CS104 - UX II
Mobile UX Research
LastPass

UX Research Objective & Strategy

Business Needs:

- Maintain reputation and security
- Provide a password manager tool to users
- Safely store data with encryption and decryption
- Prioritize user privacy

User Needs:

- Secure to use with password protection
- Fast and responsive
- Easy to read and copy usernames/passwords
- Ability to store multiple passwords for different accounts
- Easy to create and edit logins
- Simple and intuitive navigation

Assumptions

Security and Privacy:
- Users believe the platform is secure and reliable
- Security features like encryption and multi-factor authentication are expected
- Users don't want passwords shared

Ease of Use:
- Fast access to passwords while maintaining security is a priority
- Creation/editing of usernames/passwords should be simple and straightforward

Compatibility:
- App needs to be compatible with various platforms and mobile devices
- Touchscreen usability and small text sizes need to be considered

Importance of Design:
- Security, privacy, ease of use, and compatibility should all be considered in the design of the app.

Target Audience Research

Target Audience Survey:

- Sent out a survey to an anonymous forum for people around the world to fill out
- Survey results helped us define our primary and secondary target audience
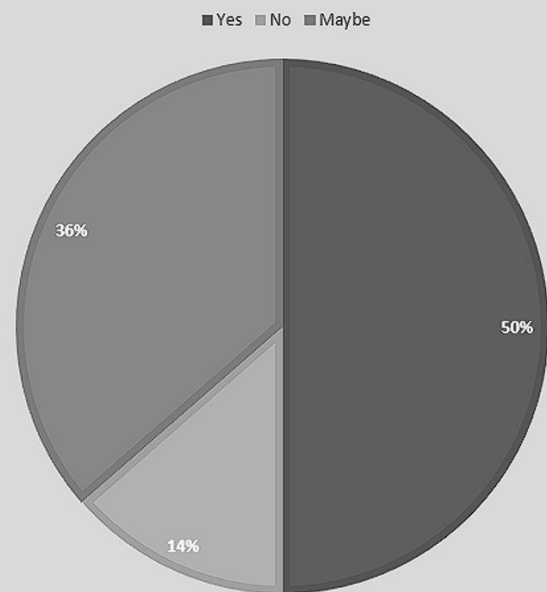- Link to survey provided: https://forms.gle/4ghPz4tP9oG9p81u7

Target Audience Inferences:

- Based on password statistics and report from DataProt, we will focus on two categories: Personal Use and Work Use
- Personal use password managers are more common than work-related ones
- Users struggle to keep track of passwords (29% have more accounts than they can track)
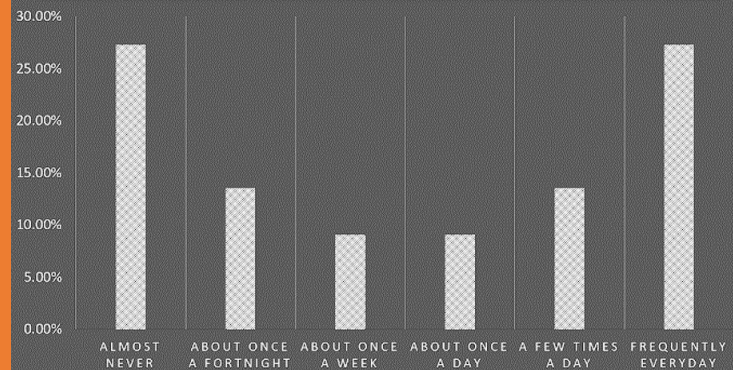- LastPass is designed to help users manage their passwords securely

Technology and Age:

- Increasing trend of internet usage over time, indicating more people of all ages use technology today
- Younger age groups may be more competent with technology, as shown by survey data
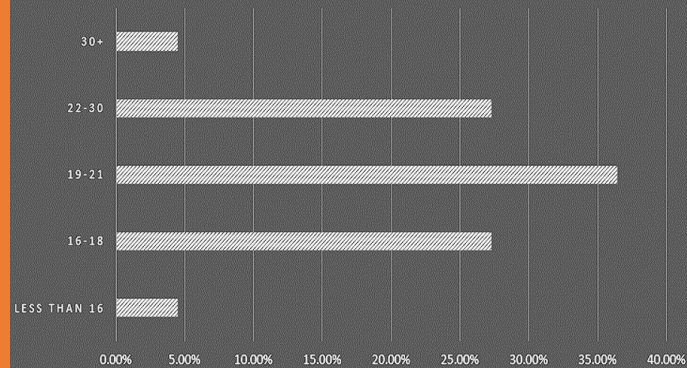
Personas

Jarrod Lofar
30
IT Systems Engineer at Window Cleaning Contractors

Personal Details
Home: Living in a caravan
Hobbies: Coding, reading tech mags
Device: Galaxy S20

Tech Exposure
Low — Medium — High

About
Jarrod looks after the IT infrastructure at Window Cleaning Contractors. Working in the IT industry he has developed a deep understanding of the needs for his company. On a regular basis Jarrod deal with sensitive information, this may include login details, client data and company documents. This means that he requires a secure and effective of storing and retrieving this information. Therefore, Jarrod is looking for an app that combines both high security and ease of retrieving stored data. This will enable him to access and manage data efficiently.

Behavior's & Pain Points
- Very technical minded and logical.
- Keen on learning new Technologies
- Prefers quality over quantity.

