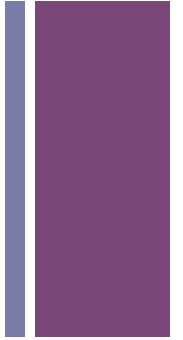


# CanTour

Week 5: Lo-fi Prototyping



# Overview



- Value Proposition
- Selected Interface & Rationale
- Lo-fi Prototype Structure
- Experimental Method
- Results
- UI Changes

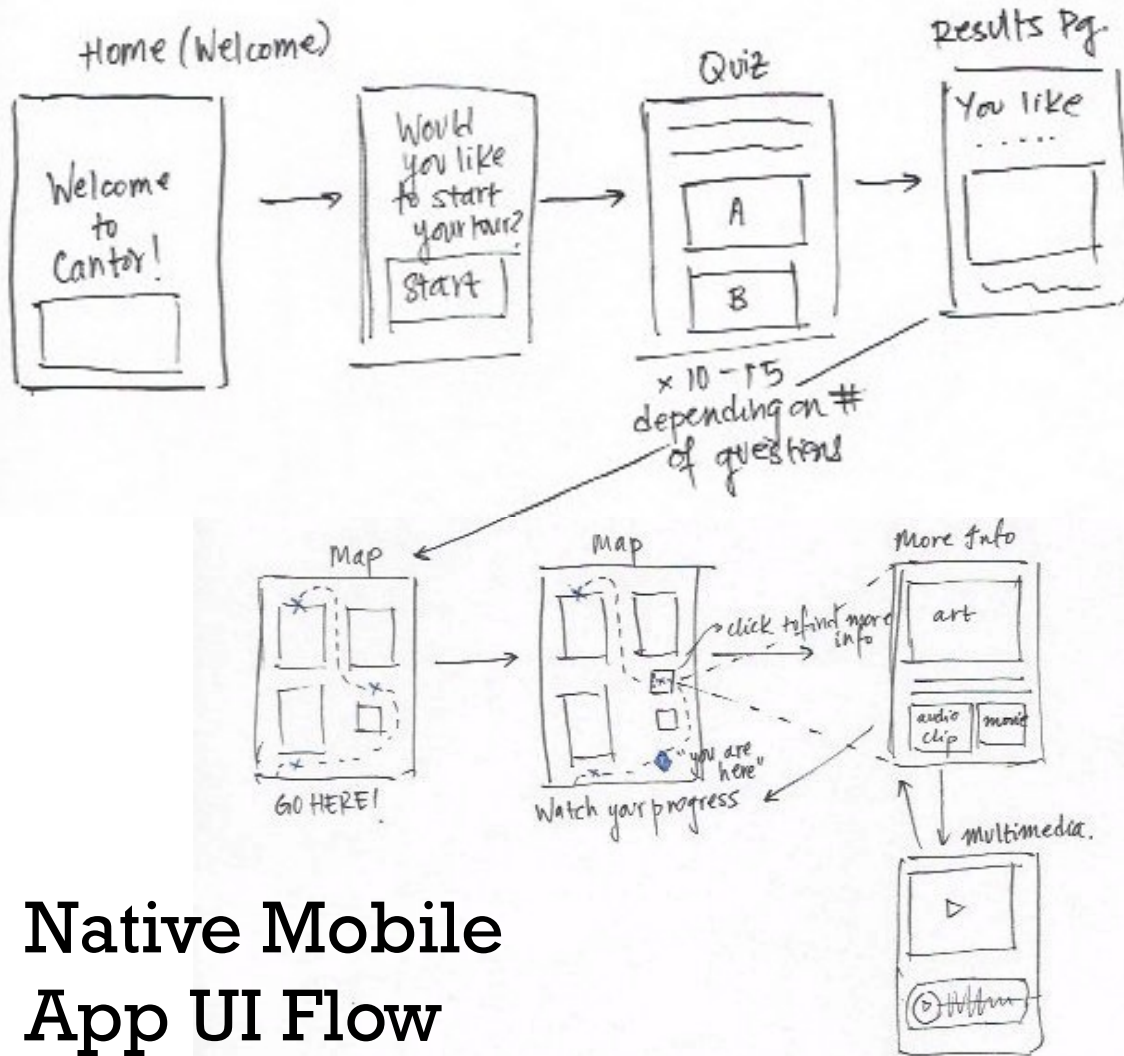


# Value Proposition

*Personalize your Cantor experience.*

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# Selected Interface & Rationale

