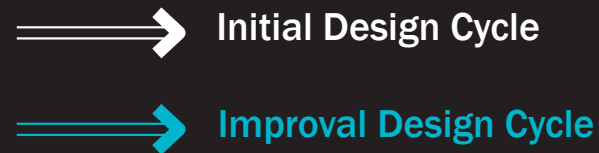
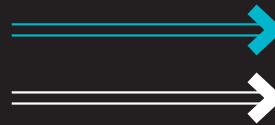


REDESIGN ONE FUNCTION OF WECHAT

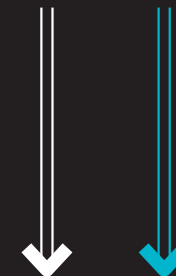
0. Project Briefs



1. Requirement Gathering



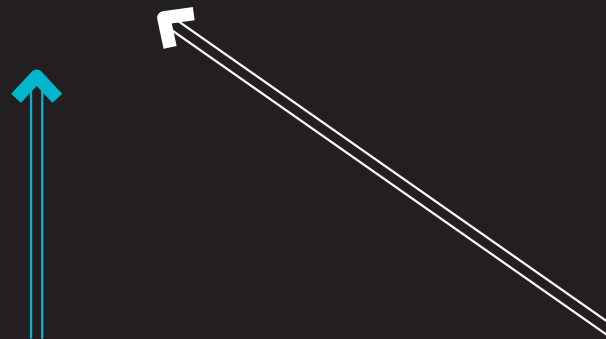
2. Alternative Design



3. Prototyping



4. Evaluation



0. Project Briefs

Before diving into design , I wrote some briefs to keep me focus on my design.

- What's my goal?

research first and then redesign one function of Wechat

- What's the time period of this project?

8 weeks

- Is it a data-driven design?

yes

- Is it a direct solution?

yes

- Can I further improve the design?

yes


Balance between details and time

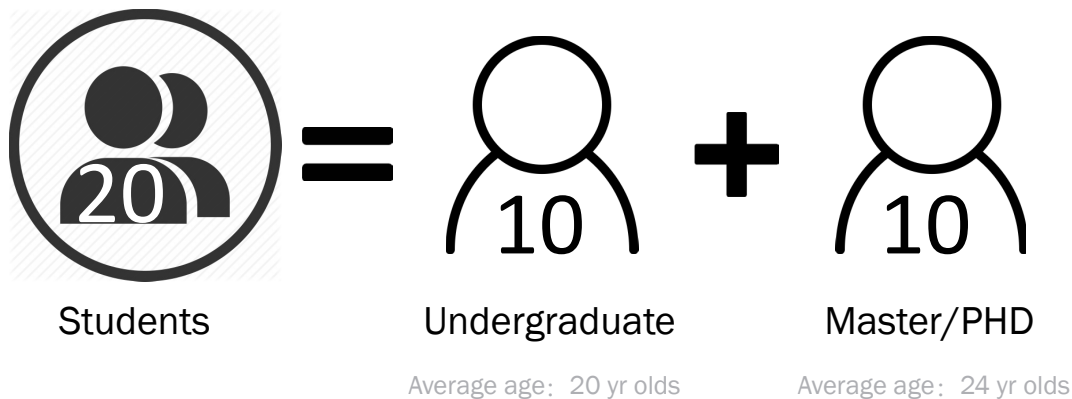
Make sure my design based on data not subjective experience

Design iteratively

1. Requirement Gathering

A. Target Group: College Students

I recruited 20 students to do 1-on-1 interview , all of them are from China the major country using Wechat, from which the number of undergraduate and master/PHD students are equal, the purpose is to find pain points.



B. Interview Script

The outline of interview is given below, including Prepare Part, Introduction, General Background, Exploring Wechat, Focus on main function, Wrap up and Closing.

INTERVIEW GUIDE | Date: | Number: | Recorder: Huang Ting

MY INTERVIEW GUIDE

(Length : 42minutes)

Prepare Part

Checklist:

- ☐ Introduction email
- ☐ Voice recorder
- ☐ Note book

Purpose:

At this stage, completely understand how the users complete the whole tasks. Remember that at this stage in the design process, your goal is to understand the user's goals and context. We're not yet at the stage where we're looking for feedback on a specific design idea.

Previously: <before you interact with users>

- Review your goals for the interview
- Make sure each part of the interaction meets the goals
- Personal hygiene, grooming habits and appeal signal that you are professional and that you are serious about the interview. Relax is also important. Be sure to balance well between serious and relax
- Interaction
 - Provide neutral feedback
 - Being positive, but in no way encourage or sensor the information that is being provided
 - If the format permits, encourage elaboration & keep control of the interaction
- (If need) Practice the interaction with someone else

Demographic information: (2min)

Participant number:		Gender:		Age:	
Email:		Location:			

Introduction (5min)

Explain what we are here for. Set up voice recorder. Read the following...

- Thanks
- Evaluation
- Schedule
- Privacy
- Right

(Thanks)

Thank you for participating!

(Evaluation)

We're not evaluating you in any way, but we're learning from you about how you use the WeChat app and what works and doesn't work for you. With this, we hope we can make this product better for people like you. There are no right or wrong answers to any of the questions I'm asking in this study - we're simply interested in understanding how you use the WeChat app. So, please describe according to the fact. We will conduct this study mostly as a discussion - I will ask you to show me how you use the WeChat app and ask you questions to better understand what you do.

(Schedule)

INTERVIEW GUIDE | Date: | Number: | Recorder: Huang Ting

Here's how the session's going to be scheduled. We'll ask you a few general questions about how you use the phone and WeChat app. Then we'll talk about some specific function. You can talk about things you like or don't like. Feel free to say anything that comes to your mind; don't worry about offending us since we didn't design this product.

(Privacy)

We will record an auditory material of you so that I can go back and review things later and make sure we get everything right. All results are saved according number not name. We won't use your name in connection with the recordings or the results. The record will only be used internally. For Coursera class, we will upload this record as a part of assignment for peer critic. This will do only for education.

(Rights)

Here are some rights you have. Participation is completely voluntary, you are free to stop participating at any time. If you wish to stop participating this will not negatively affect your relationship with your company/institution.

[Have person sign & turn cell phone off]

General Background:<Grab information, if possible. Prepare for further discussion> (5min)

Could you tell us a little bit about yourself- what you do or what's your hobby?

Can I know your phone's brand and model? Is it a smart phone?

Where do you usually use your phone? What for (call, message, take pics, game, payment, etc.)?

Is this the only phone you use? Do you share this with other people?

How much time/day do you use the phone (eg: yesterday)? (in hours)

Exploring WeChat : <let some silence happen > (10min)

(frequency of the use)

In our introduction email, we asked you to pay attention to the use of WeChat, can you tell how often do you use the app in the last week? (Don't prompt unless they get stuck. Then suggest "as much as six times a day? More than thirty times?")

{success of the use}

How well do your operations of WeChat work on your phone? Do you usually have success when send text/ voice clip, or share photo on Moments and else?

Is it easy/effective/satisfying to use or just can complete a task? (usable/useful)

{problems of the use}

Tell me all the problems you met in using. (You can complain meanwhile browsing the WeChat app to help you recall.) Or wish lists you want this app to improve.

{motivation}

Tell me some purposes on sharing moments, from two field: self-centered motivation and community-related motivation?

{main function of the use}

Which function in WeChat is the most commonly used in (eg: chat, share photo, snatch redpacket, payment, etc.)?

INTERVIEW GUIDE | Date: | Number: | Recorder: Huang Ting

Can you give me a few example?

If absent this function will you continue to use this app and why?

{re-prompt-additional info with the use}

Are you using other app similar with this one? Can you give me the name and differences between the two apps?

You want to reduce, add or just maintain the time you used in WeChat in the future and why?

Focus on two main function: (10min)

Next, we will focus on specific function in WeChat. If you recall some other problems omitted previously, you can speak out directly. You can check your WeChat if needed.

{Chat}

which type of tool do you prefer to choose (text, voice clips, voice call, video call or just emotion icon)

How many friends do you often chat with? What a proportion do these friends can account for?

Did this app promote your communication with all your friends? (If there is a low proportion ask why?)

{Share moments}

Is there any problem you have met when you share something to Moments? If you have, please give me some details and how did you solve the problem? How many moments did you totally post in the last week?

Do you like the content your friends uploaded in your last browse? What content do you like or dislike, please give me some example? (insights from sense of participation, feeling of joyness, etc.)

{Other function}

Except above two function, what function do you like or dislike and why? (eg: red packets, payment, etc.)

Wrap-up: (5min)

In summary, we talked some thing about the use of phone and WeChat app especially two main function.

