

10:04

47%



Try gas stations, ATMs

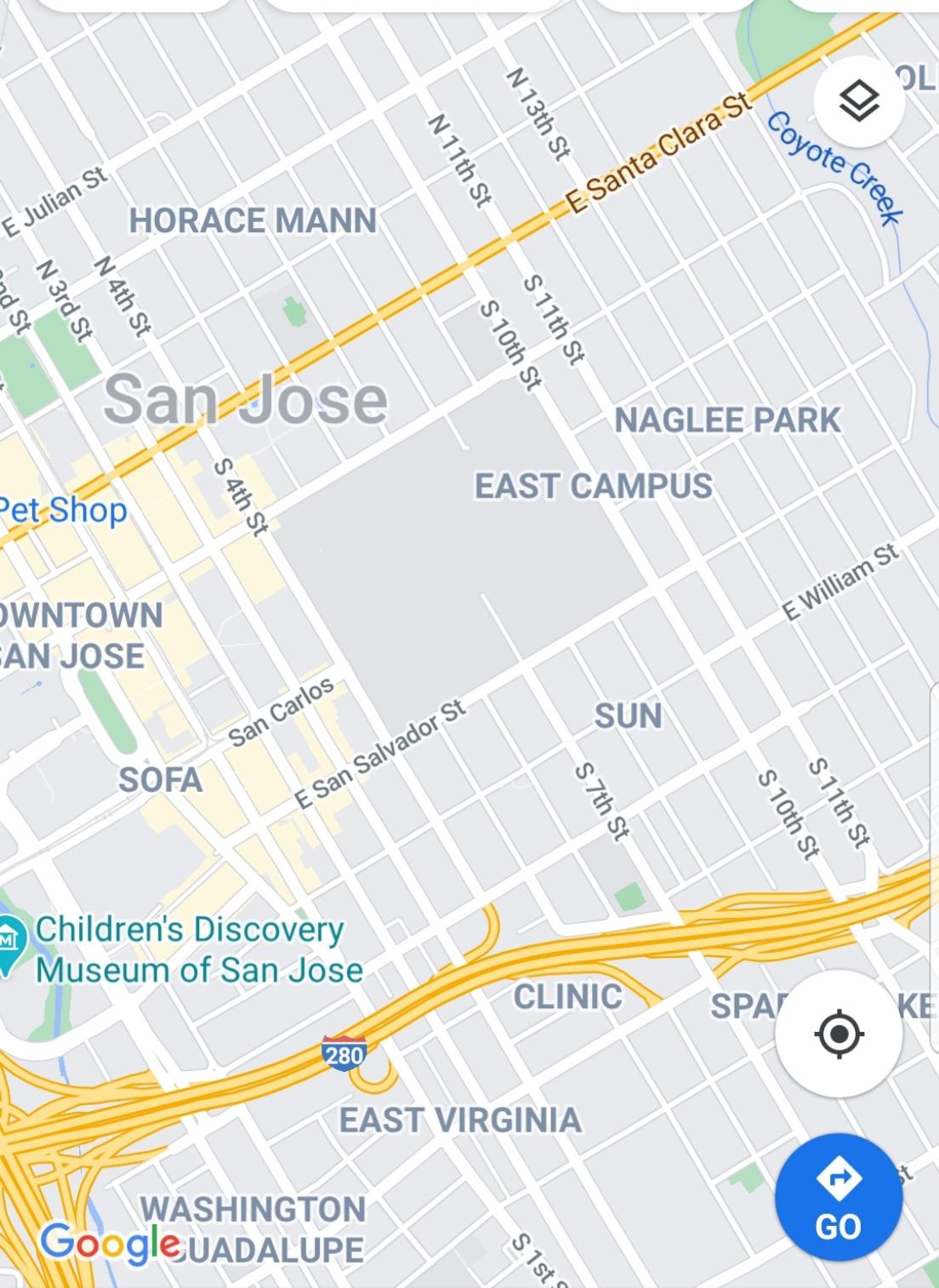


Home

Restaurants

Gas

Grocery



Explore Downtown

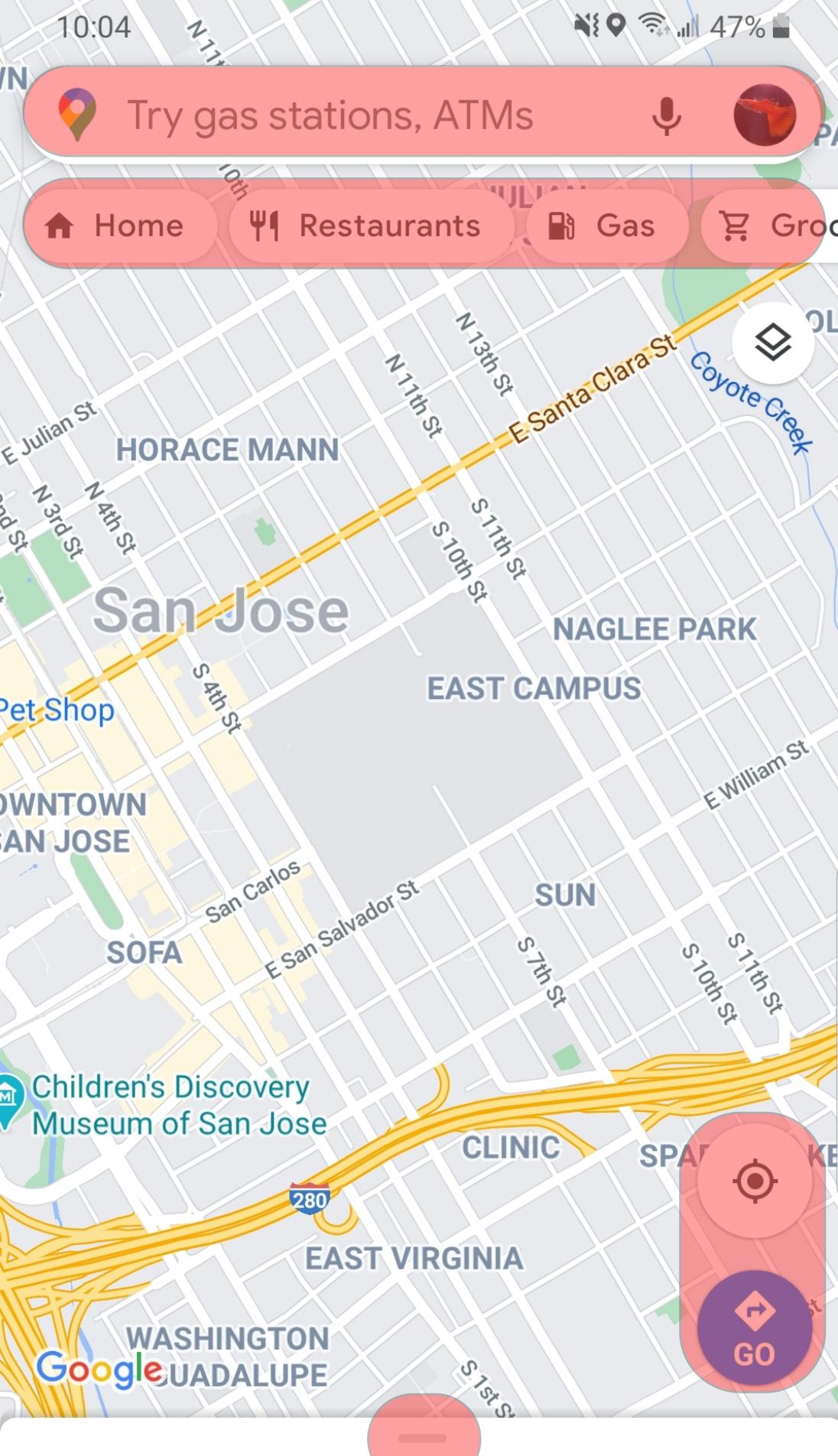
Explore

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Updates



Problem #1

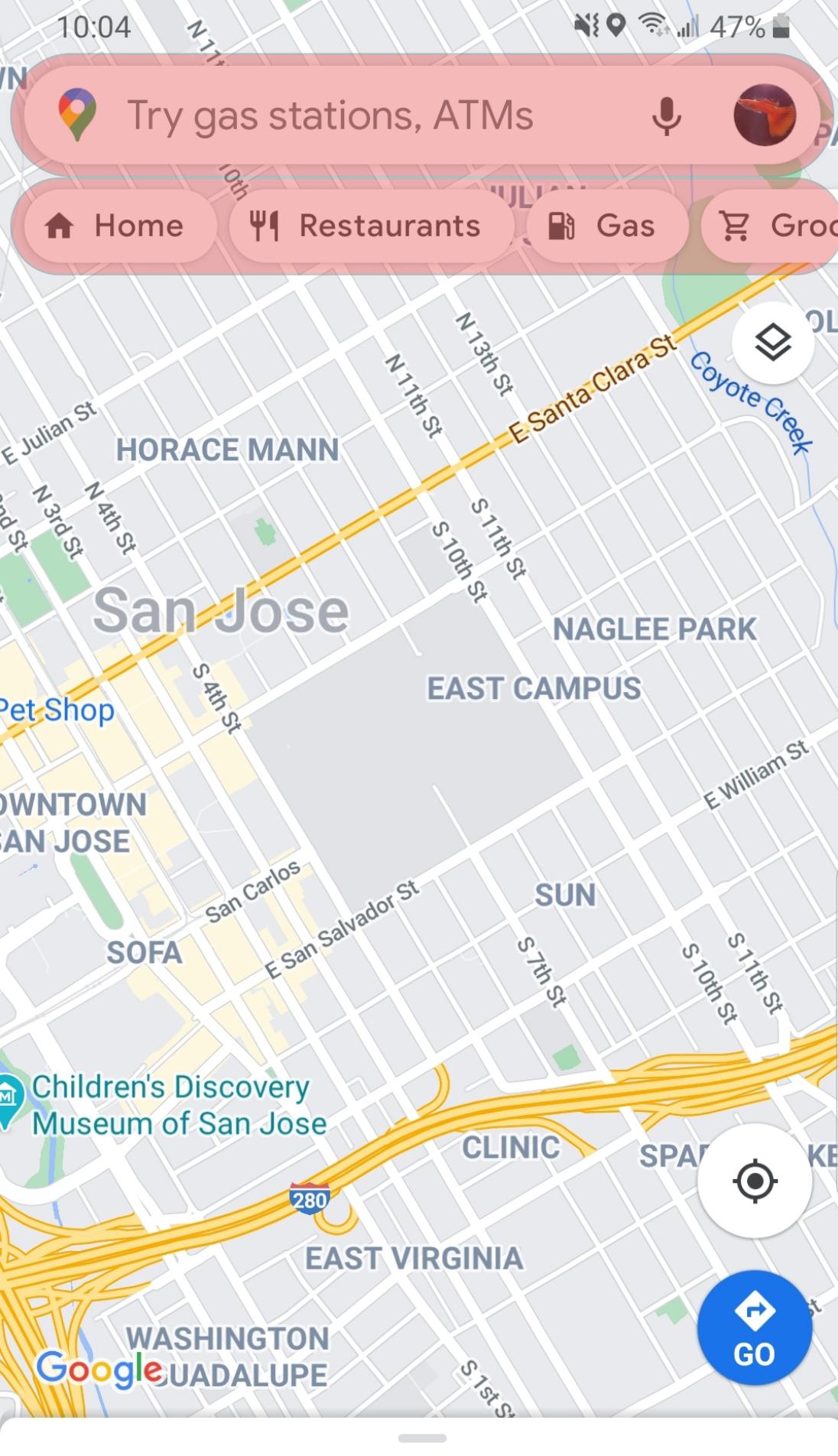
- Too many options presented on one screen.
- 5 different regions where users can interact with

Solution

- Reduce the number of options into different screens

Concepts

- Hick Hayman's Law (Session 3)
 - The more buttons available to the user, the longer it takes for the user to reach a decision
- Button Guidelines (Session 13)
 - Reduce number of buttons on a page to 6 or less



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Problem #2

- Search bar located on the top of screen is inconvenient to mobile users based on hand and thumb positioning
- Unnecessary quick link horizontal menu that adds more stimuli to the page

Solution

- Relocate the search bar to be located on the bottom of the screen
- Relocate the horizontal quick links menu to the expanded version of our hamburger menu

