

UX Research: Action Plan & Next Steps

1. Conduct Additional Accessibility Research:

Why: To ensure our user flow and features meet the needs of all users, especially those with accessibility challenges.

How: Gather data on current accessibility standards and best practices. Conduct user testing with individuals who have varying accessibility needs to identify areas for improvement.

Impact: Enhanced accessibility will broaden our user base and improve user satisfaction.

Measurement: Track accessibility issues reported and improvements made through user feedback and testing metrics.

2. Encourage Frequent Prototype Use:

Why: To understand which features are most valuable and how users navigate the app.

How: Distribute the prototype to a diverse user group and monitor usage patterns. Collect qualitative feedback through surveys and interviews.

Impact: Identifying and focusing on popular features will streamline the app, making it more intuitive.

Measurement: Analyze usage data to identify frequently used features and common navigation paths. Use this data to inform design adjustments.

3. Record Users in Real-Life Scenarios:

Why: To see how the app integrates into daily routines and identify any pain points.

How: Arrange sessions where users interact with the app in their everyday environment. Record and analyze these sessions to observe natural usage and gather insights.

Impact: Real-world usage data will highlight areas for improvement, making the app more seamless and effective.

Measurement: Document user interactions and feedback, and measure the app's effectiveness in real scenarios compared to controlled testing.

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Next Steps:

User Recruitment: Find diverse participants for accessibility testing and frequent prototype use.

Data Collection: Set up tools for recording and analyzing user interactions, and prepare surveys and interview guides.

Progress Tracking: Establish benchmarks and key performance indicators (KPIs) to measure improvements in accessibility, feature usage, and real-life effectiveness.

Why These Steps Are Important:

Inclusivity: Ensuring our app is accessible to all users is crucial for expanding our user base and demonstrating our commitment to inclusivity.

User-Centric Design: Frequent prototype testing and real-world observations ensure the app meets user needs and preferences, leading to higher satisfaction and retention.

Data-Driven Improvements: Collecting and analyzing data allows us to make informed decisions, continually enhancing the app's functionality and user experience.

By following these steps, the project will have actionable insights to discuss in future meetings, ensuring all potential stakeholders are aligned and informed about the project's progress and future direction.

Thank You Message:

Thank you to everyone who participated in and contributed to this UX research. Your insights and feedback have been invaluable in shaping a better, more user-friendly project. Your support and collaboration are deeply appreciated, and I look forward to continuing this journey together.