

# UNIT 3

## USABILITY FOCUSED PROJECT DEVELOPMENT

## Redesigning App/Website using design lifecycle

<https://blogs.zeiss.com/digital-innovation/en/usability-in-software-development-projects/>

There are series of steps that can make the redesign experience less painful and more likely to result in a positive outcome for both the user and the business.

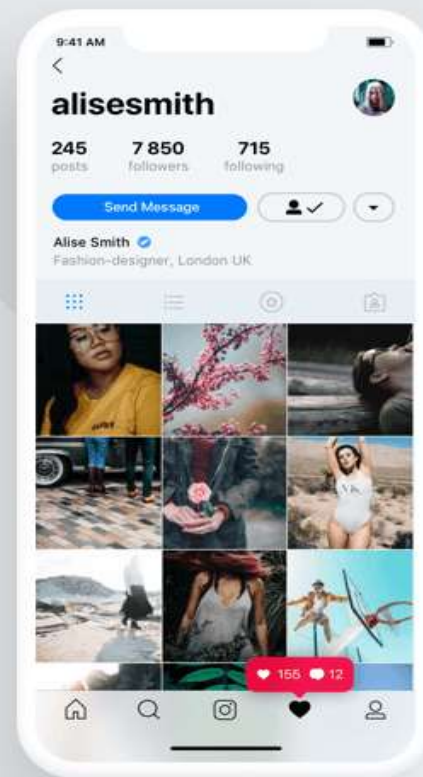
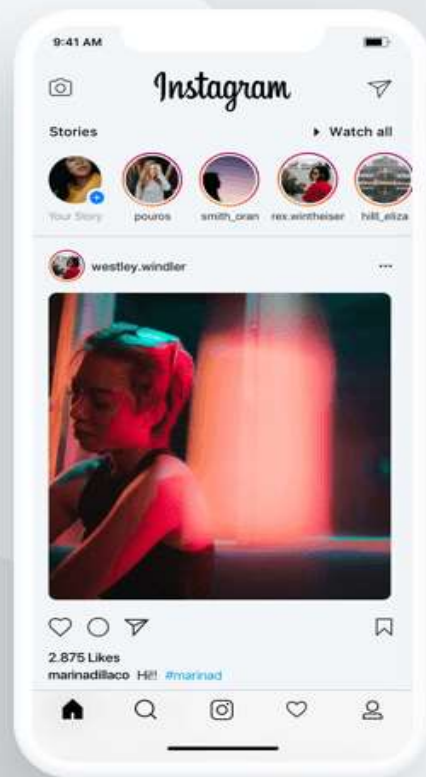
Step by step process:

1. Understand initial goals of redesigning
2. Communicate with users to gain insights
3. Evaluate customer reviews and feedback
4. Implement changes and user experience
5. Test redesign with users
6. Monitor and maintaining

# 1. Understand initial goals of redesigning

- Is it time to redesign because user experience trends have changed?
- Is it time to redesign because you launched a new feature?
- Is it time to redesign because the competition is providing a better app experience?







**An Error occurred**

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Contact us for  
assistance



**Something went wrong**

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Have a question?  
We're here to help

## Step 2: Communicate With Users To Gain Insight

- One of the most underestimated steps in the redesign process is communication.
- At this stage, you already know exactly what you want to accomplish with your app redesign.
- Now you have to communicate the impending change to people who love and frequently use your website/app.
- Once you've communicated this, you can meaningfully engage your users and learn what they do and don't like about the current experience or what they'd like to see changed.

# **CUSTOMER COMMUNICATION 101**





# Insights template

## What happened

(Observation + source of information)

Clients complain about price inconsistency "the price shown on the app is different from the price charged"  
(Source: appstore)

## What does it mean

(Business impact)

Users uninstall the app, leave low ratings and bad reviews in appstore.

**In terms of metrics: increased churn, increased uninstalls. Low ratings and reviews have negative effect on download intent and branding.**

## What can we do

(Proposed solution)

