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CS 147 Autumn 2014: Assignment 13 Instructor: James Landay

## **1. Problem**

Usher seeks to fill the void of systems for efficiently organizing the abundance of travel recommendations we receive through a variety of sources from friends to services like TripAdvisor and Yelp.

## **2. Violations Found**

### **“Start Your Day” Page**

#### **1. Visibility of System Status**

*On the “Start your day” page, what does clicking on a list item do? Doesn’t appear to take me anywhere.*

*Unify the flow for clicking on a list item and advancing to the “next” page.*

*Clicking on a list item can take you to a description of the event.*

3 A

#### **2. Visibility of System Status**

*The “Next” button is confusing. What is this doing? If I select an event, and what does clicking next do with the event?*

*Change title to “Select first activity” then it makes it more clear what the next does (ie this begins the flow to select your activities for the day).*

3 A, C

#### **3. Flexibility and Efficiency of Use**

*When I hit next, should all activities show or just events different than the one I selected? The flow is confusing. I select events then hit next to view more detail? It doesn’t make sense to select an event before viewing the event in more detail.*

*Include relevant information about the event on the start your day page.*

*Then the second page can be to view related events (and not the event I just clicked on).*

2 A, C

#### **4. Error Prevention If I go to home screen after**

*selecting a current event, it is impossible to get back to this*

*Allow you to go to this page while you have a current event to reset what you*

4 A, C

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	<i>page.</i>	<i>want to do next (instead of having to choose a recommended option).</i>		
<i>5. Recognition rather than Recall:</i>	<i>Searching through list items: Do you expect people to have enough items to warrant searching?</i>	<i>Perhaps allowing people to rank them, or order them would work instead of searching.</i>	2	A, B
<i>6. Consistency and Standards</i>	<i>The searches appear to do different thing. The first search shows all events, the second one only shows my events. This will lead to confused users.</i>	<i>Unify the searches, and only place them at one point in your app.</i>	1	A
<i>7. Visibility of System Status:</i>	<i>The ordering of events in the list is unclear. What are they ordered by? It seems to be not just proximity.</i>	<i>If there is some recommendation algorithm, it should be clear to the user (location and recommendation?).</i>	2	A, B
<i>8. Aesthetic and Minimalist Design</i>	<i>"Search through items in your list" could just be "Search through your list items". Also capitalization on the sentence is off.</i>	<i>Fix capitalization, and decrease the number of words.</i>	0	A
<i>9. Consistency and Standards</i>	<i>You have a map icon beside "0.3 km away". However, this icon is not clickable.</i>	<i>If you decide to use an icon like this, this should be clickable and it should bring up a map.</i>	2	A
<i>10. Flexibility and Efficiency of Use</i>	<i>I go to this page and just see a name and a location away. It is not very exciting, and if I wasn't familiar with the location I'd be confused.</i>	<i>Can you provide other information on this screen? le a quick description, or a photo to provide me with more information.</i>	1	A
<i>11. Recognition rather than recall</i>	<i>I do not think that the search button for events is necessary. Unless you anticipate a user having like</i>	<i>Remove the search bar in this case.</i>	1	A, B

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	25+ events, and remembering a specific one they want to search for.			
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**“Recommended Events” Page**

<b>Nielsen Heuristic Violated</b>	<b>Cause of Problem</b>	<b>Suggested Fix</b>	<b>Severity</b>	<b>Found By</b>
12. Consistency and Standards	The stars that are not filled in to indicate voting took me a long time to figure out. I thought that I was supposed to be clicking on them to vote / fill them in.	Used filled in stars to indicate the votes (or rating) for a particular event.	3	A,B,C
13. Consistency and Standards	For the transitioning images, there is different information on each page for Eiffel tower (ie the first page has distance and votes, the second one has nothing, and the third one has location, price, time, and phone number). This is confusing.	I think that information should be present across all of the screens, and just have the descriptive text change, or maybe keep everything constant and just have the image change.	3	A
14. Flexibility and Efficiency of Use	From this page, how do I create a list. It seems like there is only one button to set as current.	There should be an option to add an event to my list instead of just setting it as current.	4	A
15. Error Prevention	How does it know what event I want to make as my current activity? If half of my screen is one event, and the second half is the other event, how do I know which activity I am setting to current?	Have events snap to the screen when scrolling vertically. Then this will prevent the screen showing half of one event and half of another event.	3	A, C
16. Match between	For the second event you	Yelp gives price ranges for	3	A

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<i>System and the Real World</i>	<i>have "Moderately expensive" written as price. What does this mean?</i>	<i>their price descriptions. A similar approach here would be helpful to clear up ambiguities.</i>		
<i>17. Aesthetic and Minimalist Design</i>	<i>Between elements on the list, there is no border / divider.</i>	<i>Adding a border would be helpful to separate out visually consecutive elements.</i>	1	A
<i>18. Aesthetic and Minimalist Design</i>	<i>For Arc de Triomphe you have Free / open to public, and the rest of them you just have free</i>	<i>Use just free to be consistent across all items.</i>	0	A
<i>19. Aesthetic and Minimalist Design</i>	<i>Had must-do and must do on the same page.</i>	<i>Change to just must do</i>	0	A
<i>20. Error Prevention</i>	<i>The back button sometimes takes me back to the home page, sometimes only takes me back one page.</i>	<i>Have the back button always go back one screen.</i>	2	A

