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WELCOME TO

AI VISION

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Hello,

Link to my portfolio - see some of my other projects

My name is **Usman Khan**, a UI/UX designer at Manchester Metropolitan University. I specialise in prototyping and create websites using software such as **Visual Studio code**, **Figma** and **Photoshop**.

With skills in **HTML**, **CSS** and **JavaScript**, I am able to create intuitive designs that create a pleaseant user experience.

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UX Design and Digital Product Stategy

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What is UX Design?

UX design is a user centred process of creating a product that creates a meaningful experience to users, this involves many areas of development such as design and usability. Within the UX design they focus upon how users may feel when using a certain product and from that can create wireframes and prototypes that will be tested to ensure they meet the criteria/create an experience for users.

What is Digital Product Strategy?

This is a type of roadmap for a product ensuring it meets user requirements along with the capabilities of the organisation - this allows them to increase efficiency and can be cost effective due to knowing the risks that can occur along the way that prevents major risks. [14]

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UX Specialisations

UX Architect

A UX architect also known as an information architect, are part of the defining stage of the process and are responsible for ensuring design's message is clear and defining a page heir-achy that provides a seamless user journey. [1]

UX Researcher

A UX researcher are part of the discovery phase and they are the one who carries out the research based around the design of the product, carrying out interviews or other research techniques to understand the behaviours of users, the motivation that drives them into using the product along with any pain points that can occur, to ensure a product is suitable for the final users and stakeholders. [1] [2]

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UX Specialisations

UI Designer

A UI designer are part of the development stage and their role is to create the user interfaces of the product along with the design assets that go along with it; they create high fidelity prototypes that show what the final design will look like following the brand guidelines.[1] [2] [3]

UX Writer

A UX writer is quite a recent job role within the UX industry and are part of the design phase, they specialise in the text that users interact with, to ensure they are able to navigate through the website/product. An example of this is if you complete a task on the app or leaving a session, a message that gives users instructions in order to meet the requirement.

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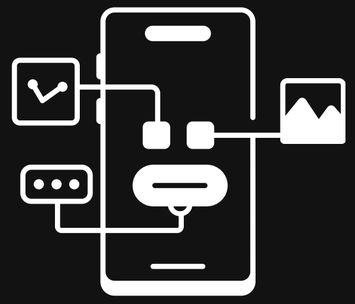
My Strongest skills



My strongest skills are in **coding** and also **prototyping** due to my background in IT. This does not mean I am strictly a coder, but also have some **design knowledge** and able to create designs that flow smoothly along with ensuring they meet **accessibility requirements** for **universal users**.

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The ideal job role within the UX Industry

UI/UX Developer

The job role that fit my skillset is a UI/UX Developer, the reason for this is the mix of front-end development along with design knowledge to create prototypes/products that provide users with visually appealing designs and interactions.

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AI Tools used within the UX Design Process

Chat GPT

Khroma

Colourmind

Canva Tools

uizard

Sketch2code

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AI Tools used within the UX Design Process

Colourmind

What is it?

Colour mind is an AI colour scheme generator that uses deep learning from images, movies and art pieces. Users are able to upload images, which then the AI will analyse the image to create a colour palette from the colours used within the image.[4]

Canva Tools

What is it?

Canva is an online template editor that is sued for creating presenations and social media content/graphics. Offering a range of tools such as a background remover and an image upscale - that uses AI to improve the quality of a low resolution images.

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AI Tools used within the UX Design Process

uizard

What is it?

Uizard is a tool that allows users to create prototypes from wireframes and sketches, along with being able to create UI designs using the AI system to simplfy the process.
Users are able to edit the UI designs that have been generated within the program using the built-in editor.

Sketch2code

What is it?

Sketch2Code developed by Microsoft, is an AI tool that allows users to use a sketch, and using the AI system will create HTML code based around the sketch (hand-drawn on paper) carried out by users that can be used within code.

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Tools used with the Prototype

Chat GPT

Designs.AI

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Tools used with the Prototype

Chat GPT

What is it?

ChatGPT is an AI powered chatbot that is developed by Open AI back in late 2022, since the release to the public - it has become a huge impact on the world. It allows people to input a question or tasks, it will then create a response based on the questions inputted. An example of the use, is to look at my use of the tool - where I asked ChatGPT “An app idea for entrepreneurs” and it gave me a suggestion/recommendation that I amended to ensure it meets the brief of the project.

Pros

- Able to aid user’s skills by making certain recommendations.
- Can be accessed at any time.
- Can generate content efficiently.

Cons

- Cannot copyright information given by ChatGPT.
- Data can be biased, likelly to produce inaccurate information.
- Relying on the tool can lead skills to not be trained in users.

Ethical Issues

- Tool can generate content, which can “steal” design jobs (graphic designers) due to being able to generate images from prompts.
- Biased data can give inaccurate information resulting in miscommunication. [10]

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Tools used with the Prototype

Designs.AI - Logo Maker

What is it?

This is an AI tool that is used by many designers to help them with creating a logo. The tool works by users inputting the name of the brand along with an icon that is provided by the tool, users are then able to select some styles that they like along with a colour that represents the brand. It will then generate a series of designs that users can take or use as inspiration for creating their own unique logo.

Pros

- Can generate ideas in minutes.
- User interface is user-friendly.
- Able to generate high quality designs

Cons

- Limited customisations- unable to many changes
- Pricing - plan can be expensive.
- No uniqueness to logos, basic designs.

Ethical Issues

- AI tools naturally can be unreliable/biased.
- No real way of copyrighting AI generated images

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Introduction to the client

Who is the client?

AI vision, is an app designed for aspiring entrepreneurs who would like to create a business but unable to due to the lack of knowledge in being able to setup a business. Whether that maybe to do with knowing if the idea they have is likely to be successful and implementation of AI will support them along the way.

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Research Question and research aims

Research Question

Can an inspiring entrepreneur use a digital application to improve the process of setting up a business or/and business ideation techniques?

Research Aims

Investigate the success rate of entrepreneurs setting up a business using a digital application fuelled by AI and whether improves the process or impairs it.

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Research Methods used for project

Interviews
Qualitive

Survey
Quantitative

Secondary Research

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Research Plan

Background: The purpose of the study is to understand the pain points aspiring entrepreneurs struggle with when creating a business, and how these issues can affect the process of setting up the business along with ways to overcome them.

Objectives:

- Understand issues asiring entreprenurs face when creating a business
- Understand why some of them haven‘t been able to begin the journey
- Understand way to ensure they are able to setup a business.

Research Quesiton: Can an inspiring entrepreneur use a digital application to improve the process of setting up a business or/and business ideation techniques?

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Research Plan

Procedure: Participants will be asked a series of questions in an interview environment and will be asked about setting up a business and why they may have not. This will take around 10-15 minutes to complete which then the information that is recorded will be used in the design process of the final product.

Equipment:

- Computer with in-built microphone
- Notepad
- Smartphone
- Pen
- Device peripherals (if needed)

Ethics: Users will be given a consent form and information sheet explaing the process of the research and will be able to ask questions before the research takes place. If they don‘t feel comfortable at any stage they are able to leave.

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Research Plan

Particpants: Those who will be taking part need to be within the ages of 20-45 years of age, reason for this is due to the likelyhood of starting a business and there is no particular exclusion in gender or ethnicity.

Time plan:

- **12th Feb -** Research start date
- **13th Feb -** Find Participants
- **15th Feb -** Participants interviews
- **18th Feb -** Analyse data from interviews
- **28th Feb -** Finalise data analysis
- **30th Feb -** Begin planning pages of prototype

Limitations: There maybe some issues with finding the correct particpants or those who would like to participate, as they may feel uncomfortable being recorded - which is perfectly fine just can affect the process of getting information.

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Research Findings

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Primary Research - Interviews

By conducting interviews with 5 people who are in the process/inspiring to setup their own business, from the interviews carried out I found out:

4/5 interviewees, stated that they don’t have an idea on where they should be putting the money in/towards - resulting in them not knowing the value they can provide.
Also “stalling” the process of beginning the journey to setup a business.

Interviewees all stated that they find it difficult to follow a budget that they have set, due to certain circumstances or not keeping track of expenses.

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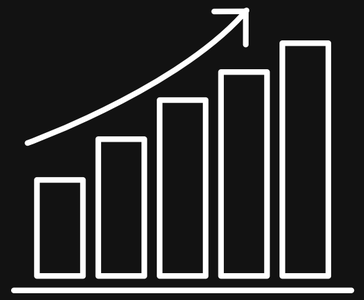
Primary Research - Interviews



All participants suggested that some sort of infographics should be visible with an app that helps show the amount within their budget along with the amount they have spent.

4/5 particpants valued data synchronisation to be added within the app to prevent data being lost/limited to one device. Along with a backup service to be able to retrieve data if needed.

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Primary Research - Interviews

All participants that were interviewed stated that they use a smartphone as their daily device and occasionally would use others such as a laptop or desktop. 3/5 particpants use a Apple device whilst the others using android devices.

All participants recommended features such as ‘Tips’ to be added to give users an opportunity to know more about the app.

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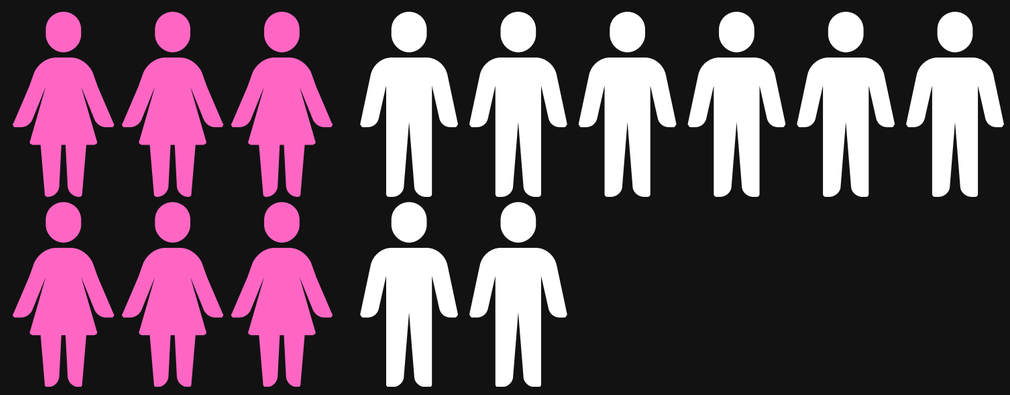
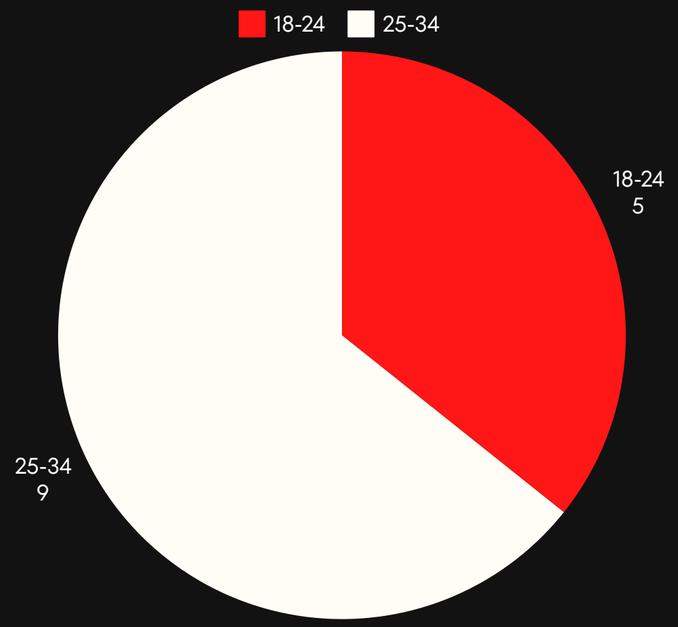
Primary Research - Survey

Have you thought about starting your own business?



