RAYDA

Rayda Core
Qualitative Data Report

15th of August, 2023

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Research background

Overview, research objectives and backbone

OVERVIEW

Rayda core aims to improve business performance by giving businesses the infrastructure to maximize the value of their fixed assets. By giving businesses this infrastructure, they can take control of their assets from conception to final disposition-a full-circle process.

In an effort to enhance the user experience and streamline the onboarding process for Rayda core, we uncovered insights that will guide the design and development of a more intuitive and user-friendly onboarding experience.

This qualitative data report seeks to document user experiences (pain points and preferences), as well as provide recommendations on how to improve the experiences of users on the Rayda Core platform.

What?

The main objectives are to uncover the difficulties users encounter and how to improve their experiences with the platform.

Why?

By actively collecting and analyzing user feedback, we can pinpoint the exact areas of our products that need fine-tuning. Also, by aligning our products with these insights, we are certain that our solutions are addressing genuine pain points rather than being based on mere assumptions.

Improving the experiences (particularly onboarding) of users on the platform will lead to higher engagement and satisfaction levels, increase in conversion and retention rates on the platform and will have a significant positive impact on revenue for the business.

Research Questions
• How long does it take a user to sign up and add an asset on the platform?
• What can we learn from the steps users take while adding assets?
• Are there parts of the user flow where users get stuck?
• Are there more features that we need to include in the web app?
• Do users find the web app easy or difficult to use?

Methodology
• 3 Participants (2 internal users and 1 external user)
• Study type: Moderated usability study
• Location: Google Meet • Recording tools: Loom, Tl;dv
• Date: 7th, 9th, 11th of August, 2023
• Duration: 1hr per session (with a SUS following the study)
• Compensation: N5,000 airtime for external user

Success Metrics

Track progress and access performance

How did we measure performance?
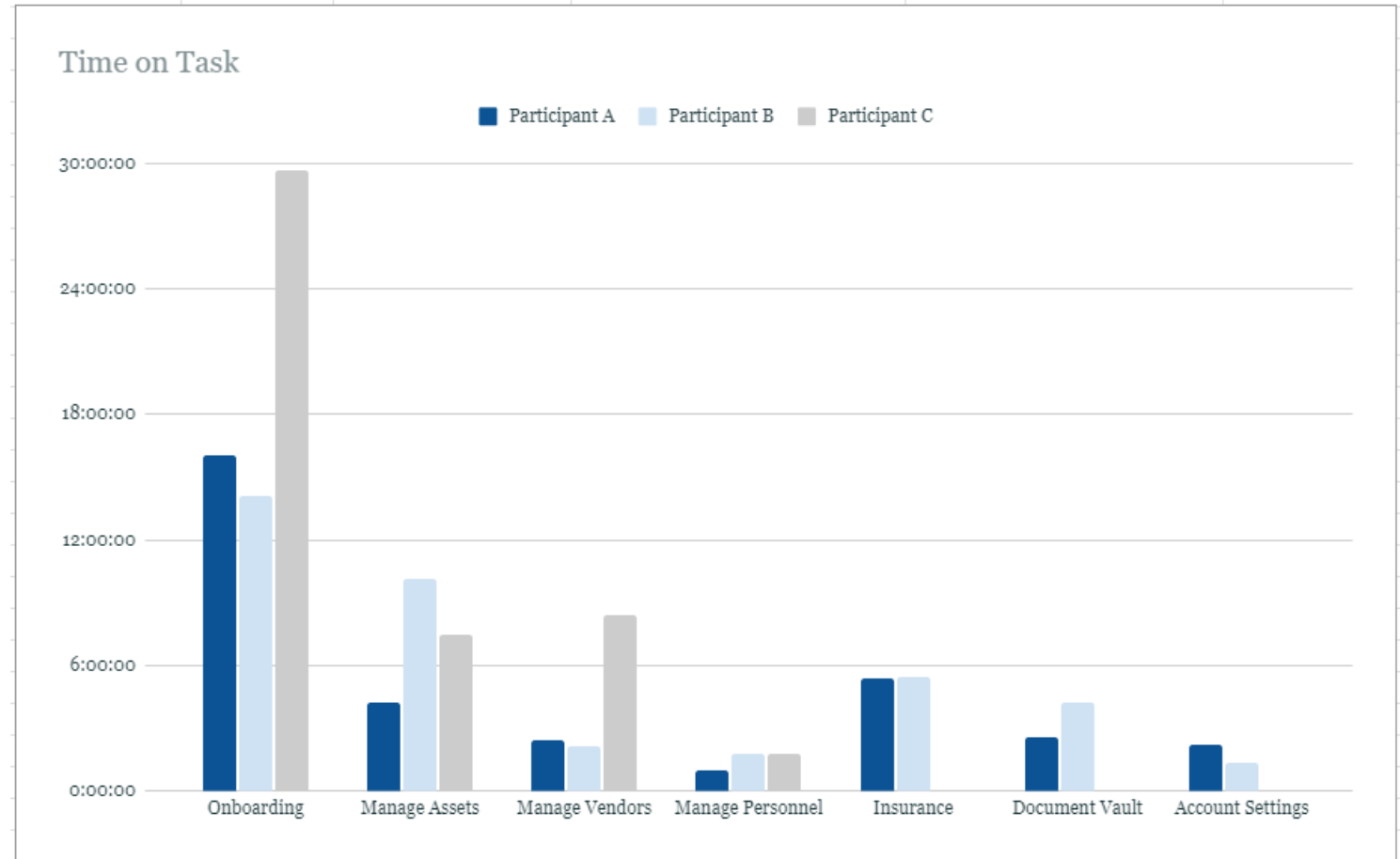
Time on task