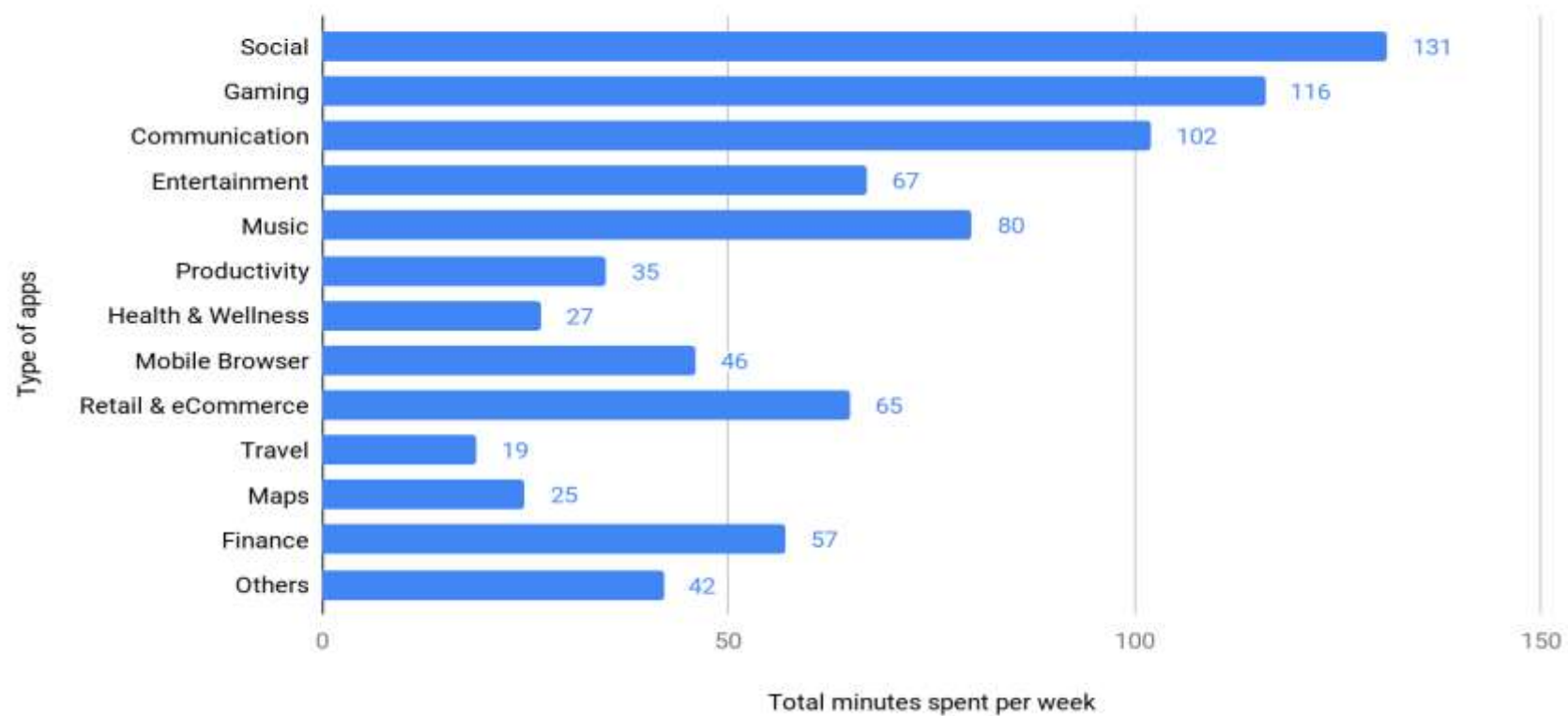
## Expected benefit

(Expected outcome, metrics)

