

## Heuristic Evaluation of SoundPrints

Evaluator A

Evaluator B

Evaluator C

(Your TA will remove your names before the document is given to the project team. Throughout the report, use these letters to identify yourselves.)

### 1. Problem/Prototype Description

SoundPrints is a geography-based voice-recording sharing platform that allows users to share and listen to voice recordings about a place that they're exploring.

### 2. Violations Found

**1) H1: Visibility of System Status / Severity 2 / Found by A, B**

When you click on "Bob" within the "Chat", the screen switches to a "Search" page with Bob's name in the text input, then it quickly switches to Bob's chat page. This is confusing because the user expects it to go straight to Bob's chat page. Also the "Search" page with Bob's name in it only shows on the screen for 1 second so the user can't even process what is going on.

**Fix:** Take out the middle screen that only shows for 1 second. Make sure that when "Bob" is clicked in "Chat", it goes directly to Bob's chat page.

**2) H1: Visibility of system status / Severity 2 / Found by B**

The recording process does not have any indication for the progress the user made in the process.

**Fix:** Include progress bar (since it seems like 3 steps – get to screen, record, then post – something like the 3 dots commonly found in e-commerce checkout platforms could work)

**3) H1: Visibility of system status / Severity 3 / Found by B**

On the recordings list page, there is no indication for how long the recording has been playing.

**Fix:** Add indicator/progress bar for the audio playing

**4) H1: Visibility of System Status / Severity 4 / Found by A**

Within the "Friends" page after you select the plus button in "My Audios" there is a search bar. It is not clear what the search is for. Since it is the "Friends" page, is the

search to add more friends? Or since it's under the audio file, is it to search for more audios?

**Fix:** Clarify what the search is for in the design by adding a heading above it or adjusting the ordering of other UI elements and headers already existing on the page.

**5) H1: Visibility of System Status / Severity 2 / Found by A**

Inside "My Audios" the plus button allows you to select which friends you want to send it to, but why is this necessary if you already chose Bob? The user task flow had you go to Bob's chat message in order to get to "My Audios" so it doesn't make sense why you would go and select more people to send it to after you already set it to Bob.

**Fix:** Take out the plus button in "My Audios" and the screen that follows.

**6) H1: Visibility of System Status / Severity 2 / Found by C**

In the "Chat" bar, there is no way to see the status of a message. Messages may fail to send, or maybe people want to turn on read receipts. It is also common for text based apps to have a "Typing" ... icon when the other person is texting back. Currently, there is no way for a user to know whether their message was sent, when it was sent, and whether it was read and getting a response.

**Fix:** Add text status, such as "Delivered, Read at 00:00, ..."

**7) H1: Visibility of System Status / Severity 1 / Found by C**

When submitting a recording, the user can enter a "Title" and "Description" for their audio recording. I don't see what the purpose of the "Description" for the audio file is. Is the description "by Robert Johnson on 1/28/22" for the recording "Drive and Power", or is that just default metadata included in every audio file, similar to how every Youtube video includes the information of the channel that published it?

**Fix:** Specify if the subtitle listed under "List All Recordings" is the description of the recording.

**8) H2: Match Between System and the Real World / Severity 2 / Found by C**

On the "Record" screen, the location displays what I assume is the town (Stanford). Below that, it displays latitudinal and longitudinal coordinates. If the task is to give a more specific location within Stanford and show it to the user, latitudinal and longitudinal coordinates don't do this in a natural way humans can understand.

**Fix:** Replace coordinates with something else, such as a landmark (Eg. The Dish, or University Ave, like Instagram and Snapchat filters)

**9) H2: Match b/w System & World / Severity 1 / Found by B**

The clock UI for the iOS is colored red for all screens, which only occurs when something is being actively recorded.

**Fix:** Change clock UI to normal colors unless the user is recording something.

**10) H2: Match b/w System & World / Severity 1 / Found by B**

The wording “radius” is not commonly used when talking about an area in “Play All in Radius.” “Set Map Radius” is awkward wording as well.

**Fix:** “Play All in Radius -> Play All in Area,” “Set Map Radius” -> “Set Area Radius”

**11) H2: Match b/w System & World / Severity 0 / Found by B**

The “Text:” in the text input field seems out of place within the context of messaging other users.

