



UX Research Case Study

Marianne Leong
marianneleong@gmail.com

My background that leads me to UX Research

2012



Field interviews

with oil palm stakeholders (large plantations, foreign workers, and smallholders in Sabah and West Malaysia.

2013



Socioeconomic interview + spatial survey

100 respondents in a small village in Jeli, Kelantan, Malaysia.

2014 - 18



Quantitative PhD research

on cloud behaviour in the USA.

2019 – present



Teaching + Research

Scientific computing, climate and natural resources science.

Personal traits + Hobbies



Curious and avid explorer

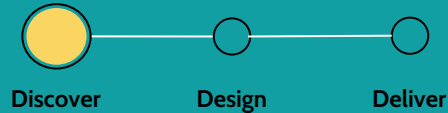
Who loves travelling and conversing with local people, and immersing myself in local culture and environment.

Case Study 1:

In-store e-Wallet payment

How might we provide reliable and pleasant in-store e-Wallet payment?

Product development phase



Context & Background

Since the pandemic hit in 2019, mobile payment apps (e-Wallets) have been adopted by many Malaysian citizens thanks to national monetary incentives.

However, as a user, I faced multiple unpleasant experiences when performing e-Wallet payment in-store.

Motivated by my frustrations, I decided to conduct a user research to explore other users' experiences when performing in-store e-Wallet payments.

Research Objectives

1

To discover user's mental model on why and how they choose which e-Wallets to use.

2

To discover which e-Wallets or other payment methods used for in-store purchases.

3

To learn about user's experiences and pain points when performing in-store e-Wallet payment.

Research setup



**Defining the
problem +
Secondary research**

1 week

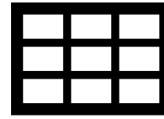
I conducted desk research to find user reviews and explored several e-Wallet apps to understand their features.



**Generative,
semi-structured
Interview**

1 week

I created interview questions based on research objectives and interviewed 8 people to explore their motivation, experiences and pain points with e-Wallets.



**Analysis &
Synthesis**

1 week

I coded the data according to my research objectives and performed thematic analysis.



Output

1 week

I proposed several solutions to address major pain points faced by users.

Key Findings:

E-Wallets are not user's default payment for in-store purchases because:

- Users mostly use e-Wallets for online purchases
- Users prefer reliable methods – card/ cash – as not many merchants accept all types of e-Wallets.
- Too many e-Wallet apps – hassle to manage
- Fund management: security concerns + inflexible

Key Insights:

- Users want reliable and safe methods of payment
- Users are driven by monetary rewards to use e-Wallets
- Users want flexibility and hassle-free process

Key Recommendations:

- Integrate all e-Wallets in one app with a central fund that automatically funds selected e-Wallets.
- Keep existing methods of funding e-Wallets: manual top-up and bank account integration
- Introduce two-way fund transfer between e-Wallets and source of fund

Key Learnings:

- Identifying specific research questions helps in creating the right interview questions resulting in ease of data coding during analysis.