The process of modern interface design in addition to solving various problems also includes reducing costs and design time, improving the quality of proposed solution, simplicity of software exploitation, studying and implementing new technologies and tools. Without applying UX research, development becomes more expensive and longer, and the results of work are unpredictable [1]. My project can solve these problems - it allows you to get information about user needs and useful insights that can be used during product development. The analytical part of the project will be useful in the creation of new and support/improvement of existing digital products, namely: in studying the target audience of the designed product and determining user preferences, using a wide range of research.

To fulfill these aspects of interface design, user experience (UX) research is conducted. UX is defined by how user interacts with the product, system or service, and his feelings during the process [2]. The main criteria are a person’s perception of usefulness, ease of use and efficiency. User Experience is a set of emotions, actions and results that a person receives when interacting with a site, product or program [3]. That is, the experience of interaction. For example, if you use a website, the basis of its popularity and success is the design of the user experience. That is, intuitive, consistent with buttons and other elements familiar to people. Only by taking into account these factors, a web designer will be able to create an interesting and attractive design for any project [4].

In order to implement UX research more qualitatively, there are methodologies that make it possible to study problem in depth. My project is based on the Evaluative Research Method. This is a type of research used to evaluate a product or concept. It consist of collecting data and then processing it to help improve the expected result [5]. The process of collecting data from respondents makes it possible to evaluate the product from the point of view of a potential user, identify weaknesses and strengths [6].
When the user has passed the survey (Fig.1) consisting of 26 questions, the received data begins to be processed (Fig.2).

![User experience survey](image)

**Fig. 1a. User interface of the web application**

**Fig. 1b. Structure of the web-application**
Fig. 2. Received data

The order of positive and negative values for an element is randomized. For measurement, half of the elements start with a positive number and half start with a negative number [7]. For example, +3 means the most positive value, and -3 means the most negative value (Fig. 3).

Fig. 3. Transformed data
The level of quality and convenience of the user experience is determined, as well as areas of improvement [8]. It is possible to compare two versions of the same product, as well as determine the average statistical values of 6 main aspects (Fig.4), which include the following criteria:

1) **Attractiveness:**
   (annoying/enjoyable; bad/good; unlikable/pleasing; unpleasant/pleasant; unattractive/attractive; unfriendly/friendly);
2) **Perspicuity:**
   (not understandable/understandable; difficult to learn/easy to learn; complicated/easy; confusing/clear)
3) **Efficiency:**
   (slow/fast; inefficient/efficient; impractical/practical; cluttered/organized);
4) **Dependability:**
   (unpredictable/predictable; obstructive/supportive; not secure/secure; does not meet expectations/meet expectations);
5) **Stimulation:**
   (inferior/valuable; boring/exciting; not interesting/interesting; demotivating/motivating);
6) **Novelty:**
   (dull/creative; conventional/inventive; usual/leading edge; conservative/innovative)

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Fig. 4 Scale of average values
Fig. 5 shows the distribution of answers to individual questions. If there are items that show polarization in responses (many negative, many positive, or many neutral responses), this can help gain a deeper understanding of aspects of the product that are perceived as quite positive by one subset of participants and quite negative by another subset [9].

Fig. 6 Frequency values of grades
According to the results of the research conducted on 20 respondents, the weakest aspect of the evaluation was Novelty (0.753), and the strongest was Efficiency (1.946). Novelty determines the degree of creativity and novelty of the selected design solution, so for qualitative improvement of the product it is worth reviewing this aspect [10]. Reliability means that the user can complete their tasks with the product quickly, efficiently and on time. The user interface looks organized.

From the diagram of the percentage distribution of responses, it can be seen that the majority of respondents give the product a positive rating (>5).

In conclusion I would like to say that the results of this study once again emphasize the importance of UX-survey in business and in the interface design process. This stage is an important part of product development, as it allows companies to identify areas of improvement and interaction with the user in general.

References


ДОСЛІДЖЕННЯ ДОСВІДУ КОРИСТУВАЧІВ З ДОПОМОГОЮ ВЕБ-ЗАСТОСУНКУ UX-QUESTIONNAIRE

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Результати даного дослідження ще раз підкреслюють важливість UX-survey у бізнесі та у процесі проектування інтерфейсу. Цей етап є важливою складовою розробки продукту, оскільки дозволяє компаніям визначити сфери вдосконалення, покращити продукт і взаємодію з користувачем.

Ключові слої в проектуванні інтерфейсів, UX, оцінювальний метод, дані, дослідження.

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