User engagement enhancement through UI & UX redesign of a mobile application

This research looks at the existing issues related to low engagement on a subscription-based student discounts digital platform Knaek. The assigned task entails rebuilding the user interface and improving on the user experience based on values sought by the company and goals of the assignment's study. The primary research focuses on addressing existing users and enhancing their potential app usage. This may be summarized as redeveloping the present UI/UX of the application with an appropriate discount discovery and display system to reduce clutter and boost consumer engagement. The research makes use of Knaek's currently deployed product as the foundation for the revised concept. The application is currently managed and developed by Dé Codeerbedrijf, which oversees the UI/UX design integration and its associated codebases.

First, stakeholders pertinent to the Knaek's aims and values, as well as additional players vital to answering the thesis question, are divided into separate UI/UX research perspectives. This is followed by the development of a PACT analysis incorporating characteristics of the existing platform and their consequences on the consumers and parties involved. The theoretical habits and contextual investigation on the users are then confirmed through a user survey that provides real life feedback for goals discovered and frustrations experienced so far.

Subsequently, personas have been written down to study qualitative data on particular segments representing the target audience. The reflection of some typical consumers allows for a study of the target group's mindset and behaviour towards the current state of the platform. Data from the survey allows to focus on specific pain points and user suggestion. Nonetheless, as Ford suggested: "If I had asked people what they wanted, they would have said faster horses." Which is when design fundaments and inspirative research comes into play to give a meaning to user observation and consolidation of their needs instead of directly asking for the needed product.

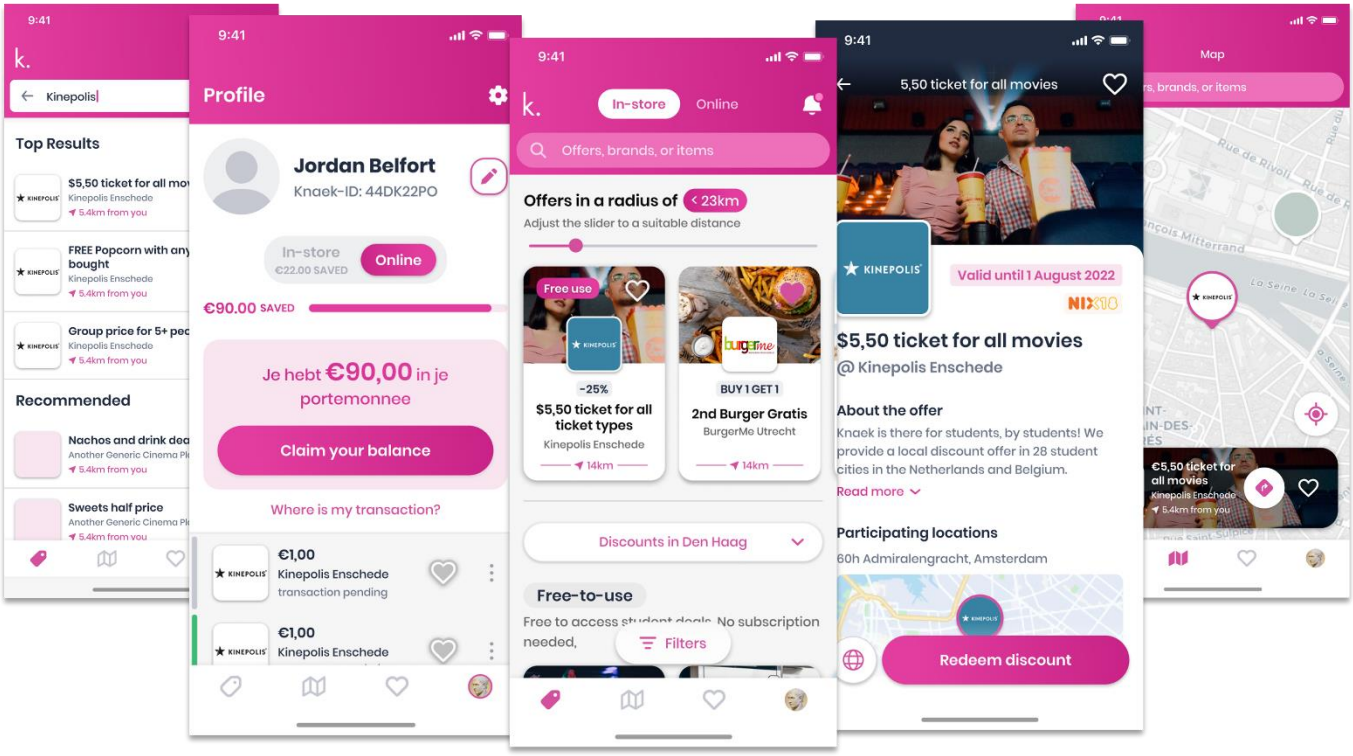
Literature and design concepts support the premise that familiarity and quickly attracted users are values that increase engagement. Setting

up a comparison with currently popular platforms used by young people has led to define design principles and guidelines relating to Jakob's laws [1] on user experience. These further highlight the importance of recognizable platform features and interfaces throughout the web and mobile apps. Leveraging previous experience allows a fluid transition to new ones. This doesn't hinder the possibility to introduce new visuals and original components in the redesign. In order to give the user a sense of freshness, a noteworthy and novel experience is needed to make the difference and make the product stand out.

Improving each component's visual design separately has allowed for the iteration of ideas that has produced an interactive, testable, high-fidelity Figma prototype. The prototype covers the application's main features regarding display, information sharing, and browsing of discounts as well as user profile sections. Following usage testing, conclusions were presented that offered responses to our study questions: drawing a contrast between the sentiments experienced throughout the testing session and the values sought. Current or inactive users have been presented the digital prototype and questioned on their experience and feedback of the updated design while and after interacting with it.

Finally, the research questions have helped to conclude the relation between frustration and low engagement, where poor experience leads to quicker abandonment. User experience also highlights the path taken from the user's point of view. Understanding the user journey is following the path taken from the user's first impressions all the way to their end goal. Engagement is in sum keeping the user coming back to this journey and generating emotional and visual interest. These observations have been translated into product requirements and allow a qualitative examination of the prototype's success in being a more performant interface design and its limits.

The findings of this study may be summarized as the conception of a redesigned version of Knaek's platform interface, as well as the re-evaluation of interaction patterns for their users.



Main screens of the high-fidelity prototype design

RESOURCES

[1] Jakob's Law – https://lawsofux.com/en/jakobs-law/