IFN591

Assignment 3 Portfolio
Virtual Psychologist

Team 1

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Yena Park	n10837353

UX Team

Doris Che

Doris is a Master of Information Technology student majoring in Data Science at QUT. Living in Brisbane for 10 years now. She graduated in Bachelor of Civil Engineering at UQ in 2017. As she has work experience with clients for two years, now she wants to explore more in the UX & UI fields to gain more knowledge and apply to the real world project. Doris has good communication skills and strong ampathysis with clients, which helps to understand the needs and determine the goals of the project. Doris has contributed to this project by providing good hand sketch and design techniques, and communicate with clients to understand the scope and needs of this project.
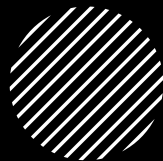
Angel is a Master of Information Technology student majoring in Software Development at QUT. She has a background in studying Hotel and Tourism management for 3 years and has work experience in service industry for more than 5 years. From her working and study background, she is good at understanding the customer behaviour and analysing their user experience. Angel has contributed to this project by providing insight on how to improve customer experience. She has good interview techniques and constantly participated to the project.

Angel Wong

UX Team

Yena Park

Yena is a Master of Information Technology student majoring in Computer Science at QUT. Having grown up in Korea, and currently lived in Australia.
She studied a Bachelor of Economics at Ewha, and now she is excited to start her career in ICT. Yena is good at presenting data visualisations in an effective way. She has a strong skill to precisely analyse and address the ideas that she wants to deliver, which has contributed to the project in a deep understanding of problem stages as well as in the design ideas of the prototype and the portfolio.

"Our team scheduled regular team meetings every week during the project. All members have involved in all the phases of the design and provided creative ideas from multiple aspects to the project. Three of us have the same goal and high standards to achieve the better outcome. We have encouraged each other and enjoyed working together as a team."
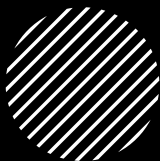
Design Brief

Refined Problem

Problems

Research from the previous UX study has elaborated that the current booking bot system of Virtual Psychologist has only accomplished **simplicity** and **efficiency.**

After the discussion about findings of each team member, we concluded the main problems:

♦ **Lack of instruction**

♦ **Simple and unprofessional user interface design**

Objectives

Two facets of Peter Morville's honeycomb which need to be improved based on combining the comprehensive insights from all participants:

◆ **Usability**

to make the whole booking process **user friendly** not causing any uncertainty but feeling satisfied and inclined to book again.

◆ **Credibility**

for users to **ensure** against being misled by providing professional interface and preventing them from feeling insecure.

Maintain simplicity while **improving usability** and **credibility**

Objectives

♦ **Modify UI design and structure consistently**

♦ **Additional information and guidance**

Target Audience

Employee of the Australian organisation who have participate in the **corporate solutions**

Scope

The scope of the project focus on the **Corporate solutions** within Australia

Although it is for global clients, this project restricts to **English speakers** living in Australia as the given system is **Australian version**
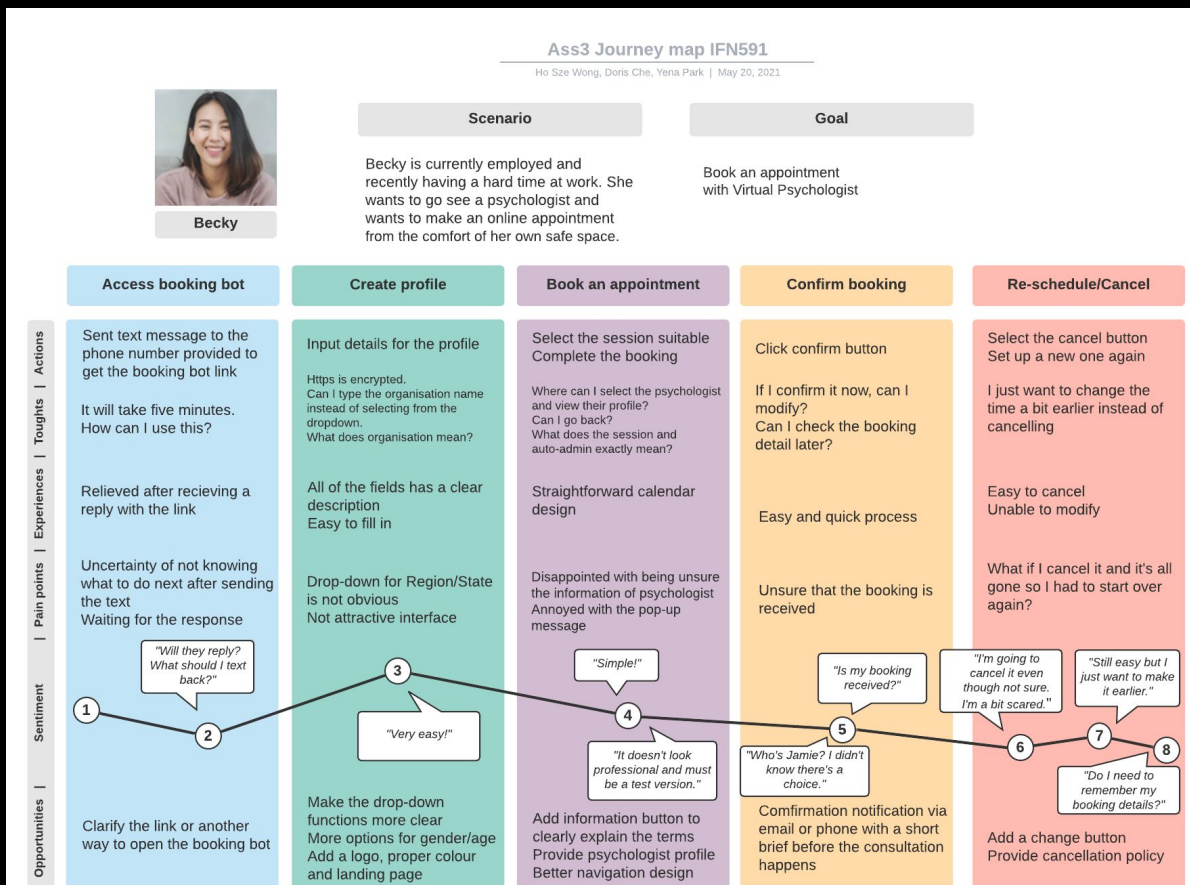
Design Process

From design specifications through
to design iterations

Design Process 1: New Journey Map

This journey map displays the **combined findings** of our past UX study as a **single journey** based on six participants.

