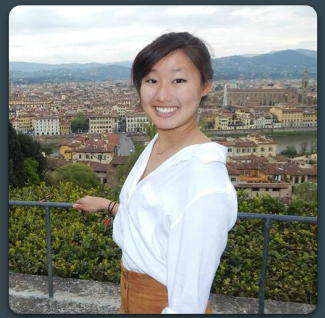
Low-fi Prototyping & Testing

O by Trability



Hali M.

Max W.

Michael D.

Overview

1. Team mission statement
2. Interface
3. Low-fi prototype
4. Task flows
5. Experimental method/results
6. Suggested UI changes
7. Summary

Mission Statement

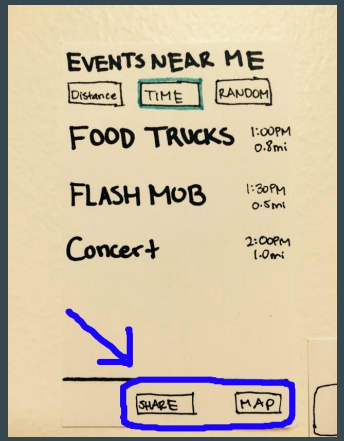
“Don’t be a tourist; be a traveler.”

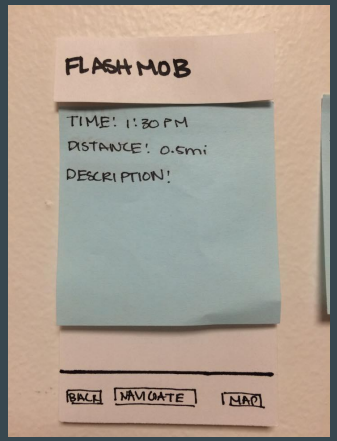
The Battle of Interfaces

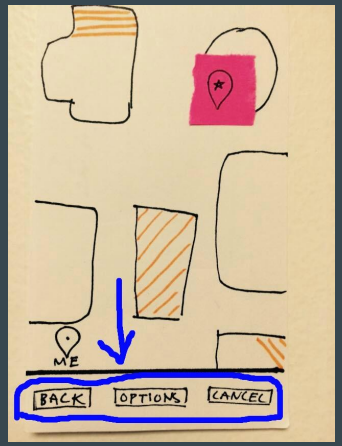
App vs. Smartwatch vs. Virtual Reality Website vs. Drone

