



# User Interface and User Experience Analysis Project

Flick Tech

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# Chapter 1

## Introduction

Before embarking on a new project, adding new features and expanding the system, the current state of the software needs to be at a polished standard. With an estimate of Flick Tech losing 80% of their customer base, this project will offer some guidance on how this rate could be reduced.

This project will look at the current software and conduct a “shallow” analysis of the user interface and user experience. This paper will be considered “shallow” as, being in a position where I am not familiar with the system, I will not be able to grasp an efficient working or appropriate behaviour for the “perfect” system. Hence, my focus on this project will be to analyse the system for new/novice users ensuring that the HCI principles are respected and the user experience is satisfactory. However, bugs will not be discussed in this project as Flick Tech are probably aware of most/all the bugs I will find and will not be useful to mention.

The analysis will lead to the suggesting improvements that Flick Tech’s software can employ to aid their customer retention. Initially, the theory will be established, then, a preliminary look at the UI and UX will be used to identify the possible improvements.

# Chapter 2

## Theory

I will go over the basic theory of what I will be applying throughout this project. Initially, discussing HCI principles and its importance, followed by persuasive technology and its benefit.

### 2.1 HCI Principles

Users can easily be put off an interface and give up shortly after visiting (Teach-ICT, 2020). Therefore, the core to any interactive interface is to ensure the application of HCI principles. These vary depending on the source, therefore, I will be collecting the themes and categorising them in their related groups. Most of the principles will already have been applied and to cover all bases will cover those briefly.

#### 2.1.1 Colours

The interface needs to be visually pleasing and use logical colours (i.e. green for good and red for bad). This can be achieved with soft gradients, interesting patterns and a good use of contrasts to ensure readability and that the user is able to identify, without much thought, the areas of the interface that they are able to interact with.

Furthermore, the information needs to be colours correctly (Teach-ICT, 2020). Ensuring readability and properly placing emphasis where needed, such as errors and hyperlinks.

Finally, for the benefit of the company, the interface needs to respect the house style throughout (Shneiderman, 2020). This will reflect the company's image and

provide a sense of familiarity and consistency to frequent users. Helping users trust the website to function reliably and allowing the users to navigate easily.

### **2.1.2 Layout**

One of the most important principles is consistency (Shneiderman, 2020). Consistency not only makes the user's interaction with the interface easier and has a more efficient learning curve, but, helps build a corporate image and can present the company in the way deemed appropriate (if professional or laid back). This will help the users use their time more efficiently on the website and complete tasks faster.

There are also some basic rules to follow to ensure the layout's success:

- Keep the screen uncluttered and simple
- Group related items (i.e. navigation bar)
- Consistent, from everything from label positions to margins
- Highlight important areas/text
- Reduce emphasis on minor information
- Be logical with positioning and flow

### **2.1.3 Information**

The user needs to be able find the information they are looking for without much effort (Hess, 2020). Therefore, when deciding what to display, less is more. The interface needs to uphold quality over quantity. More importantly, the information should be clear and simple so that any user is able to understand.

Furthermore, the interface needs to be responsive to the user's actions (Shneiderman, 2020). There needs to be feedback, when completing a task (confirmations) as well as when displaying errors (identifying the problem and guiding the user to resolve the error).

Finally, When displaying information, the tone can be changed to help persuade the user to reach a target, such as completing a task or as powerful as continuing to use services provided and remain a customer, see section 2.2.

#### **2.1.4 Controls**

Experienced users like to be in control (Shneiderman, 2020) and spend as little time as possible completing tasks. Enabling frequent users to use shortcuts, such as the use of an express checkout for users with accounts on online shops, will allow them to complete tasks faster and therefore, reducing the time spent on the software. However, it is important to not overload the user with controls and only offer as few as possible (Hess, 2020).

Furthermore, permitting an easy reversal of actions will reduce the risk of the user being stressed as they are able to return to the previous step (Shneiderman, 2020). This further provides the user with control over the system allowing the user to feel comfortable using the system.

Moreover, the choice of interface controls, such as the use of radio button, needs to be the most appropriate/logical option (Teach-ICT, 2020).

#### **2.1.5 Assuming all Users are Unable to Think for Themselves**

Assuming the user's are "dumb" allows a wider range of users to be able to use the system. For example, those who are inexperienced with technology should be able to interact with the website (Shneiderman, 2020) as well as the users who are not fluent with the interface's chosen language (English in this case) should be able to understand all the provided information (Hess, 2020). Therefore, "dumbing down" the user's experience and the interface is key to gaining new customers. However, for the case of experienced users, as seen in section 2.1.4, the interface should also be equipped with shortcuts and more advanced tools that could be previously hidden to the average user.

Furthermore, assume the user has poor memory (Shneiderman, 2020). Do not force the user to remember anything, this will avoid the user getting frustrated and returning to previous steps, which could be otherwise avoided, or in the worse case, giving up entirely. On the other hand, be sure not to overload the user with information as this can be equally harmful and distracting (Teach-ICT, 2020).