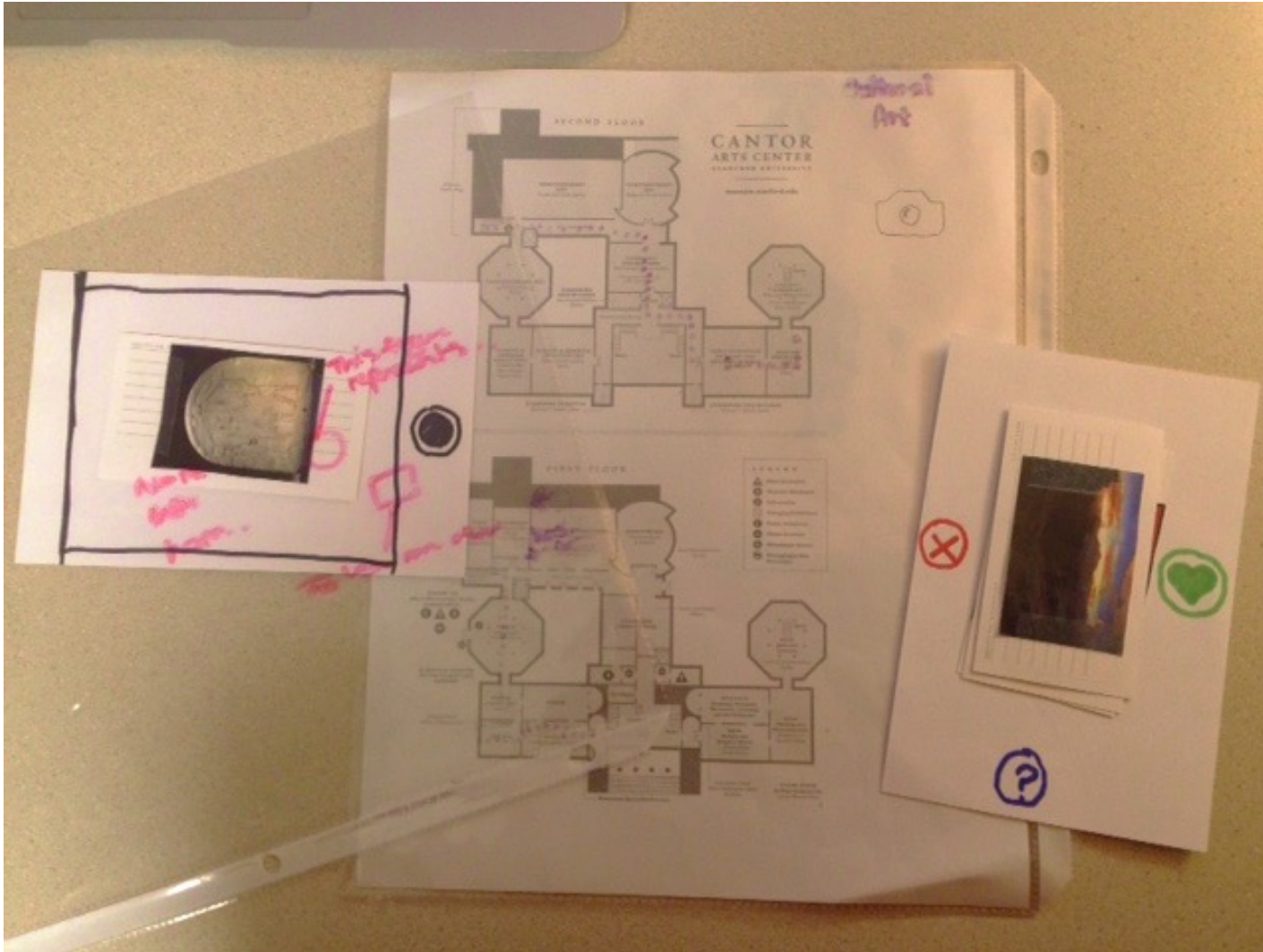
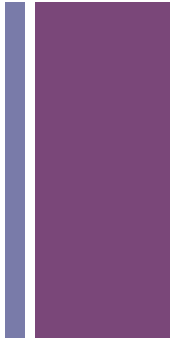


