

Research Findings

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Binder-Study Together And Make New Friends

Bored Of Studying Alone?

struggling with finding a suitable study environment or
feeling isolated when studying alone?

[binder]

You find it difficult to stay organized and manage your
time effectively while studying?

You Are overwhelmed while studying?

[bindr]

[Community Guidelines](#) [Safety](#) [FAQ](#)

[Log in](#)

[Get Started](#)



Bored of studying alone?

Study together & Make new friends 🌟✨❤️

[Get started](#)

Free and Safe for everyone.



How to use Bindr?

- 1 Say "Hi" in the chat 👍

- 2 Start studying 📚

- 3 Make new friends and have fun ❤️



Study Goals

- The study's primary focus is understanding the user experience of the application among university students.
- To gather data and insights.
- The research team used design methods and techniques, usability testing and user interviews, to further explore the user experience.
- The goal of the research is to identify areas for improvement and gather feedback to inform the development process.



Key Research Questions

- What are the key usability challenges that users encounter when using the application?
- How does the system performance impact the user experience of the application?
- How effective is the interaction design in facilitating the user's ability to achieve their goals?
- How does the visual design of the application affect the user's experience and perception of the brand?
- To what extent do users understand and retain the content presented in the application?

Persona

Sample

Ten university students were selected to serve as personas for this research project. These students were chosen to represent a diverse range of ages, majors, and academic backgrounds, in order to provide a well-rounded and representative sample. Each of the students was interviewed in-depth about their academic and personal lives, in order to gain insight into their needs, goals, and motivations. These personas served as a useful tool for understanding the needs and preferences of the target user group, and for developing targeted and effective solutions for their needs.



Schedule

Date	7 Dec 2022	
The place	At the university at B5 in the College of IT.	
Time	What do	note
12:00 - 12:10	Welcome and explanation of the application.	Welcome and explain the website and what you have to do.
12:10 - 1:00	Observation	We asked the students to try the program with all its features, and we asked them to record the screen during use, put the phone camera on, and we left.
1:00 - 1:10	Break	To ensure the comfort of the users, we gave them a rest period and offered them juice, and explained to them the next step.
1:10 - 2:00	Ask	After they became familiar with the site and experienced all its features, we asked the questions that we prepared for them, took the necessary notes, and recorded their answers to convert them into information that we benefit from to develop and improve the site.

Focus group Observation:



Focus group interview



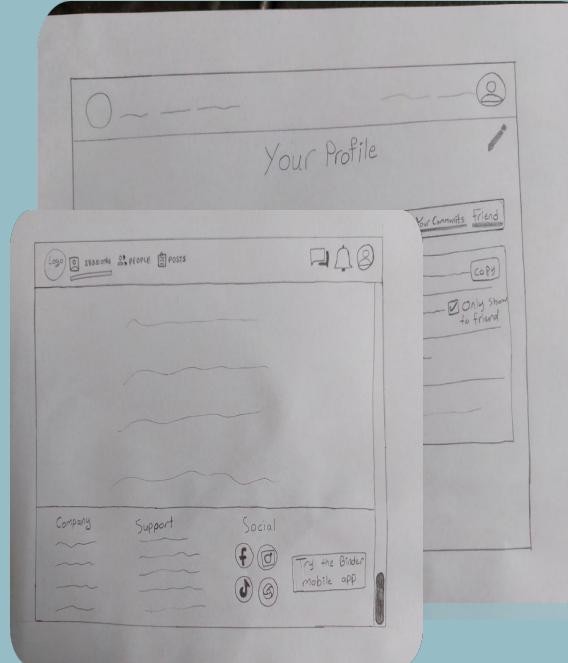
Methods & Approach



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.
 - We believe that the **People** feature will enable users to view their sessions to be able to search for a friend to view their posts.
 - We believe that the **Posts** feature will allow users to search for a friend to view their posts.
 - We believe that the **create own community** because they want to send invitations to people.
 - We believe that the **Stats** feature will monitor the hours of progress of university students.
 - We believe that the **Set Timer** feature will duration of the study and the duration of the b
 - We believe that the **Add tasks** feature will want to complete within the session.
 - We believe that the **registration and login** students.
 - We believe that The design of the site, its appeal to the students.
 - We believe that using the application on t
- Was there any information or features to improve that you think are missing?
 - 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 steps taken in the software that you think we should improve or design differently?
 - 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 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.”
 - Was there any content you'd like to see us offer?
 - User 1 : “Home design”
 - User 3 : “Profile page is inconsistent”
 - User 6 : “The page layout is not good”
 - Content Understanding :
 - 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.”

Ask



Observation

Sketches

Overview



It turns out that we were wrong about...

- We were wrong about several features, including the "watching youtube", the create own community, the Stats, the registration and login , and the design of the site. These features were believed to be less beneficial or useful for university students.



It turns out that we were right about...

- We were right these feature , Live sessions, the schedule session time, Posts the Set Timer, the Add tasks feature, and the use of the application on the phone. These features were believed to be beneficial and useful for university students.



Shocks!

- The design of the site, its colors, and the arrangement of the features did not appeal to them.

KEY INSIGHTS

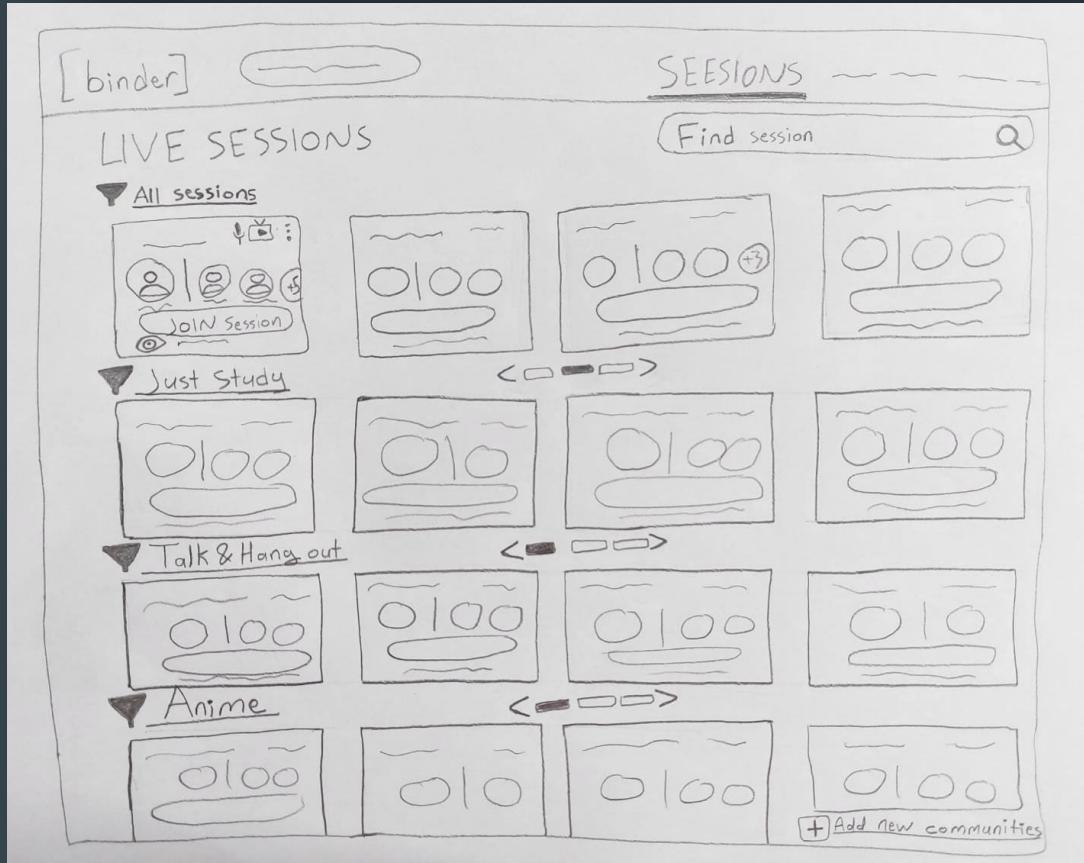


Key Insights

Difficulty navigating the website

Why?

Sketch solution



Key Insights (Contd)

Lack of personalization

Users expressed a desire for more personalized and relevant content and recommendations. They reported feeling frustrated when they were shown generic or irrelevant content, and said that they would be more likely to engage with and return to the site if it offered more personalized and targeted content.

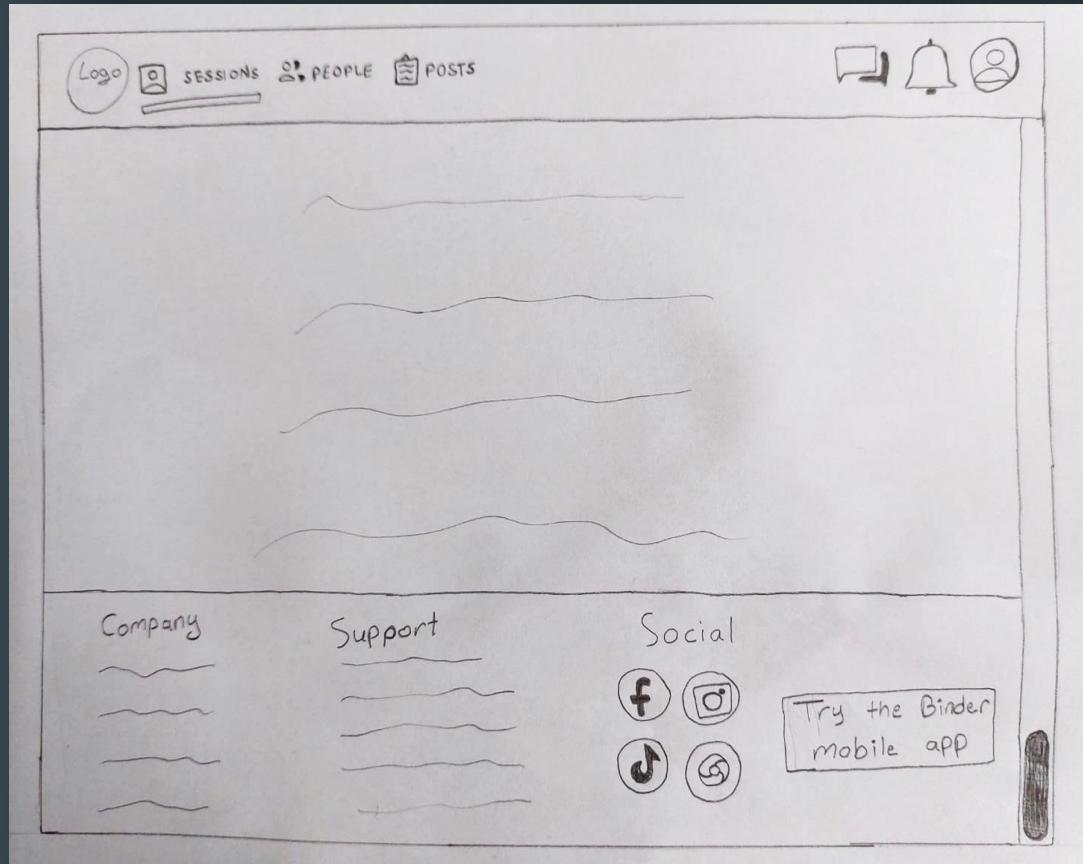
Why?

Due to a desire to feel connected to the site and to see content that is relevant and meaningful to them.

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

Pageview KPI

Sketch solution



Key Insights (Contd)

Complexity of the registration process

During usability testing, users reported annoyed when trying to create an account on the site. They said that the process was too long and complex, with too many required fields and unnecessary questions, and some users abandoned the process before completing it due to the perceived difficulty.

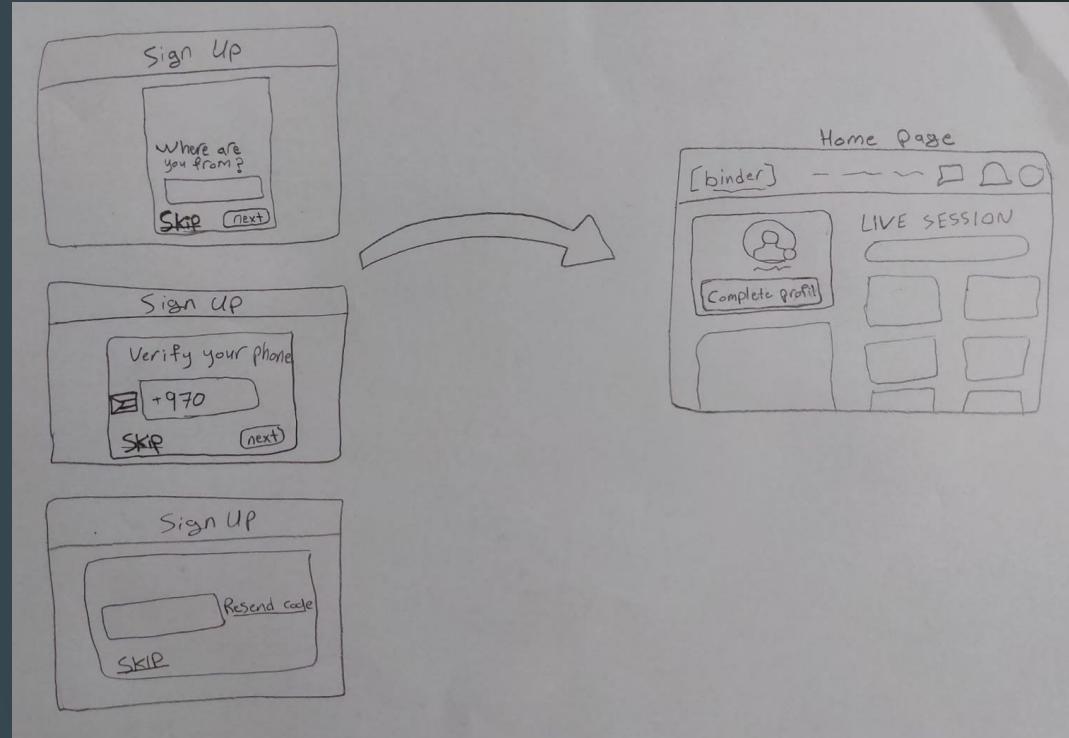
Why?

Due to unnecessary fields and questions or a lack of clear guidance and instructions.

Sign Up	
Users Completed the Task	8
percentage	80%

Task Success KPI

Sketch solution



Key Insights (Contd)

Confusing and cluttered layout

The layout of the website is confusing and cluttered, causing difficulties for users in understanding the organization of content and finding the information they need.

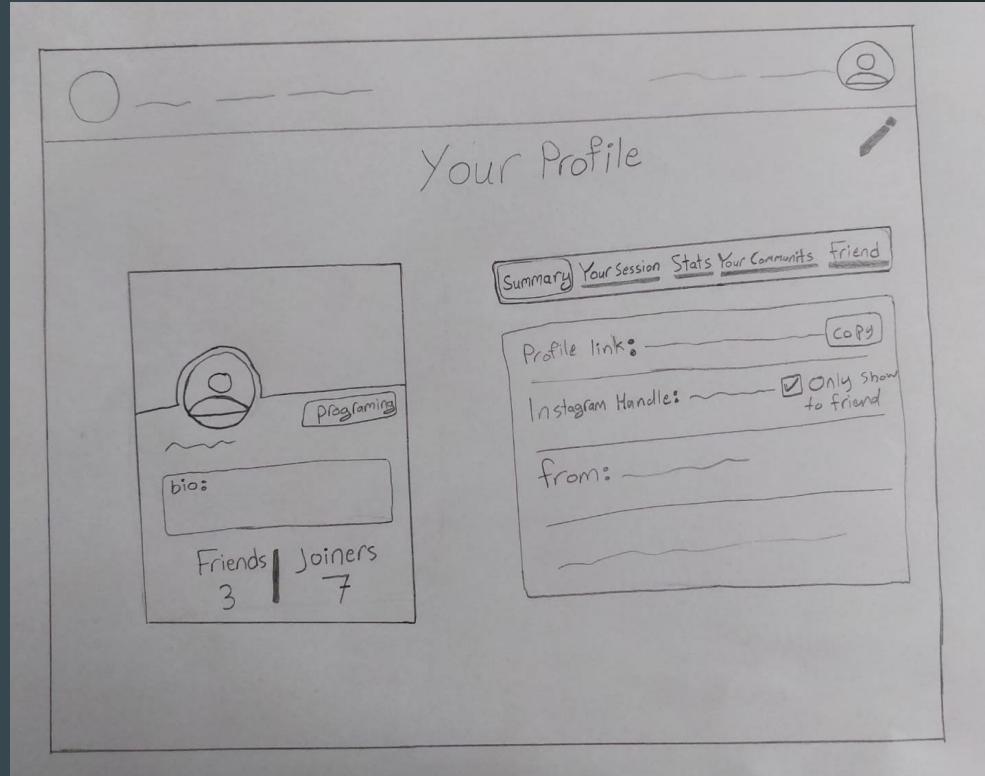
Why?

Due to a lack of clear hierarchy and organization or an excess of information and distractions on the site and some of them not even working .

	Sign Up	Login	Edit Profile	Start Session	Browse a Community	Find Session	Create Community	Delete a Session	Add New Post
Users Completed the Task	8	10	3	3	10	4	9	0	10
percentage	80%	100%	30%	20%	100%	40%	90%	0%	100%

Task Success KPI

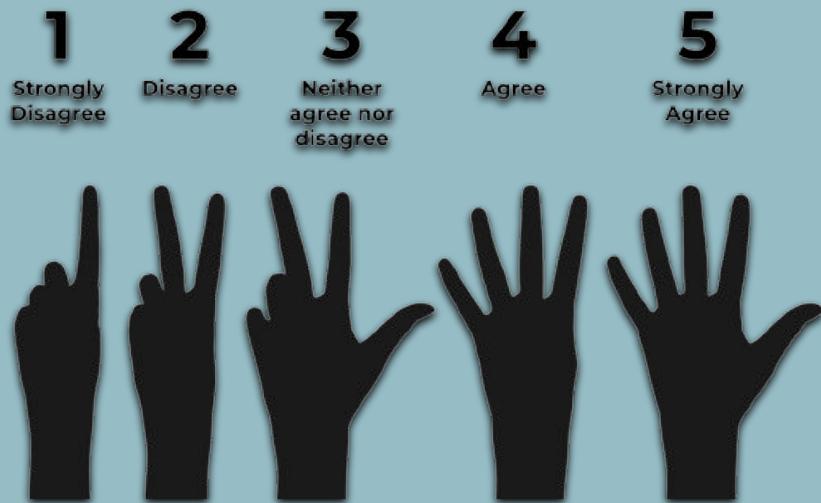
Sketch solution



Key Insight (Contd)

The Five Finger Survey results indicated that users had mixed feelings about the software usability. Some found it easy to use and comfortable, while others found it difficult to learn and use.

On-screen messages and information were generally clear and easy to understand, but the organization of information on the UI screens and the visual appeal of the user interfaces received lower ratings. Overall, most users were satisfied with the software's ease of use and believed it would make their job easier, but some were not satisfied with their experience.

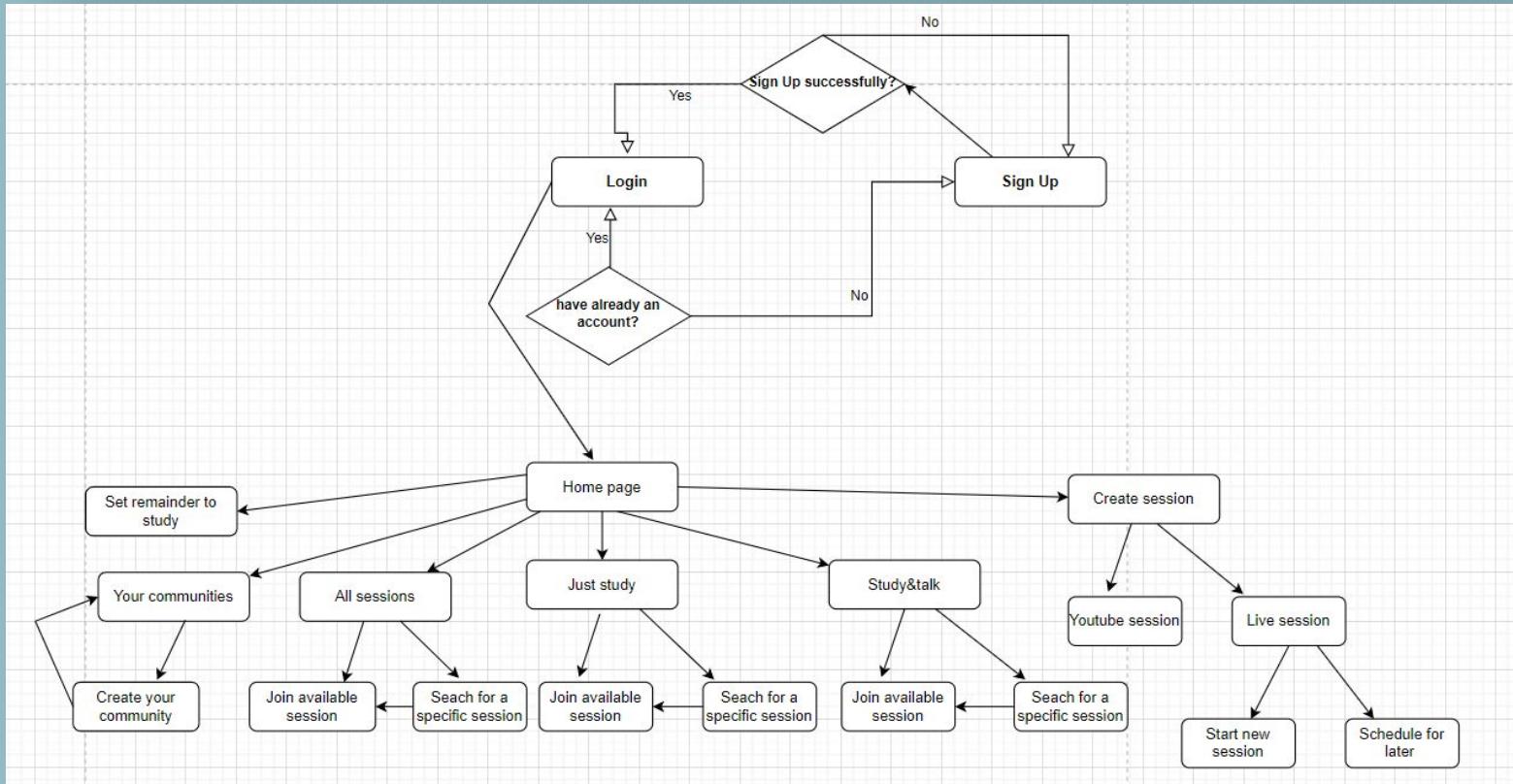


USER INTERVIEWS

“ It was frustrating and
wasted a lot of my time.”

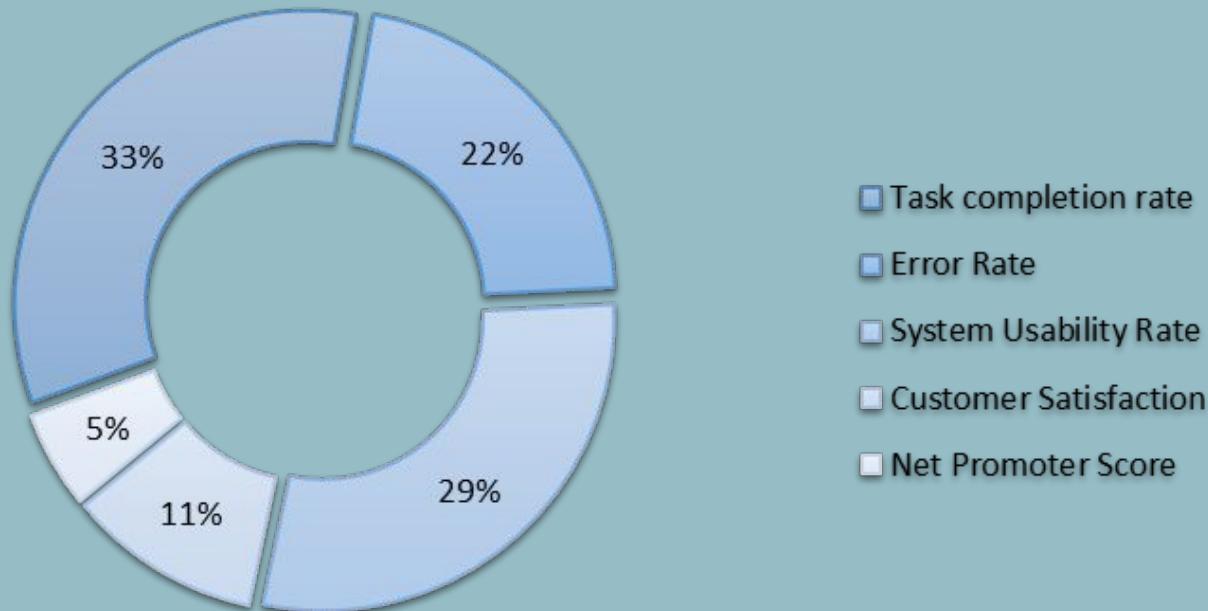
University student
Ahmad omar

User Flow



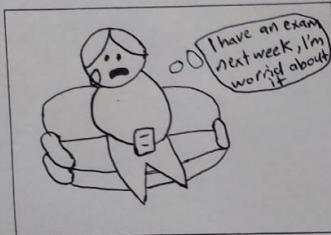
Evaluation Metrics

KPI Metrics



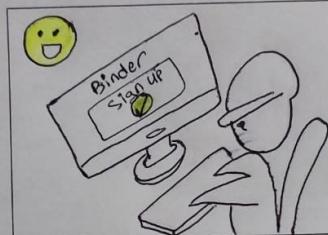
STORYBOARD

PERSONA: Ahmad Omar
(University student)



Ahmad has an exam next week and he is worried about his studies. His friend told him about Binder website.

USER STORY/SCENARIO:



He decided to try it and sign up without problems with entering important data only and entered the homepage.



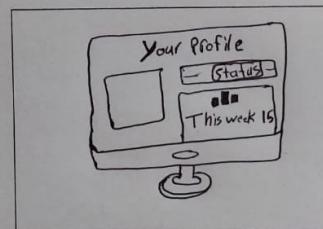
He found all sessions in an organized manner and search for a 'just study' future and entered it without any problems.



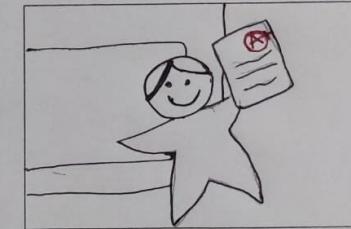
He found a friend during the session who answered his questions in chat and decided to add him as a friend to talk later.

PAGE #

PROJECT/TEAM: Binder team



After a period of using a site he wanted to see his activity status during the week to motivate him to study more.



Finally after using it daily, he solved the study problems and got a full mark in the exam.

DATE: 20 Dec

STORYBOARD NNGROUP.COM

Key Insights

High Level Theme	Recommendation	Team
Improving the visual design of the website	<p>Improve the design of the website to appeal to university students. This could include updating the colors and layout to be more visually appealing and professional.</p>	Binder-Team
Usability and System Performance	<p>Streamline the registration and login process. This could involve reducing the number of required questions or allowing users to skip certain questions if they do not apply to them.</p> <p>-Enhance the live session feature by adding more categories and sorting options to allow users to find sessions that align with their interests and goals.</p> <p>- Increase the usability of the stats feature by making it more user-friendly and visually appealing. This could involve adding more customization options or displaying the data in a more easily digestible format.</p>	Binder-Team