Moreover, avoid the possibility of the user becoming lost (Hess, 2020). Use, where appropriate, features such as signpost/cues and progress bars to map the location of the user so that they can immediately understand their position on the interface.

Finally, as much as error handling is important, errors must be prevented in

the first place (Shneiderman, 2020). Unnecessary errors may frustrate the user and convince them to leave the service.

### **2.1.6 Conclusion**

Following the principles above to build an interface, a user will feel comfortable and be able to interact with the system on instinct rather than having to learn how to use the system over time. Thus, avoiding potential customers from leaving the Flickr service before getting to terms with the features offered. In addition, avoiding users becoming frustrated with the system and leaving the service or finding a substitute service.

Appearance, in this case, is everything. The next section will discuss the persuasive tools that can further retain Flickr's customers.

## **2.2 Persuasive Technology**

Technology can in itself be persuasive however, the purpose of persuasive technology is not to be a side-effect of technology but the main focus. Persuasive technology, specifically, is used to keep a user's engagement with a technology, without coercion or deception (Fogg, 2002). It is important to consider implementing persuasive technologies as any positive change could have a positive effect on customer retention, and therefore, a change worth making.

For the purpose of this project, the only persuasive technology that will be discussed will be that related and already/could be implemented in Flickr's current software.

### **2.2.1 Personal and Philosophical Values**

The personal-philosophical values component. Just like in all areas of life, a person makes decisions based on thoughts, beliefs, concepts, and attitudes. This component is split into material values and creative/open thinking (Grob, 1995). These values determine whether the user will continue to use the service provided by Flickr. Some users will be using the service for business reasons, and therefore, will be more loyal. However, for the other users there needs to be enough reason to come back, therefore, settle on design features because some users will not care as long as the it reaches the desired outcome is not a valid reason to implement them.

### **2.2.2 Tailoring**

Persuasion through customization can be especially helpful. Customising the offer, the experience, the information you share with the user so that they feel



like the software is working for them. It is important to demonstrate that Flick understands the needs of the user.

### **2.2.3 Perceived control and Self-Monitoring**

This is the belief that the person in question's acknowledgement of their actions has an impact on the goal the person wishes to accomplish (Grob, 1995). For example, if the software shows how the users actions are having the desired effect then the user is more likely to continue using the system.

### **2.2.4 Reduction and Tunneling**

It is possible for an inexperienced user to become overwhelmed or confused by the load of the tasks needed to utilise Flick's software to maximise the benefits. In an effort to reduce this possibility, visualising the tasks can be an informative way of explaining the tasks or breaking them down to a more manageable size to work through the tasks step by step. Thus, persuading the user that the work load is manageable and would be worth their time. Hence, reduction and tunneling, where needed, helps increase the chance of the user completing the task.

### **2.2.5 Language**

The users will relate to a greater personal level to the solution if the system displays messages in a more natural language (Fogg, 2002). It conveys social presence which calls for social cues from the user, making the system able to persuade the user through the use of language (Fogg, 2002).

### **2.2.6 Praise**

Furthermore, the use of praise, another form of persuasive technology, would reinforce the behaviour of continuing to use the system (Fogg, 2002). One of the most impactful uses of language is to praise the user when completing a task (Fogg, 2002). It offers positive reinforcement which has shown to increase the likelihood of the persuasion of the user. Therefore, praising the user with words, images, symbols, and/or sounds, the user would be more likely persuaded.

### **2.2.7 Other Methods of Persuasion**

It is important for the system to be attractive. Fogg (2002) presents his research, where an unattractive and attractive model were used, and shows that the users are almost three times more likely to be persuaded by an attractive model.

Therefore, it is important that the interface is attractive and that the HCI principles are respected (Hinze-Hoare, 2007).

Furthermore, it is also important to have the best user experience possible. For example, if the system has bugs or is not as responsive as it should be, this can be conveyed as uncooperative or vengeful (Fogg, 2002). It has been shown that systems which are similar, in some way, to users may persuade them to behave differently (Fogg, 2002).

Finally, a use of social dynamics will provide a competitive element can have the potential to prolong the users engagement with the solution (Fogg, 2002). Following the example of Microsoft's Clippy, the system was able to persuade the user to interact with Clippy's presence. However, this example is not perfect as it was seen as intrusive and left the users feeling frustrated (Sampson, 2006). Using an imitation of social dynamics leaves the user more open to persuasion (Fogg, 2002). In the case of the solution, for example, the system could share the progress of other users as encouragement or share progress to receive feedback from other users.

### **2.2.8 Conclusion**

In short, the user can be persuaded by technology in similar ways to those of being persuaded by people (Fogg, 2002). Therefore, persuasive technology is a valid method to implement, to aid customer retention.

## Chapter 3

# Analysis of User Interface and User Experience

In this chapter, I will be focusing on the theory discussed to analyse the software, excluding the bugs. Any comments on bugs will not be useful and would most likely be a waste of time as they might be fixed before this report is finished. The features that will be discussed in this section will only be those that stood out to me. To discuss every detail will be overkill.

It is important to note that this report is not an in depth analysis as more resources are needed as well as a greater familiarity with the system.

Using the web version of the software and with the help of FullStory, I will be analysing the good, parts that need improvement, parts that could be considered for change and finally, the bad aspects of the interface and user experience.

### 3.1 The Good

#### 3.1.1 Suggested Filter Confirmation Notification

The notification shown in figure 3.1, is a good example of aesthetically pleasing and responsive design. The feature uses logical colours (green for a confirmation message and text colour contrasting with the background) and a logical layout (being place in a consistent position at the top center of the page) so that the user receives instant feedback avoiding frustration or confusion around the task having succeeded. This translates to a more attractive interface and a better user experience and thus, is more persuasive.

Furthermore, as previously mentioned, the user feels in control as the software has responded to the action the user has made. Thus, the user will have more

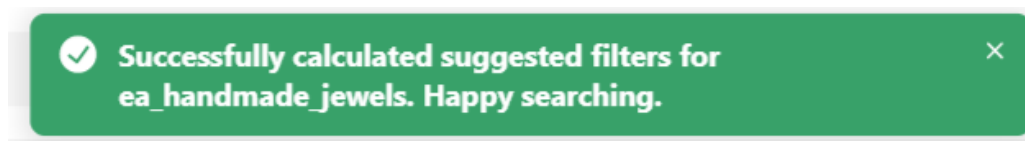


Figure 3.1: Suggested Filters Confirmation Notification Message

confidence in the system and reduce the chance of the user feeling lost and confused.

However, this feature could be improved slightly by removing the extra text "Happy searching.". As small as it may seem, this addition of information takes more time for the user to process and may overwhelm the user with the volume of text to read before the notification disappears. Therefore, use reduction, as seen in section 2.2.4. Less is more.

### 3.1.2 Analytics Section

The section as a whole has well respected HCI principles (Teach-ICT, 2020). The colour choices are logical and consistent with the house style as well as the choice of layout; which is simple, uncluttered and groups related items, as discussed in section 2.1.

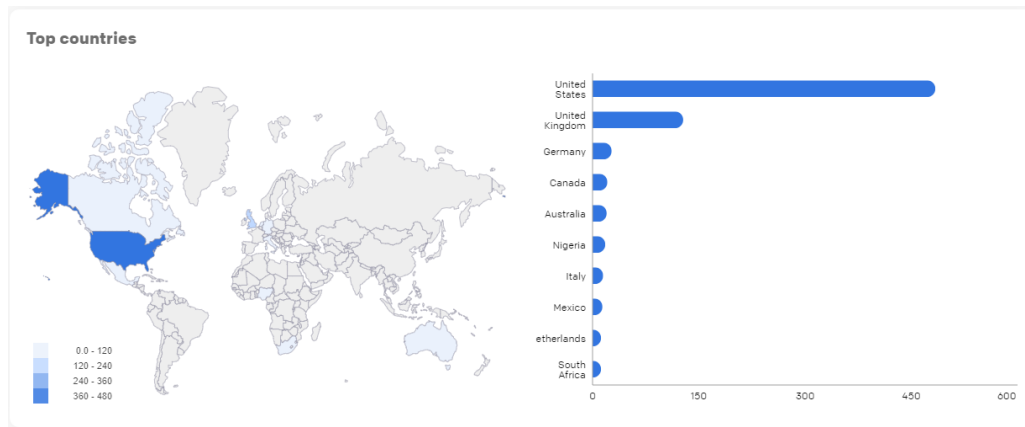


Figure 3.2: Example From Analytics Section: Audience

The page is structured with the different sections, in the analytic, in a navigation bar style area and categorises the analytics into the relevant information bubbles. In addition, this layout of information is consistent with the rest of the software therefore shows the consistent house style that the user should grow to

be familiar with. The deliberate choices of colours and layout here can be considered as persuasive here as this helps create an attractive and familiar/easy to learn interface.

Furthermore, the analytics section also favours quality over quantity. Using figure 3.2 as an example, the user is able to locate the information they are after (in this case distribution of the user's audience) with the help of signposts (in this case "Top countries"), to avoid the user becoming lost or confused. In addition, the bubbles focus on the visual representation of information allowing the interface to not require any additional text to explain. The visual information is self-explanatory. This can be translated to "reduction" in persuasive technology and has the potential to persuade the user to continue using the software.

Moreover, the core idea of the analytics section is persuasive as it is a form of self-monitoring (Grob, 1995). The graphical information available and other visual data shows the progress the user has made over a certain amount of time. If a user is able to see that Flickr has had an impact on the user's Instagram's growth then the user is more likely to continue using the system.

In conclusion, the analytics section as a whole is clean. The interface is visually pleasing, aesthetic loading animations and avoids adding unnecessary information to the interface. Hence, helps better the user's experience while using the software. Finally, the persuasive aspects of this section should have an impact on customer retention.

### 3.1.3 Suggest a New Feature

This section, shown in figure 3.3, follows good practice and similar styles to those seen in sub-section 3.1.2 with logical colours and layout.