Native Mobile  
App UI Flow

Rationale:

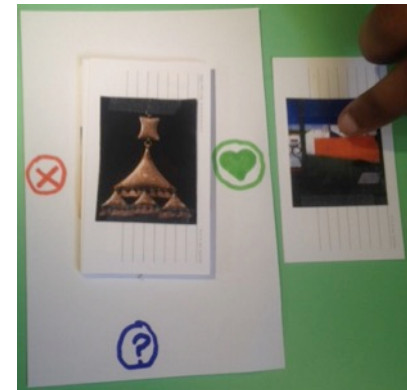
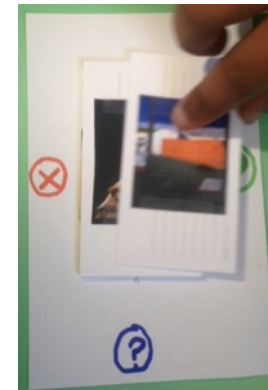
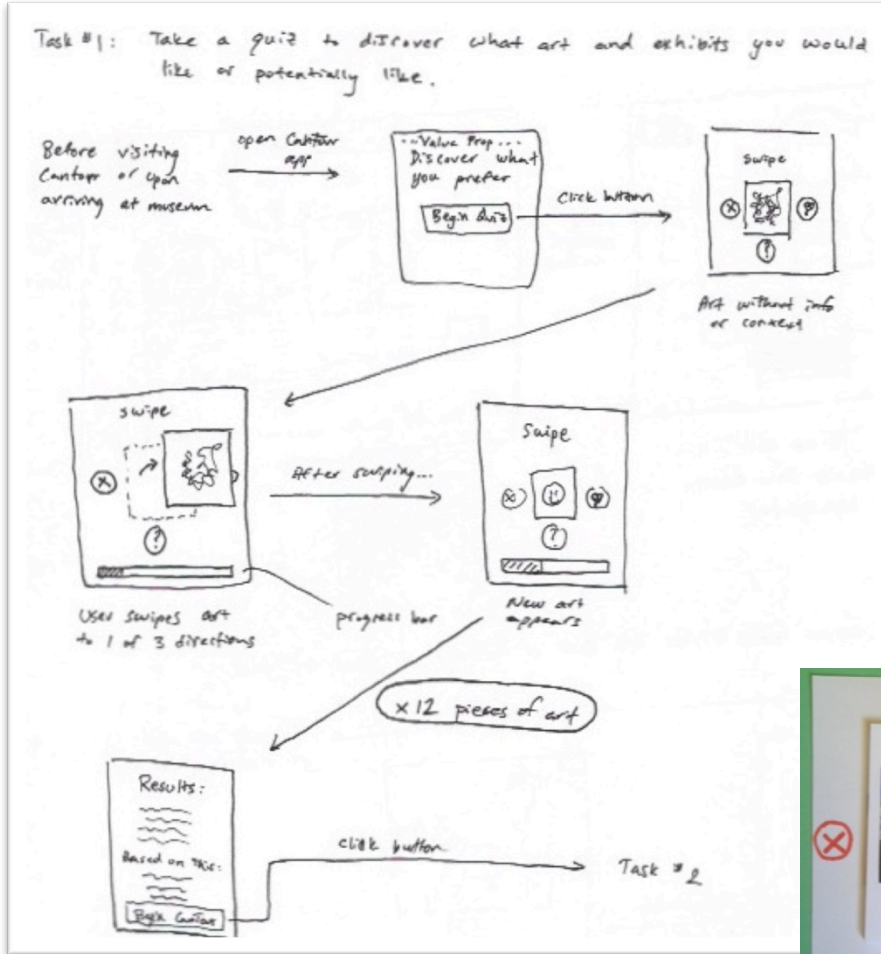
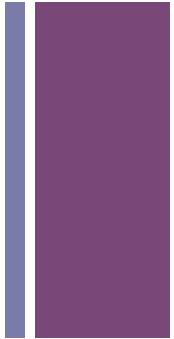
- Demographics
- Interface
- Device Capabilities