All participants have thoughts of starting a business.



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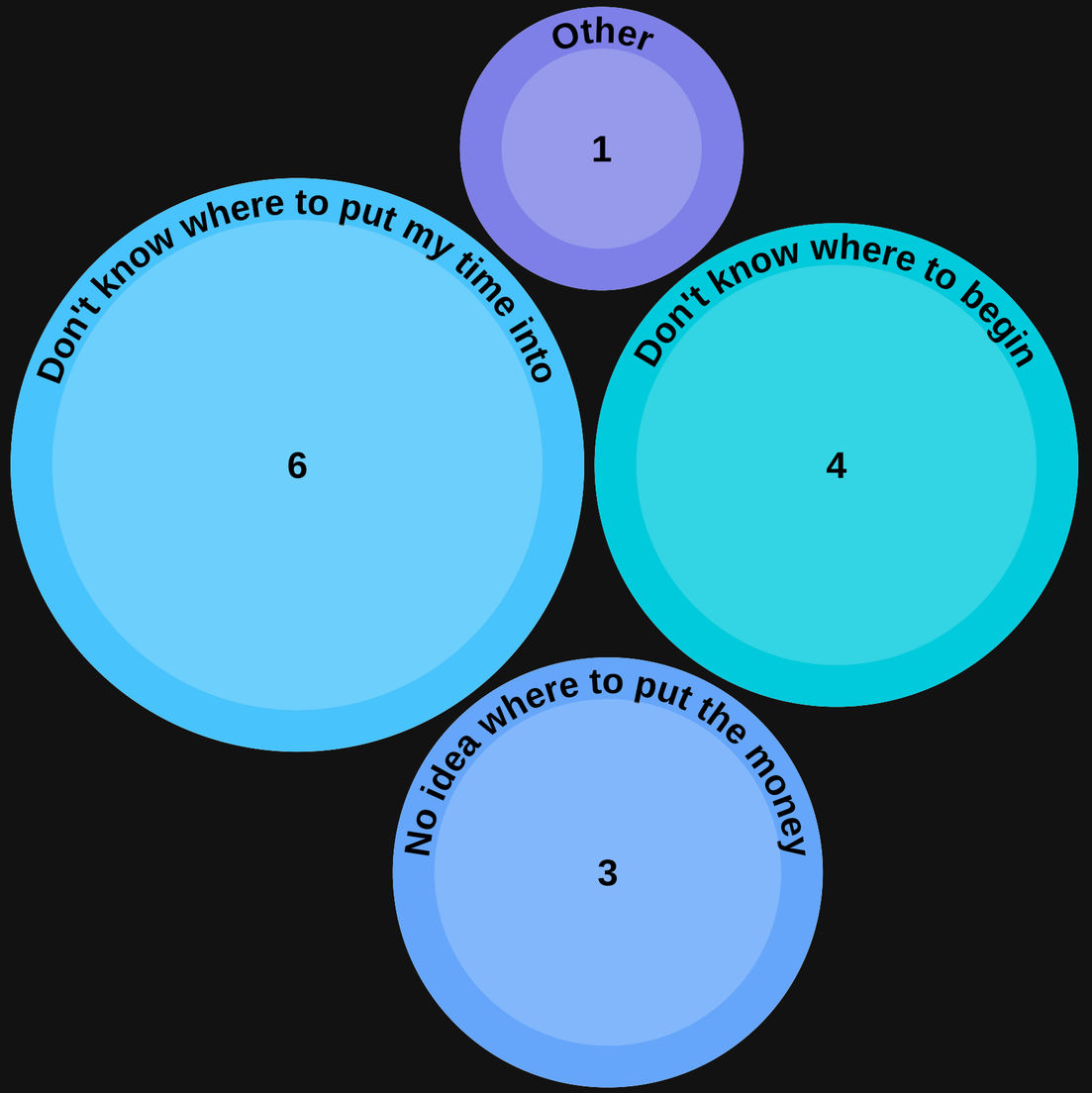
Primary Research - Survey

Why have you not began your business journey?

The main issue to not starting a business was not knowing how to use the time wisely.



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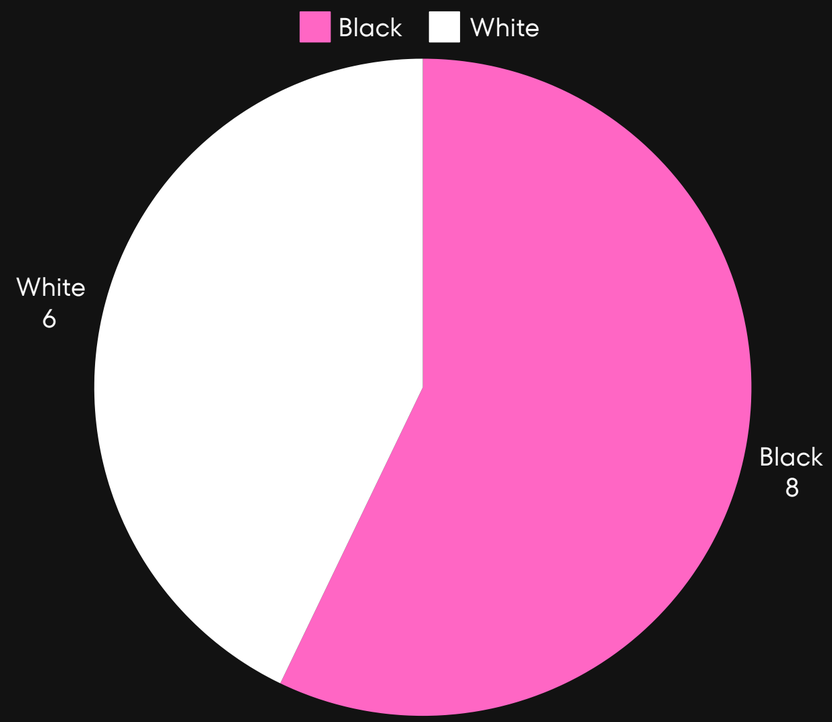
Primary Research - Survey

What should the main colour of the app be?

Black is the colour that the majority selected to be the main colour of the app.



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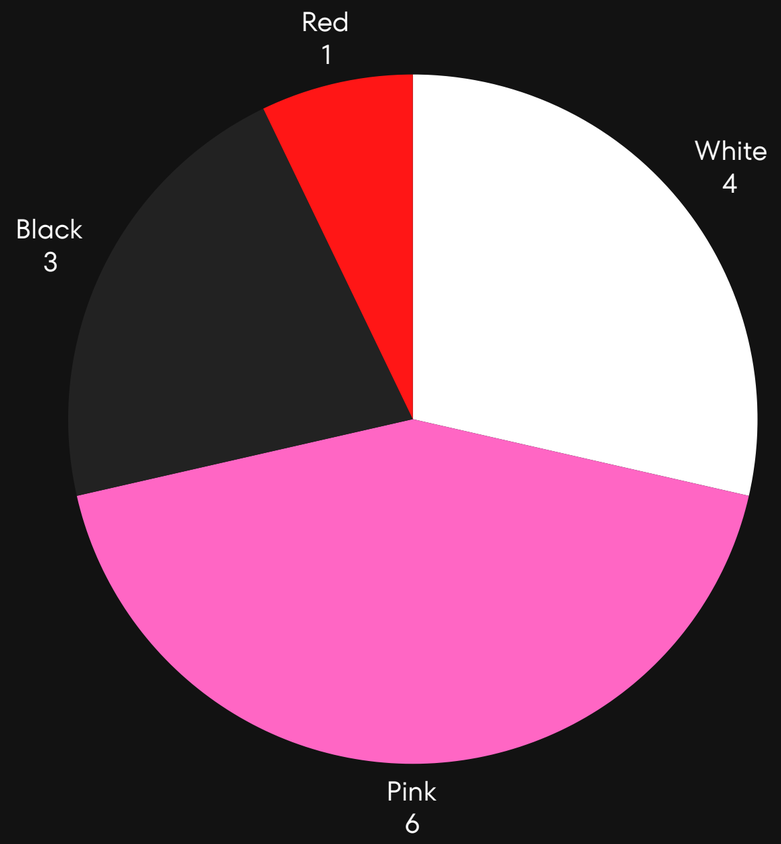
Primary Research - Survey

What should the secondary colour be?

Majority suggested pink as the secondary colour.



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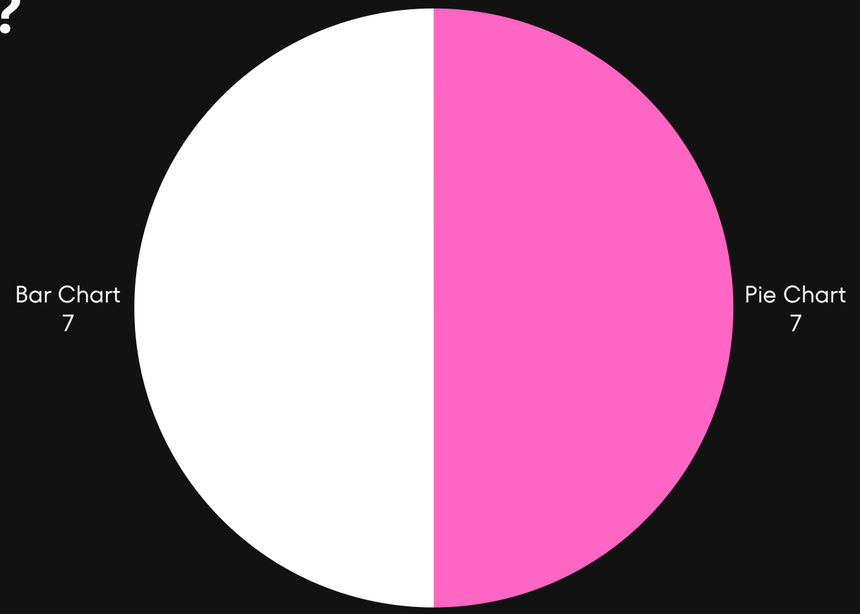
Primary Research - Survey

What would make it easier to understand the amount of money you have remaining/spent in your budget?



A mixed reaction for the type of infographics to be used to show spending and budget.

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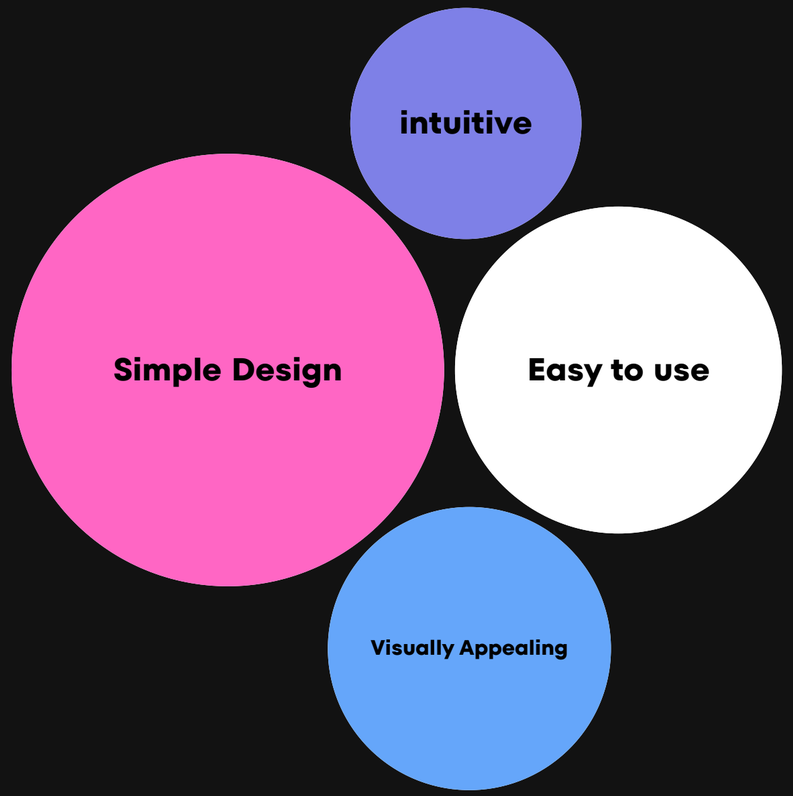
Primary Research - Survey

How can the app be designed to make it part of your journey to creating a business?

