User Experience Research Portfolio

Mobile based Research and Design Project

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User Experience Research of open.qq.com

Background

Open.qq.com was a platform operated by third-party game and APP companies to place advertisements, monitor data and pay for advertising fees.

Project Process

User research
User interview
Usability test

Design
Low-fi Wireframes
Design Strategy

Ideation
Scenarios
Journey Map

Prototyping
Mobile page

Research Goals
Product team wanted to develop mobile pages for an existing website, but they did not know:
- Did the third party really need mobile pages?
- Which pages and features of the website should be redesigned on a phone, if it was necessary?
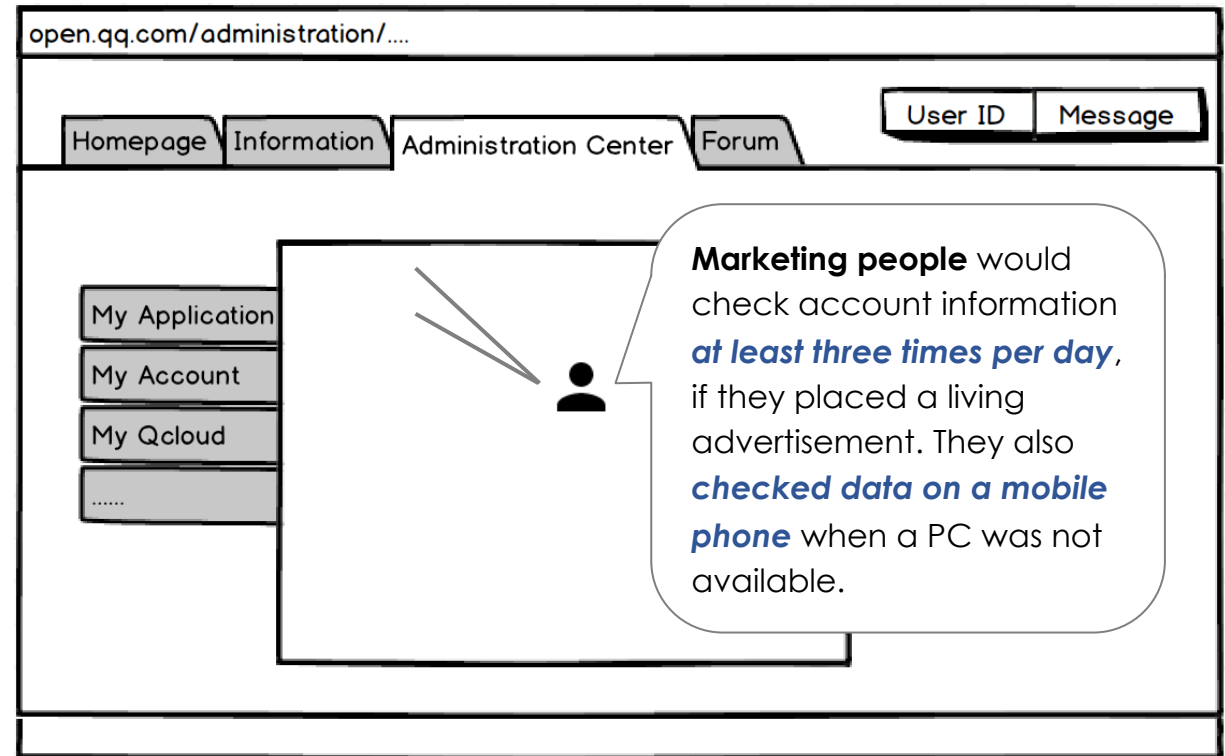- What form of the mobile UI pages should be? An app, WAP or others?

Role and Contribution
- Led the research, design discussion guide and completed this project independently
- Visited 8 third-party game companies, and interviewed all roles who needed to use open.qq.com.
- Shared findings with stakeholders and provided design suggestions to them

User Interview

Discussion Guide

- Which roles of the company had to use open.qq.com? Which features did they use?
- Did they need mobile pages? Why?
- Scenarios , motivation and frequency they operated the platform on a phone?
- What issues did they have when they operated the platform on a phone?
- Did they use competitors' similar platform and how?
- ……

open.qq.com/administration/….