Total conversion rates

System usability scale

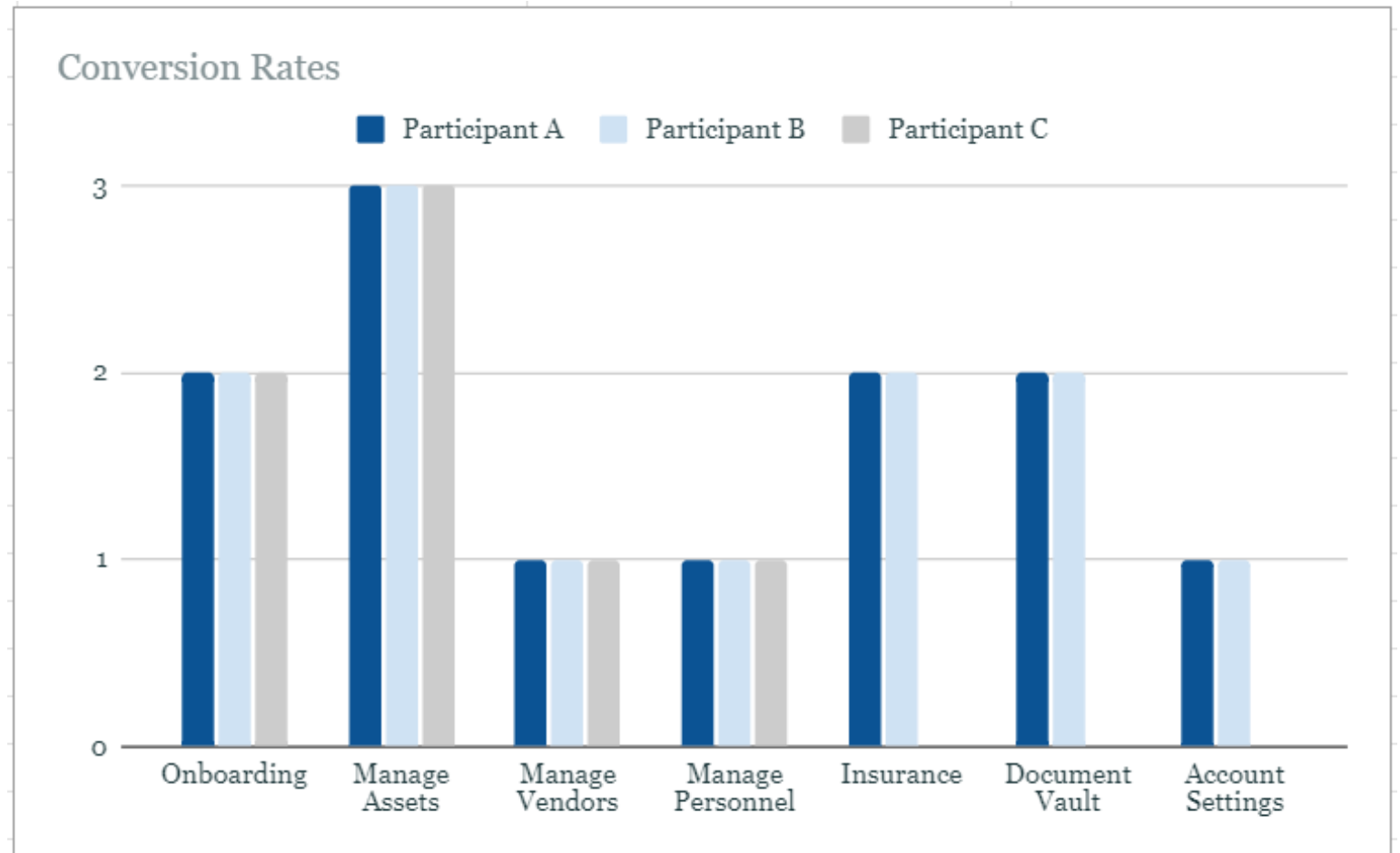➤ Users spent more time completing the onboarding flow with an average time of 19 mins

CONVERSION RATES

➢ Users could not complete the manage asset flow due to issues with checking in an asset

1 – Easy to complete

2 – Completed but with difficulty

3 – Not completed

Conversion Rates

Legend: Participant A, Participant B, Participant C

Categories: Onboarding, Manage Assets, Manage Vendors, Manage Personnel, Insurance, Document Vault, Account Settings