This shows **the experience flow of a target persona would take** when they book an appointment using the booking bot.

Ass3 Journey map IFN591

Ho Sze Wong, Doris Che, Yena Park | May 20, 2021

Becky

Scenario	Goal
Becky is currently employed and recently having a hard time at work. She wants to go see a psychologist and wants to make an online appointment from the comfort of her own safe space.	Book an appointment with Virtual Psychologist

	Access booking bot	Create profile	Book an appointment	Confirm booking	Re-schedule/Cancel
Actions	Sent text message to the phone number provided to get the booking bot link It will take five minutes. How can I use this?	Input details for the profile Https is encrypted. Can I type the organisation name instead of selecting from the dropdown. What does organisation mean?	Select the session suitable Complete the booking Where can I select the psychologist and view their profile? Can I go back? What does the session and auto-admin exactly mean?	Click confirm button If I confirm it now, can I modify? Can I check the booking detail later?	Select the cancel button Set up a new one again I just want to change the time a bit earlier instead of cancelling
Thoughts					
Experiences	Relieved after recieving a reply with the link	All of the fields has a clear description Easy to fill in	Straightforward calendar design	Easy and quick process	Easy to cancel Unable to modify
Pain points	Uncertainty of not knowing what to do next after sending the text Waiting for the response	Drop-down for Region/State is not obvious Not attractive interface	Disappointed with being unsure the information of psychologist Annoyed with the pop-up message	Unsure that the booking is received	What if I cancel it and it's all gone so I had to start over again?
Sentiment	"Will they reply? What should I text back?" ① ②	"Very easy!" ③	"Simple!" "It doesn't look professional and must be a test version." ④	"Is my booking received?" "Who's Jamie? I didn't know there's a choice." ⑤	"I'm going to cancel it even though not sure. I'm a bit scared." "Still easy but I just want to make it earlier." ⑥ ⑦ ⑧ "Do I need to remember my booking details?"
Opportunities	Clarify the link or another way to open the booking bot	Make the drop-down functions more clear More options for gender/age Add a logo, proper colour and landing page	Add information button to clearly explain the terms Provide psychologist profile Better navigation design	Comfirmation notification via email or phone with a short brief before the consultation happens	Add a change button Provide cancellation policy

Design Process 2: Problems Findings

UI Design Problems

♦ Increase the **font size**

♦ Refine the **drop down button**, make it **obvious and clear**

♦ Re-design the way to show **the booking confirmation** instead of the pop-up message

♦ Add **Logo** to reinforce the reputation

♦ Modify the **colour of the button** by using green colour for the button that the user expects to go to the next stage such as **'booking'** **instead of 'view profile'**

Functional Problems

♦ Add information button to provide **description of 'Organisation' & 'Sessions'**

♦ Add **Q&A or 'Support'** sections to allow clients to have any chance to get help in case they feel confused

♦ Add **more option for user to select** in the drop down list of 'Gender' and 'Age', such as **'Prefer not to say'**

♦ Provide **more information of psychologists**, such as photo, age category, gender,major and study background

♦ Add a **progress bar** for the booking part, such as 'Step 1 Select Service Type > Step 2 Select Psychologist & Date > Step 3 Confirmation'

♦ Create the **'Reschedule appointment' button** instead of cancelling and booking again

♦ Add the **cancellation policy** to clarify cancellation terms before user click the cancel button

Design Process 3: Hand Sketch & Prototype 1

During the early stage of research study, we have **combined the feedbacks from six participants** and summarised in Problem Findings (slice 12-13). We have **refined the design objectives** based on Honeycomb framework.

The design of **hand sketch** and **prototype 1** indicated **the improvement on finability, usability and credibility**. The following slides shows the key changes in Prototype 1. The full hand sketch design and prototype 1 can be found in Appendix A and B.

Hand Sketch & Prototype 1.0

Create user profile page of prototype 1.0 now with:

- **Information button** was added next to **'Organization'**

- Make the **drop-down button clear and obvious**

- Modify the **'Confirm' button to green**

Hand Sketch & Prototype 1.0

The home page after logging in now in prototype 1.0 with:

