User Experience Research Portfolio

Mobile based Research and Design Project

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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. Companies or clients who use this platform also wanted 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 refactored on a phone, if they need?
- What form of the mobile UI pages should be? An app, mobile pages or others?

Role and Contribution

- Leaded and planed 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?
- ......
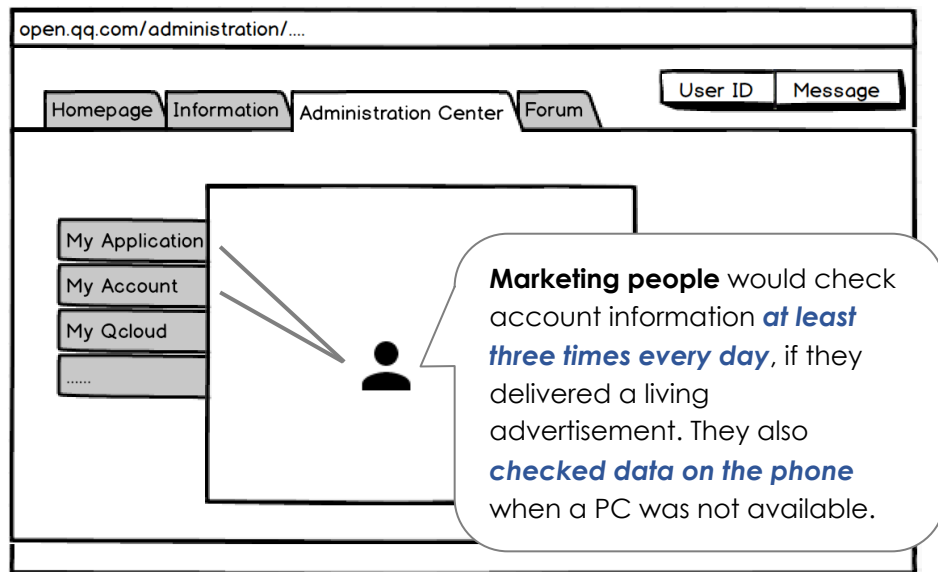
Some positions, marketing people, product managers and even bosses, checked data on open.qq.com frequently. *They needed mobile pages.*
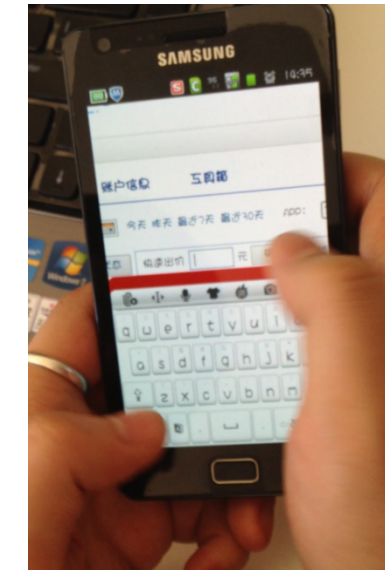
Usability Test

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?
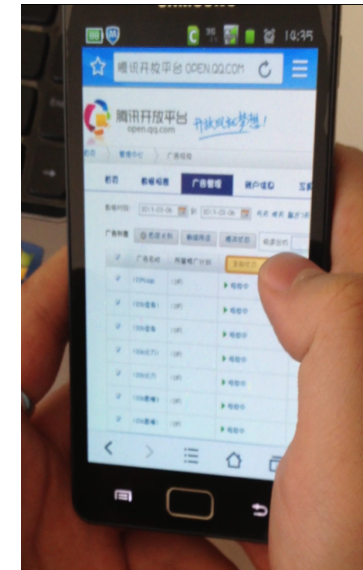

Checked data on open.qq.com by phone

Checked data on competitor's website by phone

Ideation: Scenario

Scenario 1: Before Sleeping

This man has turn off his computer and went to bed. He was used to playing smartphone for a while before going to sleep. He would probably take a look at the latest data about the advertisements to ensure no emergency or abnormal data.

If data is abnormal, he will open his computer to deal with it.