Goals
- Wants to improve the IT system at his current work
- Learn new IT technologies
- Teach his company to be more efficient in IT production

QUOTE
"No mom I CANT fix your computer..."

Tabitha Logram
23
Full-Time Art Student

Personal Details
Home: Flatting with friends
Hobbies: Painting, Playing Violin
Device: Apple iPhone XR

Tech Exposure
Low — Medium — High

About
Tabitha is currently pursing her degree in Fine Arts at Victoria University. She has a strong sense of creativity and has a keen eye for detail. Tabitha often uses various online platforms to support her schoolwork. An app that can store and manage her numerous login details, keep her personal information secure and help her simplify her online experience

Behavior's & Pain Points
- Very creative and free thinking
- Open to new ways of creating art
- Calm and collected demeanor

Goals
- Wants to recognized as an artist
- Wants to have art displayed at Museums
- Wants to teach young children painting

QUOTE
"Drawing is the best way to express my creativity"

Nathan Smith
24
Part-Time Student & Accountant for NZ Law

Personal Details
Home: Living at home with parents
Hobbies: Beer Pong, Math
Device: Galaxy S10

Tech Exposure
Low — Medium — High

About
Nathan is current studying Accounting at Otago University. He has a very logical mind with a strong routine every week. He works for NZ Law as an Accountant which he is very grateful for. Nathan takes his work very seriously but also knows how to let loose because on the weekends he can PARTY!

Behavior's & Pain Points
- Is not very creative and uses week passwords.
- Writes passwords down in notepad on his phone
- Is quick to get frustrated at slow technology / programs

Goals
- Wants to graduate university
- Wants to secure his online footprint
- Wants to but his own house
- Wants to spend more time on what matters

QUOTE
"I am a very busy person during the week but love going for drink when I can"

SWOT Analysis (LastPass)

Strengths:	Weakness:	Opportunities:	Threats:
Login Screen is simple and straight forward to use. Password Generation has a good look and feel to it.	Color Scheme – red and black does not look good in this application and give a warning / danger feeling subconsciously. Viewing Password takes at least three or more clicks which can be a pain as people would want to access it faster.	Color Scheme – We could redesign the color scheme by looking at color theory and making a new palette of colors for the application.	Go Premium

SWOT Analysis (Competitors)

| Strengths:	Weakness:	Opportunities:	Threats:
Simple easy to use interface. Multiple device compatibility. Good customer service. Ability to differentiate between distinct types of sensitive data.	Intrusive popups when performing certain tasks. Input data saving to random entries. Manually have to copy/paste info.	Allow users to autofill. Fix minor issues with functionality. Sleeker design update.	Competitors copying improvements.