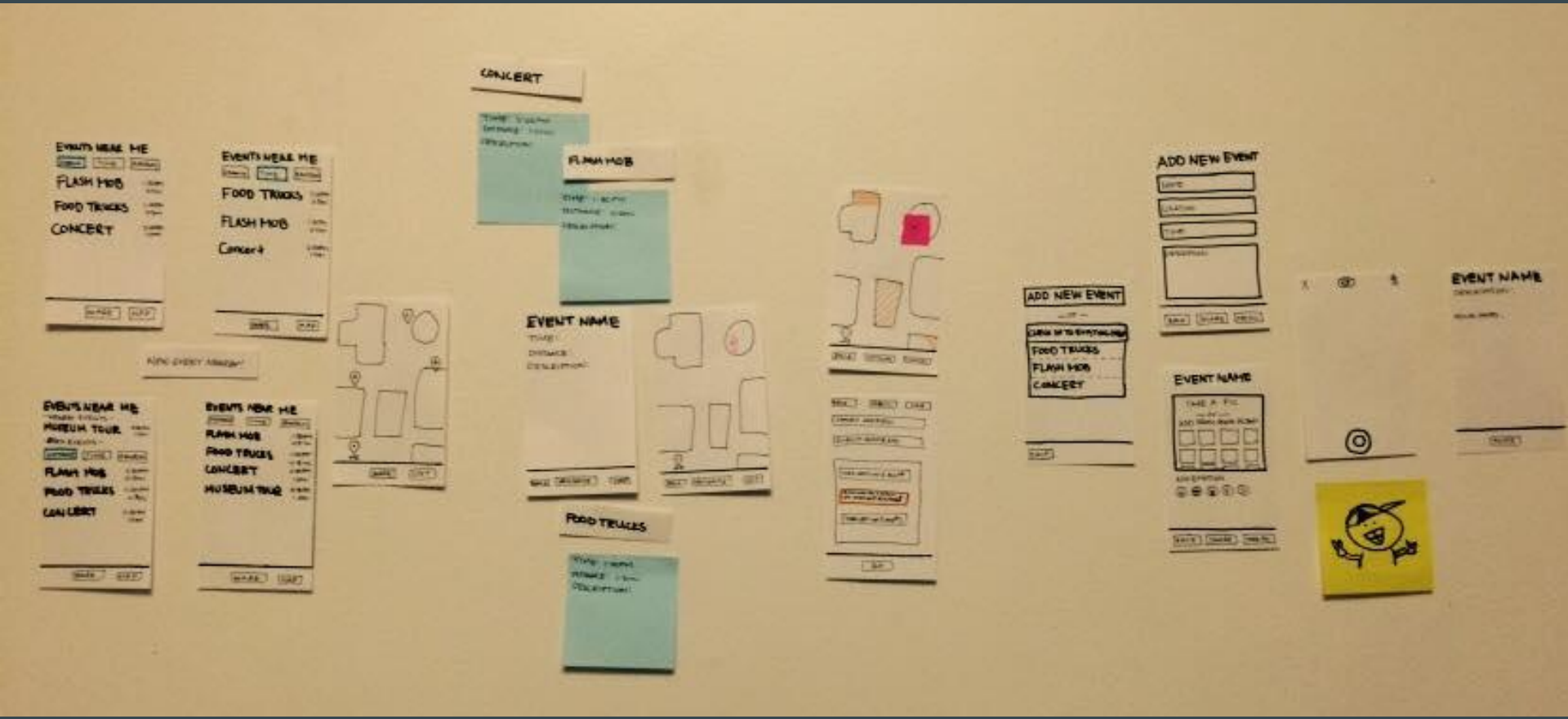
- Drones require more maintenance
- Lack of wifi while abroad
- Smartwatches are less common
- Travelers depend heavily on their phones
- Travel should feel natural
- Interface complexity and flexibility

Low-fi Prototype








EVENTS NEAR ME
FLASH MOB
FOOD TRUCKS
CONCERT
EVENTS NEAR ME
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EVENTS NEAR ME
MUSEUM TOUR
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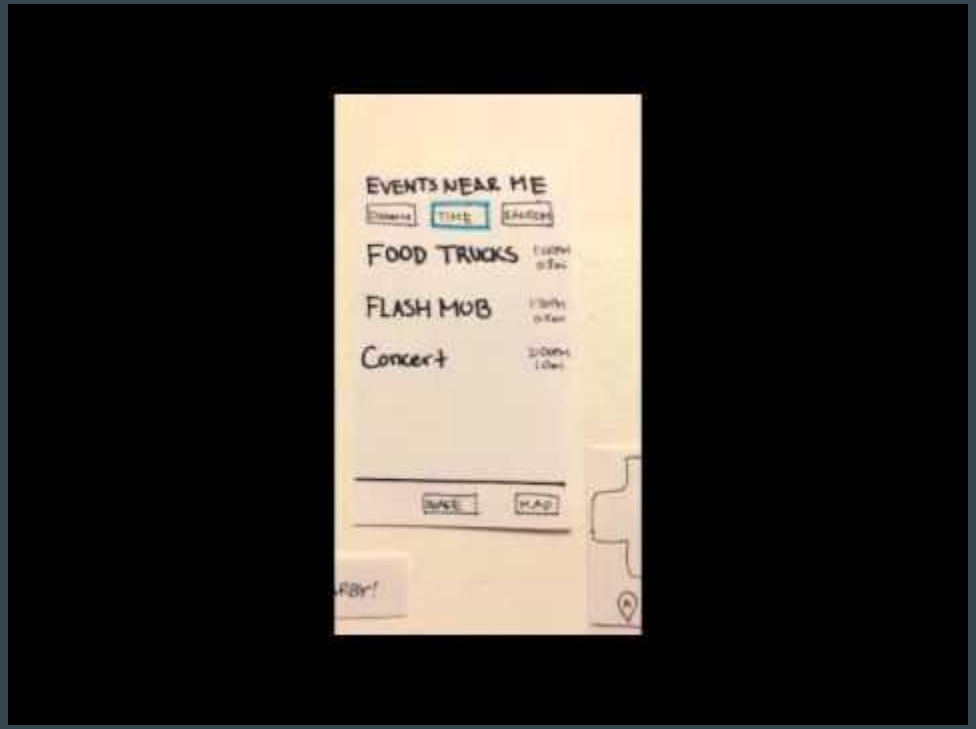
Task #1 - Finding an Event