# + Lo-fi Prototype Structure



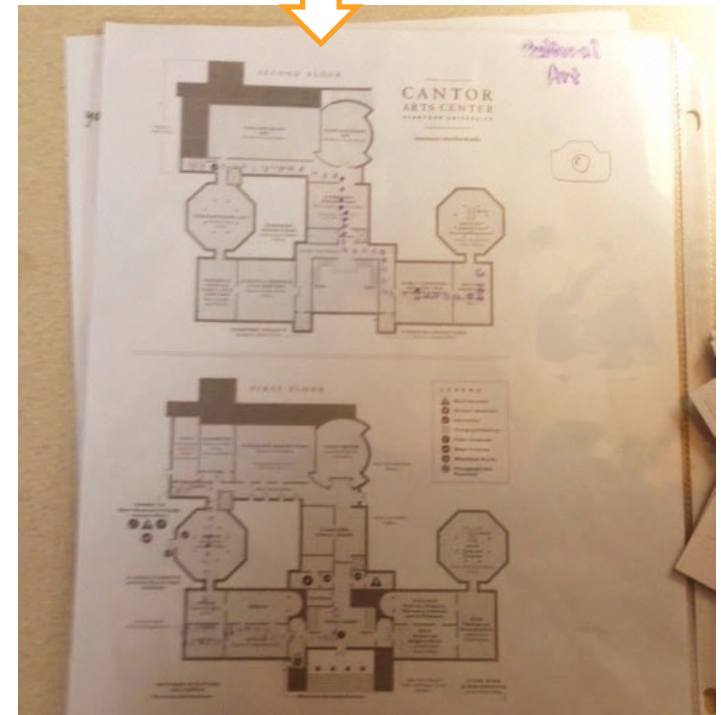
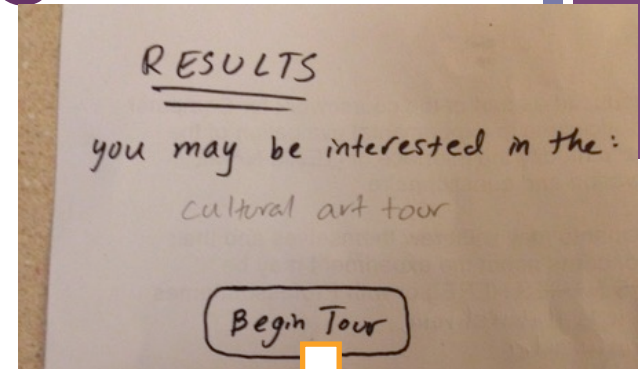
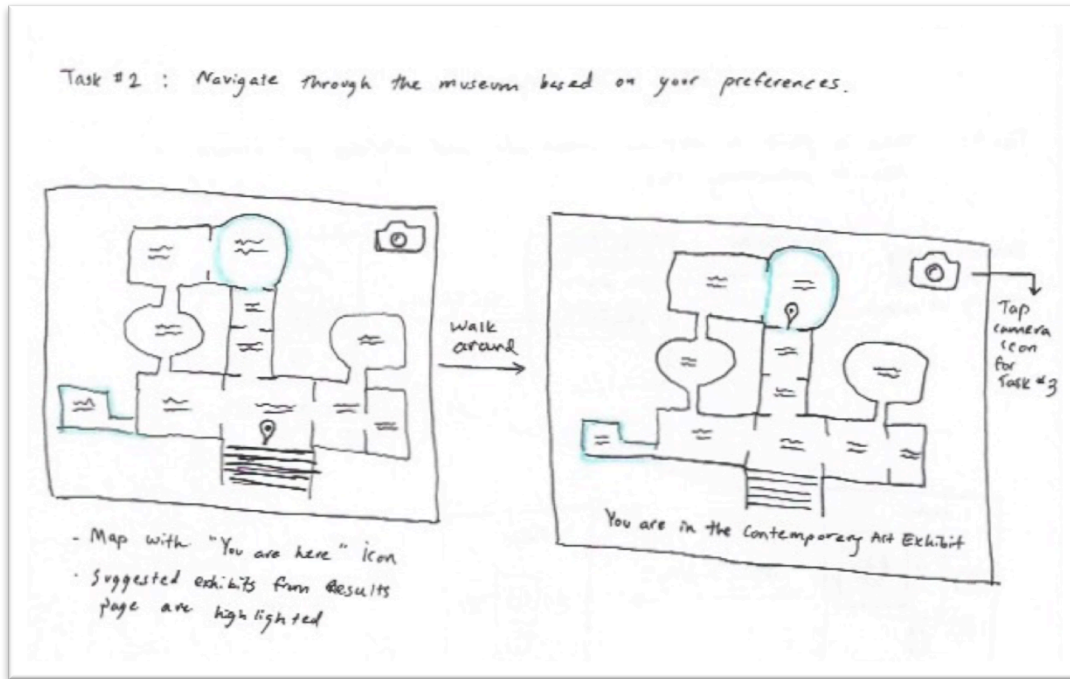