The interface is uncluttered and simple:

- Related items are grouped in information bubbles, following the house style, and signposted to ensure the user is not lost or confused
- "Navigation bar" style area at the top of the page and highlights the page that the user is currently on

However, some signposting could benefit from slightly clearer naming. The average user will not be familiar with what "on-boarding" or "hashtag suite" are. Need to ensure the "dumb users" know what is in front of them. In addition, there is some inconsistent naming. When clicking on the "request a new feature"



Figure 3.3: Request a New Feature

the new window that pops up is labeled "product portal".

In addition, while not relevant to the feature in itself, the access to the "request a feature" page seems out of place. A suggestion would be to group it with the help tools or create a new section to better improve the system, such as with a report bug feature possibly.

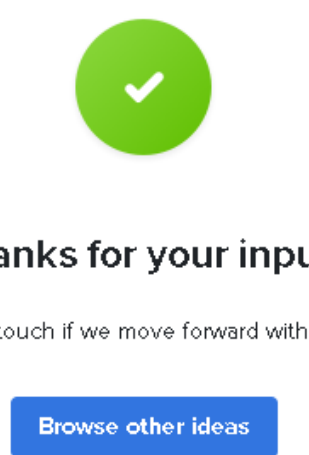


Figure 3.4: Confirmation Message When Suggesting a New Idea

The information favours quality over quantity

- Each information bubble is titled and has a brief description to provide more detail
- The bubbles are broken down further into respective categories

However, there is someone guess work to be made with the symbol of the person (in the top right hand corner of each information bubble, see figure 3.5). To avoid confusion or the user not being able to understand, a suggestion would be to add a hover feature to explain its use.

As another thought, this section should be kept up to date as much as possible to show the exact status of the request. Perhaps showing if the request is in the queue to be reviewed or even more precise, the position in the queue. This knowledge is important to the user and could avoid any frustration if they feel

like they are waiting too long.

In the case of persuasive technology, there is an opportunity for praise (Grob, 1995). When a user requests a feature, the user is currently displayed the "thank you" message shown in figure 3.1. In place of this generic message the user could be further praised, this would persuade the user to continue using the system and suggest new features. For example, the message could mention the impact the user's action to make a request is having on the system.

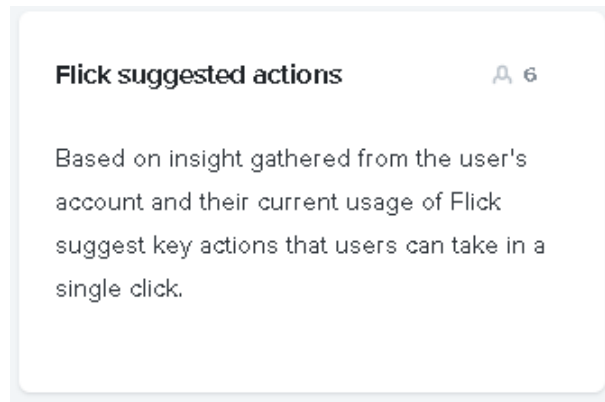


Figure 3.5: Example of User Icon

In conclusion, implementing this section was a great idea. The feature will make users feel heard, especially if their request has an impact on the future of the software. Having a "request a new feature" area will also add the appearance of tailoring to those who use the feature. Tailoring is a big contributor, in regards to persuasive technology, to persuade the user. The user will feel like the feature was added to the software for their benefit, adding a personal touch, and therefore, will inherently persuade the user to keep using the software.

If the user can be encouraged to start using this feature then the user will be more likely to remain using Flick's software. For example, if the user does not manage to complete a task or takes too long to complete a task, the software could prompt the user to "help" improve the software with an emphasis on the user's help being crucial to the improvement of the software.

The user interface and user experience of this section is of a good standard but can be improved slightly with some minor tweaks, as mentioned.



### 3.1.4 Generic Notification Message

This feature uses logical colours and differentiates from the green confirmation notification previously seen (see sub-section 3.1.1), while following the house style and using the same layout. This consistency keeps the user familiar with the software's response, without confusion, and maintains the attractive user interface, and thus, is also persuasive.



Figure 3.6: Example of a Generic Notification of the System Responding to an Action

Furthermore, this feature also maintains the quality of information over quantity. Only what is needed is provided, in this case, one sentence stating that the hashtags have been cleared. This can be translated to reduction as discussed in section 2.2 when discussing persuasive technology.

In conclusion, this feature is a good response for the software to have in place to inform the user in case that they did not notice the change on their own. The notification further confirms their action providing them with more confidence when interacting with the system. On the other hand, if the user notices the change on their own, the notification is not harmful as it will disappear shortly after.

### 3.1.5 Conclusion

This section took a more detailed look at why certain implementations were important decisions even if they seem insignificant. Hopefully, the small comments made alongside this analysis will also be helpful to help perfect the UI and UX. Any positive change could have the potential to have a positive impact on customer retention. Therefore, I believe that the improvements are important changes to make, before expanding the software with new features.

The next section will discuss the features in need of improvement.

## 3.2 Parts Needing Improvement

In this section, the positive aspects of the UI and UX will not be commented on. I will only be focusing on what could be improved.

