

# UX Report

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## Cucon: The Currency Conversion App

### **Prepared by Team #24:**

Reem Eslam	34- 3184
Mona Hashem	34- 665
Laila Malatawy	34- 1810

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# Part 1: User Persona and Empathy Diagram:

For Cucon, the currency conversion app, our user persona will be based upon Louis; Louis, the Backpacker.

## Louis, the Backpacker

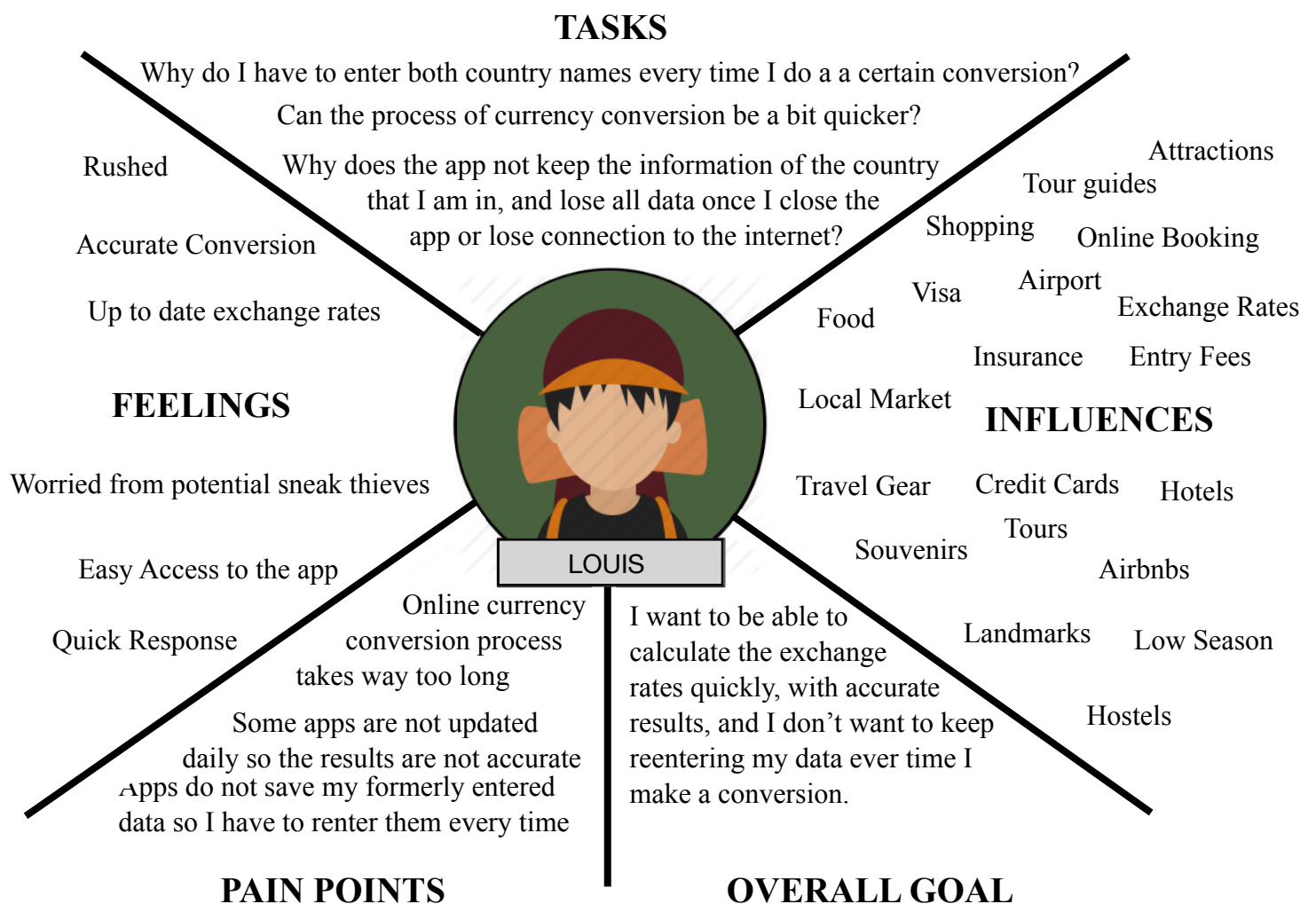
Screening Question: How often would you say you travel?



Louis is a traveller. He never spends more than three months in one place. He is a fun loving adrenaline junkie, and he is always on the go. If he is not roaming some country somewhere, then he is planning out his next big adventure. His wardrobe is fairly simple; it has nothing but basics; kaki shorts, leather boots and sleeveless shirts. He likes to try all sorts of food in every country he visits. Being the frequent traveller that he is, he always knows what to carry around with him in his travels. He used to carry his GoPro with him everywhere, so his phone was somewhat dispensable. But in the last few years, he decided to give the GoPro a break and start using his smartphone, owing to the fact that the phone’s camera was almost equally as powerful as his GoPro, so he had one less item to carry around in his travels. He likes to document his travels, whether through taking pictures, making travel vlogs and uploading them to his Youtube channel, or by writing everything down in his journals. His Instagram is always alive with his photos taken from different places around the world, and his Youtube channel has become his main source of income. Being a full-time backpacker, Louis discovered that, in spite of the money he makes through Youtube, he might be running low on money, so he decided to be extra careful with his spending. He has been traveling on the budget for a couple of years now, and it has been working very well with him. Ever since then currency conversion searches have been tops on his Google search history. However, it started getting a bit hectic for him, the process of having to open the Google app then type in the price and the name and/or currencies of both countries. He tried using other currency conversion apps, but they were equally as frustrating, as he had to do the same exact thing; open the app, then input the information of both countries every single time he needed to convert a certain amount of money.

