

Rebecca Jones - UX group contribution

by Rebecca Jones

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User Experience Design

DEVELOPMENT OF A DIGITAL PRODUCT PROTOTYPE IN UX

REBECCA JONES (2305750)

Presentation Link:

YouTube video link to my recorded segment of the presentation:

<https://youtu.be/laYR7wTdHxw>

Images of Completed Work

Presentation Slides:

Role - Usability Tester

For this project, I had the role of usability tester.

This means I'm responsible for tasks like;

- Researching methods of data collection
- Collecting feedback for product iterations
- Creating surveys
- Conducting tests

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Choosing Research Methods

As we were seeking user opinions on the product's idea and design, I chose to investigate qualitative research methods which focuses on user opinions [1].

Using Career Foundry's list of Qualitative research methods, I narrowed down the list to one-on-one interviews, card sorting and focus groups [1].

Of these, we felt that focus groups would be the most suitable, as we could gather responses from multiple participants at once with relatively easy set-up.

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Choosing Research Methods

I also wanted to include user surveys, (also mentioned by Career Foundry) [1]. As these would be easy to distribute to testers, with some set-up required to make the survey.

I believe the chosen methods eliminate the potential problem of questions being asked differently to different people, which could skew results, as focus groups gives the same question to multiple people simultaneously, and questionnaires are the same for every participant.

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Why Surveys?

The purpose of user surveys is to gather information about user opinion relating to a product [2].

I believe they are suitable as we wanted to evaluate our current features and make enhancements to the design of our app, which is a scenario in which surveys should be implemented according to the Interaction Design Foundation [2].

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Possible Survey Tools

I conducted some minor research on possible survey tools that I could use and narrowed it down to SurveyMonkey, Google's Forms tool and Microsoft Forms.

I already own both Google and Microsoft accounts which narrowed it down to their tools, and while I was already somewhat familiar with Google Forms, I decided to use Microsoft's survey tool due to my level of familiarity with their products and the association to my student account which could make sharing with other team members easier.



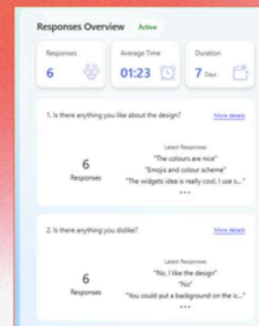
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Survey Results & Evaluation

Here is a screenshot of the results screen after a few participants had filled in the survey.

Users commented positively on the app's emoji feature as well as the design's colour scheme but some commented that there could be more red on the page and that features could be focused more with something like a background.

In future, I think I would leave questions more open-ended as the question "Is there anything you dislike?" sometimes would prompt users to just say "No" rather than provide feedback. To fix this I would do more research into writing survey questions.



Screenshot of the Microsoft forms results screen

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Why Focus Groups?

"Focus groups are a somewhat informal technique that can help you assess user needs and feelings both before interface design and long after implementation" [3].

As we iterated on our design, we needed to gather quick feedback from participants in order to know we were on the right track with the design.

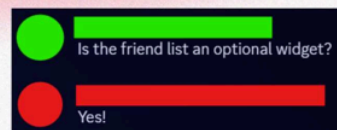
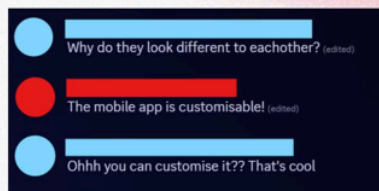
Focus groups are ideal for this as aside from the set-up and scheduling required, instant feedback can be gathered from several participants.

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Online Chat Focus Group

To accomplish this, I conducted an informal digital focus group where I gathered a group of users using online chats.

Below are some examples from this session, with profiles censored to maintain user privacy. However, I've used red in the below examples to represent myself and other colours to represent different participants.



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Focus Group - Evaluation

We found that participants like the fact that the app's visuals and elements were customisable. A participant liked the fact that the friend list was an optional feature.

However, there were comments about how the different app versions were with mention to the differing prominence of the search bars.

I think in future if I had to do this again, I would do it in person, as it would allow for more spontaneous questioning and mean that I wouldn't need to reply to multiple participants at once. Though, I do believe that participants felt comfortable, as using an online chat function they were familiar with made things less awkward.

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Bibliography – (Rebecca)

[1] J. De Luca, "What Is User Research, And What's Its Purpose?," *careerfoundry.com*, May 17, 2023. <https://careerfoundry.com/en/blog/ux-design/the-importance-of-user-research-and-how-to-do-it/>

[2] M. Soegaard, "User Experience (UX) Surveys: The Ultimate Guide," *The Interaction Design Foundation*, Oct. 06, 2023. <https://www.interaction-design.org/literature/article/ux-surveys>

[3] J. Nielsen, "Focus Groups in UX Research: Article by Jakob Nielsen," *Nielsen Norman Group*, Jan. 01, 1997. <https://www.nngroup.com/articles/focus-groups/>

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Sources:

[1] J. De Luca, "What Is User Research, And What's Its Purpose?," *careerfoundry.com*, May 17, 2023.

<https://careerfoundry.com/en/blog/ux-design/the-importance-of-user-research-and-how-to-do-it/>

[2] M. Soegaard, "User Experience (UX) Surveys: The Ultimate Guide," *The Interaction Design Foundation*, Oct. 06, 2023.

<https://www.interaction-design.org/literature/article/ux-surveys>

[3] J. Nielsen, "Focus Groups in UX Research: Article by Jakob Nielsen," *Nielsen Norman Group*, Jan. 01, 1997.

<https://www.nngroup.com/articles/focus-groups/>



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GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

65 / 100

The presentation clearly communicates the student's individual contribution within the group, with well-defined responsibility for key UX activities such as research, prototyping, or user testing. The student explains their design decisions effectively and shows how their work influenced the development of the final product. Reflection on process and outcomes is clear and thoughtful.

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9