### 3.2.1 Welcome Message

On first impression, of the screenshot displayed in figure 3.7, there is too much text present on the screen at once. The user's most likely first reaction would be to close it without reading it just because they cannot be bothered. To deal with this issue, two different methods can be used, tunnelling or reduction.

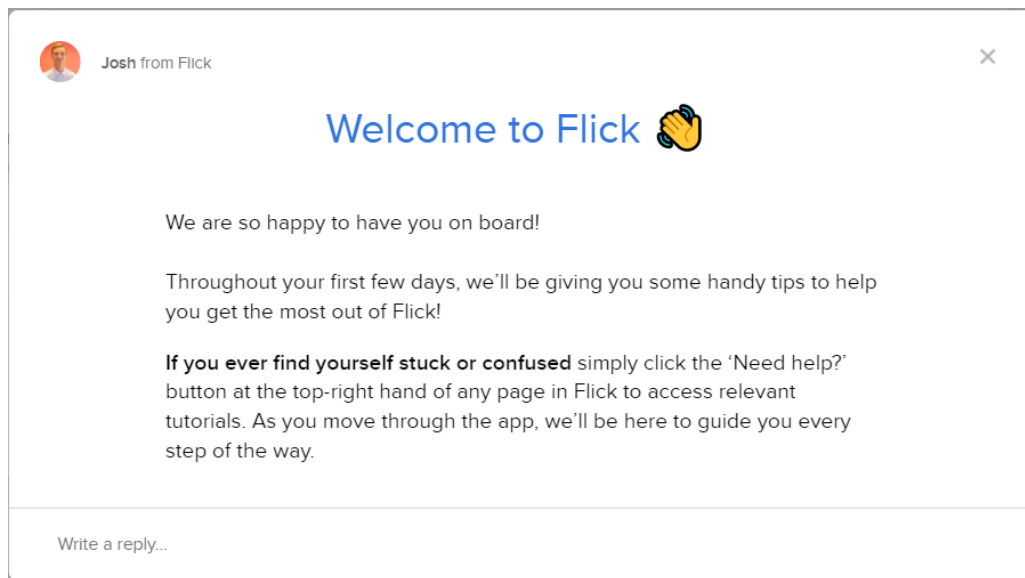


Figure 3.7: Welcome Message

### Tunnelling

To implement tunnelling, the welcome message should be broken down into multiple pages, with the help of "Next", "Back" and "Skip" buttons. Thus, the user will not be overwhelmed as the larger amount of text and more likely to read all the information provided. Hence, be more persuasive.

### Reduction

Alternatively, simply only focusing on what's important could solve the issue. For example, reducing it to only say "if you ever feel stuck or confused, see the

help section at the top-right”. The comment about receiving tips along the way is not helpful to the user as they have no way of being able to access them. Thus, at a minimum that statement should be removed.

In addition, I noticed the pop-up did not have the familiar controls that usually come with such a feature. A pop-up window, such as the welcome message seen, should have 3 options to close it. The 'x', as currently implemented, an "ok" button (or those mentioned when discussing the tunnelling approach) and an unfocus option where if the user click on an area outside of the pop-up, then, it should close.

Furthermore, there is no need for a reply bar. What would a user say at this point? they have not yet used the system. Thus, removing this would be a form of reduction as to not present the user with features that they will not use. Therefore, will be more persuasive without such a feature.

Moreover, this pop-up could be an opportunity to use persuasive technology such as praise and natural language. There are many implementations that could be made to use these persuasive technologies, thus, will not be discussed further.

In conclusion, the pop-up window needs to conform to the well established standards (the buttons which are currently missing) and remove the features that will go unnoticed (the message feature) as the interface should only include the necessary details to reach the software's goal and achieve the best customer retention rate.

### **3.2.2 Hashtag Searching**

The Hashtag search results, shown in figure 3.8 on first impression look overwhelming. With more frequent use of the software this issue fades. However, it would be beneficial for new uses to fully guide them through the process the first time round, while explaining the point of what they are doing.

Ideally, the user should never have to consult documentation or other resources outside of the UI. Therefore, for new users, it is important that they understand what they are doing in order for them to reach the results they are after and be persuaded to keep using the software. There are many ways to implement this, hence, will not be discussed here.

However, the current implementation of selecting hashtags seems to be positive. The user interface does look overwhelming, however, this is the fault of the hashtags themselves. Having to display all those hashtags results in showing a



Figure 3.8: Hashtag Search Results

lot of text on the screen. Breaking them down into more manageable categories seems to have been the best course of action.

Although, I cannot make impactful comments about these design choices as I am not familiar with the inner-workings of the software and how the data can be used in the most efficient way. Therefore, it is possible that better suggestions could be made in the future.

At this moment in time, the only changes I recommend are those that are able to guide new users and explain the reasons behind their actions they need to make. A confident user translates to a user who is not overwhelmed and is more persuadable to continue using the system.

### 3.2.3 Selected Hashtags Tool

The feature currently displays the number of hashtags selected. In addition, the feature could also display the maximum number allowed (i.e. "23/25 selected hashtags"). This is useful extra information that could help the user at no extra cost to the user experience.