### Home Screen

<b>Nielsen Heuristic Violated</b>	<b>Cause of Problem</b>	<b>Suggested Fix</b>	<b>Severity</b>	<b>Found By</b>
<i>21. Aesthetic and Minimalist Design</i>	<i>Why is the background notifications option so big. Is this a fundamental part of the app? It has almost equal priority to selecting events.</i>	<i>Hide settings in a separate page unless you feel that toggling background notifications is critical to the app.</i>	2	A, B, C
<i>22. Match between system and the Real World</i>	<i>Current activity: Eiffel Tower. How does this get completed? How do I dismiss this option? When am I expected to set this as current activity, because presumably if I am currently at the Eiffel tower, my app does not need to tell me this.</i>	<i>Use location to prompt user when they are "done" with an activity. Or choosing a new event clears the "current" activity. Adding a "done" button would also be helpful.</i>	3	A, C

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23. <i>Aesthetic and Minimalist Design</i>	<i>"Find something to do next" is a lot of words.</i>	<i>Rhetoric could be better employed along the lines of "Choose/Find your next activity".</i>	1	A
24. <i>Aesthetic and Minimalist Design:</i>	<i>For the weather, why is CLOUDY larger than Paris?</i>	<i>If you do not feel like you need to restate Paris again (as it is mentioned at the top), remove the text. Otherwise, make it larger as traditionally city is the most important.</i>	1	A, B
25. <i>Aesthetic and Minimalist Design</i>	<i>The down arrow for recommended is too large. It doesn't fit in with the font size.</i>	<i>Shrink the size of the down arrow.</i>	1	A
26. <i>Consistency and Standards</i>	<i>Traditionally on iOS, the title bar has the largest font (for the title of the page / top of app). However, in this case, on both pages, there are other items with larger text. This makes it seem like the title of the page is not as important as select items on the page.</i>	<i>Make the title bar the largest font on the page.</i>	1	A
27. <i>Consistency and Standards</i>	<i>Too many different fonts are used throughout this mock. The title bar is likely in Helvetica neue, but the rest of the descriptor font appears to be in different fonts.</i>	<i>Unify font selection.</i>	1	A
28. <i>Recognition rather than recall</i>	<i>On the MY LIST tile on the home page, it says that I have completed 0/6 of my activities. If I have a lot of activities, it's very likely I will forget which activities I</i>	<i>Instead of displaying "0/6", it would be more informative to the user if the tile displayed the next three activities planned. This way the user does</i>	2	B

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	<i>have completed and which I have left to do.</i>	<i>not have to memorize all the activities to quickly figure out what activity is next and this will also cut down on user touches to figure out the next activity.</i>		
<i>29.Consistency and standards</i>	<i>During task 1 when the user types a term in the search bar and taps the add icon, it is unclear where this activity is being added to. It gets added to My List, but the convention of adding it to this list is unclear.</i>	<i>It would make more sense if there was a plus icon on the top right of the My List navigation view, and then a search bar would pop up.</i>	2	B
<i>30.Match between system and the real world</i>	<i>Although Usher is inherently social with its recommendation of nearby user's activities, there is a lack of social media sharing on the UI.</i>	<i>Add the ability to share via Facebook, Twitter or MySpace (lol) the user's current activity or past activities.</i>	1	C
<i>31.Consistency and standards</i>	<i>Distance, rating and type are displayed at the bottom of search result cells, but these attributes are not present in the cells of the "My List" or "Start Exploring" lists, which should in theory contain more information.</i>	<i>Either remove the rating and type attributes from search results or add these attributes to the cells in "My List" and "Start Exploring."</i>	1	C

### **Your Trips Page**

<i>Nielsen Heuristic Violated</i>	<i>Cause of Problem</i>	<i>Suggested Fix</i>	<i>Severity</i>	<i>Found By</i>

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32. Consistency and Standards:	<i>This screen will be problematic if I have 10 events and have to scroll all the way to the bottom to get to the add new cell.</i>	<i>Usually the done button is on the left side, and the add new is on the top right in iOS apps.</i>	1	A, C
33. Match between system and real world	<i>There is no visible list for displaying past trips. Users will likely want to document and share what sites they've visited and activities they've experienced.</i>	<i>Have a profile page for displaying the user's travel history, favorite activities, and recommendations as in Yelp.</i>	2	C

### 3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
[H2-1: Visibility of Status]			1	2		3
[H2-2: Match Sys & World]		1	1	2		4
[H2-3: User Control]						0
[H2-4: Consistency]		5	2	2		9
[H2-5: Error Prevention]			1	1	1	3
[H2-6: Recognition not Recall]		1	2			3
[H2-7: Efficiency of Use]		1	1		1	3
[H2-8: Minimalist Design]	3	4	1			8
[H2-9: Help Users with Errors]						0
[H2-10: Documentation]						0
<b>Total Violations by Severity</b>						<b>33</b>

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#### 4. Evaluation Statistics

severity\evaluator	evaluator A	evaluator B	evaluator C
level 0	3	0	0
level 1	10	2	3
level 2	6	5	3
level 3	8	1	4
level 4	2	0	1
<b>total (levels 3 &amp; 4)</b>	10		5
<b>total (all levels)</b>	29	8	16

evaluator # Ex. C	# problems found Ex. 7	# problems remaining & problem IDs Ex: 5 (1, 7, 11, 13, 17)
A	29	16 (1, 6, 8, 9, 10, 13, 14, 16, 17, 18, 19, 20, 23, 25, 26, 27)
B	12	2 (28, 29)
C	16	3 (30,31,33)

