

Prioritized Insights Template

Google UX Design Certificate

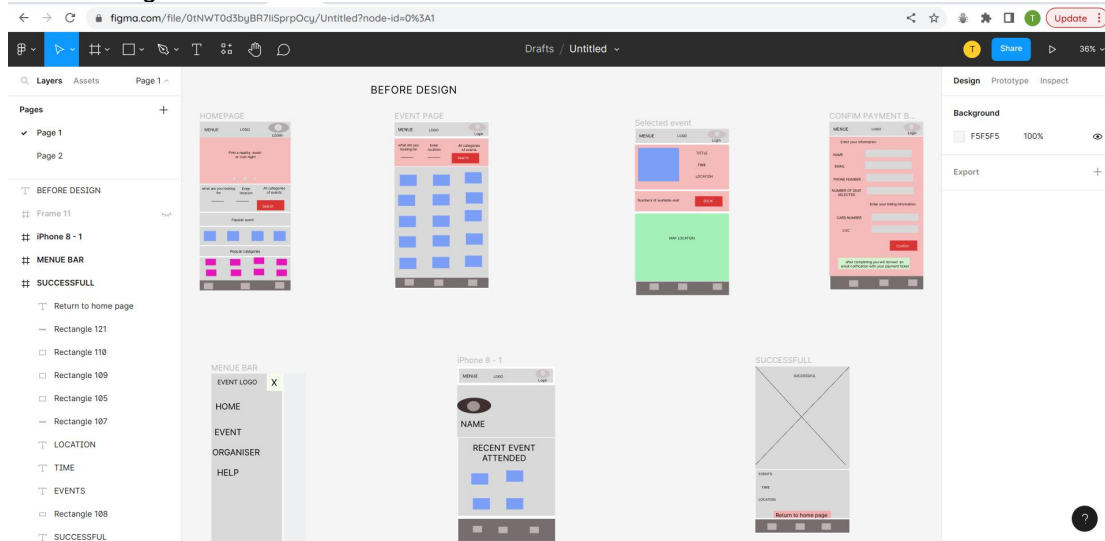
Priority 0

1. Based on the theme that: participants **wanted another payment method other than credit card**, an insight is: other payment method will be added.

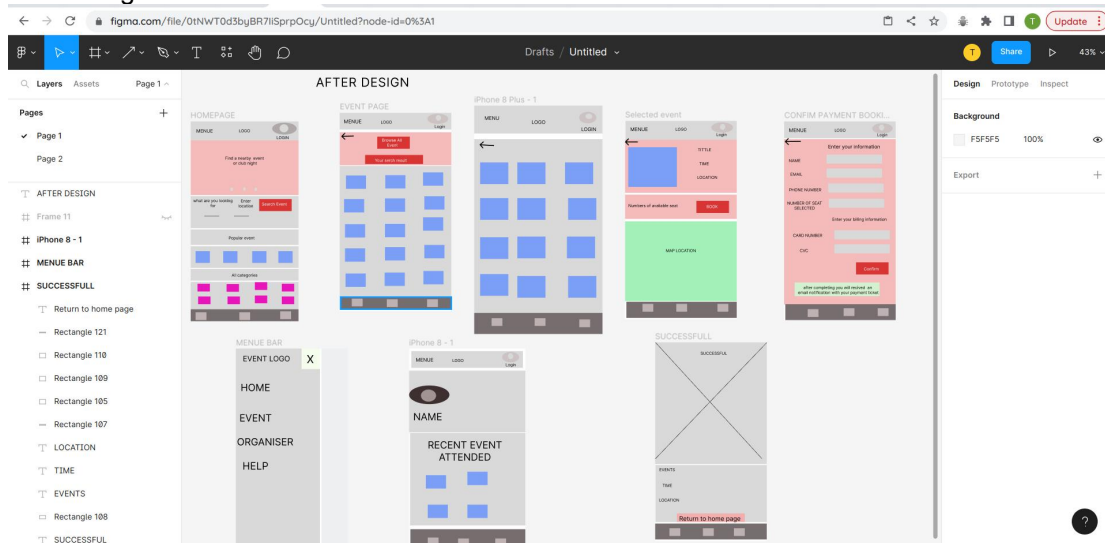
Priority 1

1. Based on the theme that: participants **were confused about which button to press in the home page**, an insight is: the homepage will be restructured to suit participants.

Before design



After design



[Event check-in app]

7 october 2022

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Study Details

Project Background

We're creating a new app to help people book event to attend online. We need to find out the main user experience, Finding and booking an event, is it easy for user to complete

Study Details

Research Questions	Participants	Methodology
How long does it take a user to find and book event in the app?	5 participant	12 minute per participant
What can we learn from the user flow, or the step that user take to book the event.	3 male 2 female from age between 20 - 40	Cameroon, remote Unmoderated usability User were ask to perform task in a low fidelity prototype

Theme #1

Most participant want other payment method rather than just credit card

- 3 and 5 participant wanted other payment method
- Not all participant who wanted other payment method expressed the same level of frustration

"i will definitely use this app my experience with is nice and i think the homepage should be organized for easy filtering through event and add other payment method"

MENUE LOGO Login

Enter your information

NAME

EMAIL

PHONE NUMBER

NUMBER OF SEAT SELECTED

Enter your billing information

CARD NUMBER

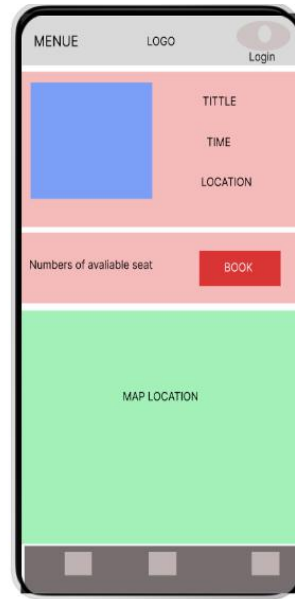
CVC

Confirm

after completing you will received an email notification with your payment ticket

Prototype / Design Tested

The low fidelity prototype for event check-in app was tested and can be view at [link](#)



Themes

Research insights

Unable to figure all events on the homepage

User want access to all category on the homepage

User unhappy about only one payment service

Many user on the study show dissatisfaction about only payment method

Recommendations

- Add a category button in which user can use to easily access all event
- Add other payment details on the app

Thank you!