
CONTACTLESS PAYMENT UX RESEARCH

PRAIZ UX

PROJECT SCOPE : QUALITATIVE UX RESEARCH

- Ethnographic Research
- Contextual Interview
- Guerilla Testing

RESEARCH PARTICIPANTS

100 REPRESENTATIVE USERS COMPRISING ;

- DAILY COMMUTERS
- BUS TICKET SELLERS
- BUS CONDUCTORS
- DRIVERS

PROJECT TIMELINE : 1 WEEK

DAY 1 : RESEARCH PLANNING & PARTICIPANT RECRUITMENT

DAY 2 : DAILY COMMUTERS & BUS TICKET SELLERS

DAY 3 : BUS CONDUCTORS & DRIVERS

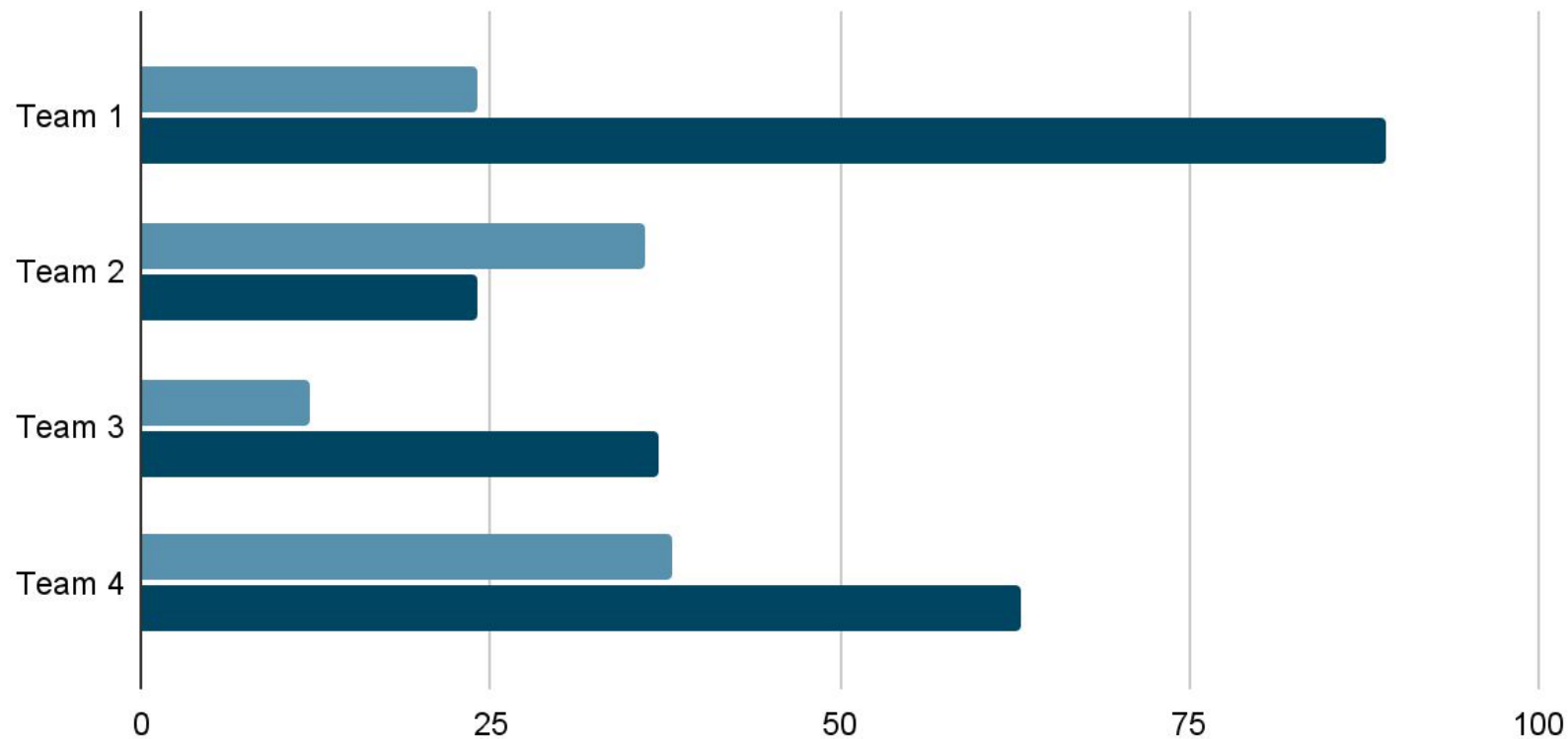
DAY 4 : SORTING AND PERSONA DEVELOPMENT

DAY 5 : RESEARCH & PRODUCT ANALYSIS

DAY 6 : USABILITY REPORT

Points scored

■ Period 1 ■ Period 2



Thank You.

PRAIZ UX
