unGuided

Low-fi Prototyping & Pilot Usability Testing

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Overview

- What unGuided can do (the three tasks)
- How unGuided does it (the prototype)
- unGuided in action!
- The grand(?) experiment
- So much to learn!
- Questions? Shoot!
Mission Statement

Taking the guide out of ‘guided tours’, and keeping the tours still awesome.

No, making them more awesome!

Creating engaging tours: because everybody has a story to tell.
Task 1: Let’s take that tour!

- At a new place.
- No idea what’s around that’s interesting.
- Want to walk around and explore the place.

- “I don’t like following someone!”
- “God, I hate groups!”
- “I don’t like to adjust my timings!”
Task 2: Let’s go exploring!

“It's a magical world, Hobbes, ol' buddy ... let's go exploring!”

- Find interesting places around you.
- Tell unGuided you’re interested.
- unGuided guides you there and keeps you engaged.
Task 3: Tell your story, make a tour!

- Found something interesting?
- Had an out-of-the world experience?
- You want others too, to experience it…
- Create a tour, tell them your story!
Prototype structure

- Lean, minimal
- Task oriented
- Three way branching
- We used POP
Videos of UI in work

Take a tour
Discover
Create a tour
How we experimented

● Brief
  ○ Tell about CS147
  ○ Give overall picture of unGuided
  ○ Tell the task to be done

● Observation
  ○ Which buttons do the press?
  ○ Facial expressions and exclamation.

● Debrief
  ○ Ask questions, take direct feedback.
Experiment details

● A tour guide, a graduating student, a travel enthusiast.

● Tyler: note-ninja
● Sam: magic-master
● Kevin: fabulous-facilitator
● Sujeet: siri
Key observations (user 1)

- “Wow! That’s neat!” On seeing “add another location” button after done with adding a point-of-interest in their tour.

- “This is too long a walk, I don’t want to just be walking.”

- Not comfortable with sharing the tour he created. “Share? Where? How?”
Key observations (user 2)

- She’s a tour guide.
- Dropped a pin to create a tour and started telling stories about all the points around it.
- Sometimes forgot that it was just audio and her gestures aren’t going to be recorded.
Key observations (user 3)

“Share? Okay.”
“Hey! I didn’t get to name it!”

Just tap, tap, tapped the record button without realizing what it was for.
Changes they suggested

- There should be more pictures on information page about a point-of-interest.
- The share button should somehow suggest what platform it is sharing the tour.
- There should be a way of editing the audio clips created.
- The direction arrow should also show estimated time and distance.
Some of the things we learnt

- People have different ways of narrating tours.
- Not everyone is comfortable sharing.
- It is important to keep users engaged.
- Use traditional symbols wherever possible.
Thanks! :)