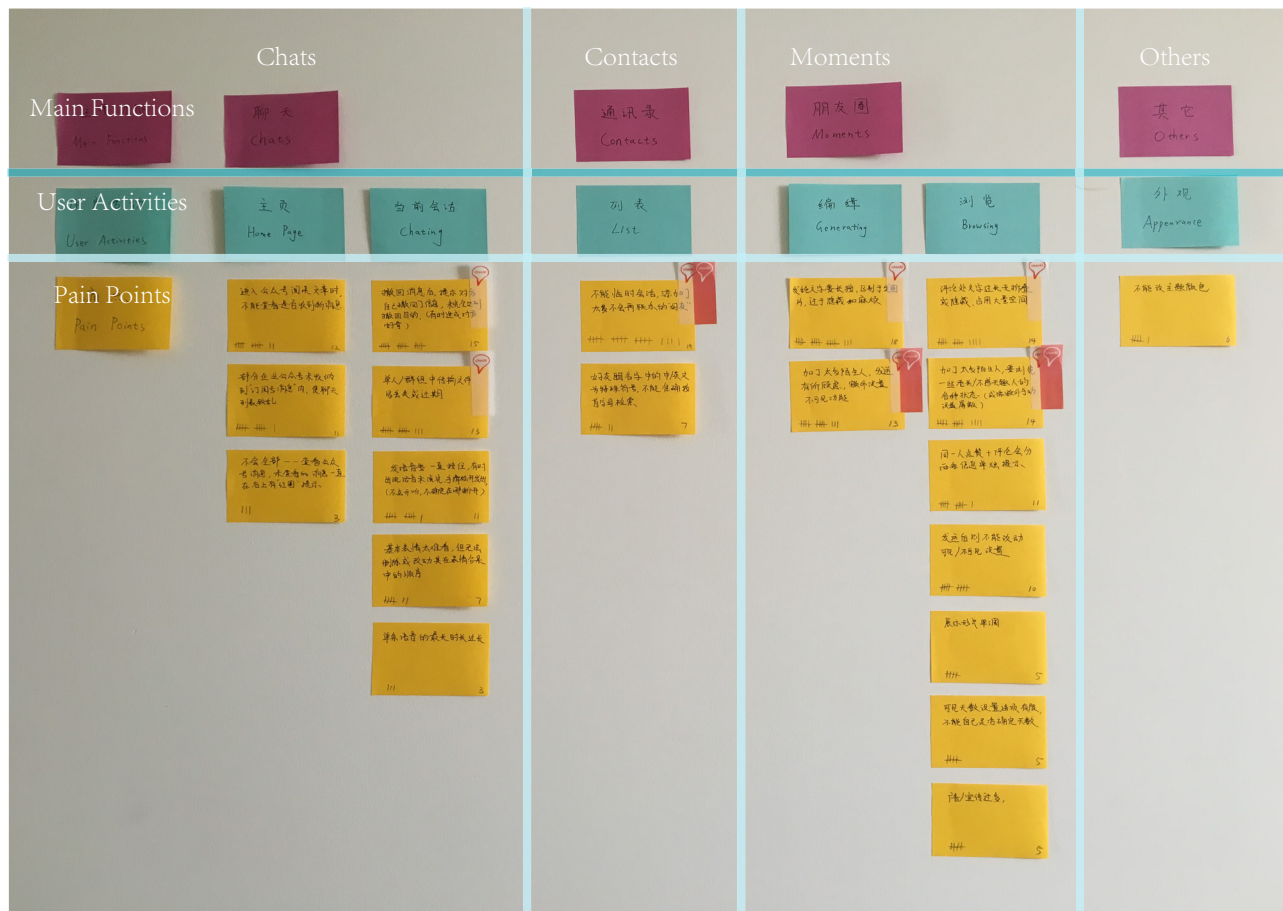
I've been asking you a lot of questions. Is there anything you want to ask me?

Closing: (5min)

- Compensation
- Thanks and explain the interview purpose and data use again
- Turn off the recorder
- Put file in order

C. Statistic Analysis

I sort all pain points according to function and activity, and count the frequency in reverse order, frequency is recorded at the bottom (Only one mentioned three times or larger than three times will be shown below). I mark the top5 pain points (including ties) with white tag and among which top1 and related to top1 pain point with red tag.



2. Alternative Design

According to top1 pain point which is about people have to add friend first and then to chat, so they added too many strangers they only contact few times. Surprisingly, I also find another two points in top5 are also related to the top1 point. So, my design is to add temporary conversation function to avoid above inconvenience.

Top 5 Pain Points:

Frequency

1. Add too many friends only for temporary conversations 19

2. The way of sending text Moments without picture is too hidden 18

3. A prompt is still even after people withdraw the message 15

4. Moment comment section can't be folded or hid when it is too long 14

4. Browse somethings that don't want to see, since add too many strangers as "friends" 14

6. There are concerns about sharing the state of life due to too many strangers in their contacts 13

6. Transferred files are easily lost or expired 13

Add Temporary Conversation Function

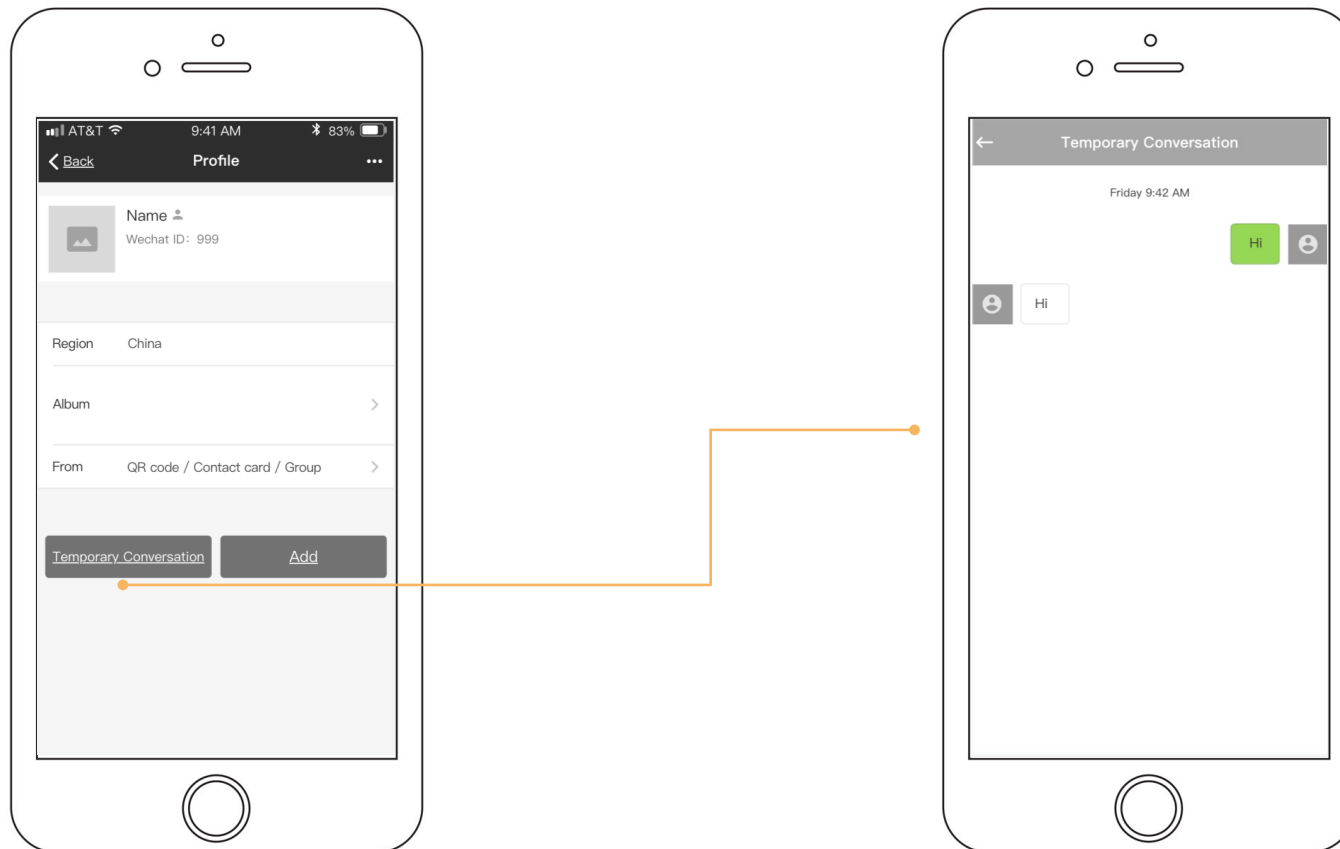
Define :

Two Wechat users chat directly without adding into contacts first.

Entry Mode :

- ☒ QR code
- ☒ Contact card
- ☒ Group


3. Prototyping




1. Requirement Gathering

I return to the interview records to find details about the top 1 pain point , to define other typical using scenarios.

Persona - Wang

<div>Wang</div> 	<div>Behaviors</div> <ul style="list-style-type: none">• Watching TV series and making new friends• Common used function: Chats,Moments• 4-5 hours in phone• Share 4 Moments every week<ul style="list-style-type: none">• Social Contents: some pages which can calculate relationship with friends• Hobby: delicious food, new hair style, travel experience, good TV plays, and beautiful actress
<div>Demographics</div> <ul style="list-style-type: none">• Female• Undergraduate student• 20 years old• Major in psychology• Iphone7plus, smart phone	<div>Needs & Goals</div> <ul style="list-style-type: none">• Find friends with common interests• Chat directly without waiting verification• Chat first to understand eachother before adding into contacts

