Ministry of Education

University of Jeddah

Collage of Computer Science and Engineering

CCSW 437 – User Experience (Fall 2022)

**Final Design Project Report**

**Project Title:** WhatsAppStudy

**Group Members Names:**

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**Project Description:**

Our study focusses on how we evaluated the User Experience

**Context**

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**

Any application or website have UI/UX problem that user will face while using it.

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 do some tasks and analysis their outcome information

**The name and link of the Application/Website you are studying:**

WhatsApp Application on (iOS & Android).

**What are your evaluation goals or research questions you want to answer? (set at least 5 goals)**

**There are many goals, but I will conduct the major of It**

1. The capacity of group members is good enough or not (Self-agreement).
2. Does option delete message from chat confusing to end-users or not ? (self-agreement , task success)
3. The problem of not using the status in WhatsApp (Issue-Based metrics , efficiency).
4. The video resolution in WhatsApp is good enough or not (Self-quality).
5. Can user open link have sent by unsaved contact ? (time on task)
6. To know If WhatsApp is sufficient for exchange messages between members. (Self-agreement).

**Who are your targeted participants group (e.g., students, teachers, old adults).**

The targeted participants are simple’s users of the internet.

**What is your recruitment process? (Please recruit at least 10 participants to conduct the study).**

**Process**

1. **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.

1. **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

1. **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

1. **Analysis their data :**

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

**What type of user study are you going to conduct and why? (Within-subject or between-subject).**

“within-subject”, because we have one prototype, and we are focusing on WhatsApp features itself

since several potential causes had been pointed out by end-users and we need to improve these features they usually used every day.

**Which UX metrics are you going to use in your study and explain why you are using each of these metrics? (choose at least 7 different metrics to help answer your research questions or goals)**

|  |  |  |
| --- | --- | --- |
| **Metric Name** | **Type of Data** | **Reason** |
| Self-Reported agreement | Quantitative | To measure the agreement of the user on features and this will help us what decision to make to redesign it or not. |
| Self-Reported Interview | Qualitative | Give the participant a free space to give his/her opinion about the features specially about the self-reported metrics problems. |
| Error | Quantitative | To measure task if will affected on business , complete task process and efficiency or not |
| Efficiency | Quantitative | To measure number entire process to complete task |
| Issue-Based | Quantitative & Qualitative | Give us another perspective for new issues that will occur to user's while they doing their tasks. |
| Task Success | Quantitative | To measuring task success, there has to be a known task assigned to users. |
| Task-on-time | Quantitative | To measure the time of completion tasks. |

**What are the tasks that each participant will perform and what type of data you will collect? Please complete the table.**

|  |  |
| --- | --- |
| **Task** | **Metrics Collected** |
| **Open link from unsaved contact chat**  1- You will receive message from unsaved contact  2- Open link you received | Time on task,  Task success,  Issue based |
| **A-Delete message sent one hour ago**  1- Choose someone to chat with.  2- Send any message.  3- Select message that you want to delete.  4- Delete message "from everyone" that you have selected.  5- Check if message deleted or not  **B- Delete message sent two hours ago**  1- Choose someone chat you have sent message 2 hour ago  3- Select message that you want to delete.  4- Delete message you have selected.  5- Check if message deleted or not | Self-agreement,  Task success ,  Error |
| **Upload video in status**  1- Click on status feature  2- Upload video within 1:20 min duration | Efficiency,  Issue-based ,  Error ,  Self-frequency |
| **Send video in chat**  1- Pick up someone to chat with.  2- Choose video to Upload.  3- Sent video.  4- Open video from chat to see quality of video.  5- Compare original video with video you have sent | Self-agreement |
| **Add member to existing chat group you have created**  1- Open group you want to add new member  2- Choose contact to add  3- Check if contact added or not | Self-agreement,  Task success,  Issue-based |
| [ Form answers ] Is WhatsApp is sufficient for exchange messages ? | Self-Reported |

**Data Analysis**

**UX Design Decisions**

**Open link**

In the open link, some people say that it's for security. There is no proof maybe It's a bug. we see that the security can either be existed by telling the user by (warning).

It's enough, The user responsible for his action you just can warn him and that's totally enough.

**Delete message**

In our point of view, we see that the user must differentiate between the two options,

So, We propose a way that the options be colored by any color to describe the action.

**Upload status**

In Status the user shouldn't face difficulties in uploading a long video,

for example, should be there a buffer that split the video into parts, And each part should upload independently.

**Capacity of group**

In the capacity of groups, there is a gap between the other chat apps and

WhatsApp in the capacity. So, According to the graphs WhatsApp should maximize the number of members.

**Video quality**

The video quality, It's very limited quality in the resolution.

Unlike Telegram for example you can upload a higher resolution and duration.