Figure 3.9: Selected Hashtags

Furthermore, it is not immediately clear that the user needs to click on the upward arrow symbol to continue to the next step. Hence, this should be reconsidered to avoid confusion and potential frustration for the user. For example, the solution could be to show the options, which are currently hidden in the menu until the user clicks on the upward arrow symbol, directly.

### 3.2.4 Quick Abbreviation Fix

This isn't a design issue, just a fix to follow the standard to avoid any confusion. The most common abbreviation for "average" is "avg." or "av." (The Word Counter, 2020), whereas, "ave." which is currently used is more commonly used for abbreviating "avenue".

Although this may seem like a small fix, this change may help the image of the company as to keep its professional and reliable appeal. However, doesn't need that much attention as most likely will not have too much of an effect.

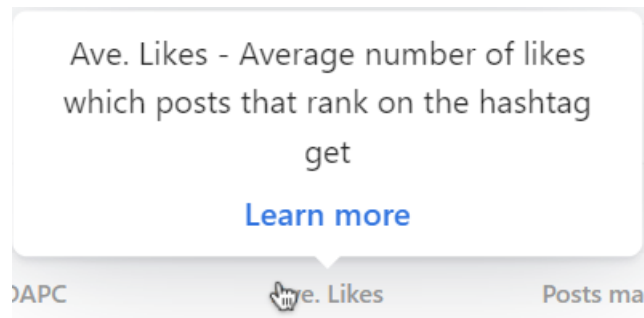


Figure 3.10: Average Likes Stats

### 3.2.5 Chatting Feature

The feature, shown in figure 3.11, should not be on the main pages as it is/should be a feature that hardly gets used. Therefore, as mentioned before, features that do not need to be used as part of the main functionality should be either removed or moved to another area. For example, the chat feature could be moved to the help section.



Figure 3.11: Chat Button

In addition, similar/complementary features such the button for hiding the chat icon should be removed/relocated.

### 3.2.6 Post Performance

This is a minor comment, the text is only useful the first time the user reads the information, as seen in figure 3.12.

#### **Post Performance**

The position your post ranked within the 'top posts' section of a hashtag feed.

Figure 3.12: Post Performance

Therefore, the text can be hidden behind an information tile (i.e. following the current style, the '?' tile). Thus, decluttering hte page.

### 3.2.7 Breakdown of Hashtag Groups

Another small comment on design. All unnecessary information should be removed.

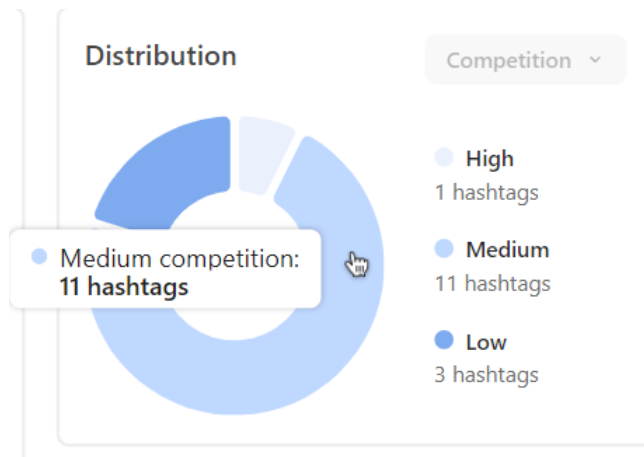


Figure 3.13: Pie Chart Breakdown of Hashtag Groups

There is a duplication of information when the user hovers over the pie chart, shown in figure 3.13. Hence, should be removed as the legend on the side is a must more appropriate solution to displaying the pie chart's data.

### 3.2.8 Top Section of the side Navbar

This Navigation bar could be improved. The resources option is/should not be a feature used often if at all. Therefore, should be removed in order to declutter the navigation bar. For example, this section could be moved to the help section.



Figure 3.14: Top Navbar Section

### 3.2.9 Bottom Section of the side Navbar

Following the following part discussing the top part of the navbar, the "Flick Wiki" should also be removed as it is equally a tool that should hardly, if at all, be used. This section can also be moved to the help section, so that the user can access all the resources and tools that they may require in one location.



Figure 3.15: Bottom Navbar Section

In addition, the account icon is not commonly used in the bottom left of the screen. To add familiarity to the user the account icon should be moved to the top right of the screen. This will also add more functionality to the Instagram account icon currently in that position. As I am unfamiliar with the system, I could be making a poor decision here, however, it seems like the Instagram account icon in the top right is under used. In addition, this will reduce the number of corners where the user can interact with, which is ideal.

Reducing the number of areas the user can interact with helps the user not becoming overwhelmed, lost or confused.

### 3.2.10 Conclusion

These improvements have the possibility to increase customer retention. Therefore, I would recommend implementing these changes before implementing new features.

I will now discuss the aspects of the software that could be considered for improvement.

