

# Midway Milestone Presentation

By Team Journey





Netta



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## Introduction

Heuristic Results

Design Revisions

Prototype

Demo

Summary

For this presentation, I'm going to go first re-introduce our problem the next discuss how the results from the heuristic evaluation informed our design changes. Finally, I will cover the progress we have made with the high fidelity prototype and what our next steps are.

## Value Proposition

Personalized Adventure  
On-Demand

Our value proposition is personalized adventure on demand

## Background

**Problem:** When traveling, people have difficulty finding specific next steps based on their interests without sacrificing time and spontaneity to create detailed plans.

When traveling, people have difficulty in the moment finding specific next steps based on their interests and their goals

## Background

**Problem:** When traveling, people have difficulty finding specific next steps based on their interests without sacrificing time and spontaneity to create detailed plans.



**Solution:** Hyperlocal, personalized, real-time recommendations to guide people through open-ended travel situations.

Our solution is hyperlocal personalized real time recs to guide people through their open ended travel situations



Introduction  
**Heuristic Results**  
Design Revisions  
Prototype  
Demo  
Summary

A few weeks ago we demo'd our medium fidelity prototype and received feedback from the heuristic evaluation

## Heuristic Violations Summary



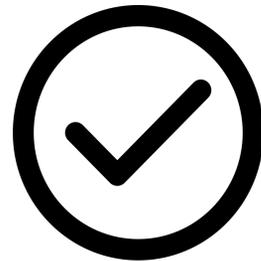
53

Total Heuristic  
Violations



4

Severity 3-4  
Violations Resolved



~50%

Total Violations  
Fixed

We resolved every severity 3 and 4 violation (we didn't have any severity 4). For every other heuristic violation, we either fixed it or decided that it should not be fixed either because of increased complexity or low value. In total, I estimate that we fixed a bit over 50 percent of the violations and decided that the other half were either not significant usability problems, not relevant to the core functionality of the product, or required too significant of a redesign given the severity rating. We also addressed a significant amount of the TA feedback that was not directly in the heuristic violation report

## Example of Ignored Heuristic Violation

### H3 User control and freedom (Severity 1)

**Issue:** There's no way to say a solid no to connecting Facebook or Google Calendar. Users may want this option, since "Later" implies that the app will inconveniently ping me about it again later.

**Fix:** Add button to say No

Here is an example of a skipped Heuristic Violation

## Severity Themes

Overly  
complex  
feedback  
mechanisms

Lack of user  
control in  
settings

Ambiguous  
social  
connection

A quick overview of the high severity issues spread across three themes: overly complex feedback mechanisms, lack of user control in settings, and ambiguous social connection

We received a lot of heuristic violations and TA feedback about our feedback mechanisms. Overall, there was a lot of confusion over their complexity as well as how each worked.



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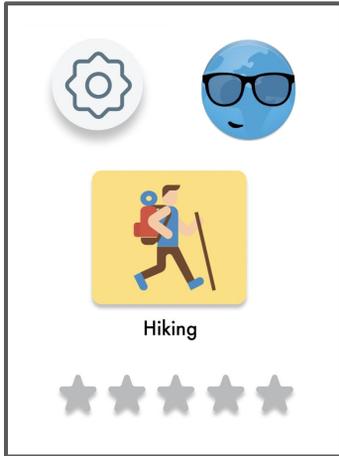
## Overly complex feedback mechanisms

*"I'm concerned about the complexity of the interface for this task. Is it necessary to have three different ways of communicating personal preferences (initial visual quiz, chatbot, and settings list)? Can you think of a simpler, more consistent approach?"*

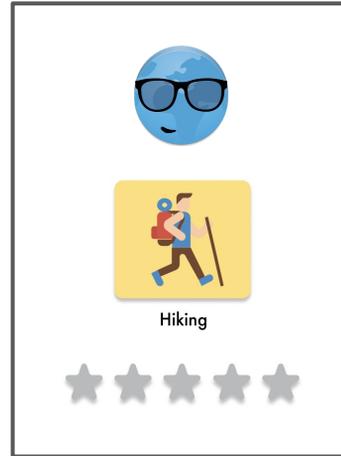
Here we actually have a quote from Parastoo which although not a Heuristic Violation quote, we thought really well summarized some of our problems

