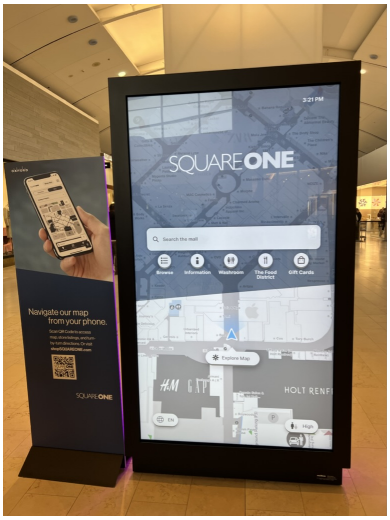
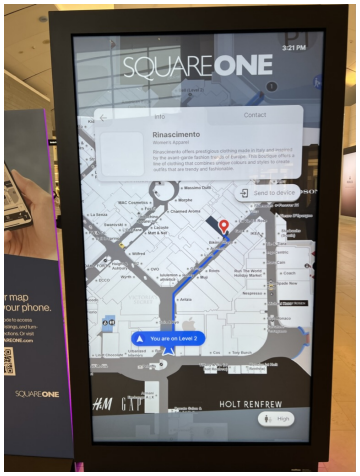
Physical Interfaces





Procedural:

This is a direction map that allows shoppers to interact with the map using their fingers and their phone. Once the shoppers find the direction to the stores they can import it to their phone from this map. I have not yet get a chance to test out this feature but from the visual indication beside this map I would assume that shoppers would be able to see a compressed version of this map on their phone with a highlighted route.

Participatory:

This map allows shoppers to interact with the map. They can type in the store name with their fingers. However, the instruction is not clear since the map did not say interaction is allowed or use your finger to interact with the map. Moreover, in this time of pandemic, users are less willing to touch the map if not necessary. Thus, in the ideal situation, the map may include an inviting message such as “Touch to interact with the map” to invite the users to interact with the map. In this case, confusions can be avoided.

Encyclopedic:

This interactive direction map is containing fair amount of information that is the most relevant to what shoppers want to know about the mall. Shoppers are not overwhelmed by any unnecessary informations or ads, since the ads are taking places on the back of the direction map. The essential informations only pops up after the shoppers interact with the map. For example, when a user is looking for a store and they tap the store on the map. The next thing they would see is the store information and the contact information. If the user does not want to know anything about the store nor the contact information they can just simply send the direction of the map to their phone and finish their session.

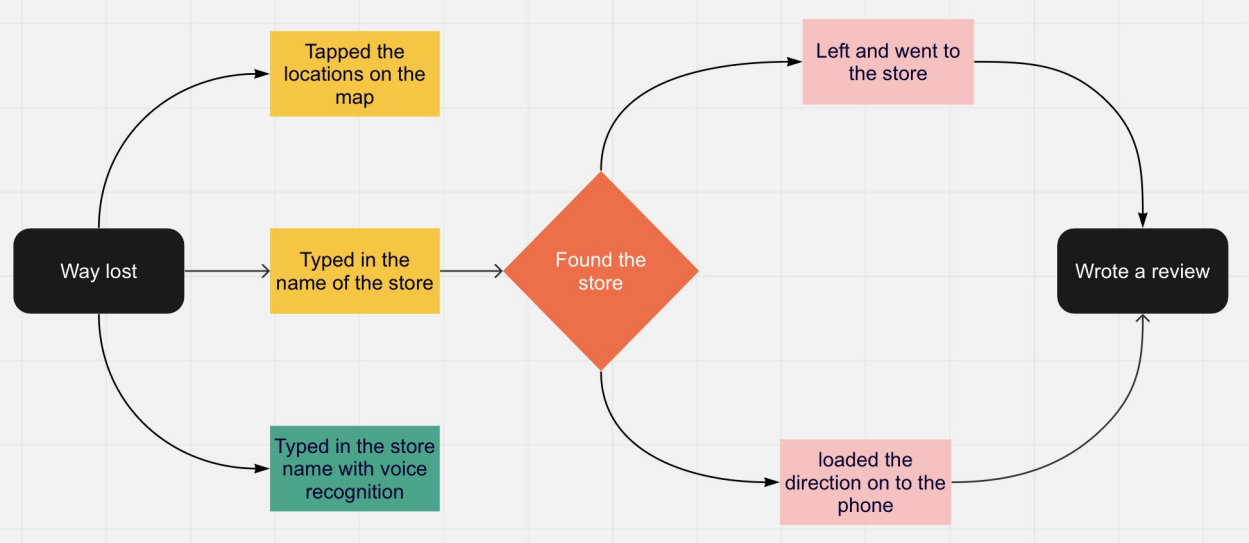
As a user, I would suggest the map to take off the information about the store or at least minimize it. In most cases, shoppers are familiar with the store and they are only looking for the way to the store. Thus, it is reasonable to replace the store information with “send to device” message.

Spatial:

From my experience, this direction map is doing a good job of considering users’ height. However, improvement for this map can be adding a voice recognition feature for people who are unwilling to touch the screen due to a health and safety consideration. In addition, this device appears less friendly to users with bad eye sight. For example, the name of the store on the map are too small, the colour contrast is not high enough, and the touch screen is not sensible enough.

Possible solution to the small store names is when the user tap the store the name of the store gets enlarged. The effects goes away as soon as the user clicks somewhere else on the map.

Userflow:



Sketches/Improvements: