Understanding User Pain Points from a UX Perspective

Capstone Project
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Why do pain points matter?

- Customers don't like to be confused
- Customers who get confused tend to become angry
- Angry customers don't come back

Background

- The company is not making money on this product
- The customer service line is getting overwhelmed
- Users aren't happy
- My job is to find out why they aren't happy and where there are issues

Participants

- Worked with Res Ops to find participants
- Participant qualification survey

Which of the following BEST DESCRIBES your current role?
(Select all that apply)

- [ ] Back End Developer
- [ ] Front End Developer
- [ ] Desktop Application Developer
- [ ] Mobile Application Developer
- [ ] DevOps/SRE Engineer
- [ ] Other

How long have you been doing this type of work?

How familiar are you with the software development life cycle (SDLC) in general?

- ( ) Extremely familiar
- ( ) Very familiar
- ( ) Moderately familiar
- ( ) Slightly familiar
- ( ) Not familiar at all

Which of the following describes your experience working with APIs ?
(Select all that apply)

- [ ] Using APIs in applications
- [ ] Building APIs
- [ ] Writing API documentation
- [ ] What's an API?

How long have you been using APIs?

Do you use any common patterns or standards for defining APIs or web services?
(Select all that apply)

- [ ] REST APIs
- [ ] SOAP
- [ ] Open API / Swagger
- [ ] JSON-RPC and XML-RPC
- [ ] Graph QL
- [ ] Async APIs
- [ ] Not using an API standard
- [ ] Others (Please Specify)

**Do you practice spec first development?**

- ( ) Yes
- ( ) No

Methods

- Conducted interviews via ZOOM
- 30 minutes long
- 6 total studies, only 5 valid results
  - 1 study was not recorded and notes were not clear enough to be valid
- Used a clickable prototype
- Had users share their screens
- Asked users to do tasks on the prototype and notes were taken when pain points arised
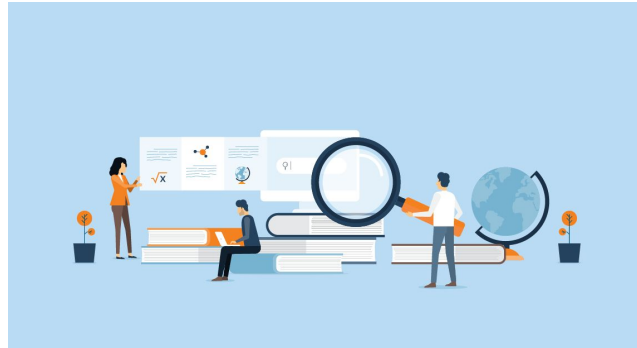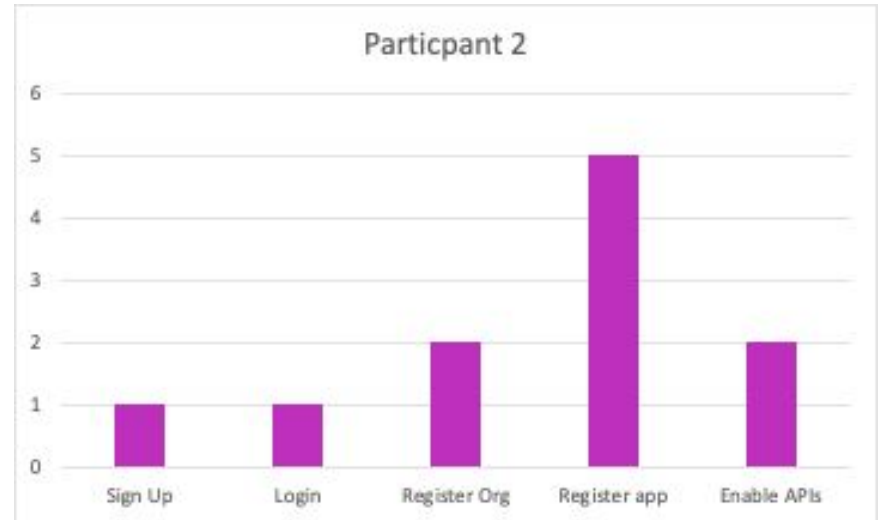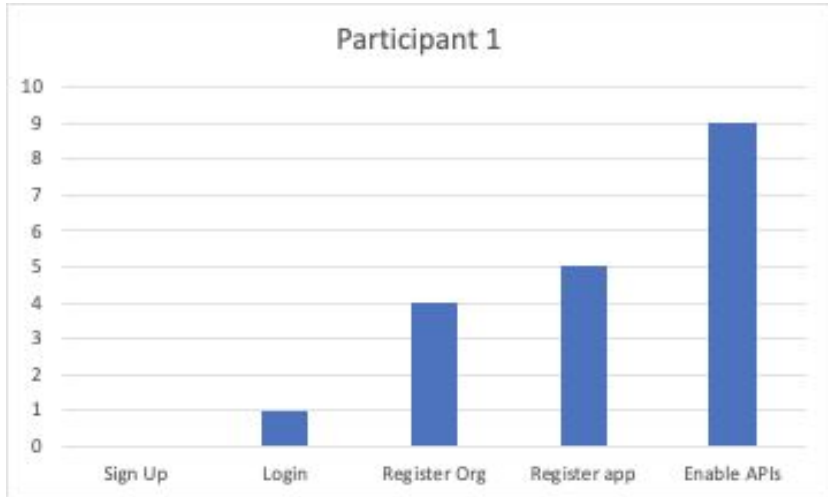
Results