Inspiration
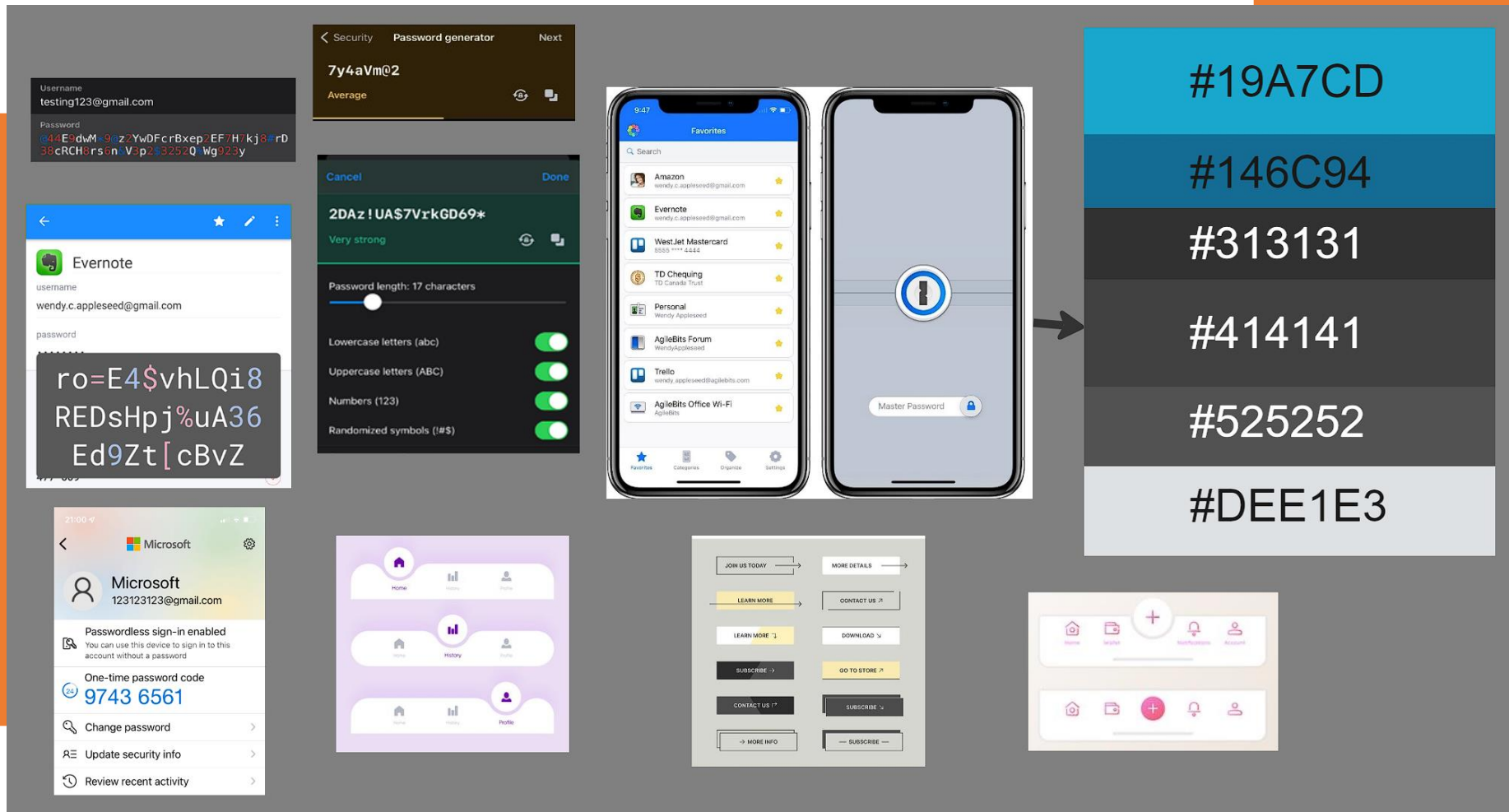
Colour Theory
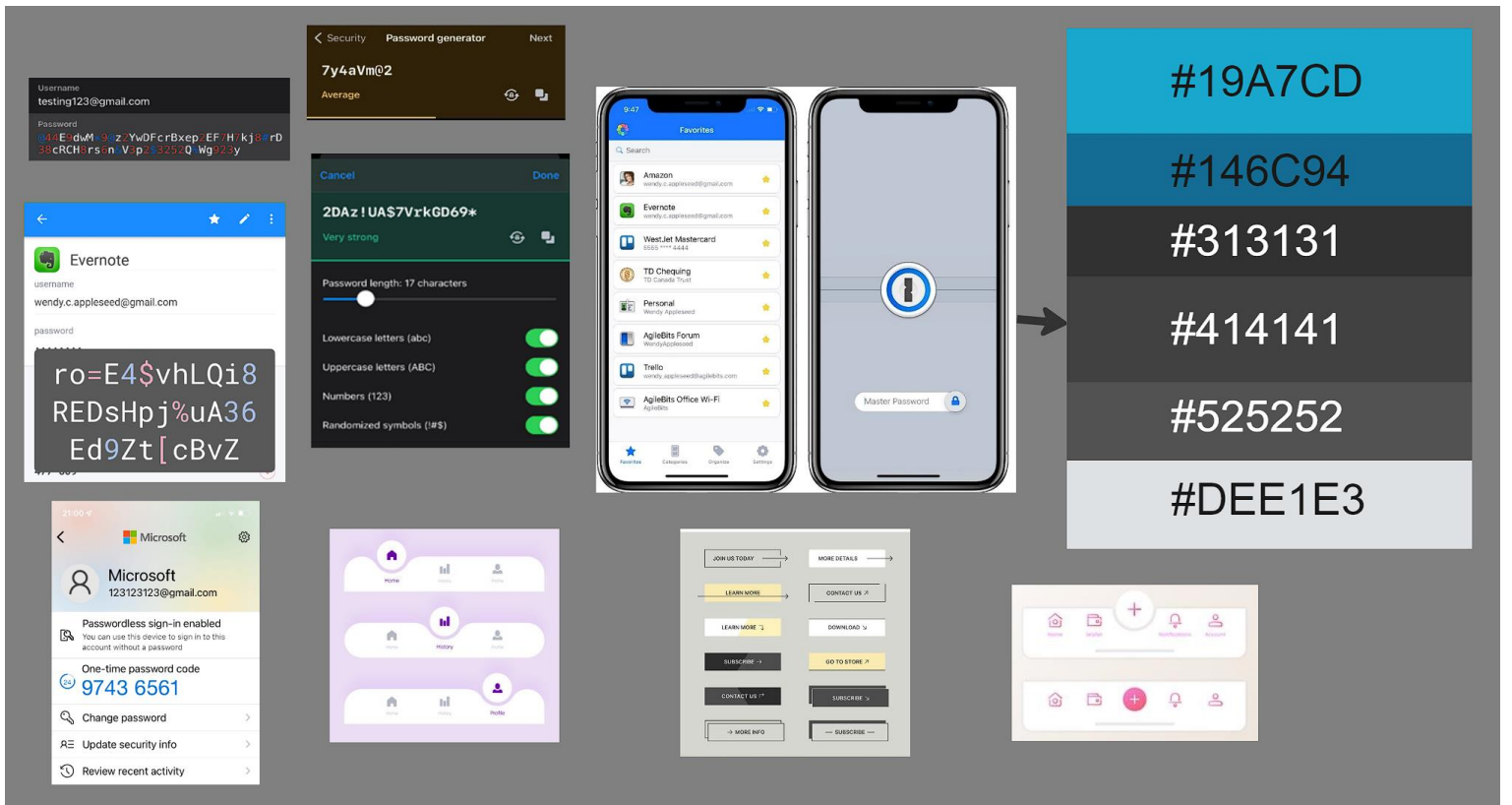
- Red
  Passion – Love – Danger – Stop – Anger

