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UX Research for Tablet App: Qlovi

*Summary:* I worked as a Consultant Project Manager and Usability Auditor to evaluate Qlovi, an online e-reading application designed to enable and enhance learning through reading in a primary school environment. I conducted different usability evaluations and generated six reports to help the design team of Qlovi to fix navigational and Information Architecture. I generated the following deliverables to Qlovi to enhance UX Experience. I linked to sample reports.

• In-Lab Usability Testing

• Heuristic Evaluation

• [Personas and Scenarios (from qualitative Data)](http://docs.google.com/docs/Qlovi_Qualitative%20Research.pdf).

• Ethnography Study of core Users

•  [Quantitative Survey](http://docs.google.com/docs/SurveyQlovi.pdf)

• Visualizing Users's Interaction Map

• Comparative Analysis

## In-lab Usability Testing



We conducted five in-depth usability tests on potential users; the test included five main tasks. These tasks reflect the typical workflow of English teachers in primary schools: assign a reading and conduct assessment related to the readings. We decided to focus on five primary questions that we would like to answer through this usability test:

• How well would Qlovi fit into a realistic teaching environment?

• How do users from different age groups interact with Qlovi’s interface?

• How easy is it for users to perform Qlovi’s core functions?

• Is the flow of activity while completing tasks smooth or disconnected?

• Do users effectively, or actively engage, Qlovi’s ‘help’ functionality?

• Is the flow of activity while completing tasks smooth or disconnected?

Afterward, we identified five key findings and developed associated recommendations for Qlovi’s development team to consider.

## Heuristic Evaluation

My team evaluated Qlovi's web-based user interface by using Jakob Nielsen's ten contemporary heuristics. Nielsen's Heuristics, as they are more commonly known, are a set of guidelines that focus on various aspects of system usability, ranging from design consistency and user control to aesthetics and documentation. We identified a number of key trends, and developed potential recommendations to address these issues for developers to consider.

## Personas and Scenarios



To get a preliminary understanding of the user base for Qlovi, we conducted five qualitative interviews with former and current primary school instructors in Ann Arbor Michigan area. Based on our notes from these interviews we ranked these users on several behavioral scales and used patterns of behaviors that we saw across users to develop Personas and Scenarios.

Our team has identified five key findings:

• Teachers are willing to incorporate new technology into their teaching.

• Teachers want access to analytic and student performance data.

• Teachers are concerned that students will inappropriately use technology in the classroom.

• Students have difficulty navigating technology and understanding its vocabulary.

• Schools will struggle to afford and incorporate new technology into established and guarded curriculum.

## Qualitative Survey

For this phase of the usability testing process, our team surveyed 59 high school students. The purpose of this survey was to answer three questions:

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• What are the general behaviors that modern primary school students employ while reading?

• What factors contribute to the differences between students that like and dislike reading?

• What, if any, are the potential benefits that students believe exist from using technology devices to read over traditional physical books?

As a result of our analysis and interpretation of the results, our team identified six key findings:

• Students are interested in reference features such as on-the-fly word definitions while reading.

• Students are generally not interested in creating annotations directly onto their readings.

• The leading reason students read is for enjoyment; however, the potential enjoyment of a particular piece is influenced by its source.

• Students are interested in a recommendation system based on what they have already read.

• Students are opposed to undertaking 'quizzes' or embedded questions while readings.

• Students are both ready to and interested in reading on electronic platforms.

## Interaction Map



We generated a static representation of Qlovi interactions map. Mapping out the entire system helps us define features of Qlovi and to visualize its Information Architecture. To enable these uses, Qlovi aims to incorporate an intuitive user-interface that emphasizes choice and accessibility for its student users while simultaneously providing teachers the ability to obtain feedback and measurement of student comprehension of the assigned material. The system incorporates a number of functions and features thatenhance its performance in these roles. Interactive map helps us define the steps necessary to perform certain tasks and information architecture of the system.

## Comparative Analysis:

We conducted comparative analysis to help Qlovi to distinguish its feature and provide marketing advantage. Comparison analysis can help product designers by highlighting key variation between different products that share similar functionality. Our team looked into different products that compete with Qlovi at some level and examine shared functionality and design. We used evaluation matrix to compare each product on a scale of one to five, with one being non-existent to five being excellent.

**Key Skills: Design, Wireframming, PHP, HTML, CSS, Data Analysis, Project Management, Prototyping, Affinity Diagramming, UX Research**

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Here is sample of my professional and academic work

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[**UX Design: Voicr UI**](http://docs.google.com/iladhageyso.html)

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[**Classification: Text Mining**](http://docs.google.com/TextClassification.html)

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[**UX Research for Qlovi**](http://docs.google.com/Qlovi.html)

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[**UI Design: EazyFly App**](http://docs.google.com/EazyFly.html)

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[**Data Analysis & Viz: Twitter**](http://docs.google.com/TwitterAnalysis.html)

#### 

[**Prototyping: Smart Data**](http://docs.google.com/SmartData.html)

#### 

[**UX Research: Healthcare IT**](http://docs.google.com/CrowdsourcingHealth.html)

#### 

[**UX Research for New.org**](http://docs.google.com/ContexualAnalysis.html)

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[**UX Design for Green Maps**](http://docs.google.com/GreenMaps.html)

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[**Map & Data Visualization**](http://docs.google.com/map/map.html)

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[**UI Design: Food Truck App**](http://docs.google.com/FoodTrucksApp.html)

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