



# UNCHARTED

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# UNCHARTED

Problem & Solution

Heuristic Evaluation Feedback & Revised  
Designs

Prototype Implementation Status

Live Demo

# PROBLEM

Things to do in Florence & top Florence attractions

JOIN | LOG IN | | USD |

Florence ▾ Hotels ▾ Flights ▾ Vacation Rentals ▾ Restaurants ▾ Things to Do ▾ Best of 2014 ▾ Trending Now <sup>45</sup> ▾ More ▾ Write a Review <sup>1+</sup> ▾

Europe ▸ Italy ▸ Tuscany ▸ Province of Florence ▸ Florence ▸ Things to Do in Florence

Search for a city, hotel, etc.

Attractions (227) | **Activities (301)** | Nightlife (104) | Shopping (186)

## Things to do in Florence

All | **Cultural** | Museums | **Landmarks** | Performances | Outdoors | Amusement | Sports

Name

34 of 227 shown | Sorted by **Ranking** ▾

### Piazzale Michelangelo

**Ranked #1 of 34 Landmarks in Florence**  
●●●●● 6,474 reviews  
🏆 Travelers' Choice™ 2014 Winner Attractions  
"Well worth the hike up the hill" 11/18/2014  
"What a View!" 11/18/2014

Category: Landmarks/ Points of Interest; Lookouts; Landmarks

Owner description: This 19th century piazza has undoubtedly the best panoramic view of Florence. The square is decorated with copies of... [more »](#)

[Map](#) | [Visitor photos \(1812\)](#)

