



University of San Carlos
School of Arts and Sciences
Department of Computer, Information Sciences and Mathematics
Talamban Campus, Cebu City, Philippines

CIS 2205 - DESIGN PROJECT

DATA GATHERING AND ANALYSIS

Submitted by:

Albaño, Yevgeny Grazio Mari
Daño, Allen Louie
Juinio, Jeremiah Jacob Anthony
Pacampara, Rolan Dave

Submitted to:

Mr. Godwin S. Monserate, PhD

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Activity: Analyzing Feedback Data

1. Introduction:

- Gathering feedback serves as a good phase to collate and make it an opportunity to address certain things that need improving especially from the prototype presented before. Because of this phase, iteration of the user's needs has been possible. Within this framework, various aspects from the feedback, ranging from usability issues to feature requests, play a huge role in formulating certain prototype design changes. The process involves steps like categorizing feedback, prioritizing actionable insights, and implementing iterative changes to enhance the overall user experience. This approach ensures that design iterations are driven by data insights, leading to more successful and user-friendly products in the future.

2. Data Review:

- We derived our feedback data from responses collected via Google Forms, which were filled out by our target audience following interactions with our prototype or product. The patterns and common themes will be in the Data Analysis and Insight Generation section.

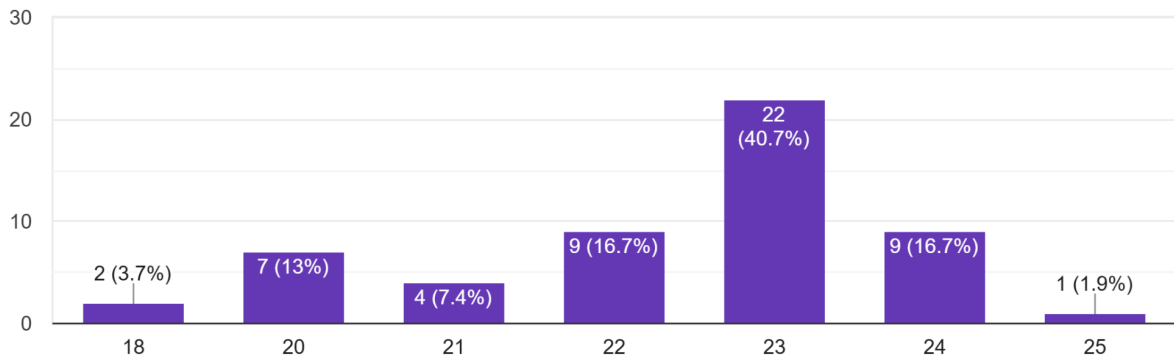
3. Data Analysis and Insight Generation:

In this section, the group will be showing the data presented in graphs, following the explanation of the data. The data shown will be according to its question aspect. The data are as follows:

- INTRODUCTORY QUESTIONS:

Age:

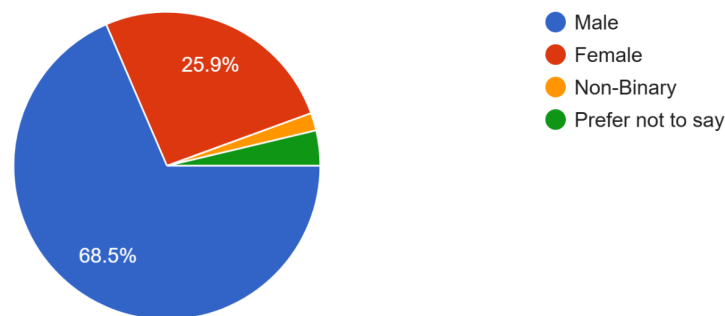
54 responses



In this graph above, it states that the majority of the users who tested our prototype are above 21 years old. This could mean that they are 3rd or 4th year students.

Gender:

54 responses

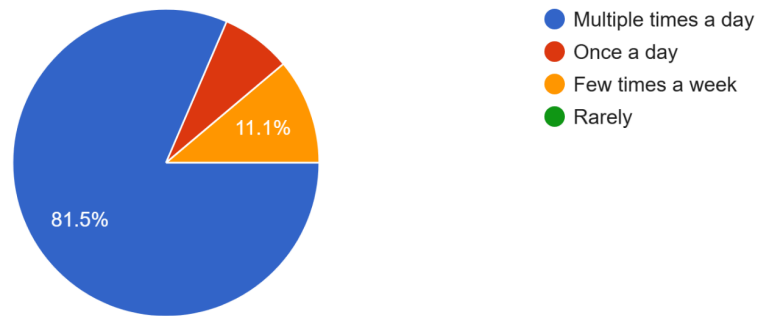


The pie graph states that 68.5% (37 people) of the users are male, 25.9% are female (14 people), 1.9% (1 person) non-binary and 3.7 (2 persons) don't prefer to say.

- GENERAL USAGE:

How often do you use mobile apps?

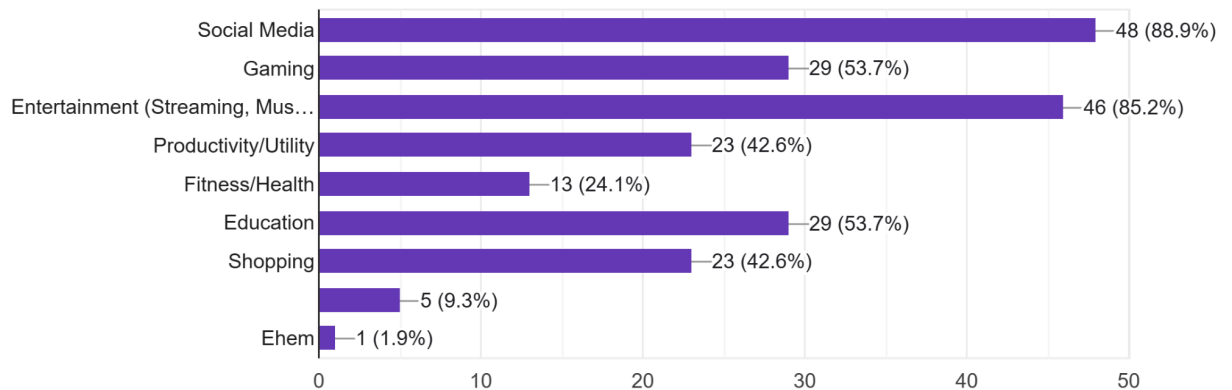
54 responses



This states that 81.5% (44 people) of the audience use mobile apps multiple times a day, 4 people use mobile apps once a day, then 7 people use mobile apps a few times a week.

What types of mobile apps do you typically use? (Select all that apply)

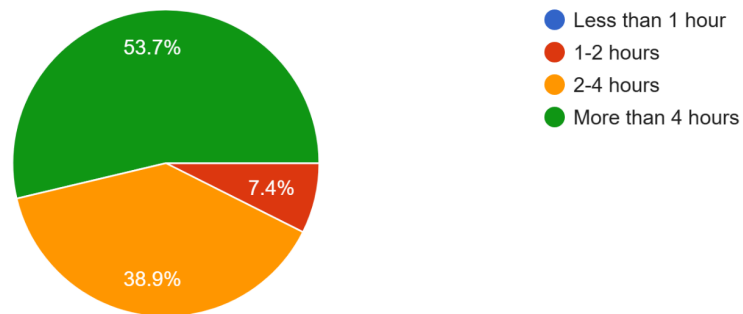
54 responses



The bar graph states that many are using social media and entertainment apps throughout the day, while gaming and education apps come in 2nd, reaching half of the total respondents.

On average, how much time do you spend using mobile apps per day?