The popular value suggested is having a simple design and being easy to use.



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Secondary Research

Links between time management and work

On January 2024, reports suggest that the UK had around 66.33 million internet users. [6]

84% of people agree that create a time plan helps reach goals faster. [9]

It is reported by Total Jobs that workers will spend around 1hr 24minutes being unproductive; equates to £143 billion each year for British businesses.[7]

21% of work time is spent using social media, which equates to 49.4 days per year just on social media. [9]

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Secondary Research

Savings?

The average person in the UK follows the 50,30,20 rule - which means half of their earnings is saved, 30% is spent on subscriptions or shopping with the remain being used to pay debts or added savings.[12]

56% of millennials (27-42) are like to prioritise saving some money for emergencies. [13]

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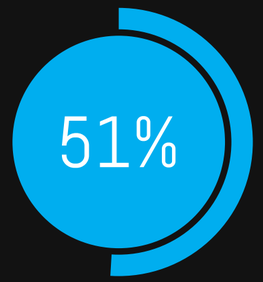
Secondary Research

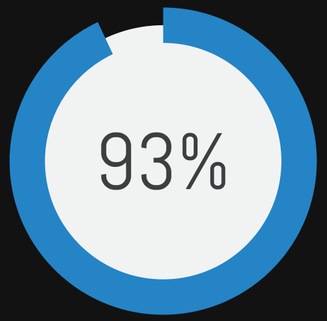
The ‘ideal’ entrepreneur

The average age of an entrepreneur in the UK is 40.[9]

Average salary of an entrepreneur in the UK is £56,332.[10]



Around 51.2% of the entrepreneurs in the UK use on avergage £5000 to start a business and around 24.3% are able to use around £1000. [9]



Entrepreneurs in the UK are white with around 7% of the entrepreneurs are from ethnic minorities. [9]

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Competitor Analysis

GoodBudget

Founded: 2009

Price

Free, but has paid version costing £6.99

Strengths

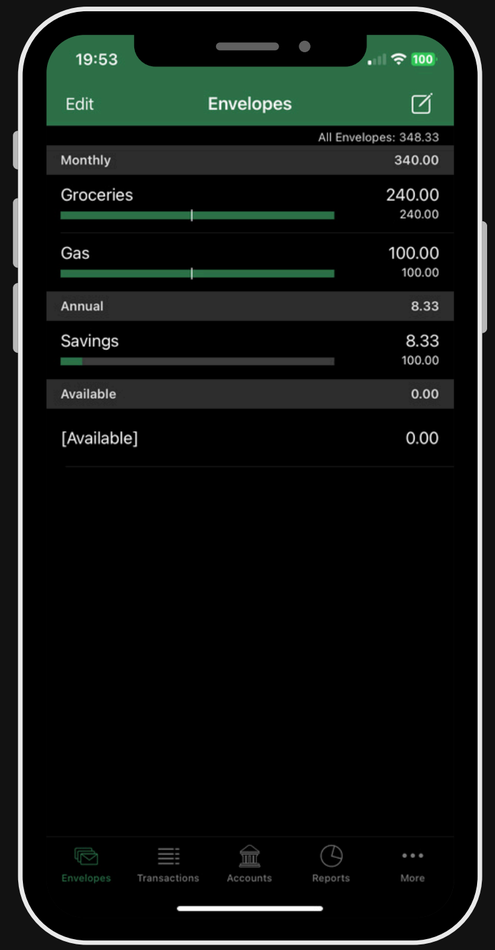
- Affordable
- Supports multiple devices
- Provides a report of amount spent.
- Able to import bank transactions into the app
- Simple user interface

Unique Features

- Transaction History
- Financial Dashboard - showing information budget, amount spent and other information

Weaknesses

- Users have to manually input expenses, which requires effort to do.
- Free version, has limited features.



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Competitor Analysis

Toggl Track

Founded: 2006

Strengths

- Cross-platform compatibility, allowing users to switch to another device and tasks/time tracking is synchronised across.
- Easy to use / user friendly interface.
- Idle time detection- ensuring you get back to complete a project

Weaknesses

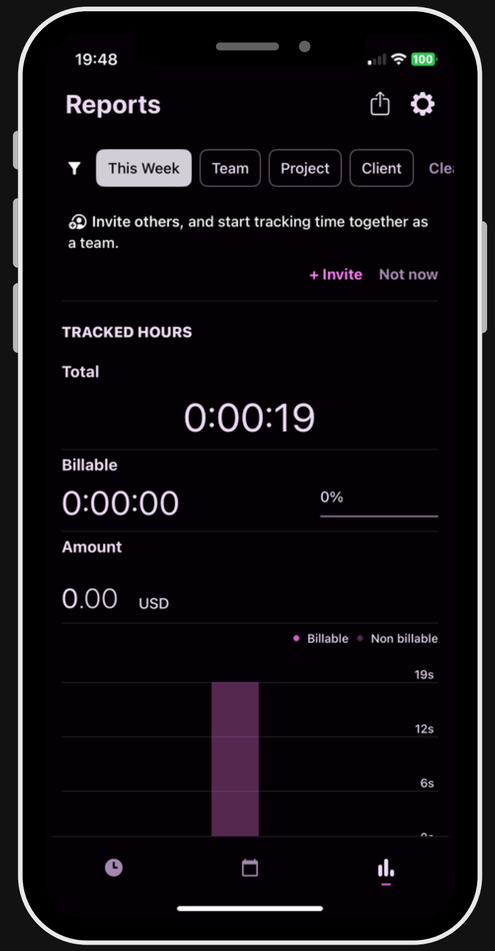
- Paid plans can be expensive for the main purpose of the app.
- Unable to pause sessions, need to end the session and restart.
- Easy to forget that timer is running - time is inaccurate to the amount of work actually carried out.

Price

Free, also has paid version costing $10 to $20

Unique Features

- Offline Tracking
- Chrome and Microsoft Edge browser extension
- Track app and browser activity



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UX Artefacts

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Persona

Sam Matthews

"Do what you love, and success will Passion is the fuel behind a successful career."

Age: 40
Work: Design Manager
Status: Married
Location: London

Most used apps/software

- Facebook
- Excel
- Snapchat
- Instagram
- Monzo - mobile banking

Personality Traits

- Determined
- Creative
- Enthusiastic
- Ambitious
- Eager
- Passionate

Goals & Motivations

- Lauch his own eco-friendly clothing brand
- Navigate the complexities when starting a business
- Be able to track finance
- Able to set goals in order to monitor progress
- Passion for sustainability
- Personal fulfillment

Challenges

- Ineffective solutions
- Difficulty finding tailored resources or information
- Difficulty knowing the competitors in the same field of the industry
- Finding it difficult to balance creativity with production costs and market demand

Values

- Creativity
- Learning
- Authenticity
- Accessibility
- Long-term success
- User-friendly interface
- Continous growth

Bio

Sam Matthews is an enthusiastic design manager for a retail organisation, he lives with his wife and their cat in an apartment within London. A a design manager, Sam overlooks the designs that will be finalised before begin produced into clothing. However, he feels that he can use the knowledge that he has learnt from the current job and embark in a new career, which he sees to starting his own brand that will provide eco-friendly clothing and using the design knowledge into creating unique designs that will attract customers whilst also not harming the planet by using sustainable materials. However, Sam does not know where to begin when it comes to starting a business as he doesn't know if he has enough money to start it along with knowing where the time should be focused on.

Pain Points

- Limited resources
- Lack of business knowledge
- Feeling overwhelmed with information that is not reliable
- Balancing tasks and responisbilites

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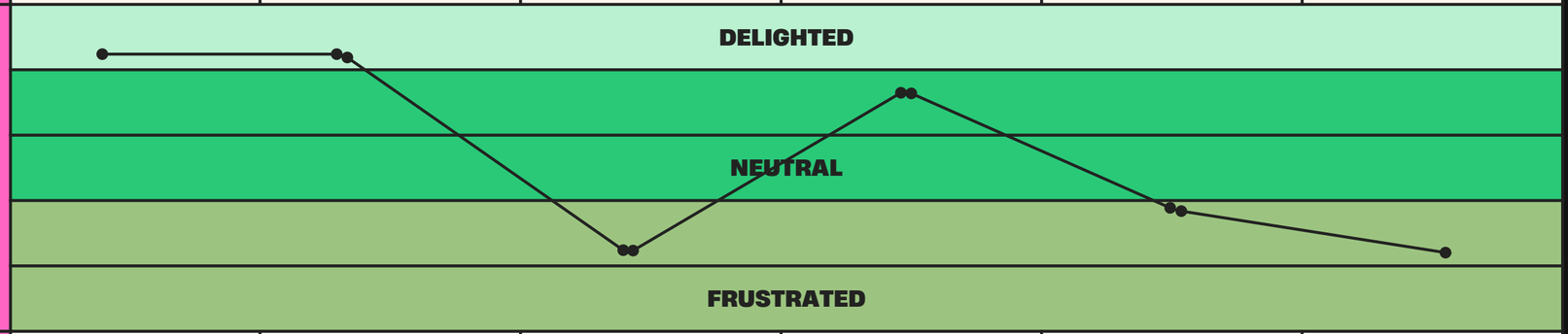
User Journey

Task: Add a transaction and an event.	Create an account	Create a business account	Review summary	Navigate dashboard to transaction page	Add transaction	Add an event reminder on calendar
Task Step (Expected steps)	The user chooses ‘Sign up’ and inputs personal information to create account.	The user once they have created an account for the app will then be able to create create a business account.	Once the account has been created, users are able to review the data given by the app and can use it as help.	The user is on the dashboard (homepage) of the app and can navigate using the navigation bar at the bottom of the page.	Once on the transaction page, user is able to input a transaction and then see how that effects the budget along with the categories of the budget.	The user is able to then access the calendar page using the navigation bar, click on ‘Add Event’ and then be able to add the event to the calendar for future reminders.
Actions Taken (What actually happend?)	The user was able to select ‘Sign up’ and input personal information to create an account.	The user was able to create a business account where they will be able to get help from the AI within the app.	The user was able to create an account and review the data given by the app.	The user was able to select the transaction page using the navigation bar at the bottom of the page.	The user was able to add a transaction and see the impact it has had on the budget.	The user is able to access the calendar page to input an event and add that to their upcoming events.
Issues (What were the issues)	There were no issues with this step.	For this step there were no issues.	When reviewing the app they were overwhelmed with the amount of data given by the app that they skipped the information given.	There were no issues with this step, worked as expected.	The user ran into some issues with knowing that the categories could scroll horizontally to see the correct category of transaction.	The issues users faced is that they first selected the dates before creating ‘Add Event’ which is where they have to then select the days.
Emotions (Mood Meter)						
Possible Solutions (How can you iterate your design to avoid these issues?)	There is no improvements needed for this step.	There is no need for improvements when it comes to this step.	Instead of having too much text, can instead have infographics which will make the user experience better.	There is no improvements or suggestions needed for this step of the journey.	An improvement that can be suggested is to have a scroll bar that indicates you are able to scroll.	To improve this step is to allow users to select the days before needing to create ‘Add Event’ to add it to the calendar.