- **Information button** added besides **'24 sessions left'** to provide the description
- Increase **the button size**, which is easier for user to click on mobile app
- Add **'Support' option** to give more instruction
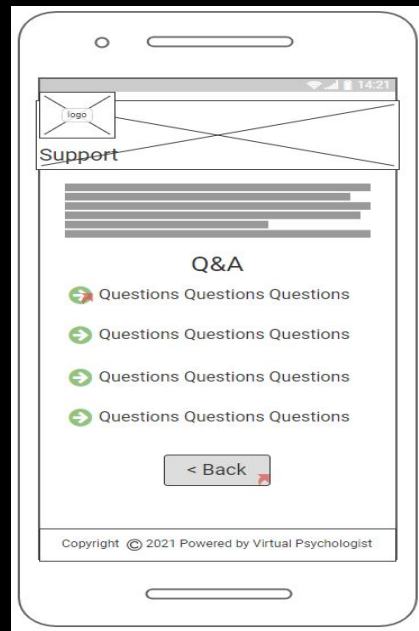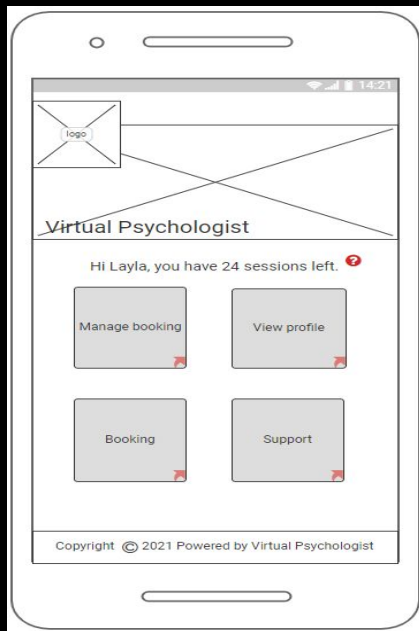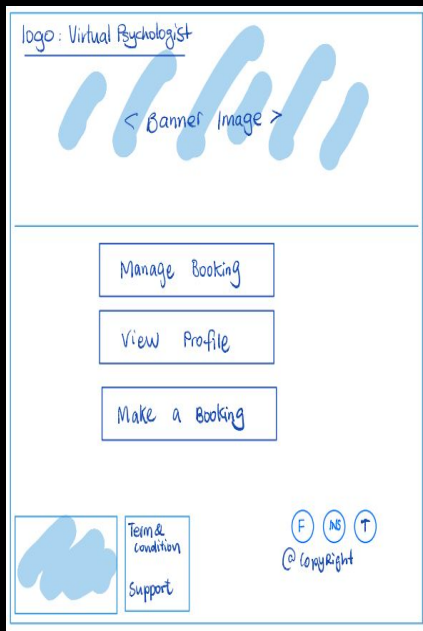
Hand Sketch & Prototype 1.0

The booking process and psychologist profile have new changes now in prototype 1.0 with:

- Add a **progress bar** to indicate the current status to the user
- Allow the user to view the **detail psychologist profile**
- Contain **more information of psychologists**
- Able to select **multiple psychologists** to view the **availability**
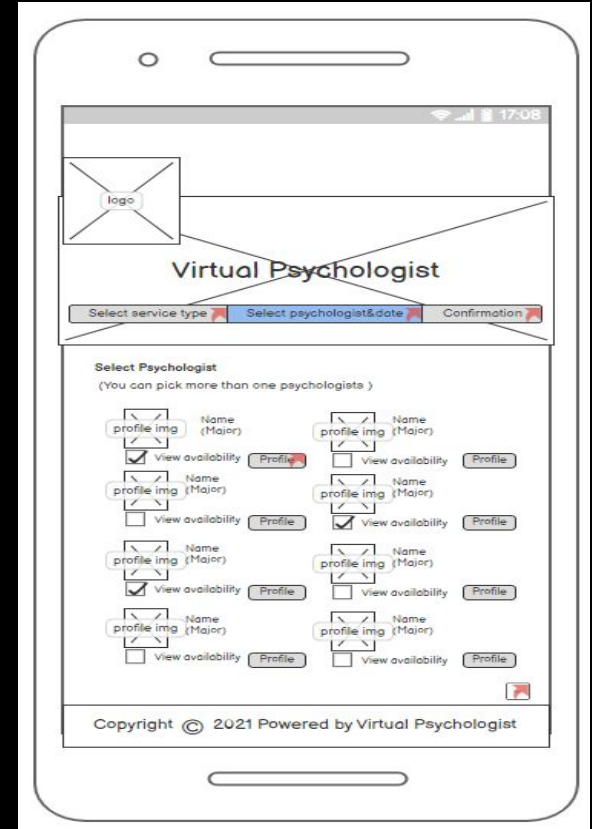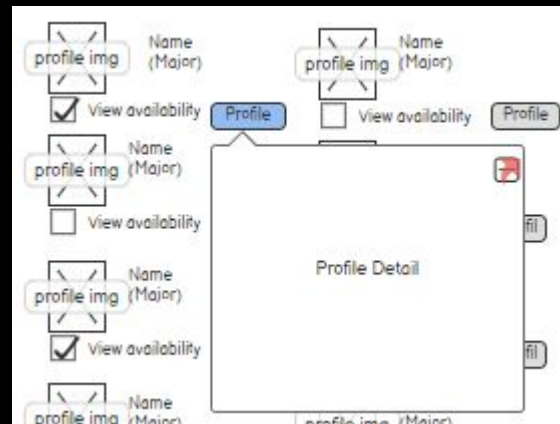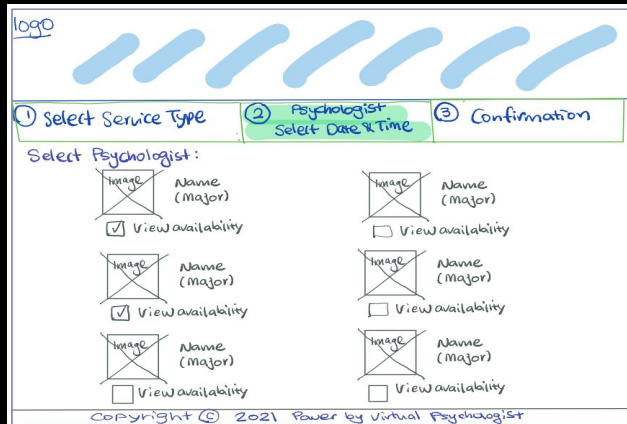
Hand Sketch & Prototype 1.0

New confirmation page of prototype 1.0:

- Add a **new page for 'Booking confirmation'** to show the detail information of the appointment
- Allow the user to **async the booking to calendar**
- Modify the **'Confirm' button to green**

