GDD Prolance UX Research Guide

OBJECTIVE :

- To understand the workflow of people while completing an interior project from start to finish.
- To understand the products and functionalities people currently use to complete it.
- To test the existing platform with them for utility and usability.
- To validate the platform's unique value proposition and a priority order for desirability of existing product features.

MATERIALS REQUIRED :

1. Questionnaire for 1 to 1 Interview
2. First Click Testing method
3. Equipment (Laptop/Voice/Video Recording)
4. Data Collection (Sketch - Note making)
5. Script (semi-structured)

SESSION TIME BREAKUP :

- Introduction - 10 mins per participant

- Explore - 30 mins per participant
  (1 to 1 Interview with Questionnaire)

- Engage - 15 mins per participant
  (User testing of the Prolance platform)

- Expect - 20 mins per participant
  (Card sorting of User Goals)
  (Rate the Features)

- Debriefing - 5 mins per participant

OBSERVATION PARAMETERS :

- Behavior/Reactions of the user *(Non-verbal cues/Body language)*
- Responses/Feedbacks of the users to tasks *(First Click Testing)*

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- Critical Points to be highlighted *(Qualitative measurement)*
- Approx time taken to perform the set tasks *(Quantitative measurement)*

Introduction [10 mins]

Quick introduction of the research team followed by an explanation on the purpose of the session and what is expected out of them.

> - Hand over **Consent & Demographics Form** to capture user profile and consent to participate in the research

"Hello, my name is <first name> and I am User Researcher from GDD - a product design studio. I am here with my colleague <first name> to have a conversation with you to understand your experience with a platform for interior design and project estimation, then we test the app and capture your feedback for improvement of the app. We expect you to share your candid views and tell us about your good/bad experiences using this platform. We will ask you some questions and give you some tasks and activities in the next 1 and a half-hour time. If you have any questions related to the session, please feel free to ask us. Before we begin, we will be handing over two forms to you, one to take your consent and the other a demographics form. Please fill up the forms and then we can start and once again thank you for participating in this research, and spending your valuable time with us."

Explore [30 mins]
1 to 1 Interview Questionnaire

<u>Introduction</u>

Questions for Interior Designers, Studio Owners and Freelancers:

Q1: How long have you been working as an interior designer / how long have you been running this design studio?

Q2: Do you get your final designs executed by a carpenter << one-off, small scale project >> or a factory << large scale projects >>

Q3: Can you please tell me about a typical day at work?

<u>Usage -</u>

Q4: Can you describe your workflow step by step? How do you approach a typical project?

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Note: the typical workflow is outlined here for the interviewer -

Project pitch*(design intent, mood board, plans)* > tentative budget > working drawings > tender documents and FFEs > BOQ*(either by architects/designers or outsourced)*

Q5: What digital tools do you use while working?<< probe further reminding them of their stated workflow >>

Q6: << pick up any 2 tools >>What is the best part about this tool? How does it simplify what you do?

Q7: Is there something that you dislike also about this tool<< probe - where do you get blocked or stuck, or something you find limiting your work >>

Q8: How do you handle BOQs and other reports in your organization? << probe - Do you do it yourself or outsource it? What are some pain points that you face in this? >>

Q9: Do you make comparative quotes with varying materials and finish to discuss with the client? If yes, please elaborate how you do it.

Q10: Post confirmation of the order, who all do you collaborate with for executing the project? << manufacturer, vendors, contractors >>

Q11: How do you collaborate with these agencies? What details do you pass on to them for a successful completion of the projects? << working drawings, BOQs, specifications list, etc. >>

Q12: How do you keep a track of the work progress onsite?

(Questions for previous Prolance users only)

Q13: Where do you think the Prolance platform fits in your workflow?

Q14: Can you show me some examples of how you use Prolance by sharing your screen? Refer to your past projects.

Q15: What do you like about using prolance? Is there something you dislike too?

Q16: Have you used any other product like Prolance before? Or do you know about them?

Q17: How was your experience with our product compared to the tools that you use regularly?

Q18: What would you like Prolance to do better?<< probe - more around their work flow and how prolance can make it better >>

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Questions for Manufacturers:

Q1: How long have you been running this factory?

Q2. Tell me about your duties/responsibilities in the factory. What all goes into running a factory?

Note: the typical process is outlined below for the interviewer -

Material Preparation > Wood cutting in required size > Size inspection and rubbing > Seasoning > Making of joints > First inspection > Coloring and protective coating > Assembly > Final inspection

Q3. <<The manufacturer starts with material procurement or project estimates first>> Who makes the project estimate? <<probe: an engineer, project manager or a consultant>>

Q4. What tools are used? What are some problems that you face while doing this? <<probe: typical problems like calculation errors, amount of time spent>>

Q5. Who is responsible for tracking the project life cycle? What tools are used to manage those records?

Q6. How do people collaborate in your factory for project completion? <<probing questions here to understand if Prolance can do the job of many people working together easier>>

Q7: How do you handle inventory management? What tools do you use to keep a record of available materials?

Q8: How do you do material sourcing? How do you keep track of the inspection and storage?

Q9: How many vendors do you interact with for material procurement? What are the problems faced in this exercise?

Q10. <<The manufacturer talks of cutlists (for wooden sections and boards) and generating them. Work starts either by carpenters manually or automated machines. Machines need specific drawings. Tools like Cad or specific machine programs are used to generate the drawings>> How and who makes the cut list? How much experience does that person have? How much time does it take?

Q11. How do you prepare drill pattern drawings? How do you take care of board optimization?