SYSTEM USABILITY SCALE

I think I would use the web app frequently

I find the payment system stressful

I need the help of a technical person to be able to use the app

I find the app easy to navigate

I feel confident using the app

I think most people will find it easy to use

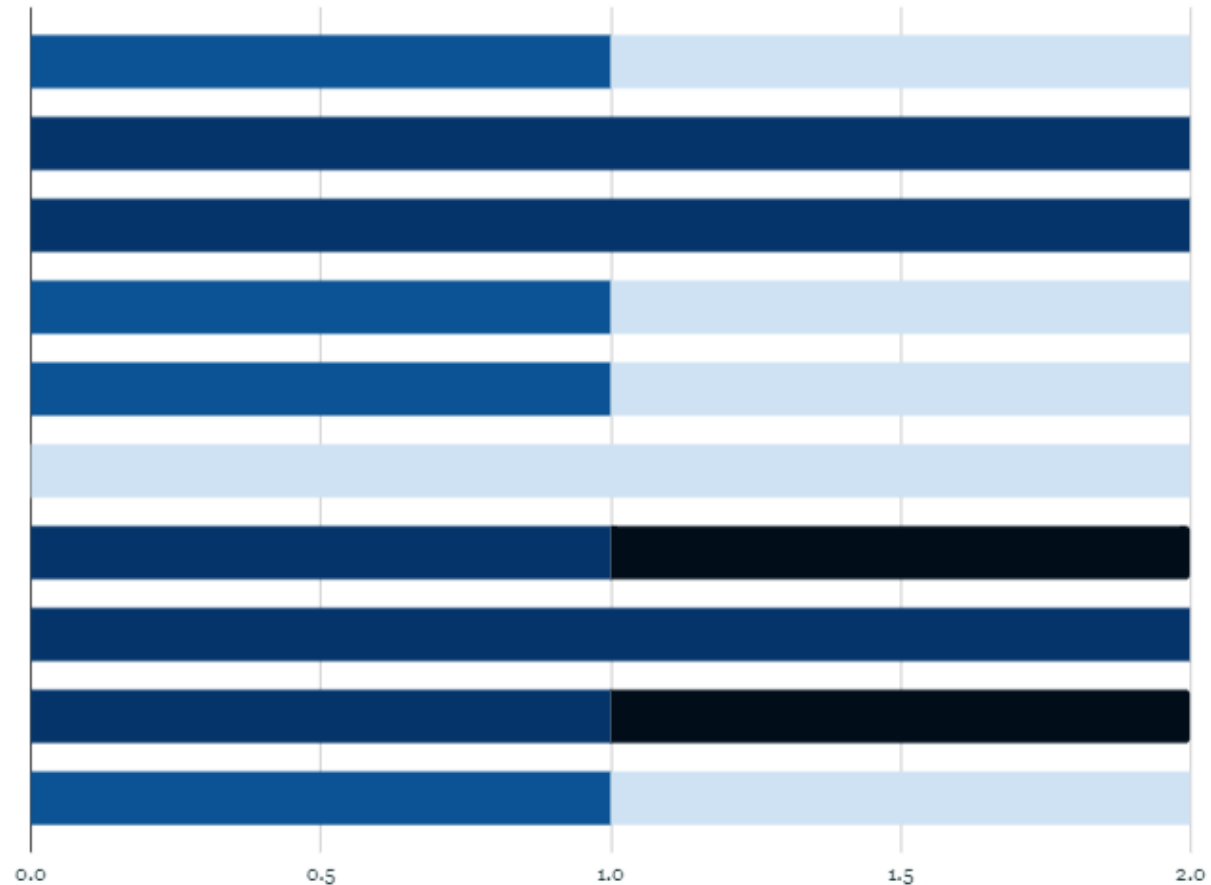**I find the app unnecessarily complex**

I need to learn a lot of things before I can use this app

There is inconsistency within the app

The web app serves the purpose of managing my assets

System Usability Scale

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

0.0   0.5   1.0   1.5   2.0

RAYDA

Thematic Analysis & Insights

Recurring themes, patterns and interpretation

No clear guidelines on actions

➢ Users need clear guidelines for compulsory and optional fields

➢ Users need a clearer term for the word tags

➢ Users want to be informed when their inputs are not done correctly via error messages

➢ Users need a better way to create tags, add location, asset make and model

Supporting statements from the usability study.

Add Asset

I don't know what tags are. There should be something that explains it

Add Asset

No instructions saying I can create tags, location, asset make, model

Add Asset

Not able to submit. It should show me an error message if there are issues.

If I was shown an error, I will know what to do

Add Asset

No asterisks to show that fields are compulsory.

All required field should have asterisks

No clear guidelines on actions

Supporting statements from the usability study.

➢ Users need to know the data type to be uploaded on the platform

➢ Users need tutorial on what to add or not add on the spreadsheet

➢ Users need CTAs to be clear enough

➢ Users need a clearer term for asset policies and what it means

Creating an account-subscription

It's not clear what asset policy means

it should explain what it means when people hover on it

Import Asset

For the spreadsheet, the data type should be specified or defined. A little tutorial on what to do or add

Import Asset

Tags should be explained or defined

Add Asset

Okay, I am not sure what to do here. the import asset looks greyed out-CTA on Add/Import asset should be bright enough

Import Asset

Some columns are color-coded, guessing that is a required field

Import Asset

I would have skipped some columns, If everything is compulsory, then color-code everything

Load time and Bugs

Supporting statements from the usability study.

