

Qualitative Study on User-Experience

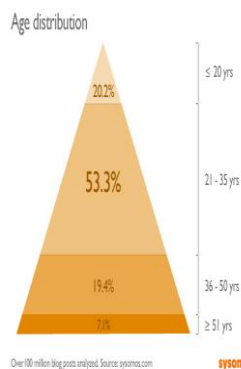
To Study their involvement on interactive application

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Abstract : In our current generation, people tend to use application that keeps them engaged and more user friendly and grand Graphical User Interface(GUI). The application is intended to read people's mind and behavior towards more user friendly and engaging environment. The Artic's Blog application uses various techniques to keep the user engaged and attracted.



The graphical data displays that humans from all age groups are more attracted towards writing the blogs, and sharing their opinions, views, or sharing information with the world.

Among this population, lies several bloggers, who are not able to capture much of the public attention, even if they appear to be great writers. This happens, because categorically, only the top rated blogs are viewed by the users eye. And top-rated blogs are written generally by top-rated bloggers. So the population for such bloggers restricts to limit the community for biased views for any category or topic. And if someone wishes to be rated among the top, and is a great writer too, most cases do show that such people are really afraid of exposing themselves to the world, by the means of many social media platforms, and tend to lose out the scope of writing. This way, we lose approximately a hundred great writers each.

Index Terms – biased, GUI, Artic-Blog .

I. INTRODUCTION

Artic - Blog is a non-biased, public exposure, social media platform, on which, people can express their feelings and there opinions on different views and presence reports for occasions, for interaction, as well as for sharing their thoughts by this medium. Artic-Blog clearly displays the most recent published articles, or any other form of write-up for topics that were been displayed as a text for that topic. This application also provides its users a method to create articles, and share their own experience with the world. For writing articles, the users only need to login with the name they wish to be displayed to the world as their identity, and a few basic personal details like age, gender, and such information. After such registration, the user os free to write as many articles as he or she desires to and make the most of the application.

II. LITERATURE REVIEW

The concept of this application has been extracted from two different existing domains. One being Blogspot.com and Wordpress.com, which are the current leaders for creating blogs and articles for publishing and making it available for view to the world. These applications displayed the necessary information that needs to be taken from any user for feeding into the application for perusal to other users. Also, they explained the data flow of how the data needs to be taken and how it needs to be made available to the people around the globe. The other application which is responsible for the creation of this application is Duck-Duck Go browser. This application too holds an important role, as this browser inspired us to make unbiased choice for visibility of users to all write-ups, rather than several write-ups. Restricted access to most popular posts generally deny a varied access to any viewer as well as to the authors for such writers. Unbiased views to choice is what is mostly appreciated by humans these days, as well as guarantees the author more views for their posts.

III. RESEARCH PROPOSAL

Android has largest users using their platform in the market, and the currently existing applications have only restricted usage through android platform. For understanding the users crave for application that provide multiple features as well as give them the freedom of creating their blog and getting recognition for it, This is why Artic- Blog brings up multiple ways for keeping the users engaged and for also having a learning environment^[2] throughout the application. This is to analyze the users behavior of utilizing a platform productively.

IV. PROJECT IMPLEMENTATION

The application comes with various features that allows vast thinking for users to write a blog. These application also does not require high configurations. The application saves the blog that has been started by the user in the local storage of the device until it has been published. Motivation is the most important that keeps a person's morale and psychological status in check, we ensure that in our application using various features like providing titles, awards and recognition in their profile ensure there is a friendly competitive environment in the application. The users can help each other on understanding the core concepts of writing and using the platforms capability to the fullest. The use of Google Firebase API allows us to monitor the usage statistic information and form a graphical chart^[1] such that we can see the impact of user-experience of an application affecting user engagement to the application.

Advantages

- The application provides the users with achievement goals that can be accomplished to get awards.
- The voting system of the application can be used to nominate people and give recognition to them for their work in the blog community
- The application allows the users to search an article using tags, keywords and title of the application.
- Each users can have their own preferred tags to be displayed and notified in the default view of the application.
- The application helps people in doing ton of research to write on the topic.
- The application helps the developers understand the needs and expectation in an user for an application which enriches the usability of an application.
- The user can review, share,like and comment on the article the wish to.
- The application also uses Firebase Analytics to study the stability of the application.

3.1 Project Architecture

3.1.1 Developmental Requirements

IDE: Android Studio

Front-End: XML

Back-End:Java

Database: Firebase Database

3.1.2 Client Requirements

Android Version: 5.0 (Lollipop) or Above

Internet Connectivity: Yes

Access Permissions: Storage, Internet.