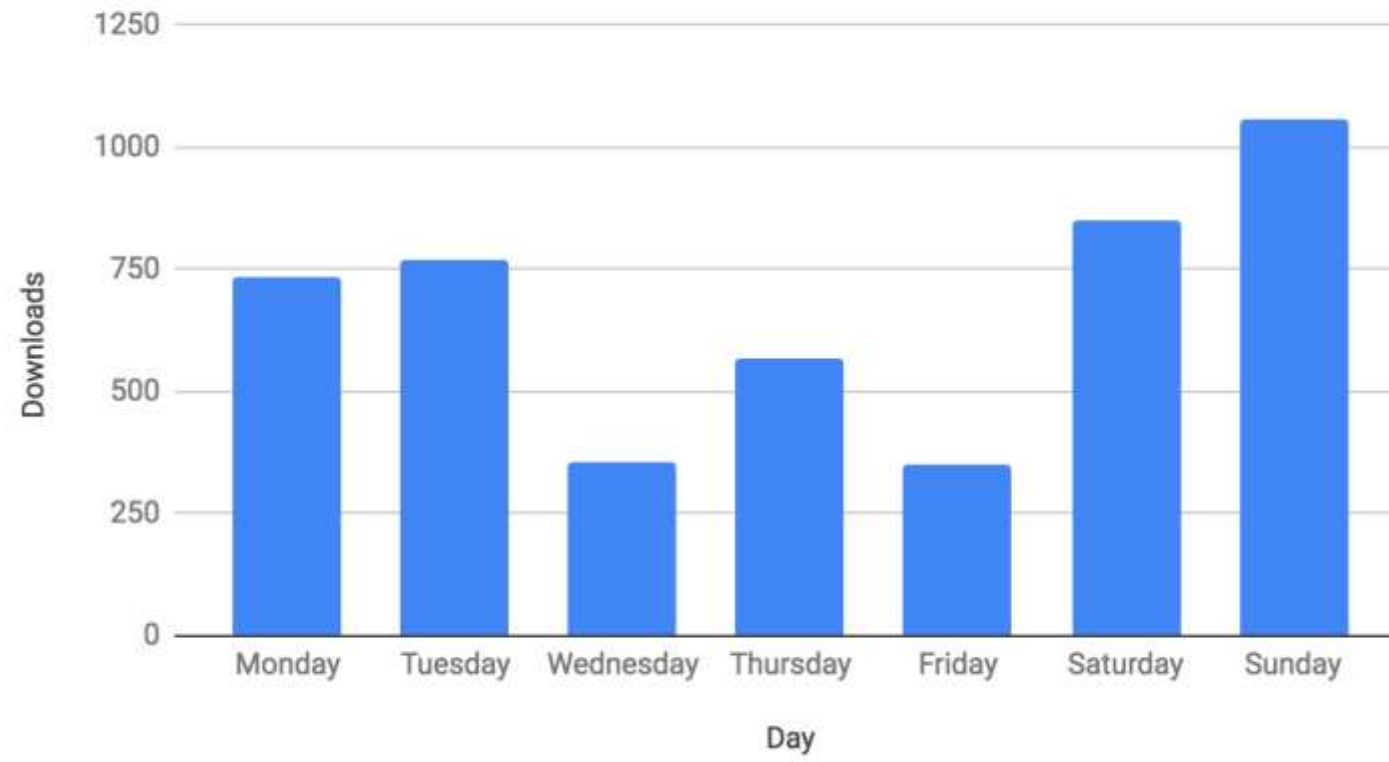
# Step 3: Evaluate Customer Reviews & Feedback

- If your app has been in the hands of real people for a few months, it's likely that you have data.
- Some of this data will be quantitative (e.g., stats on in-app usage and engagement) while some will be qualitative (e.g., reviews and messages).
- Compile all this data and look for trends.
- Do you notice that lots of users are complaining about a specific feature? Are users asking how to update a specific element of their account? Are users tapping a specific button when they're trying to select something else?