# Task 1: Art Preferences Quiz



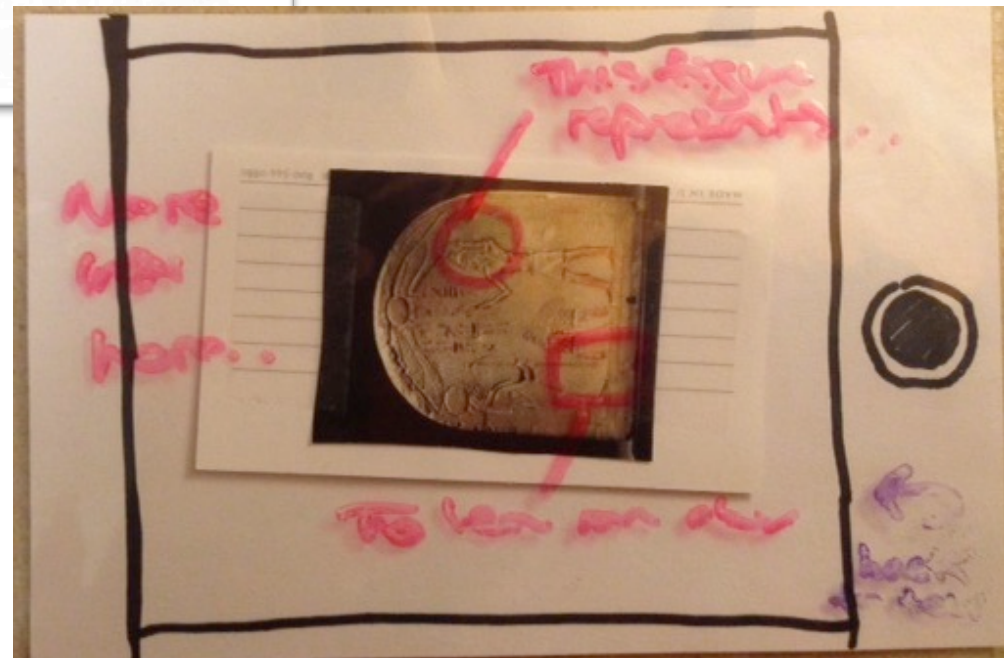
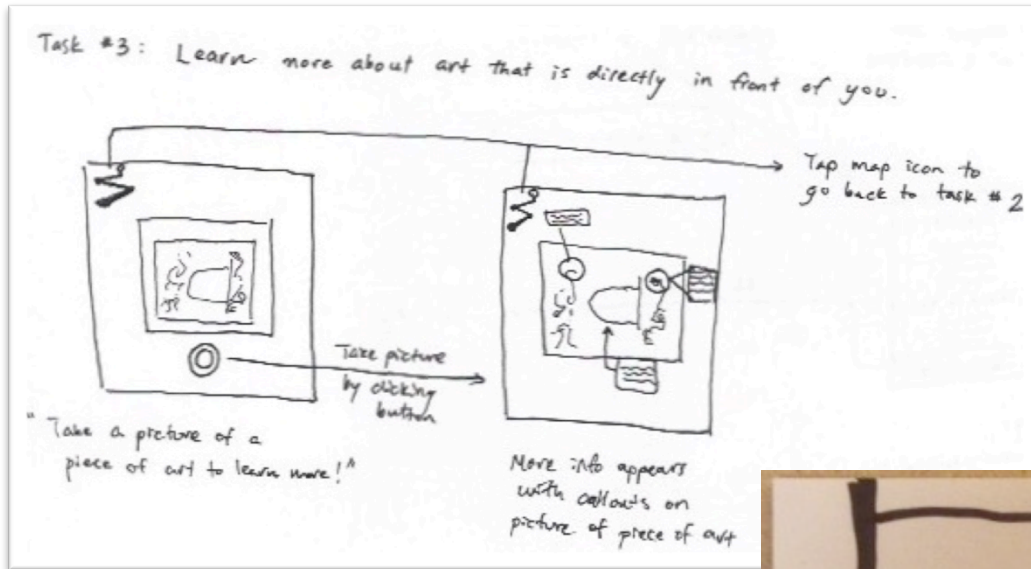
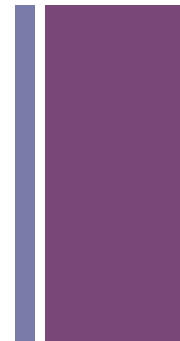