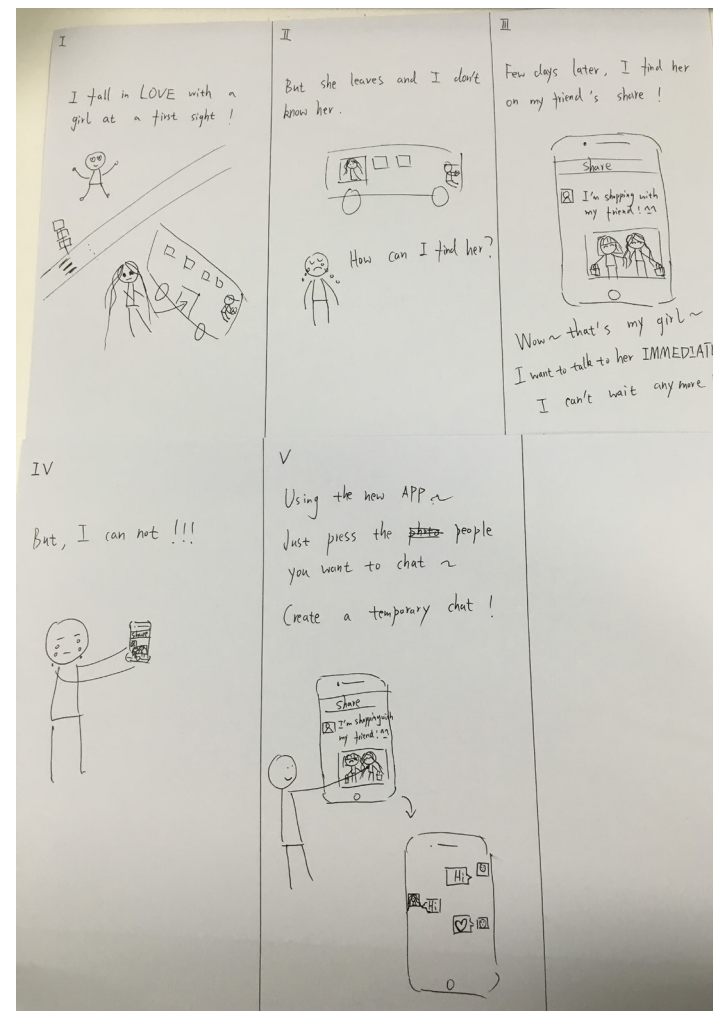
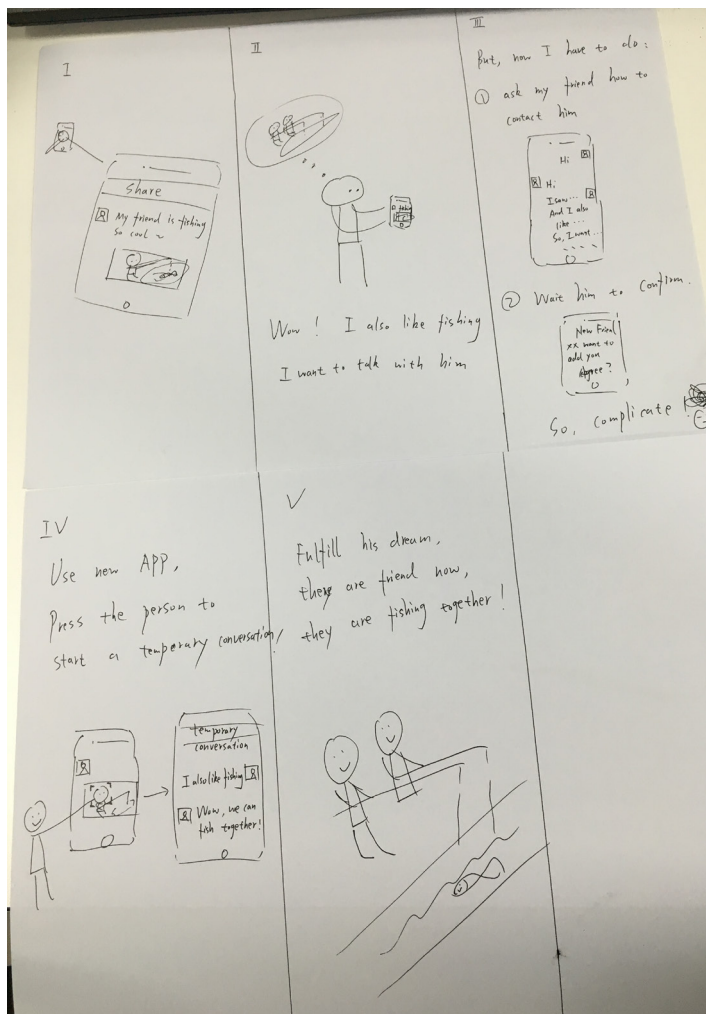
Persona - Liu