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Style guide

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Style guide

Colours

Primary Colours

#AD828C

#000000

#FFFFFF

Secondary Colours / Accents

#D15873

#B8B8B8

#D15873

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Style guide

Typography

Share tech

Body Text

Font size - 18px
up to 23px

Share tech mono

Heading Text

Font size - 35px

Typography Imagery

Share tech mono

AI Vision

Share tech

This is an app designed for entrepreneurs who want to start a business but don’t know where to begin.

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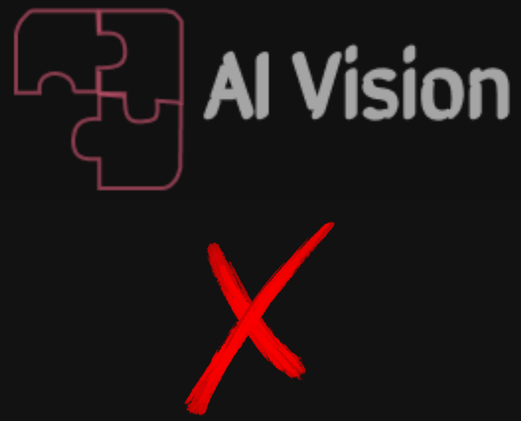
Style guide

Logo



What is needed?

- Logo needs line going through puzzle.
- ‘A’ needs to just be the outline, no line going through
- Need to have a puzzle - brand identity of the app is the missing piece.

Variations

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Icons and Buttons

Style guide

Icons Examples

What is needed?

- Icons need to be vectors
- SVG file type to get best quality
- Buttons should be either pink, black or white to be distinctive and cannot be similar colour to background.

Buttons Example

Next

Tips

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Sketches

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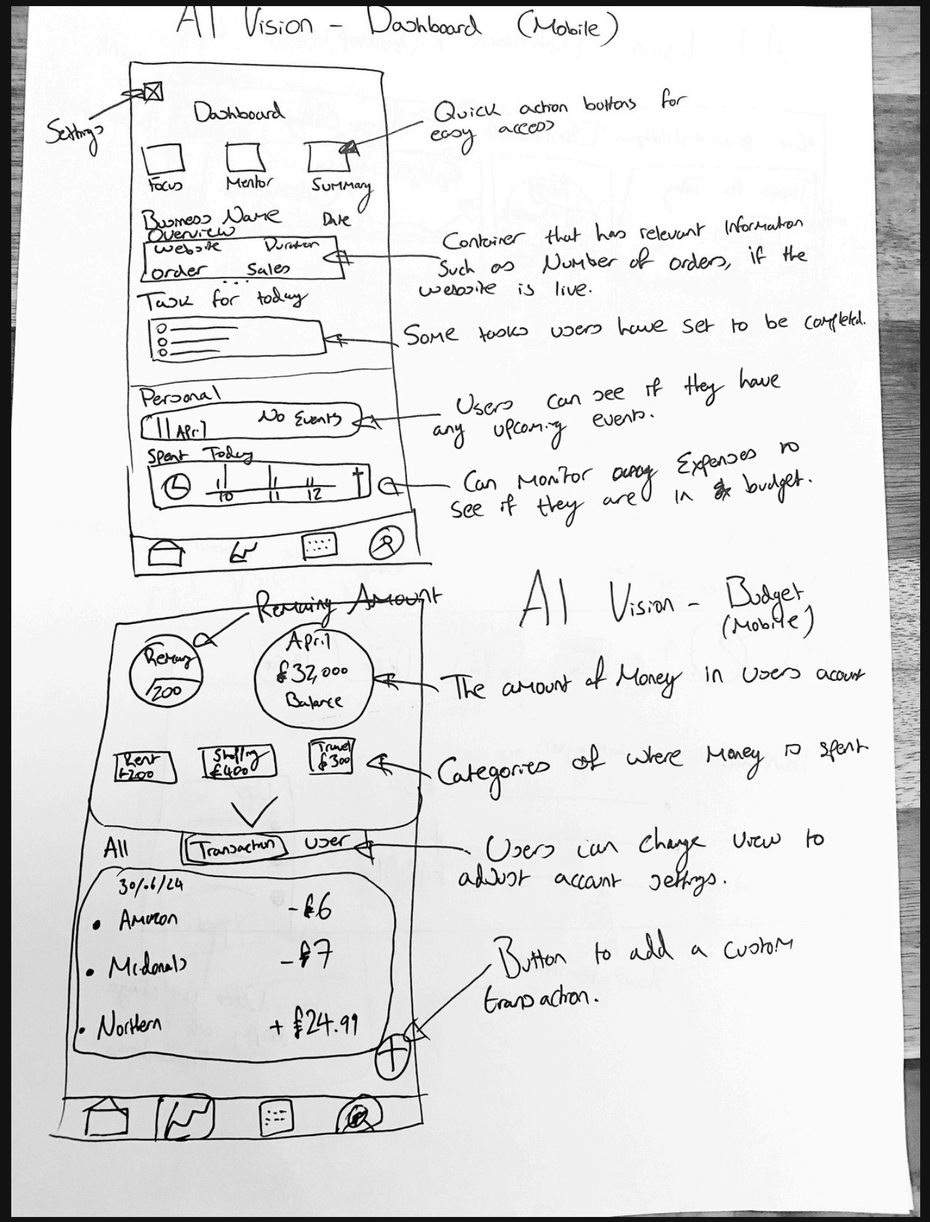
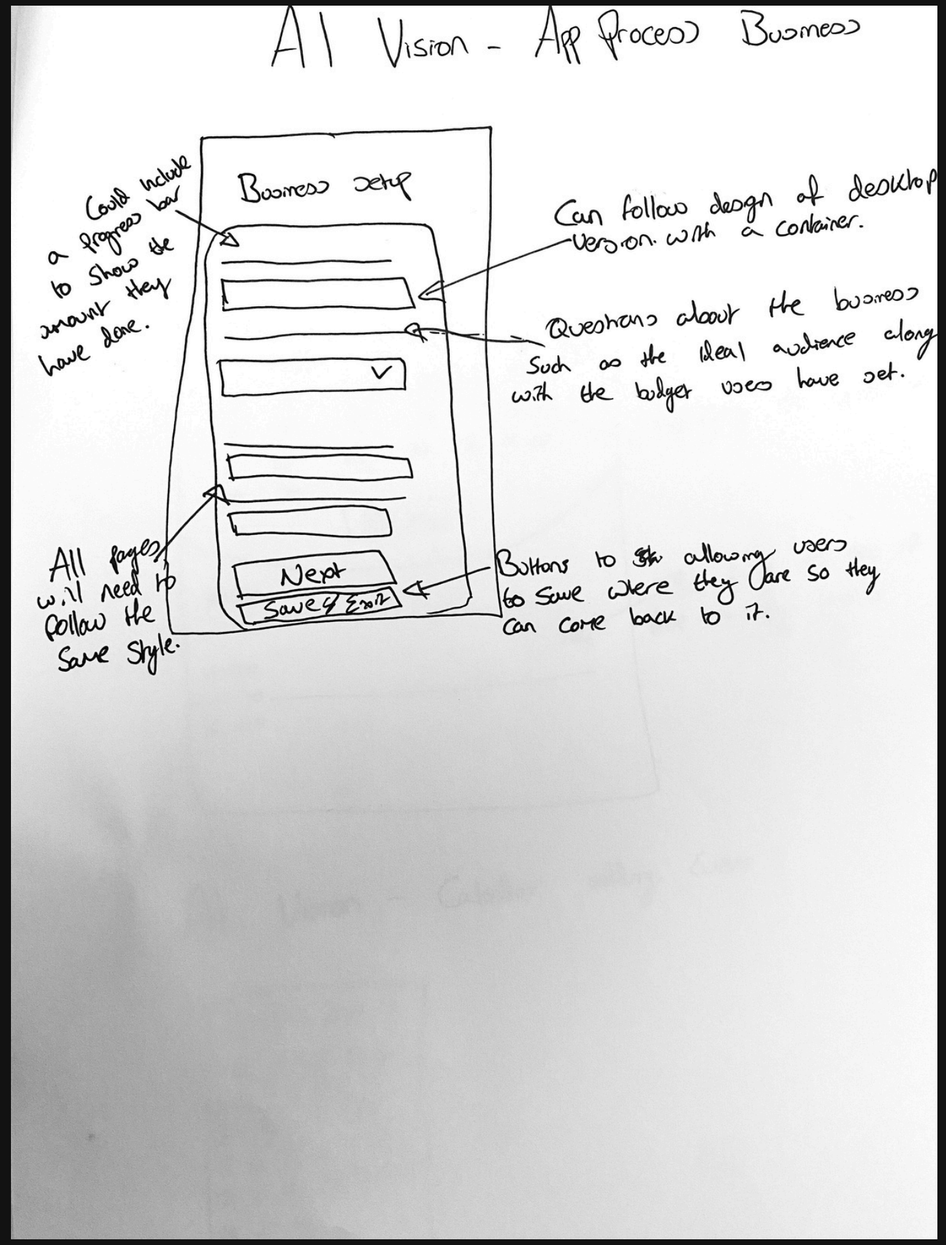
Sketches - Mobile