> Users need an experience that allows them go through the flow easily without load time issues and bugs

Import Asset

Bugs should be minimized at the very least

Import Asset

Bugs

Import Asset

At the very least, there shouldn't be need for me to refresh the page to utilize it

Import Asset

Error that pops up on its own

Non-intuitiveness

➢ Users need to be able to select currencies of their choice, want a more intuitive way to select currencies

Cognitive overload

➢ Users need an experience that is less overwheming while adding assets

Empty drop-downs

➢ Users need to see dropdowns where necessary while adding an asset or should be completely removed if not necessary

Supporting statements from the usability study.

Add Asset

Some currencies are not here. This thing keeps happening- bugs

Add Asset

Having to set up 3 assets was overwhelming. If it was possible to reduce the number of assets, that will be good

Add company profile

When I picked the currency, the number was still reading Nigeria. It should automatically switch to the regional code or at best default should read USA

Add Asset

Expecting to see dropdowns except it is not necessary . The drop down doesn't represent its function

➢ Users need a clearer term for checking out an asset

➢ Users need to be able to check out an asset using assignee names or serial numbers

➢ Users need to be aware of the compulsory fields to be filled while checking out an asset

Supporting statements from the usability study.

Check out an asset

It wasn't until I got there that I understood what checking out an asset meant

Check out an asset

I do not know how to check out an item because I do not know how to use this platform yet

Check out an asset

Check out an asset. Not sure if it means delete

Check out an asset

I may not remember the Asset ID, so what about serial number

Check out an asset

I still had to put in the asset ID. What if I don't know the asset ID.

I should be able to check out asset with assignees using their names

Check out an asset

Asteric should be used on fields that are required

Load time and bugs issues

➢ Users need to be able to complete the check in an asset flow

Check in asset location is quite far

➢ Users need to be able to check in an asset on the check out page

Additional info when an item is checked out

➢ Users need to see serial number and the assignee's name

Supporting statements from the usability study.

Check in an asset If I check out an asset, i want to see the serial number and the person it was assigned to before checking it in	**Check in an asset** Error message pops up, seems I can't return my asset back in	**Check in an asset** The place to check in an asset is far
Check in an asset Hmmm, it is not working.	**Check in an asset** Where are all my assets. I don't know what is happening. This is taking some time to load. I am not a very patient person	**Check in an asset** Check in or Return all should be on check out page instead of taking me to view page before returning the asset

Search an asset not live

➢ Users need to be able to search for asset on the platform

Supporting statements from the usability study.

Search for an asset
Is this not supposed to be live.

Search for an asset
There's nothing here, nothing in the script. The search bar is not alive

Search for an asset
Reads Javascript void

Personnel added not populated

Supporting statements from the usability study.

➤ Users need personnel details to be pre-filled when editing personnel details

Add a personnel

Updated a personnel's info. it was easy, direct and seamless

Add a personnel

Pretty seamless

Manage Personnel
Once a personnel is added, it should populate on the personnel's list

Manage Personnel
I like the fact that the telephone is already having the region

No comments

➢ Pretty seamless

Supporting statements from the usability study.

Unable to add external insurance to assets

➢ Users need to be able to add external insurance to assets

Cognitive overload

➢ Users need an experience that is less overwheming while uploading a document

➢ Users need to be able to select all assets and insure them

Supporting statements from the usability study.

