



# USABILITY TESTING

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Case study of OVO



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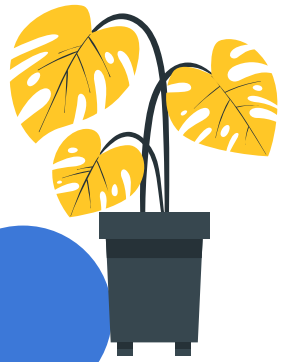
## Introduction

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# 1 PLANNING



# Background

OVO is an online payment and transaction service application that has succeeded in attracting the attention of many young people, for easy cashless payments. Ovo also has many features that tempt us gen-Z, some of the features they offer are Ovo points, QRIS scan, bank transfers, cash withdrawals, care for protection, and so on. We did this research to explore and find out how users or the public can meet their daily needs in using OVO and find out what the wants and needs of OVO users are.

## Tools

**Figma** : to design the prototype and gather data

**Google meet** : to manage UT and interview process

**Google sheets** : documentation

# Object of Research

- Know the behavior of OVO users.
- Knowing what things can make users stick with it OVO.
- Knowing the pain point of the user.
- Knowing the needs of users that have not been met by OVO.

## Participant Criteria

- Active OVO users (5 participants)
- Use OVO more than 3 times a month
- Residing in Indonesia
- The duration of the interview for 1 participant is a maximum of 40 minutes.

# Task, Scenario & Metric

## Task

**Unlock the promo feature**

**Using promos that will be forfeited**

**Order review**

## Scenario

You please open the OVO application that you already have, then click on the promo feature!

Then please look for promos in the "promo will be forfeited" feature, then follow the process of using the promo.

Now assume your payment has been successful. you want to review yours. Order details. How will you do it?

# Metric

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## To be measured through the interview :

- Users know how to open promo features
- Users can find promo features that will expire
- Users can make transactions using the selected promo
- Users can review orders that have been made

## To be observed:

- Duration of each task
- Misclicks

# Follow up Question

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- Bagaimana pendapat Anda tentang desain secara keseluruhan?
- Apakah Anda menemukan kesulitan saat mengerjakan tugas atau memahami salinan? Apa yang membuatnya sulit?
- Menurut Anda apa yang dapat ditingkatkan dari desain?

# Timeline

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Preparation + Finding Participant (Days 15-16)

Collect data (Days 17-18)

Analyze+Report (Days 18-19)

## Budget

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- Rp 150rb. 30rb @each
- shopeepay/ovo/gopay/dana



## Role

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- Me as a UX Researcher, Facilitator, Note taker, Observer, and Time Keeper








# Hasil interview singkat setelah testing

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Pendapat mengenai desain secara keseluruhan

- Header sebaiknya sticky ketika discroll.
  - Ada satu page yang font di dalam headernya berubah ukuran setelah pindah halaman, seharusnya fontnya tidak berubah.
  - Transisi antar page terlihat kurang smooth. Header sebaiknya sticky ketika discroll.
  - Ada satu page yang font di dalam headernya berubah ukuran setelah pindah halaman, seharusnya fontnya tidak berubah.
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