Concepts

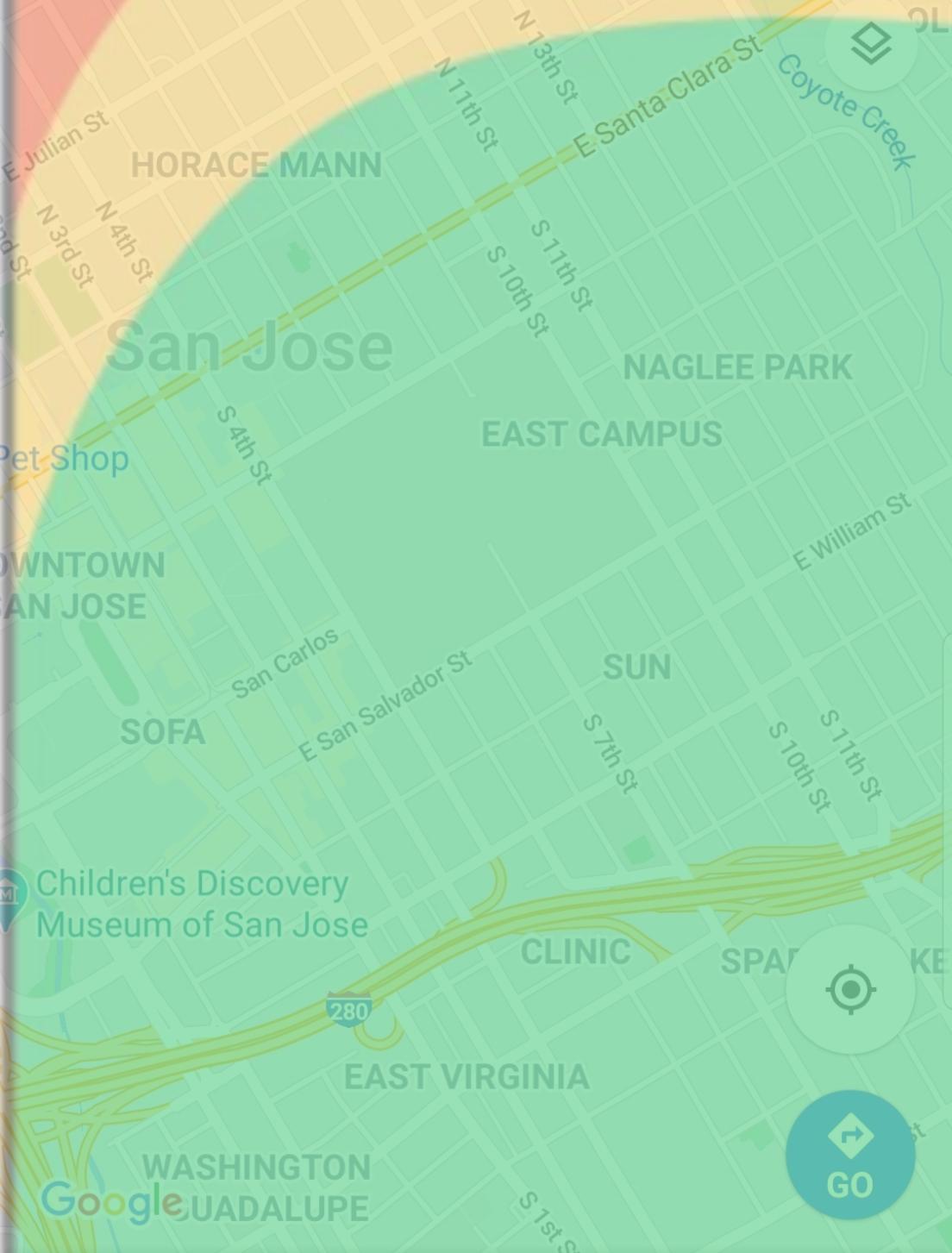
- Interaction Design (Ergonomics, Session 4)
- Hick Hayman Law

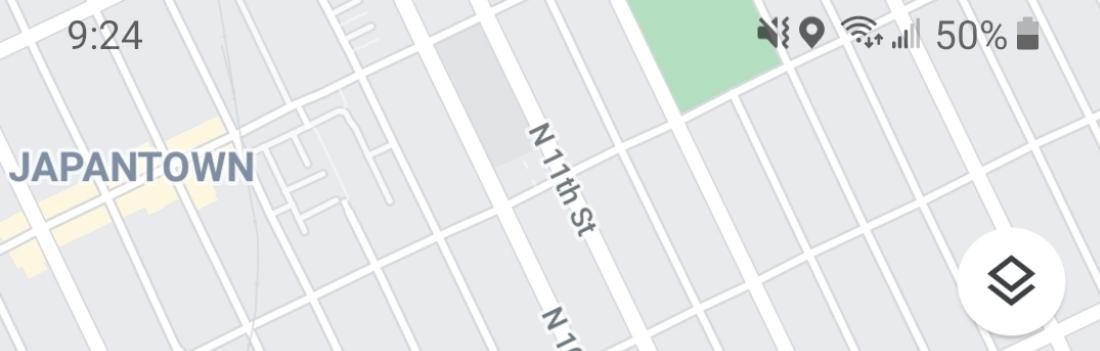
10:04

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Hard

Try gas stations, ATMs

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Explore nearby >

See local COVID-19 updates >



From local businesses

내일부터 9시까지만 영업합니다.

