

User Experience Research Portfolio

Mobile based Research and Design Project

Chelsea Xu

xuqiancc@gmail.com

User Experience Research of open.qq.com



Background

Tencent Open platform was a product that provided traffic and hosted third-party web games and applications. Clients who use this platform needed to deliver advertisements, check data and add credit on it.

Project Process

User research

User interview
Usability test

Design

Low-fi Wireframes
Design Strategy

Ideation

Scenarios
Journey Map

Prototyping

Mobile page

Challenges

Product team wanted to develop mobile pages for an existing website, but they did not know:

- Does the third party really need a mobile version?
- What pages of the website should be redesigned on a phone, if it is necessary?
- What form of the mobile UI pages should be? An app, mobile pages or others?

Role and Contribution

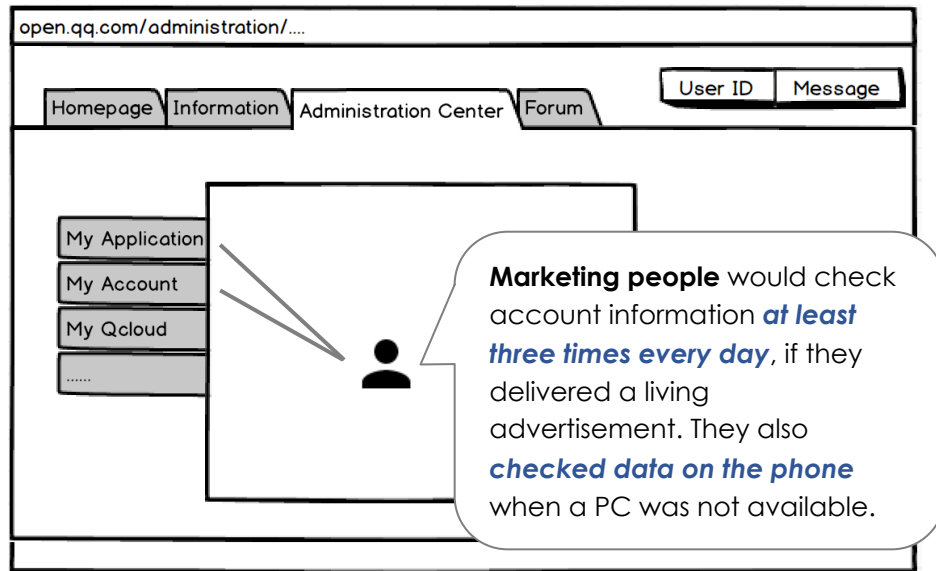
- Led and planned the research project
- Visited 8 third-party developing teams, and interviewed all roles who possible used Tencent open platform.
- Output research findings and provided design suggestions

User Research

User Interview

Talked with all people of the developer teams who were using open.qq.com, know

- Which positions had to use open.qq.com?
- Did they need mobile pages? Is that urge?
- Usage frequency, scenarios, how and why?
- Problems they met when they use it on phone?
- Did they use competitors?
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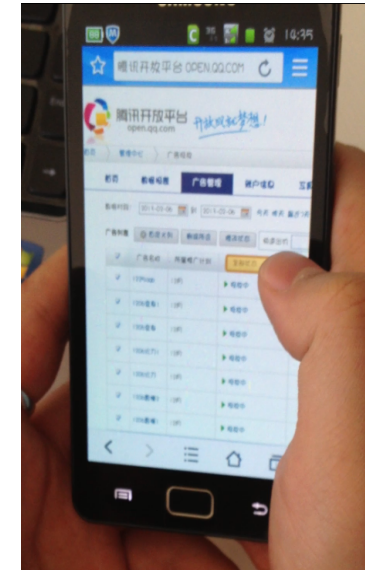
Some positions, marketing people, product managers and even bosses, checked data on open.qq.com frequently. **They needed mobile pages.**