vs

- Blue
  Wisdom – Hope – Reason – Peace – Trust – Loyalty – Confidence

Ethics
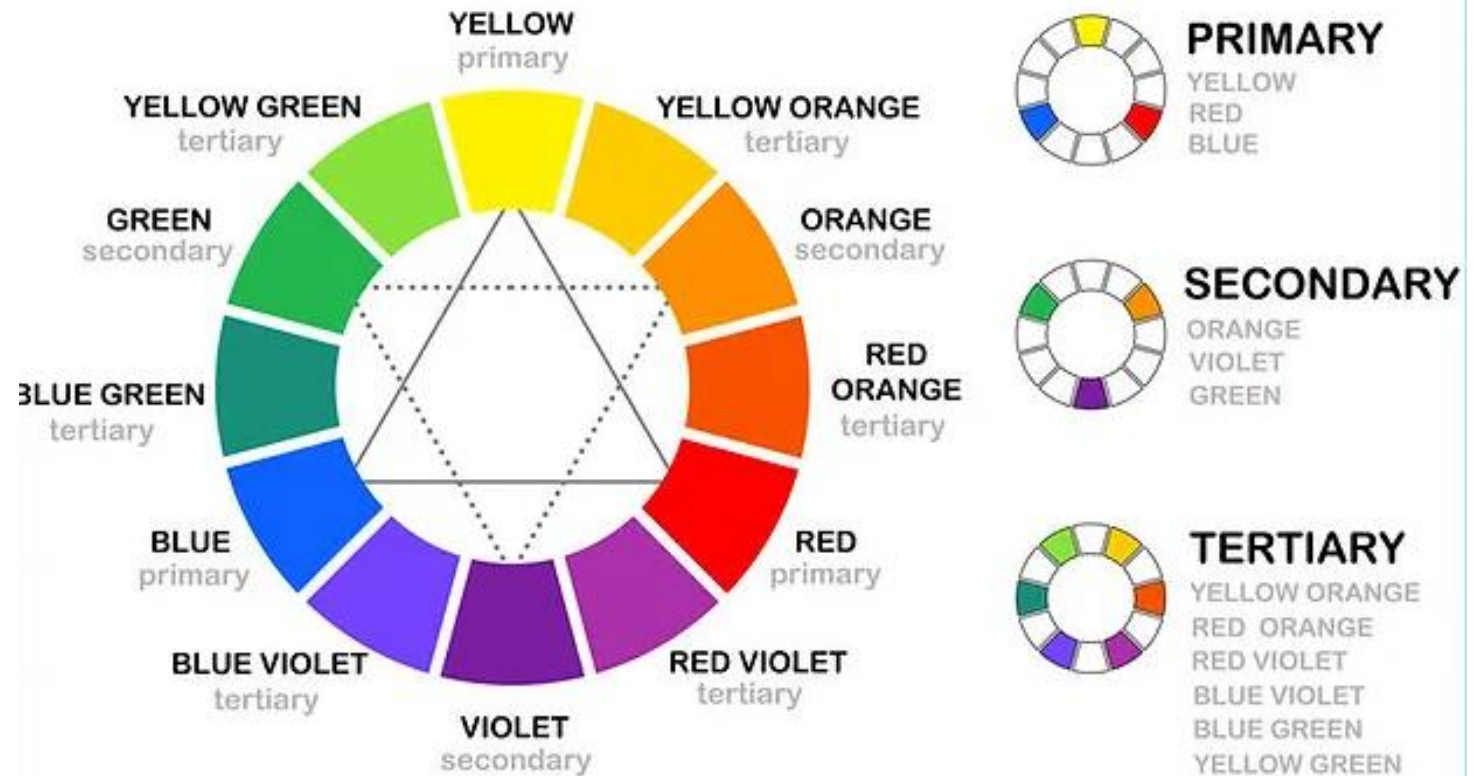
Research Informed Consent

UX 105

LastPass UX Research

PURPOSE OF STUDY

To conduct UX Research into the mobile application LastPass, a password manager which helps users manage their passwords securely. Our goal is to redesign the app with our focus primarily on Mobile User Experience. This study will allow us to validate assumptions and create a informed plan for redesigning the Mobile App LastPass.

RISKS

** Recorded information will include: Hand gestures the tester uses, where you touch/navigate the screen throughout each stage, eye tracking (with further consent), time taken to complete a task, pain points / difficult parts of a task and any other specific problems the tester encounters.

** This app will use sensitive data including usernames and passwords. DO NOT USE YOUR OWN INFORMATION – We will provide you with an approved list of usernames and passwords to use in this study to protect you from entering your own information accidently.

CONFIDENTIALITY

Please do not write any identifying information.

Every effort will be made by the researcher to preserve your confidentiality including the following:

- Assigning code names/numbers for participants that will be used on all research notes and documents.
- Keeping notes, interview transcriptions, and any other identifying participant information in a locked file cabinet in the personal possession of the researcher.

Participant data will be kept confidential except in cases where the researcher is legally obligated to report specific incidents. These incidents include, but may not be limited to, incidents of abuse and suicide risk.

CONTACT INFORMATION

If you have questions at any time about this study, or you experience adverse effects as the result of participating in this study, you may contact the researcher whose contact information is provided on the first page. If you have questions regarding your rights as a research participant, or if problems arise which you do not feel you can discuss at the time, directly contact us at the following email address 270168960@yoobeestudent.ac.nz.

EYE TRACKING

☐ If you consent to eye tracking tick this box.
**only eye movement is recorded, the rest of the face will be blanked.

VOLUNTARY PARTICIPATION

Your participation in this study is voluntary. It is up to you to decide whether to take part in this study. If you decide to take part in this study, you will be asked to sign this consent form. After you sign the consent form, you are still free to withdraw at any time and without giving a reason. Withdrawing from this study will not affect the relationship you have, if any, with the researcher. If you withdraw from the study before data collection is completed, your data will be returned to you or destroyed.

Note: Please delineate the "Consent" section of the Informed Consent Form by drawing a line across the page (like this - Example). This delineation is important because the consent form grammar shifts from second person to first person, as shown in the example.

CONSENT

I have read, and I understand the provided information and have had the opportunity to ask questions. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.

Participant's Signature _____ Date _____

Researcher's Signature _____ Date _____
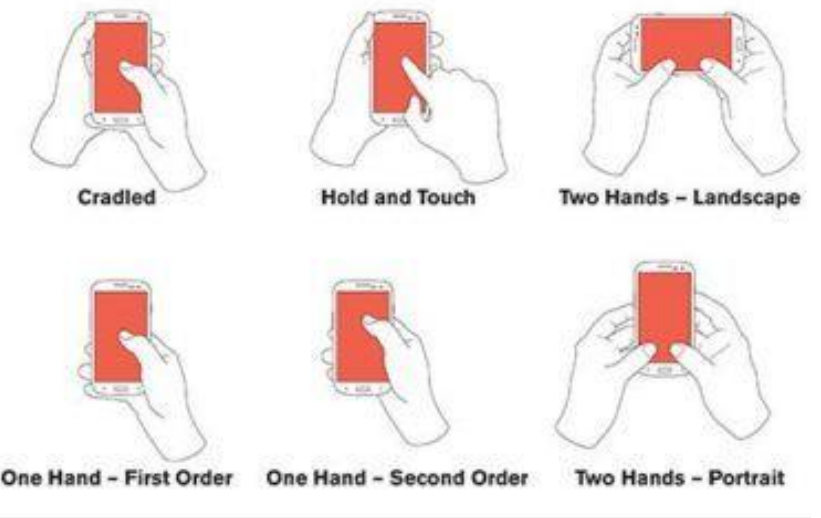
User Testing

Tasks

1. Create a username and password.
2. Find a password for account (username given to tester)
3. Go to the home area.
4. Search for the account the user made in Task 1
5. Delete username and password created in Task 1
6. Change the vaults auto lock to 5 minutes.
7. Generate a 14-character password that includes random symbols.
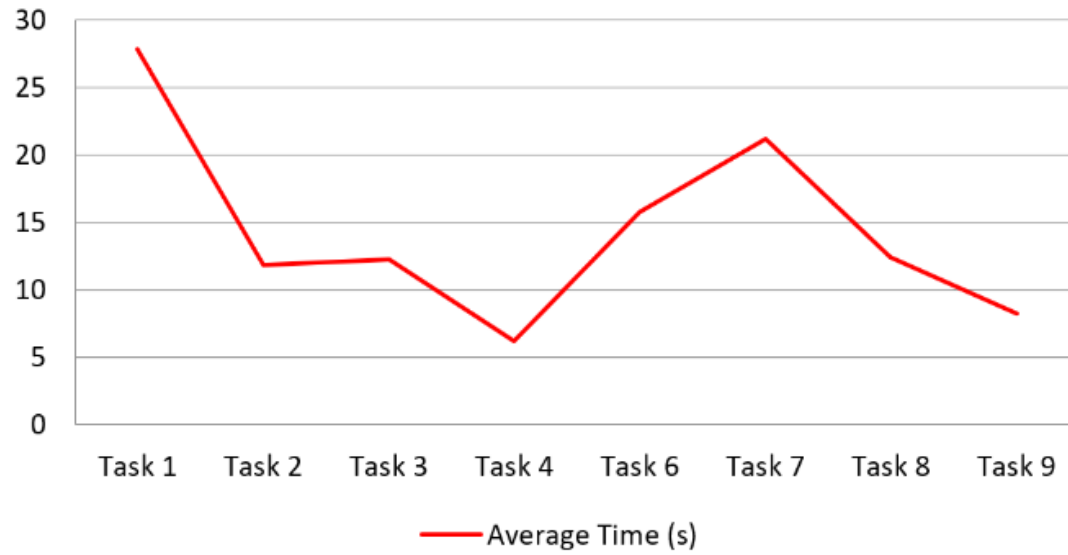8. Copy and paste a saved password.
9. Lock the vault.

