

A person is silhouetted against the sky, sitting on the very edge of a dark, overhanging rock ledge. Below them, a vast, hazy landscape unfolds, featuring a winding lake in a valley, surrounded by rolling mountains and hills under a clear, light blue sky. The overall mood is one of adventure and contemplation.

LOW-FI PROTOTYPE

[MICRO] ADVENTURE

Overview

Team Mission Statement

Selected Interface & Rationale

Low-fi Prototype Structure

Task Flows

Experimental Method

Experimental Results

Suggested UI Changes

Summary

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OUR TEAM



Alex
Usability
Testing



Alexandre
Software
Engineering



Basel
Design



Kim
Team
Manager

OVERVIEW

Identified problem

Proposed solution

Testing

Improvements

Repeat

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Planning a fun adventure takes too much **time** and **effort**

TEAM MISSION STATEMENT

TEAM MISSION STATEMENT

We want to help travelers
make the **most** out of their adventures



VEA



VEA

Noun { 'βe.a } *Latin* | way, sail

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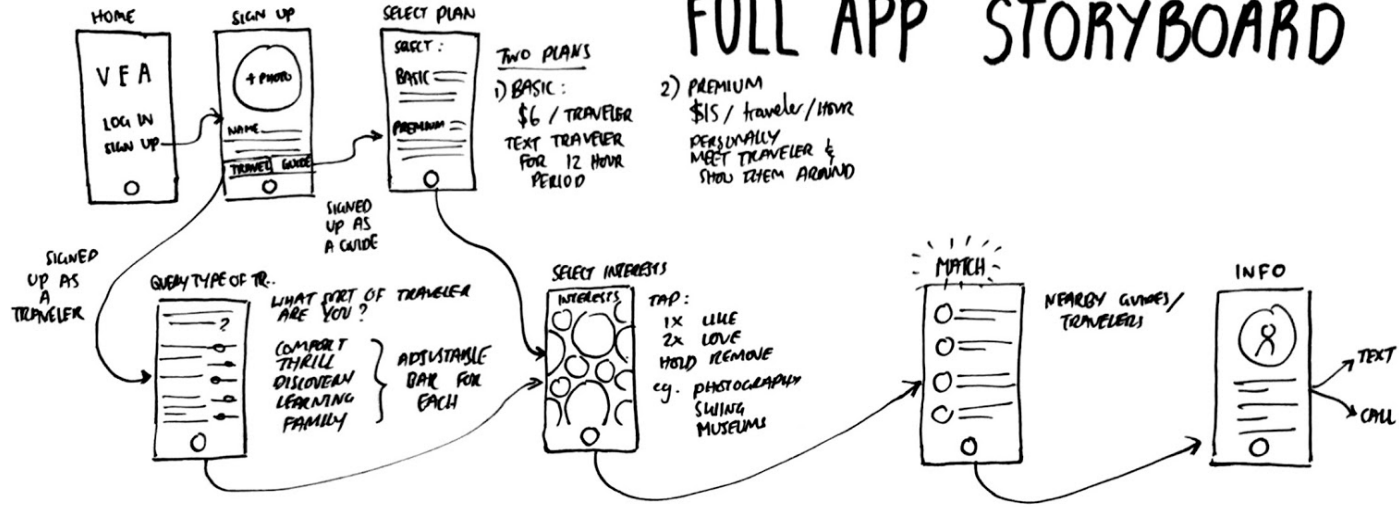
Experimental Method

