

Evaluation of the Hoodin-platform for smarter research and insights, focusing on the user experience

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Studies have shown that the productivity within the companies is boosted by introducing automation of monitoring digital data. It has resulted in stimulation of development and implementation of intelligent technologies. The ambition of this master's thesis was to examine a platform that provides automation of monitoring digital data based on a user experience and its user interface. The results proved that improvements could be achieved by taking the needs and feedback of the user when testing the product.

Hoodin, an information monitoring company, has launched a new service aimed towards the IT-industry for fetching digital content. The purpose of the study was to examine the new launch by understanding how potential users interact with the platform. Furthermore, based on the feedback from the users, it was investigated how the platform could be improved.

The authors were put in charge of usability testing the product. With the feedback receiving when testing, thus developed a concept covering improvements in the prototype to increase the user experience and the user interface.

The Double diamond design process and its four phases were used as a template for this master's thesis and used as a guideline throughout the process. The design process was chosen to identify the potential customers, their concerns and to explore

and solve their problems by involving users early on in the design stage. The most central part of the design process was usability testing the product with potential end-users in real-life scenario.

Lastly, the feedback from the first testing session was put in the prototype the authors created, and was usability tested to evaluate the two results with each other. This was completed to notice if improvements were made. The second iteration presented an increase of positive results. Due to implementing features to enhance the user experience and user interface the results were achieved. It was confirmed with interviews and questionnaires that the user experience was further added when comparing the two different products.

User experience importance tries to fulfill the user's needs and should be put in focus when designing a product. The aim is to provide a positive experience that will make a user loyal to a product and/or brand. By improving the digital solution with iterations and test, it was the best way of reaching the target audience and possibly widen the potential customers.

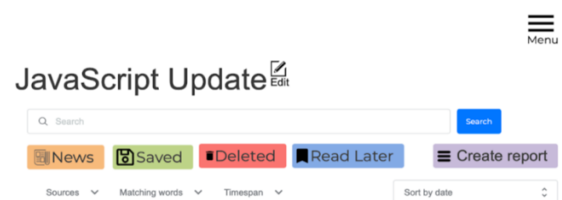


Figure 1. The constructed prototype with the user's feedback of improvements.