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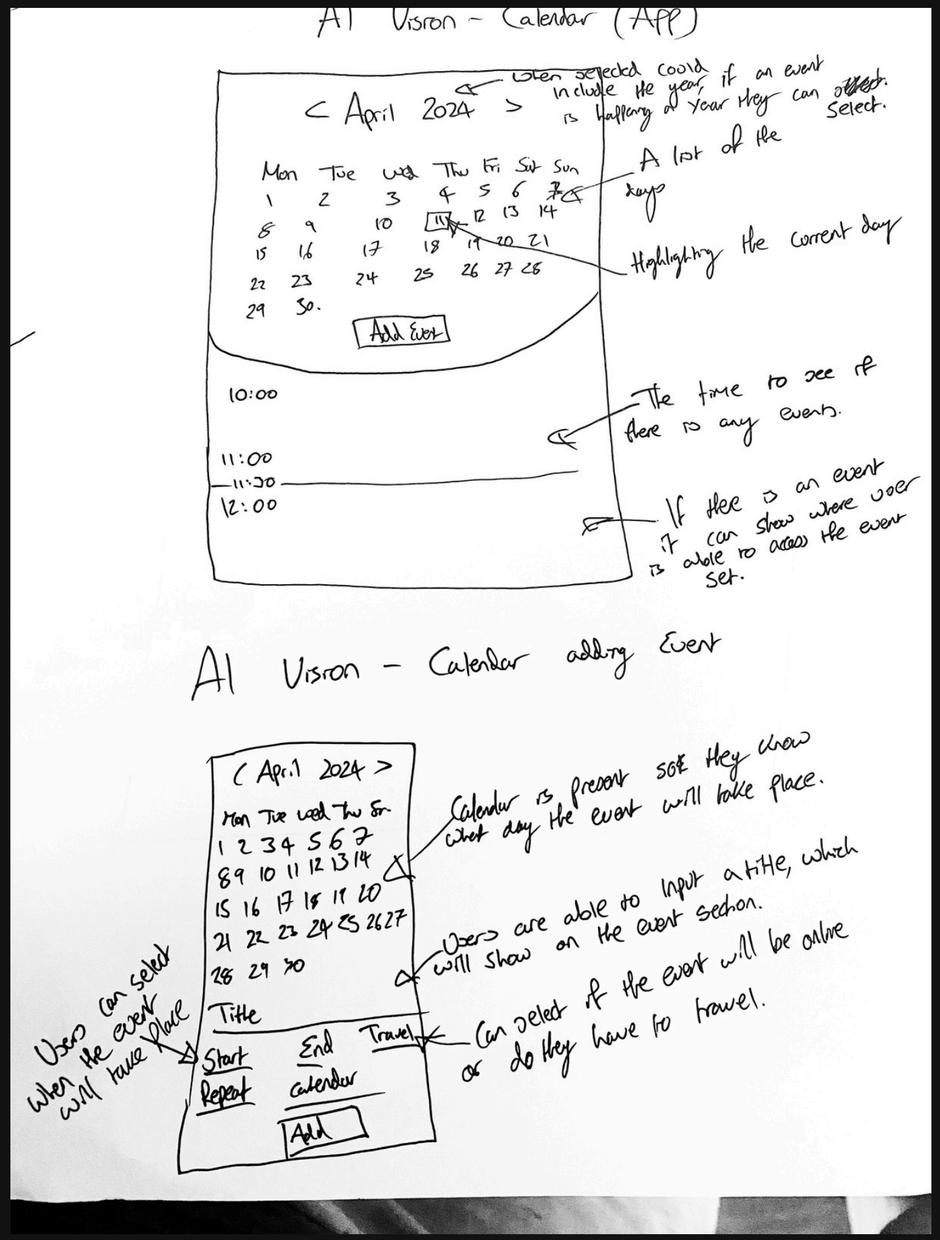
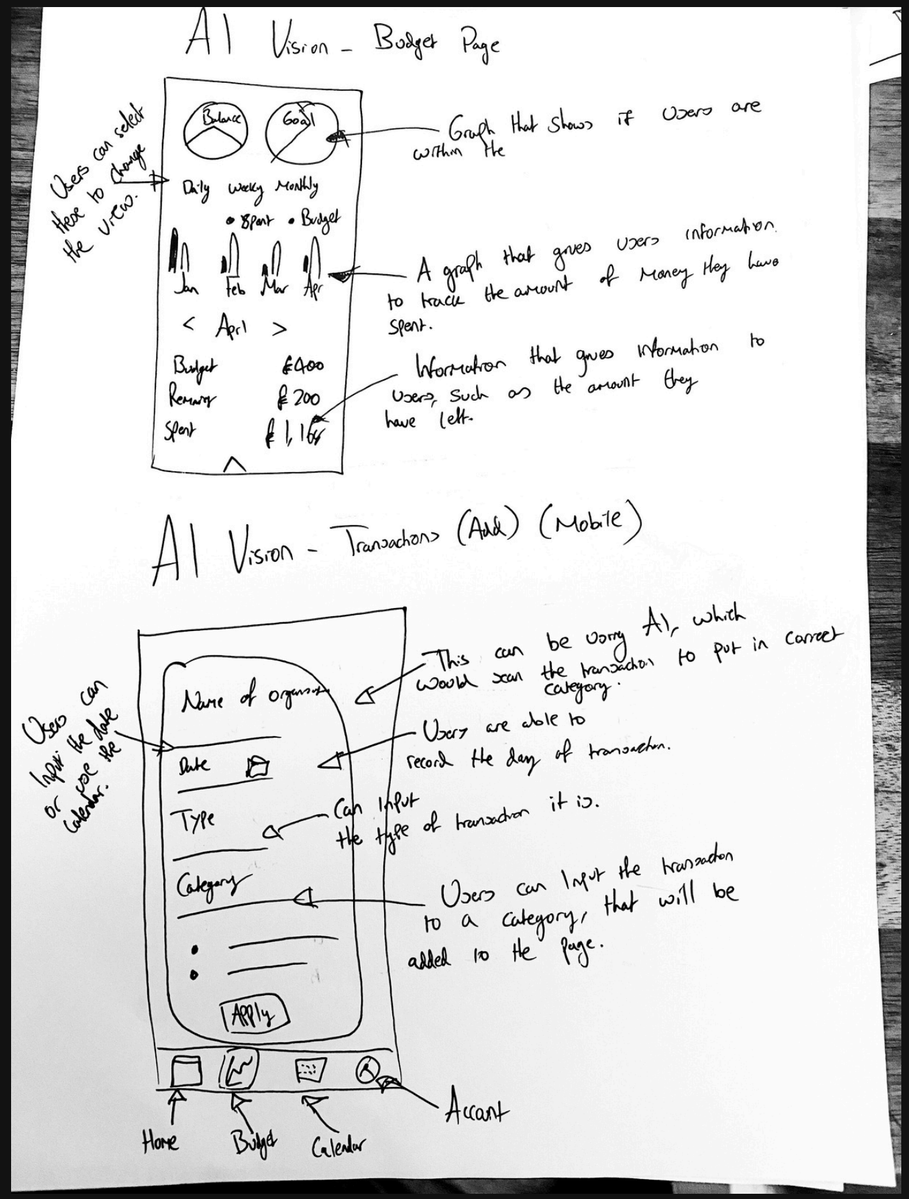
Sketches - Mobile





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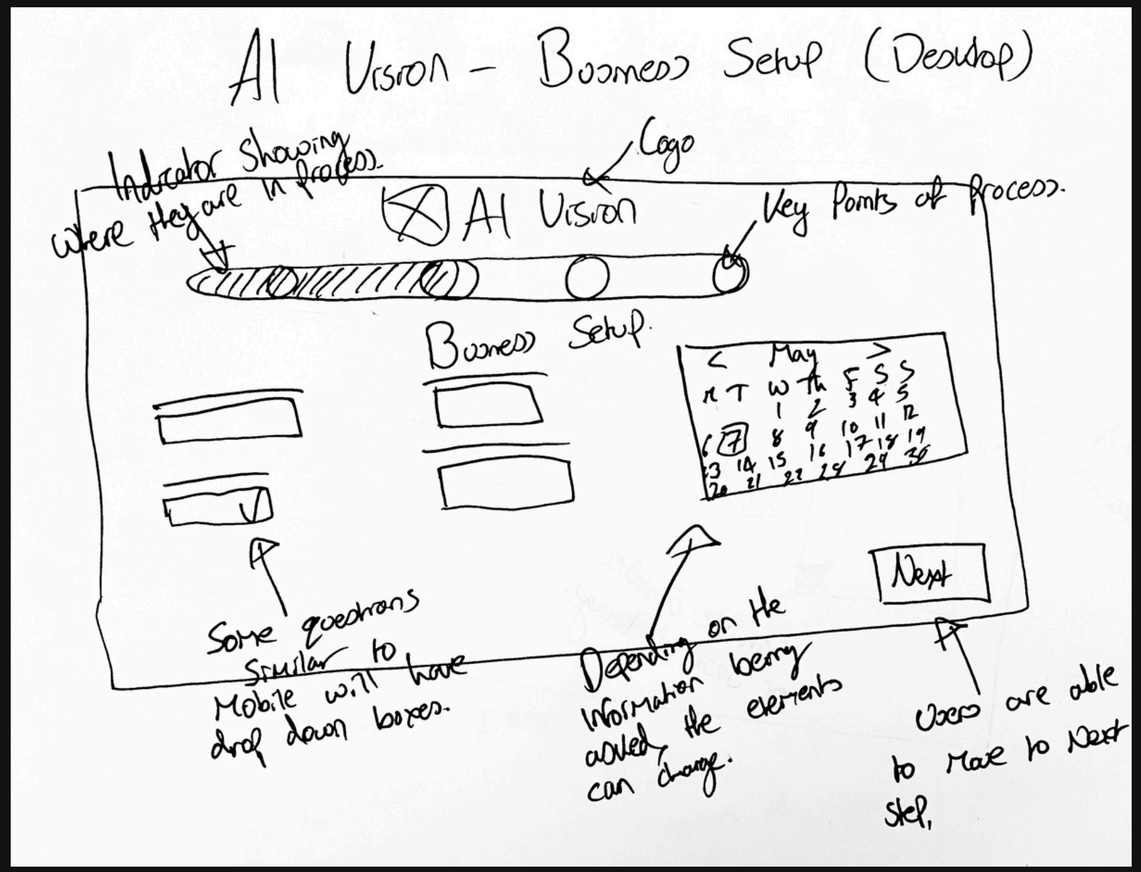
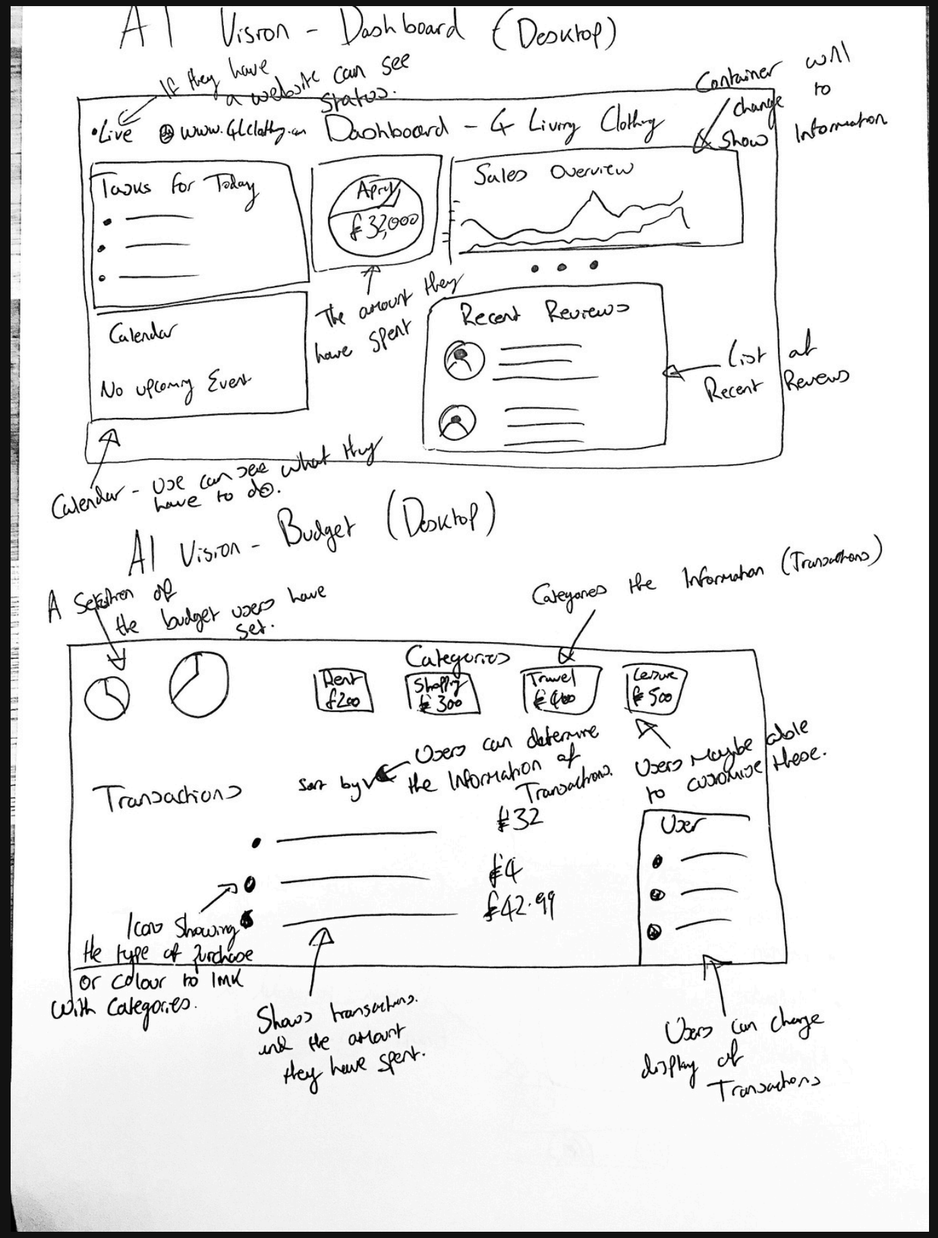
Sketches -
Desktop