Feedback 1

♦ **Bigger button size** especially considering mobile environment

♦ **Change the colour** for the **cancel policy** in case the user missed it
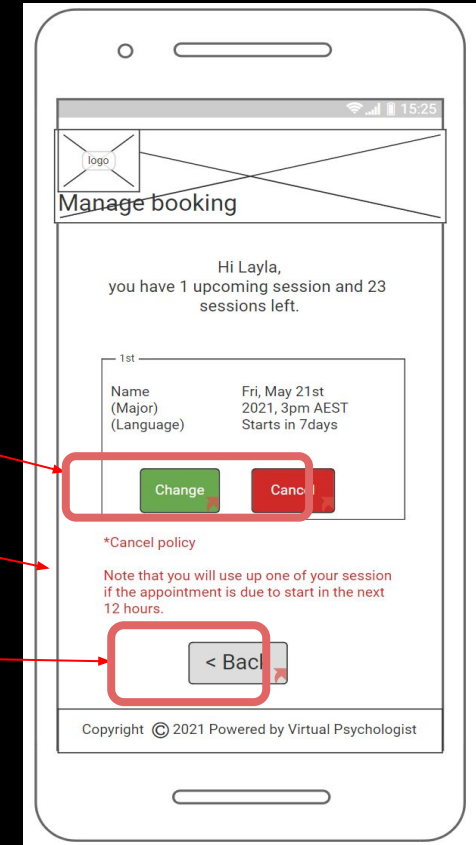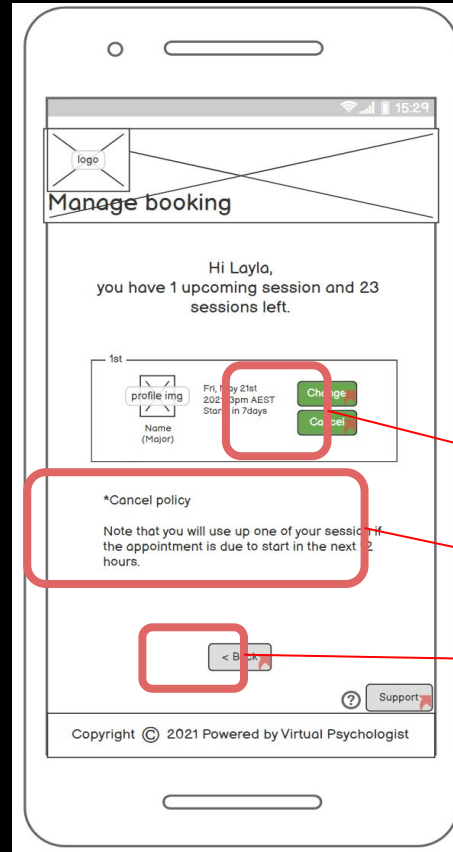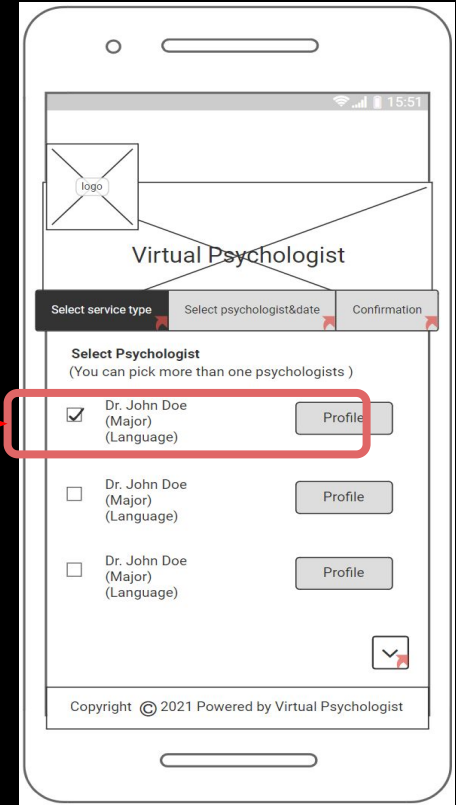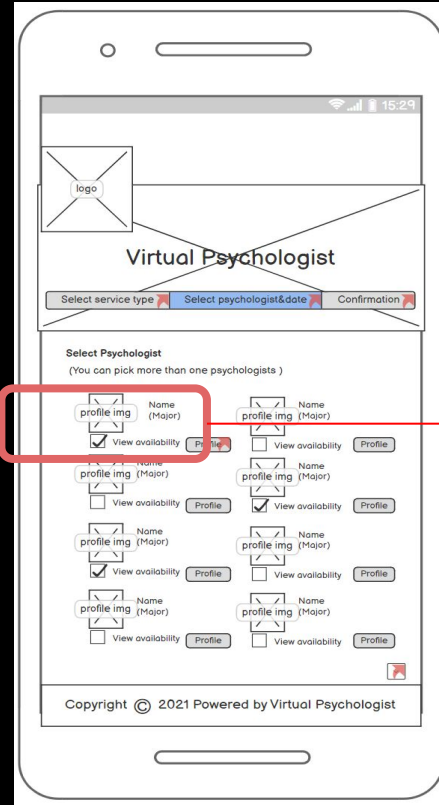
Feedback 2:

♦ **Reduce the information** in the select psychologist page as it is **overwhelming on the mobile application**

Feedback 3:

♦ **Remove the image of the psychologist** as it might create bias from a privacy perspective, there has been occasions where **removing photos has helped counsellors to be booked**

Evaluation Method

Evaluation Method

Based on the feedback from the previous UX study, we have **combined the feedbacks from six participants** and summarised in Problem Findings (slice 12-13). We have **refined the design objectives** based on Honeycomb framework.

The design of **hand sketch** and **prototype 1.0** indicated **the improvement on finability, usability and credibility**. The following slides shows the key changes in Prototype 1. The full hand sketch design and prototype 1 can be found in Appendix A and B.

The aim of this study is to **evaluate the prototype** that has been **developed based on** the findings of **participants' exploration** and **real world partner feedback**. Two same participants with the previous study were invited to three methods. Both participants were provided with consent form to complete before the interview.

Evaluation Method

♦ Participant Overview

Participant 1

Participant 1 is a 23-year-old female who is currently working in hospitality service. She is a Hong Kong citizen who moved to Australia 4 years ago. She can speak fluent Chinese and English. The booking systems she has used before include a travelling booking system and a vet booking system. She expects the booking process to be easy to use and able to complete in 10 minutes. Most of the time she likes to use her laptop to make a booking. She is comfortable with using technologies such as smartphones and laptops.

