Qualitative Evaluation

**Procedure:**

For the evaluation from the third Milestone, focused on a LoFi Web app, multiple interviews were conducted. For this matter, the Figma software was used for the creation of a prototype aiming to allow the users to interact with the service and fulfil common tasks provided. It is important to remark that simultaneously while creating the Figma prototype, the LoFi Web app prototype was being developed. The reason why it was decided to evaluate with the Figma prototype was to ensure that the evaluation participants would have enough working functionality to feel better the service experience.

Three users were asked to interact with the service and give their thoughts and preferences while completing predefined tasks. In order to give the users a natural experience with the service, an activity guideline was used during the evaluation. The focus from the guideline was to let users navigate the app when searching for a new event through the Exploration option as well as the Map option. Additionally, users were asked about the screens, which did not directly take part from the guideline afterwards.

**User Guideline:**

Welcome to the EventFinder app:

**Task 1:**  
It is Friday evening, and you downloaded the new EventFinder app your friends have been talking about. It’s your time to test it and see if you can find something nice to do during the night. 

1. Create a new account in the app to start using the service

You and your friends are in the mood for wine in a **bar** with **live music**.

1. Explore the events and filter appropriately to find relevant events.
2. Once you find an event from your interest (Jazz Party- Aperol and Wine night out) check on the details and location. Everything seems appropriate so you decide to ...
3. Save the event in your favourites (My Events)

**Task 2:**  
Tomorrow you are going on a date but still have no plans where to go. You don’t want to travel far so it would be better to go somewhere close to your area. In addition, your date is going to bring his/her dog meaning the place should be pet friendly.

1. Use the Map exploration to find a coffee shop event that is pet friendly (Chocolate fountain afternoon) in your nearby area.
2. One of the places seems interesting so you save it in your favourites (My Events)

Once your weekend events are planned you decide to check “My events” to review again the information from the events.

**Results:**

The results and comments from the involved participants were merged together in order to facilitate the evaluation. The data can be found organized by screens inside the service. In order to give the reader a better understanding from the results, a small explanation from the main function on each screen is provided below:

|  |  |
| --- | --- |
| Screen | Main Function |
| Explore Screen | Find available events in the service in the form from cards and search/filter for specific results. |
| Event Detail Screen | Display detailed information from an incoming event, as well as allow the user to save the event into their favourites. |
| My Events Screen | Saved events library from the user categorized after date and friend suggestion. |
| Map Screen | Allow the user to search for events based on location preferences/ allow the user to visualize the location from an event inside the service. |
| Profile Screen | Display the profile information and preferences from the user. |

Table 1. EventFinder – Screen ‘s main functionality

Next, the summarized data will be shown at hand with the guideline in order to let the reader know when the specific comments were recollected during each interview.

Welcome to the EventFinder app:

**Task 1:**

It is Friday evening, and you downloaded the new EventFinder app your friends have been talking about. It’s your time to test it and see if you can find something nice to do during the night.

## Log-In Screen

* Loading screen understandable
* Forgot password and username is missing
* Sign-Up is too small for a mobile application
* Screen appears cluttered à use the white space at the bottom
* Would be nice to use the app without login à try the app without signing up
* Login and Create account options would look better centred in the screen
* Icon used on the user input text does not make sense for the participant

## Explore Screen

* Participant supposes that currently visible events are for today
* Proximity information is missing à how far are the events away from me
* What is the meaning of the star?
* User went directly to the filters instead of using text field
* User comment: It would be nice to still see the filters when scrolling

You and your friends are in the mood for wine in a **bar** with **live music**.

1. Explore the events and filter appropriately to find relevant events.

* Is the filter/search meant by tag or by title
* User would like to close the filter space after setting the filters
* For user it was not clear to use text field first, then date and time and then filter

1. Once you find an event from your interest (Jazz Party- Aperol and Wine night out) check on the details and location. Everything seems appropriate so you decide to ...

## Event Detail Screen

* Additional detail information would be interesting. On the overview page as well (costs, description …)
* Costs should be a filter option as well
* Distance between the information is too small
* Would be nice to have more pictures from the event
* Be able to press the map picture instead of only the button to access map

1. Save the event in your favourites (My Events)

## My Events Screen

* Shows events as expected and categories are understandable
* Suggestions should be of higher priority, thus should be placed nearer to the top of the screen
* Participant understands map icon displays all saved events to the map
  1. Participant would prefer that saved events are only highlighted among the other not saved events
* What does the “Events by LOCATION” category mean in the My Events section
  1. Participant assumes it displays all saved events and sort them by proximity
  2. Participant would expect some other filter and sort option
  3. Customisability would be very important to the participant
     1. Select which categories are displayed at all
     2. Reorder categories as wanted
* What does the icon beside “Events Today” do?
* Instead from top-down overview the events could be organized differently (For example like filters or with squares)
* Notification with red dot when you save a new event is nice

**Task 2:**  
Tomorrow you are going on a date but still have no plans where to go. You don’t want to travel far so it would be better to go somewhere close to your area. In addition, your date is going to bring his/her dog meaning the place should be pet friendly.

1. Use the Map exploration to find a coffee shop event that is pet friendly (Chocolate fountain afternoon) in your nearby area.

## Map Screen

* Participant understands that blue circle shows own location
* Red dots show events
* Participant is missing filter options for tags with “Pet friendly”
* Participant found two viable solutions for his date
* Participant would expect the location marker to redirect to the map
* A link to Google Maps app would also be nice, because the EventFinder app has no navigation service that shows you the route to the location
* Participant would also expect some link to the website of the event / location
* Participant would save the event first and then share the event to his date
* More information on the places would be nice (Opening hours for example)

## Profile

* Form inputs should not be directly editable
* Password should not be shown directly, perhaps hid it under some options like change account settings
* Location setting is quite confusing because you can simply change the location on the map
* Radius should be only shown in the Explore page but not in the profile or the map because on the map the events are simply shown which fit on the screen
* Travel mode is confusing, because you can simply change the location on the map and if required the option should directly be visible on the Explore page as filter/search
* Where do I add my friends?
* All the info in profile could be inside a tab and you could have other tabs for different categories.

**Fazit:**

After reviewing the results from the interviews, the most relevant comments were taken into consideration to build changes during the next milestone phase regarding the HiFi Web app prototype. These changes vary from information display up to the functionality’s implementation approach. In table 2, a summary from the relevant changes per screen can be found:

|  |  |
| --- | --- |
| Screen | Main Function |
| Log-In Screen | * Increase the size from sign-up and center Log-in and sign-up options. * Remove icon on the user input text/ change approach with icons. |
| Explore Screen | * Clarify date and distance from user (km) from events on the event card overview. * Include tutorial when first using a screen to clarify the process. * Include the filters on the top of the screen when scrolling down. |
| Event Detail Screen | * Complete the available information on event card in the detailed view as well as in the overview option. * Modify (increase) the space in between the information displayed for each event. * Add the option to see more pictures from the event. * Add option to select the map by clicking on it instead of only pressing the “view in maps” button. |
| My Events Screen | * Change the approach on how the events are displayed instead from top down list. * Change icon to access the map with all the events included in one category. * Remove “Event by location” and add the option to create categories for events. |
| Map Screen | * Add option to redirect to Google Maps for navigation purposes. * Add filters option for the maps search. * Add link to the event/location website. * Add opening hours on the event card located on the map’s screen. |
| Profile Screen | * Change profile view -> information should not look editable on the first glimpse. * Remove radius & travel mode from profile. * Add tabs categories for settings, friends, personal preferences (filters) |

Table 2. interviews results – Main changes