<p>Liu</p> 	<p>Behaviors</p> <ul style="list-style-type: none">• A drummer likes rock music• Common used function: Chats,Moments,Payment• 5 hours in phone• Share 7 Moments every week<ul style="list-style-type: none">• awards• honest thoughts• help friends to spread some information
<p>Demographics</p> <ul style="list-style-type: none">• Male• Master• 23 years old• Major in electronic information engineering• Huawei-honor series,smart phone	<p>Needs & Goals</p> <ul style="list-style-type: none">• My friend who is interested in some information which I forwarded for another friend could chat directly with that guy, without bothering me to ask contact card• Chat with the girl I like showing in my friend's Moment directly without asking my friend for Wecht ID,avoiding in an awkward situation

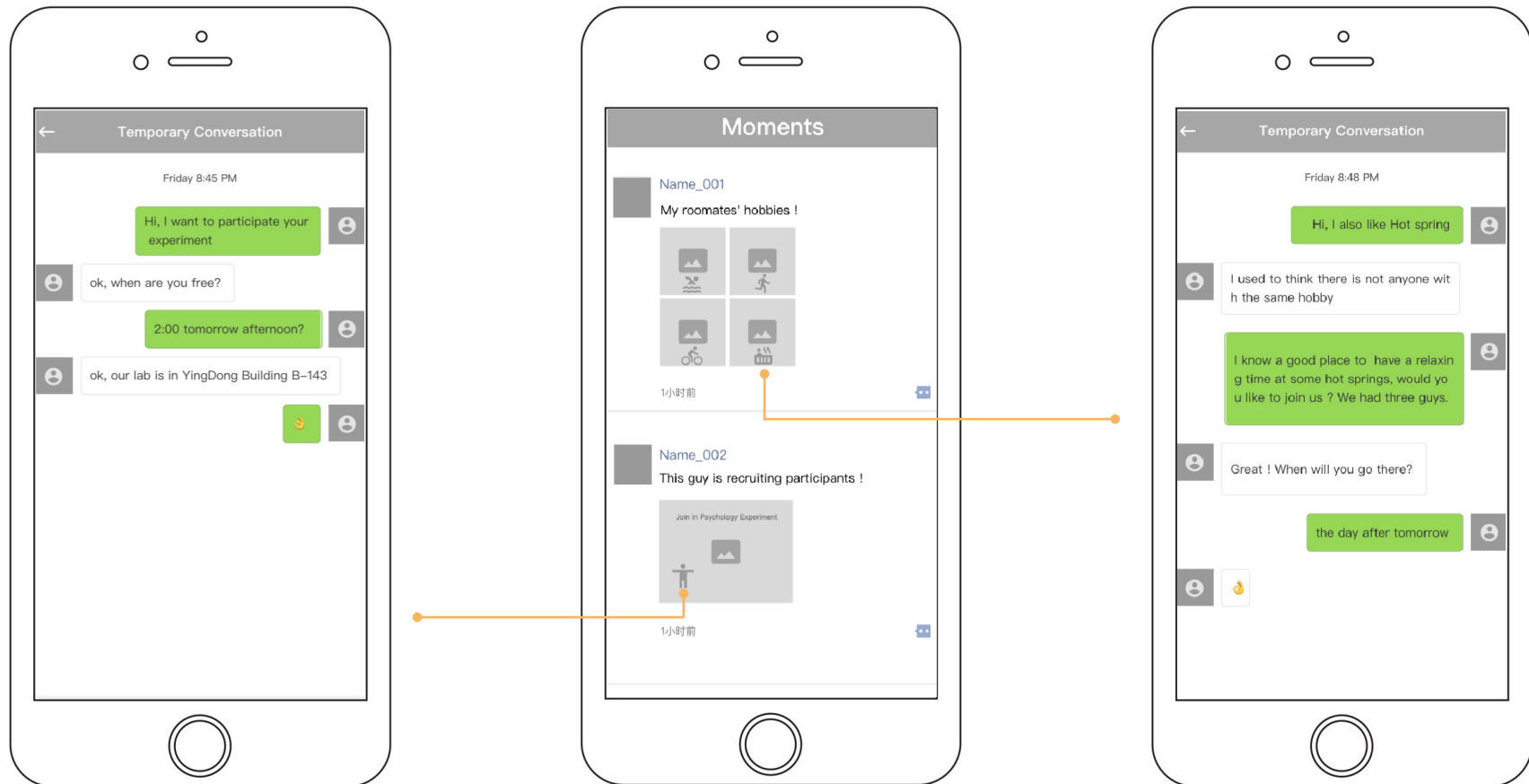
2. Alternative Design

Storyboard

According to the typical using scenarios, I design another mode to create a temporary conversation, which can be easily accessed by clicking his photo on Moment.