# Task 2: Museum Navigation





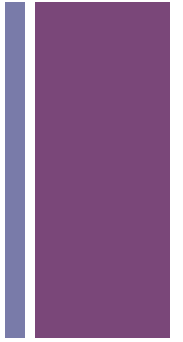
# Task 3: Seek Further Information





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# Experimental Method



## Participants



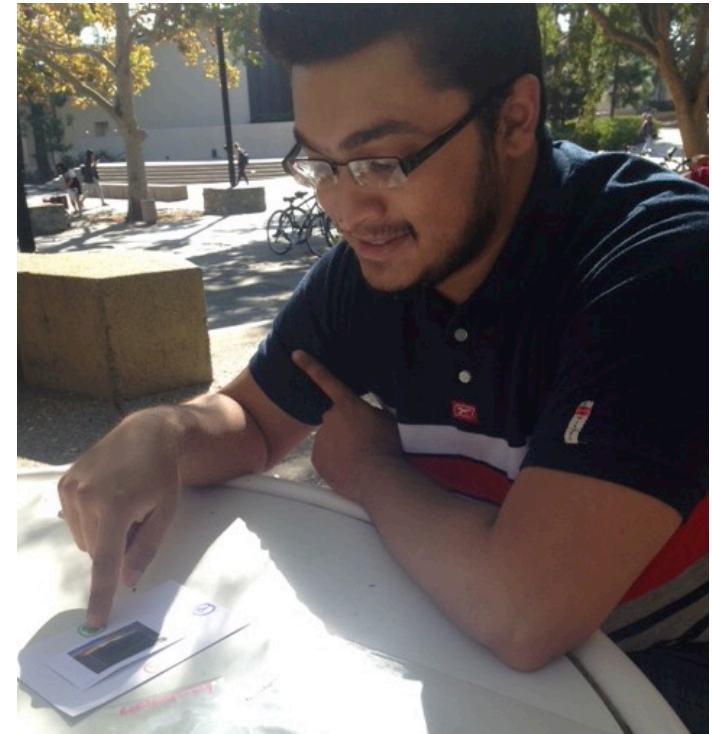
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# Experimental Results

## Task 1



- Participants initially mistook icons for buttons (3/4)
- Many enjoyed “mindless” swiping (4/4)
- Most were confused by the ? icon (help button?)(3/4)





# Experimental Results

## Task 2

- Results page was clean; next step was clicking “Begin Tour” (3/4)
- Entire Cantor map overwhelming – too much information (3/4)
- Desired location tracking (4/4)
- Some expressed desire for multiple tour options (2/4)

