User Test Design
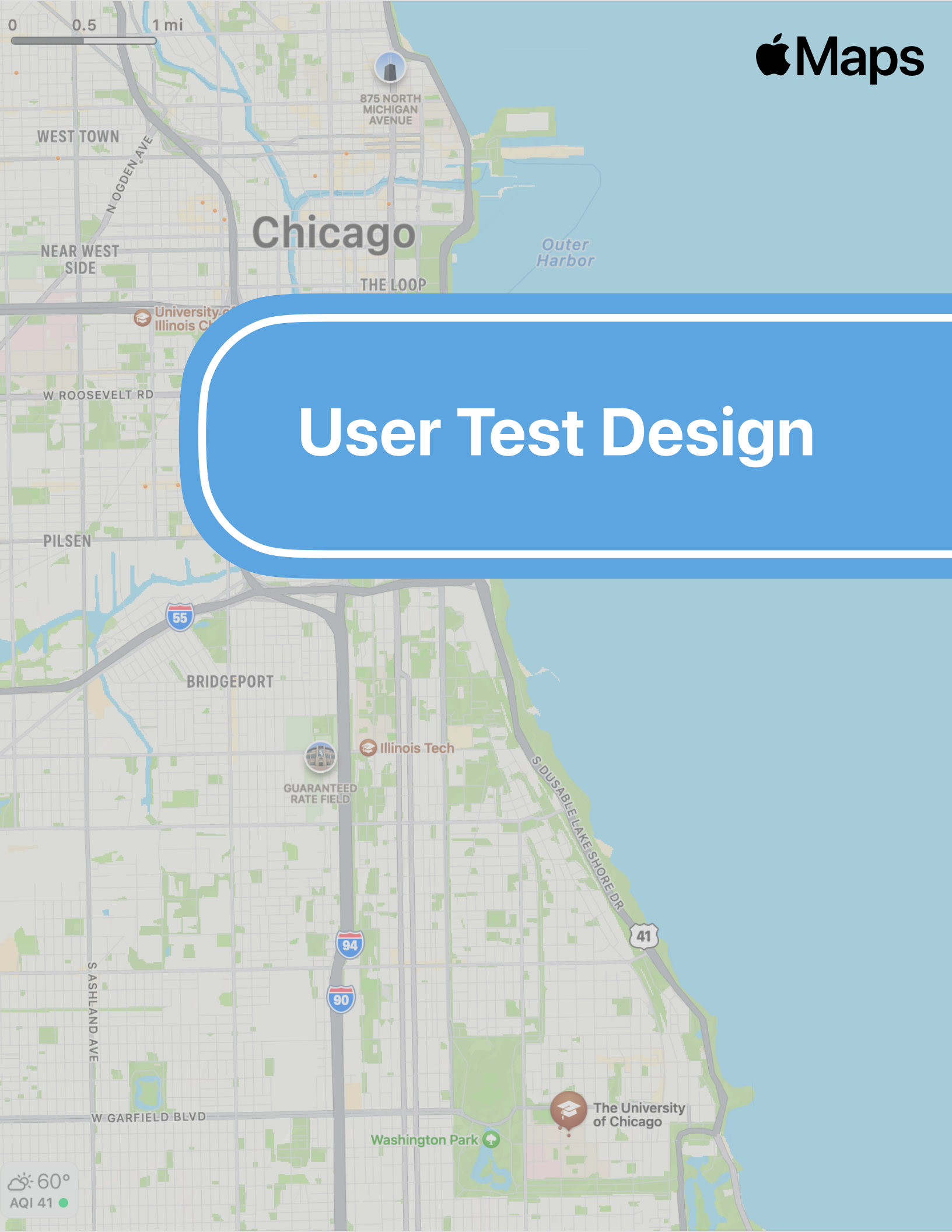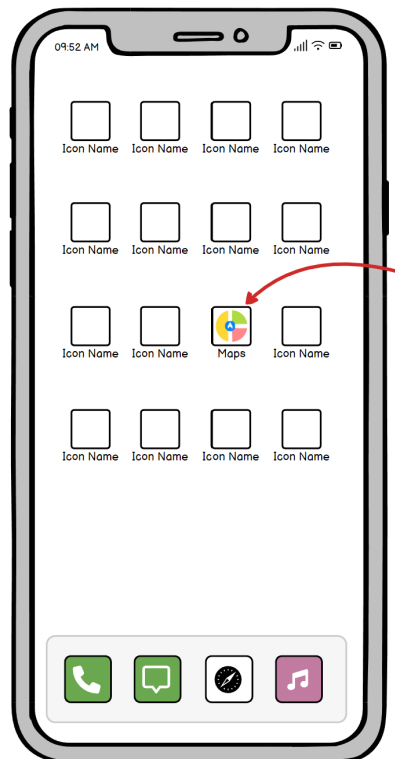
User Task 1: Clicking on Apple Maps app on the user's iPhone