Usability Test

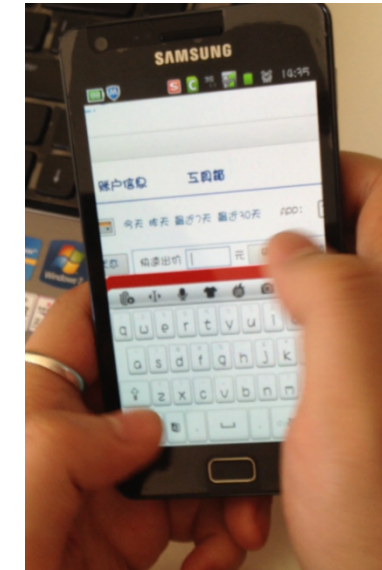
Set up tasks and observed how people did it, including on open.qq.com and competitors.

Task Example:

Today you delivered a new advertisement. Now you are waiting for a bus and feel boring, so you want to check the advertisement data on the phone. How will you do?



Checked data on open.qq.com by phone

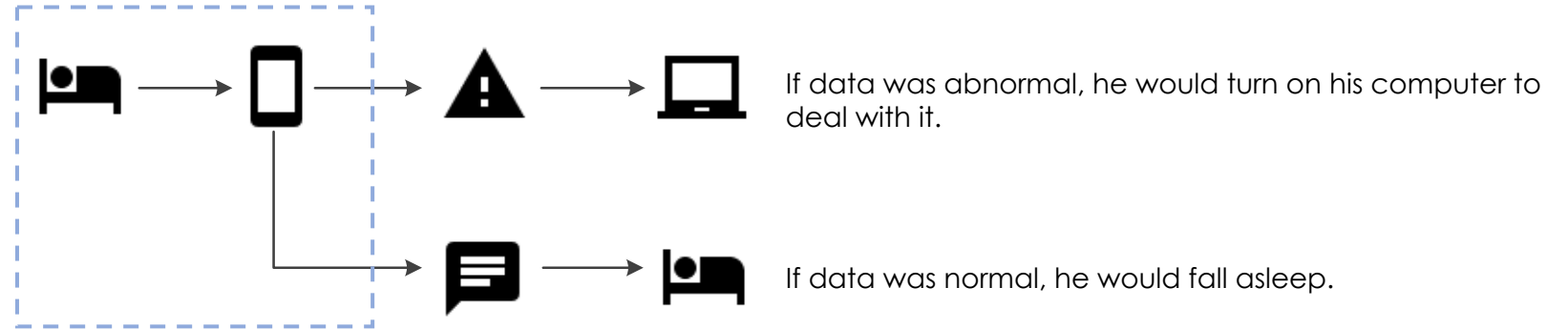


Checked data on competitor's website by phone

Ideation: Scenario

Scenario 1: Before Sleeping

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



Other Scenarios



Waiting for bus



Waiting for friends

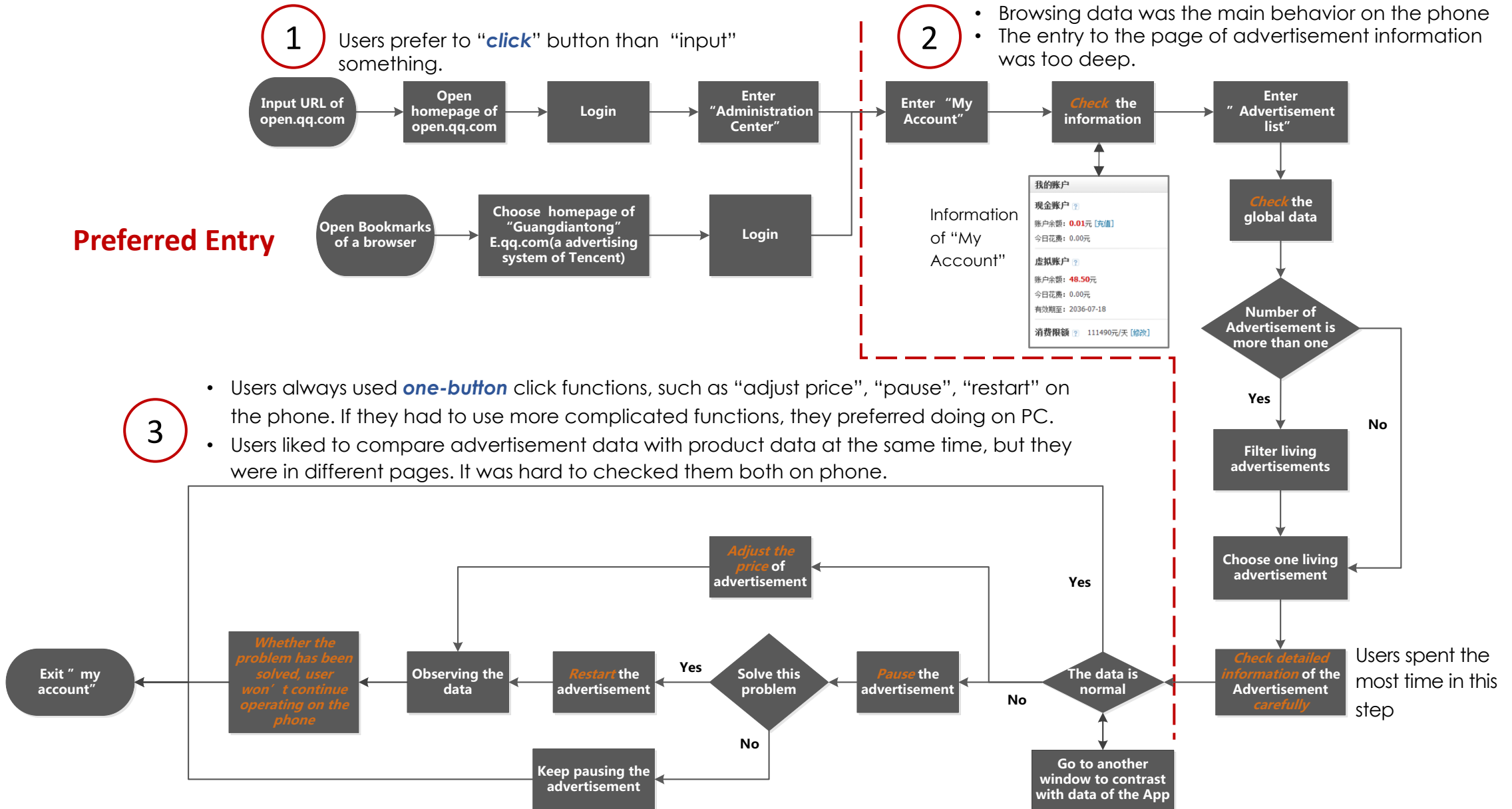


On a taxi

Scenario Feature

- All users want to know the latest data of their product, advertisements.....
- They do not have a computer turned on around them.
- They have smart-phones: iPhone 4s, SAMSUNG I8558...
- Such kind behavior was happened in fragmented time , also with some other things.

Ideation: Journey Map



Design: Low-Fi Wireframes

In order to inspire designers create new design shortly, we let **users draw wireframes** of layout in their mind and choose the information they expected to watch after each interview.



Design: Design Strategy

Challenges

People preferred to “click” than “input” and would like to compared the data on different pages, so an app should be better than a WAP page. But the quantity of users was very small, it was not worth **developing** such **an app**.

So **what kind** of **mobile UI pages** should be?

