

**Executive Weekend Support App**

# **Rule of Seven (Squared)**

ISEM 502-51 Spring 2017



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# Objective

The exercise aims to derive useful insights from the User's interaction with competing applications. These insights include a variety of details such as comfort in navigating the application, familiarity with the application, etc.

These insights can then be analyzed to obtain common patterns and opinions that could help in refining the design of the Executive Weekend Support application to be more relevant and capable of catering effectively to the user.

# Environment

- No single application that would qualify as a wholesome competitor
- A few applications chosen which cater to most of the user needs
  - myhu.harrisburgu.edu/ics (Web Application)
  - Yelp (Android application)
  - Tripit.com (Web application) 
  - Moodle Mobile (Android application)
  - Google Maps (Android application)
- Recordings taken with the  help of screen capture software and additional cellphones


# High-level Goals

- Obtaining course schedule
- Obtaining information on nearby activities
- Planning out an itinerary for the weekend visit
- Obtaining information on recommended accommodations

# Expected Outcomes

- Course schedule
  - User should be able to find the schedule with the help of provided options
- Planning out an itinerary
  - User should be able to plan a detailed itinerary with the options provided
- Information on nearby activities
  - User should be able to find something to do using the options provided
- Information on recommended accommodations
  - User should be able to find recommended accommodations using the provided options


# Roles

- Obtaining course schedule
  - User: Dean (George  Full-time student)
  - Recorder: Arun
  - Observer: Princess
- Obtaining information on nearby activities
  - User: Dean (George, Full-time student)
  - Recorder: Arun
  - Observer: Princess

# Roles

- Planning out an itinerary for the weekend visit
  - User: Princess (Olga, professor)
  - Recorder: Dean
  - Observer: Arun
- Obtaining information on recommended accommodations
  - User: Arun (Part-time student)
  - Recorder: Princess
  - Observer: Dean

# Significant Observations


- Obtaining course schedule
  - User was slightly thrown off  by the incorrect information provided, resulting in extra effort by the user to obtain the correct details
- Obtaining information on nearby activities
  - User felt a little overwhelmed by the options, but could not find satisfactory information based on his requirements
- Planning out an itinerary for the weekend visit
  - User identified a number of fields as irrelevant while creating plans, but after recognizing this, she was able to create plans quickly
  - User felt that a reminder app would be more effective
- Obtaining information on recommended accommodations
  - User felt like the information was not completely relevant to their needs
  - User believes that a simple hotel booking app would be more useful



# Analysis



## Obtaining course schedule

- Action went as planned and the user was able to obtain course schedule information. The persona navigated with relative confidence and was only confused when the information obtained was wrong initially
- The design would have to make sure that correct information is provided, with options to change selections  for feedback
- The themes of error prevention and feedback would have to be re-thought in the design


# Analysis

## Obtaining information on nearby activities

- The action did not go completely as planned. User felt overwhelmed by the variety of options, but felt that most of the information provided were not relevant and needed better filters
- The design needs to ensure that the user is provided with more understandable categories and options that are easily adjusted
- The theme of flexibility and efficiency may need to be re-thought in the design

# Analysis

## Planning out an itinerary for the weekend visit


- The user was able to achieve her goal of listing and planning her itinerary. However, it felt that there were too many unnecessary things she had to see and go through
- This can easily distract the user from achieving her goal
- Visual clarity is definitely  design theme that needs to be rethought here  
Flexibility and efficiency is one other theme to improve here. Towards the end of the test, the user felt that a simpler reminder app would have been more efficient due to the inefficiencies brought by extra elements on the screen

# Analysis

## Obtaining information on recommended accommodations

- The action did go as planned however, the user had to figure out where exactly to navigate to accomplish the task since the website contained too much information
- It would be better to have an application that would make it easier for the user to find nearby hotels without having to navigate much
- The themes of visual clarity and consistency may need to be re-thought in the design



# Conclusions

- Some platforms are mobile and some are desktop applications
- Switching up the roles has helped all members of the team understand the goal of each role and empathize with them
- Some of the important observations for designing the Executive Weekend Support App include:
  - For visual clarity, the user must not be overburdened with too much information/elements on the screen to avoid confusion 
  - The user should be able to navigate forward and backwards to the screens he wants to go to. For navigation, as well, the user must have a generic search place if he really can't find what he needs on the current screen

# Conclusion

- The user must receive feedback on each of his interaction, like a spinner icon that means that something is still loading
- For error prevention, the user must be prevented from re-interacting with an option and should be given feedback to prevent confusion. For example, clicking a button should disable it immediately so the user will not try to click it again
- The user must be allowed to save presets or templates that are easier for them to use repeatedly
- The user must see up-to-date and timely information. For example, if a user wants data from a previous or future semester, then he must have the setting changes option available, else, the data should default to the current semester

# Conclusions

The exercise helped us recognize that the design needs to take into account the user's minds  and familiarity with other applications. The Executive Weekend professors and students need a design which feels familiar while being visually clear and understandable so that they can navigate easily while being confident that they have all the information and resources they need .

# Exercise Materials Links

- Course schedule - [https://youtu.be/nmLfIZ\\_roKE](https://youtu.be/nmLfIZ_roKE)
- Planning out an itinerary - <https://youtu.be/nTau2ebjD14>
- Information on nearby activities - [https://youtu.be/\\_Ntm6IEYhDE](https://youtu.be/_Ntm6IEYhDE)
- Information on recommended accommodations - <https://youtu.be/J8WlnCfEc6o>
- Observer & Recorder Notes -  
<https://drive.google.com/file/d/0B5UfAYZwu0jBRi1jTU9hMW1ENW8/view?usp=sharing>
- Additional Links:
  - <https://youtu.be/YYHlzi3TvqM>
  - <https://youtu.be/-TcWG4tnn60>
  - <https://youtu.be/ZfvX63ZrSZA>



The report is decently done, and the observer notes appear thorough.

The main issue in evaluating this assignment was the lack of corroborating raw work product. While I do see the observer's notes, I do not see the raw videos or audios of the user think alouds, nor any images of the users interacting with the competitive products across an action chain. Did you use the technique? Do you have that work product?

This was an important part of this assignment that appears missing here, making it difficult for me to evaluate your use of the techniques that were at the heart of this assignment., or even be reassured that you actually did the real work of using the Rule of Seven technique. This negatively impacted your assessed grade for this piece.

If you have the work product, please submit it to me and I'll re-assess and re-assign an improved grade. If the work product audios and/or videos are too large for email, please upload them to Dropbox or GDrive and share them with me.

Assessment: 4/10

	Excellent	Very good	Good	Acceptable	Lacking	Unable to assess
Use of Technique (4 pts)						X
Design Insights (2 pts)			X			
Work Product expose (3 pts)					X	
Report Completeness (1 pt)			X			