Binder^{beta} - Study Together And Make New Friends

Personas Research

We interviewed real characters to do our persona research to represent the different user types that might use our service, product, site, or brand in a similar way.

The personas could be:

- **University students.**
- **School students.**
- **Young people over the age of 18.**

We chose **'University Students'** as our prime personas ,university students are more likely to use the application and it is more beneficial to them, and they are the main users of the application.

Observation:

We brought 10 users and asked them to use the application, and we recorded the screen during use, and left them for 40 minutes so that they could try all the features of the site, and we collected data based on that.

Design Methods and Techniques:

◆ **LOOK**

- **Focus Groups:**

    We use focus groups to:
    - Identify and clarify research questions during the earliest stages of a research project.

    - Gain insight into how people talk about a problem, product, and shared experience in a group setting.

    - Learn about users' opinions, attitudes, and preferences after they have used a prototype.

Our Hypotheses:

We believe that the **Live sessions** feature will enable University students to create and watch sessions sorted into categories because they want to just study or study and talk with others.

We believe that the **schedule session time"** feature will help university students manage their time properly because it will enable them to specify the appropriate time and date in advance to create the session.

We believe that the **watching youtube** feature will enable University students to watch YouTube and share it in the session.

We believe that the **People** feature will enable university students to search for friends, view their profiles, and view their sessions to be able to share sessions.

We believe that the **Posts** feature will allow university students to view displayed posts or search for a friend to view their posts.

We believe that the **create own community** feature will satisfy all university students because they want to send invitations to people of the same interest.

We believe that the **Stats** feature will increase the desire to use the site because it will monitor the hours of progress of university students in the study in two weeks.

We believe that the **Set Timer** feature will enable university students to determine the duration of the study and the duration of the break to organize their time

We believe that the **Add tasks** feature will enable the students to schedule the tasks they want to complete within the session.

We believe that the **registration and login** features will be easy to use for 90% of university students.

We believe that The design of the site, its colors and the arrangement of the elements will appeal to the students.

We believe that using the application on the phone will make it easier for students to do their work.

Testing our assumptions:

We then wanted to test these assumptions with real users by using a focus group design method. We gave each user a number from 1 to 10, From this we gathered the data into themes (affinity mapping).

Interview Questions :

- **Usability & System Performance :**

  - **What do you think is the most important thing we should fix on the site?**

    - **User 1 :** "I had difficulty finding how to access the site **registration**, it is not clear."

    - **User 6 :** "When I was using the **timer in the live session**, it did not give me an alert that the time had expired or even made a sound."

    - **User 8 :** "**The site** took a **long time to complete the registration process**, so I had to restart it in order for the process to complete successfully."

    - **User 9 :** " Creating a **private session** does not work, the page continues to load only."

  - **Out of everything you've seen here, what do you think you do not need?**

    - **User 3 :** "I think I don't need to **your communities** feature, because my only goal is to study with people I don't know"

    - **User 7 :** "I think Watching YouTube it is not important because I can watch YouTube from YouTube"

    - **User 8 :** "I think **your communities** are not important because I can search for the topic of the session in the search engine"

  - **If you could use this on your phone as an application, would it make your job easier to do?**

    - **User 2 :** "I think this feature will make it easier to use when I'm out on the road"

    - **User 4 :** "I do not prefer that. I think I will be distracted and use social media applications if I use my mobile phone."

    - **User 5 :** " It will be useful if I don't have my laptop with me."

- **Interaction Design:**

  - **When you explored the programs did you get confused at any point?**

    - **User 10 :** "Yes, when entering the **"watching YouTube"** session, I did not understand much about how to work."

    - **User 2 :** " When I opened the site for the first time, I didn't know where and how to start."

    - **User 4 :** "When I join sessions, there are several classifications distributed in an unorganized way for me."

  - **With the navigation, did you find whatever you were looking for?**

    - **User 3 :** "Yes,I did not face a problem, and I got to join a random session ."

    - **User 2 :** "No,I cant find where to create my own session."

    - **User 4 :** "No,I could not access a session related to my field of study."