If data is normal, he will fall asleep.
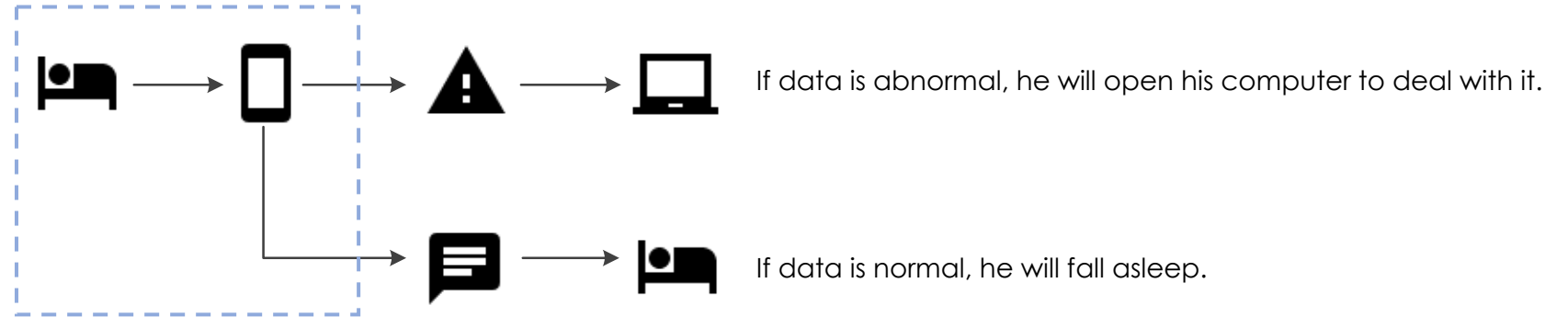
Other Scenarios


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.
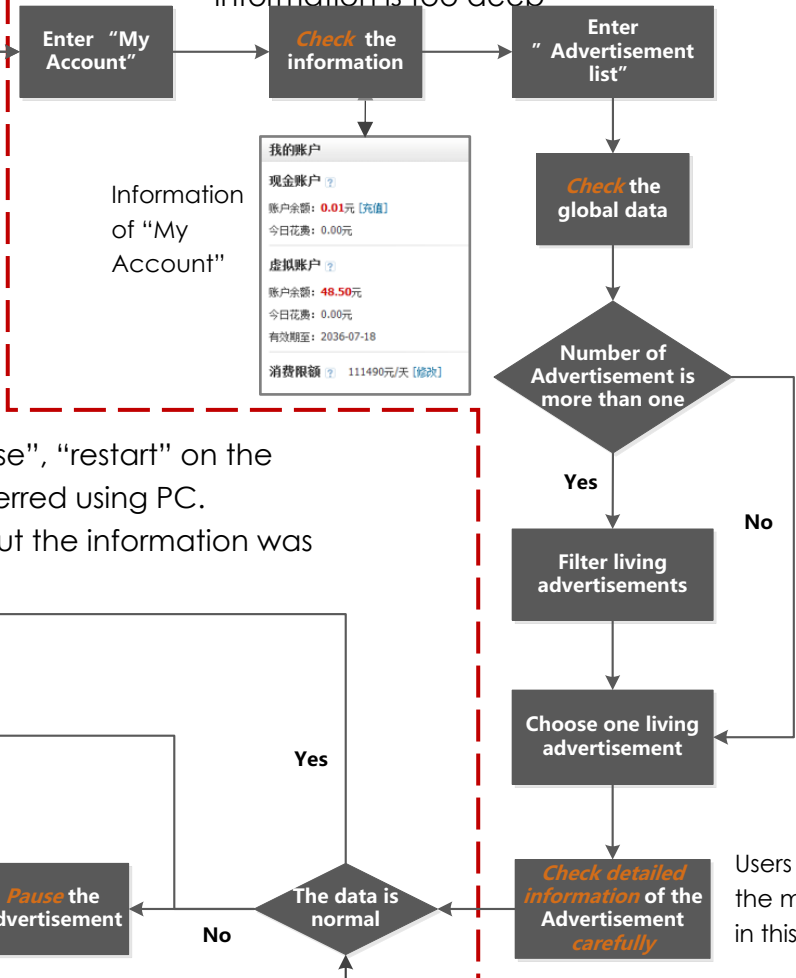
Ideation: Journey Map

