A way -

Don't Feel Away When There Is A Way

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Product Concept:

This is an information website with a discussion forum, which provides essential information for users about 5 countries (Australia, Canada, India, UK, USA) they are planning to move/visit/study. And it acts as a guide during their initial days in a new country.

The product is a mobile responsive web application. And I prepared a prototype for a mobile version.

What worked?

- From the starting point to the endpoint, I created three examples for prototype testing and asked users to assume that they are a new immigrant to Canada and want to find specific info i.e. 1. To find the first steps after landing and 2. To learn about Canadian weather (I did not tell them the actual headings available on the page) and 3. To leave a message/reply to a message in the discussion forum by choosing a specific topic.
- The user flow is simple and easy. Apart from a couple of things, users were able to find information easily without confusion
- Users did not find any difficulty in finding the required information, which is the main function of this product, as well as my primary goal of making users reach the endpoint without any problems or delays
- They recognized the links, buttons, and icons
- The discussion forum is clear, and they satisfied with the pop-up messages and indications from which they clearly understood what to do next or how to reach the endpoint.
- I mentioned previous pages' main headings as links beside the back button, which gave users an insight on what page to choose according to their preference when they were returning.

What did not work?

- Some of the options or sections provided in the hamburger menu are not appropriate or confusing. For example, I mentioned subsections (search forum, profile, my messages, saved threads, trending threads) under 'forum' in the menu, which made users get confused. Instead, they suggested providing 'filter' to search for particular content in the discussion forum.

- The heading is missing in the home page for countries which made user wonder whether the list of countries provided are the places where they are moving/moved to or where they come from (home country)

- I mentioned a feature of saving messages or threads in the forum; however, a check box is missing to save messages or to save their preferred country and their visa status (if they have a profile) to avoid selecting all those preferences every time they enter the platform

- Some headings and Subheadings are missing within the content

Were your assumptions challenged? In what way?

- As I mentioned above, due to the missing headings and inappropriate options in the hamburger menu, users had some doubts which were unanticipated

- I assumed that the users could understand my intention of providing more specific details in the hamburger menu to search for categories in the forum. However, they suggested the method 'filter' to find a specific content (section/thread/post) within the forum. This filter option was my initial choice, but I changed it later.

How will you move forward with what you learned?

I will consider the users' feedback and will make some changes such as

- Providing headings and subheadings wherever necessary to allow them to choose their preferred info without wasting time in reading or scanning the content

- I will add the 'settings' option in the hamburger menu and move the options, 'profile' and 'notifications' into the settings. This will avoid uncertainty within the users

- Users want to see the notifications in their email when someone replies to their message in the forum. Therefore, I will add this feature

- I will provide a box to let users save information or messages in their profile/account

- This website contains images and videos, which I missed showing in the prototype. I will add those missed features

- I will add the 'settings' option in the hamburger menu and move the options, 'profile' and 'notifications' into it. This will avoid ambiguity while browsing for information in the menu section