- **Visual Design :**

  - **If anything — what could we do to ensure that you would use this system frequently?**

    - **User 4 :** "Send motivational messages to motivate me while studying"

    - **User 5 :** "Redesigning the site in a more organized manner so as not to be confused during use"

    - **User 10 :** "I like to study while listening to soft music, so I think adding this feature will make me use the site daily"

  - **How would you describe using this system in your own words?**

    - **User 2 :** "My purpose when going to the library was to see others studying so | can stay motivated and stop procrastinating. On Bindr | have the same experience while also meeting interesting people from all around the world who face the same challenges"

    - **User 5 :** "I was not motivated at all studying from home until | tried Bindr. | suddenly felt connected"

- User 7 : "The idea of the application is very beautiful. I liked using it, but I would not prefer to use it daily because there are some problems with the design"

○ **Was there any information or features to improve that you think are missing?**

- User 8 : "I like to study while listening to music, and I think adding a feature to study while listening to music will make me happy"
- User 7 : "It is possible to add a feature to be able to create a chat group to create groups and communicate with friends in writing"

- User 1 : "" I wish I could search for a specific session according to its **classification**, not just its name.""

- User 9 :" I prefer that the hours of my use of the site be recorded monthly and not only in the current and past week."

○ **Were there any steps taken in the software that you think we should improve or design differently?**

- User 2 : "Home design"

- User 3 : "Profile page is inconsistent"

- User 5 : "The page layout is not good"

● **Content Understanding :**

○ **Is there any content you'd like to see us offer?**

- User 1 : "It is possible to add entertainment content such as game sessions to keep you entertained when the specified work is completed or when you take a break."

- User 6 : "Organizing the process of publishing posts by topic."

- User 10 : "It is possible to provide an expert person for each subject and the possibility of inquiring from him when a question is needed"

○ **How do you feel while using the site in general in terms of the site's colors and design?**

- **User 9 :** "The colors of the site are a bit childish, and the design needs to be modified, such as **connecting using a Google account**, which should not be on the home page"

- **User 6 :** "I feel comfortable when entering the session, but the design of the homepage is not suitable for university students in terms of colors and shapes"
- **User 5 :** "The **"Just study"** feature and **"study & talk"** I think are not necessary separating them ,You can put them in one place in two categories."

- **User 1:**"The design of the home page needs to be modified, such as the profile picture, which should not be displayed on the home page, and **Try the binder mobile app button** is very large"

○ **How do you feel when creating a new session, is it easy to do?**

- **User 3 :** "I encountered difficulty when creating a private session, as he did not open it and I waited for a long time without creating it"

- **User 2 :** "I created a public session and it was easy, but when creating a private session a problem appeared that I could not solve as the page starts to load but it does not open"

- **User 5 :** "I could not create a private session to study with my friends only, as I set up a public session instead because it is the only solution"

○ **How do you feel when joining an existing session faces any trouble?**

- **User 3 :** "I feel comfortable, it's easy and I can join in easily"

- **User 2 :** "I do not face any difficulties because it is easy and anyone can join easily"

- **User 5 :** "It is easy and I liked the possibility of seeing who is in the session before entering it and seeing the topic of the session. This makes it easier to choose which session to join"

○ **How do you feel when registering and entering the site?**

- **User 3 :** "I did not encounter any difficulties except that the questions are boring and I could not skip them, but I answered them and logged in"

- **User 2 :** "I decided to log in with a Google account and registered easily"

- **User 5 :** "The questions when registering a new user are many and boring, and there is no option to skip them, but things went well after answering them"

○ **How do you feel when trying to use Snapchat filters during the session?**

- **User 4 :** "I loved it so much it saves me when I'm in a rush and haven't prepared myself"
- **User 9 :** "I liked this feature. I use it when I enter a session with my friends. Each of us uses it to have fun"

- **User 2 :** "A very good idea and I used it when I wanted to study with people I do not know because the room is not arranged and this feature helped me and encouraged me to open the camera"

The Five Finger Survey

At the end of the interview (the last ten minutes), we did a research to find out and confirm the site's problems, and we asked users to fill it in, and the results were as follows:

1	2	3	4	5
Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
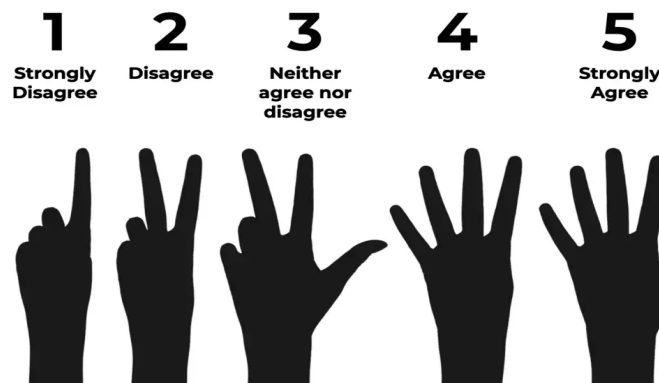
	User 1	User 2	User 3	User 4	User 5	User 6	User 7	User 8	User 9	User 10
I was able to complete tasks and scenarios quickly.	4	4	3	4	3	2	3	3	4	3
I feel comfortable using this software.	3	2	4	4	3	4	4	5	3	4
The software gave me enough error messages so that I can figure out how to fix my problems.	4	2	3	5	4	3	3	3	3	4
I would need to learn a lot of things before I could use this software.	1	1	2	1	1	1	2	1	1	2
Whenever I made a mistake using the software, I could recover easily.	1	1	1	2	2	2	2	2	2	2
The on-screen messages and information were clear and easy to understand.	3	2	3	4	3	2	3	1	2	2
When I needed information from the software, it was easy to find.	4	4	3	4	3	4	3	4	3	4
The information found in the system was useful.	4	5	5	4	5	4	4	5	4	4
The organization of information on the UI screens is clear.	2	3	4	4	3	4	5	3	3	4
The user interfaces are visually pleasing to the eye.	2	3	2	3	2	3	2	3	2	2
The software has all the functions and capabilities I expect it to have.	4	3	4	4	3	4	3	4	3	3
I think this software would make my job easier to do.	5	5	4	5	5	4	4	5	5	4
Overall, I am satisfied with how easy it is to use this software.	2	1	2	2	1	4	3	2	3	2

University students Persona:
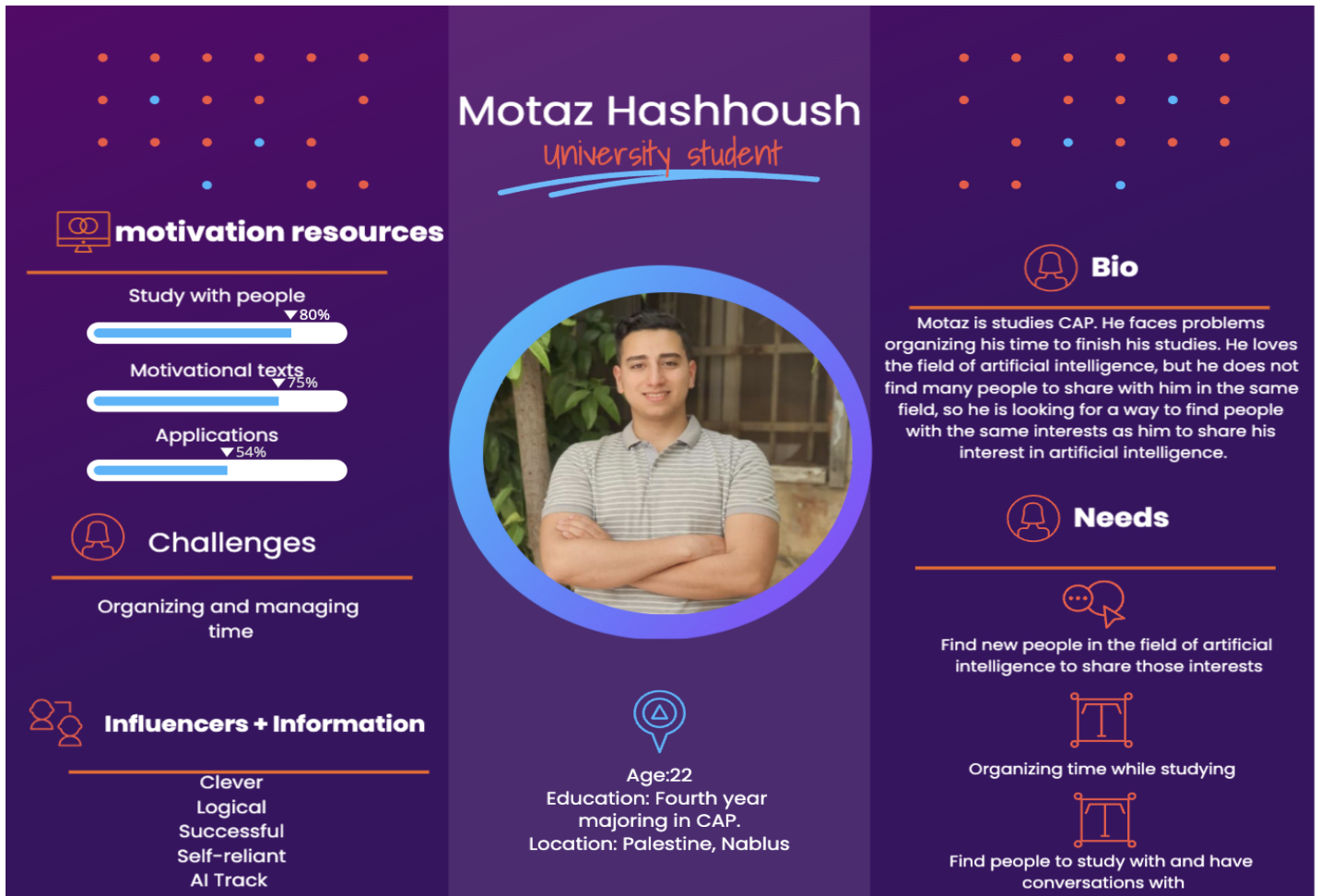
Image(1)Binder -University Student persona

Key insights from the Interviews: //conclusions

- 80% of the students agreed that the **watch youtube** feature is not important and that it does not work properly.

- 60% of the students agreed to use the application on the phone and 40% did not like it because they will be distracted by the mobile applications.

- 90% of University students unanimously approved of the **Snapchat filters** feature.

- 70% of the students agreed that the "**watch youtube, just study, study&talk**" property can be combined with "**Your communities**" feature and that there is no need to separate them.

- 80% of students agreed that the **timer feature** does not work as they expected it to be.

- 90% of the students agreed that the **design of the website** is childish and its colors are not suitable for university students, and that the distribution of elements on the home page is not appropriate.

- 60% of the students agreed that the process of registering a new user is tedious and the questions that appear at the beginning cannot be skipped.

- 70% of the students agreed that Stats Fetcher needs to be modified and that it is not suitable in its current form.

- All students agreed that the rest of the site's features that we did not mention are easy and that there are no problems with them.

From this quick research, We updated and re- prioritized our hypotheses based on the main points that both would critically affect the business and users.

Prioritizing Our Hypotheses //first

✅ We believe that the **Live sessions** feature will enable University students to create and watch sessions sorted into categories because they want to just study or study and talk with others.

✅ We believe that the **schedule session time** feature will help university students manage their time properly because they will enable them to specify the appropriate time and date in advance to create the session.

❌ ~~We believe that the "**watching youtube**" feature will enable University students to watch YouTube and share it in the session.~~

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❌ ~~We believe that the **create own community** feature will satisfy all university students because they want to send invitations to people of the same interest.~~

❌ ~~We believe that the **Stats** feature will increase the desire to use the site because it will monitor the hours of progress of university students in the study in two weeks.~~

✅ We believe that the **Set Timer** feature will enable university students to determine the duration of the study and the duration of the break to organize their time.

✅ We believe that the **Add tasks** feature will enable the students to schedule the tasks they want to complete within the session.

❌ ~~We believe that the **registration and login** features will be easy to use for 90% of university students.~~

❌ ~~We believe that The design of the site, its colors and the arrangement of the elements will appeal to the students.~~
✅ We believe that using the application on the phone will make it easier for students to do their work.