## Overly complex feedback mechanisms

Before



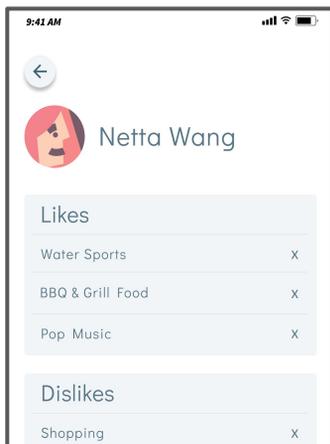
After



To address complex feedback mechanisms, we completely scrapped the original settings option where users could add or remove dislikes in the settings page.

# Overly complex feedback mechanisms

Before



After

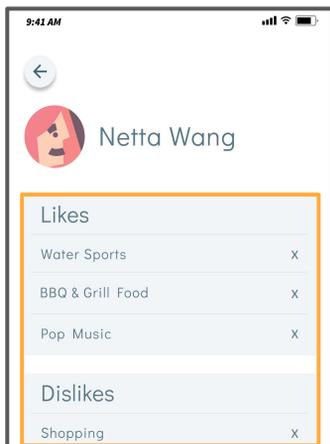


Instead we revamped the chatbot experience such that users could now press a pre-selected button “what have you learned about me” that outputs the key information. Users can then type back to the chatbot to update their preferences, consolidating the experience within one chat window, reducing the number of avenues users have to go to update their interests

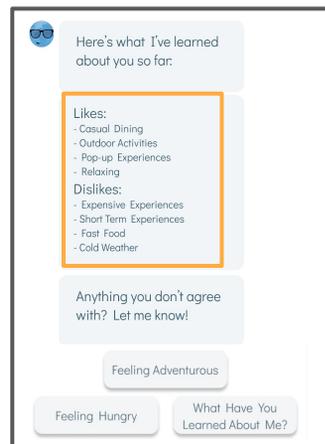
# Overly complex feedback mechanisms

Severity  
3

Before



After

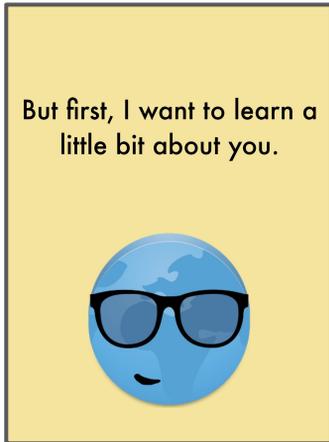


This severity 3 issue was also about the confusion of the survey answers not literally mapping to the settings page. We solved this by making it more clear the survey was learning general characteristics. First we made the likes and dislikes more general

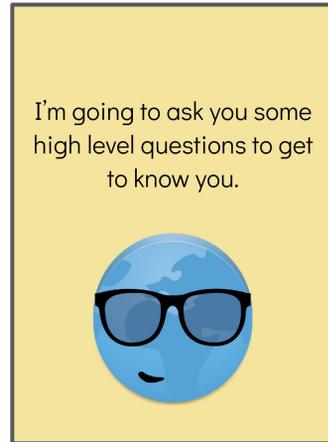
## Overly complex feedback mechanisms

Severity  
3

Before



After



Next we made the onboarding screens state this more clearly

# Overly complex feedback mechanisms

Severity  
3

Before



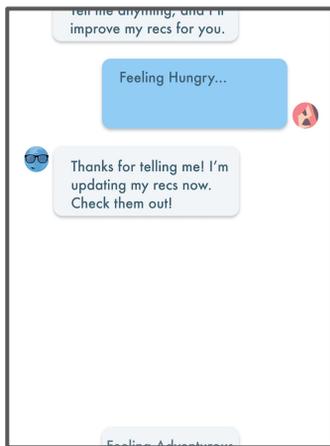
After



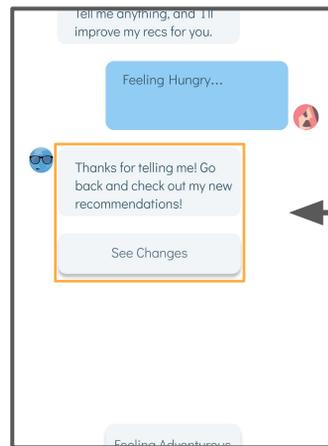
## Overly complex feedback mechanisms

Severity  
3

Before



After



Another severity three issue we had was about it not being clear that recommendations on the homescreen were updated because the back button was the only way to go from the chatbot to the home screen. We've made that more clear through language and a clearly defined button to go back.

# Overly complex feedback mechanisms

Before



After



We also received feedback that our ratings feedback could use more simplification.

# Overly complex feedback mechanisms

Severity  
3

Before

What did you think of the Lake Union Kayaking?



☆☆☆☆☆

After

Did you go to Lake Union Kayaking?



No Yes



Furthermore, if a user did not visit a place, we provided that opt out of the feedback as well

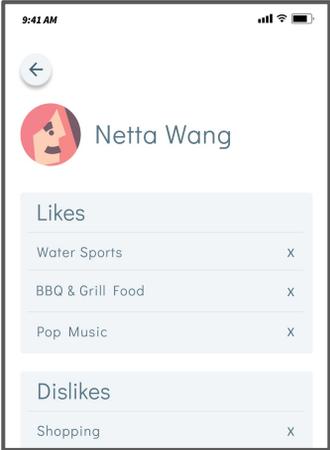
## Lack of user control in settings

*After rating the experience, however, there is no way to go back and change the rating in case the user accidentally selected the incorrect rating. This can be a little frustrating to the user.*

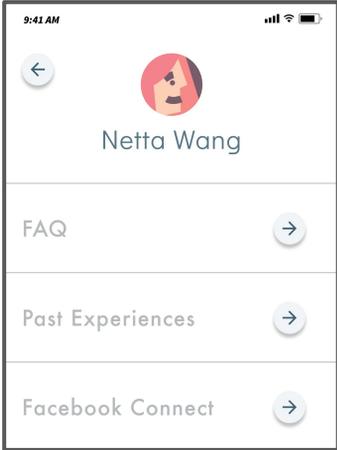
For the second theme of lack of user control, we revamped our user settings to be more traditional, containing features such as FAQ, a past experiences tab to re-rate experiences, and the ability to reconnect social

# Lack of user control in settings

Before



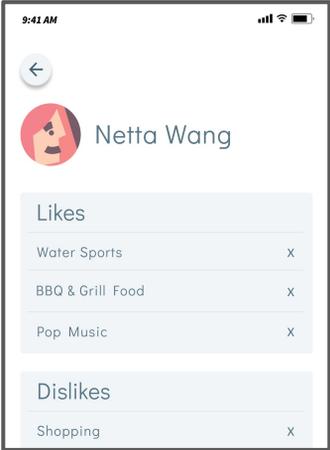
After



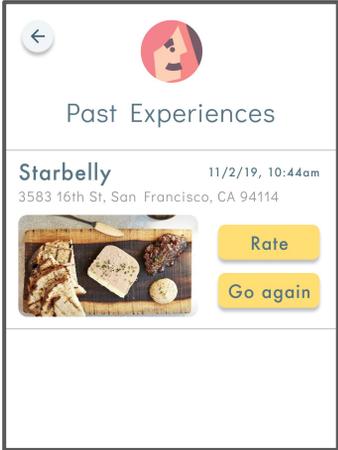
For the second theme of lack of user control, we revamped our user settings to be more traditional, containing features such as FAQ, a past experiences tab to re-rate experiences, and the ability to reconnect social

# Lack of user control in settings

Before



After



For the second theme of lack of user control, we revamped our user settings to be more traditional, containing features such as FAQ, a past experiences tab to re-rate experiences, and the ability to reconnect social

## Ambiguous Social Connection

*“When users click into a recommendation, there is no way of seeing which of their friends recommended the activity, even though profile pictures are displayed in the summary view of recommendations.”*

For the final high level severity theme, we focused on creating more transparency with social information. We put all the friends on this page so that when a user clicks on the page, they don't have to recall which friends liked a location. We also made it more clear that the friends are on the page because they visited and enjoyed an experience

# Ambiguous Social Connection

Severity  
3

Before

## Kayaking on Lake Union

98% match

Waterfront company providing kayak & paddleboard rentals, private tours, lessons & children's camps.  
[Read more...](#)

What others like you have said:

Family Quality Easy

11 friends recommend this!