Homepage | Information | Administration Center | Forum

User ID | Message

My Application

My Account

My Qcloud

……

Marketing people would check account information *at least three times per day*, if they placed a living advertisement. They also *checked data on a mobile phone* when a PC was not available.

Marketing people, **product managers** and even **bosses** checked data on open.qq.com frequently. *They needed mobile pages.*

Usability Test

Set up tasks and observed how people completed the tasks on open.qq.com and competitors' mobile pages.

Task Example:

This morning you placed a new advertisement. Now you are waiting for a bus and feel boring, so you want to check the advertisement data on the phone.

- Please show me and explain how you check the data?
- What data will you check?
- Will you try other features at this moment?
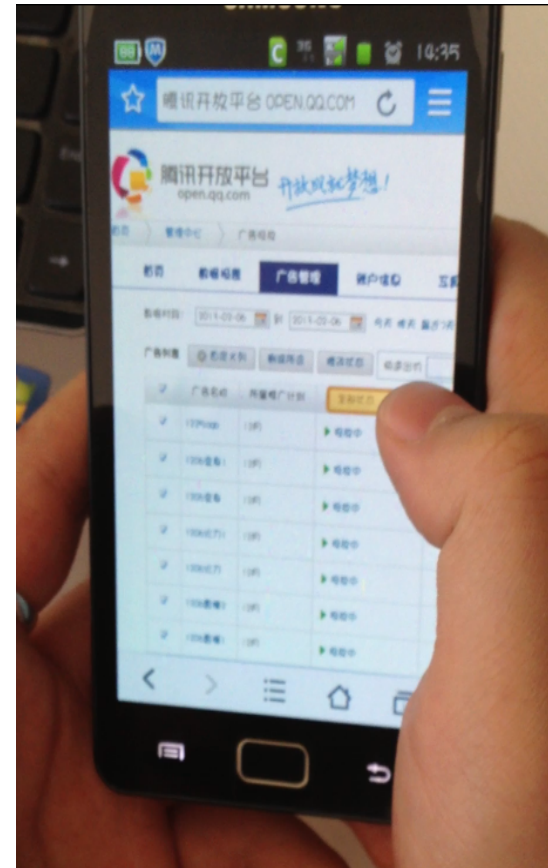
Checked data
on open.qq.com
by phone

Checked data on a
competitor's mobile
pages

Ideation: Scenario

Scenario 1: Before Sleeping

This man was on the bed. He used to checking the latest data of the advertisements to ensure everything was normal before sleeping.

If data was abnormal, he would turn on his laptop to figure out the problems.

If data was normal, he would go to bed.
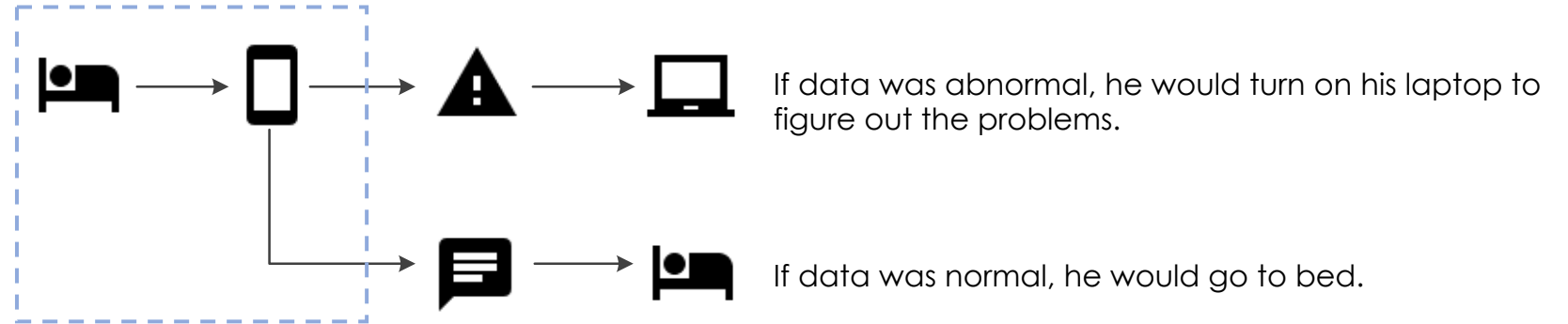
Other Scenarios