3.2 Application Features

- Individual Member Access
- Monitoring Data Transaction
- Customizable theme
- Multimedia support
- Tags Management
- Configurable Result-set
- Multi-user Search
- Draft article pointer
- Like, share & Comment articles
- Vote Authors
- Critic's Review
- User Awards and Certification

3.3 User Interface:

3.3.1 Home page

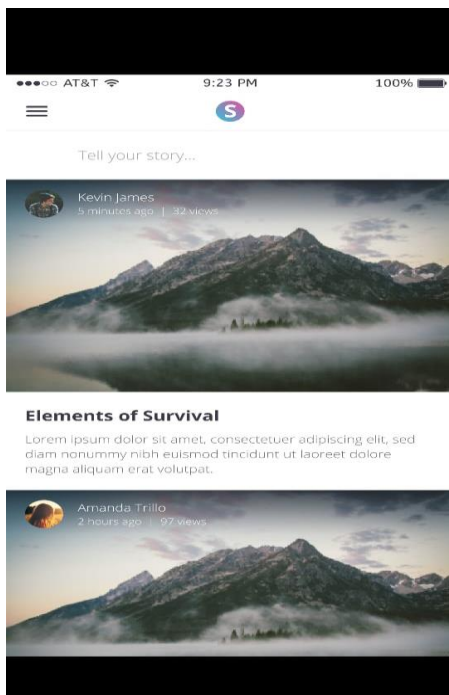


fig 3.3.1 Home Fragment

3.3.2 Followers

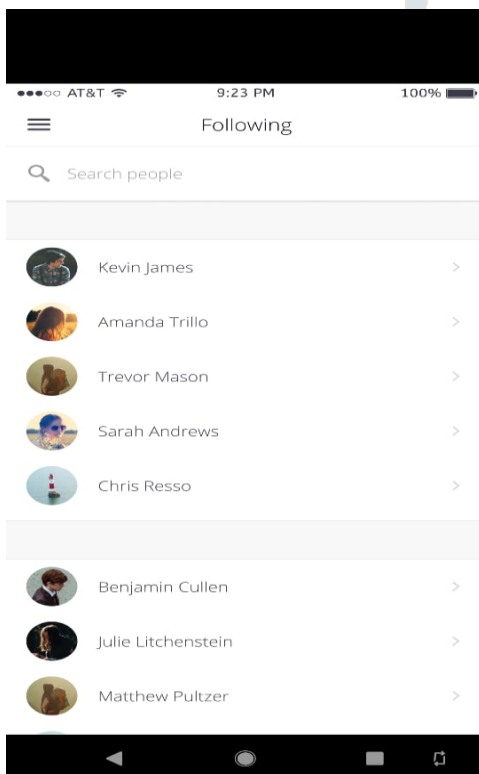


fig 3.3.2 Followers Fragment



3.3.3 Blog Editing View

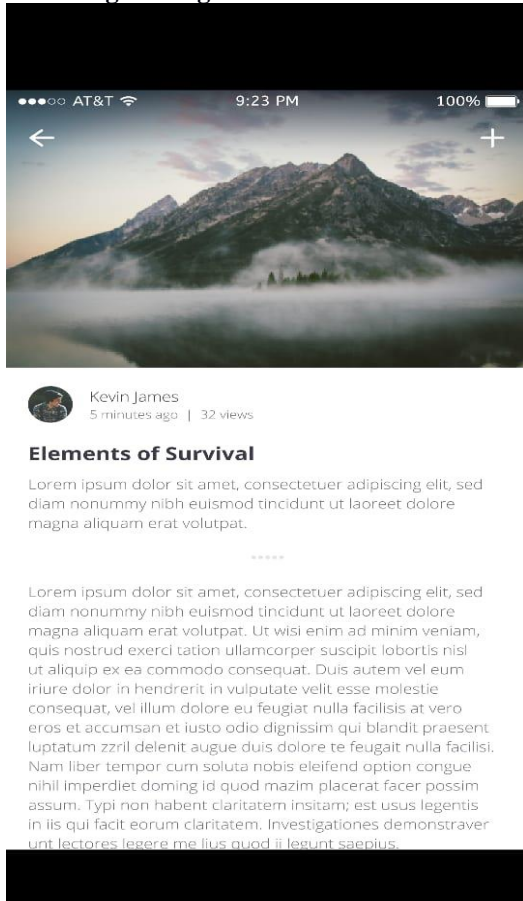


Fig 3.3.3 Blog Editing View

3.3.4 Navigation implemented in the Application

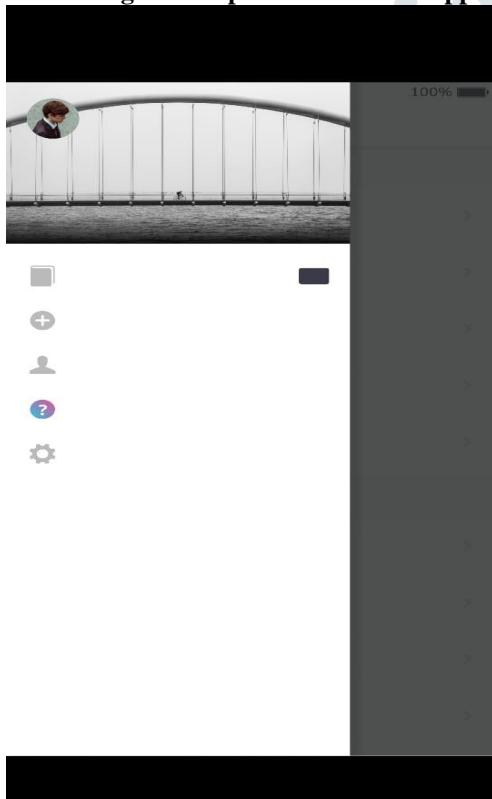


fig 3.3.4 Navigation

3.3.5 Help Section

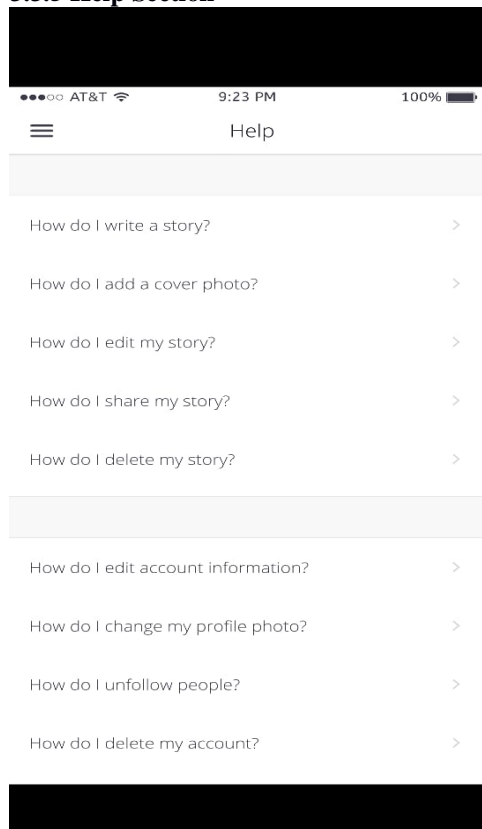


Fig 3.3.5 Help Section

3.3.6 Setting of the Application

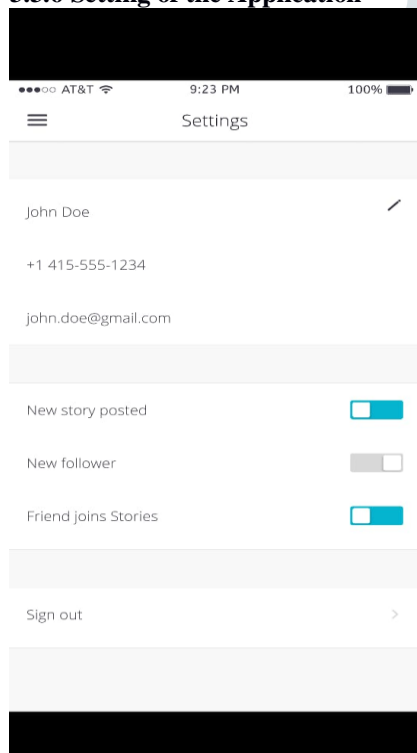


Fig 3.3.6 Settings for the application

IV. RESULTS AND DISCUSSION

The research turns out to be a successful venture. We were able to understand the users needs and expectation when they hear about an application. Throughout the venture I was able to learn about various topics and understand the psychology of common users.

4.1 Results of Descriptive Statics of Study Variables

EVENT	Occurrence Duration(in %)
Research & Analyzing Trends	40
Writing	50
Fabricating	10

Table 4.1: Descriptive Statics

Table 4.1 describes the users work and quality time spent on various categories to write on a blog to gain knowledge on their own.

Statistical data shows that for writing any blog, people generally spend 40% of the time in researching & thinking about the topic they wish to demonstrate to the world. In the remaining 60% time, 50% is spent behind writing the actual content, and 10% is spend behind editing and fabricating the entire blog. Thus, an average blogger spends approximately 30-45 minutes in absolutely writing a general blog.

V. CONCLUSION

“FIRST IMPRESSION IS THE BEST IMPRESSION”

We all know that one would like to have a good look & feel in the application so that it would keep the user’s attention and would make him visit again and again. So, According to various sources and analysis done through this research I was able gain an immense knowledge and idea of user-experience in an application is important to attract users.

VI. ACKNOWLEDGMENT

The Artic application is owned and constructed by the team of Artic Organisation in GitHub (<https://github.com/artic-app>). I hereby acknowledge that the originality of the document is constructed by Naveen S.

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Mentor, Assistant Professor
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