## 3.3 Parts to Consider for Improvement

### 3.3.1 Hiding Minor Information

It is important to note, especially for this point, that due to not being familiar with the ins and outs of the software, I am not in a position to take strong stances on design.



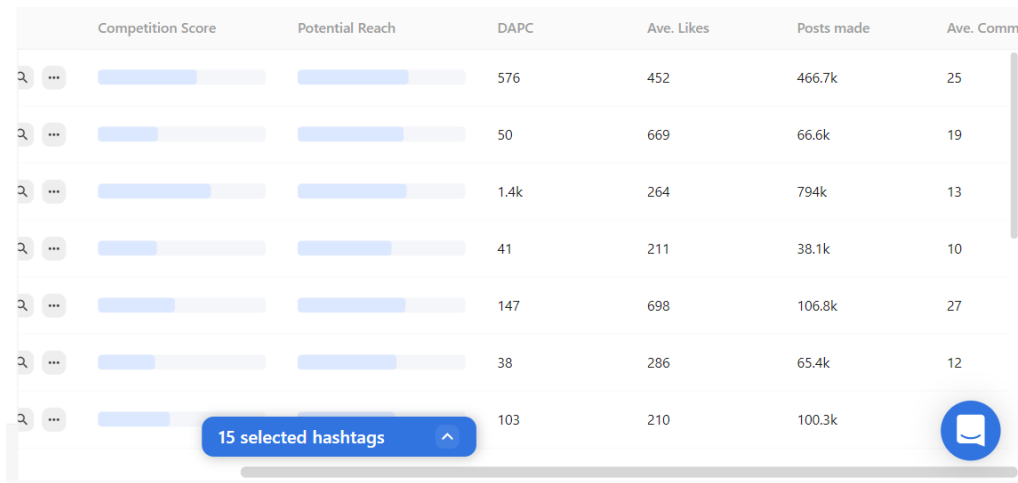


Figure 3.16: Scrolling on Hashtag Breakdown

However, on first glance, it seems like the "hashtag breakdown" section, as seen in figure 3.16, could be implemented slightly better. The named figure shows a user on a typical sized screen (most likely a laptop). Due to this size the page's content has been partly hidden, only accessible by using the scroll bars. Therefore, this raises the following question: how important is all the information on this page?

DAPC	Ave. Likes	Posts made	Ave. Comments
17	290	34.6k	15
21	322	49k	24
20	323	166.1k	32
n/a	457	6.4k	30

Figure 3.17: 4 Columns of Hashtag Data

From what I can tell, the four columns, shown in figure 3.17, seems to not be important in common use. The information in these columns looks to only be needed in certain cases, if the user is curious. Therefore, I would suggest hiding this information for the average user. For example, offering the user to extend the table with the extra columns with a click of a button.

### **3.3.2 Other Parts That Could be Considered for Improvement**

The following comments do not need much time spent on them as they are small, easily thought about and resolved. Therefore, a small list seemed appropriate.

- The loading animations are not consistent throughout the site. There are loading bars, loading wheels and content loading animations
- There are 2 different versions of copy to clipboard as well as "save to collection" and "add to collection". These could be confusing to the user and may need clarifying or removing/simplifying.

### **3.3.3 Conclusion**

These small improvements do not seem major, but have the possibility to increase customer retention. Therefore, I would recommend considering the changes before implementing new features. Any positive change big or small is positive change.

Finally, I will not discuss the bad aspects of the software.

## **3.4 The Bad**

This section will discuss the features that the software needs to improve UX, and thus, customer retention.

### **3.4.1 Missing Features**

Firstly, the features that are missing from the software to create a greater UX will be discussed.

#### **Why and How to Search for a Hashtag?**

As previously discussed, see section 3.2.2, users can seem unfamiliar with the process of searching for hashtags. In addition, from my point of view, the reason why seems to be unclear without knowing the point of the software.

Therefore, to help the user become more confident with the software and increase the user's learning rate by providing the necessary information in the UI.

It is important to emphasize that the guidance needs to be present directly in the UI. The user should never have to access the relevant resources or tools outside the UI. The software should not have to be learnt to be used. The UI should

be able to teach the user as they use it. In the best case, should be instinctive.

There are many ways to implement this, therefore, no need to go over possibilities here. An important note is that this information is only important to new users. Thus, should be hidden, in a help tile (currently displayed as the '?' tile) or, only visible the first time.

### User's Lost After Making a Collection

After viewing a few new users on FullStory, it was apparent that users did not know what to do once completing collections. Thus, to increase the users confidence, a "confirmation" style message needs to appear, only on the first use. This will reduce the chance of the user feeling lost and confused, as discussed when analysing the confirmation message seen in section 3.1.1.

This use of a "confirmation" style pop-up would be beneficial as the user would understand that they have completed all that they need to and can proceed to using the collection on their future posts on Instagram as well as any relevant information that could be useful to the user after creating a collection. The aim of this is to reduce the chance of the user asking themselves "now what?".

### 3.4.2 Inconsistencies

It is important for the UI to be consistent. Consistency create a better UX, a more efficient learning curve and helps define the company image. Eventually help users interact with the software more efficiently.