3. Prototyping



Touch the person and talk directly

4. Evaluation

I give the Post-Study System Usability Questionnaire (PSSUQ) to participants after they have completed all the scenarios in a usability study



PSUU
☆
🔍
语言

问题 回答

第 1 页，共 4 页
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测试后系统可用性问卷 The Post-Study System Usability Questionnaire (PSSUQ)

请仔细阅读题目的表述和选项并认真作答。您的回答将帮助我们了解您对系统的满意度以及您使用该系统的情况。此问卷旨在帮助您表达您对系统的看法，以便我们能够更好地改进系统。请您根据自己的实际情况填写答案。

This questionnaire, which starts on the following page, gives you an opportunity to tell us your reactions to the system you used. Your responses will help us understand what aspects of the system you are particularly concerned about and the aspects that satisfy you. We need information from users like you to make improvements to our system and make it better for everyone who uses it.

We ask you to agree or disagree with each statement by choosing one of five levels of agreement. Please read each statement and indicate how strongly you agree or disagree with that statement by choosing the circle of corresponding number on the scale. If you have any questions, please ask the staff Thank you!

Any questions can ask the staff Thank you!

第 1 页，共 4 页
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系统可用度 System Usefulness

(请在此处填写姓名)

1. 总的来说，我对使用该系统的难易程度感到满意。 Overall, I am satisfied with how easy it is to use this system. *

	1	2	3	4	5	6	7	
完全同意 Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	完全不赞同 Strongly Disagree
2. 使用该系统很简单，it was simple to use this system. *

	1	2	3	4	5	6	7	
完全同意 Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	完全不赞同 Strongly Disagree
3. 我能使该系统有效地完成规定情境下的任务，I could effectively complete the tasks and scenarios using this system. *

	1	2	3	4	5	6	7	
完全同意 Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	完全不赞同 Strongly Disagree
4. 我能使该任务快速有效地完成规定情境下的任务，I was able to complete the tasks and scenarios quickly using this system. *

	1	2	3	4	5	6	7	
完全同意 Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	完全不赞同 Strongly Disagree
5. 在该系统的帮助下我能有效地完成规定情境下的工作 I was able to efficiently complete the tasks and scenarios using this system. *

	1	2	3	4	5	6	7	
完全同意 Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	完全不赞同 Strongly Disagree
6. 使用该系统我感到很舒服，I felt comfortable using this system. *

	1	2	3	4	5	6	7	
完全同意 Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	完全不赞同 Strongly Disagree
7. 学习如何使用该系统很简单，It was easy to learn to use this system. *

	1	2	3	4	5	6	7	
完全同意 Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	完全不赞同 Strongly Disagree
8. 我相信我可以使用该系统进行快速提高工作效率，I believe I could become productive quickly using this system. *

	1	2	3	4	5	6	7	
完全同意 Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	完全不赞同 Strongly Disagree

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第 3 页, 共 4 页

2
1

信息质量 Information Quality

说明 (可选)

9. 系统给出的错误提示可以清晰准确地告知我何修复已出现的问题。The system's gave error messages that clearly told me how to fix problem.

完全同意 Strongly Agree
1
2
3
4
5
6
7
完全不同意 Strongly Disagree

10. 当我使用该系统遇到错误时我可以快速而简单地从错误中恢复。Whenever I made a mistake using the system, I could recover easily and quickly.

完全同意 Strongly Agree
1
2
3
4
5
6
7
完全不同意 Strongly Disagree

11. 该系统提供的信息 (例如在线文档, 屏幕信息以及其他文档) 是清晰的。The information (such as on-line help, on-screen messages and other documentation) provided with this system was clear.

完全同意 Strongly Agree
1
2
3
4
5
6
7
完全不同意 Strongly Disagree

12. 很容易找到我所需的信息。It was easy to find the information I needed.

完全同意 Strongly Agree
1
2
3
4
5
6
7
完全不同意 Strongly Disagree

13. 系统呈现的信息易于理解。The information provided for the system was easy to understand.

完全同意 Strongly Agree
1
2
3
4
5
6
7
完全不同意 Strongly Disagree

14. 系统呈现的信息与我的期望和我所规定的需求下相匹配。The information was effective in helping me complete the tasks and scenarios.

完全同意 Strongly Agree
1
2
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4
5
6
7
完全不同意 Strongly Disagree

15. 系统屏幕上呈现的信息组织方式是清晰的。The organization of information on the system screens was clear.