Old logo   New logo

User Concerns: Apple Maps logo appears muddy, especially at smaller sizes. The color palette is pale, and the busy background makes the logo look flat overall, which makes it hard to find the Apple Maps on the user's home screen.

Rationale: Our logo redesign follows Apple's best practices for designing app logos, allowing the user to recognize the app while quickly scanning for it instead of recalling the location of Apple Maps on their home screen. In addition, the color palette is adjusted to be differentiable to color-blind users, according to Venngage.

HSI Principles: Nielsen and Norman Principle of Recognition Rather Than Recall

**User Task 2:** Searching the destination through the search bar

User Concerns: The search bar on the main page is originally at the bottom of the screen while the other options are at the top. After the search bar is clicked, the user is taken to a scrollable suggestion page which is clustered and overwhelming. Only after the user input their search query, location details are shown.

Rationale: Our redesign moves the search bar to the top of the map view to allow quick access to the search function and consistency with other pages in the user workflow. We eliminated the suggestion page which is deemed unnecessary and confusing, navigating the users from the map view directly to the search query function.

HSI Principles: Nielsen and Norman Principal of Flexibility and Efficiency of Use

**User Task 3:** Adding the destination to "Favorite"
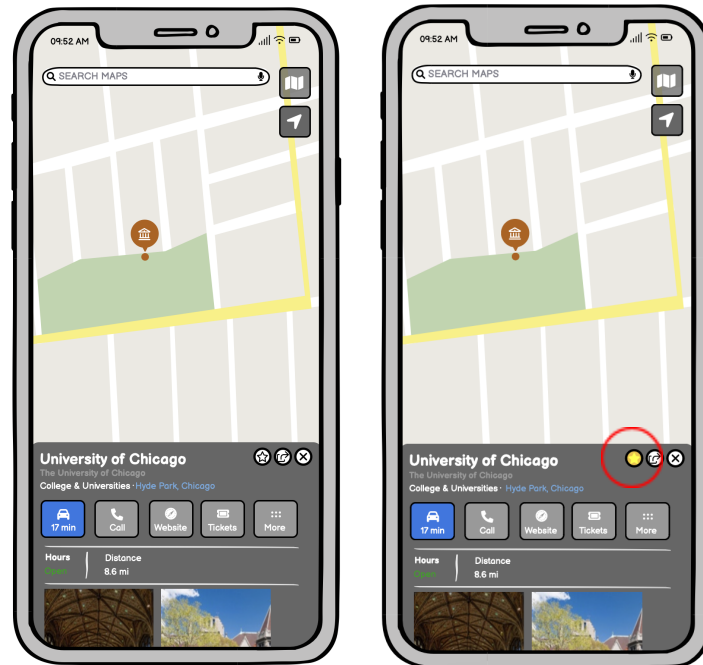
User Concerns: Currently, the user must scroll down to the bottom of the detail view to favorite a place. This is not intuitive and adds extra work to the user.

Rationale: Our redesign adds a favorite button on the top of the detail view beside the title of the place which makes it more intuitive and user friendly.

HSI Principles: Nielsen and Norman Principle of Flexibility and Efficiency of Use

User Task 4: Accessing offline services
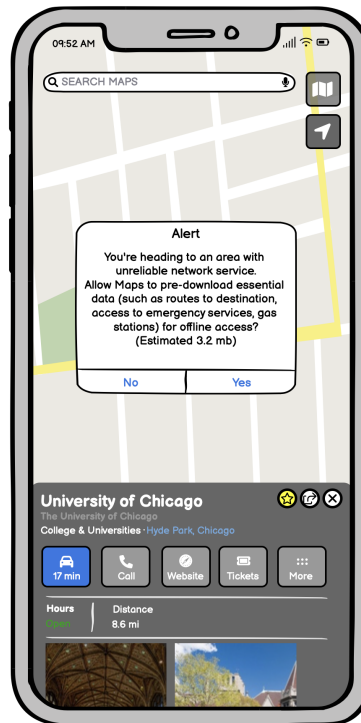
User Concerns: Currently, the user cannot access any route information offline, so finding directions back to an origin point or to emergency services from the destination becomes difficult when the user travels in an area with bad cellular service.