Insure an asset

This already feels cumbersome

Insure an asset

I can't add any asset to an external insurance

Insure an asset

The add asset is not live and I cannot add anything to the insurance document

Insure an asset

When I clicked my insurance, there was no note to say pick an insurer

Insure an asset

Since there are no insurance policies from the company, I believe a button should lead me to Add external insurance

Insure an asset

No plans available on the platform

Insure an asset

Why can't I select all? Can't select all assets to insure

Customized fields

➢ Users need the input field to be customized to each document type

➢ Users will like to upload documents on the manage assets' page

➢ Users will like to edit document on the platform

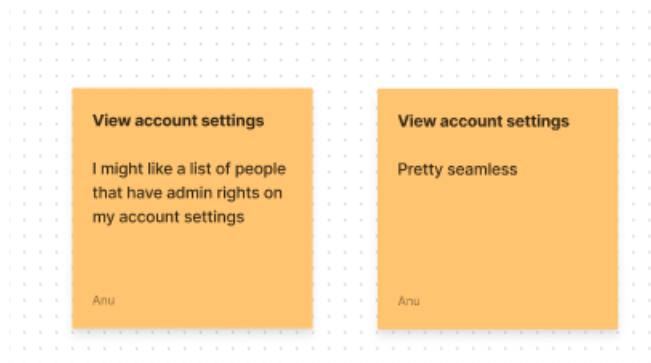**Supporting statements from the usability study.**

Upload a document

My receipt should not carry some validity. If I bought something, I bought it.

It should not be a required field or at least customize each document type

Upload a document

I can't seem to attach my document to an asset

Upload a document

Someone else should be able to download the document

Upload a document

It went fine from the document vault but I believe Managing asset should have an action that allows me upload a document

Upload a document

I shoulld be able to edit the document or manipulate it

Upload a document

I guess the optional field is not optional. if it is not optional, it should be stated

Need more information on account settings

➤ Users need to see users with admin rights on account settings

Supporting statements from the usability study.

View account settings

I might like a list of people that have admin rights on my account settings

Anu

View account settings

Pretty seamless

Anu

Additional Features

Features users are interested in

FEATURES USERS WOULD
LOVE TO HAVE

Information on depreciation and asset live span

Revaluation of assets

Asset audit- have a long checklist of the assets and provide periodical updates on asset status- active, healthy, present, damaged etc

Asset report- space for comments to download a report for the asset

3rd party integration with google workspace or Microsoft outlook to get details of users while adding a user on the platform

Automate your features

Recommendations

How might we improve user experiences on Rayda Core?

Demo Demo Demo

Offer interactive tutorials or step-by-step walkthroughs that guide users through the app's core features or provide short video tutorials that users can watch to understand key features and processes.

Identify the most critical actions that users need to perform to start using the app effectively.

Provide product education prompts or user guides while users are being on-boarded on the platform

Reduce cognitive overload

Avoid overwhelming users with too much information at once. i.e. related fields can be grouped together in different sections

Display a visual indicator of progress to encourage completion.

Remove non-essentials:

Identify the most critical actions that users need to perform to start using the app effectively.

Use contextual tooltips or pop-up hints to highlight important elements and explain their functions.

Reduce load time and minimize bugs

Clear indication of CTAs and input fields

➤ Ensure that labels for compulsory fields are descriptive and easily understandable.

➤ Place an asterisk (*) next to or above compulsory fields to visually highlight their importance.

➤ Use visual cues like color or shading to distinguish compulsory fields from non-compulsory ones.

➤ Provide explanatory text or tooltips near compulsory fields to explain why the information is needed.

➤ Display clear error messages if users attempt to submit the form without completing compulsory fields.

➤ Ensure that menus, buttons, and navigation labels are clear and intuitive, reducing the need for excessive guidance.

➤ Ensure currency localization- currencies should be rerouted automatically based on the country selected.

Clear Navigation and Layout

➤ Organize content and elements in a clear and structured layout.

➤ Use intuitive navigation that allows users to find information and perform actions easily within the same page. e.g. checking in an asset can also be found on the Check out page or uploading documents on under assets page

Customized fields

➤ Users can build a personalized experience by selecting the components they find most useful. e.g. Validity period can be removed while adding a receipt

Reduce load time and minimize bugs

Thank You