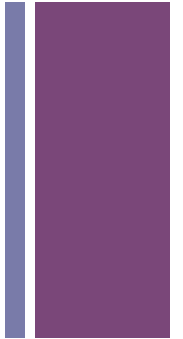
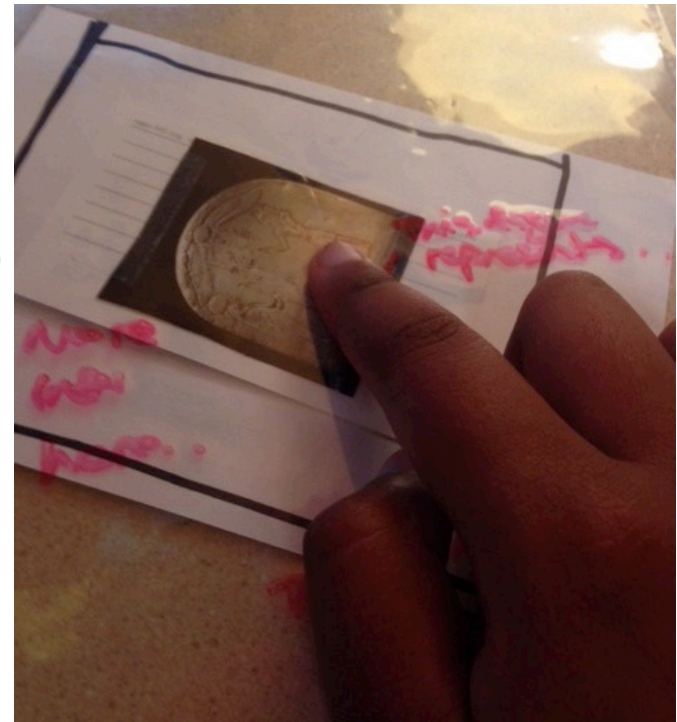




# Experimental Results

## Task 3

- Was not obvious when user was at a point of interest (3/4)
- Several people tried to tap parts of art to learn more (2/4)
- “Back to Tour” button was clear to all participants (4/4)
- No “Exit Tour” button! (4/4)

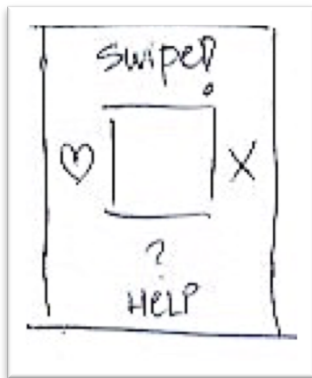




# Suggested UI Changes

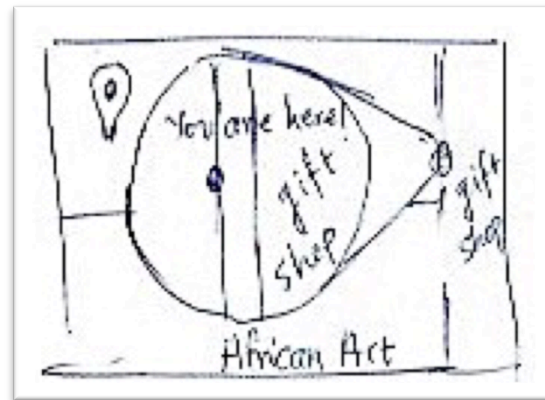
## Task 1

- Suggest swiping more clearly – instructions, blinking icon
- Clicking should have equivalent function
- Clarify ? Icon



## Task 2

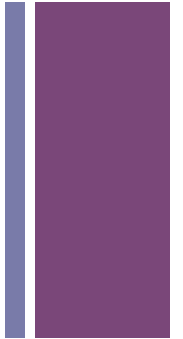
- Multiple options for tour
- Smaller floor plan presented – whole map was overwhelming
- Tracking feature should be emphasized



# + Suggested UI Changes

## Task 3

- Make clearer which pieces of art a user may want to learn more about
- Do users *have* to take a picture of the art in question?
- Instead of displaying all info at once, allow art to be clickable and let users identify areas of interest
- Way to end current tour





# Summary



- We need a landing “splash” page, exit page
- Swiping interface non-intuitive
- Map “chunks” need to be manageable
- Should users *have* to take pictures?
- Many possible tours?

*Can'T wait to build CanTour!*