User Experience Metrics Design KPIs:

Behavioral:

Pageviews :

product pages	LIVE SESSIONS	watch youtube	just study	study & talk	Profile	Posts	Messages	Notifications
Page Views	22	4	9	8	11	12	5	8

Table(1) Binder user experience metrics-behavioral-page view

Average Page Views for page 1 = 22/10 = 2.2
Average Page Views for page 2 = 4/10 = 0.4
Average Page Views for page 3 = 9/10 = 0.9
Average Page Views for page 4 = 8/10 = 0.8
Average Page Views for page 5 = 11/10 = 1.1
Average Page Views for page 6 = 12/10 = 1.2
Average Page Views for page 7 = 5/10 = 0.5
Average Page Views for page 8 = 8/10 = 0.8
Tota average = 2.2 + 0.4 + 0.9 + 0.8 + 1.1 + 1.2 + 0.5 + 0.8 / 8 = 0.98

- **Time per task:**

	sign Up	login	edit profile	start session	search friend	find session	create community	schedule session	add new post	Sum
User 1	2/m	2/m	1/m	3/m	4/m	1/m	1/m	2/m	1/m	**17/m**
User 2	1/m	1/m	1/m	2/m	2/m	1/m	1/m	1/m	1/m	**11/m**
User 3	3/m	1/m	1/m	1/m	3/m	2/m	1/m	2/m	1/m	**15/m**
User 4	2.5/m	3/m	2/m	4/m	3/m	2/m	1/m	2/m	1/m	**20.5m**
User 5	5/m	2/m	1/m	2/m	4/m	1/m	2/m	1/m	1/m	**20/m**
User 6	6/m	2/m	2/m	4/m	3/m	1/m	2/m	1/m	1/m	**22/m**
User 7	2/m	1/m	2/m	3/m	4/m	3/m	1/m	1/m	1/m	**24/m**
User 8	1/m	1/m	2/m	4/m	1/m	2/m	2/m	2/m	1/m	**16/m**
User 9	6/m	2/m	1/m	4/m	2/m	2/m	1/m	2/m	1/m	**21/m**
User 10	3.5/m	2/m	1/m	1/m	2/m	2/m	1/m	1/m	1/m	**14.5/m**

Table(2) Binder user experience metrics-behavioral-Time per task

Total sum = 232
Time Per Task = 232 / 10 = 23.

- **Task Success**

	sign Up	login	edit profile	start session	search friend	find session	create community	schedule session	add new post
User 1	1	1	1	1	0	1	1	1	1
User 2	0	1	1	0	1	1	1	1	1
User 3	1	1	1	1	1	1	1	1	1
User 4	0	1	1	0	1	1	1	1	1
User 5	1	1	1	0	0	1	1	1	1
User 6	1	1	1	1	1	1	1	1	1
User 7	0	1	1	1	1	1	1	1	1
User 8	0	1	1	0	1	1	1	1	1
User 9	0	1	1	1	1	1	1	1	1
User 10	1	1	1	0	1	1	1	1	1
percentage	50%	100%	100%	50%	%80	100%	100%	100%	100%

Table(3) Binder user experience metrics-behavioral-Task success

Task success rate is: (50+100+100+100+50+80+100+100+100+100)/9= %97

- **Error Rate**

	User 1	User 2	User 3	User 4	User 5	User 6	User 7	User 8	User 9	User 10
Number of mistake	5/9	6/9	3/9	2/9	2/9	4/9	4/9	1/9	3/9	5/9

Table(4) Binder user experience metrics-behavioral-Error rate

The average error occurrence rate: (5+6+3+2+2+4+4+1+3+5) / (10*9) = 38%

Attitudinal :

- **SUS (System Usability Rate)**

	The System Usability Scale Standard Version	Strongly Disagree				Strongly Agree
		1	**2**	**3**	**4**	**5**
1	I think that I would like to use this system frequently.	1	3	4	2	0
2	I found the system unnecessarily complex.	0	1	3	4	2
3	I thought the system was easy to use.	2	3	4	1	0
4	I think that I would need the support of a technical person to be able to use this system.	8	2	0	0	0
5	I found the various functions in this system were well integrated.	3	2	4	1	0
6	I thought there was too much inconsistency in this system.	0	2	2	3	3
7	I would imagine that most people would learn to use this system very quickly.	0	0	1	2	7
8	I found the system very awkward to use.	0	2	5	1	2
9	I felt very confident using the system.	0	1	5	3	1
10	I needed to learn a lot of things before I could get going with this system.	5	2	3	0	0

Image(1) Binder user experience metrics-Attitudinal-SUS

1- (1*1+2*3+3*4+4*2+5*0) = 2.7
2- (1*0+2*1+3*3+4*4+5*2) = 3.7
3- (1*2+2*3+3*4+4*1+5*0) = 2.4
4- (1*8+2*2+3*0+4*0+5*0) = 1.2
5- (1*3+2*2+3*4+4*1+5*0) = 2.3
6- (1*0+2*2+3*2+4*3+5*3) = 3.7
7- (1*0+2*0+3*1+4*2+5*7) = 4.6
8- (1*0+2*2+3*5+4*1+5*2) = 3.3
9- (1*0+2*1+3*5+4*3+5*1) = 3.4
10- (1*5+2*2+3*3+4*0+5*0) = 1.8
2.7+2.4+2.3+4.6+3.4 - 5 = 10.4
3.7+1.2+3.7+3.3+1.8 - 25 = 11.3
(10.4 + 11.3) * 2.5 = 54.25%

Looking at a respondent's answers and the corresponding number score for each response, you can tabulate the overall SUS score by using the following framework:

- Add up the total score for all odd-numbered questions, then subtract 5 from the total to get (X).
- Add up the total score for all even-numbered questions, then subtract that total from 25 to get (Y).
- Add up the total score of the new values (X+Y) and multiply by 2.5.

    Example scoring:

    Odd = (4+5+3+4+3) = 19 − 5 = 14

    Even = (2+1+3+1+1) = 25 − 8 = 17

    SUS Score: (14+17) x 2.5 = 77.5

    Odd − questions 1, 3, 5, 7, and 9

    Even − questions 2, 4, 6, 8, and 10

By following the scoring tabulation methodology above, you'll then get a SUS score out of 100 (in this case, 77.5/100). Note that this is not a percentage score but a total score out of 100. The average SUS score is 68, and scoring above or below the average will give you immediate insight into the overall usability of the design solution.
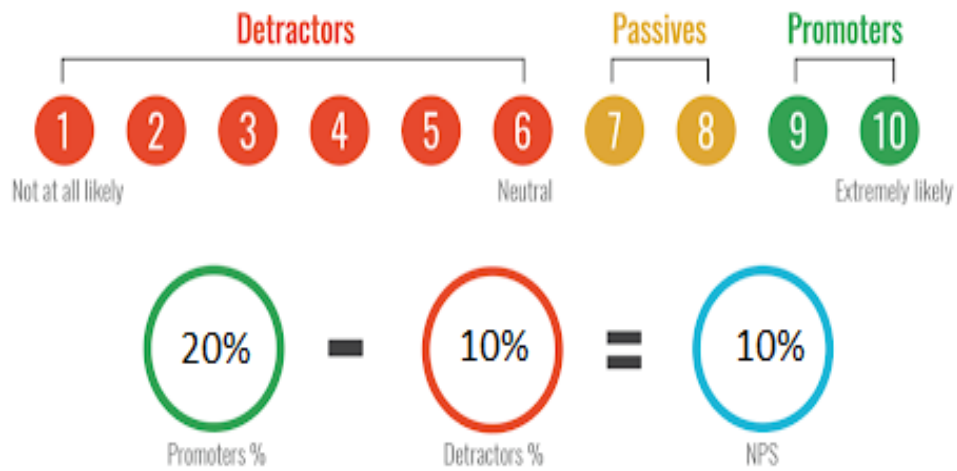
52.2%

- ### CSAT (Customer Satisfaction)

Image(2) Binder user experience metrics-Attitudinal-CSAT

52%

- **NPS (Net Promoter Score)**

Image(3) Binder user experience metrics-Attitudinal-NPS