2 days ago

Jang Mo Jip

4.3 ★★★★★ (191)

Korean restaurant...



NOW WE OPEN

11:00AM TO 8:

2 days ago

Ramen the pl

4.3 ★★★★★ (

Ramen restaura

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Problem #3

- no main focus of element (all text similar sizes); text too small in general

Solution

- Make main focus of element to be the restaurant itself (e.g., Jang Mo Jip), rather than their news description (e.g., 내일부터 9시까지만 ...) + minimize needed information

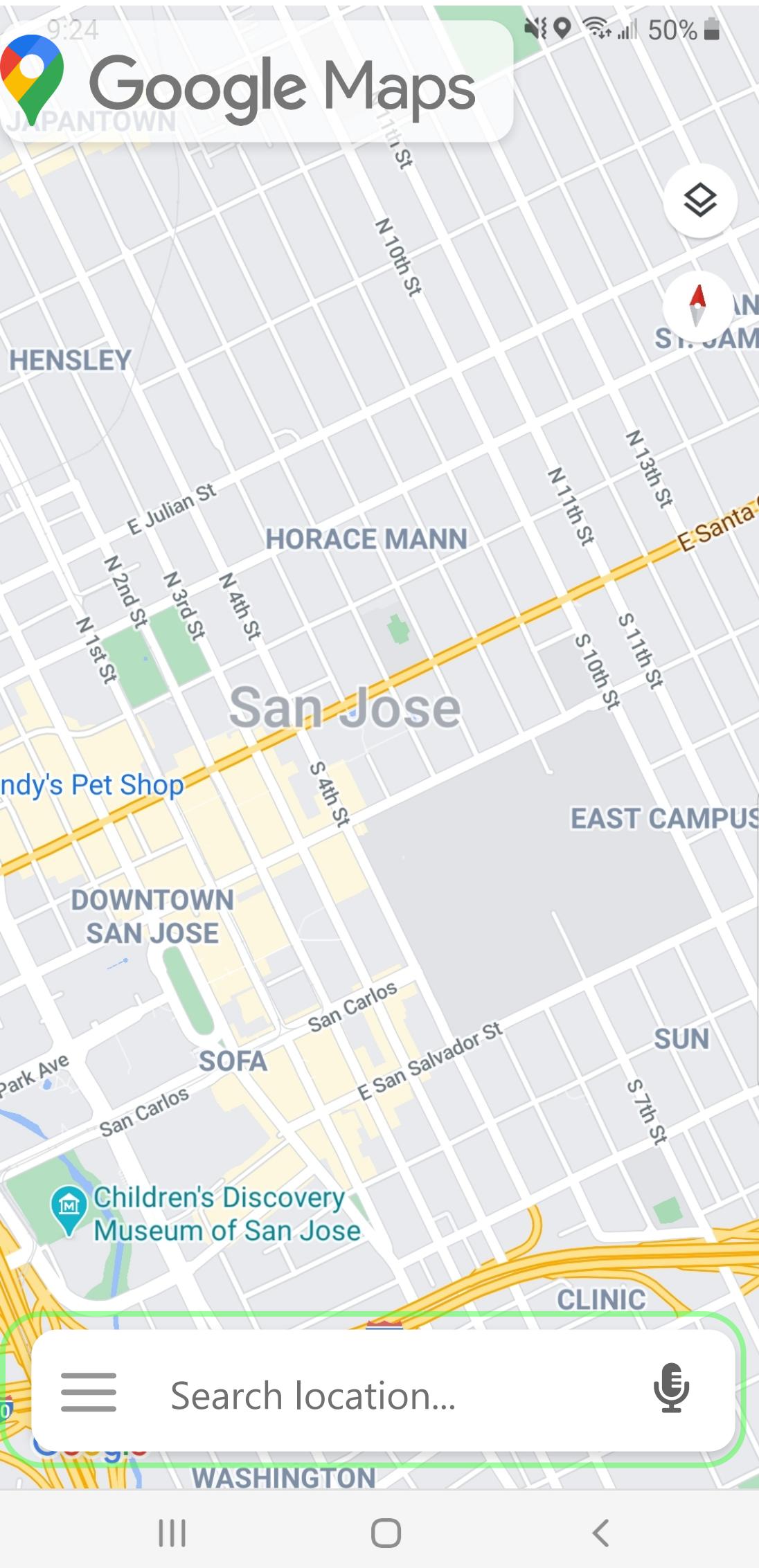
Concepts

- Gestalt Principles: Separate name of the restaurant + business rating from the restaurant's news