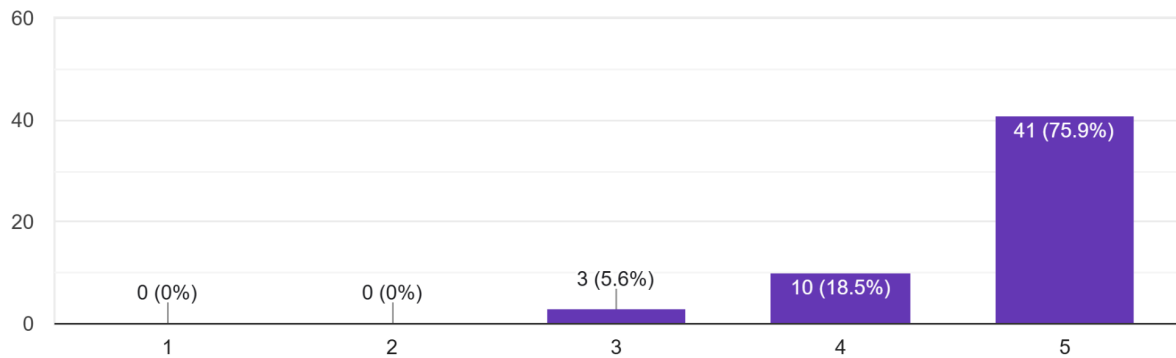
54 responses



The pie graph shows that 53.7% (29 people) of the respondents use their mobile apps more than 4 hours, 21 people use them for 2-4 hours, and 4 people for 1-2 hours.

How important is the availability of a mobile app for a service or product when considering your usage or engagement with it?

54 responses

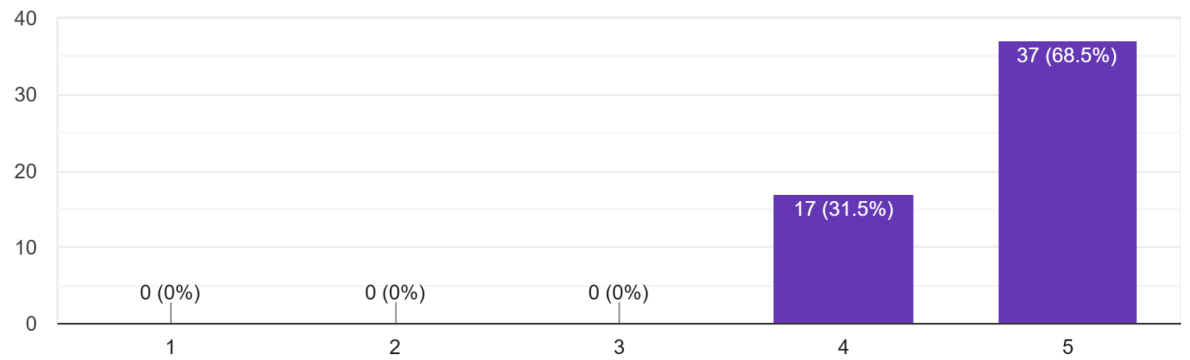


The graph above shows that 51 people find it important to have a mobile app for a service or product.

- 1. Usability

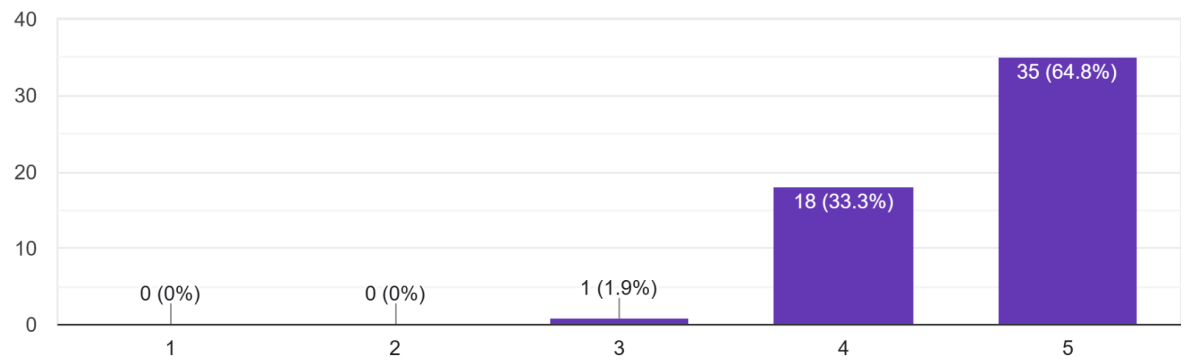
How would you rate the ease of navigating through the app?

54 responses



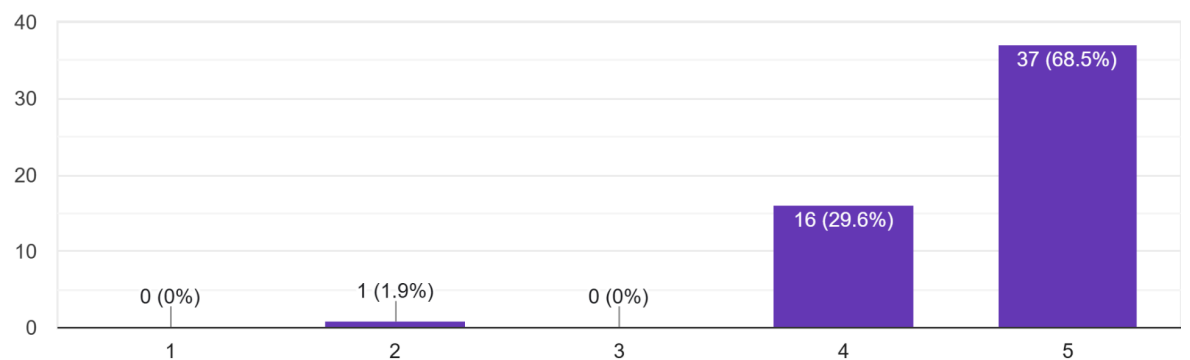
Does the flow of the app make sense?

54 responses



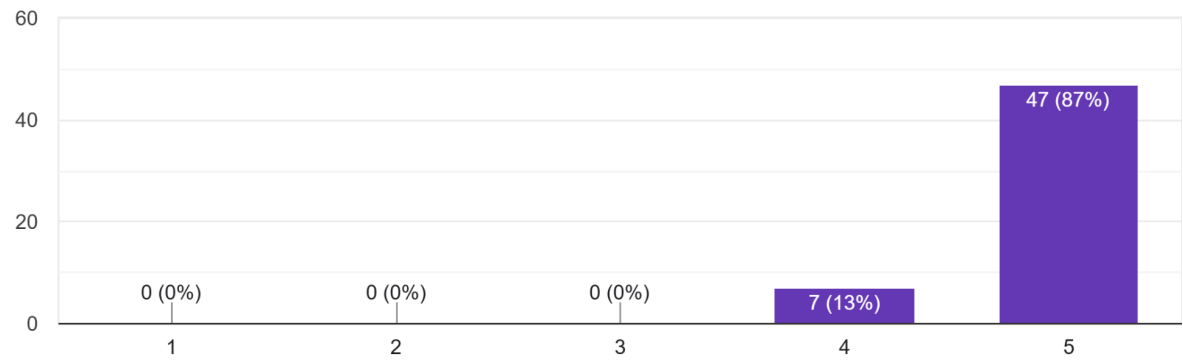
Were the buttons of the app easy to understand?

54 responses



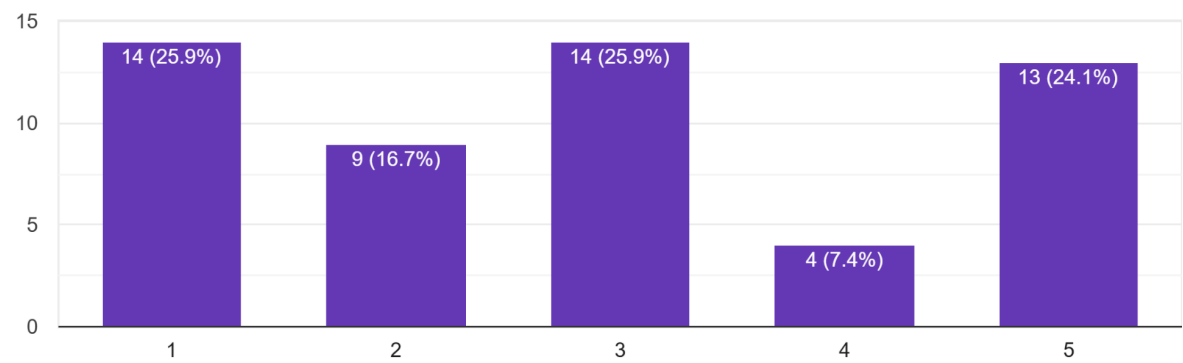
Has the prototype been responsive to your clicks and interactions so far?