Lexie says "great way to spend an afternoon!"

After

## Lake Union

match

Waterfront company providing kayak & paddleboard rentals, private tours, lessons & children's camps.

Tags from friends

Family Quality Easy

Friends who've visited

Lexi, Tom, and Soraya

Reviews from friends

Lexi Oliva August 14, 2019

★★★★★

Great way to spend an afternoon! You'll want to plan for at least 2 hours and a change of clothes!

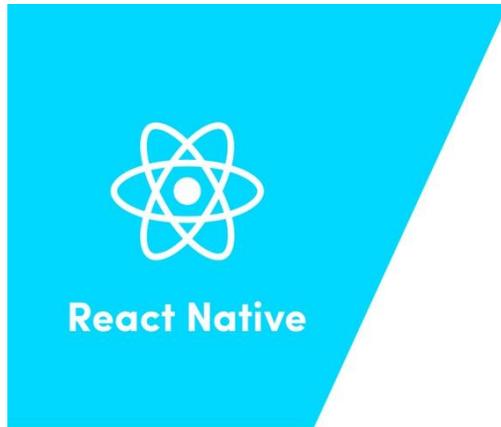


Finally, as a minor fix, if the user does not recognize someone, if they click on the user, their name shows up below



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## Prototype Tools

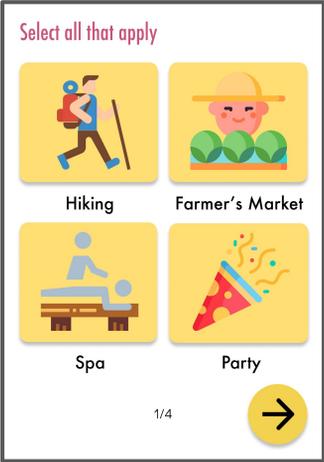


We decided to build our high fidelity prototype in React Native for iOS. This gives team members without MacOS the ability to write code and compile for Android so we can make parallel progress on features and then merge for iOS

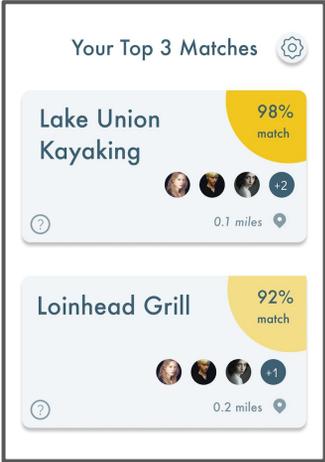
# Implemented Features



Onboarding



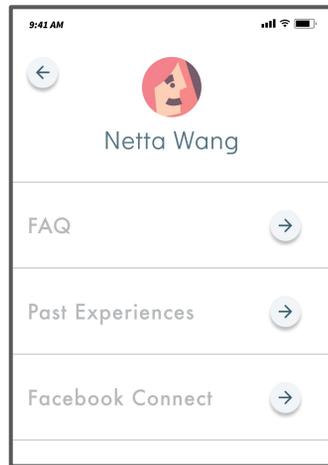
Recommendation Survey



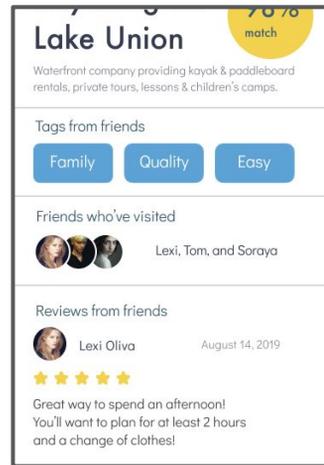
Home Screen Matches

So far, we have built our codebase off of the boilerplate code, set up our environments, and have implemented Task 1, Users want to know what is around them. This has three parts to it, the onboarding flow to preface the user's experience, the rec survey, and finally the matches that show up as a result. I will discuss this in greater detail for the demo.