Task #2 - Navigating to an Event

Task #3 - Sharing an Event

Testing in the Field

Target: users who have traveled abroad

Participant #1

Participant #2

Participant #3

Testing in the Field (cont.)

- Hali: facilitator/computer
- Michael: note-taker
- Max: reaction observer
- Script: intro + 3 tasks

- ~15 min + discussion
- Noted users' reactions and emotions

The Data

Satisfaction Summary: 10 being super excited and 1 being annoyed, 5 being indifferent.

	Participant #1	Participant #2	Participant #3
Task 1 Find	8	10	8
Task 2 Navigate	10	7	7
Task 3 Share	7	4	6

The Data (cont.)

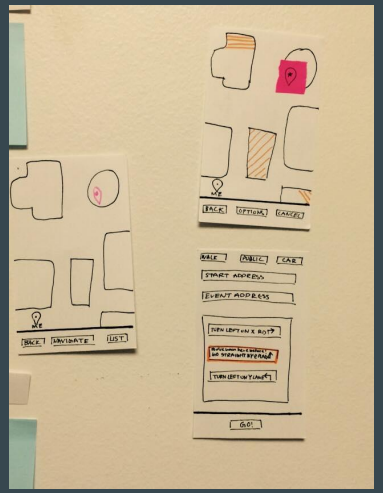
Critical Events

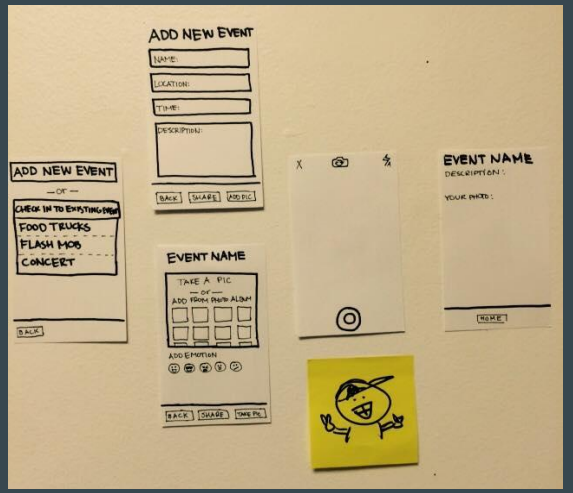
Event Description	**Severity: No problem (0 - 4) usability catastrophe**
Can’t share from navigation page	**4** - All three users cannot intuitively complete the third task. Participant #2 told us that he would have “given up” at that point
Can’t run navigation in background	**3** - User wants to view other events while navigating to a selected event. The current implementation would require leaving the navigation screen altogether
Pop-up notification is annoying	**2** - Participant #2 felt it disrupted his completion of the first task. Participant #3 was confused when the pop up appeared and had to take some time to decide what to do.
Emojis are not necessarily the best rating system	**1** - Participant #1 thought there would be better ways to provide a quick overview of an event. Participant #2 finds emojis to be annoying in general.

There's Always Room for Improvement

Observations

- Spontaneity didn't stand out
  - Plan ahead
  - Banners annoying
- Users wanted to use Google Maps
  - Familiar
  - Travel info + options
- Indifferent towards sharing
  - No excitement or complaints
  - Emotion rating system unuseful





There's Always Room for Improvement (cont.)

Suggestions

- Show future events
  - Supplement to itinerary
- More filtering options
  - Event categories
- More navigation information
  - Travel time, alternate routes, modes of transportation
- Better rating system
  - Population

Summary

- Goal: allow tourists be travelers
- App interface
  - Smartphones ubiquitous and versatile
- Prototype and test w/ users who have traveled abroad
- Users found app to be cool and would use it
- Wide range of bugs/improvements
  - Improve interface for untraditional features

Testing results do not reflect actual foreign location