Rationale: The redesign adds a pop-up that appears when cellular data is unreliable. The pop-up will say something like: "You're heading to an area with unreliable network service. Allow Maps to pre-download essential data (such as routes to destination, access to emergency services, gas stations) for offline access?". Meanwhile the pop-up will indicate the size of the data being downloaded (such as the "Estimated 3.2 mb" in current screenshot).

HSI Principles: Nielsen and Norman Principle of Error Prevention

User Task 5: Screen on Screen Feature during the navigation
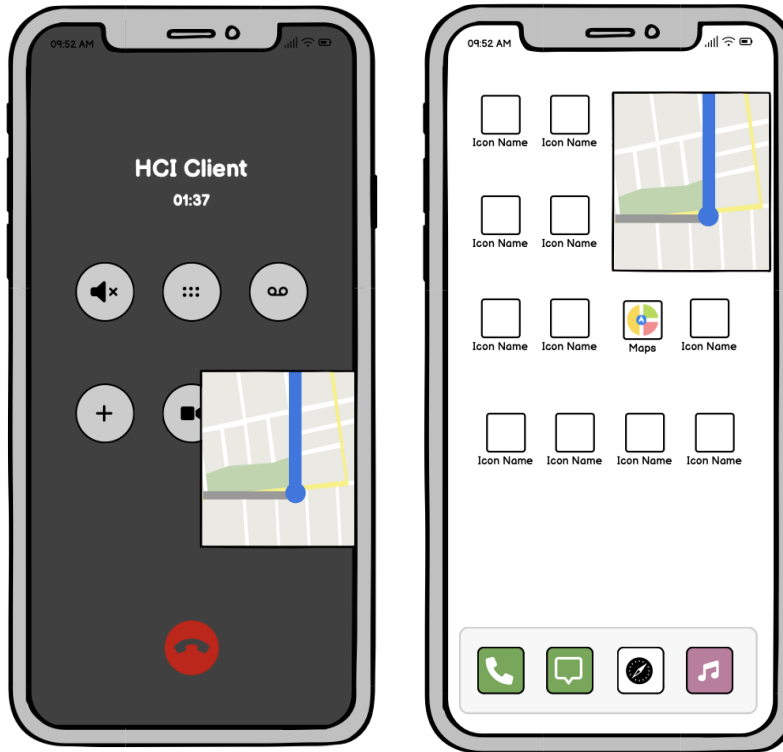
User Concerns: Currently, the user cannot view the Apple Maps when they switch to other apps. Users must switch between the apps to have a view again.

Rationale: The redesign adds a minimized view of the Apple Maps when the user switches to other apps so that the user can have a view of both the applications simultaneously.

HSI Principles: Nielsen and Norman Principle of Flexibility and Efficiency of Use

Next Steps:

The aim of the redesign is to enhance the user experience of the Apple Maps app. To achieve this goal, we have selected three key tasks for a usability test, with the objective of improving the app's usability and making it more user-friendly.

1.   Clicking on Apple Maps app on the user's phone

The above task is chosen because the logo is the first thing that a user sees when searching for an app. As the logo is the first thing that catches the user's attention, it is crucial to make it easily recognizable and memorable. By enhancing the app's logo design, we can improve its usability and increase its appeal to users.

2.   Making changes in the search and adding to favorites

The main functionality of the app is to search for places. To make this process more efficient, we have made changes to the search and added a "favorites" button. This allows users to quickly search for new places and add them to their favorites without having to navigate back to the previous screen. This redesign aims to reduce the workload on the user and enhance their overall experience.

3.   Accessing offline services and screen on screen functionality

We also understand that users may want to use the Apple Maps app while running other apps simultaneously. To address this, we have added a screen-on-screen feature, which enables users to view a minimized version of the map while using other apps. Additionally, we have provided offline access to emergency services, which can be particularly helpful when users are in areas with poor connectivity.

Overall, the three user tasks are designed to make the Apple Maps app more user-friendly and accessible. By accomplishing this goal, we hope to enhance the overall user experience.