Kaagaz

Final Report

Kaagaz UX Analysis
Project

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User Personas Interview

STUDENTS :- Students need to scan documents quite frequently, especially lecture notes, handouts, and articles. As a student on a tight budget, having a free scanning app is definitely important to students. They don't want to spend money on something that they can get for free.

CORPORATE OR PROFESSIONALS: - Corporate or Professionals needs to scan documents almost daily for various purposes like contracts, receipts, and invoices. Having a user-friendly interface is crucial for them because they don't have time to figure out complex apps.

LEGAL OR ADVOCATES:- It has become an essential tool in their practice, helping keep organized and efficient in handling client documents. They highly recommend it to other advocates who deal with paperwork on a regular basis.
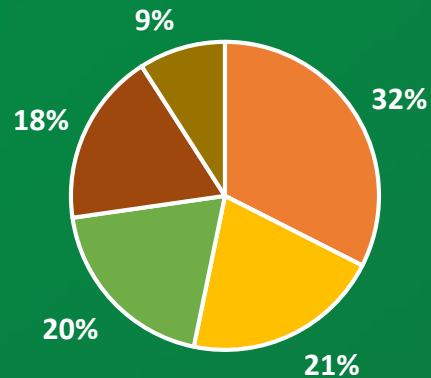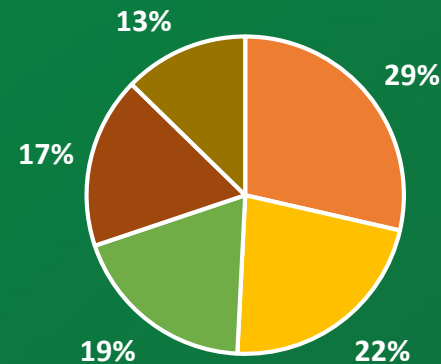
User Personas Interview

FEEDBACKS

➢ Kaagaz scanner app is the best app for notes scanning.

-Subhana Khan

-Student and Kaagaz User

➢ Please improve the fitters quality.

-Akash Lodhi

- Businessman and Kaagaz User

➢ Please increase the size of cloud storage.

-Shahab Khan Ansari

- Advocate and Kaagaz User

STRATEGIES FOR INCREASE USER ENGAGEMENT

Leader boards :- We can increase the user engagement through gaming or competitions like give some points to user on weekly targeted scanned documents and sharing of app and documents.

9% 18% 32% 20% 21%

Student Legal Corporate Business Cyber Cafe

13% 29% 17% 19% 22%

Notes Scanning Documents Receipts Contracts Agreements

Students:- We can clearly see in both graphs our most of the users are students and they are scanning theirs notes etc. so through the providing of special features for the students we can increase the user engagement.

STRATEGIES FOR INCREASE USER ENGAGEMENT

Scanning Docs:- Did you notice in those graphs that the second highest user of Kaagaz are Legal and Advocated and they mostly used to scan their documents. So through enhance the quality of scanner and by adding the more filters we can increase the user engagement.

Cloud Features :- 22% of our audience is facing a problem in cloud. If we increase the storage of cloud and add more features so we can easily maximize our user engagement.

Enhancement of User Flow

➢ Responsive Design :- Optimize the user interface for both smartphones and tablets. Ensure that the app's layout and design are responsive across different devices and screen sizes.

➢ Customization Options:- Users have the flexibility to customize task templates according to their specific requirements. They can add or remove steps, adjust settings, and personalize the workflow to match their preferences.

➢ Contextual Help and Guidance :- Offer contextual help and guidance within the app to assist users in understanding how to use different features or tools.

THANK YOU !