



**IS480 : Final Year Project**

**Semantics-based Insight Selling**

*User Testing 2*

Complied Results

**Done by:**

Alicia Poh  
Kenneth Chai  
Justin Lim  
Max Sim  
Ho Si Min  
Lee Yao Zong

1. General Observations

No.	Observations
1	Some buttons are too big and take up too much space in the webpage
2	The users are able to navigate and complete the progress without much assistance
3	Pictures or logos can be displayed in the modify recommendation page to allow users to know the product's visual look
4	The submit/confirm button should be in a standardized position
5	The breadcrumbs do not seem to be working as expected

2. Expected Timing

S/N	Functionality	Expected Timing
1	Login	10 secs
2	Take in Requirements from RFP	3 mins 30 secs
3	Recommended Options	2 mins
4	Modify Recommended Options	2 mins 30 secs
5	Review & Edit Proposal	2 mins 30 secs
6	Download PDF	30 secs

3. Quantitative Results

For each test case, timing is recorded for each participant to complete each functionality. The results are as follows:

S/N	Functionality	Tim	Dhaval
1	Login	12 secs	13 secs
2	Take in Requirements from RFP	2 min 31 secs	3 min 22 secs
3	Recommended Options	1 min 19 secs	1 min 41 secs
4	Modify Recommended Options	3 min 1 secs	2 min 32 secs
5	Review & Edit Proposal	4 min 49 secs	2 min 13 secs
6	Download PDF	22 secs	31 secs

#### 4. Post User-Test Survey

**1. What do you think about the layout and design of the SIS web application?**

**Text Response:**

- The application was smoother than before
- The process flow gives a better feeling to the user as compared to UT 1

**2. How easy was it for you to navigate around the SIS web application?**

Answer	Tim	Dhaval
Very Difficult		
Difficult		
Somewhat Difficult		
Neutral		
Somewhat Easy		
Easy		
Very Easy		

**3. How easy was it for you to familiarize yourself with the SIS web application?**

Answer	Tim	Dhaval
Very Difficult		
Difficult		
Somewhat Difficult		
Neutral		
Somewhat Easy		
Easy		
Very Easy		

**4. How would you rate our web application as a whole?**

Answer	Tim	Dhaval
Very Poor		
Poor		
Fair		
Good		
Very Good		

**5. What do you like about the SIS web application?**

**Text response:**

- Functions-wise the application is a new attempt in solving complex guided selling business problem using the use of ontology concepts and IMC reasoning platform

- Technology-wise, there are components such as SAPUI5, HANA Cloud, SPRING, OWL and IMC reasoning platform that make this application not only technically complex but also academically an interesting project to learn and acquire solid enterprise level application development experience.

### **6. What do you dislike about the SIS web application?**

- Validation was missing on create proposal button
- The buttons to answer the question are very large icons, make them smaller and give a tool tip wherever necessary.
- Configuration captions need to be small enough to fit in the space provided or increase the space.

### **7. What are some suggestions you have for the SIS web application?**

- From a process point of view, you can drop proposal creation and switch to a template based approach where set questions are bundled together
- A user can go through a template (think of it as a wizard) to run the guided selling process. Also, if user wants, he/she can run a wizard/template that asks all questions. The process comes up with a solution that a user can finally configure/price and quote as a PDF document.