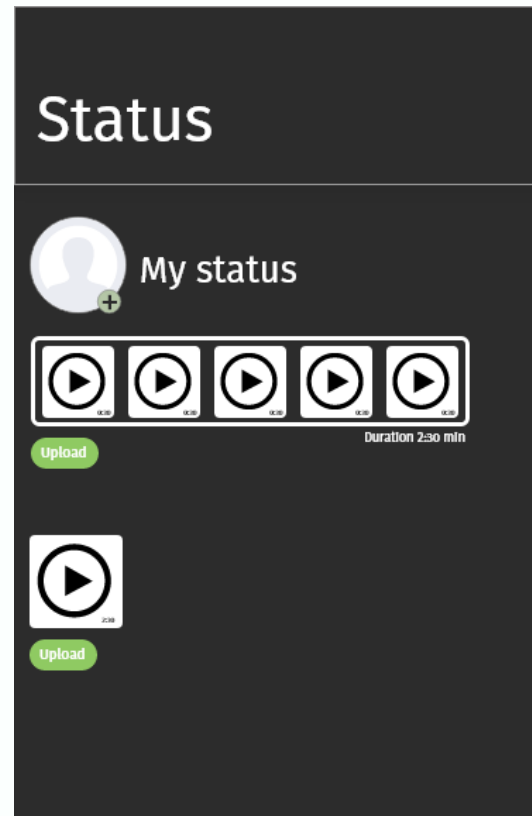
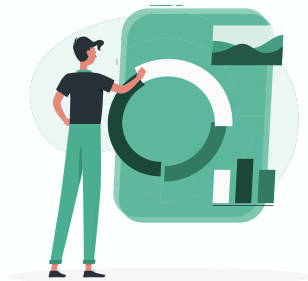




Ux decision

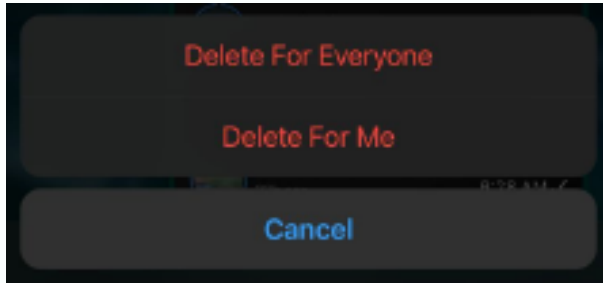


Upload Status

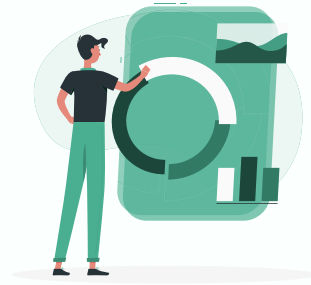
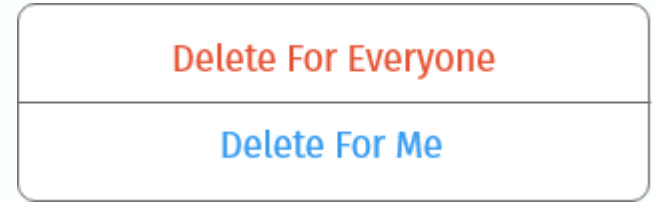




Ux decision



Option of Delete message





Thanks, Any Questions ?



Group Members

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