完全同意 Strongly Agree
1
2
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4
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6
7
完全不同意 Strongly Disagree

第 3 页, 共 4 页
继续填写下一页

第 4 页, 共 4 页

2
1

界面质量 Interface Quality

说明 (可选)

界面质量用于与系统交互时的感觉。例如, 界面的一些特殊属性: 易学、易用 (包括它与训练和指南的结合)。The interface includes those aspects that you use to interact with the system. For example, some components of the interface are the keyboard, the mouse, the screen including the use of graphics and language.

16. 系统的界面是令人愉悦的。The interface of this system was pleasant.

完全同意 Strongly Agree
1
2
3
4
5
6
7
完全不同意 Strongly Disagree

17. 我喜欢使用该系统的界面。I like using the interface of this system.

完全同意 Strongly Agree
1
2
3
4
5
6
7
完全不同意 Strongly Disagree

18. 该系统包含我所期待的所有信息和功能。This system has all the informations and capabilities I expect it to have.

完全同意 Strongly Agree
1
2
3
4
5
6
7
完全不同意 Strongly Disagree

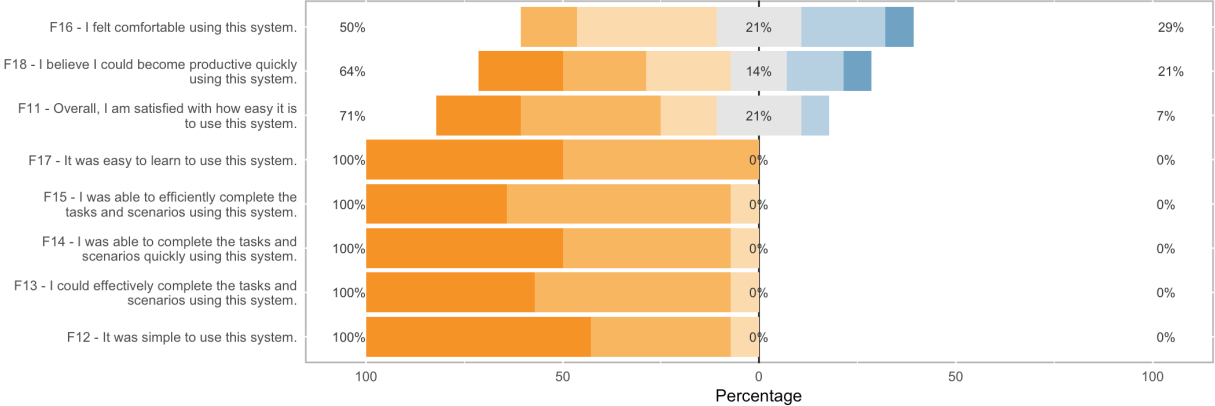
19. 总的来说, 我对该系统整体比较满意。Overall, I am satisfied with this system.

完全同意 Strongly Agree
1
2
3
4
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6
7
完全不同意 Strongly Disagree

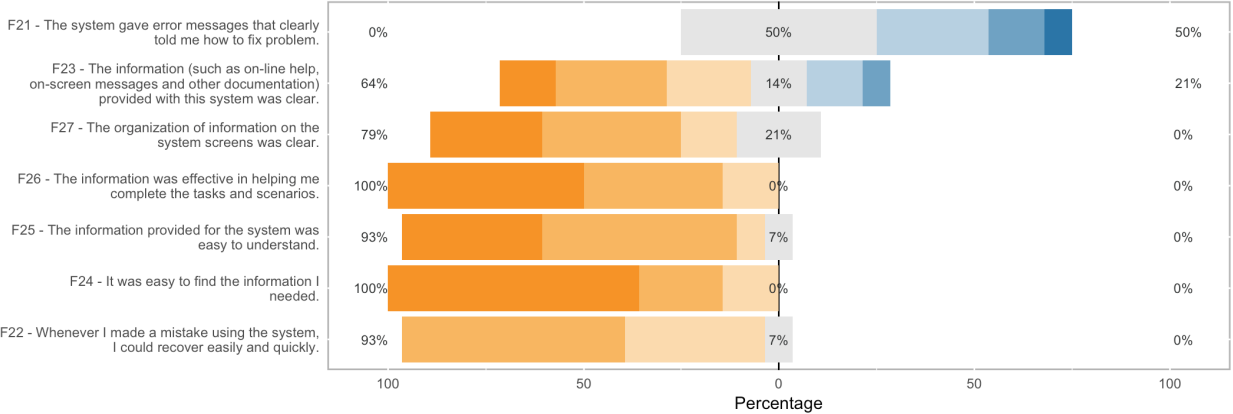
According to PSSUQ (7-point scale), low score is better than high score, the lower score the more satisfied users are. Average scores in three dimentions show that users are satisfied with system(Factor1), information(Factor2) and interface after adding the new function. Meanwhile, we need to pay more attention to feedback information.



Factor 1



Factor 2



F3