**Book a Tour**  
\$114\* and up

### Hotels travelers are raving about...

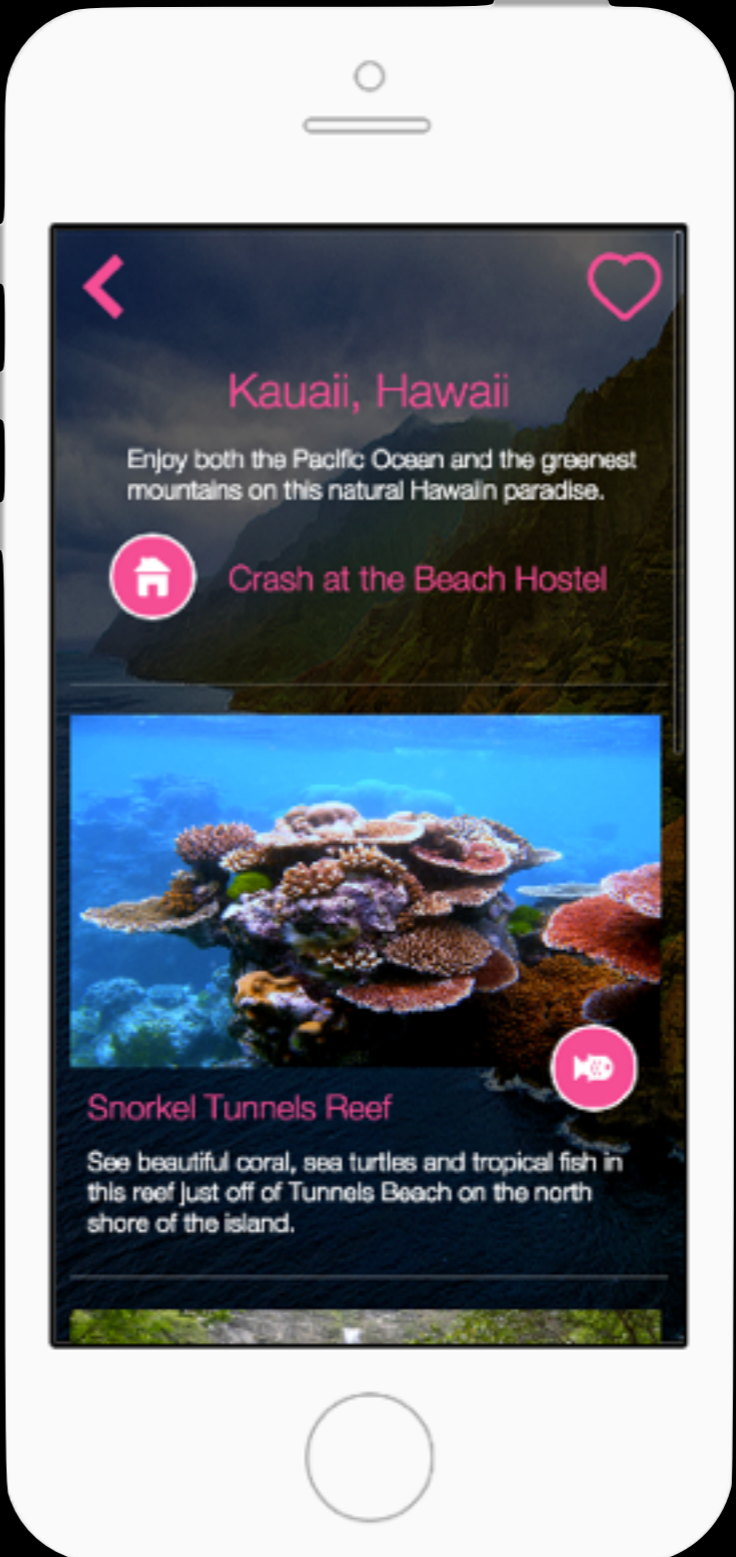