1 Users prefer to "**click**" button than "input" something.
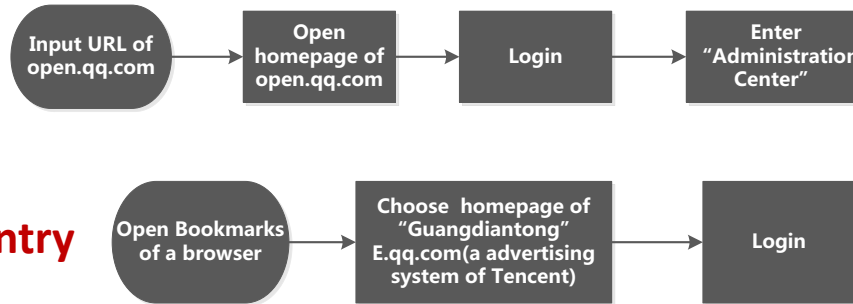
2
- Browsing data was the main behavior on the phone
- The entry to the page of advertisement information is too deep

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

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

Preferred Entry

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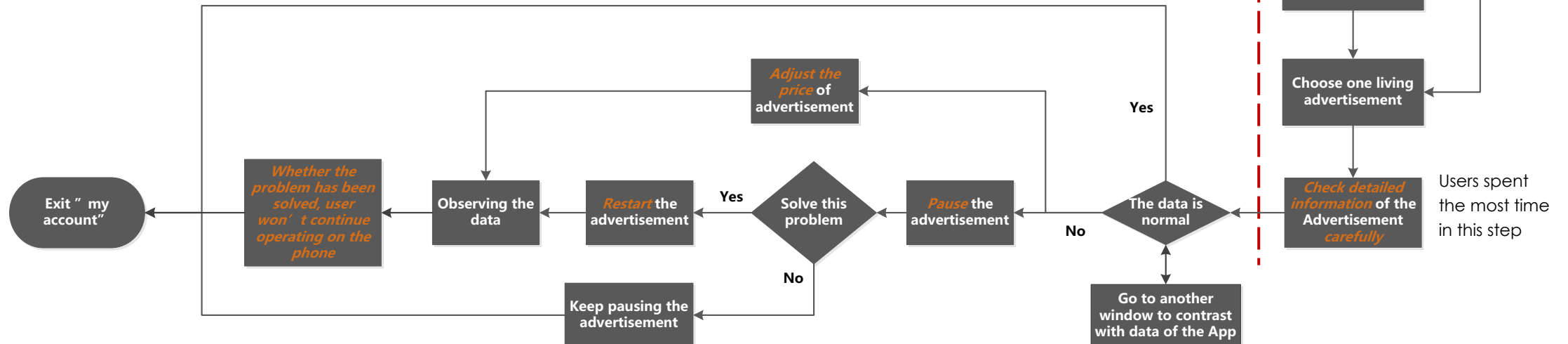
Information of "My Account"

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

Yes / **No**

3
- Users would do some **one-button** click, such as "adjust price", "pause", "restart" on the phone. If they have to do more complicated operation, they preferred using PC.
- Users leaned to contrast advertisement data with product data, but the information was in different pages. It was hard to checked both on phone.

Filter living advertisements

Choose one living advertisement

Adjust the price of advertisement

Whether the problem has been solved, user won't continue operating on the phone

Exit " my account"

Observing the data ← *Restart* the advertisement ← **Yes** Solve this problem ← *Pause* the advertisement ← **No** The data is normal ← *Check detailed information* of the Advertisement *carefully*

Users spent the most time in this step

No

Keep pausing the advertisement

Yes

Go to another window to contrast with data of the App

Design: Low-Fi Wireframes

After each interview, let **users draw wireframes** of layout in their mind and choose the information they expected, which inspired designers to create new design in short time.

Design: Design Strategy

Challenges

People prefered 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 amount of users is very small, *developing an app was not worthy*.
So *what kind* of *mobile UI pages* should be?

