

Insights Ian

Our idea has the potential to solve a number of different problems and can be used in a variety of contexts.

Several participants expressed a willingness to use the product not only during workations, but also in their everyday lives when they are planning events with other people.

Importance of balancing cognitive and visual load.

The left and right panels over the calendar were confusing to many users, because they blocked and took up most of the calendar UI. The coloring of possible “leisure” blocks was also too demanding on the eye for users, as well. Our effort to put everything on one screen actually led to overwhelming UI, which was exhausting for users' eyes.

Users are unclear about the steps they need to follow and what exactly they are supposed to do.

Side panels are given equal visual prominence with no instructions or feedback to the user on which panel should be worked on first. This leads to the users being confused about the steps they need to perform in order to plan their trip.

The system provides little feedback to the user when they perform an action.

Users have trouble navigating the platform because they can't tell when an action is recognized and registered, leading to frustration and bad user experience.