Experimental Results

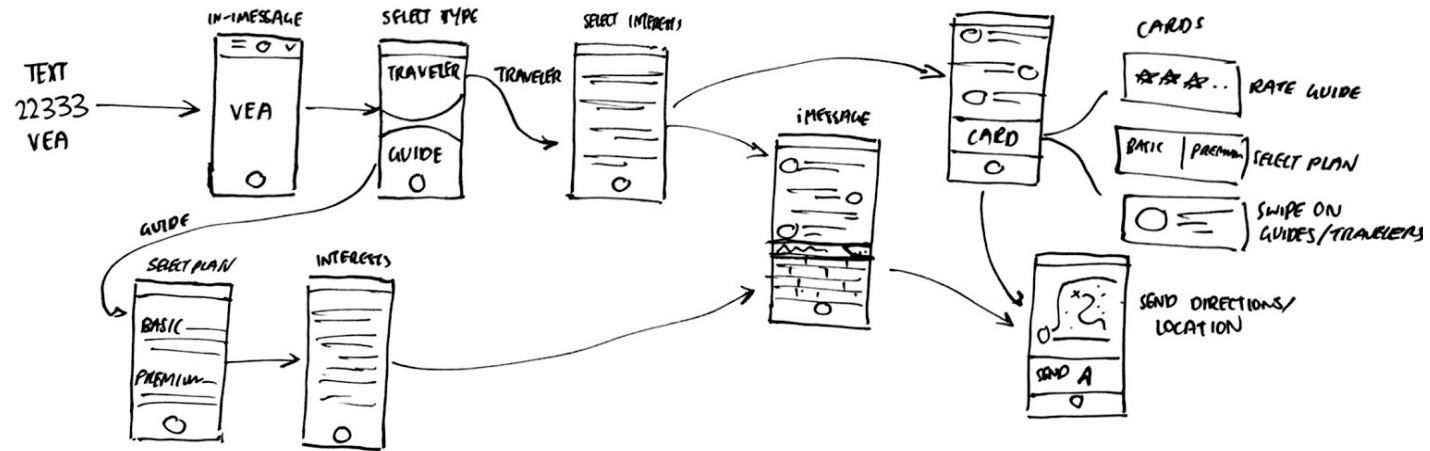
Suggested UI Changes

Summary

FULL APP STORYBOARD



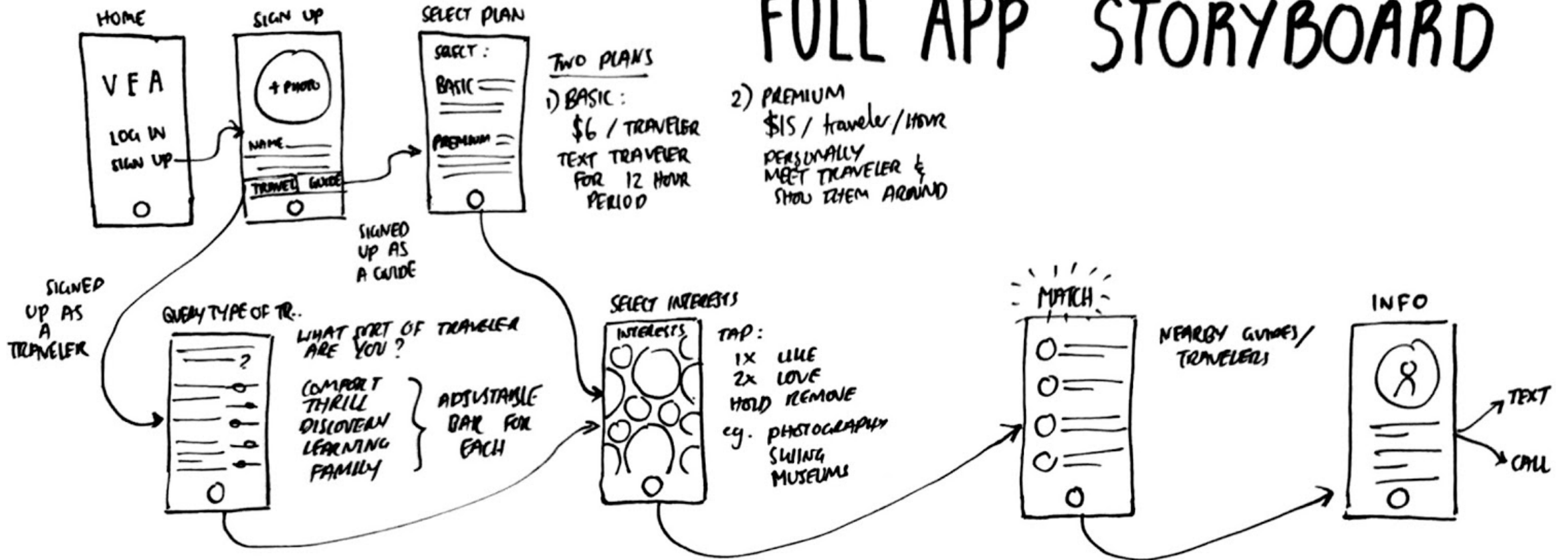
iMESSAGE CARD STORYBOARD



TOP CANDIDATES

SELECTED INTERFACE

FULL APP STORYBOARD



RATIONAL E

More control over the UI

Get analytics from our own app

Bigger opportunity to develop UI

iMessage card interface still relatively new and untested

More experience with full mobile apps

Recognizable app & icon for users

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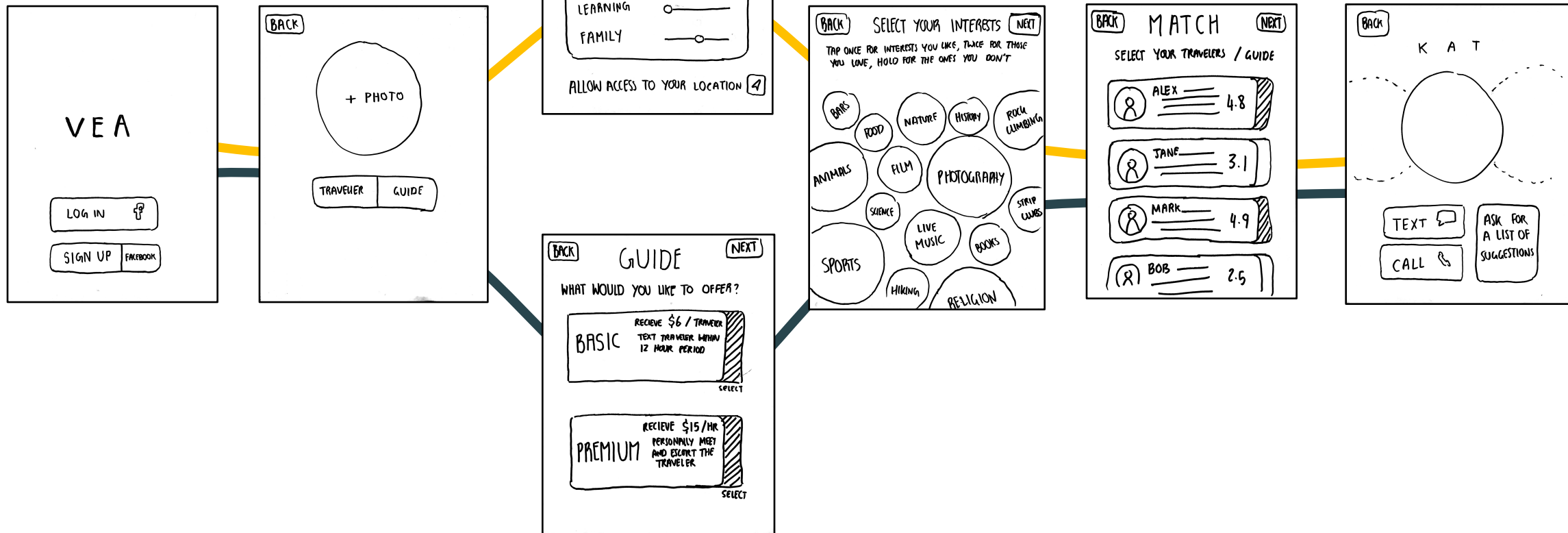
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PROTOTYPE

