

Feedback Plan for High-Fidelity Prototype: Bike-Sharing Demand Prediction Website

Feedback Plan

This plan outlines a structured approach to obtaining feedback from end users of the bike-sharing demand prediction website. By leveraging the Google Forms feedback process, we aim to assess usability, functionality, and user satisfaction. The primary goal is to identify and address areas for improvement to enhance the overall user experience.

To achieve this, the feedback process includes a comprehensive questionnaire covering five key areas: Interface Usability, Functionality and Relevance, Effectiveness in Solving User Needs, Demand Insights and Station Planning, and Technical Performance. The questionnaire features a mix of open- and closed-ended questions, allowing users to share detailed insights and quantitative ratings. Open-ended questions explore intuitive aspects of the interface, areas of confusion, and suggestions for improvement. Closed-ended questions evaluate ease of navigation, clarity, and visual appeal using Likert scales and binary options (e.g., Yes/No). Additional sections address the application's effectiveness in solving common bike-sharing challenges, technical response time, and its ability to meet user expectations.

By combining these structured methods, the feedback plan ensures a well-rounded understanding of user experiences and actionable insights for enhancing the website.

Interface Usability

Open-ended Questions

1. What did you find most intuitive about the interface while locating a bike-sharing station?

2. Were there any specific features or design elements you found confusing? If so, please explain.
3. What improvements would you suggest to make the navigation easier?

Closed-ended Questions

1. How easy was it to locate the nearest bike-sharing station?
 - Very Easy
 - Easy
 - Neutral
 - Difficult
 - Very Difficult
2. Rate the clarity and visual appeal of the website layout.
Likert Scale: 1 (Very Poor) to 5 (Excellent)
3. Did the interface make it clear whether bikes were available at your selected station?
 - Yes
 - No

Functionality and Relevance

Open-ended Questions

1. How did the application help you plan your day for commuting?
2. Were the alternative station options presented in a way that helped you make decisions? Please elaborate.
3. What additional features would you like to see to improve the application's functionality?

Closed-ended Questions

1. Did the application meet your expectations for a bike-sharing service website?
 - Exceeded Expectations

- Met Expectations
 - Below Expectations
2. How helpful were the alternative options (e.g., nearby stations with available bikes)?
Likert Scale: 1 (Not at All Helpful) to 5 (Very Helpful)

Effectiveness in Solving User Needs

Open-ended Questions

1. In what ways did the application address common issues like bike availability and route planning?
2. Did the prototype miss addressing any of your specific needs? If yes, please specify.

Closed-ended Questions

1. How likely are you to use this application in your daily routine for planning bike rides?
Likert Scale: 1 (Not at All Likely) to 5 (Very Likely)
2. Does the application solve pain points related to bike-sharing services effectively?
 - Yes
 - No

Demand Insights and Station Planning

Open-ended Questions

1. How useful do you find the feature that shows bike demand at nearby stations?
2. What additional information about bike stations would you like to see?

Closed-ended Questions

1. Do you think the feature for checking bike demand at nearby stations is useful?
 - Yes
 - No
2. How likely are you to choose the following options if the one closest to you has no available bikes?
1 (Walking to a different station) 2 (Using an alternative transportation option)

Technical Performance

Open-ended Questions

1. Were you satisfied with the website's response time?
2. Did you encounter any technical issues, such as delays or errors? If so, please provide details.
3. Is there any feature in the interface that you found misleading or confusing?

Closed-ended Questions

1. How satisfied are you with the response time of the application?
Likert Scale: 1 (Very Dissatisfied) to 5 (Very Satisfied)
2. Do you think the UI provides clear and accurate information for decision-making?
 - Yes
 - No

General Feedback and Suggestions

Open-ended Questions

1. What aspects of the application did you like the most?

2. Were there any features you found unnecessary or redundant?
3. Do you have any suggestions for improving the web interface?

Closed-ended Questions

1. How satisfied are you with the overall experience of using our interface?
Likert Scale: 1 (Very Dissatisfied) to 5 (Very Satisfied)
2. Would you recommend this application to other bike-sharing users?
 - Yes
 - No