54 responses



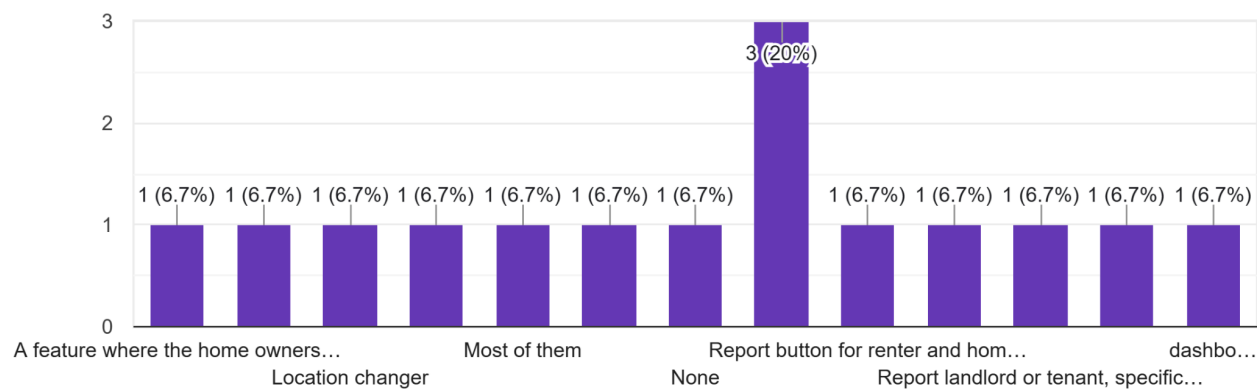
Were there buttons/features that should've been added?

54 responses



If you agree, what button/feature?

15 responses



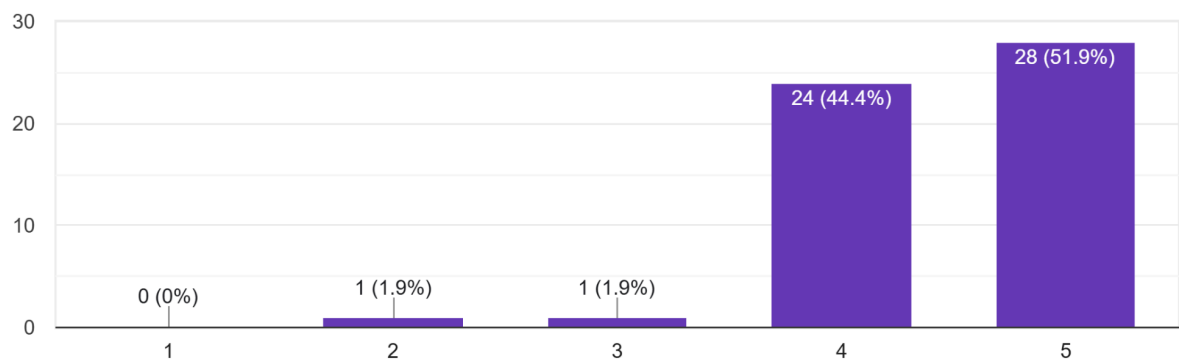
In summary, the prototype's usability is acceptable to the users. However, there are certain buttons that are needed to be included for better usability. The buttons that are needed to be added are:

- Page from the homeowners side where homeowners can see the number of users and the users who rented their unit.
- Dashboard page for the homeowner
- Report button for the in case the user or homeowner is untrustworthy or unreliable.

● 2. Visual Design

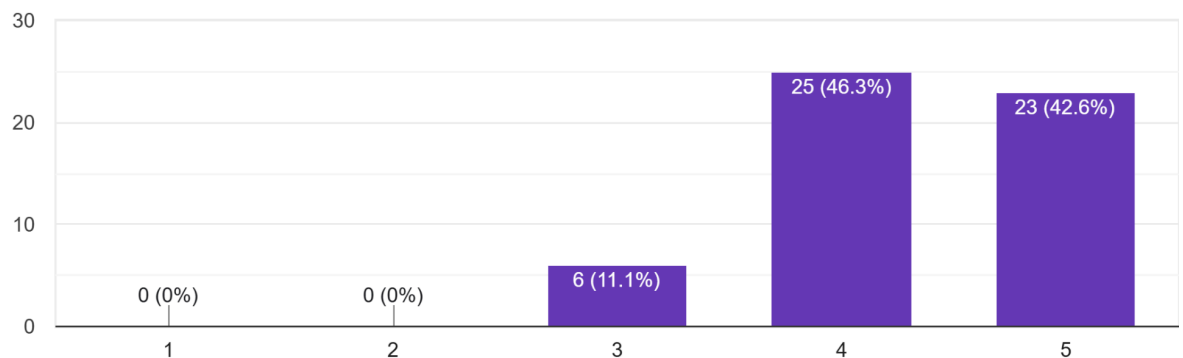
How would you rate the overall color scheme used in the app?

54 responses



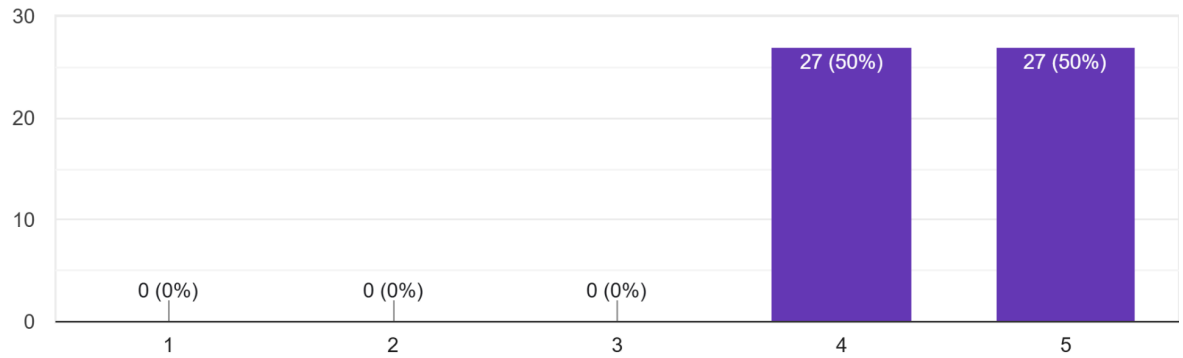
How would you rate the readability of the typography used in the app?

54 responses



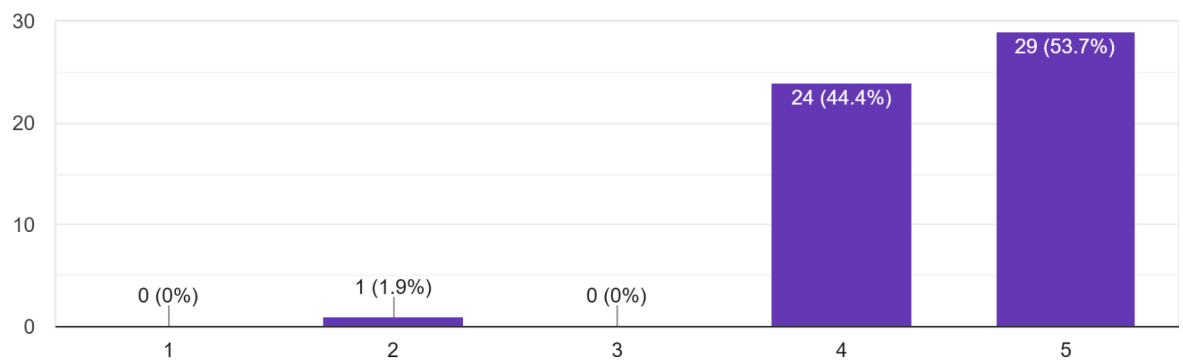
How easily recognizable do you find the icons used in the app?

54 responses



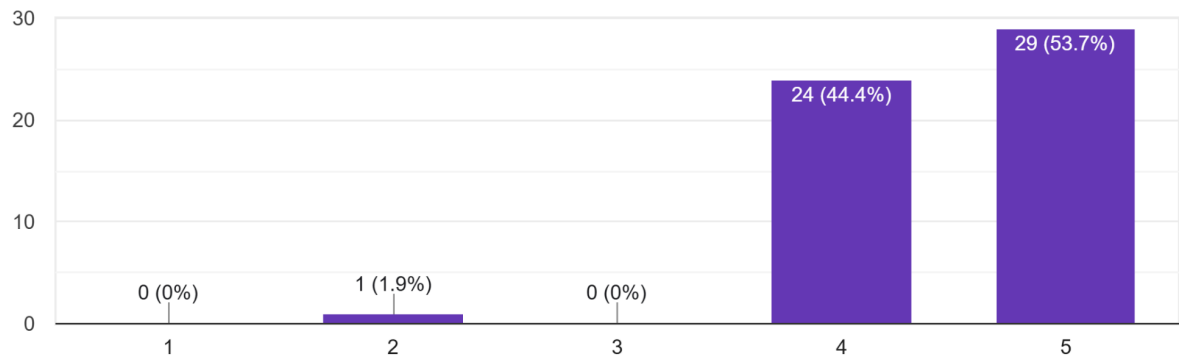
How consistent are the icon styles throughout the app?

54 responses



How would you rate the organization and ease of use of the app's layout?

54 responses

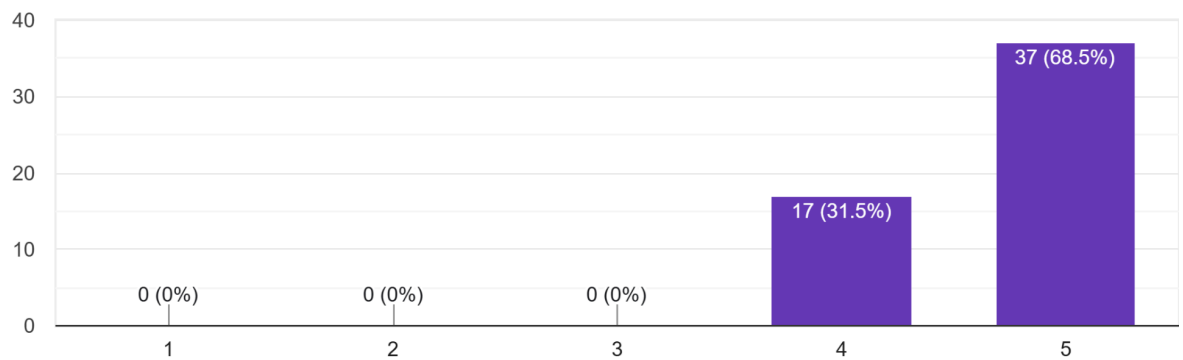


In summary, the visual design of the app pleased the users who tested the prototype. There are only small changes and adjustments to the fonts and font sizes due to lack of readability in some areas.

- **3. Functionality**

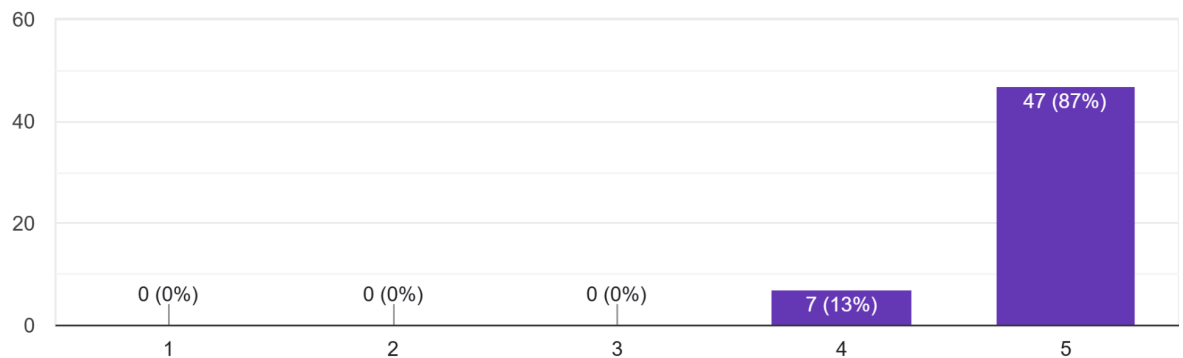
All features of the prototype work as expected. (Note: this is a figma prototype, input features aren't functional)

54 responses



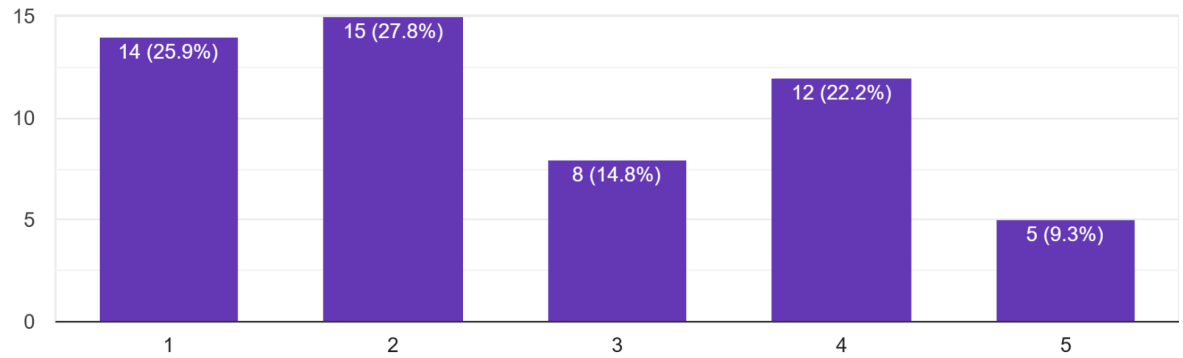
The prototype responds quickly to your clicks/actions?

54 responses



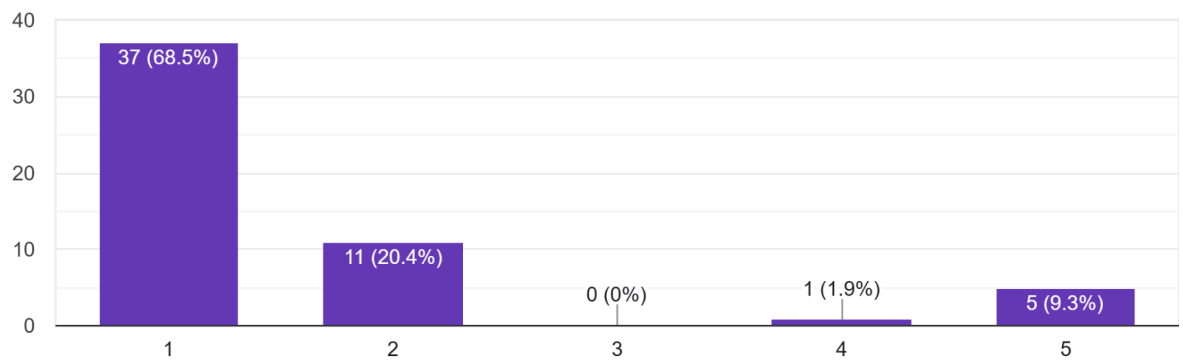
Are there difficulties or confusion in understanding how to interact with the prototype?