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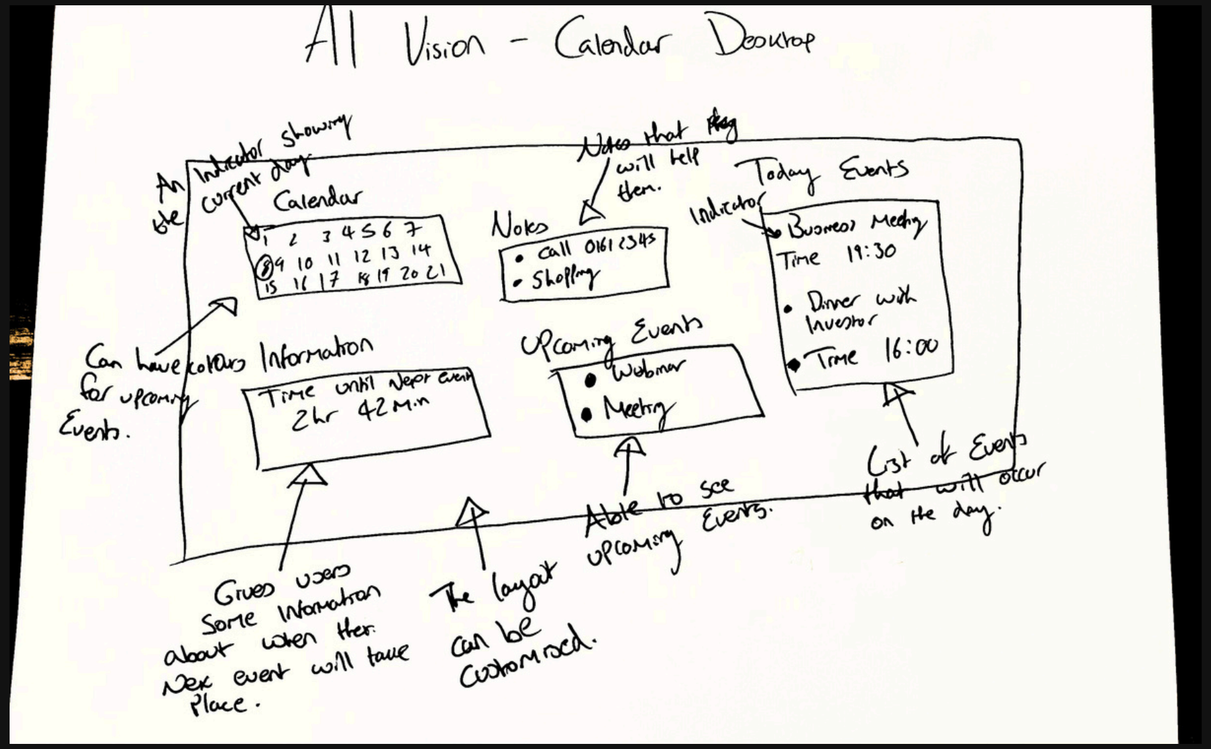
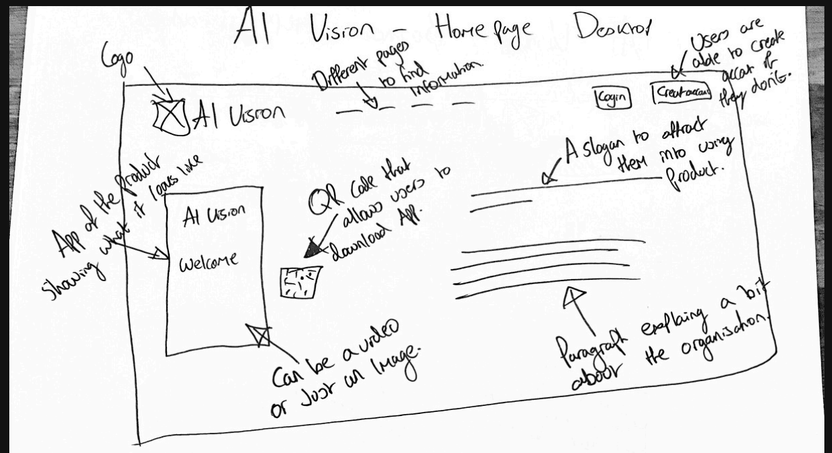
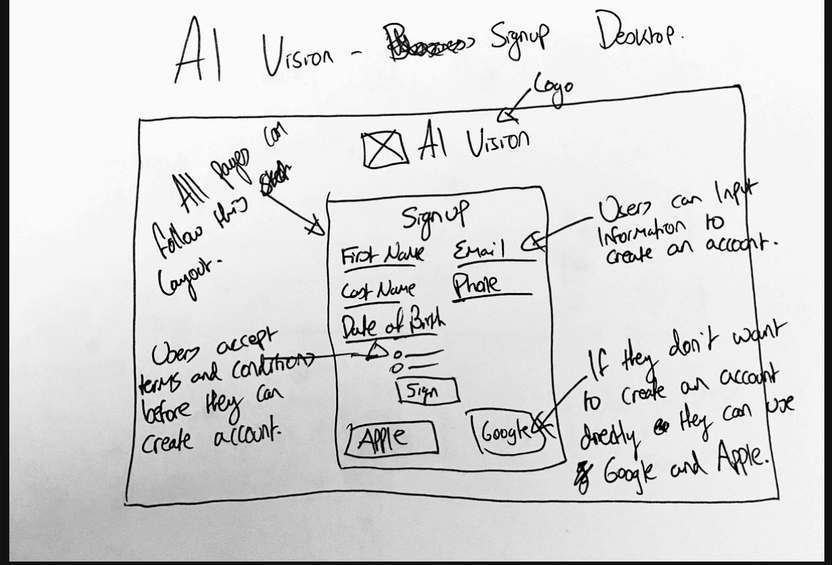
Sketches -
Desktop







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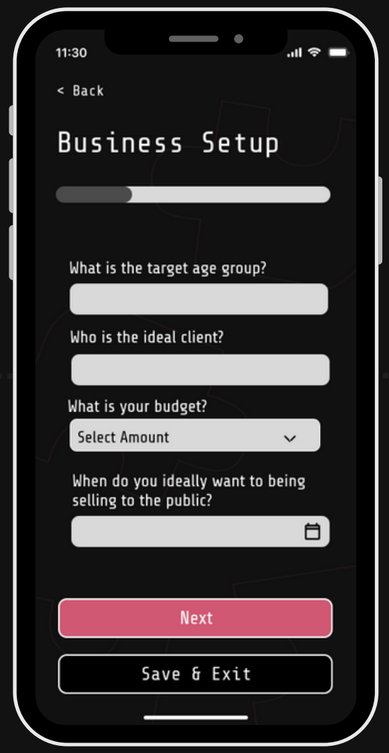
View Prototype

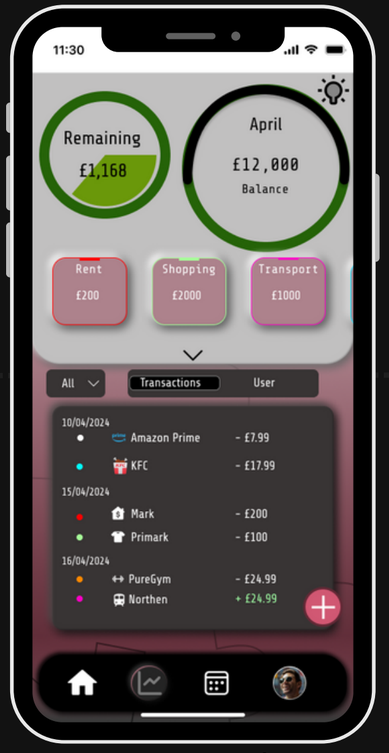
High Fidelity

Prototype - Mobile

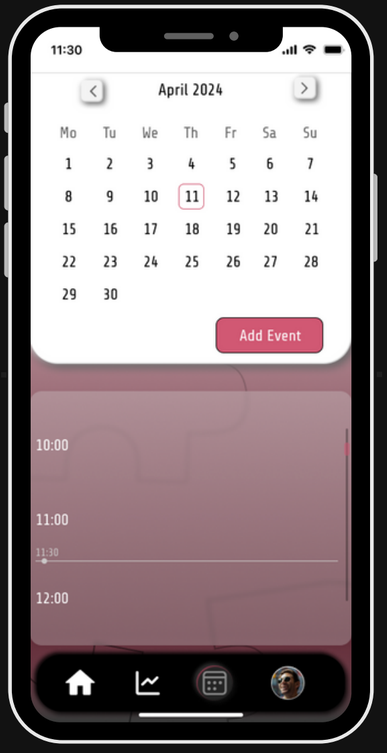
Dashboard



Business setup



Transaction



Calendar

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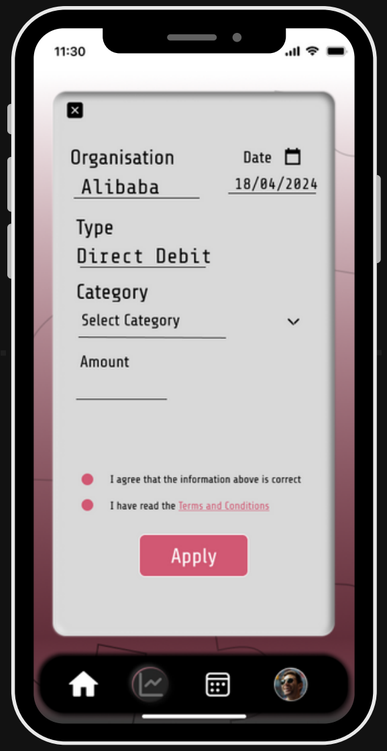
View Prototype

High Fidelity
Prototype - Mobile

Adding Event

Budget



Adding Transaction

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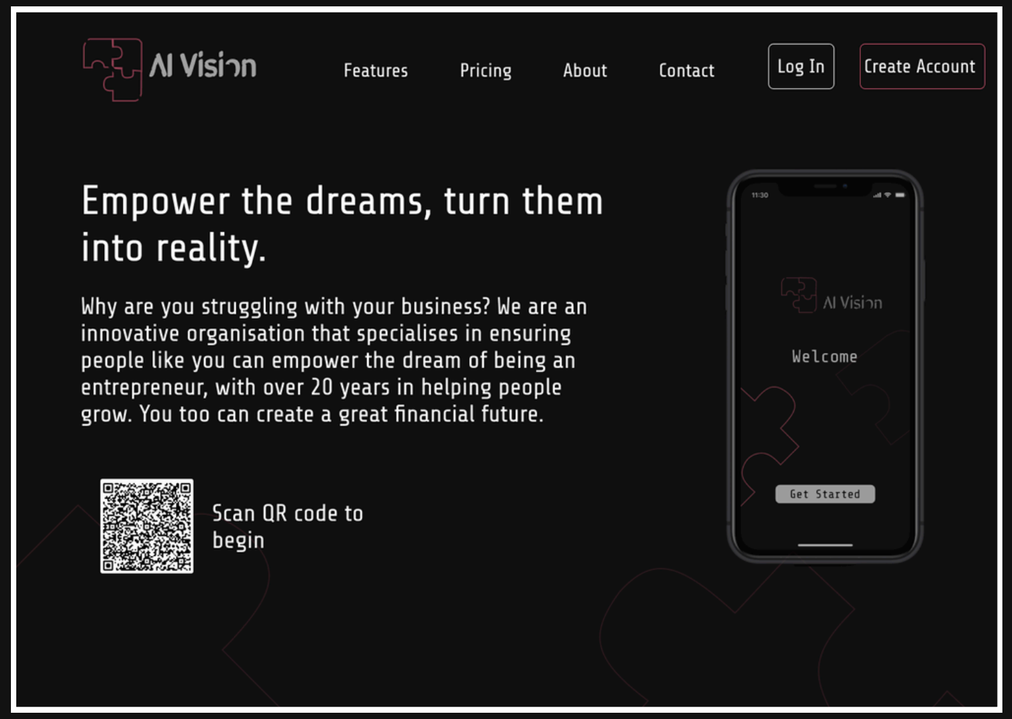
High Fidelity Prototype - Desktop