Waiting for bus

Waiting for friends

On a taxi

Common Points on Different Scenarios

• All users want to know the latest data of their product, advertisements……
• They do not have a computer/laptop around them.
• They operated the platform only on smart-phones which included iOS and Android system
• The behavior happened in fragmented time, along with other things.

Ideation: Journey Map

1 Users *prefer clicking* rather than typing.

```
Input URL of     →   Open              →   Login   →   Enter
open.qq.com          homepage of                       "Administration
                     open.qq.com                       Center"
```
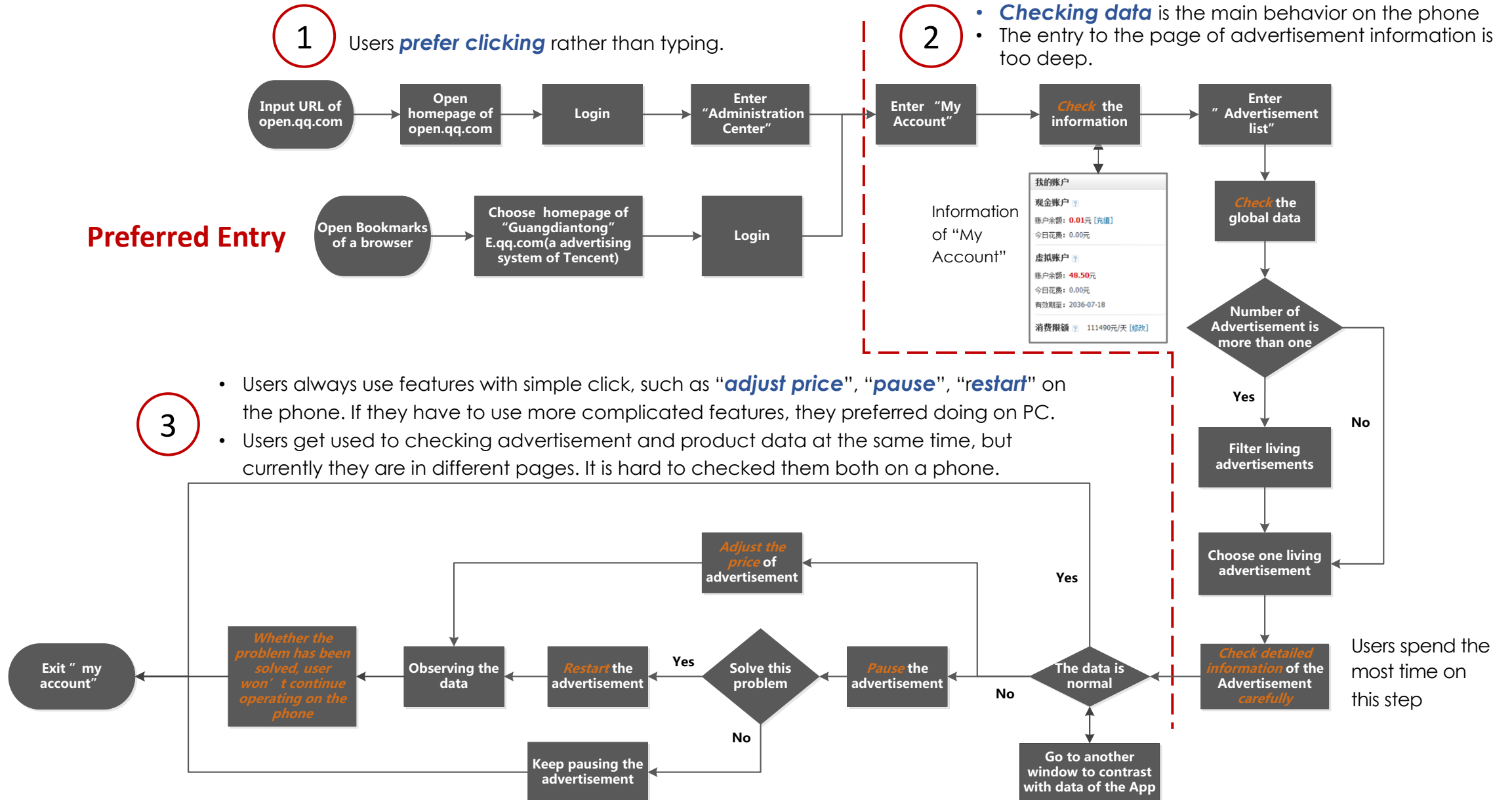
Preferred Entry

```
Open Bookmarks   →   Choose  homepage of   →   Login
of a browser         "Guangdiantong"
                     E.qq.com(a advertising
                     system of Tencent)
```