Participant 2

Participant 2 is a 24-year-old female who is working and living in Hong Kong. She is currently working for a Bank as a money laundering officer. She can speak fluent Chinese, English and a bit of French. Most of her experience with a booking system is using a tourism booking system, such as Airbnb, booking.com etc. She expects a booking process to be able to complete in 5 minutes. She is comfortable with technology such as smartphone and laptop, as she uses them in daily life.

Evaluation Method

♦ Usability Test : Do

The purpose of the usability test is to allow the interviewer to **observe the participants interaction with the booking system**. Participants were asked to perform predefined set of tasks with a scenario. The tasks were performed on the refined Virtual Psychologist booking bot prototype.

The usability test was conducted **face-to-face**, participants needed to open the corresponding website using the link provided. The tasks include **reviewing the create profile page, making a booking, changing the booking** and **canceling the booking**.

During the usability test, participants were expected to perform the tasks **without researcher intervention** unless needed. As a researcher, we provided an explanation on the tasks without interrupting the original performance of the user.

Evaluation Method

♦ Interview: Say

A **semi-structured interview** was conducted **after the usability test**. The interview questions were designed **based on the Peter Morville's honeycomb model** and usability test content. In the interview, the participant was asked to share their user experience based on the prototype usefulness, usability, findability and credibility. The interview also collected the participants opinions on **what need to be improved** if there is any.

All the questions were **open-ended questions**. When the participant provided a brief answer such as "Yes" or "No" more follow up questions were asked. The Interview method was used because it allows the interviewer to gain a detailed and comprehensive response from the participant regarding to their user experience. As experience and feelings are very subjective, a semi-structured interview question can guide participants to express their thoughts easier.

Evaluation Method

♦ Card Sorting: Make
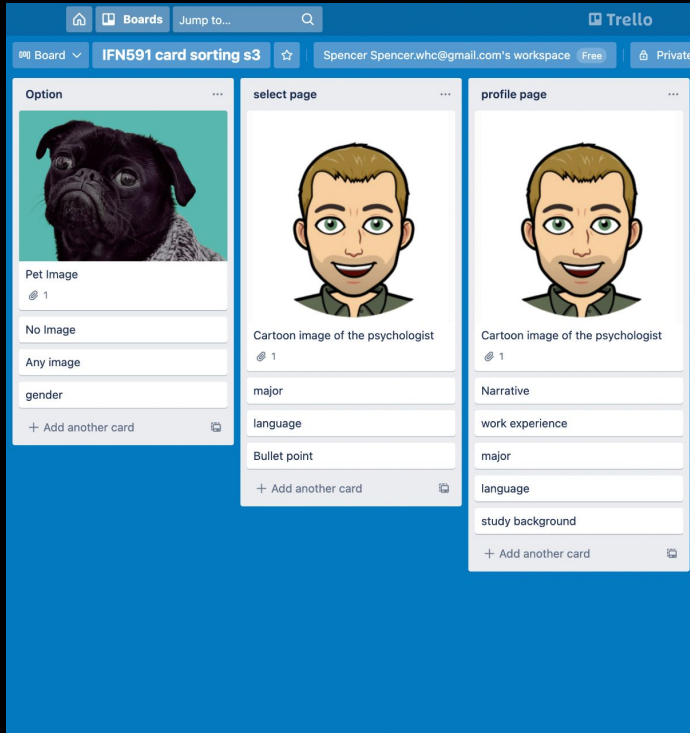
Card sorting method was used to help participants **visualise their suggestion**. The aim was to study what is **the key information** that affects the user's decision on **choosing the psychologist** when there's no real person image provided. As based on the real world partner feedback, the real person image might trigger unnecessary bias towards the psychologist and affecting user choice. Therefore, it is important to not include any real image in the psychologist profile page.

In order to improve the prototype for the select psychologist page and detailed psychologist profile page, participants were given **a set of attribute related to the profile**, and they needed to sort the cards they think as important for decision making. The tasks was conducted on Trello. They can break up the attribute or create a new attribute if they want to. After participants finish the card sorting, the interviewer asked them why they chose some cards.

Evaluation Method

♦ Analysis process

As the data collected was **qualitative**, we had use **thematic analysis** for the analysis process.

First of all, after the interview, all the **recordings was transcribed** using Otter.ai. Based on the transcript and field notes taken, an **affinity diagram** have been developed and presented.

Peter Morville's honeycomb model was used as the theme to assign the coded found from the data.

Useful	Usable	Findable	Credible
Booking confirmation	Simple to use	Very easy to navigate	The company logo
Easy to modify the booking	Quick booking process	Big and bright color button	Psychologist information
clear instruction and questions	No redundant information and button	The progress bar font size is too small	Improved interface design
Progress bar is clear	Wrong order for the personal profile details		

Findings

New design improves usability, findability, accessibility, and credibility.

Overall, it is easy and efficient to make a booking with proper instruction.

User's Experience

Useful

- Booking confirmation
- Easy to modify the booking
- clear instruction and questions
- Progress bar is clear

The following quote is related to **usefulness** of the prototype 2.0.

"I like the booking reconfirmation, it make me feel secure that I actually did booking something." -P1

"Now I can easily change my booking without cancelling it, which is so much better then before where I can only cancel the booking." -P2

"All the detail and questions is what you will usually see on the booking website."-P2

"I really like the progress bar, it gives me a clear idea of how many step it's in the booking process and which step i'm in right now."-P1

User's Experience

Usable
- Simple to use
- Quick booking process
- No redundant information and button
- Wrong order for the personal profile details

The following quote is related to **usability** of the prototype 2.

"This user interface is too easy to understand, everything is just there for you."-P2

"I like the booking process is simple and feels like the progress bar can indicate me where I am upto so far, which is nice."-P2

"Questions is on point and easy to understand."-P1

User's Experience

Findable

- Very easy to navigate
- Big and bright color button
- The progress bar font size is too small

The following quote is related to **findability** of the prototype 2.