- 5 valid participant results
- Flow was broken in into 4 parts
  - Sign in
  - Register an Org
  - Register an App
  - Enable API(s) for app
- A point was assigned anytime a participant had a question or clicked in the wrong spot
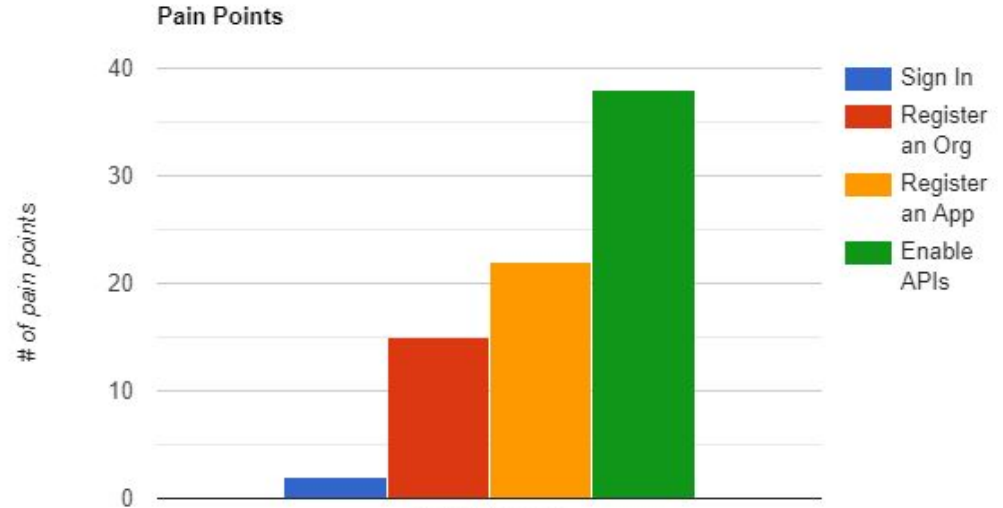
Detailed participant results

UX recommendations to product and engineering

- Have a better organization management home screen
- Eliminate the Tax ID section when creating an Organization
- Not clear that Organizations are pending and no already accepted
- Clean up the register an application page

Developer Network › Developer Account › Apps › Register a New App

Register a New App

Fill out the following for   app on Fortellis and start development. For more information on about this form, see the instructions
Registering Your App or

| DETAILS | APIS |

App Name*

                                                                                                                        0 / 40
App Description*

                                                                                                                        0 / 128
Website

Callback URL

CANCEL   NEXT

Before UX

After UX

Register a New App

Complete this form to register your App on Fortellis and start development. For more information on about this form, see the instructions **Registering Your App** or

App Details

App Name

0/40

App Description

0/128

Callback URL ⑦

Integrations

Add integrations, including API's and Event sources to your app.

🔍 Search and Add Integrations

Cancel   **Register**

Reflection

- Do more updates with manager
- Work with Res Ops to understand how research works in the corporate world
- Ensure that all sessions are recorded!
- Ask participants if they want to do future usability studies