Problem Scenarios	Current Alternatives	Your Value Proposition
Online currency conversion process takes way too long	Instead of using Cucon, users tend to go for one of two options; either they download an app off of the Google play store or the Apple play store, or they just google the amount along with the name and/or currencies of the two countries i.e. the base and the destination country.	Cucon directs users straight away to the main app screen, providing quick access to the app. In that perspective, it beats regular Google search. It also allows the user to enter the base and the destination country through typing them on the keyboard, all in one text field, hence there is no need to keep taping on different text fields to enter different data, which improves accessibility, and thereby, makes the process a lot quicker. And in that perspective, it beats any other currency conversion app available.

Some apps are not updated daily so the results are not accurate	Current alternatives for the user with respect to this point is using regular Google search; which is updated daily with the latest currency conversion rates. Or using other apps that might not be reliable enough.	Cucon makes use of an API that is updated on a daily basis with the latest exchange rates so as to improve the reliability of the app and the accuracy of the results. Cucon's accessibility along with its reliability give it a step ahead of both regular Google search, and any other currency conversion app.
Apps do not save my formerly entered data so I have to reenter them every time	Current alternatives are the same as the two points mentioned above. One, is regular Google search and two is the other currency conversion apps available. Neither of them retains the user information. As long as the session terminates, or the app is closed, all the data about the countries is lost, and the user has to reenter them.	Cucon saves the user's previously input data. It saves his/her name, his/her base country, and destination country. Now all the user has to do is enter the amount, and the converted amount will be displayed according to the last saved preferences. The user country preferences will remain unchanged unless the user chooses to change them later on.



## **Part 2: The Purpose of the Application**

Cucon is a currency conversion application. It was made to serve a purpose. While there are many currency conversion apps already available on the Google plays store and on the app store, Cucon was made for the soul purpose of avoiding all the use-case fails that the other apps may have faced. Hence to put Cucon's purpose into formal words, one might say that: Cucon is a currency conversion app that provides better usability, and reliability to the users. Now we will delve into more details in every aspect mentioned.

One, usability. Cucon provides better accessibility in the sense that its interface is fairly simple, and that is all the user needs. Based on our persona, Louis is a person that is on the go, always going from place to place, trying new food, buying different stuff from different places, so currency conversion is something that he does quite frequently during his day. So, whenever Louis want to convert a certain amount of money to a certain currency, all he has to do is just tap on the app, and he is good to go. Also, if he had already input his settings or country preferences before then all he has to do is just type in the amount, which provides a much better accessibility of the app, over other available currency conversion applications. In terms of Nelson's Usability Heuristics, Cucon easily ticks 4 of them. One, recognition rather than recall with the two buttons available in Cucon's top task bar; Info and History. Two, aesthetic and minimal design, as mentioned above, Cucon has a fairly simple interface that perfectly serves its purpose. For example, in Cucon, the user uses the keyboard to type into just one textfield since it is a chatbot. However, in other apps, the user has to tap on different text fields to enter different data; about the countries for instance. Three, flexibility and efficiency of use. Also as mentioned above, with keeping track of the user's preferences, this provides better flexibility and efficiency of use by saving the user a little time and effort. Four, help and documentation, with Cucon's Info button which provides user with the needed information whenever he/she is in need of it. So from the examples mentioned above and the four usability heuristics that have been men, one can argue that Cucon provides good usability.

Now for the second aspect; accessibility. Cucon provides better reliability in the sense that it makes use if an API that is updated daily with the latest exchange rates, so as to provide the user with accurate results, and hence improving the overall reliability of the app. Therefore, going back to the main point, Cucon is a currency conversion application that provides better usability and reliability for travelers and backpackers who are always on the go, and whom currency conversion is a vital thing in their every day lives.

## **Part 3: User's Thoughts**

Through the feedback we had from the users, there were some main points discussed. One of which was the interface. While some found it interesting and easy to use, others found that the fact that one has to keep scrolling down to see that last received message was very frustrating. Others found that the task bar must be pinned at the top of the screen, and that they found it "weird" that the task bar disappears along with the other page items as they scroll upwards. And the last main negative feedback was that the keyboard does not disappear unless the return key is pressed which some users found was a bit putting off. However on a positive note, some users found that the use of a character, "Chip", as a person that talks to the user through the chatbot provided them with a better experience, along with the friendly responses. And others mentioned that the app was very easy to use and understand, while others praised the fact that it saves the user information, to save time while using the app in the future. The opinions were divided, but overall, on a scale of 1 to 10, 90 percent of the users that have tried out the app were very satisfied i.e. they gave it a good 8 out of 10.