

Usability study planning (Roobah)

Goal

- Usability study of main flows in “Roobah”

Introduction

- **Researcher:** Behzad Fathizadeh (Product Designer)
- **Time:** Summer 2021
- **Location:** Iran, Tehran
- **Goals:**
 - Measuring the usability of the main flows for the user
 - Identifying the user's pin points in achieving their goals
 - Identify areas of improvement in user experience

Questions

- How easy to use the processes and flows are in the product?
- How many tasks every participant can complete?
- How long does it take for the user to complete each task successfully?
- What are the challenges for the user in the main flows?
- Is there any dead ends in the user flow?
- How can we improve the overall user experience?

Methodology

- **Summary:** Participants were asked to perform a number of tasks in the prototype environment. Then the results of the study were examined and finally, based on the insights obtained from it, a redesign was carried out.
 1. Planning the study
 2. Conducting the study
 3. Organizing data in one place
 4. Finding patterns and themes
 5. Offering insights and recommendations (actions)
 6. Redesign and iterate on the designs
- **Study type:** Moderated, in-person usability research
- **Data collection tool:** Interview and observation
- **Data organization tool:** Affinity diagramming

KPIs

- User error rate
- Number of tasks completion
- Time on task
- System usability scale

Participants

- Two people who were managers of a company with 10+ years of experience in portfolio management.
- Three people with 5+ years of experience in portfolio management.

Interview Script

- 1. Place an order for 5 customers from the group trade page.**
 - SEQ question: How easy to use it was to complete this task? (1 to 5 scale)
 - If you wanted to change something on the page, what would you change? Why?
 - What elements in this process need to be changed to improve the user experience?
 - What ambiguities in this process made you not reach your goal in this process?
- 2. Place an order for one of the customers, from the single trade page.**
 - SEQ question: How easy to use it was to complete this task? (1 to 5 scale)
 - If you wanted to change something on the page, what would you change? Why?
 - What elements in this process need to be changed to improve the user experience?
 - What ambiguities in this process made you not reach your goal in this process?
- 3. Go to the orders page and track your order.**
 - SEQ question: How easy to use it was to complete this task? (1 to 5 scale)
 - If you wanted to change something on the page, what would you change? Why?
 - What elements in this process need to be changed to improve the user experience?
 - What ambiguities in this process made you not reach your goal in this process?
- 4. Go to the Overview page and answer the questions below:**
 - What is the purpose of this page?
 - Are there any elements that can be improved?
 - If you wanted to change some elements which one did you choose? and why?
- 5. Go to the strategies page and review your active strategies. Enable one strategy and disable the other.**
 - SEQ question: How easy to use it was to complete this task? (1 to 5 scale)
 - If you wanted to change something on the page, what would you change? Why?
 - What elements in this process need to be changed to improve the user experience?
 - What ambiguities in this process made you not reach your goal in this process?