
Xsights

**USER
EXPERIENCE (UX)
RESEARCH**

WHAT ARE WE DOING?

- XSIGHTS conducts User Experience (UX) research to enhance user experiences and enable the design of more user-friendly interfaces for mobile applications and websites for our clients in various industries.
- In UX research, we conduct product testing with users who are either current users, potential users, or participants selected based on specific demographic characteristics, according to our client's needs.
- In our user experience research, we shape our studies by not only incorporating end-to-end testing processes where target users experience the entire product but also by testing individual scenarios related to the products and services and features separately (such as downloading the application, creating a new membership, adding cards, making payments, adding users, etc.).
- Our team of expert researchers conduct real-time testing with participants, evaluating all the tools, menus, and interfaces that need to be tested, and provide our clients with a comprehensive report that includes their observations and recommendations.

UXservices USABILITY CRITERIA LIST

K1. Accessibility

The system should be accessible to everyone, including people with disabilities and the elderly.

K2. Consistency

Users should not have to investigate or learn whether different words, situations, or actions have the same meaning.

K3. Content Quality

Menu structure, hierarchical groupings, and categories should be properly organized. Content should be accessible to users in all situations.

K4. Availability and Searchability

Users should be able to easily find the desired content or function within the interface. Even in cases where users do not have a specific need, all the features provided by the system should be discoverable by the users.

K5. Ergonomics

The system should be designed to minimize the physical burden on the user.

K6. Errorlessness

Designs should focus on preventing user errors rather than relying solely on error messages. The goal should be to eliminate the possibility of user errors or obtain user confirmation before taking critical actions.

UXservices USABILITY CRITERIA LIST

K7. Ease

The system should communicate with users in their own language by using familiar words and expressions instead of using terminology that may be unfamiliar to them.

K8. Flexibility

To prevent users from getting stuck or facing complex processes when they accidentally select system functions, it is important to provide them with an emergency exit option without causing further complications. Therefore, the system should include features such as "Undo" and "Refresh" to allow users to easily backtrack or reset their actions.

K9. Memorability

To minimize the cognitive load on users, it is important to make actions, objects, and options easily visible and accessible. Users should not be required to remember certain information when transitioning from one step to another. Information on how to use the application should be readily available or accessible when needed.

K10. Naturalness

The system should be easily perceptible to users. Interface elements should accurately reflect their functions without the need for any explanation. The elements used (icons, buttons) should be self-explanatory.

K11. Focus

The system should not be overly distracting to the user, to the extent that it hinders them from performing their desired tasks. Users should be able to focus on their actions and accomplish them with minimum screen usage and minimum number of clicks.

K12. Trust

The system should not mislead users or direct them to perform any actions. It should be reliable and up-to-date, providing a trustworthy user experience.

K13. Visual Appeal

The system should have a visually clean and simple design, free from clutter. The use of colors and fonts should reinforce the system's functions and be utilized to enhance their usability and benefits.

OUR DIFFERENCE

- Our expertise in research
- Detailed test scenarios
- Experience in reaching hard-to-access audiences
- A wide pool of participants
- Experienced UX moderators
- End-to-end online collaboration capability
- High customer satisfaction
- Practical and actionable recommendations

Please do not hesitate to contact us for more information.

OUR WORK SAMPLES USER EXPERIENCE (UX)



OUR WORK

USER EXPERIENCE (UX)

User Experience Research, Belbim, Türkiye

Istanbulkart Mobile Application User Experience (UX) Research:

XSIGHTS conducted a study with the aim of providing infrastructure for Belbim's customer relationship efforts in 2022. The study focused on the mobile app usage behaviors, habits, and expectations through focus group sessions. Additionally, a user experience research was conducted to identify the user experience and improvement areas for the new mobile app. The focus groups revealed insights on Istanbulkart mobile usage motivation, information about the use of existing features, and other necessary tools for the app. The user experience research provided findings and expert recommendations to make the app more user-friendly, which were presented to Belbim.

OUR WORK

USER EXPERIENCE (UX)

User Experience Research, Belbim, Türkiye

Expert Comments

Change my password.

"Change my password" caused confusion as users were unsure if they were already registered in the system or not.

Similarly, the abbreviation "YKN" caused confusion as it is not a well-known abbreviation, unlike "TCKN" (Turkish ID Number).

Recommendation

A separate field can be provided for foreign nationals. Considering that a high number of our users are Turkish citizens, we can reduce the cognitive load by not requesting the YKN number.