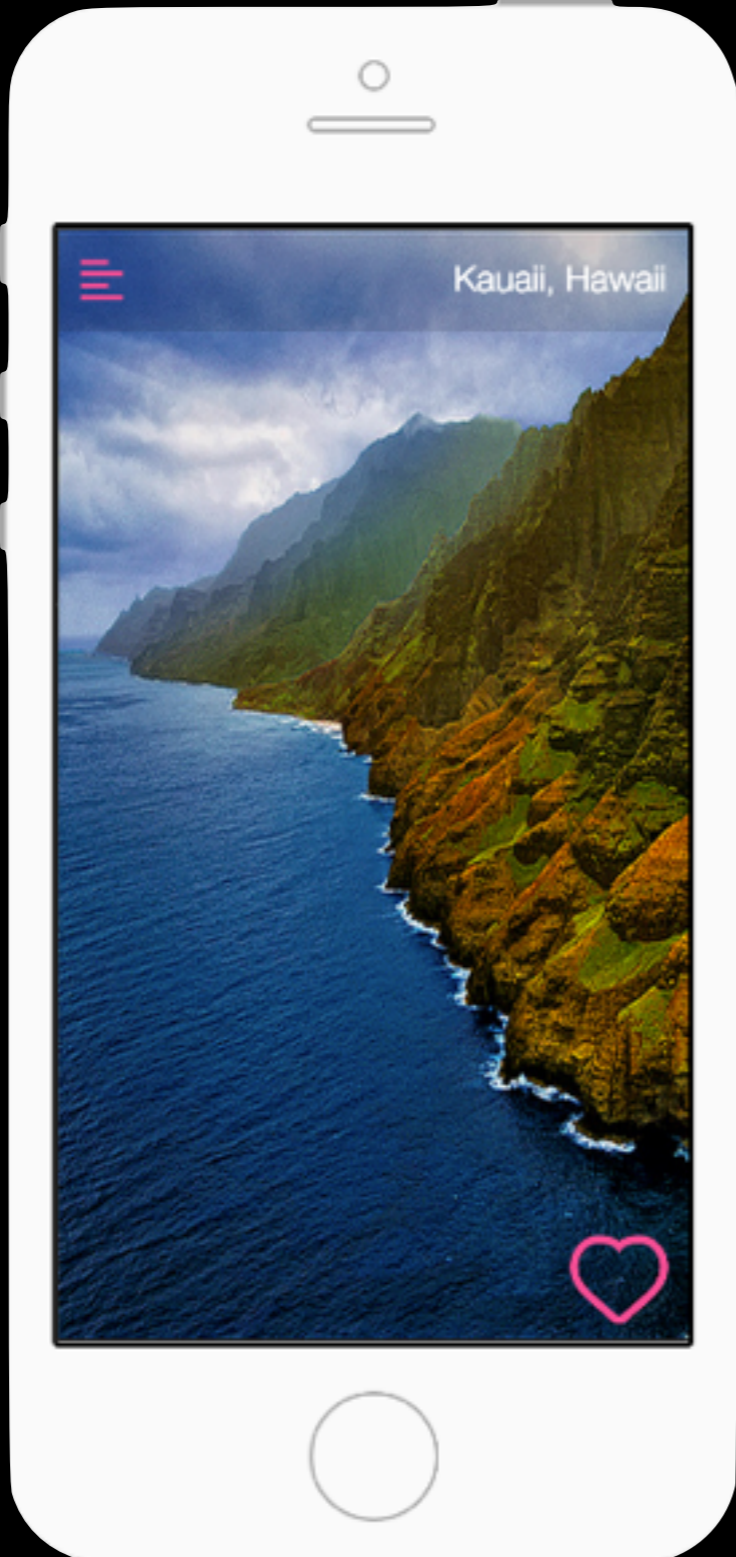
**The St. Regis Florence** [Read reviews](#)  
●●●●● 680 Reviews  
Florence, Province of Florence

