Example of user experience research paper

Business, Company

REVIEWS

During the process, we were interested in the fact that users are able to create backups and synchronize their activities within the browser. They are also able to access their contacts by login in to their Gmail account using the Google chrome web browser.

We were also interested in learning that Google chrome is the fastest web browser when compared to FireFox and Internet explorer. It is designed to be fast and quick, therefore, is usually ready within no time. The time taken to start the web browser, load a web page or run complex applications found in various websites cannot be compared to that of other existing web browsers (Firefox and Internet Explorer)

We were surprised by the fact that Google chrome is the most accessible web browser as compared to other existing web browsers. Due to its ease of access, the web browser can easily be accessed using any type of operating system be it windows, Mac, iPhone operating system or even the Android.

How our thinking about users has developed or changed

Users indeed are very choosy when it comes to choosing the browser they want to use to access the internet. They want a web browser that will make their browsing experience or process as easy and enjoyable as it can be.

In order to have that experience, they will choose a web browser that is very simple to use, one that can be accessed easily and by using any operating system and one that has a very high performance rate. They will also go for a web browser that has advanced features compared to other web browsers. Advanced features such as backing up data can be very helpful as it will

enable the user to access the data whenever they need with their location not being a hindrance.

CONCLUSION

The Google chrome web browser seems to be the most preferred web browser by many users. Well, this is not surprising. Its simplicity and its many advanced and helpful features have really enabled it to attract more users than any other web browser.

When it comes to simplicity, other web browsers especially the internet explorer should really learn a thing or two from Google chrome. During the interviews, a user described using internet explorer as the most frustrating experience. No one wants to have a frustrating experience every time they want to browse the internet. They simply want to have an enjoyable and fun time.

Adding more features to the web browser also seems to be working very well for Google chrome. No user will pass a chance to be able to back up their data and retrieve it anytime they want in whatever location they might be at.