54 responses



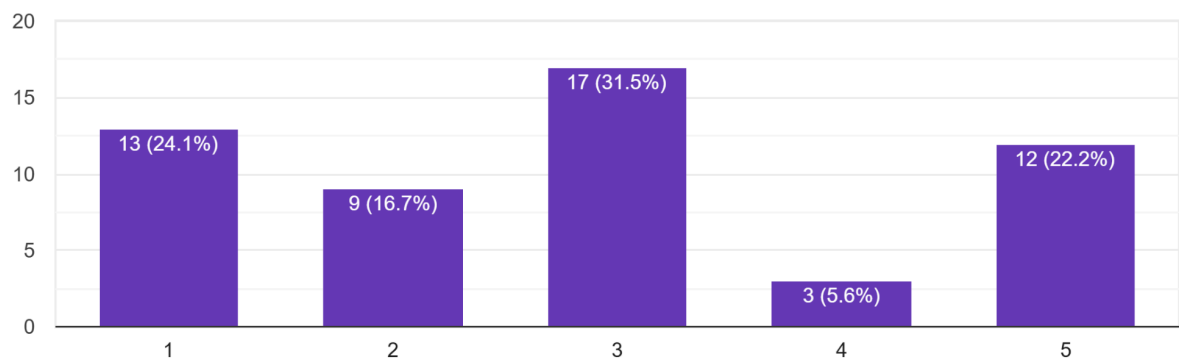
Were there any bugs or glitches encountered during use?

54 responses



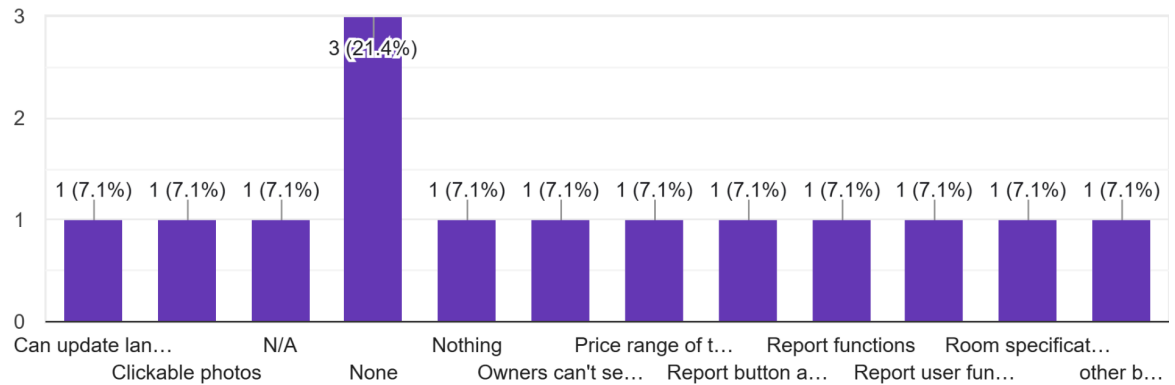
Any features or functionalities missing from the prototype that you expected to see?

54 responses



If there are missing functionalities, can you specify?

14 responses



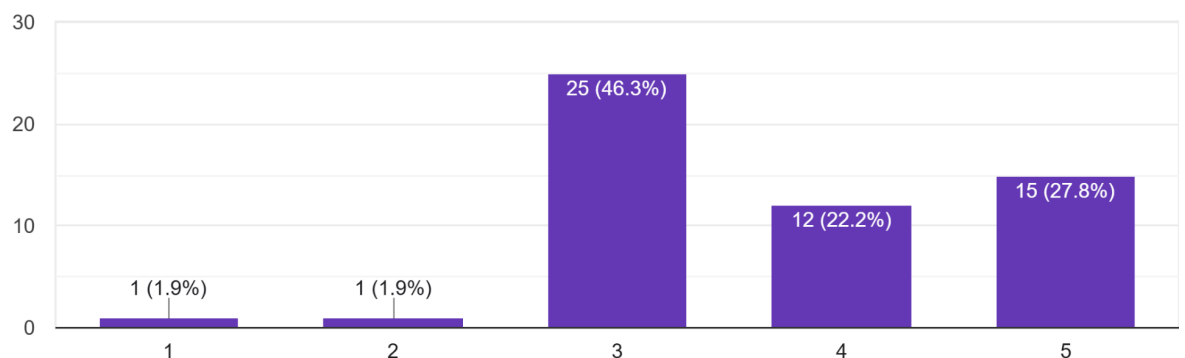
To summarize, there are few problems regarding the questionnaire, it's a fault on the group's end. However, the functionalities are acceptable to the users. In addition, some users specified missing functionalities for the group to add and improve:

- Report functionalities for both renters and homeowners
- Room Specifications section in the Unit Profile page and Listing Page
- Unit Status wherein it shows that the unit is rented/occupied
- Clickable Photos for the unit/list profile for clear view of the unit of interest

● 4. Content

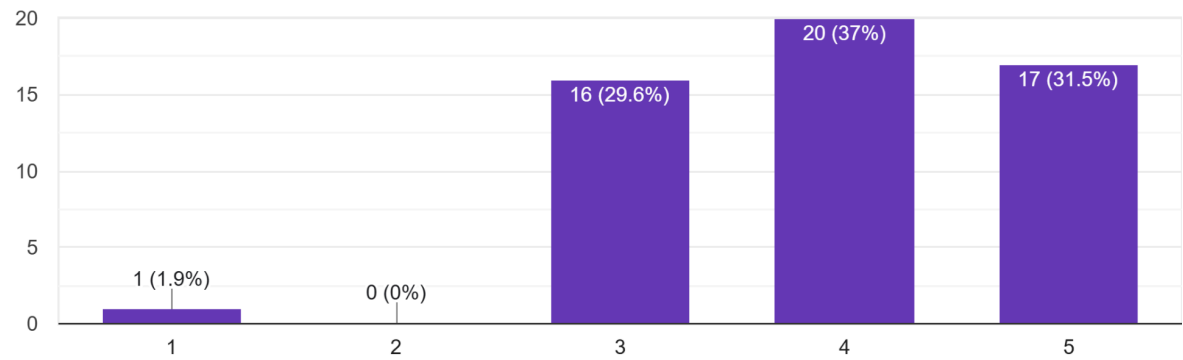
The app provided enough variety in terms of rental types (e.g., apartments, houses, condos) and price ranges?

54 responses



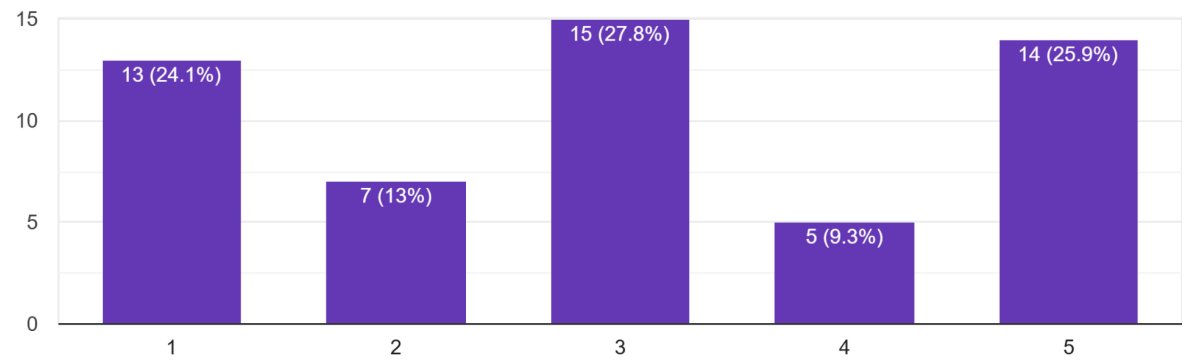
The property descriptions are detailed and informative.