## Next Steps



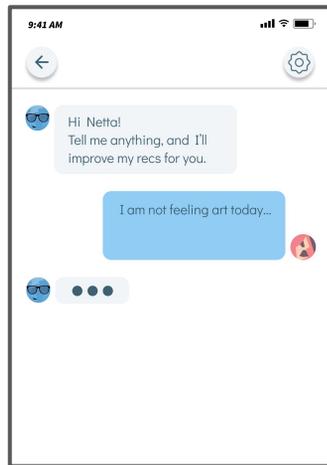
Settings Page



Social Proof

Our next steps are to implement the remaining features. Our second task is fairly trivial, and is as simple as adding a few hard coded pictures of friends on the home screen that are not currently there, so we envision that will take about an hour. For the bulk of our next round of coding, we need to implement the task 3 feedback mechanisms which includes rating and chatbot. We also want to build the settings page to create the full end to end experience based on our Figma Designs.

## Next Steps



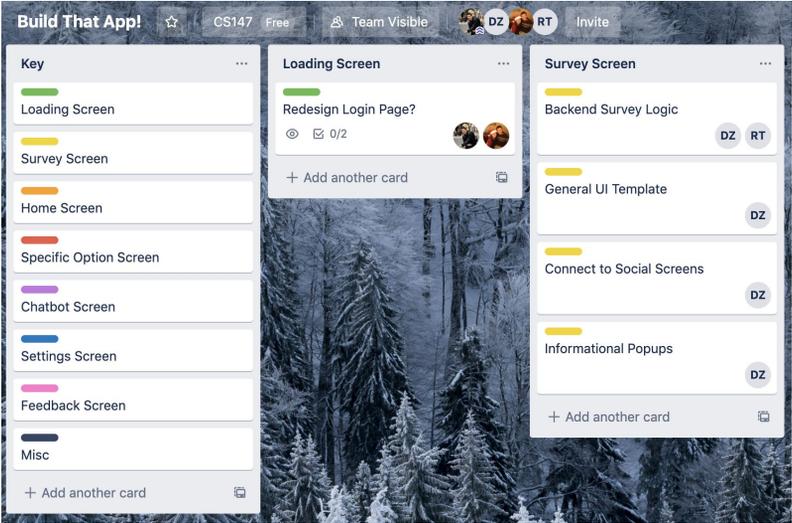
Chatbot Experience



Rating System

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# Next Steps



We're using Trello to organize and delegate responsibilities for the rest of the quarter. Here is an example of what our Trello board looks like.

## Next Steps

Thanks  
giving  
Break

Task 2 +  
Settings  
screens

Final  
Report  
Rough  
Draft

Project  
Poster

---

Week  
10

Task 3  
screens

Final  
Report  
Final  
Draft

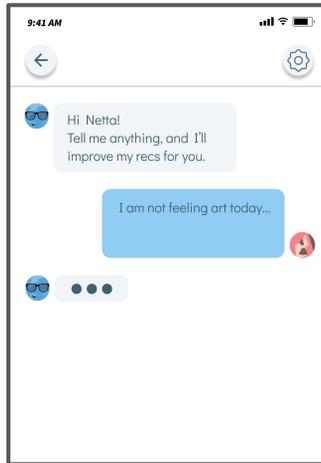
Final  
Presentation  
slides

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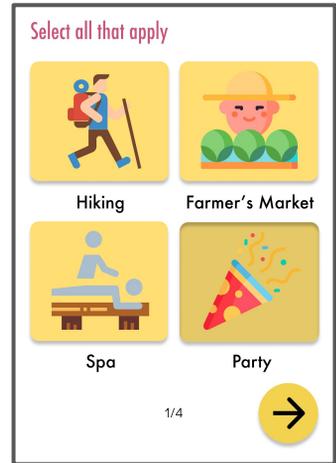
# Wizard of Oz and Hard Coding



Location, Social, and Friend Data



Chatbot Experience



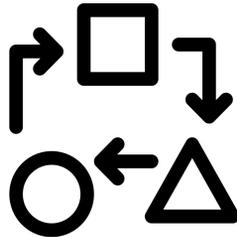
Survey Scoring

Are we going to hard code the friend recommendation stuff?