**Fix:** Replace with “Aa” (Facebook Messenger) or “Message” (iMessage)

**12) H2: Match Between System and the real world / Severity 2 / Found by C**

When attachments and files are sent, it isn’t necessarily an audio file. However, in this app, this isn’t the case. On the chat with Bobby, when a recording is sent, it shows a piece of paper with a music note on it. To open audio files on a phone or messenger, there is usually a “Play” button, or some other text indicating it is an audio recording.

**Fix:** Make audio recording in text have a “Play” button or some other feature letting user know it is a recording.

**13) H3: User Control & Freedom / Severity 4 / Found by A**

You are unable to pause the recording once it starts playing.

**Fix:** Implement the functionality for the pause button.

**14) H3: User Control & Freedom / Severity 4 / Found by A, B, C**

Once you click on the “Record” screen, you cannot leave because the tab navigation does not work. You can only exit this page if you go through the entire process of recording something.

**Fix:** Allow users to navigate to different pages once they are in the “Record” screen.

**15) H3: User Control & Freedom / Severity 2 / Found by A, C**

Once you hit “Record”, the “Back” button does not work.

**Fix:** Allow users to leave the recording page with the “Back” button.

**16) H3: User Control & Freedom / Severity 3 / Found by A**

“My Audios” within “Choose Audios” you cannot uncheck an audio file after you have checked it. Users may change their minds and not want it anymore.

**Fix:** Allow users to uncheck audios that were previously checked.

**17) H4: Consistency & Standards / Severity 1 / Found by A**

When you hit “Start” within the “Record” page, the “Stop” and “Cancel” buttons shift placements and are no longer centered.

**Fix:** Make sure that the constant UI elements stay in their place when users navigate to different screens.

**18) H4: Consistency & Standards / Severity 1 / Found by A, B, C**

When you hit “Start” within the “Record” page, the entire navigation bar shifts by several pixels, and two of the icons within the navigation bar are swapped.

**Fix:** Make sure that the navigation bar does not move or switch order across different screens.

**19) H4: Consistency & Standards / Severity 1 / Found by A**

The “Back” button on all pages does not align with the font styles or color scheme. It also has a black border, which is not consistent with any of the other button elements in the prototype.

**Fix:** Maintain consistency with all fonts, font sizes, and colors in your design system.

**20) H4: Consistency & Standards / Severity 1 / Found by A**

The red text is not consistent with the color scheme and feels too jarring and hard to read with the map right behind it.

**Fix:** Make a pop-up box with a white background and slight drop shadow and black text.

**21) H4: Consistency & Standards / Severity 1 / Found by A**

“View List of Recordings Made Here” and “Play All in Radius” button text size varies and is not consistent. If the color and font of the buttons are the same, the text size should be as well.

**Fix:** Reword the text to be shorter so that you can then make the text the same size.

**22) H4: Consistency & Standards / Severity 1 / Found by A**

Inconsistent usage of fonts, font sizing, and font-weight, especially on the “Recordings Made Here” page. There seem to be three different fonts: the vertically stretched font, the font of the screen title, and the thicker font for “Set Map Radius”

**Fix:** Only use 1-2 fonts and stay consistent throughout the app design. If you want to vary the font-weight, vary it within the same font but do not change the font itself completely.

**23) H4: Consistency & Standards / Severity 1 / Found by A, B**

The check box that appears in “Autoplay” and confirmation screens is an inconsistent shade of green with the color scheme. The green has a lot more blue in it than the lime green used for other elements. The style also feels very different from the rest of the app design.

**Fix:** Maintain consistent shades of colors.

**24) H4: Consistency & Standards / Severity 1 / Found by A**

When playing “My Fave Spots” the entire UI shifted a couple of pixels.

**Fix:** Make sure that constant UI elements stay in the same spot as screens change.

**25) H4: Consistency & Standards / Severity 2 / Found by A**

The titles of the screens at the top are unnecessarily large and take up too much space on the screen.

**Fix:** Significantly decrease the font size of the screen titles.

**26) H4: Consistency & Standards / Severity 1 / Found by A**

The text input box and keyboard within the “Search” for the “Chat” look like it is from iMessage. This is inconsistent with what users normally expect the keyboard to look like for a search because it offers an add picture icon and says “iMessage” inside the text input.