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Q12: How do you ensure a smooth dispatch process of finished products to the right location? What are the problems faced in this process?

Q13. Who takes care of the factory floor management? How do you track the progress of work there?

(Repeat the previous Prolance users questions Q13 to Q18)

Engage [15 mins]
FIRST CLICK TESTING of the design prototype

(Note: These tasks should be carried out only by users with no prior experience of Prolance.)

<We create tasks to focus on providing the participants with a problem to solve; we know and have documented the correct path to complete each task, both for ourselves and for our observers, to simplify note taking and transcription. We track each click and time how long it takes the user to make this click. *Taking a long time to make that first click may indicate an issue with navigation that will need to be monitored or addressed.* After each task, we assess whether the participants feel they were able to find the correct information using a satisfaction or confidence scale>

Note:

- Quantitative measurement - make a note on time taken on completing a task
- Qualitative measurement - make a note on what blocks their progress, why they take time, what confuses them, what works really well

"I would like you to now do some tasks on a prototype link. Few quick disclaimers, this platform is still in work in progress state. Also one important thing, here we are not testing you, we are testing the app so feel free to use it the way you want to and tell us what are your challenges."

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Task 1 :
Open the app, sign up and go to the Dashboard. Can you just explore the Dashboard for a while, think aloud and let us know what you see and what you think.

Task 2 :
Create a new room, a new project and name it <your name> kitchen. Add a kitchen cabinet with 3 drawers below the counter height. Use any desired material and finish to complete the unit specifications. Check the quote and the price generated. Tell us how easy or difficult it was.

Task 3 :
Using the Sketchup plugin in the platform, create a 3D model of a single kitchen cabinet with materials specifications and size and generate the quote for the same.

Task 4 :
Create a team and name it <your name> and add 5 team members to it.

Post study questions:

(end to end user experience)

Q1. How would you describe your overall experience with the product?

Q2. What did you like the most about using this product?

Q3. What did you like the least? Anything that confused you?

Q4. What features would make you more likely to use this product more?

Expect [20 mins]

Goals of the users:
The users rate these goals based on the order of their preference.

1. "I want to complete and handover my projects on time as per the schedule, always"

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2. "I want to reduce the time spent on making quotations/BOQs"

3. "I want to eliminate the errors made by people while finalizing the estimates of the projects"

4. "I want my design, engineering and manufacturing teams to be able to handle multiple projects simultaneously and work together"

5. "I want to keep a track of all technicalities - working drawings, 3D models, BOQs and project estimates easily and accurately"

6. "I want a standard work platform for my different factory/work locations for my teams as the business expands"

7. "All my design iterations (material/finish/others) should be updated in real-time in my project estimates/BOQs"

8. "I want to dedicate more time on the design aspects of the projects by having a quick and error-free format for estimates and quotes"

9. "I want to generate ready cutlists with due consideration to board optimization for all my projects"

10. "I want to have a look-book/Library of my projects with all design drawings and project estimates at one place"

11. "I wish just a 3D model was good enough to generate quick and error-free quotes"

12. "I wish there was a way all my quotes got updated simultaneously with changes in the relevant 3D file."

13. "I wish comparing the cost impact of materials or finishes was quick and easy, enabling me to generate comparative quotes faster"

14. "I want to generate quality renders and 2D drawings/elevations quickly to discuss with the clients"

15. "I want to generate machine - readable outputs for my automated factories"

16. "I want to be kept updated in advance about the purchase of various materials used by me"

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Rate the Features:

Suggestive Feature Rating / Ranking

"Thank you for answering the questions. Now we share you some feature ideas for an app and request you to rate them according to its importance "

Rate the features

We would like you to rate these features on a scale of 0-10, stating their importance with respect to your daily routine, if you were to use our application.

0-5 : You do not find these features to impact your routine or you find them unimportant.

6-8 : You find these features to be slightly important and feel they could help you operate the application better.

9-10 : You find these features extremely crucial for the application to work well.

Users rate the features of the platform according to their preferences, giving an idea about what features they would like to be included.

1. **Request for Quote:**
   Designer/Studios can float a "tender" for a project which various manufacturers in the same region can apply for. Designer/Studios can then decide to whom the order will be awarded, enabling them to choose the best possible solution available with no compromise on pricing or quality.

2. **Inspiration Wall**
   A platform-wide library of designs created by various designers, that can be used to showcase their designs for others to download and use. This documentation of completed designs helps create a community of designers to discuss and finetune their designs and collaborate with each other.

3. **Auto suggestions:**
   An AI driven feature suggesting which cabinet can be placed next to the current one, allowing the user to visualize it on a screen and make an informed decision before making a purchase.

4. **Factory management:**

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A full fledged factory management system with online project item tracking - from manufacturing to dispatch to installation, all in one place. Ensures an easy tracking of the progress while reducing the errors usually made in dispatch to various locations.

5. **Generation of electrical and plumbing drawings:**
    Easy generation and record of electrical and plumbing drawings that otherwise take quite a while to be prepared.

6. **Catalog items for sale:**
    Availability of products like false ceiling, flooring, lights, wallpaper, loose furniture etc. as Catalog items for sale and use for design. This gives the designers the maximum possible solutions together at one place and enables them to focus more on the design aspects of the project.

7. **Collaboration platform for Designers and customers:**
    A collaborative platform where designers and customers can interact, share feedback, track progress and finances. A single common platform to do all these activities saves time for both the parties concerned and is easy to track and keep a record too.

Debriefing [10 mins]

Thank you note.

Discussion within Research Team