Cradled   Hold and Touch   Two Hands – Landscape

One Hand – First Order   One Hand – Second Order   Two Hands – Portrait

Observations Recorded

Time taken for the user to complete task.
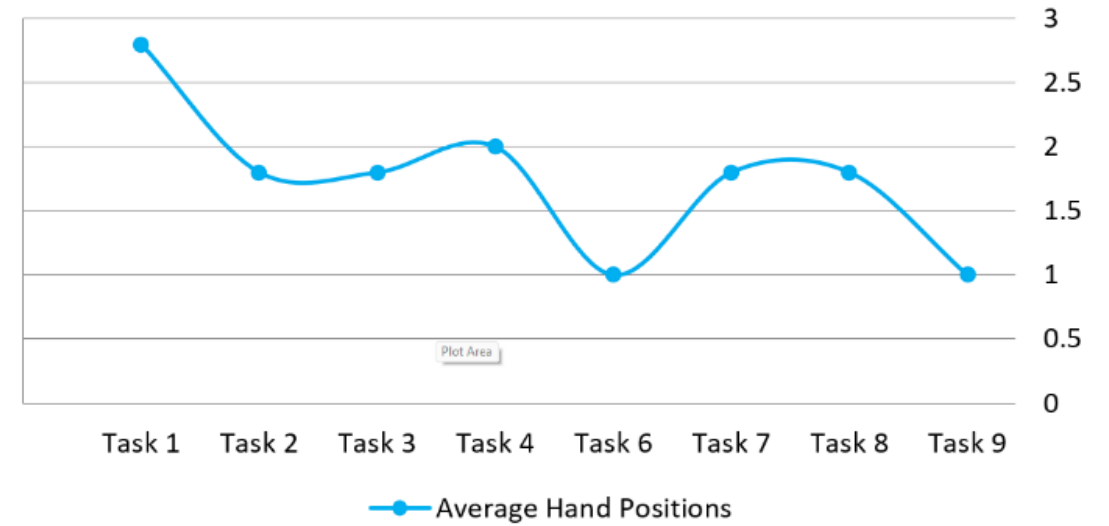
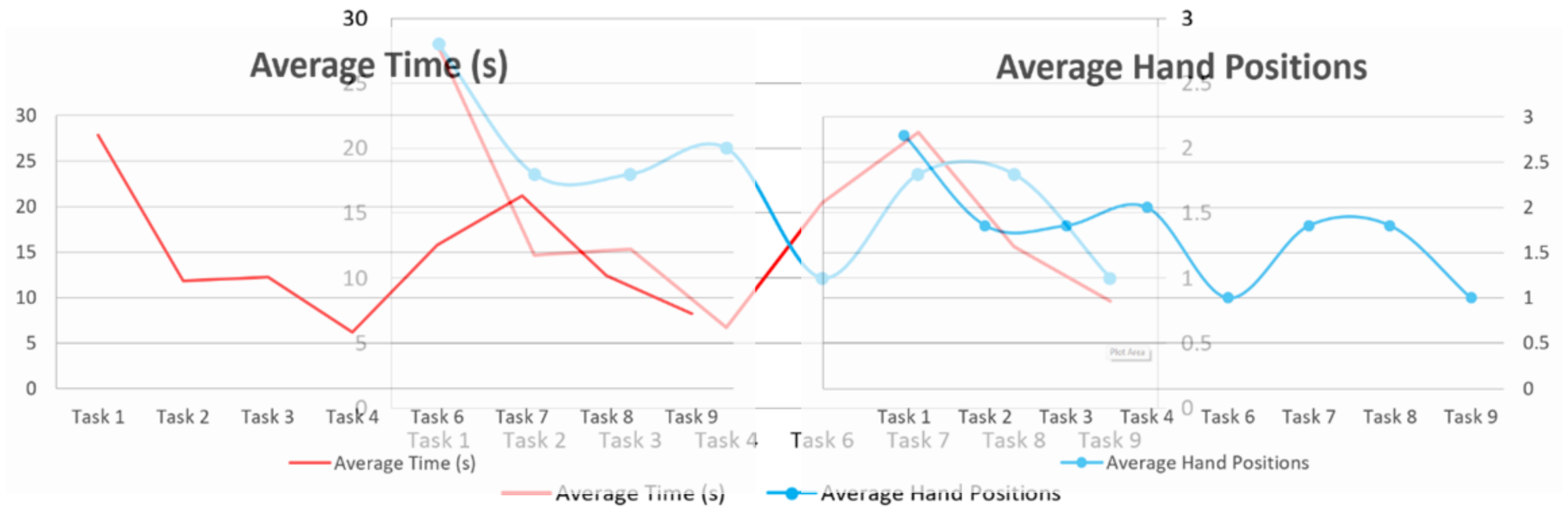How the tester holds the device

Eye Movement (If consented)