☐ TC Vatandaşı Değilim[DEVAM ET](#)

12:57

←

Şifremi değiştir

Uygulamamızı senin için yeniledik! Yeni şifre almak için TCKN ya da YKN bilgini girmelisin

TCKN veya Yabancı Kimlik Numarası

Doğum Tarihi (GG.AA.YYYY)

Devam et

OUR WORK

USER EXPERIENCE (UX)

User Experience Research, Belbim, Türkiye

Expert Comments

Dashboard

The campaign and news banners are so colorful and attention-grabbing that users are not noticing the navigation at the bottom. Many users have pointed this out. The contrast on the bottom bar is also low.

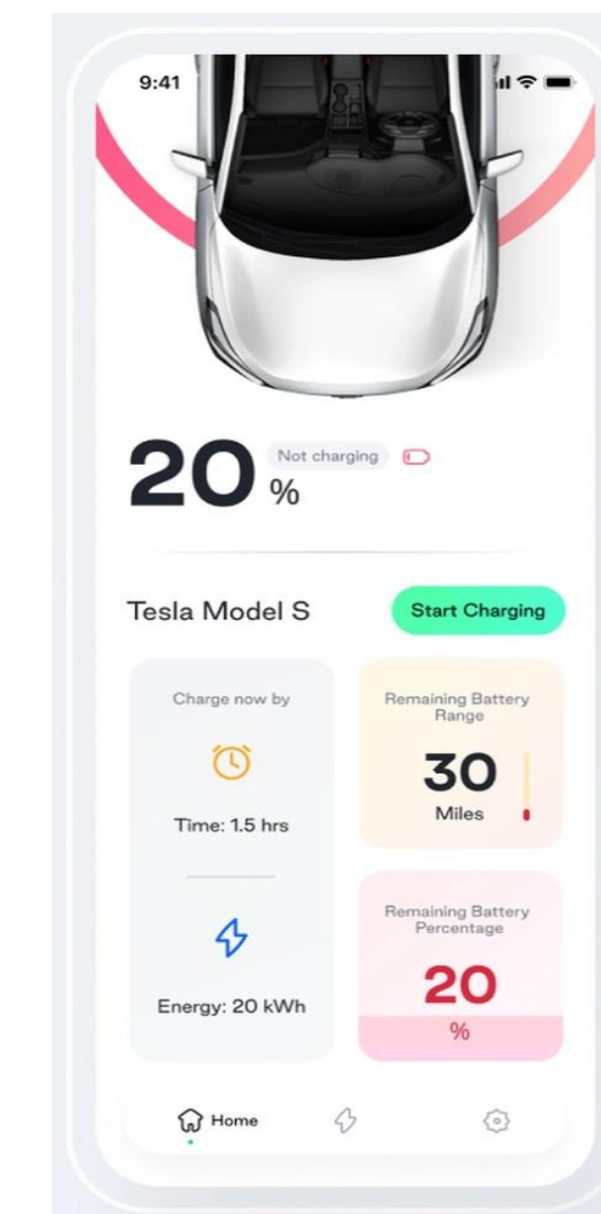
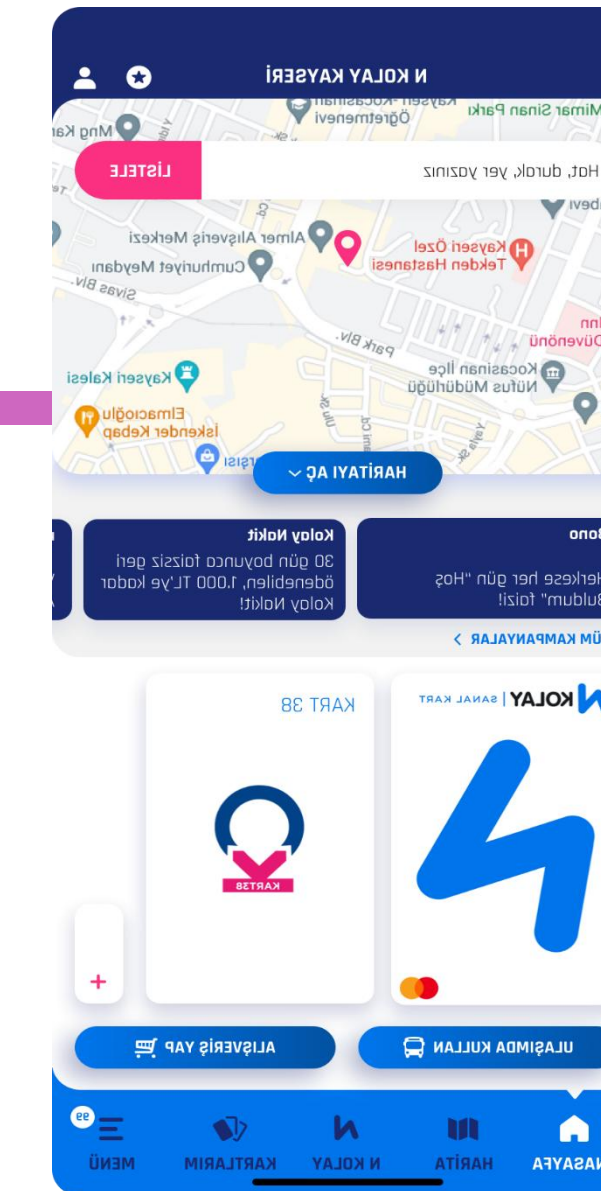
Recommendation