TRAVELER



GUIDE

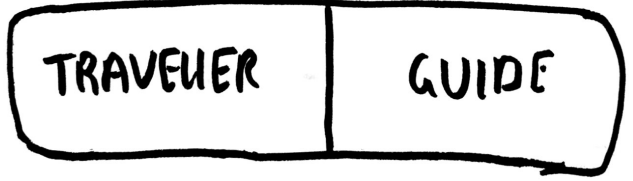
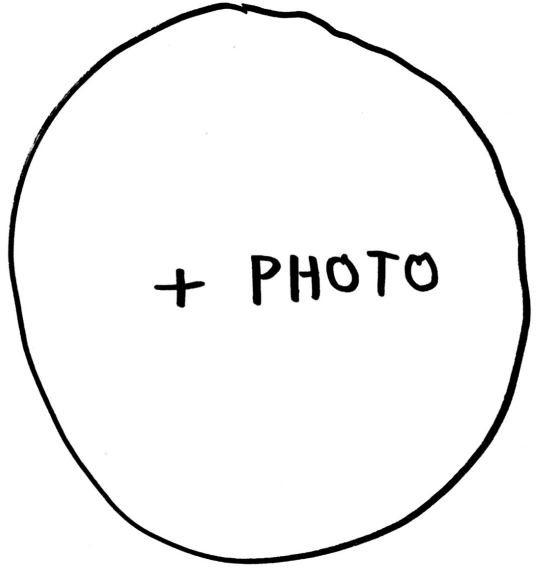
PROTOTYPE

VEA

LOG IN 

SIGN UP | FACEBOOK

BACK



BACK

GUIDE

NEXT

WHAT WOULD YOU LIKE TO OFFER?

BASIC RECIEVE \$6 / TRAVELER
TEXT TRAVELER WITHIN
12 HOUR PERIOD

SELECT

PREMIUM RECIEVE \$15 / HR
PERSONALLY MEET
AND ESCORT THE
TRAVELER

SELECT

BACK

TRAVELER

WHAT SORT OF TRAVELER ARE YOU?

COMFORT	<input type="range" value="85"/>
THRILL	<input type="range" value="50"/>
DISCOVERY	<input type="range" value="15"/>
LEARNING	<input type="range" value="10"/>
FAMILY	<input type="range" value="50"/>

