

UI User Research & Insights- Interview Questions

(Interview- 1)

- Mode of Interview: IN PERSON
- Gender: F
- Age: 28
- Pedestrian/Cyclist: Pedestrian
- Disabled: N/O
- Education Level Graduate

Q1: What was your first impression when you lunched the SafePath app?

It looks modern and focused on safety. It felt like a mix between Google maps & a safety app.

Q2: How would you describe the overall look and feel of the interface (e.g., clean, confusing, cluttered, and simple)?

Clear & simple not cluttered. The icons were easy to notice, but some sections could use better contrast.

Q3: In the first few seconds, did you understand what SafePath is for? Why or Why not?

Yes, quickly understood. The name SafePath itself makes that clear.

Q4: How quickly could you locate the core features you needed from the app? Which did you try?

Main features - route selection & safety options, quite fast. I tried viewing nearby routes first.

Q5: Were there any screens where you felt lost or unsure what to do next?

One screen only - was not sure which icon to tap

Q6: Did the labels match what you thought each action would do? Note any mismatches?

The logo gave good impressions

Q7: What's your impression of the SafePath logo?

good impression

Q8: How well does the logo communicate the app's purpose?

communicates safety well, the shield shape & pathway design make sense for a safety

Q9: How clear and readable did the UI feel (contrast, text size, map labels, icons)?

Some small texts and map labels could be a bit larger for better navigation

Q10: Were any texts, map elements, or icons hard to read or distinguish? Which ones?

Icons on the map, like safe zones and alerts

Q11: How consistent do the visual elements (buttons, maps, icons) feel across the app?

The visual elements were consistent.

Q12: Did you find the colour scheme and visuals supportive of the app's theme? In what ways do the colours and visuals communicate 'safety' to you?"

colours scheme with blues & greens definitely gave a sense of calm and safety.

Q13: How smooth was the process of finding or viewing a routes?

It's very smooth

Q14: Were there any delays, confusing steps, or points of frustration?

No, it's fine as the other navigation app

Q15: How easy would it be to use this app while walking or cycling?

fairly easy while walking

Q16: What specific features or information would increase your sense of safety in SafePath and why?

safety alerts like 'crowded' & 'poor lighting' notifications. feel safer walking at night

Q17: What did you expect from a navigation app that you didn't find in SafePath?

include voice navigation feature for walking easily.

Q18: What's your impression of the 'Find Buddy' feature? what did you expect it to do? how clearly does it communicate that it helps you find cycling or walking partners? Any suggestions?

It's quite sounded interesting but not clear how it works?

Q19: How likely are you to use this app regularly? Why or why not?

I would use it often specially when walking alone in new areas in night