Analysing and improving the user experience of the ReadID identity verification platforms.

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Background

InnoValor is an innovative IT company based in Enschede that is specialized in verifying identity documents with several ReadID products. The products of ReadID are using new technology for verifying the identity document by using the Near Field Communication (NFC) chip that is inside the identity document. The clients of InnoValor that are using ReadID are banks, mortgage companies and governments.

Project Problem

ReadID is used in such a way that the customers of the clients of InnoValor are the end-users of the product. After research performed by InnoValor, it stated that the products of ReadID are not as intuitive and user-friendly as InnoValor wants them to be. Therefore, InnoValor wishes to make ReadID more intuitive by improving the animation instructions that are used in this module give tasks to the user to increase the user experience. However, after preliminary usability testing, it is discovered that animation instructions were only a smaller part of the problem. Therefore, the problem statement was extended in the following categories that could needed improvement that also attributed to the user experience: textual instructions, visual instructions, feedback, system track and privacy. Solving the difficulties inside these categories will contribute to making the ReadID more intuitive and user-friendly to the one-time remote end-user.

Approach

To solve the given problem statement of InnoValor firstly, a preliminary analysis of the current products is performed. This analysis made use of usability testing with participants that represent the target group of ReadID. After this analysis, it was concluded that the problem statement needed to be extended into more categories. The issues found within these categories are analysed using literature research to develop possible solutions into a prototype. This prototype is developed during several design phases: ideation phase, concept phase, detailing phase, and validation phase. During the validation phase, the prototype is checked by the company during an intermediate presentation to check if all the suggestions proposed are technically possible. After this intermediate presentation, a prototype is developed that is used for validating usability testing. Using the results of this validating usability testing, the last changes are made to develop a final concept, which is the recommendation to InnoValor to increase the intuitiveness and usability of the ReadID products.

Results

The results of this thesis can be split up into four segments: capturing the complete problem statement, recommendations to solve this problem statement, adopting the recommendations into a prototype and validating this prototype. The first segment is finding the five problem categories with usability testing. The second is finding recommendations for solving these issues using literature research. The third is the segment of the redesigning phase with creating several prototypes. Finally, the fourth is validating the prototype with the integrated recommendations, which is the final recommendation to InnoValor.

Conclusion

Using the described approach, a final concept is delivered to InnoValor as a final recommendation. The report shows with using the literature research theoretical proof of concept and with the validating usability testing a practical proof of concept. However, the possibility exists that not all recommendations directly can be integrated into the current product due to technical limitations or preferences of the company, then the findings of this thesis can be used as guidelines/examples for improving the problems found in the problem statement.