Campaigns are taking up too much space. Instead, we can achieve a more balanced distribution where important functions are more visible. We can enable users to directly access the most commonly used or desired features such as "Top-Up TL" or "Add Card" without having to navigate through other sections.

From our participants:

"What a nice colorful design."

"What is the heart above used for?"



OUR WORK

USER EXPERIENCE (UX)

User Experience Research, McKinsey, Türkiye

Telemedicine User Experience Research:

XSIGHTS conducted a digital health research for McKinsey in 2021, aiming to uncover individuals' experiences with telemedicine. In order to understand the dynamics of the sector, in-depth interviews were conducted with six different personas. These interviews explored the daily life rhythms of the personas, their relationships with doctors, and the potential interactions they could have with telemedicine. While there were differences among the personas in certain aspects, there were also common pain points, lingering questions, and expectations in some areas.

OUR WORK

USER EXPERIENCE (UX)

User Experience Research, McKinsey, Türkiye

Hospital or doctor?

- Primarily, individuals prefer the nearest hospital to their home to receive diagnosis and treatment.
- Physical conditions are not only about proximity to home but can also be decisive factors, such as the availability of parking facilities.
- One of our participants who regularly visits hospitals and has a chronic condition mentioned that the availability of parking was also a determining factor in their preference for Gazi University Hospital.
- However, if there is an option of a private hospital with an agreement with the Social Security Institution (SGK), individuals tend to choose the nearest private hospital with an agreement rather than the nearest hospital in general.

OUR WORK

USER EXPERIENCE (UX)

User Experience Research, McKinsey, Türkiye

The situation is completely different in chronics.

- For individuals with chronic conditions, they may not be aware of their condition at the onset of the illness, and they also seek medical help at the nearest hospital. If they are able to obtain an appointment, they go to public hospitals, but often face difficulties in getting appointments. In public hospitals, they also need to be referred by a specific department.
- The distinguishing factor here is the following: The follow-up process for chronic patients and the persistence of doctors differ significantly from other personas.
- For chronic patients, it is crucial to have the same doctor for treatment and follow-up, and to be able to reach them when needed. The doctor is the most important criterion for chronic patients. The doctor is more important than the hospital because chronic patients have an ongoing, established communication and bond with their doctor.

OUR WORK SAMPLES

USER EXPERIENCE (UX)

User Experience Research, McKinsey, Türkiye

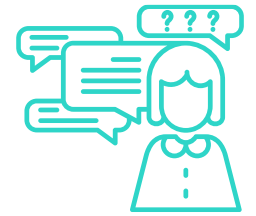
Summary



Parents with young children



Busy white collar

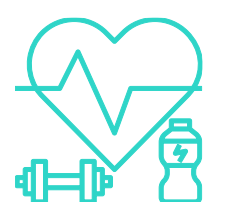


Those need a second opinion

Motivation:	You have to go to the smallest thing.	Great if my insurance pays	I better get another idea
Pain point:	I need to go to the private	If it's a waste of money and time	I think he fudged me



Those with chronic disease



Those interested in fitness/active life, dietitians



Those interested in well-being/psychology

Motivation:	My doctor remembers and knows me	Let me know my values regularly	I couldn't figure it out myself, I have to!
Pain point:	Must be the same doctor	The insurance does not cover	He gave the medicine, sent it, zero interest

OUR CUSTOMERS

PRIVATE COMPANIES



PRIVATE COMPANIES















PRIVATE COMPANIES

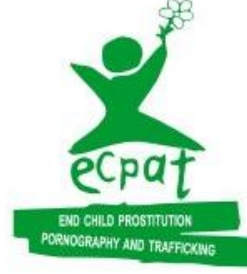


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CONCERN
worldwide



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THANKS