Homepage

Dashboard

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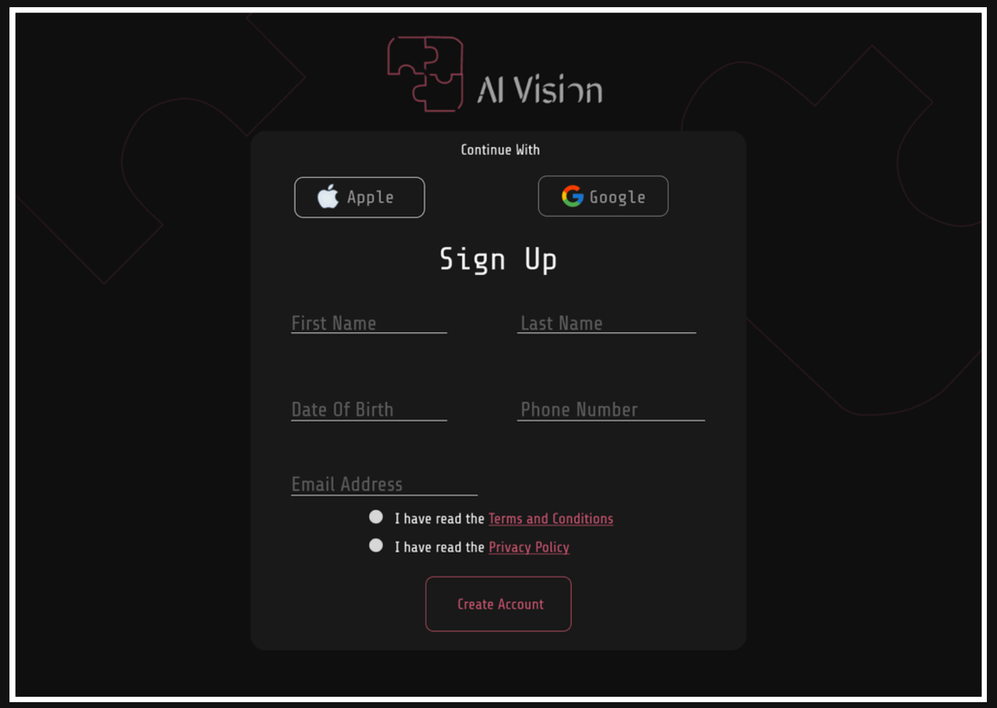
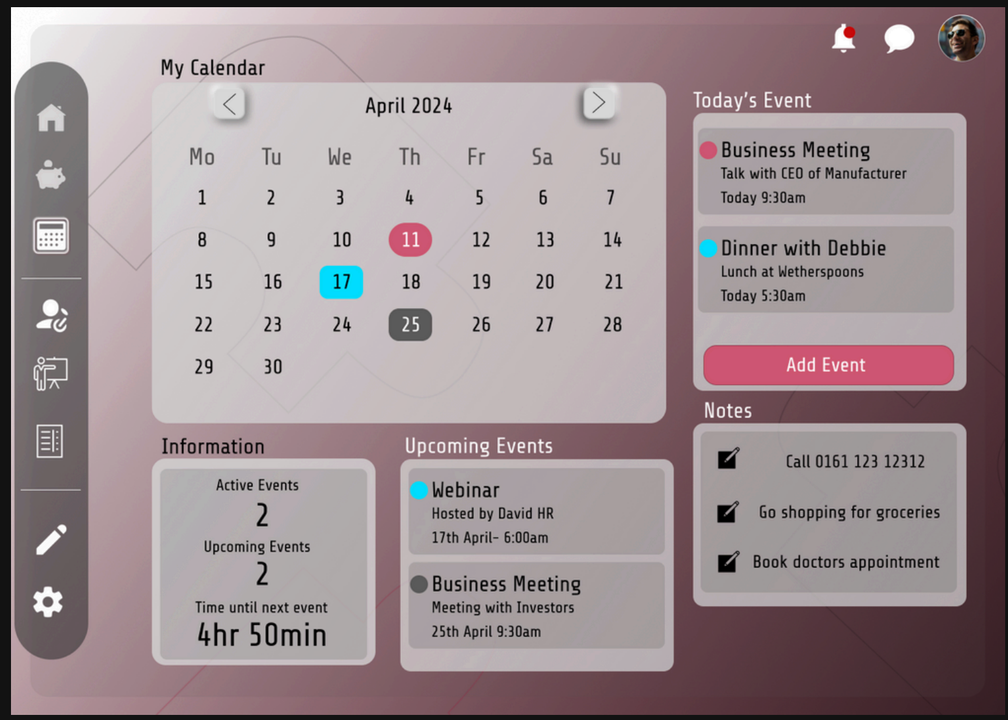
High Fidelity Prototype - Desktop



Signup



Calendar

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High Fidelity Prototype - Desktop

Budget

Business setup

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Usability Testing Plan

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Usability Testing Plan

Retrospective think aloud - Qualitative

A retrospective think aloud session will be conducted to work along side the eye-tracking where participants who take part will be able to share their thoughts on the prototype and areas that can be improved.

Eye-Tracking Quantitive

Eye-tracking will be carried out when testing the prototype, this will gather quantitive data for where majority of participants attention was along with the duration it took them to carry out certain tasks

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Usability Testing Plan

Scope:

Evaluate the experience users have when creating an account on AI Vision along with a business setup.

Task:

- Participants will be asked to create an account and then will need to create a business account where they will input a transaction and an upcoming event.
- Whilst they are doing this, eye-tracking data will be collected.
- Once this has been done a series of questions will be asked regarding the prototype and areas that can be improved.

Limitations

- Have access to the equipment for the day before booking again.
- Maybe some inaccuracy with the Tobii Nano

Equipment

- **Desktop Computer**
- **iPhone 11**
- **Tobii Pano (mobile eye-tracking)**
- **Tobii Pro Lab**

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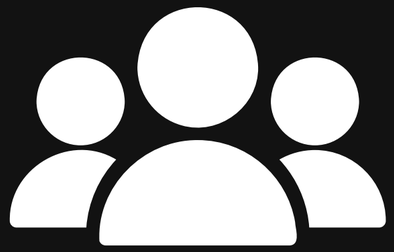
Usability Testing Plan



Participants

I will be looking to get around 5 particpants aged between 20-45 to take part in the usability testing, as this will give some effective data on areas that can be improved along with their views/opinions on the prototype.

Ethics

Participants will be given a consent form along with information sheet explain where their data will be used along with what to expect in the process of the testing.

Inclusion/exclusion

For the usability testing, there will be a requirements of being within the ages stated in the participants and their is no exclusion to gender or ethnicity.

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Usability Testing Findings

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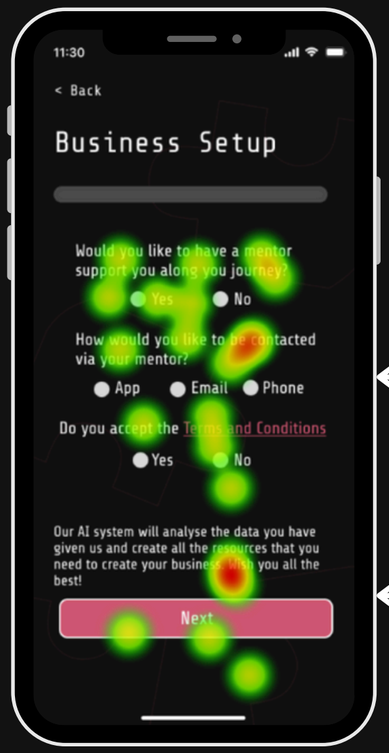
Eye Tracking Results

This page of the prototype is for the user to create a business that they can find out certain information such as competitors and a plan of they they need to do, they are at the end of the process where they can ask for some assistance with launching the business.



All participants spent time look at the overview section, where the average time was 7 seconds - which participants said that they retrieved a lot of information and understand the intended use of the design element.

Participants were able to follow the steps of the business setup. They found it simple to use along with being visually appealing.

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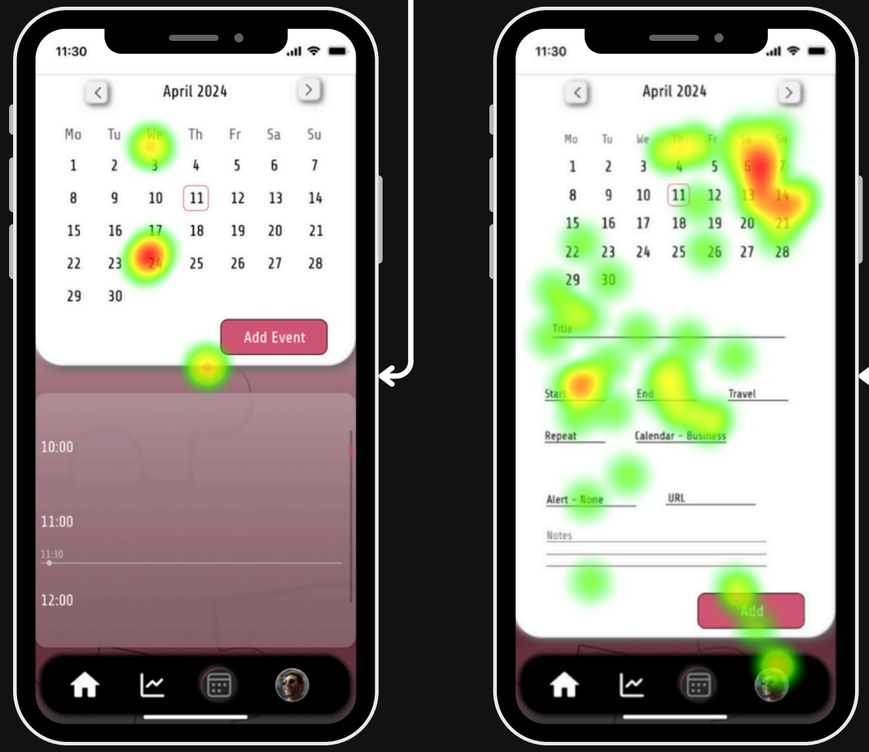
Eye Tracking - AI Vision

Users are required to add an event to the calendar, where once this has been carried out it will be added to their calendar events, as a reminder.



Participants who took part in the eye-tracking took the majority of time on this task, where most of the focus was on the days of the week and the ‘start date’

Many issues came with this where they found it frustrating due to having to select when it starts and ends, as they were first selecting the dates before hand.

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Eye Tracking - AI Vision

Users are asked to add a transaction to the app, this will add a preset transaction. But will give the idea of the intended use of the feature.

On the budget page, users are meant to be encouraged to review the amount they have spent and what categories they spent most of the money in.

Majority of participants were were surprised to find out that they can scroll in the categories to find others, where they recommended it to be clear.

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Interview - Results

5/5 participants liked the overall aesthetics of the app and the step-by-step feel it has.

4/5 participants recommended to have a scroll wheel on the categories for budget page, to show that there are other ones.

3/5 participants suggested to decrease the size of the summary to make it easier to understand.

4 out of 5 mentioned that the step of adding an event was affected by the added step of selecting ‘Add event’

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Improvements that are needed

- Scroll bar needs to be added on categories to show that there other categories
- Decrease the summary page to have less text, as it caused some users issues.
- On the calendar page, allow users to select the date before they have to select ‘Add Event’

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Redesign and Measuring success

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View Improved Version

Improved Versions

Summary page has be decreased in size, only shows relevant information users are wanting to see.

Scroll bar introduced to categories, showing that there are more content.

Budget Page

Business Summary

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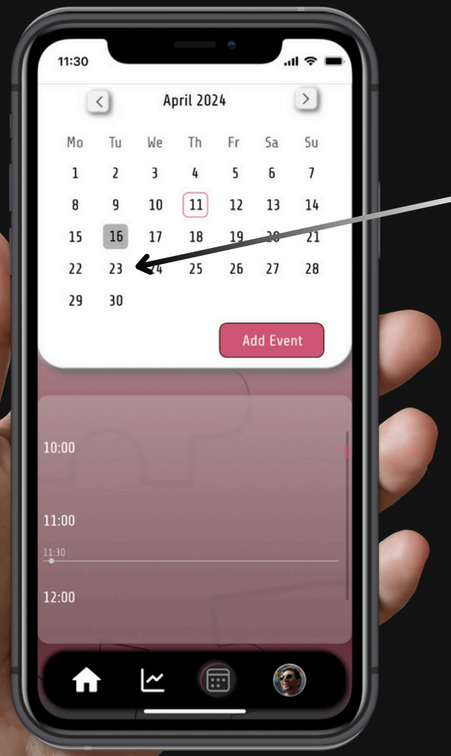
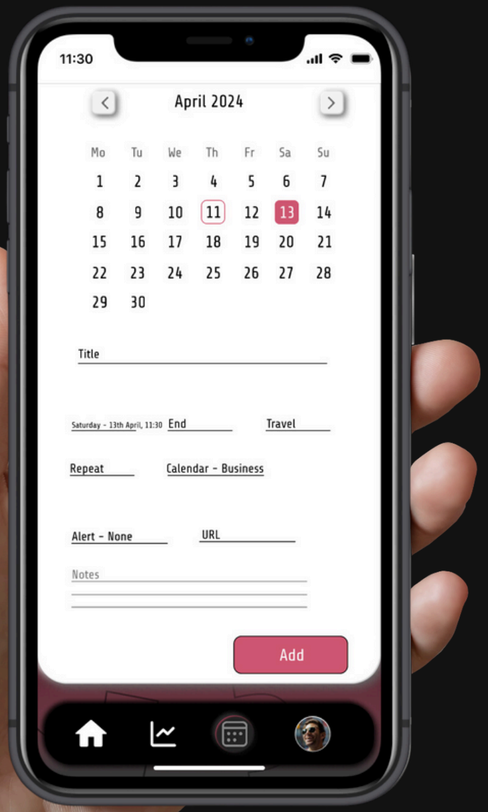
View Improved Version

Improved Versions

Users are now able to select the date, which it would open up the event page for them to add the event to the calendar.



Calendar Page



Add Event Page

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Measuring Success and KPIs

From the research that can be conducted research, looking at competitors and from user research - it is apparent for the app to be versatile whilst also delivering a service that users can use for their daily activities of setting up a business and running it.

The KPI that would be important for this organisation/app is ‘Active customers’, this will give the organisation an understanding of the popularity with the app.

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UX Metrics

From establishing the KPIs that is important for AI Vision which is ‘Active Customers’; to measure this there are many Attitudinal and some Behavioural UX Metrics which consists of:

- User Retention rate (Attitudinal)
- Abandonment Rate (Behavioural)
- Average session length (Behavioural)

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UX Metrics

User Retention Rate

User Retention Rate is a useful UX Metrics that measures the amount of user that are using the app, whether it is a particular time - the organisation is able to see if certain features are added to the app, what the effects of them have on users still using the product and can see the loyalty of users.

Abandonment Rate

This is another UX metric that can be used within the product, as you are able to monitor performances of the app, for example if there are slow loading times connecting to a server or app crashes constantly it could lead to users leaving for a competitor, using this can show the amount of people who stopped using the service and analyse ways to get them back.[15]

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UX Metrics

Average Session Length

Average session length can be used to measure the success of the app, as the main goal of the app is to be efficient - but as an organisation, you would like the users to be intune with the app and using it in their daily activities - so the more they use it or spend as much time as possible, generally are likely to enjoy the product more, if done accordingly.[16]

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Future Trends of UX

Immersive AR/VR

Voice Interfaces

Cross platform experiences

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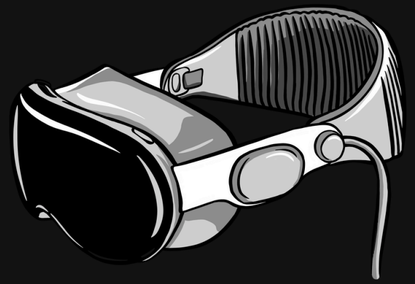
Immersive AR/VR

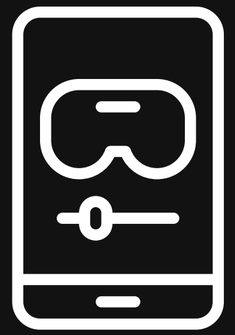
What is it?

Immersive AR/VR originates from gaming and entertainment where is blends the real world with a virtual world that is displayed on top. With many types of AR/VR technologies being developed such as the Apple Vision Pro, it is only a matter of time until this technology is required by everyone in the UX industry. Companies such as L'Oréal and Ikea have integrated this technology into their business plan to create virtual showrooms to showcase products without the need of being present in-front of the product. [17]

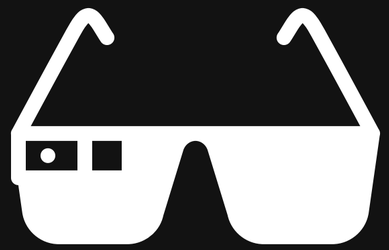
Example of AR/VR



Apple Vision Pro



IKEA Place App



Google Glass

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Voice Interfaces

What is it?

Voice interfaces is a piece of technology that meets sound with actions where voice commands can be taken and translated into actions, a trend that is slowly becoming mainstream where companies are creating devices that users can wear and speak to; where an AI system within the device can run commands based off wha the user has said.

The future of this can lead to better speech recognition where users don’t have to repeat certain commands and with the rise of AI it means that there will be an endless amount of commands/questions that can be asked. [18]

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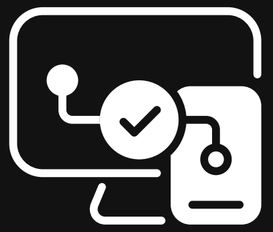

Cross platform experiences

What is it?

This is a service that allows data/application to be experienced across multiple devices, a good example of this is with Apple and Samsung - where they have their own “Eco-system”, meaning that all the devices are connected together. For example with an Apple device you are able to use headphones on an iPhone and then move to a computer, if you have the same account on both devices it will switch over automatically.

This trend is being adopted by main companies where will use servers and apps which allows user to switch between but still have access to content they have saved or viewed from other devices.

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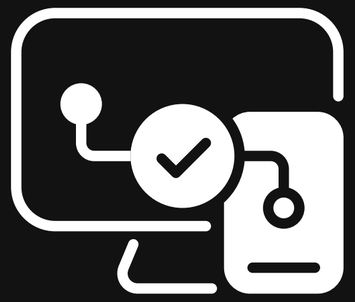
How can cross-platform experiences be introduced to AI Vision?



This piece of technology can be introduced to AI Vision, due to there being an application designed for smartphones and there is another designed for desktop.
To ensure the app has a positive experience, it will be useful to have a cross platform feature implemented as it would allow users to switch from one device to another without losing progress or data.
By doing this it can also aim to a larger audience who may not have access to a particular device and will like to use the service offered by the digital product.

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Click to view prototype

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Appendices

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Competitor Analysis

Competitors	Mission	Price	Features	Strenghts	Weaknesses	Platform	Target Audience
GoodBudget **Founded: 2009**	Wanting to provide a budgeting system that helps managing finances	Free, but there is a premium package costing £6.99/month that provides features such as automatic bank sync, up to 5 devices, and many more.	• Transaction History • Financial Dashboard - showing information budget, amount spent and other information	• Affordable • Supports multiple devices • Provides a report of amount spent. • Able to import bank transactions into the app • Simple user interface	• Users have to manually input expenses, which requires effort to do. • Free version, has limited features.	Website, IOS and Android	The main target audience are those in the finance industry ages between 25-34, with ages up to 35-44 being close behind. Majority of the users 63.24% are female and 36.76% male.
PocketGuard **Founded: 2015**	Want to help simplify people's life by ensuring they take control of finances and providing decisions which will help them accomplish dreams they have had.	The app is free which includes basic features such as budgeting and transaction history. There are paid version which cost $12.99 per month.	• Bill management • Spending limit - reduce the chance of spending more than intended to.	• Able to view the amount of money you can spend and view how it can impact the budget. • Able to set saving goals. • Can sync all banks into one area to view. • Organise expenses into categories, to help with the overview of where money is being spent. • Provides ways to help you work towards saving goals set or any debt you may have.	• You have to link bank before you can explore the app, some banks are not supported - unable to use the app. • Free version only allows one saving goal, and cannot manually input a bank/ credit card account.	Android, IOS and Website	The majority of users who use the platform are male (50.83%) and female (49.17%). Majority of users are aged 25-34.
Toggl Track **Founded: 2006**	The mission of the competitor is to provide a solution to increase productivity in people to ensure they reach a goal they have set.	Free, has different plans that range from $10 to $20 per month, which have different features and benefits.	• Offline Tracking • Chrome and Microsoft Edge browser extension • Track app and browser activity. • Customisable reports, whether that is a daily, weekly or custom report showing where you have spent the majority of your time.	• Cross-platform compatibility, allowing users to switch to another device and tasks/time tracking is synchronised across. • Easy to use / user friendly interface. • Idle time detection- ensuring you get back to complete a project.	• Paid plans can be expensive for the main purpose of the app. • Unable to pause sessions, need to end the session and restart. • Easy to forget that timer is running - time is inaccurate to the amount of work actually carried out.	MacOs, Windows, IOS and Android	Majority of the users are within the news industry and are within the ages of 25-34. Majority of those users are male (51.01%) and women (48.99%).

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Survey

Link to survey results

https://forms.office.com/Pages/DesignPageV2.aspx?subpage=design&FormId=UPs_KAujjEiQ9M2uT3rm0aUNRjRPaUZKpquFvj-pYpBUNk04TzNZV002NjFYQVpHOTA5WFU2SURZUS4u&Token=ebae00411f7743b1aeafbd52cd3b240b

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Questions asked for Usability Testing- Think Aloud (Tobii Nano)

24/04/2024

AI VISION Eye tracking questions

- ◯ What did you like about the prototype?
- ◯ Any areas that were easy to use?
- ◯ What did you struggle with the most?
- ◯ How do you think it can be improved?
- ◯ Were the headings clear? If not then can you explain how can be done to ensure they are clear?