**Fix:** Use a text input box and keyboard that only allows users to input text and does not say “iMessage”.

**27) H4: Consistency & Standards / Severity 1 / Found by A**

The “Search” page with Bob’s name in it uses a darker orange text on a white background while the orange text against the white background in Bob’s chat page is much lighter. Inconsistent color shades across pages and elements.

**Fix:** Use the dark orange for text any time you put text against a white background.

**28) H4: Consistency & Standards / Severity 3 / Found by A, B**

After you click the send button to send an audio file to Bob, it takes you to a confirmation “Sent” page instead of the specific chat page with Bob. If you click the screen again to get rid of the confirmation page, you are taken to the main chat page with every person you’ve chatted with. This does not maintain consistency with other chat platforms that the user may be used to.

**Fix:** After a file is sent to a specific user, the next screen should be the chat with that specific user, showing that the file was sent in the message box.

**29) H4: Consistency & Standards / Severity 4 / Found by A**

Inside “My Audios” there is a plus button. Users would expect this to be a place to add another audio, given the screen title, but instead it takes you to a page called “Friends”. This is inconsistent with what users are accustomed to.

**Fix:** Take out the plus button or make the plus button take the user to the “Record” page.

**30) H4: Consistency & Standards / Severity 4 / Found by B**

After pressing stop while recording, the ear navigation icon changes to a microphone icon. Users may be unsure on whether the navigation button leads to the same screen or not after it changes

**Fix:** The button should lead to the same screen and should have the same icon.

**31) H5: Error Prevention / Severity 2 / Found by A**

The “Post” button in the “Record” page has the same styling as the “Resume” button, making it difficult for users to decipher and easy for users to accidentally press one button when they meant to press the other.

**Fix:** Emphasize the “Post” button and differentiate it from the “Resume” button by making it a different color or using different styling that stays within your design system.

**32) H5: Error Prevention / Severity 4 / Found by B**

The slider for setting the map radius is prone to user error. For instance, the user may want to set the radius to 0.5 miles when they would not be able to do so easily using a slider.

**Fix:** Replace slider with dropdown for preset radius options or allow users to type it in themselves.

**33) H5: Error Prevention / Severity 4 / Found by C**

Submitting a recording is an action that cannot be undone if the user accidentally uploads the wrong recording. Consequences are high since it can be viewed by others.

**Fix:** add an undo button after submitting a recording, allow users to remove one of their recordings, add a confirmation screen before posting

**34) H5: Error Prevention / Severity 2 / Found by B**

The title and description text entry boxes for the recordings should show a text limit that is appropriate to the usage of the application.

**Fix:** Add a character limit e.g., 280 characters max ala Twitter.

**35) H6: Recognition rather than recall / Severity 4 / Found by B**

Users cannot tell which recording they have posted or how many through any of the UI available in the prototype.

**Fix:** Add tab for recordings a user has posted or mark them on the playlist.

**36) H7: Flexibility & Efficiency of Use / Severity 3 / Found by A, C**

Cannot click on “View List of Recordings Made Here” until after the user has played all recordings in radius. I feel like this button would be the one I as a user would want to click on much more than “Play All in Radius”.

**Fix:** Make “View List of Recordings Made Here” clickable/accessible immediately once the user enters the “Listen” Screen. You may want to consider making this button more prominent or featured than the “Play All in Radius” button. You could also move the “Play All in Radius” button inside the screen with all the recordings.

**37) H7: Flexibility & Efficiency of Use / Severity 4 / Found by A**

You are only able to see “My Audios” if you are in a chat with someone and choose to send them audio. As a user, I would want easy access to be able to see “My Audios” even if I wasn’t ready to send it to someone.

**Fix:** After a user records an audio, instead of showing the confirmation screen, take them to “My Audios” so they can see everything they have recorded.

**38) H7: Flexibility & Efficiency of Use / Severity 4 / Found by A, B**

After clicking “Back” from “Recordings Made Here”, you are taken back to the map page, but there is also a “Back” button on this page. If you keep clicking “Back”, you end up in an infinite loop of stitching between the “Recordings Made Here” page and the map page.