2
- *Checking data* is the main behavior on the phone
- The entry to the page of advertisement information is too deep.

```
Enter "My     →   Check the      →   Enter
Account"          information        " Advertisement
                                     list"
```

Information of "My Account"

我的账户
现金账户 ?
账户余额: **0.01**元 [充值]
今日花费: 0.00元

虚拟账户 ?
账户余额: **48.50**元
今日花费: 0.00元
有效期至: 2036-07-18

消费限额 ? 111490元/天 [修改]

```
Check the
global data
     ↓
Number of Advertisement is
more than one    — No →
  │ Yes
  ↓
Filter living
advertisements
  ↓
Choose one living
advertisement  ← — 
  ↓
Check detailed
information of the
Advertisement
carefully
```

Users spend the most time on this step

3
- Users always use features with simple click, such as "*adjust price*", "*pause*", "*restart*" on the phone. If they have to use more complicated features, they preferred doing on PC.
- Users get used to checking advertisement and product data at the same time, but currently they are in different pages. It is hard to checked them both on a phone.

```
                    Adjust the
                    price of
                    advertisement
                         ↑
Exit " my    ←  Whether the     ←  Observing the  ←  Restart the  ← Yes   Solve this  ←  Pause the  ← No   The data is
account"        problem has been    data             advertisement        problem        advertisement      normal
                solved, user                                                 │ No                              │ Yes
                won't continue                                               ↓                                 ↓
                operating on the                                     Keep pausing the               Go to another
                phone                                                advertisement                  window to contrast
                                                                                                     with data of the App
```

Design: Low-Fi Wireframes

In order to inspire designers to **create the new design shortly**, I let **users draw wireframes** of layout in their mind and choose the information they expect to see during the interview.
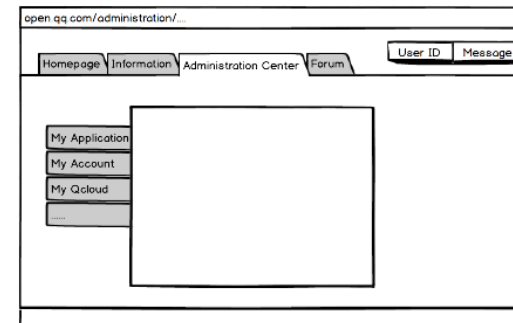
Design: Design Strategy