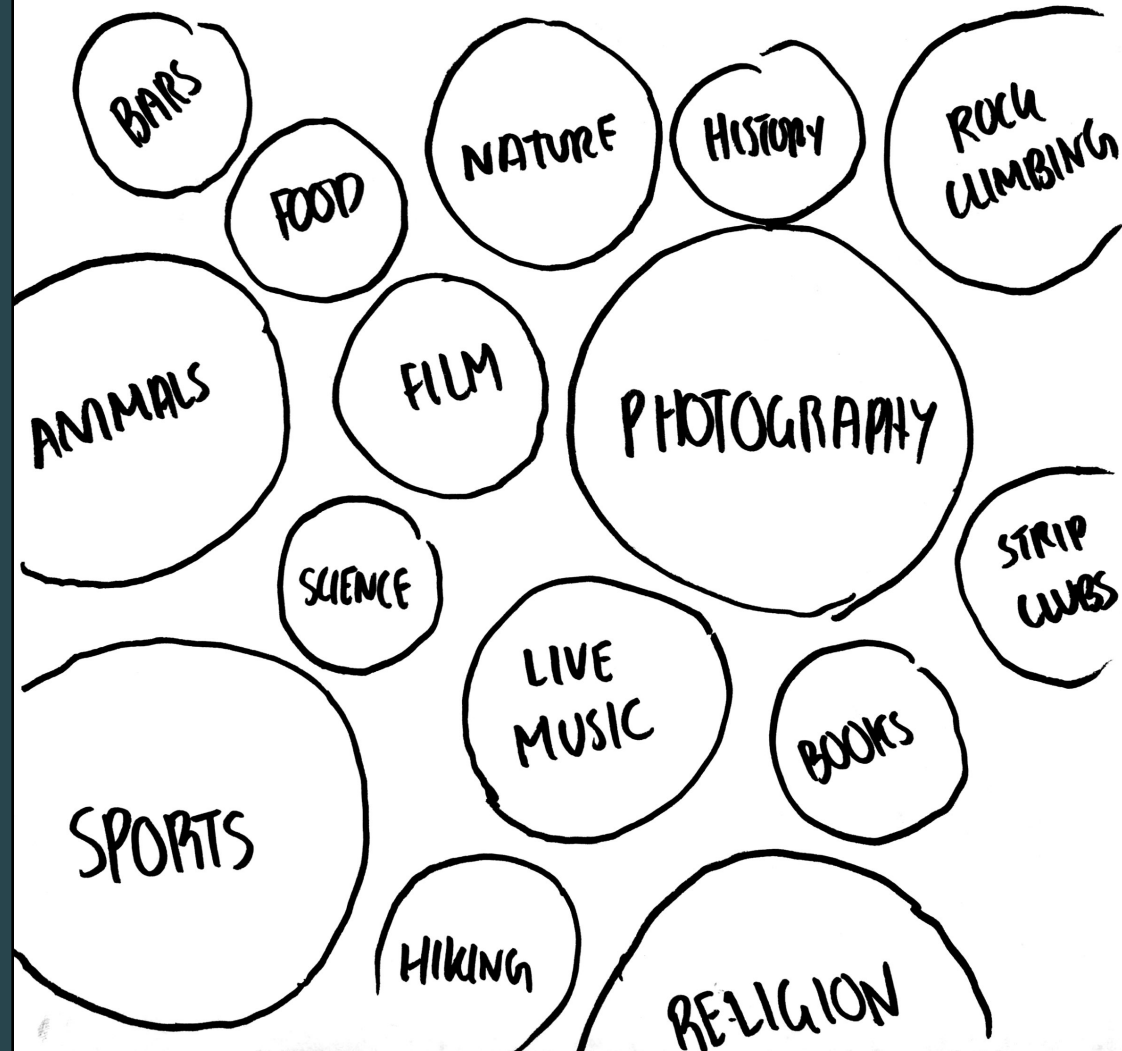
ALLOW ACCESS TO YOUR LOCATION

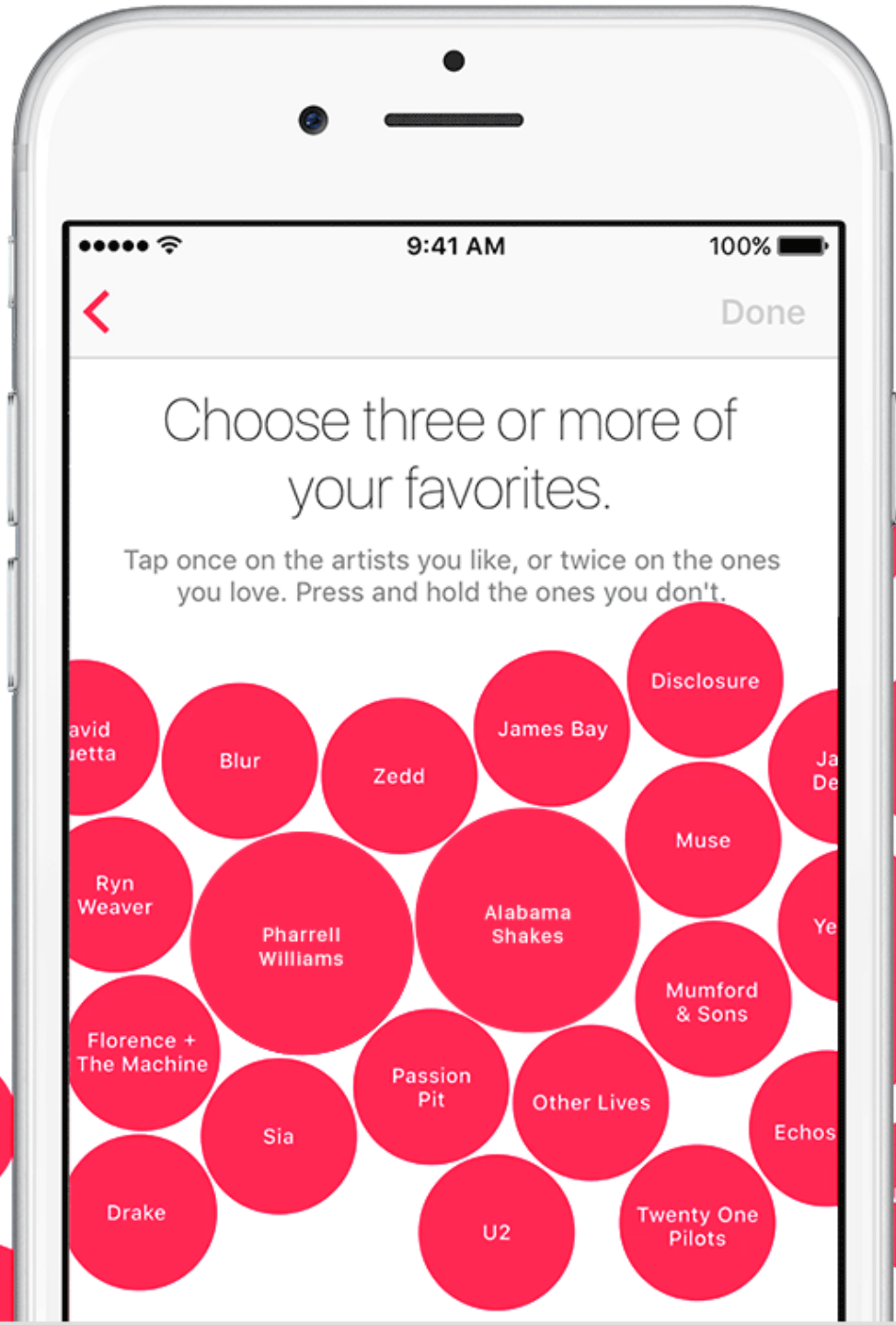
BACK

SELECT YOUR INTERESTS

NEXT

TAP ONCE FOR INTERESTS YOU LIKE, TWICE FOR THOSE YOU LOVE, HOLD FOR THE ONES YOU DON'T





9:41 AM 100%

< Done

Choose three or more of your favorites.

Tap once on the artists you like, or twice on the ones you love. Press and hold the ones you don't.

- Ed Sheeran
- Sam Smith
- Bibio
- Chris Brown
- Spoon
- David La Tourette
- Blur
- Zedd
- James Bay
- Disclosure
- Muse
- Ryn Weaver
- Pharrell Williams
- Alabama Shakes
- Mumford & Sons
- Florence + The Machine
- Passion Pit
- Other Lives
- Sia
- Drake
- U2
- Twenty One Pilots
- Twin Shadow
- Pitbull
- Florence + The Machine
- Zedd
- Jessie J
- Echos
- Lirvana


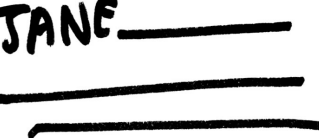

BACK

MATCH


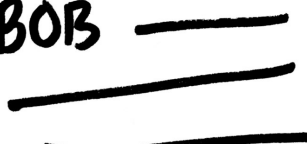

NEXT

SELECT YOUR TRAVELERS / GUIDE

 ALEX  4.8 

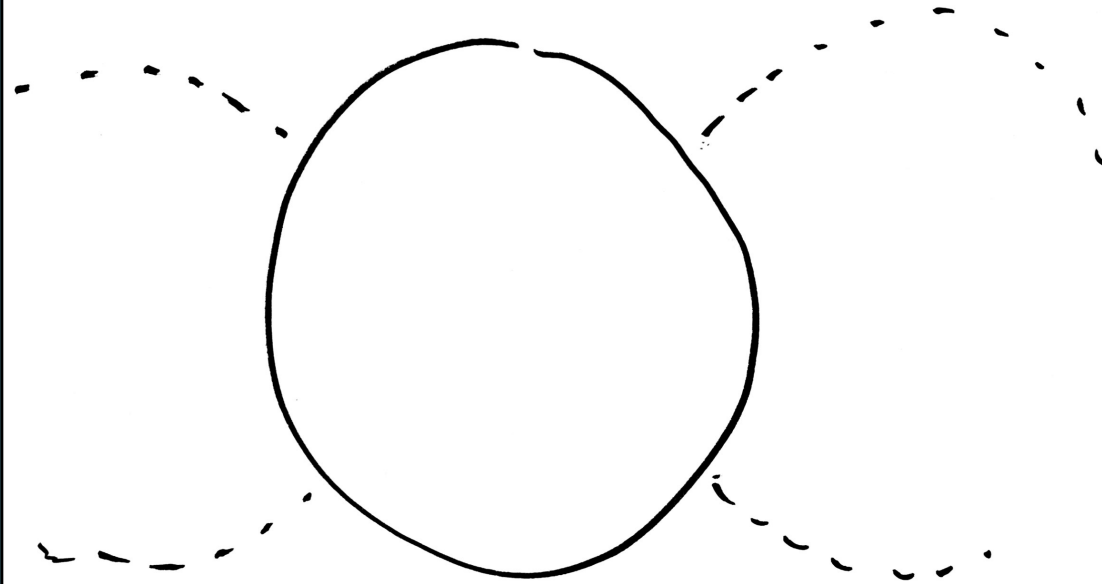
 JANE  3.1 

 MARK  4.9 

 BOB  2.5 

BACK

K A T



TEXT 

CALL 

ASK FOR
A LIST OF
SUGGESTIONS

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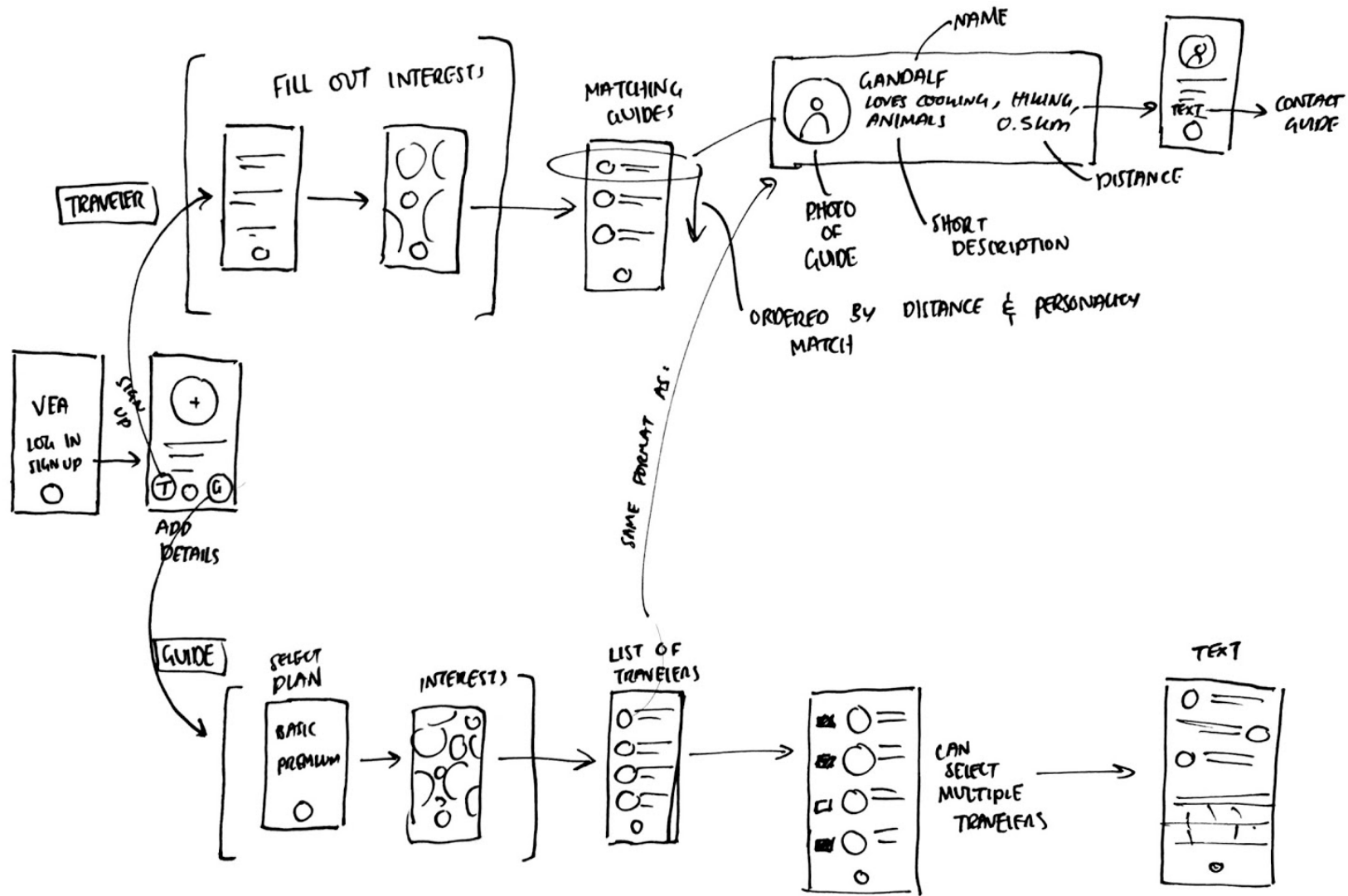
Experimental Results

Suggested UI Changes

Summary

TASK 1 (SIMPLE)

- USER WANTS TO CONTACT A 'GUIDE' / SOMEONE WHO KNOWS AREA
- GUIDE WANTS TO BE CONNECTED WITH TRAVELER



TASK 1

TASK 2 (MODERATE)

USER WANTS TO FIND FUN, RELEVANT ACTIVITY
UNIQUE TO THE AREA

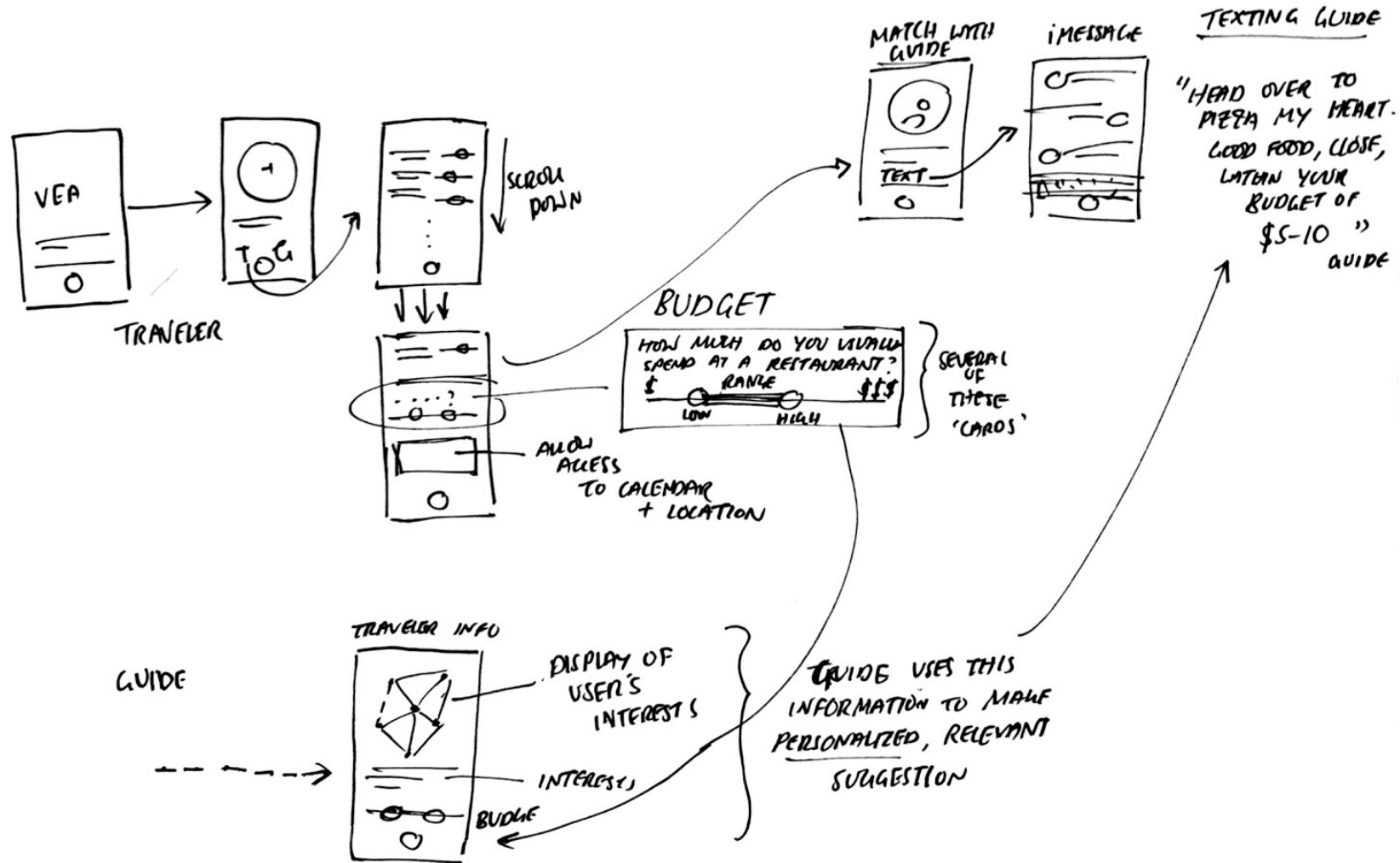


TASK II

TASK 3 (COMPLEX)

USER WANTS TO PERFORM AN ACTIVITY GIVEN
A SET OF CONSTRAINTS

- TIME
- MONEY
- LOCATION



TASK III