**Fix:** Take out the “Back” button on the map page.

**39) H7: Flexibility & Efficiency of Use / Severity 4 / Found by B**

The playlist resetting when the user is outside of the original radius is way too punishing for users that may want to continue listening to the playlist

**Fix:** Instead of resetting the playlist, prompt the user if they would like to continue on the playlist or get the new one according to their location.

**40) H7: Flexibility & Efficiency of Use / Severity 2 / Found by B, C**

In messages with Bob, the user cannot listen to/get any information about the audio recording they sent to Bob previously.

**Fix:** Display information about the recording when clicked.

**41) H7: Flexibility and Efficiency of Use / Severity 3 / Found by C**

On the “My Audios” page when sending Bob a message, the audio clips do not include details such as the time it was taken at and the specific location. If a user took multiple recordings around the Stanford Dish and the Oval last afternoon, for example, it would be difficult for the user to distinguish what recordings were taken where and when if all they see is “Made in Stanford, CA” and the duration.

**Fix:** Add more details than “Made in Stanford, CA” as a subtitle. Can also make the name of the recording contain useful information to reduce clutter.

**42) H8: Aesthetic & Minimalist Design / Severity 2 / Found by A, B**

The “Home” screen does not seem to serve a purpose other than showing the same buttons in the tab navigation bar. As a user, I would not want the home screen because it’s just an extra click to get to the parts of the app I really want. Also, if I am on Listen, Record, or Chat where I have access to the tab navigation, I would never need to click Home.

**Fix:** Take out the home screen altogether and only have 3 buttons in the tab navigation for Listen, Record, and Chat.

**43) H8: Aesthetic & Minimalist Design / Severity 1 / Found by A**

The color scheme does not feel to coincide with the principles of color theory. The orange and lime green combination is dissonant and clashes with each other.

**Fix:** Change the green in the color scheme to be deeper/darker, more olive, or blue to be complementary. Online color scheme generators may be helpful.

**44) H8: Aesthetic & Minimalist Design / Severity 1 / Found by A**

The white box behind “Set Map Radius” doesn’t seem necessary and is running into the “Back” button. It feels like there is a lot of clutter at the top with more of the map peeking out at the top.

**Fix:** Instead of only having white behind the Set Map Radius, make a white header bar that covers the top of the screen. This will make it cleaner and easier to read.

**45) H8: Aesthetic & Minimalist Design / Severity 1 / Found by A**

“View List of Recordings Made Here” is way too long of a title for a button. The amount of words is unnecessary and can be made more concise.

**Fix:** Shorten the text to something like “Recordings in Radius”.

**46) H8 Aesthetic and Minimalist Design / Severity 2 / Found by C**

The user can enter a “Description” for the recording before submitting. However, it’s purpose is not clear and I don’t see mentions of a description elsewhere in the app, so perhaps that feature could be removed and replaced with something else more useful, such as export quality, metadata about the audio file, etc.

**Fix:** Use the description of the recording somewhere, or replace.

**47) H8: Aesthetic & Minimalist Design / Severity 2 / Found by A**

The “Record” and “Chat” screens have titles at the top while “Listen” does not. This creates inconsistency. The user may also forget that the map is associated with “Listen” when that is not always intuitive.

**Fix:** Include a “Listen” title at the top of the screen of the “Listen” page.

**48) H8: Aesthetic & Minimalist Design / Severity 3 / Found by A, B**

There is another “Set Map Radius” slider on the “Recordings Made Here” screen, when we already set the map radius in the previous screen. This feels repetitive.

**Fix:** Take out the “Set Map Radius” within the “Recordings Made Here” page.

**49) H8: Aesthetic & Minimalist Design / Severity 2 / Found by A**

On the “Recordings Made Here” page there is both a “Return to Map” and “Back” button. These buttons do the same thing so having both is not necessary.

**Fix:** Take out either the “Back” button or the “Return to Map” button.

**50) H8: Aesthetic & Minimalist Design / Severity 3 / Found by A, B**

If a user wants to record, they have to hit the “Record” button and then the “Start” button which feels like too many unnecessary steps.

**Fix:** Take out the first “Record” page and just start with the page that allows you to actually start recording.

**51) H8: Aesthetic & Minimalist Design / Severity 2 / Found by A**

Once you hit “Record” there is a “Back” button and a “Cancel” button, which would have the same functionality.