Pain points / confused moments the tester experiences.
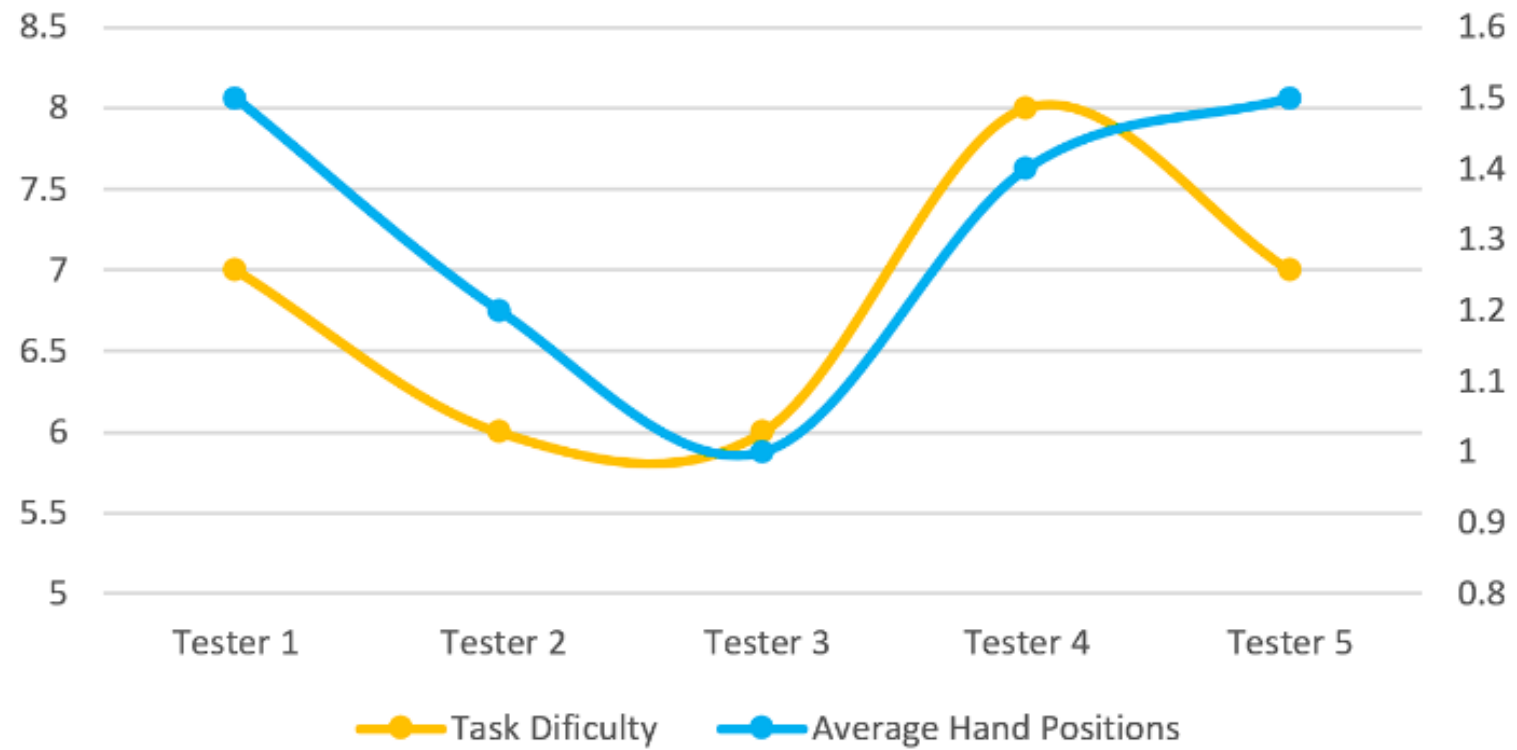
Average Time (s)
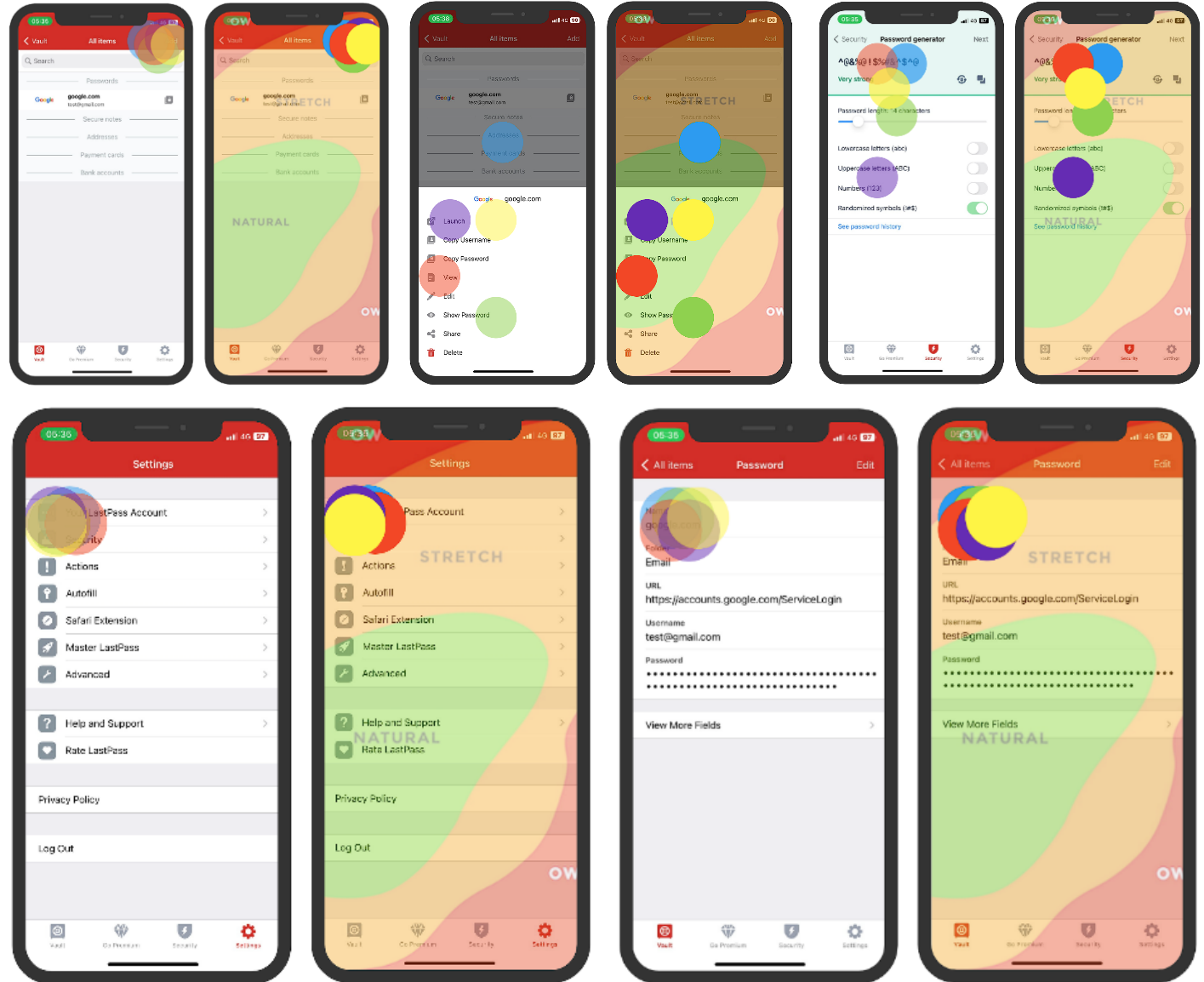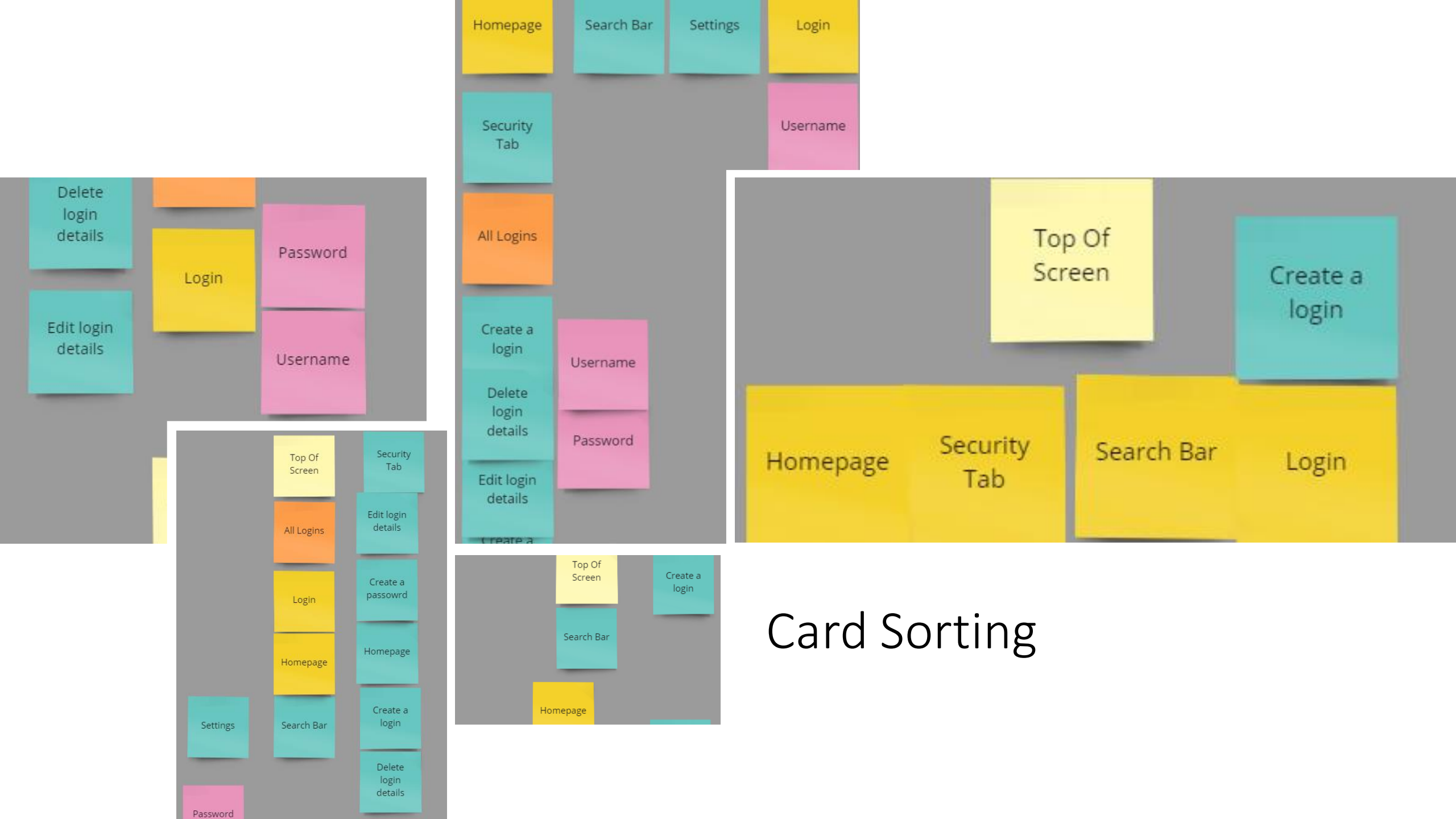
Average Hand Positions

Hand Positions Vs Overall Tasks Difficulty

First Point User Looks At

Card Sorting

Final Needs For LastPass

- Decrease the time it takes to create a login.

- Make it when you click on a login, it brings you straight to the details page with username and password instead of a menu popup

- Change the color scheme into something more appealing to users.

- Remove the 'Premium' option from the main navigation menu

- Add a lock button functionality.

- Add a more reachable create login button on the main navigation bar.

- Make navigating to view a password easier by decreasing the number of touches needed.

The End