Method

- Combing with Wechat: open *a public account* which can display data.
- Provided the *information users expect to watch* in fragmented time
- Provide *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" then.)

Prototyping: Mobile Page
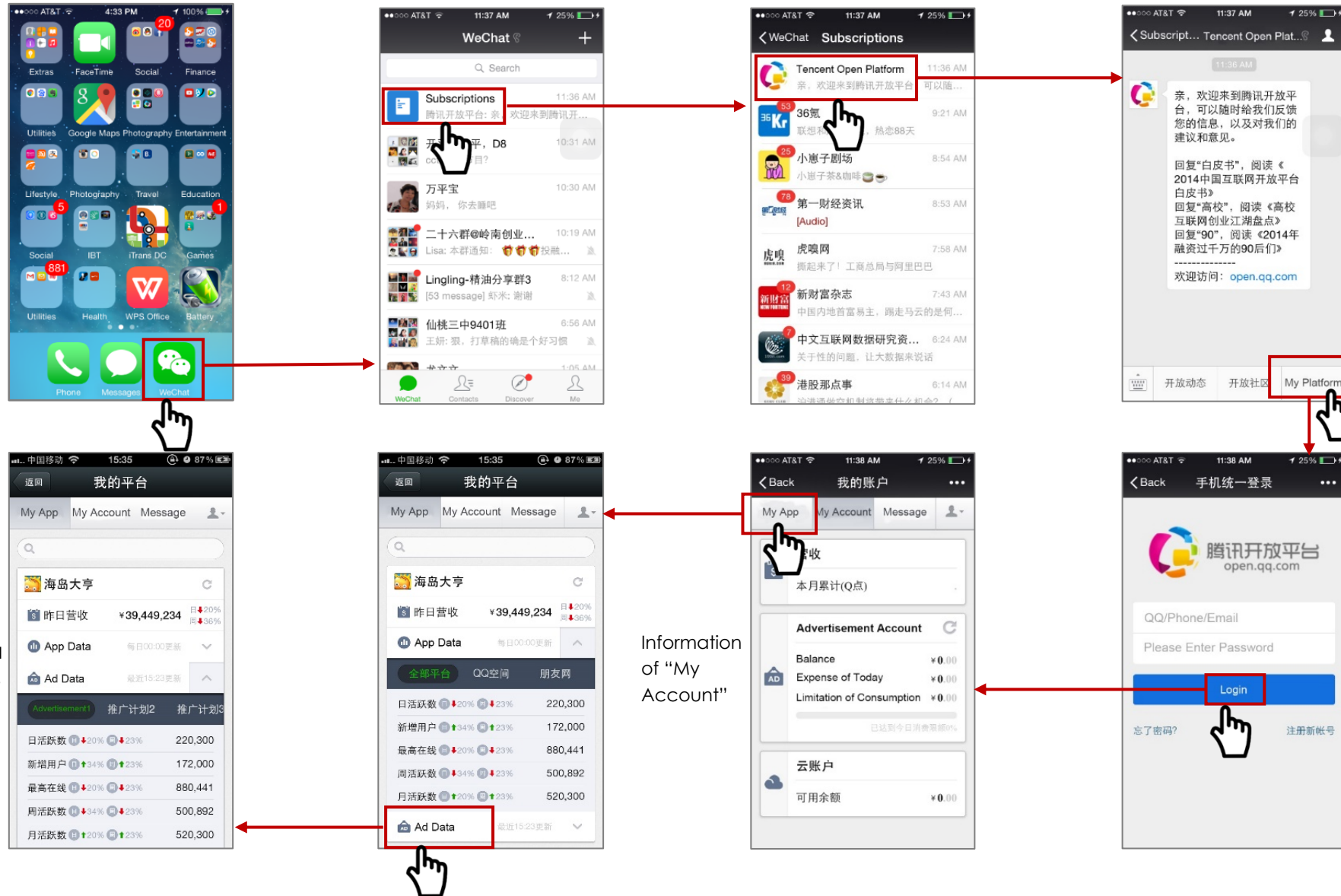
Advertisement data and app data were put together in the same window.

Information of "My Account"

The End