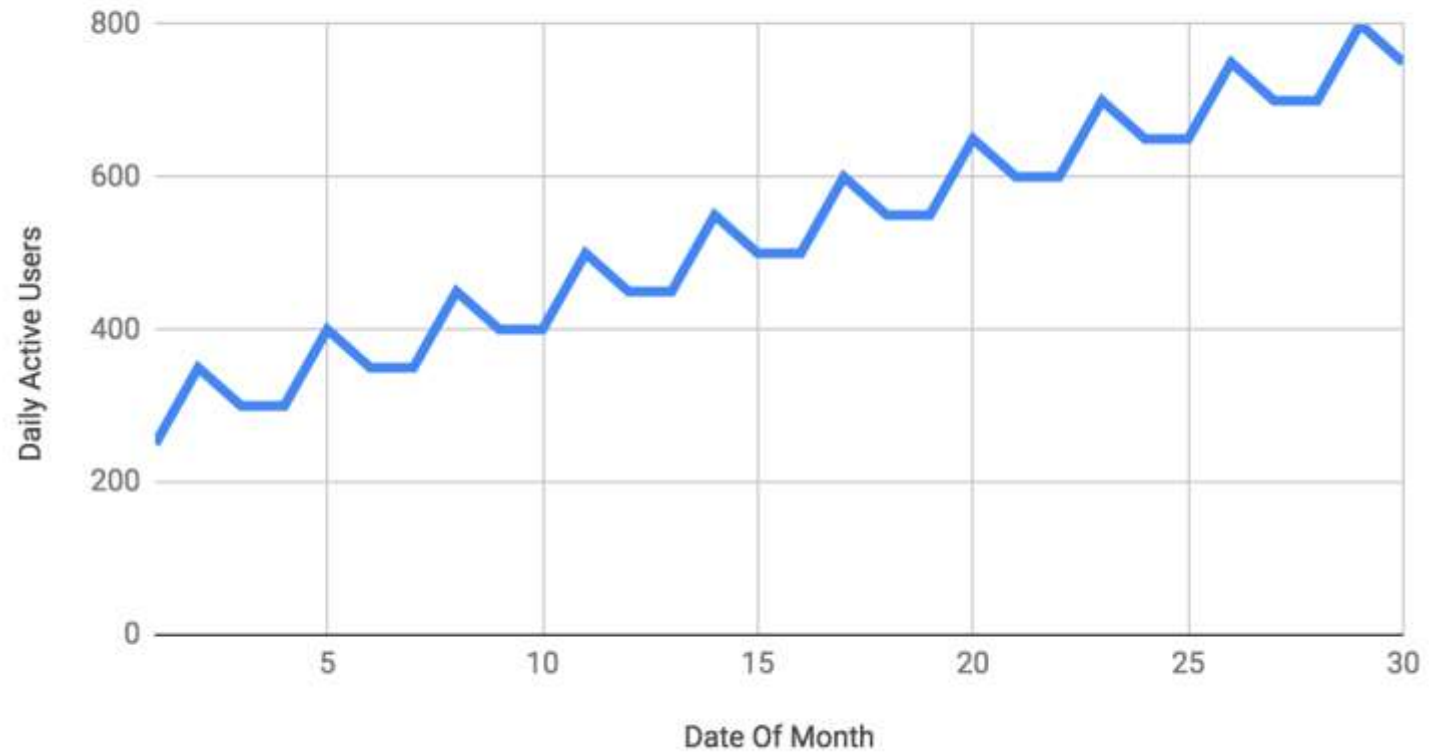
Average weekly time spent in-app



Downloads vs. Day



Daily Active Users vs. Date Of Month



< Apps



## Afterlight — Photo Editor

Filter. Texture. Create.

GET

In-App  
Purchases



4.7, 4.5K Ratings



Apps

#118

Photo & Video

4+

Age



## Ratings & Reviews

[See All](#)

# 4.7

out of 5



4.508 Ratings

great, but could be better

Jun 3



angelina:)))

this app overall is amazing. most editing apps was disgusting destructive filters that looks horrible, but afterlight's are actually pretty good. the interface is really easy to use, and is very user-friendly. this is a great app for both beginners and advanced editors. definitely recommend.

[more](#)



**Editors' Choice**



Editing photos doesn't have to require laborious tinkering; Afterlight transforms them in an instant. It delivers powerful tools for adjust [more](#)



**ustwogames**

@ustwogames



Seems quite a few people have gone back and 1 star reviewed Monument Valley upon update because the expansion was paid. This makes us sad.

10:01 PM - 12 Nov 2014

1,484 RETWEETS 556 FAVORITES



**ustwogames**

@ustwogames



That's it, we're giving up the premium game. Next time we're just going to sell you 500 coins for \$2 instead.

10:06 PM - 12 Nov 2014

624 RETWEETS 591 FAVORITES





**Meh so far!**

First off, developer should put all text in BLACK - not a light brown color which has small type and color makes it hard to read. Second - your first beverage is NOT free!

Misleading!! You start an account then you bring it to a Peets store, they scan your app, you get no credit or free beverage till second time you use app. Now, you know!