Challenges

People preferred "*clicking*" rather than "*typing*" and would like to checked the data on different pages at the mean time, so an app should be better than a WAP page. But the *users' quantity* was very *small*, it was *not worth developing an app*. So *what kind* of *mobile UI pages* should be?
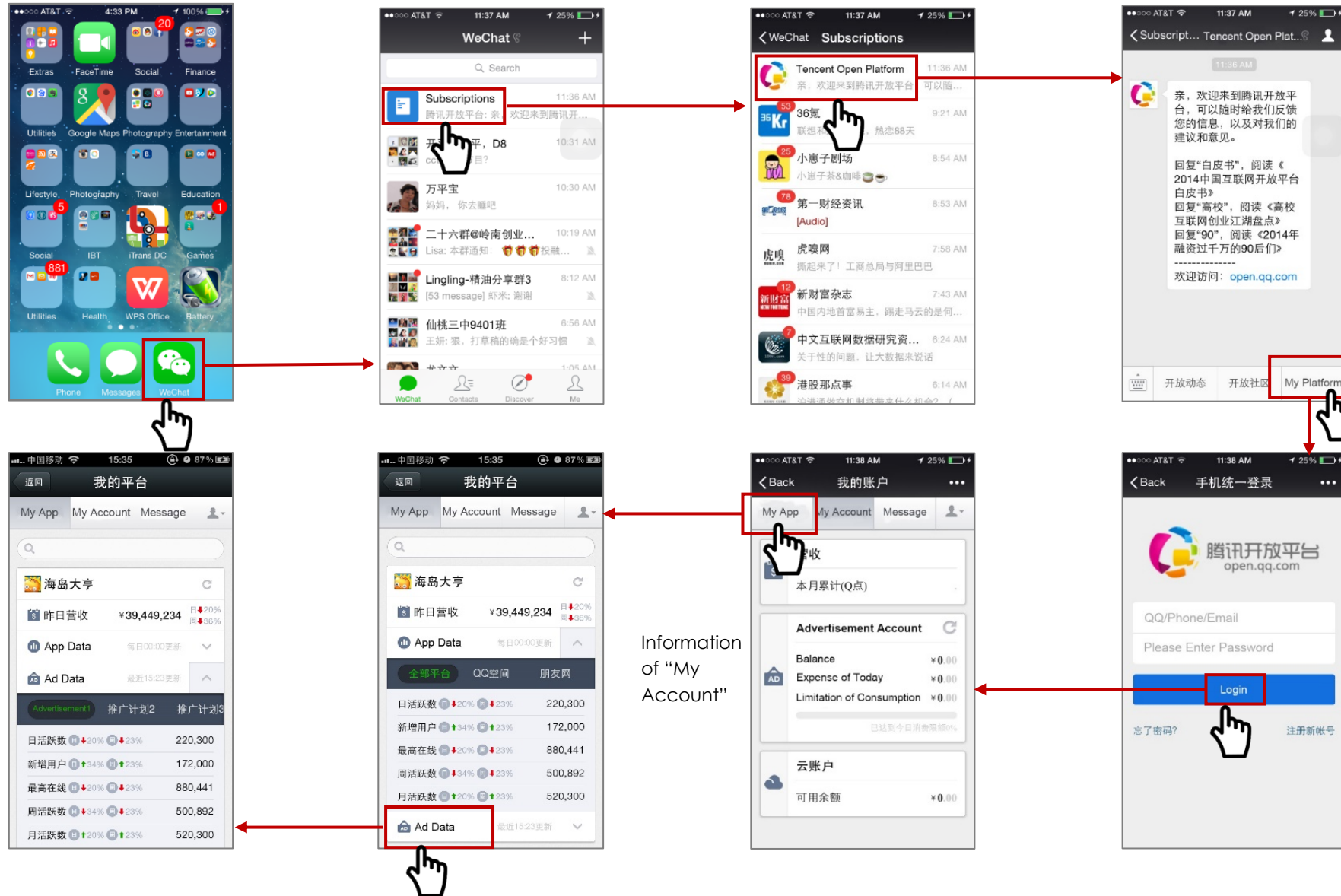
Solutions

- Provide mobile pages via WeChat: open *an official account* which could show data.
- Provided the *information users expect to watch* in fragmented time
- Provided *simple* but *emergency* features, such as "pause", "restart"......
- Put *products* and *advertisements data* on the *same* page.

Prototyping: Mobile Page

Ads data

Product data

Information of "My Account"

The End