**Antica Torre di Via Tornabuoni** [Read reviews](#)  
●●●●● 738 Reviews  
Florence, Province of Florence

**Hotel Brunelleschi** [Read reviews](#)  
●●●●● 1,383 Reviews  
Florence, Province of Florence

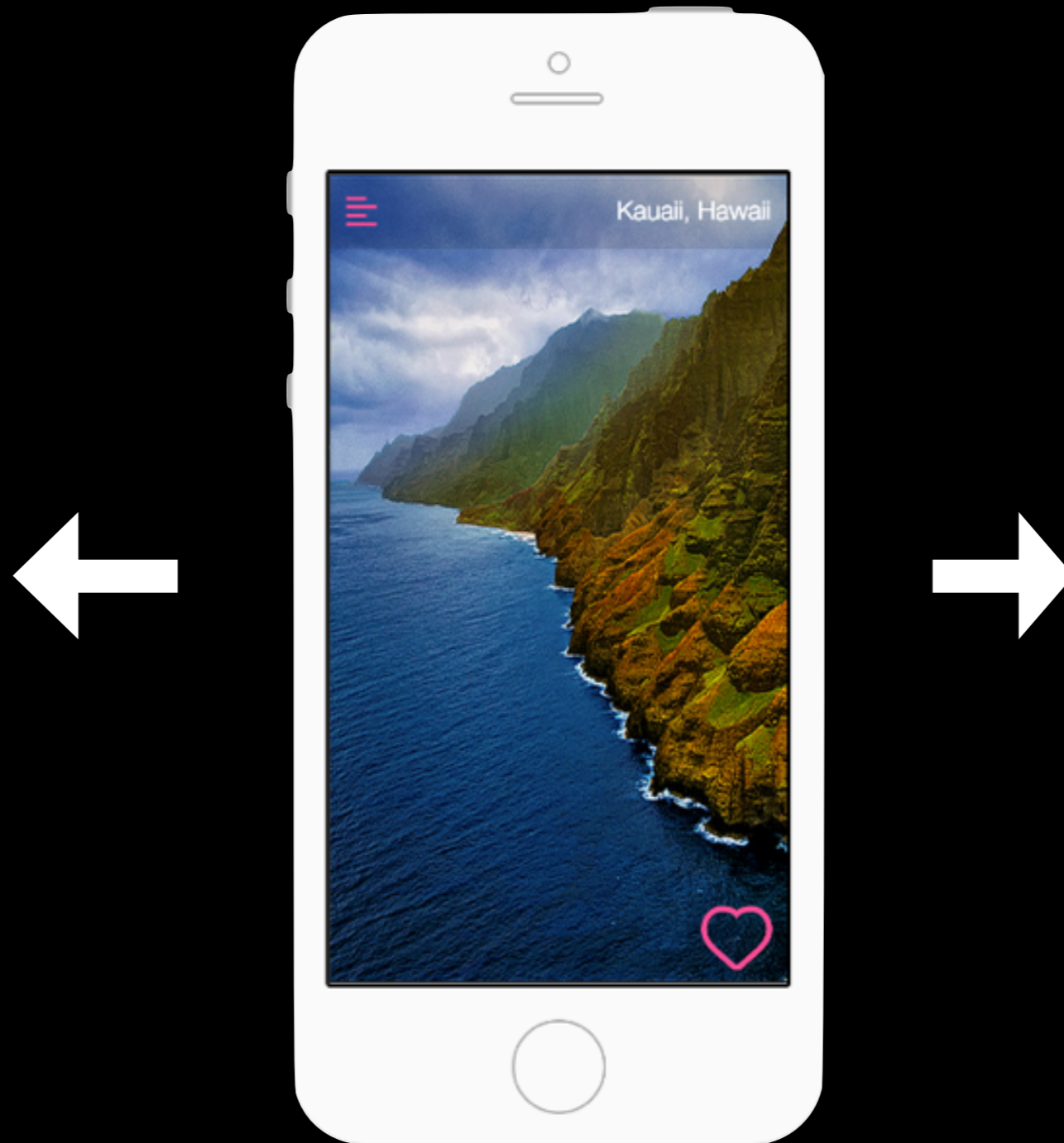
**Villa Morghen** [Read reviews](#)  
●●●●● 22 Reviews  
Settignano, Florence