**Fix:** Take out the “Back” button on this page.

**52) H8: Aesthetic & Minimalist Design / Severity 1 / Found by A**

The confirmation text after a user posts a recording uses a lot of repetitive and unnecessary words. It says, “Recording posted! The recording has been posted and can be viewed and shared!”

**Fix:** Make the confirmation message a lot more concise in its wording.

**53) H8: Aesthetic & Minimalist Design / Severity 2 / Found by A, C**

“Search or Add Friends” within the “Chat” uses too many words and starts to get confusing when the user is told that one button has multiple functionalities.

**Fix:** Cut down the words to just say “Search” and perhaps use a plus button or a user profile button to indicate adding friends.

**54) H8: Aesthetic & Minimalist Design / Severity 1 / Found by A**

The “Back” button on the “Chat” page is unnecessary when users can just use the tab navigation at the bottom.

**Fix:** Take out the “Back” button on the “Chat” page.

**55) H8: Aesthetic & Minimalist Design / Severity 2 / Found by A, C**

On Bob’s individual chat page, Bob’s picture and name take up way too much space on the screen. This is unnecessary and just prevents users from seeing the main purpose of the screen: the messages.

**Fix:** Make Bob’s profile picture much smaller and put Bob’s name horizontally next to the picture instead of stacked vertically.

**56) H8: Aesthetic & Minimalist Design / Severity 1 / Found by B**

The slider for map radius is clearly not to scale – 500ft is less than 1/10 of 1 mile, the slider is at ~20% for 500ft even though 1 mile is the max

**Fix:** Make the slider to scale (but honestly just remove the slider; refer to Violation 10)

**57) H8: Aesthetic & Minimalist Design / Severity 2 / Found by B**

The back button in the listen screen with the map leads to the landing page, which seems unnecessary given the landing page’s functionalities are all available

**Fix:** Remove back button

**58) H8: Aesthetic & Minimalist Design / Severity 1 / Found by B**

The set map radius bar is not centered.

**Fix:** Center the set map radius design.

**59) H8: Aesthetic & Minimalist Design / Severity 1 / Found by B**

The location pointer color (blue) is not in line with the overall color scheme of the app.

**Fix:** Adjust color to fit the color palette.

**60) H10: Help and Documentation / Severity 4 / Found by B**

The “How to Use” section does not include any of the three tasks, or a clear indication of what the tasks might be based on the description of the functionalities of the different screens.

**Fix:** Include more details/directions and add clarifications to the “How to Use” section of the README

**61) H10: Help and Documentation / Severity 4 / Found by C**

There are no help resources, links to private policies, or FAQs. Some users would definitely want an easy-to-find link to a private policy, for example, if their voices are being shared online to strangers.

**Fix:** Add Settings, FAQ, etc.

**62) H10: Help and Documentation / Severity 4 / Found by B**

I honestly was stuck trying to press the “Play All in Radius” and “View List of Recordings Made Here” buttons right after I entered the home screen for so long, and it didn’t work because I didn’t know that I needed to set the radius first.

**Fix:** Include exact steps on how to get to intended screens on the prototype in the README

**63) H11: Accessible / Severity 3 / Found by B**

The navigation buttons do not include any text, which makes the app inaccessible for visually impaired audiences as the cues are completely visual. The home screen makes up for it somewhat, but it only exists in the beginning.

**Fix:** Include text on navigation buttons with the name of the screens they should direct to.

**64) H11: Accessible / Severity 3 / Found by B**

The nature of the app is such that it is a completely auditory app, which makes the app inaccessible for audiences with difficulty hearing.

**Fix:** Include speech-to-text or transcription options.

**65) H11: Accessible / Severity 3 / Found by A**

When “Play All in Radius” is clicked and the audio has “finished” playing, the red text that pops up on the screen is only there for a brief moment. It does not appear for enough time for the user to read and comprehend it.

**Fix:** This text that pops up should appear on the screen until the user decides to close it, instead of a fixed time.

**66) H11: Accessible / Severity 3 / Found by A**

On Bob's chat page where you individually message Bob, the light orange text against the white background is very difficult to read.

**Fix:** Use a different color for the text and/or make the background of the text bubble a different color.

### 67) H12: Fairness and Inclusion / Severity 3 / Found by C

Apps that rely on users and locations are more likely to be used around populated, public areas. Perhaps a different interface or a larger radius selection could be used to allow people who live in rural areas to share recordings across further distances.