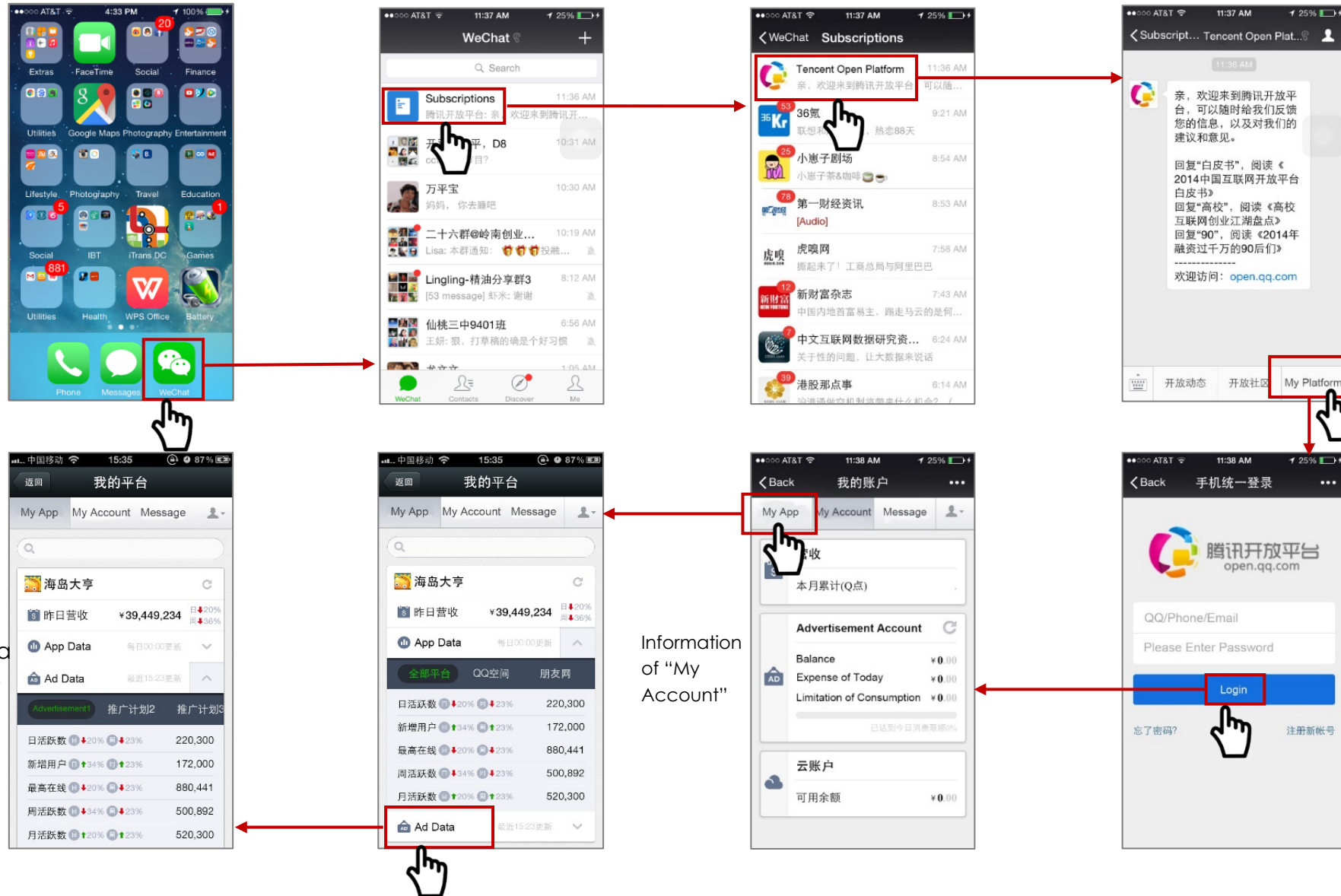
Method

- Combining with Wechat: open **a public account** which could display data.
- Provided the **information users expect to watch** in fragmented time
- Provided **simple** but **emergency** functions, such as “pause”, “restart”
- Put the **data** of **products** and **living advertisements** on **the same** page.

(Wechat, the most popular social network app of China, pushes information to users by “Subscription” .)



Prototyping: Mobile Page



Advertisements data and app data were put together in the same window.

Information of "My Account"

The End