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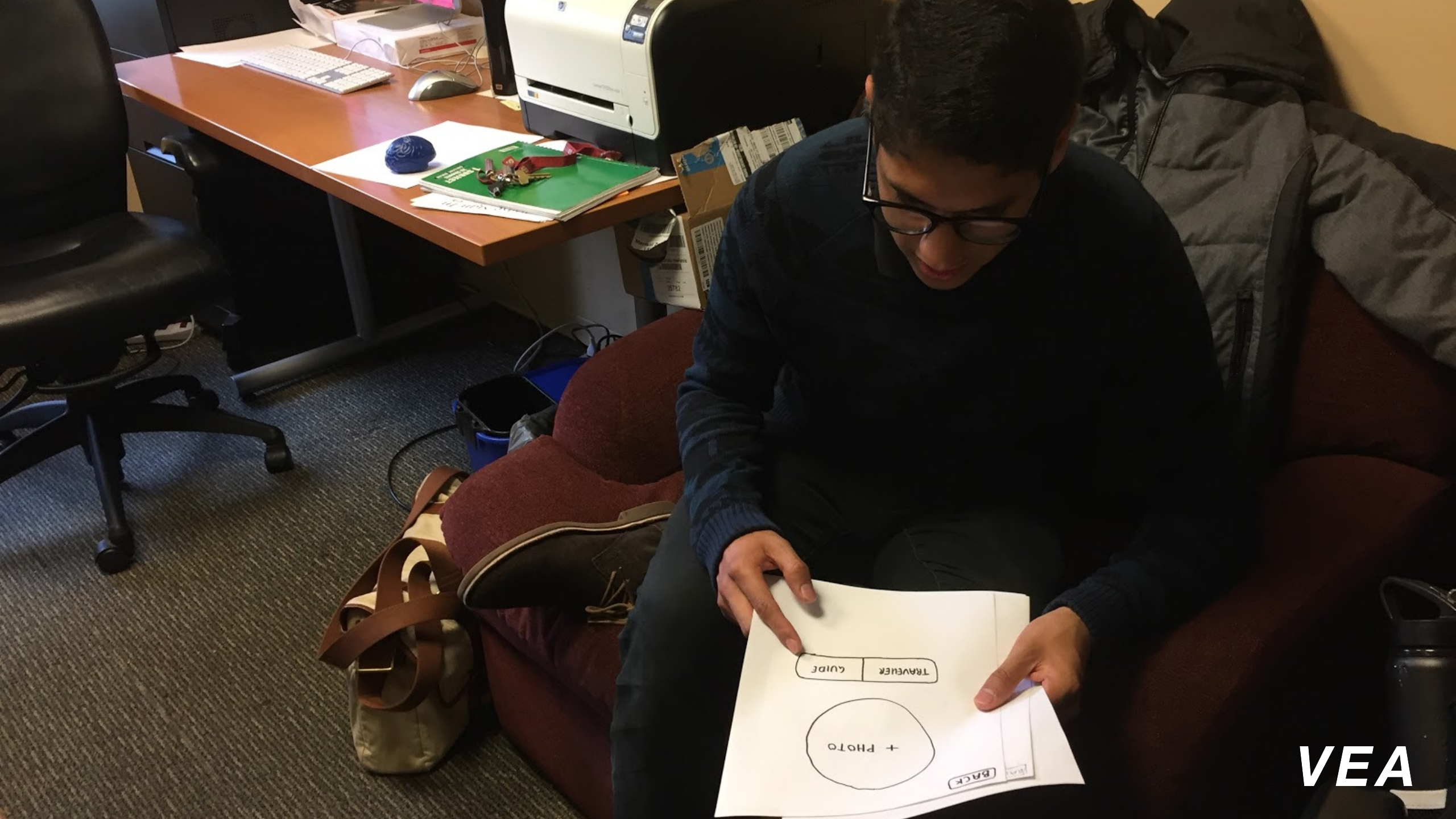
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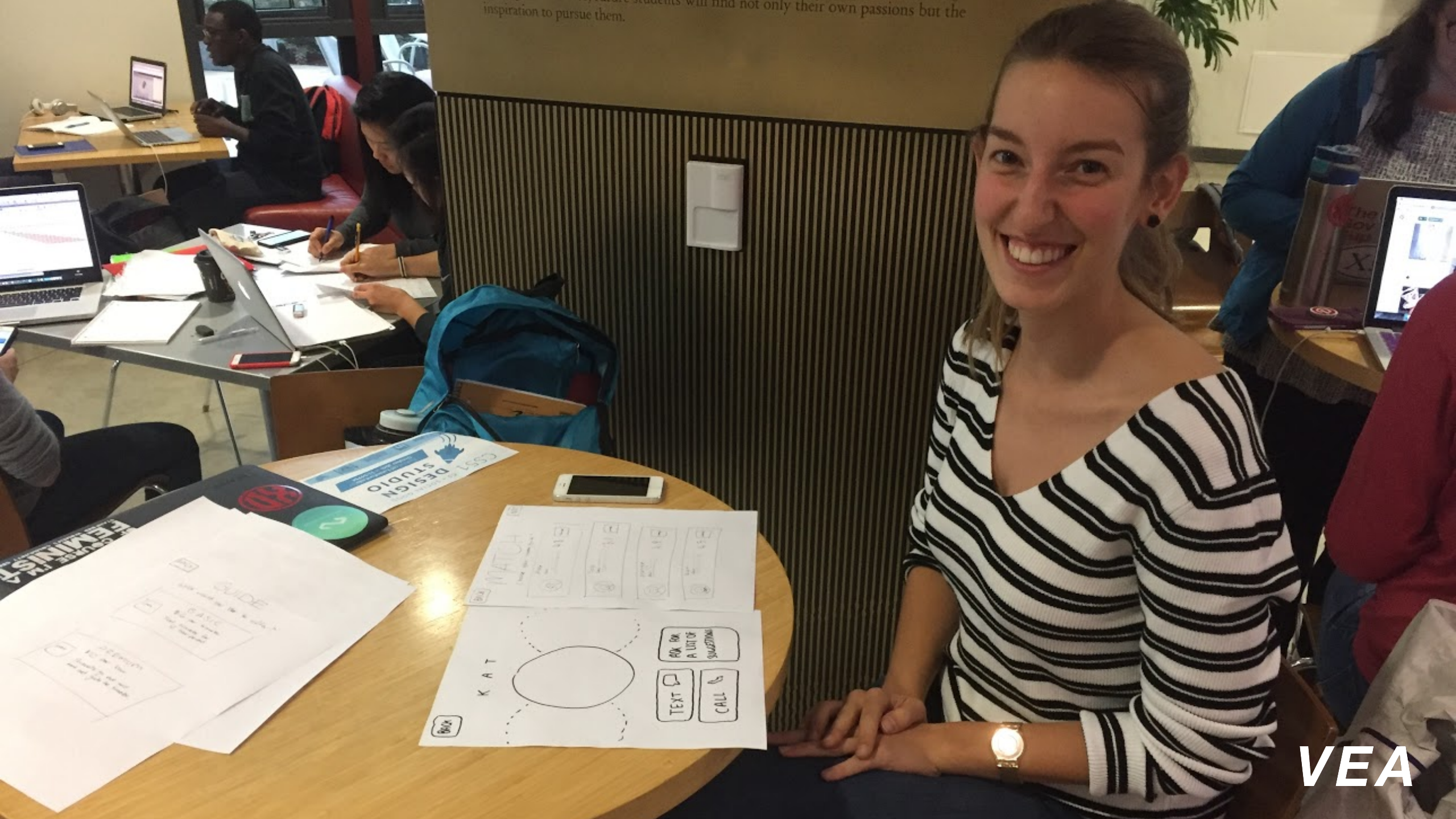
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VEA



inspiration to pursue them.

VEA

METHOD

ENVIRONMENT Participants recruited at various locations to get a very diverse sample.

PROCEDURE Paper prototype as iPhone 'screen'. Participants were told to go about trying to achieve the three tasks. One of the participants also served as a Guide instead of a Traveler.

MEASURES See if user can achieve tasks without direction. Studied facial expressions, hesitations, time taken, etc.

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RESULTS

PARTICIPANT I



BIO Stanford tour guide. Familiar with showing people around.
Compensation: 1 boba tea.

GOOD Found the UI to be incredibly easy to understand, followed tasks smoothly. Loved the ‘interest bubbles.’

IMPROVE Confused with the Basic/Premium plans screen. Wanted to be able to set shifts for himself.

PARTICIPANT II



BIO Seasoned traveler from Turkey.

GOOD Lots of feedback!

IMPROVE Had significant problems with our prototype. Confused by the interface, was especially confused by figuring how to move to the next screen. 'Next' button felt out of place in the top-right. Wanted more information about guides and payment plans.

PARTICIPANT III



BIO Traveling French entrepreneur.

GOOD Found the UI to be easy to understand, did not need much assistance.

IMPROVE Felt that the payment system needed to be reconfigured. Suggested rewarding guides for good ratings, partnerships with local museums/attractions, etc.

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SUGGESTED UI CHANGES

Rework screen navigation and placement of buttons

Simplifying 'interests' page – bubble interface a little confusing

Adding a 'help' page to explain how the app should work

Using Facebook for sign up information and verification

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S U M M A R Y

we learnt a great deal about how users *expect* to navigate our app

our prototype highlighted the app's strengths and weaknesses

we're excited to work on implementing the improvements to our app!



VEA

A person is silhouetted against a bright sky, sitting on the very edge of a dark, overhanging rock ledge. Below them, a vast, deep valley unfolds, featuring a large, calm lake that reflects the surrounding landscape. The valley is filled with rolling mountains and hills, some with patches of snow or light-colored rock. The overall atmosphere is serene and contemplative, with a soft, hazy light suggesting either dawn or dusk.

QUESTIONS