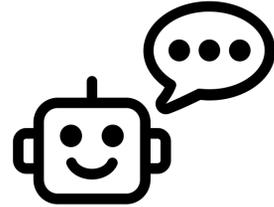
## Issues & Difficulties



Custom Font  
Loading



React Custom  
Transitions

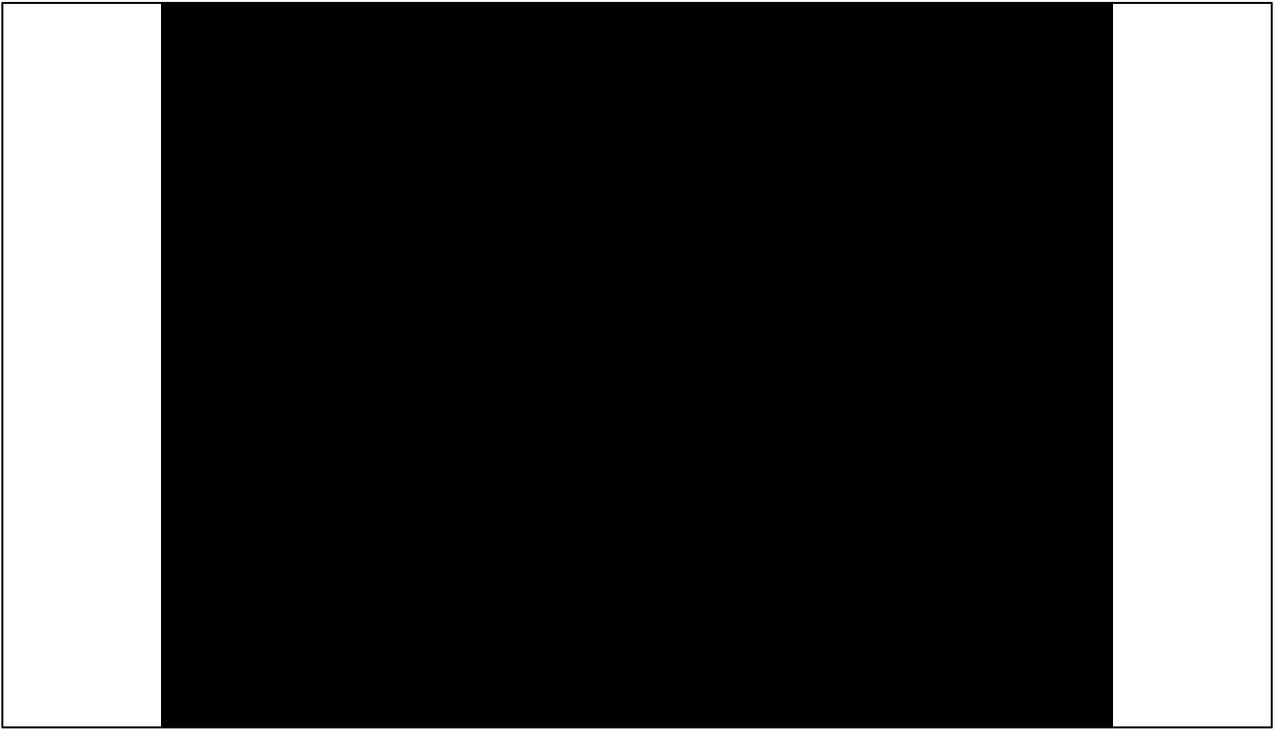


Chatbot Wizard of  
Oz

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- Fixed, addressed Heuristic Violations and TA feedback
- Organized and delegated remaining responsibilities through Trello
- Implemented Task 1 on React Native code base

# Q&A

# Appendix