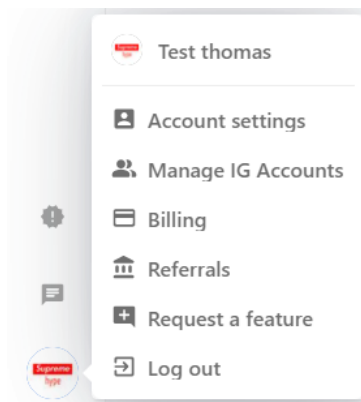


Figure 3.18: Account Pop-Up Menu

## Naming

On browsing the website, I noticed that there were some naming inconsistencies. Between the account pop-up menu and the pages using tabs to navigate between the options provided in the pop-up menu, see figures 3.18 and 3.19.

- The page "Account Information" is named "Account settings" in the pop-up menu. Not only is the name different, but the icon and the capitalisation.
- The page "Instagram Accounts" is named "Manage IG Accounts" in the pop-up menu.



Figure 3.19: Account Menu Navigational Tabs When Visiting A Page From the Account Pop-Up Menu

## Menu Options

In addition, the menu's options and the tabs available differ. This should not be the case. The menus should reflect the same options.

A new option of "Invoices" appears in the tabs version of the menu. Thus, this option should be added to the to the pop-up menu.

On the other hand, "Request a feature" is missing from the tabs version of the menu (and an inconsistency in capitalisation). Therefore, should be added to the tabs' options.

Furthermore, the two options "Request a feature" and "Log out" (both with capitalisation inconsistencies) should be added to the tabs' options. Or, even more appropriate, the "Request a feature" option should be moved to a "help" area or another appropriate place. In addition, the "Log out" option, as it differs from the other options, could be implemented as a button on the right hand side of the navigation bar (aligned with the other tabs).

### 3.4.3 Conclusion

In conclusion, it is important to create the best UX for the user. This includes reducing the chance of the user becoming confused or lost and removing inconsistencies.

The next section will conclude this project by discussing the new ideas that came to me in the project's duration.

## Chapter 4

# Ideas to Potentially Increase Customer Retention

### 4.1 Create a Help Section

As mentioned throughout this project. Some features could benefit from being grouped together.

A "help" section could be implemented which would include the features already included in the "Need Help?" section, "Request a Feature" (with potentially a bug fix complementary option), the chatting feature, and finally, the "Resources" and "Flick Wiki" areas.

Furthermore, in the case of persuasive technology, a social aspect could be added to the "Request a Feature" section. For example, other users could comment on features currently being implemented or even features suggested by other users before approval. This could help create a discussion to potentially help the developer to more deeply understand the user's needs and requirements as well as simultaneously persuade the user to continue using the system.

### 4.2 Understand Why a User Fails to Complete a Task

When a user fails to complete a task or simply takes too long, the user could receive a notification. This notification could offer a link to some support or/and receive instant feedback from the user about why and with what they are struggling. This could, in turn, benefit the system and ensure greater UX.

This implementation could offer a more personalised experience which is persuasive to the user and the software could portray the personality that the system is trying to grow and learn the best way to help the user.

In addition, this implementation is also an opportunity for praise. If the user provides feedback, the user could be praised for their actions, further persuading the user to continue using the software.

However, it is important to ensure that this feature is not intrusive. The interruption can only occur if the user is actually stuck. The worst thing to happen is if the user is working through the task at their own pace just to be irritated by this notification.

### **4.3 Conclusion**

In conclusion, while I am not completely familiar with the system, these ideas seem to be a good direction for the software to increase customer retention. With more time working with the software, I could make more appropriate recommendations.

## Chapter 5

# Conclusions

As an immediate analysis of the system, I believe this project to be beneficial and make appropriate recommendations. The scope only covered the core system (excluding bugs and functionality issues), post subscription and after login. Therefore, this project does not account for customers leaving due to not seeing an increase in their reach because of misunderstanding the purpose of the software, not being able to link their account and/or cost/benefit issues.

This project looked at the good, improvements that could be made, improvements that could be considered and the bad aspects of the software. Overall, the software has been well made and definitely has a good user experience. However, there are a few features that could be improved as well as some minor details that need to be changed. These comments, from the experience I have in HCI and persuasive technology, should have a positive impact on customer retention.

However, this is only a preliminary analysis. The project could be further expanded, for example, looking at the benefit of trust and credibility. The more open and transparent the marketing and software is with the customers/potential customers, the more likely they are to continue using the system and even recommending the software to other people. Therefore, there needs to be a focus on defining what meaningful results the software can help the user achieve, in the short term, in order to reach a larger audience on Instagram, hence, success with the software. Thus, avoiding customers leaving because they misunderstood the purpose of the software.

The research here can be further improved with the help of interviews, questionnaires, focus groups as well as more time personally spent using the system. However, I would not be able to achieve such goals with this analysis only being a personal project.



This project took approximately 4 weeks to complete. I believe it to have been beneficial to my experience and understanding for HCI and the implementation of persuasive technology and in the future, will be better prepared when designing and analysing interfaces.

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