54 responses



Were there any additional content features you wished the app offered to enhance the rental search experience of the prototype?

54 responses



If there are, please specify:

17 responses

verification of listing. to provide factual information about home/listing
See units available
If there are soon to be vacant room.
None
Refer to my previous comment
Maybe make the pricing more visible
Report on home renters and report on renters
N/A
AI

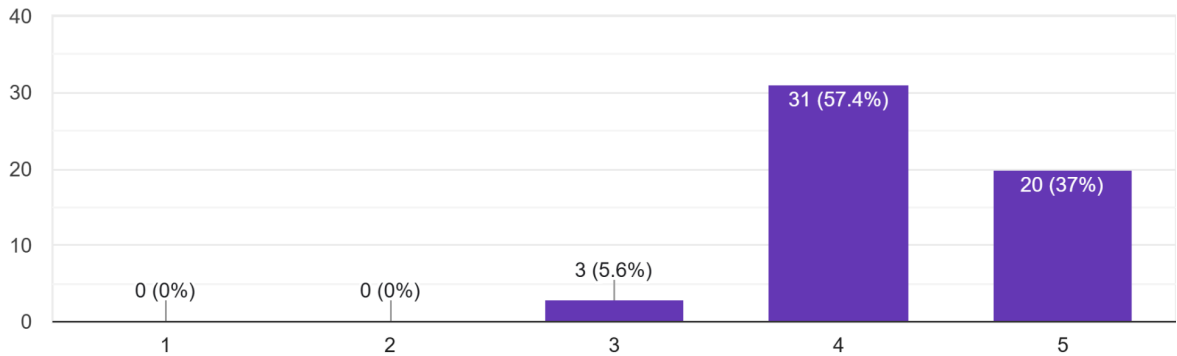
If there are, please specify:

17 responses

AI
Report buttons on 2 users
Price for the rooms
room prices
More filter options
More interactive filter, report user function
the rental unit's focus, due to lack of font visibility.
More information sa dorm like ladies only ba or allowed ba ang pets ug unsa pana
Prices for the room

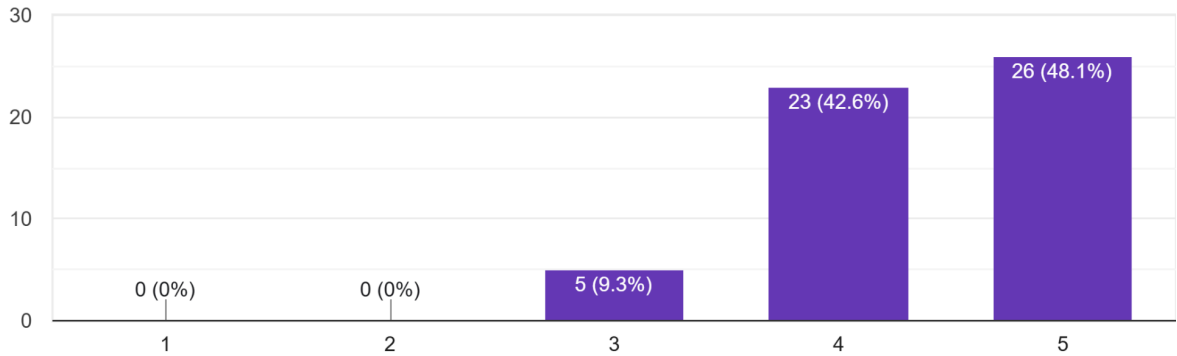
The content presented within the application aligns with your needs and preferences.

54 responses



The clarity of the content presented within the application is clear enough.

54 responses



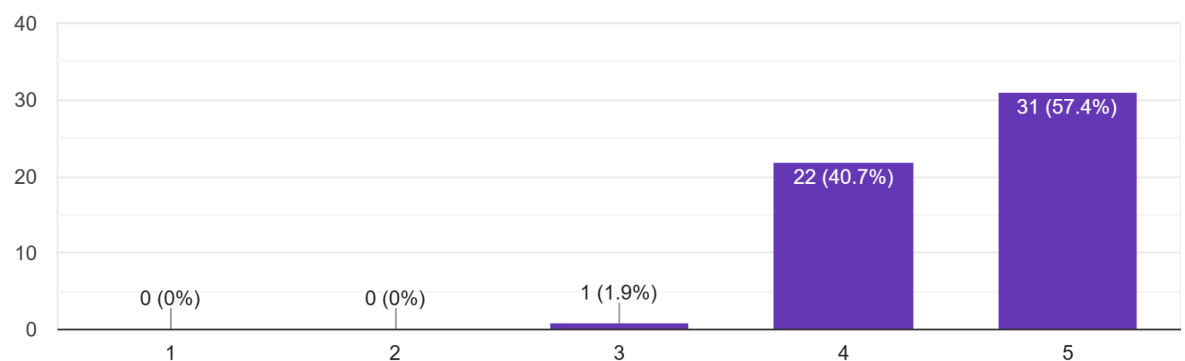
In terms of the Content aspect, users find the contents to be neutral and fairly acceptable overall. However, users find the content detailed and informative, it also aligns with their needs and wants, and it was clear to them. These are the content features that some users want the group to improve:

- Verification of Listing, to clarify that the listing is accepted and ready for rental
- Make the price area to be more visible
- Filter options such as: Room Type, Pets Allowed or Not, Ladies Only Unit/Room

● 5. Overall Impressions

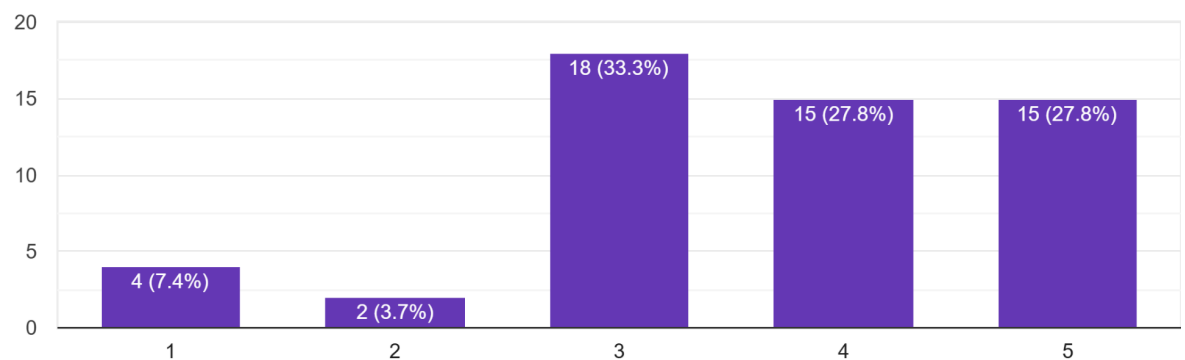
On a scale of 1 to 5 (5 very satisfied), how satisfied are you with the overall usability of the app?

