

IT4031- VAUED Assignment I - 2023

Background

You work for a user research start-up called "Userlytics," and your team uses design thinking methods and data analytics to solve real-world problems. You have decided to create a report on "User Experience of Bank Apps in Sri Lanka" that captures current bank app issues and pain points and provides a better solution for the following common user needs.

- Checking bank balances
- Sending/ transferring money with people
- Sending transfer slips
- Creating a fixed deposit

You have decided to perform the following tasks to start the first iteration of the product.

- Perform a thorough analysis to find out the user base of the bank applications.
- Understand the problems and the needs of the users when they're using a bank application.
- Analyze the current user journeys and identify pain points, opportunities for improvements.
- Compare with other apps in the market
- Ideate some solutions with the group.
- Decide on a solution from the ideas that the group created.
- Create a prototype to test with the user base identified.
- Test and validate the design/solution with real users.
- Gather data from the feedback from the users.
- Provide an analysis or report

Tasks

1. Create a survey with questions capturing data related to the demographics, needs, and pain points of the user who is currently using bank applications.
2. Understand the problems, needs, and pain points of the users.
3. Create user flows/journey maps that you think the user will use to navigate through the application.
4. Create a high-fidelity design and make a prototype using the tool Figma.
5. Test the prototype with the intended user group (sample size = 10 users).

6. The test should include,
 - An observation of how the users roamed or navigated freely through the application (including screen recordings and user flows of how the users browsed.)
 - An observation on how they performed different tasks when you asked the user to perform them during the test. (Task-based analysis)
7. To test the prototype and capture analytics data, you can use the tool Userberry.
 - Tip: The "Useberry" free plan only allows you to create 1 project. To run two tests, you can use two accounts created from your group members' emails.
8. Present your data as a story, identifying the context, and the audience and presenting your data using the right visualizations.
9. You are required to present a solution the team came up with using a high-fidelity prototype.

Presentation

You are required to present the following:

- A brief description of the audience you selected for testing (age, demographics, gender)
- Survey results are presented visually using the right visualizations. (*Qualitative data analysis*)
- Metrics from the tools that were collected should be summarised and represented in a meaningful manner (*quantitative data analysis*).
- Your analysis and what you have derived from the data

Resources

You can use already created UI libraries given in below,

- UI Elements
 - <https://www.figma.com/community/file/1016267472317514879/Avocado%3A-Design-System-for-Mobile-App>
- Persona template
 - <https://www.figma.com/community/file/881830156311997001/UX-Persona-Template>

Deliverables

- Survey questions with the answers
- Personas
- User flows or journey maps
- Designs
- Result reports of Useberry
- Presentation
- Figma link

Note :

- ***Team size could be a maximum of 10 not less than 5.***
- ***Marks will be allocated for each component. Higher marks are allocated for the data capture and analysis, therefore divide work wisely among your team members so that you can promote your site and get traffic to capture a lot of analytics data.***