CARON 1.0

UX Research Report(Case Study)

Overview

The goal of this UX research is to improve the platform by understanding user needs, expectations, and pain points. By combining qualitative and quantitative research, we can identify design opportunities to enhance usability, increase engagement, and foster a more satisfying user experience.

1. User Interview

Summary:

Conducted virtual user interviews with eight target users, segmented into primary and secondary user types. Each session lasted around 45 minutes and covered general preferences, frustrations, and specific use cases.

Insights:

- **Primary Motivation**: Most users valued ease of navigation and visual simplicity, as it allows them to find content quickly without feeling overwhelmed.

- **Pain Points**: Users expressed frustration with cluttered menus and unclear calls to action. Several mentioned that, in similar platforms, they felt lost due to inconsistent layouts across pages.

- **Feature Preferences**: A high demand for clear, accessible help resources and search functionality to locate specific tools or content efficiently.

Actionable Insights:

- Simplify navigation, minimize nested menus, and clarify action buttons.

- Consider adding a prominent help section or FAQ page for easier onboarding.

2. Survey

Summary:

Distributed a survey to 50 users to quantify preferences, usage habits, and overall satisfaction with similar platforms.

Key Findings:

- **Usage Frequency**: 65% of users reported using platforms like this at least twice a week.

- **Ease of Navigation**: Only 30% rated the navigation of similar platforms as "Very Easy," highlighting the need for improved information architecture.

- **Feature Usage**: Primary features used included the main dashboard (85% engagement) and core action tools (70% engagement).

Actionable Insights:

- Design navigation around high-frequency features.

- Streamline the user flow to ensure commonly used tools are prominent and accessible.

3. Usability Testing

Summary:

Conducted usability testing with seven participants, guiding them through key tasks on a platform with similar functionality. Observations centered on task efficiency, errors, and satisfaction.

Tasks and Observations:

- **Task Completion**: 90% of users completed primary tasks but showed hesitation when attempting more complex actions due to unclear labels or disjointed flows.

- **Navigation Difficulties**: Some users struggled to locate specific features, often due to inconsistent or buried navigation paths.

- **Error Points**: Misleading button labels caused users to take incorrect actions, creating a source of frustration.

Actionable Insights:

- Improve button labels for clarity and consistency.

- Adjust the interface layout to ensure that essential actions are easily accessible without excess scrolling or searching.

4. Contextual Inquiry

Summary:

Observed five users engaging with similar platforms in their own environments. This helped understand how surroundings and typical usage contexts affect interaction.

Findings:

- **Mobile Usage**: Users primarily accessed the platform via mobile, often in busy settings like commuting or multitasking at work.

- **Distraction Impact**: Given frequent interruptions, users emphasized a need for quick and easy resumption of tasks.

- **Accessibility**: Users expressed a preference for larger touch targets and simplified layouts to accommodate one-handed use on mobile.

Actionable Insights:

- Prioritize mobile responsiveness with larger buttons and condensed layouts.

- Allow users to save task progress or easily resume interrupted actions.

5. Persona Development

Primary Persona:

- **Name**: Ashutosh Majhwar, 25, Project Manager

- **Goals**: Access tools quickly, easily manage and organize tasks.

- **Frustrations**: Dislikes cluttered layouts and slow-loading pages.

- **Motivations**: Values an intuitive, straightforward design to maximize productivity.

Secondary Persona:

- **Name**: Venkata Sai Nikhil, 23, Freelance Consultant

- **Goals**: Needs quick, mobile-friendly access to resources.

- **Frustrations**: Finds difficulty in navigating complex interfaces on mobile devices.

- **Motivations**: Values tools that can be accessed and completed on-the-go.

Actionable Insights:

- Cater to Alex by focusing on task efficiency and simple layouts.

- Address Jamie's needs with optimized mobile experiences and quick task flows.

6. Journey Mapping

User Journey Stages:

- **Awareness**: User discovers platform through search or referral.

- **Consideration**: User explores the homepage and navigates to the main dashboard.

- **Decision**: User decides to perform a core action, such as making a request or managing a task.

- **Engagement**: User frequently returns to engage with tasks and explore new features.

- **Retention**: Continued engagement with features that enhance productivity and ease of use.

Pain Points:

- Confusion due to an overwhelming homepage and lack of introductory guidance.

- Hesitation during core tasks due to unclear action labels and inconsistent design elements.

Actionable Insights:

- Provide onboarding and tooltips to assist with initial navigation.

- Optimize core flows by clarifying CTAs and simplifying design in key areas.

7. Card Sorting

Summary:

Conducted an open card-sorting exercise with 10 users to help inform the platform's information architecture.

Findings:

- Users naturally grouped tools based on their functions, such as "Settings," "Tasks," and "Resources."

- Some ambiguity arose around less frequently used features, with users unsure where they should be located.

Actionable Insights:

- Reorganize the menu into clearer categories based on user-expected groupings.

- Consider a collapsible menu structure to reduce visual clutter.

8. A/B Testing

Summary:

Ran A/B tests on two key elements: the color of the call-to-action (CTA) button and the layout of the homepage.

Findings:

- **CTA Color**: A brighter, contrasting color improved click-through rates by 15%.

- **Layout Variations**: A simplified layout with more whitespace and concise text led to a 20% increase in user engagement.

Actionable Insights:

- Implement the brighter CTA color to improve conversion.

- Adopt the simplified homepage layout to enhance initial user engagement.

9. Analytics Review

Key Metrics:

- **Bounce Rate**: High bounce rate on the homepage, suggesting a need for better user engagement.

- **Session Duration**: Average session duration was around 3 minutes, indicating moderate engagement.

- **Most/Least Used Features**: The main dashboard and task management tools had the highest usage, while secondary tools saw minimal engagement.

Actionable Insights:

- Improve homepage engagement by making the design more approachable and adding clear starting points.

- Increase the visibility of secondary features or consolidate them with more popular tools.

10. Competitive Analysis

Key Comparisons:

- **Design Trends**: Competitors use cleaner, minimalist layouts with intuitive navigation patterns.

- **Feature Set**: Most competitors offer similar features but differentiate through additional integrations and advanced customization.

- **User Support**: Competitors typically include a help center or knowledge base for common issues.

Actionable Insights:

- Simplify the design and navigation to align with user expectations.

- Add a help center to guide new users and reduce onboarding time.

11. Focus Groups

Summary:

Conducted two focus group sessions with a mix of existing and potential users. Discussions focused on initial impressions, feature usability, and layout preferences.

Feedback:

- **Visual Appeal**: Users preferred a minimalist, cohesive design with a consistent color scheme.

- **Feature Suggestions**: Requests included more intuitive layouts, a comprehensive search function, and a customizable dashboard.

Actionable Insights:

- Design enhancements should focus on simplicity and visual consistency.

- Consider adding a customization option for dashboards and implementing a robust search feature.