"The button size is big and clear to see, so good!" -P1

"I like how I can navigate back and forth through the progress bar." -P1

"But the size of the font in the progress bar is a bit hard to see." -P2

User's Experience

Credible

- The company logo
- Psychologist information
- Improved interface design
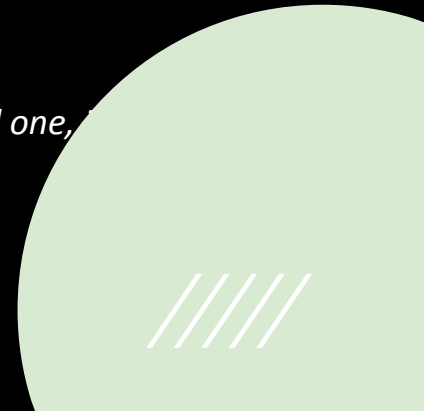
The following quote is related to **credibility** of the prototype 2.

"I remember before when I first use this website, I really doubt if this the real website as there's no logo or company name whatsoever, so it is great to able to see something real now." -P1

"I think the psychologist information is really important for me to make booking, as I need the information to see if I can trust that person."-P2

"The user interface design improved a lot from the original one, it looks more professional now."-P2

Re-design suggestion

Based on the **data collected from two participants**, their user experience can be discussed using the Peter Morville's honeycomb model. The findings will include **re-design suggestions** from the participants.

♦ **Re-order the attribute in the profile page**

♦ **Add a new button to display all the psychologist profile**

♦ **Provide cartoon image to identify psychologist**

♦ **Change the progress bar design**

Prototype 2: Create profile page

♦ **Re-order the attribute in the profile page**

"I usually gave my personal information like gender and age first and then, filled up the address."

. . . by participant 1

Prototype 2: Home Page

♦ **Add a new button to display all the psychologist profile in the home page**

"I think it will be better to be able to see all the psychologists' profile before the booking process."

. . . by participant 2
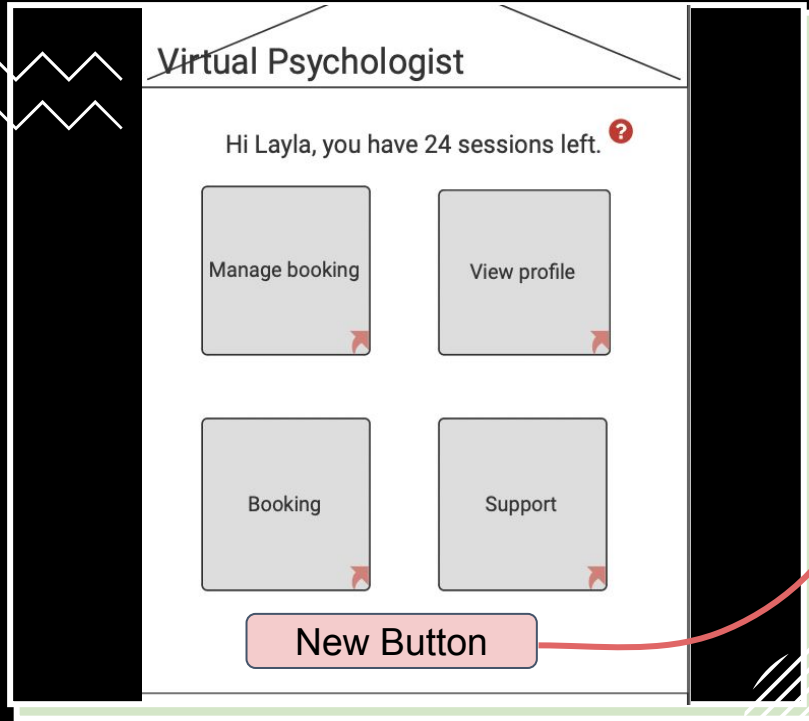
Prototype 2: Select psychologist page

♦ **Provide cartoon image to identify psychologist**

"I'm not good with names, a photo can help me better understand who that is."

. . . by participant 2

Prototype 2: Booking page

♦ **Change the progress bar design**

"The font size is too small."

. . . by participant 2

"It is confusing that I feel like I can straightly go to confirmation page even though I haven't selected what service I want yet."

. . . by participant 1

Final Prototype
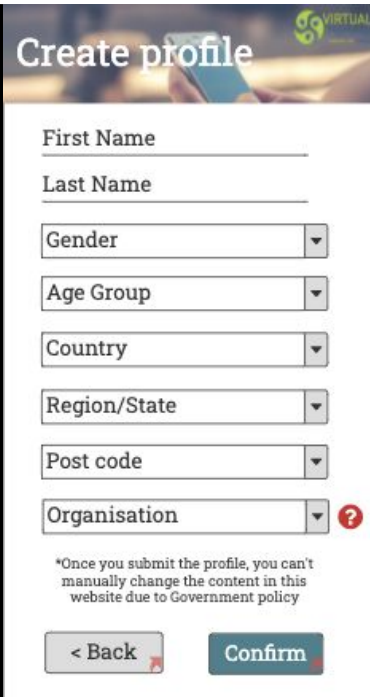
Prototype 3.0 combined all the good element from the prototype 2 and re-design suggestion from the participant

♦ Re-order the attribute in the profile page

Participant 1 pointed out that the order of the attributes in the profile page doesn't make sense, we realised that the previous order was not allocated well. (slide 33)