# SOLUTION



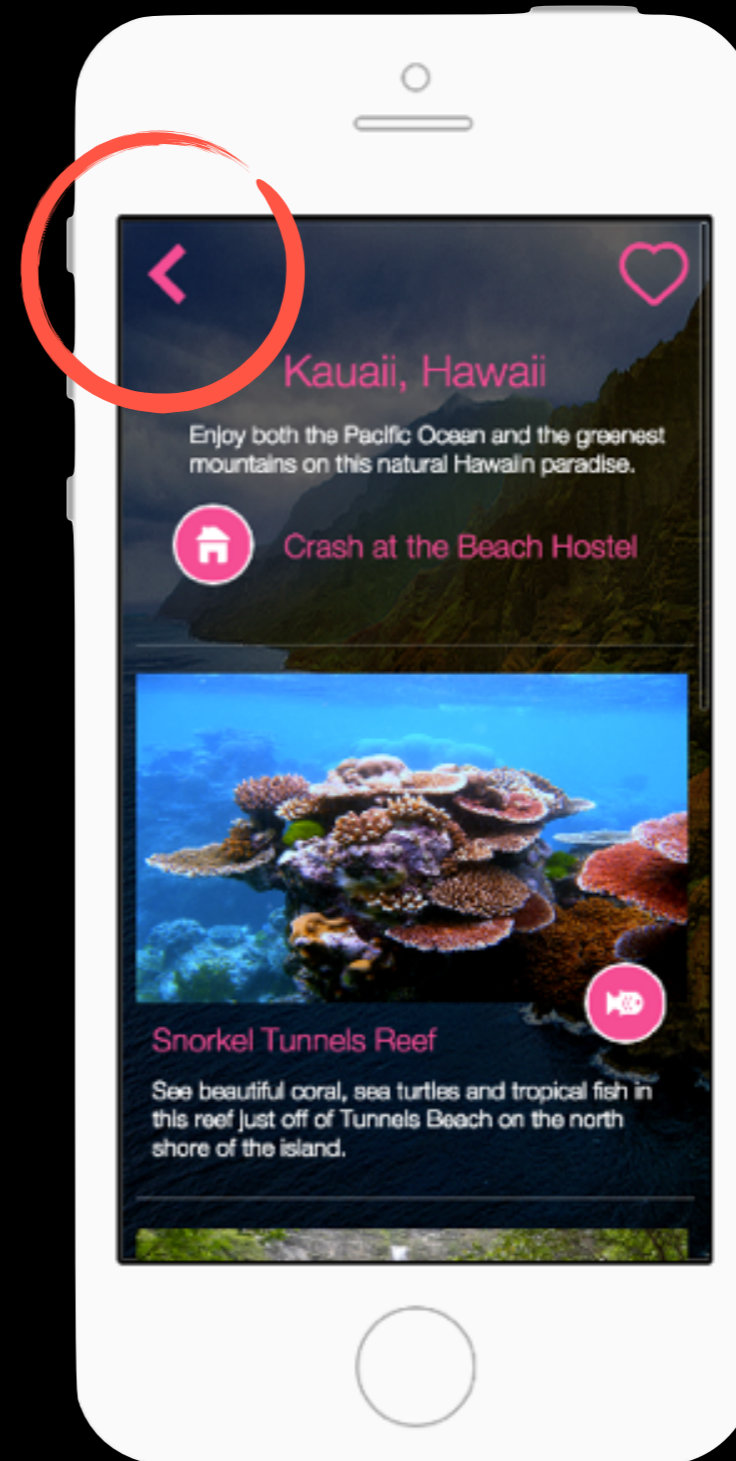
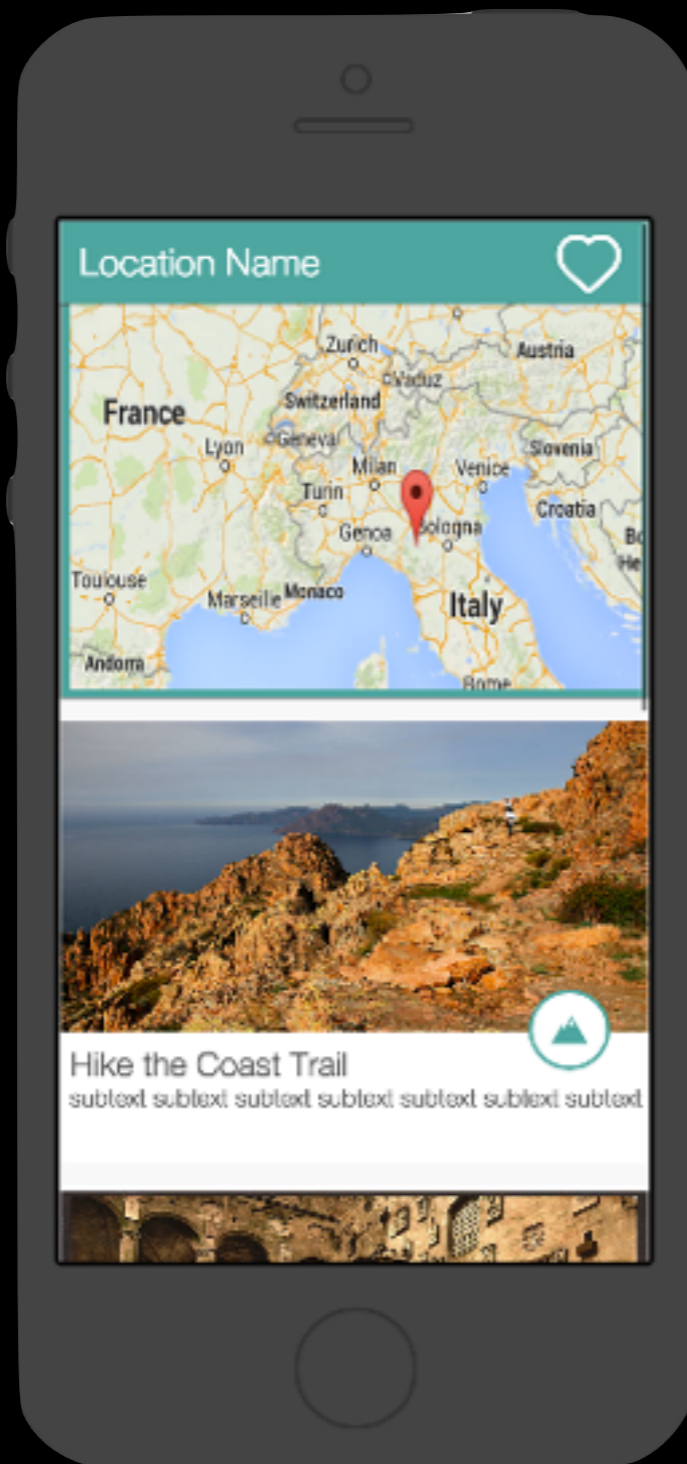
# Heuristic Evaluation