**Fix:** Adjust map radius range for non-populated areas

### 68) H12: Fairness and inclusion / Severity 3 / Found by B

The color scheme is predominantly red, orange, and green for the Record screen, which may result in confusion for an individual with red-green color blindness.

**Fix:** Change color scheme to not use complementary colors, especially a combination of red and green.

## 3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	0	1	4	1	1	7
H2: Match Sys & World	1	2	2	0	0	5
H3: User Control	0	0	1	1	2	4
H4: Consistency & Standards	0	10	1	1	2	14
H5: Error Prevention	0	0	2	0	2	4
H6: Recognition not Recall	0	0	0	0	1	1
H7: Efficiency of Use	0	0	1	2	3	6
H8: Minimalist Design	0	8	8	2	0	18
H9: Help Users with Errors	0	0	0	0	0	0
H10: Help & Documentation	0	0	0	0	3	3
H11: Accessible	0	0	0	4	0	4
H12: Fairness & Inclusion	0	0	0	2	0	2
H13: Value Alignment	0	0	0	0	0	0
<b>Total Violations by Severity</b>	<b>1</b>	<b>21</b>	<b>19</b>	<b>13</b>	<b>14</b>	<b>68</b>

**Note:** check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)

## 4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C
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Sev. 0	0%	100%	0%
Sev. 1	71.4%	33.3%	9.5%
Sev. 2	57.9%	31.6%	42.1%
Sev. 3	53.8%	53.8%	23%
Sev. 4	42.8%	42.9%	21.42%
<b>Total (sevs. 3 &amp; 4)</b>	48.1%	55.5%	22.22%
<b>Total (all severity levels)</b>	57.3%	42.6%	23.52%

\*Note that the bottom rows are *not* calculated by adding the numbers above it.

### Severity Ratings

- 0 - not a usability problem
- 1 - cosmetic problem
- 2 - minor usability problem
- 3 - major usability problem; important to fix
- 4 - usability catastrophe; imperative to fix

## 5. Summary Recommendations

We agree that the main heuristics that should be improved are H4: Consistency and Standards, H7: Flexibility & Efficiency of Use, and H8: Aesthetic & Minimalist Design.

Consistency is a major issue within the user interface design because the fluctuations between fonts, alignment, colors, and sizing can create a somewhat distorted user experience, despite the idea behind the app being well thought out. We recommend using only 1-2 fonts and setting specific sizing and font weights associated with specific UI elements. This way, a design hierarchy is created and users will have a clear understanding of what elements are most to least important. Additionally, consistency should be maintained across other platforms that the user may be accustomed to, especially ones that use similar chat and post functionality. This will avoid the confusion that currently exists when a user posts a recording and has no idea where it went or how to access it.

The efficiency and flexibility of the app could be improved by adding key information and removing unnecessary information during tasks such as messaging and listening to recordings. Users are prone to error when there are two buttons that have a seemingly similar task, one button with multiple tasks, and other buttons with an unclear purpose. The + button when sending an audio file to a friend was difficult to navigate, and the lack of information displayed about recordings could cause users to make unintended mistakes, such as sending the wrong recording. We suggest adding small details so that users don't make simple, but costly mistakes.

While some of the issues from the design of the app are relatively minor such as centering things and font/component sizes, there are issues that cause major confusion or repetitiveness in the app. For instance, the "home screen" seems completely unnecessary to the app as all of its functionalities are contained within the navigation bar at the bottom of the app. We suggest that you look over the prototype again to remove any repetitive features as well as catch any minor errors in detail that take away from the experience of the app.

We liked the overall iconography and how the app shows where you are though! Perhaps an addition could be marking where someone made a recording on the map and being able to tap on it to

listen. Other feature suggestions we have are making other users' profiles accessible within the "Listen" segment. There is an area for chatting and friending others in the app, and one of the ways people can add friends is by listening to their recordings. Linking someone's recording to their profile allows you to friend them easier. A "Profiles" page could also be used so you can display information about yourself. This can be important if say, some people are focused on hiking the dish, while others are focused on yoga. This can help people find groups where their common goals align. Categorizing recordings can also help people filter out irrelevant recordings that don't relate to their goals.