We **organised them in the order** that is **familiar and easy** to follow for users.
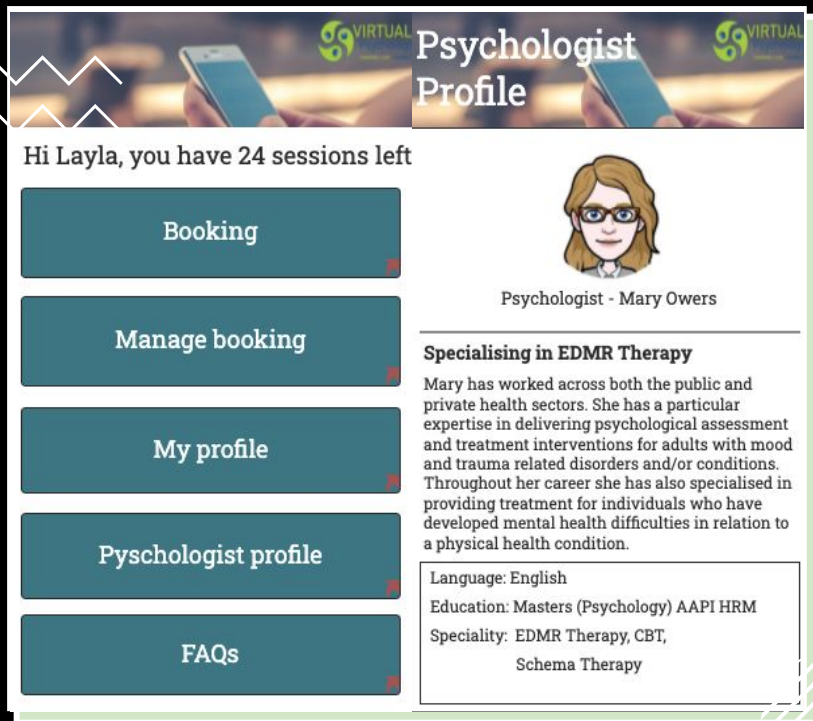
♦ **Add a new button to display all the psychologist profile in the home page**

According to the participant 2, it is likely to spend unnecessarily long time if the user can only view the psychologist profile when they selected them in the booking process. (slide 34)

We added a button to **access to all the psychologist profile** in the home page as well as in the booking process.

♦ Provide cartoon image to identify psychologist

After collecting the opinion on what is the key information the user would like to see in psychologist selection page, we found that **their image is a very important factor for decision making**. (slide 35)

We added **a cartoon image** not only satisfying users' needs but also avoiding any bias from the real photo.
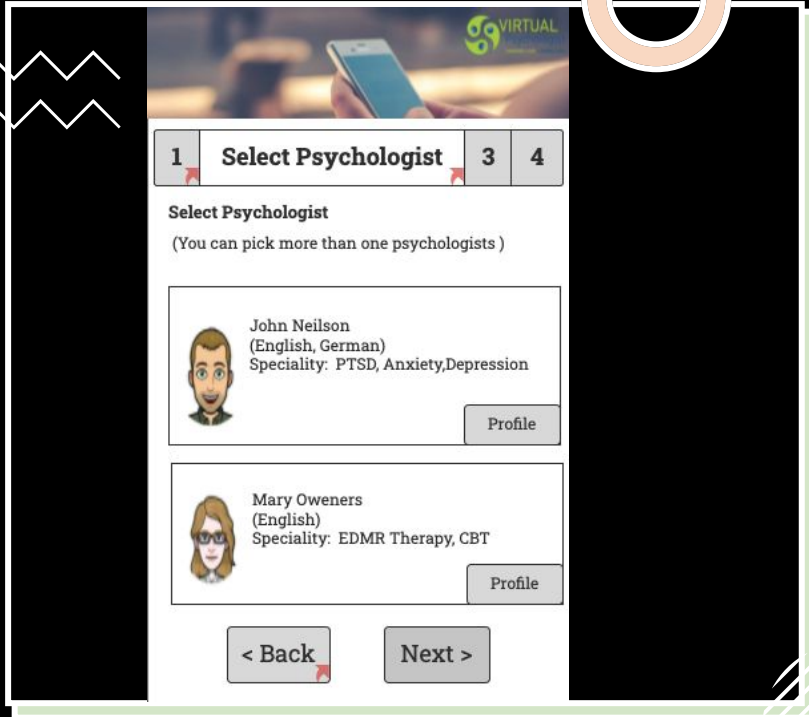
♦ Change the progress bar design

The progress bar in the prototype originally included every title of each page and it is hard to see and touch in mobile. (slide 36)

We displayed **only one title of the current page** and replaced the other titles with numbers to indicate the progress. We also allowed user to **click the progress bar** as a navigation bar **only if they are ready to move to another page**.

Demo Video for prototype 3.0 (final prototype)

Link:
https://youtu.be/o8glw1gxybg

User test in balsamiq
(recommended to do in a web instead of mobile, you will need to login/register to your own balsamiq account in order to test it)

Link:
https://balsamiq.cloud/sm79n5h/pnqcf0s/r6C80?f=N4IgUiBcAMA0IDkpxAYWfAMhkAhHAsjgFo4DSUA2gLoC%2BQA%3D

Conclusions

Conclusion

Our final prototype has achieved the design brief, which **maintains the simplicity and efficiency of the current booking bot system** and especially focus on **improving the usability and credibility.** In the final design, we also provided **more instructions** to the user by implementing the **support service** to answer some general questions, displaying the **psychologist profile** and adding **information button** to explain the meaning of 'Organisation' & 'Sessions'.

In addition, **clickable progress bar** has been additionally provided for the whole booking process, which can help not only clearly **indicating the status** to the user but also **navigating the next page** by allowing the user to move forth and back. It contributes to the **improvement on usability**.

The overall **UI design** has been improved in multiple aspects to **reinforce the company reputation and credibility.** For example, a **logo** has been added to every page, a **colour of buttons** has been modified in the way that users are familiar with and easy to understand, and the **font size** has increased.

Limitation

♦ **Research size**
Findings only based on 2 participants due to the time restraint, therefore the design can be limited by the participants' subjective view. In the future study, we can invite more participants with different backgrounds or age group.

♦ **Scope of the study**
Even though we understand the virtual psychology scope is internationalise, however, due to the nature of this assignment, we only focus on the Australian booking bot .

♦ **Prototype method**
Balsamiq tool has been used in this project, due to the limitation of the Balsamiq, some of the design can not be implement properly in this project, such as, we would like to add the 'Prefer not to say' in the drop-down list, page scrolling for viewing psychologist profile, limited font styles and device choices (Android).

♦ **Prototype design**
Design is mobile application only, not available for the web user.

The next steps . . .

♦ Invite more diverse group of participants such as older generation, different gender, culture and ethic group. Also, we should increase our participant size for user test for up to 10 peoples.