# Heuristic Evaluation Feedback



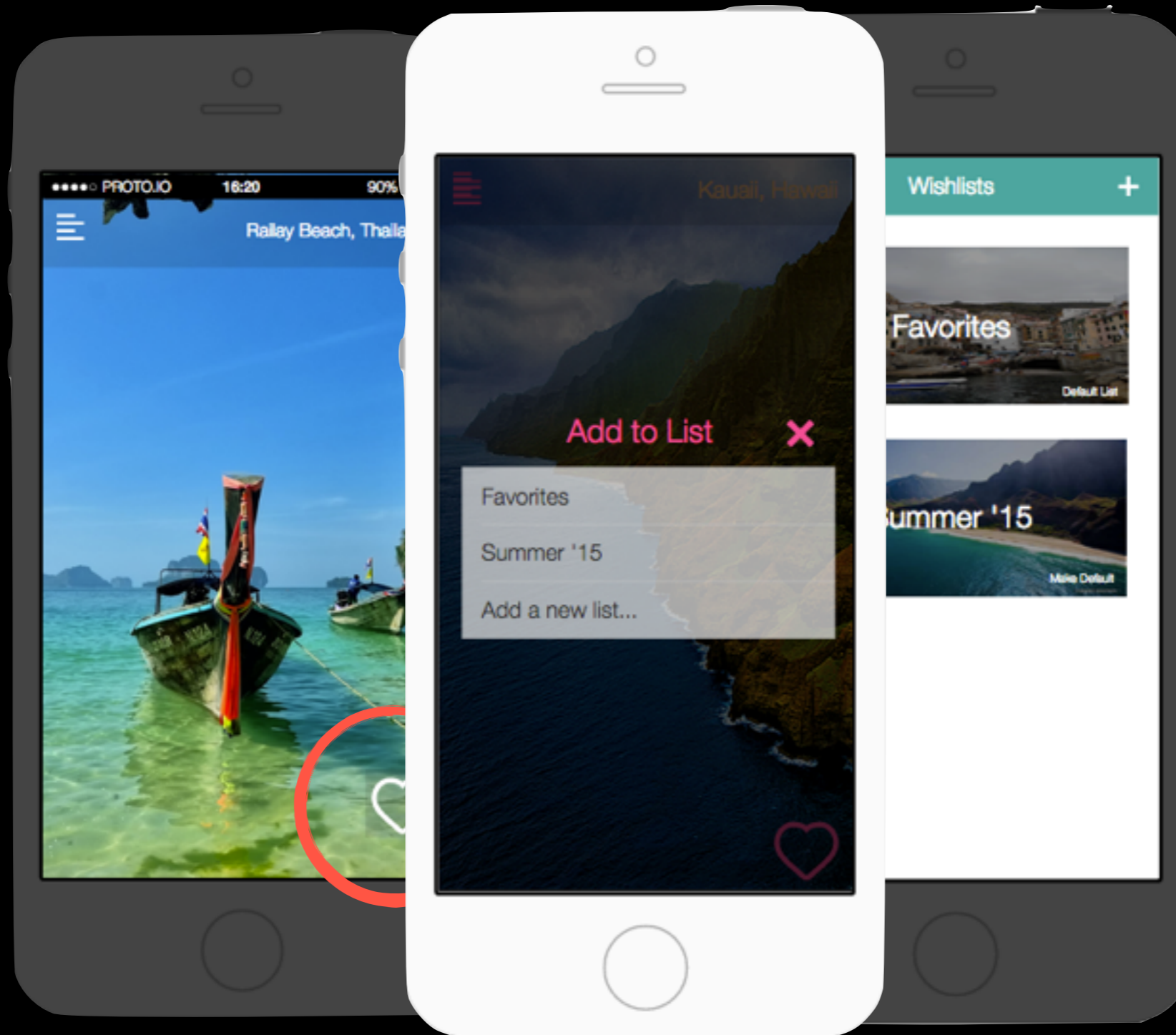
1. User Freedom and Control

# Heuristic Evaluation Feedback



## 2. Visibility of System Status

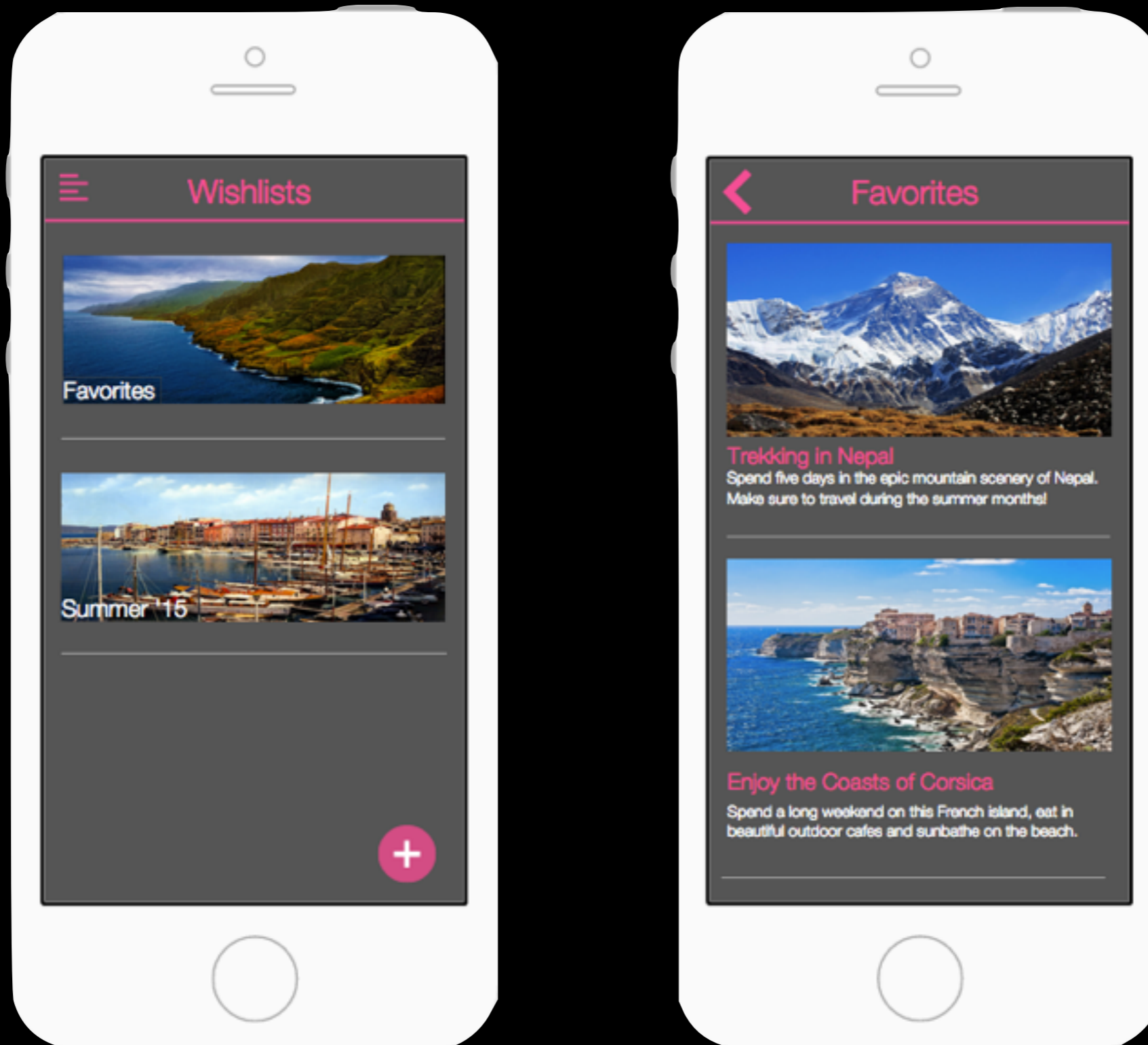
# Heuristic Evaluation Feedback



3. Recognition Rather than Recall

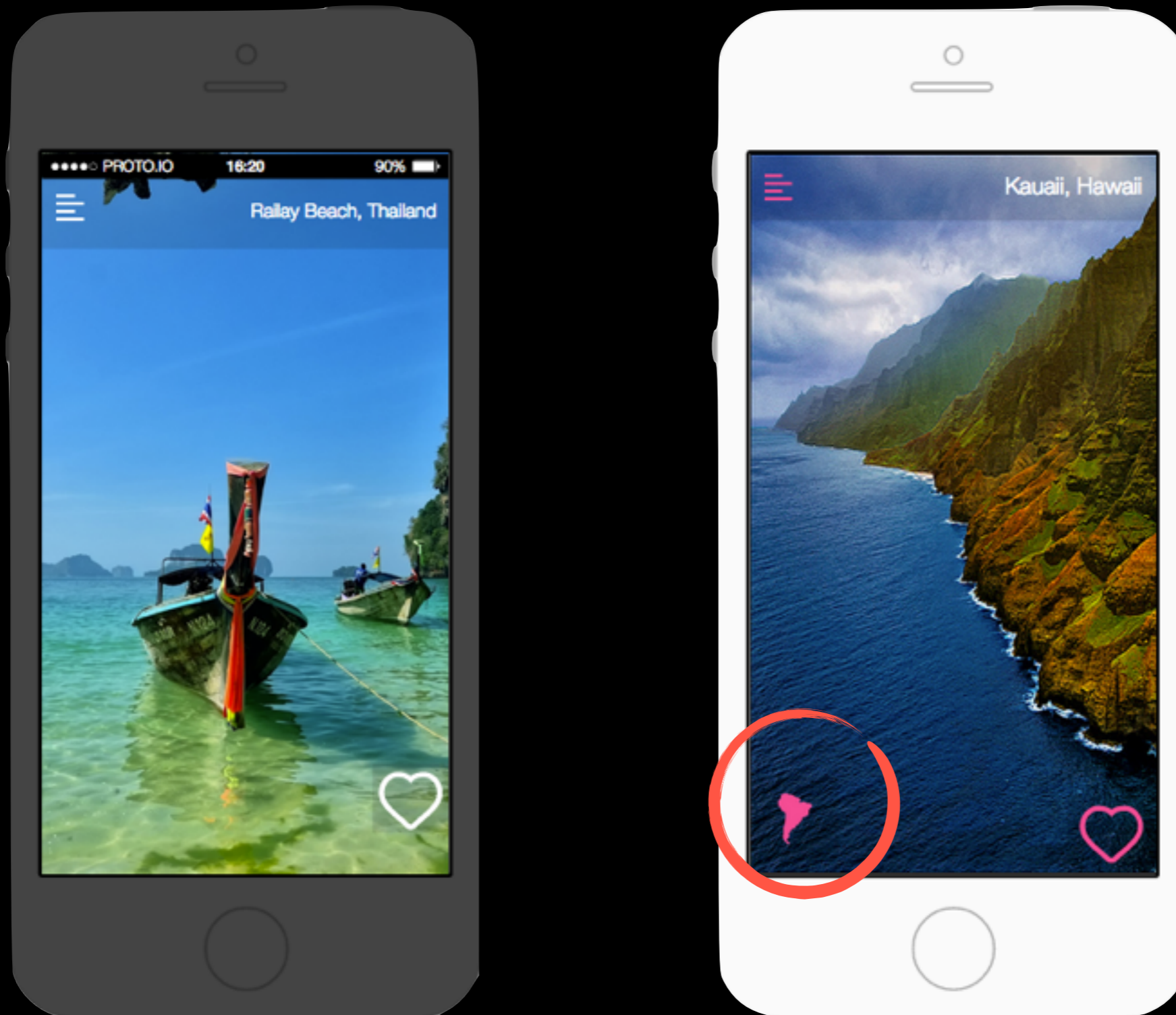


# Heuristic Evaluation Feedback



## 4. Visibility of System Status

# Heuristic Evaluation Feedback



5. Recognition Rather than Recall

Prototype

# Prototype Implementation Status

JavaScript Framework Meteor

Mongo Database

iOS Simulator

# Prototype Implementation Status

## Task One: Browse Destinations

- Destination Content
- Destination View Template
- Trip Details View Template
- Swiping Gesture

# Prototype Implementation Status

## Challenges Implementing Task One

- Meteor has much less documentation
- jQuery mobile package for swipe gesture
- Aesthetic: image stretching, icons, animations

# Prototype Implementation Status

## Whats Next

- Filtering

- Wishlists

- More content

prototype