54 responses



Is there anything specific about the app that stood out to you positively or negatively?(5 = there is, 1 = none)

54 responses



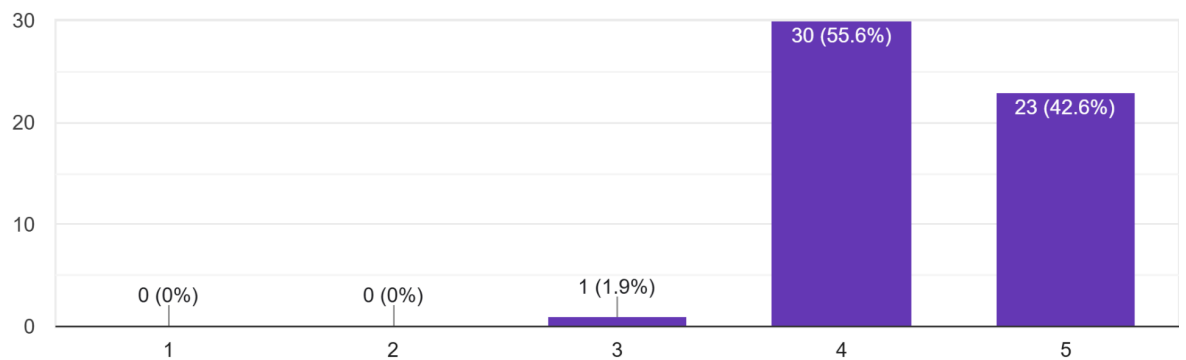
If your answer is 5, please specify:

15 responses

How convenient and easy it is.
Filter based on budget
Budget search
N/A
its very modern
The filtering of the budget
On the go quick look on the map
proper use of color scheme
On the go rent finding
I like the UI, very user friendly. It has a lot of features too.
Map that can be used for finding dorms or locate where you at
Interactive map
Map
Visuals
the user interface

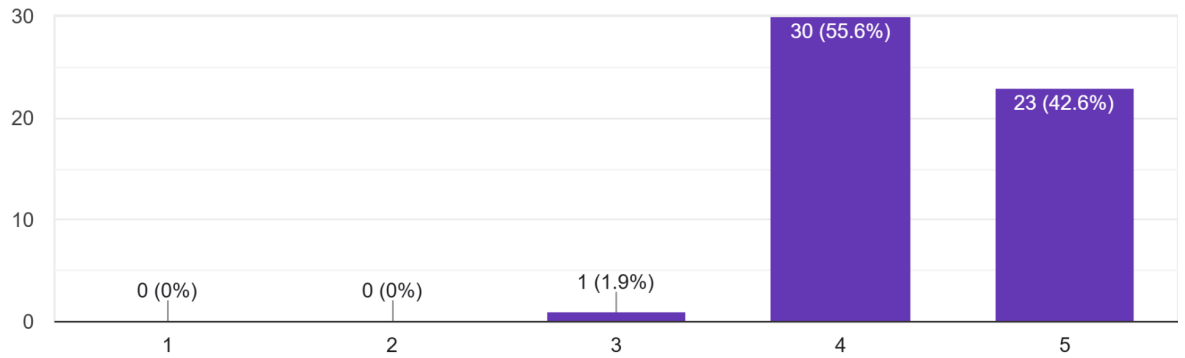
What are your general impressions of the mobile application? (5 = very impressed)

54 responses



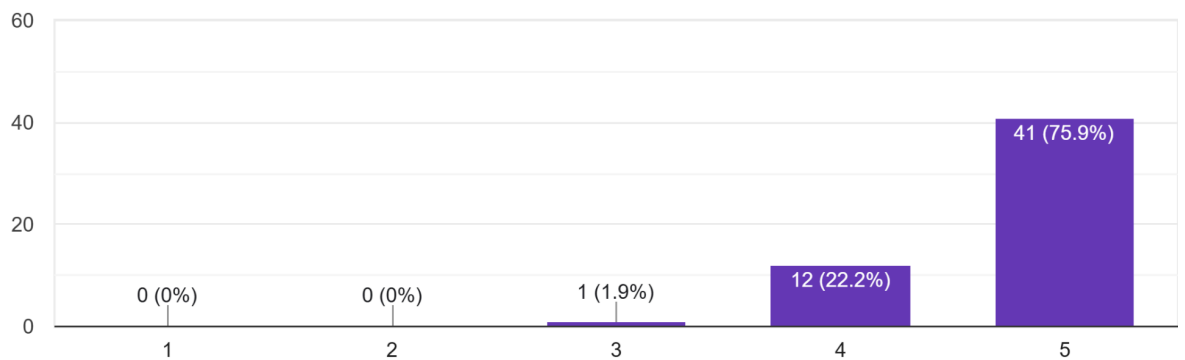
What are your general impressions of the mobile application? (5 = very impressed)

54 responses



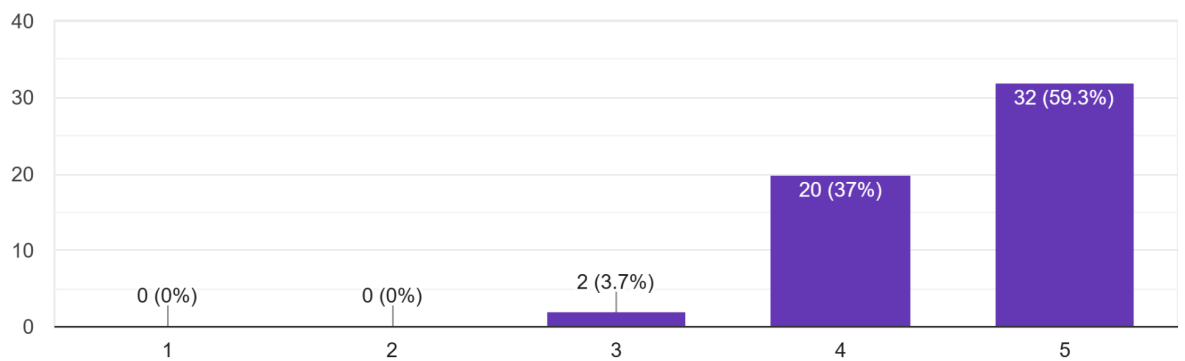
How likely are you to recommend this app to a friend or colleague? (5 = highly recommended)

54 responses



Do you believe this app meets your needs effectively compared to other similar apps in the market? (5 = strongly agree)

54 responses



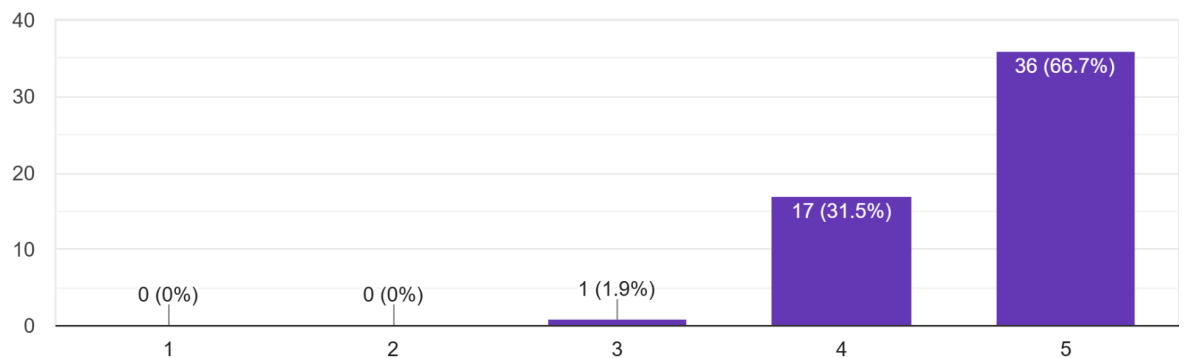
The users' overall impressions of our app idea is that they are impressed by it. Users stated that the app is:

- The app is convenient
- The UI is modern
- Visuals are good
- Budget Filters are good
- Easy access on the map

● 6. Specific Features

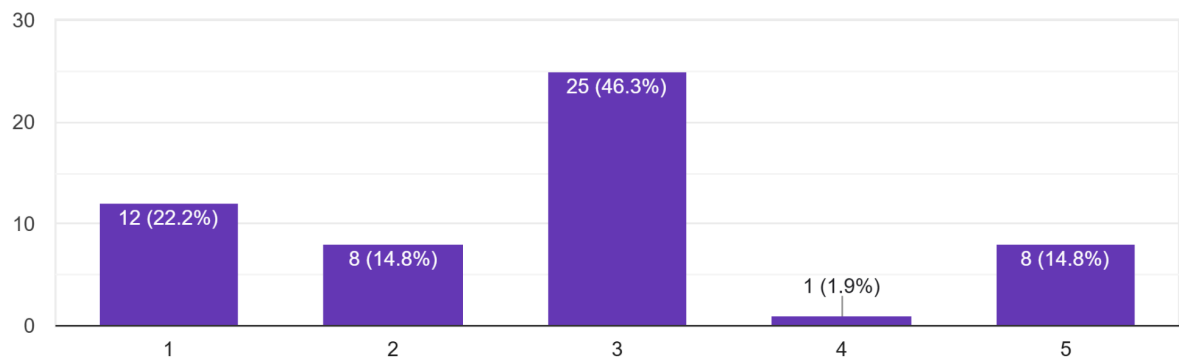
The geolocation feature in finding rental properties in desired neighborhoods will be a very useful feature in the app. (5 = very useful)

54 responses



Were there any particular features you felt were missing from the app that would have improved your experience? (5 = yes, 1 = no)

54 responses



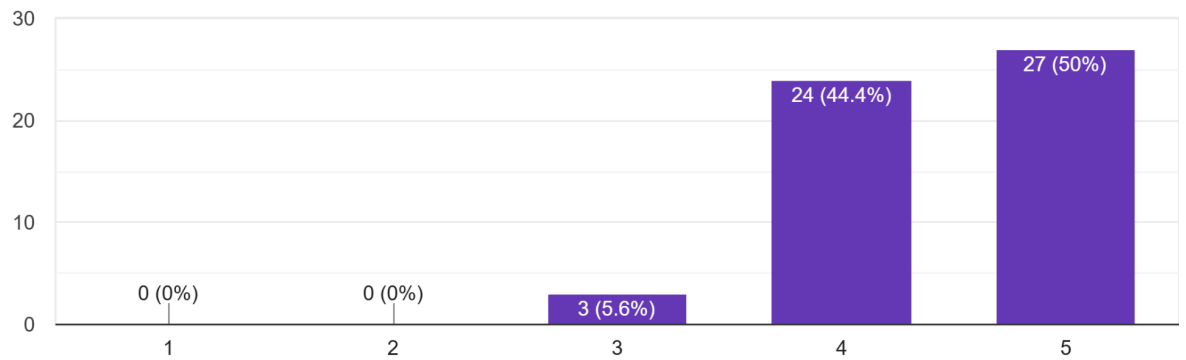
If yes, please specify:

7 responses

additional information for listing
None
Refer to my previous comment
N/A
Reporting users
More filter options, report feature more information of the dorm
homeowners should have renter list.

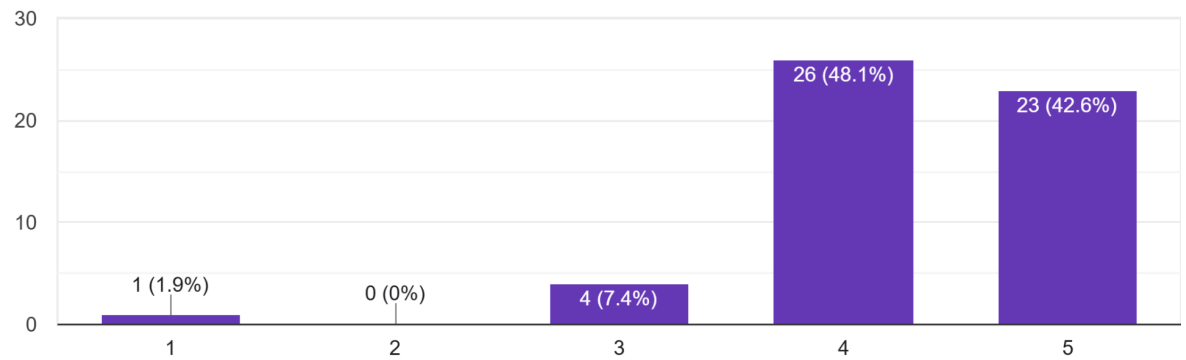
Is the communication tool integrated in the app important and useful? (5 = very important)

54 responses



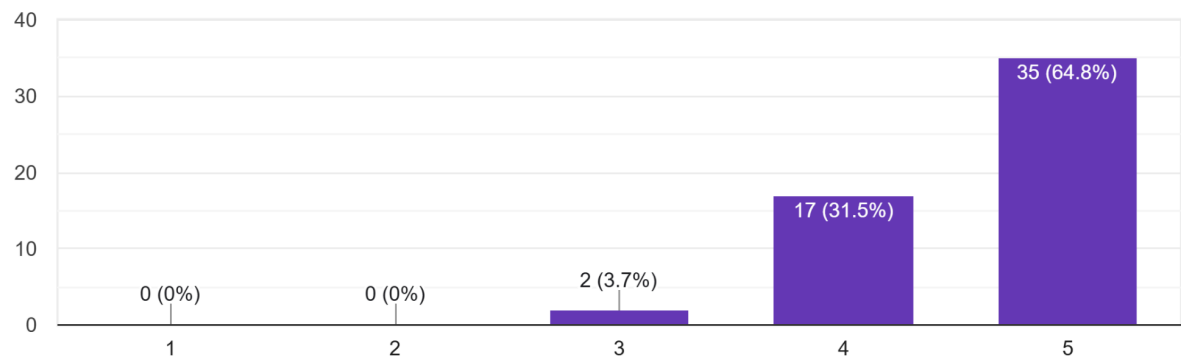
How satisfied were you with the search filtering options available in the app? (5 = very satisfied)

54 responses



How helpful did you find the photo gallery feature in visually assessing rental properties? (5 = very helpful)

54 responses



In the Specific Features section, users find the specific features great and helpful for them. Few users suggested it to have some features but it has been stated in the other aspects. Therefore, the group will refer to the suggestions in the former aspects/categories.

4. Reflection:

Yev Albano:

In the presentation of the results the most similar figures are under Usability and Content, which means the app from the users point of view makes sense and most users understand what it is. The results make us understand what changes need to be made to meet user needs for the app.

Figures in the visual design are subjective, the users' perspectives vary in that regard but based on the rating, it shows that the design is well thought-out and acceptable to many, with it being mostly rated around 4 or 5.

Overall the app meets the goals we have set for it and to make it more perfect is to listen to the feedback that was given and create changes from there all of which is for the betterment for both designers and users.

Allen Louie Dano:

Reflecting on receiving feedback on our prototype, I've realized its value in guiding our refinement process. Listening to constructive feedback helps us understand areas for improvement and drives our team's progress. It's about embracing input to enhance our work and create a better product overall.

Rolan Dave Pacampara:

The recent activity highlights the importance of gathering and analyzing feedback to improve prototype design. Utilizing Google Forms, the team collected valuable insights on user demographics and usage patterns. Data analysis revealed strengths and areas for improvement, such as usability enhancements and minor adjustments to visual design. By incorporating data-driven insights into the iterative design process, the team ensures future iterations are aligned with user expectations, ultimately leading to more successful products.

Jeremiah Jacob Anthony Juinio:

The activity gave me an eye-opener on what could happen if ever I will be designing and implementing a new app for the community. I never thought that this app idea presentation would be a good phase to address and to improve it according to the user's preferences. Data Analysis and Insight Generation has been helpful to our prototype, in order for the group

to formulate the specific additions and improvements for our prototype, making our app inline with the user's needs. Overall, This activity has been an amazing experience.

5. Conclusion:

- Actionable insights from the feedback analysis is essential for improving iteratively and creating user-centered designs. This process allows designers to understand user needs, identify usability issues and enhance user engagement. These are all essential to keep the app running long-term.
- In conclusion, the presentation of feedback results sheds light on the effectiveness of our prototype, particularly in terms of usability and content relevance. The data indicates that most users comprehend the app's purpose and functionality, affirming our initial goals. While opinions on visual design are more varied, overall, it is clear that our design choices remain on leveraging feedback to drive iterative improvements, ensuring that our product continues to evolve in line with user needs and expectations. Embracing feedback as a guiding force in our refinement process underscores our commitment to a better product for designers and users alike.