♦ Include more functionality, such as scroll, drop down and history of the consultation, allow user to rebook the same consultant.

♦ The prototype can extend to different devices such as laptop or tablet version.

Appendix

Appendix A : Hand Sketches Design
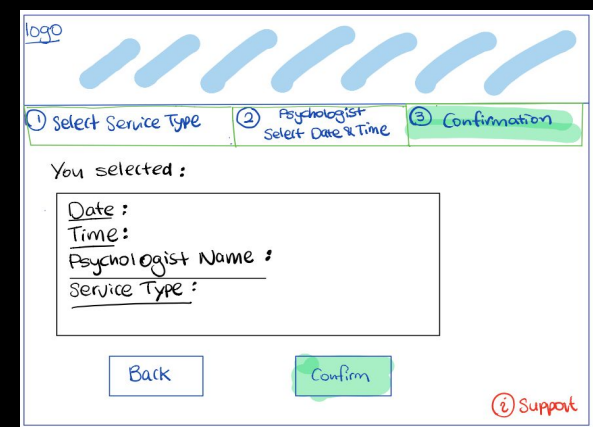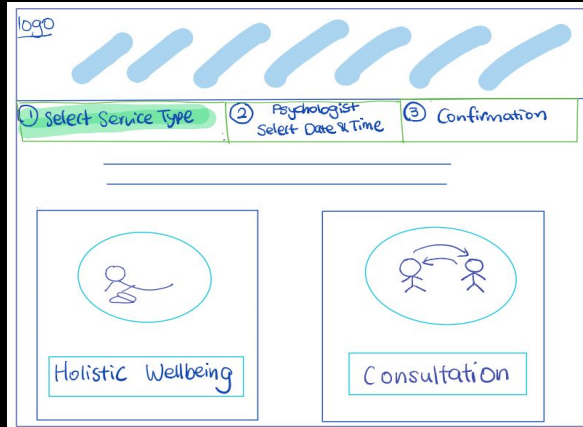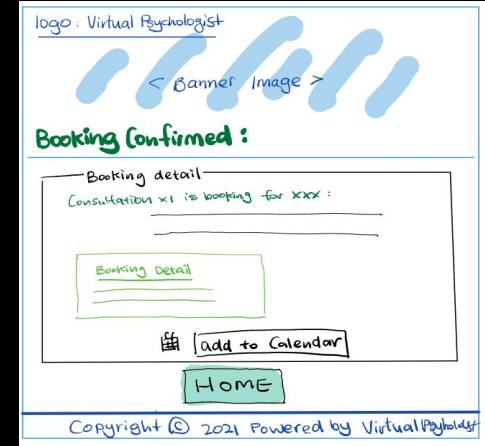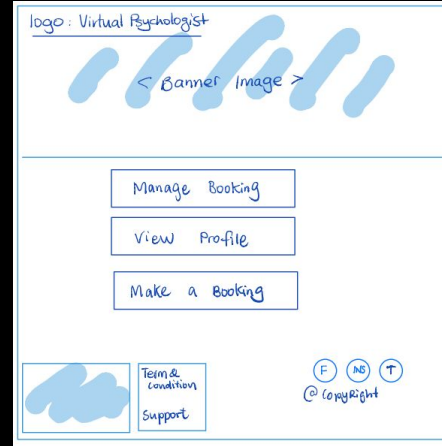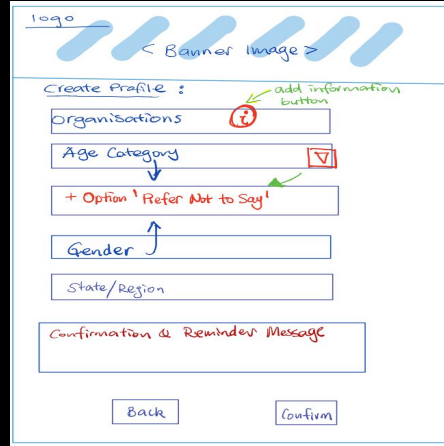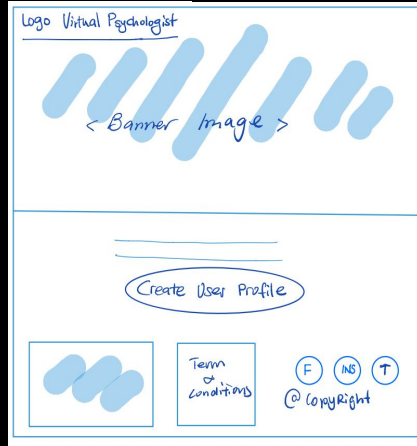
Appendix B : First Interactive Design

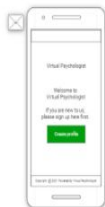|						
Home page(new user)	Create profile	Home Page(current user)	View Profile	Manage booking - empty	Support	Support -answer
Mange booking - 1 booking	Cancel Booking	booking - step1	booking - step1 copy	booking - choose psychologist	booking - view profile	booking-choose date
booking-confirm	booking-booking confirmed					

Appendix C：Second Interactive Design

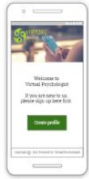|						
Home page(new user)	Create profile	Home Page(current user)	View Profile	Manage booking - empty	Support	Support -answer
Mange booking - 1 booking	Cancel Booking	booking - step1	booking - step1 copy	booking - choose psychologist	booking-choose date	booking-confirm
booking-booking confirmed						

Home page(new user)

Create profile

Home Page(current user)

View Profile

Psychologist profile

Psychologist profile 2

Manage booking - empty

Support

support: how does it work

Support: How long is 1 sesion

Support: Contry support

Support: proactive wellbeing

Support:Prevention

Support: reactive wellbeing

Support: reactive wellbeing 2

Mange booking - 1 booking

Cancel Booking

booking - step1 copy

booking - step1 selected ser…

booking - choose psychologist

booking - choose Mary

booking - choose John

booking - choose John + Mary

booking-choose date

booking-choose date Mary

booking-choose date John

booking-confirm

booking-booking confirmed