# Step 4: Implement Changes To The Look & The User Experience

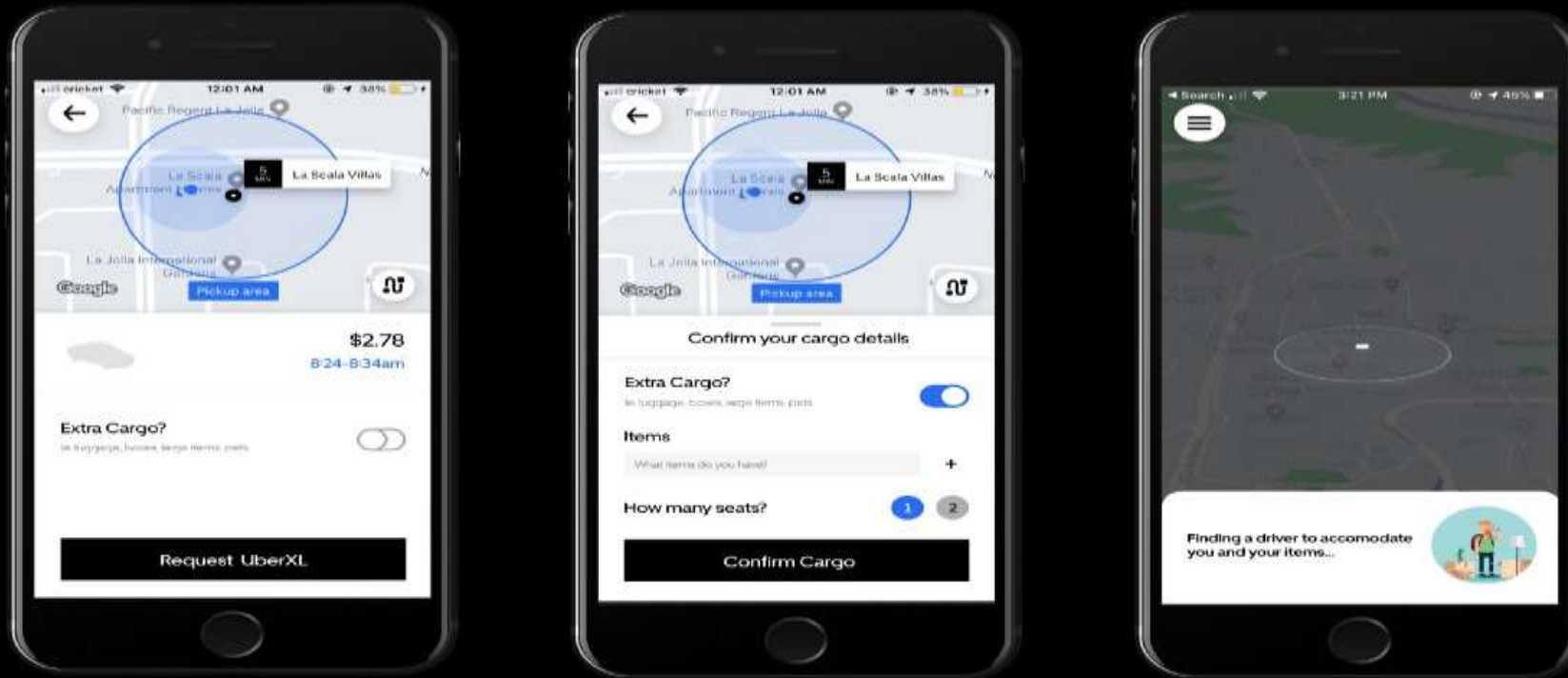
- As per the quantitative and qualitative data collected ,an analysis is carried out for the essential changes that need to be redesigned in the application.
- Make appropriate decisions to implement the necessary changes in stages.



# Step 5: Monitor Usage & User Response Upon Launch

- To find out if the redesign was successful, look back at the goal you set out when you first started this project and gauge whether you achieved it.
- Did usage increase? Did engagement increase? Are there more positive reviews in the app store than there were before? Are you seeing a spike in growth?
- That's where you need to focus your attention now. Use your data and feedback as a starting point to not only gauge whether the redesign was a success but also to uncover opportunities to iterate and improve.

# Uber underwent their most recent redesign



**Uber Cargo**  
Move freely.

# Case study 1-UBER

<https://medium.com/@katyanoble/uber-redesign-case-study-44349274da2a>

# Case Study 2 -GXpress

<https://uxplanet.org/gxpress-website-redesign-ux-case-study-56dbbd067824>

# Usability Testing

Usability testing refers to evaluating a product or service by testing it with representative users.

Typically, during a test, participants will try to complete typical tasks while observers watch, listen and takes notes.

The goal is to identify any usability problems, collect qualitative and quantitative data and determine the participant's satisfaction with the product.

The goal of this testing is to satisfy users and it mainly concentrates on the following parameters of a system:

- **The effectiveness of the system**

- Is the system is easy to learn?
- Is the system useful and adds value to the target audience?
- Are Content, Color, Icons, Images used are aesthetically pleasing?

- **Efficiency**

- Little navigation should be required to reach the desired screen or webpage, and scrollbars should be used infrequently.
- Uniformity in the **format** of screen/pages in your application/website.
- Option to search within your software application or website.

- **Accuracy**

- No outdated or incorrect data like contact information/address should be present.
- No broken links should be present.

- **User Friendliness**

- Controls used should be self-explanatory and must not require training to operate
- Help should be provided for the users to understand the application/website
- Alignment with the above goals helps in effective usability testing



## **Benefits of Usability Testing**

- Usability testing lets the design and development teams identify problems before hand.
- The earlier issues are identified and fixed, the less expensive the fixes will be in terms of both staff time and possible impact to the schedule. During a usability test, you will:
- Learn if participants are able to complete specified tasks successfully and
- Identify how long it takes to complete specified tasks
- Find out how satisfied participants are with your Web site or other product
- Identify changes required to improve user performance and satisfaction
- And analyze the performance to see if it meets your usability objectives