- Focus Attention: Put the name of the restaurant at the top before the news so that users first know the restaurant in question before reading about its news (order of information processing)

- Hick-Hayman Law: want to minimize the number of elements on screen to only essential elements that help user accomplish overall goal

Prototype Demonstration

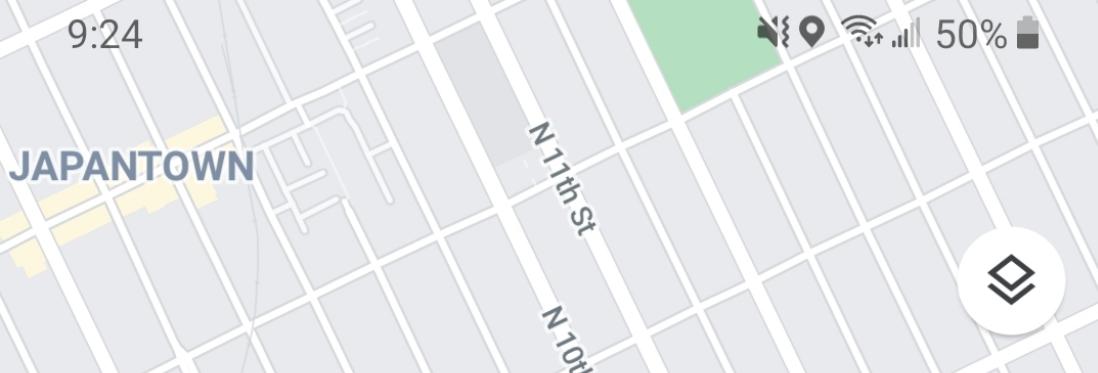


Change:

Search bar is now located at the bottom of the screen.

Hamburger menu is added to store all the existing options.

Voice inputs icons added.

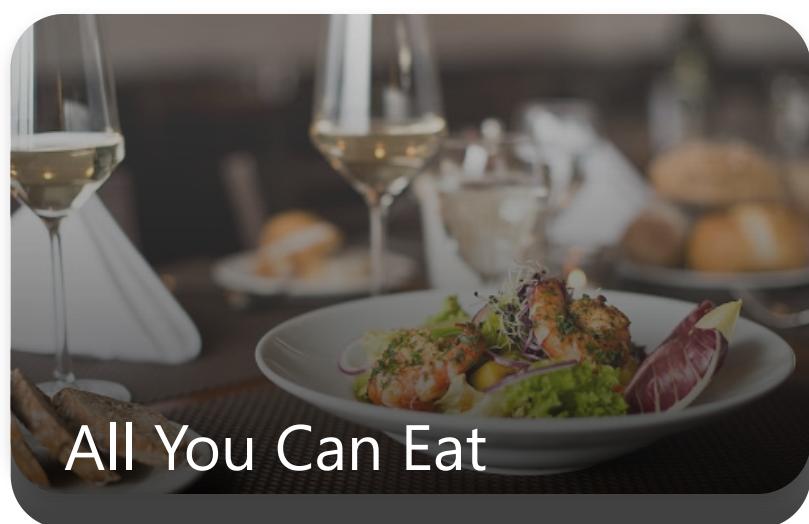


Explore nearby >

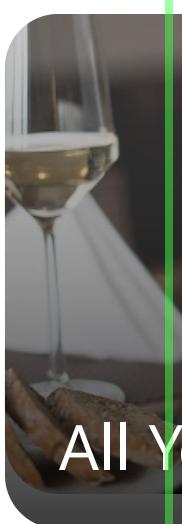
Home

Restaurant

Gas



All You Can Eat



All You

From local businesses



Jang Mo Jip 4.3 ★

내일부터 9시까지만 ...

2 days ago



Rame

NOW

2 days a

Changes:

- 1) horizontal quick link menu moved to expanded hamburger menu
- 2) Top row of cards (starting with "All You Can Eat") are made larger with a more dramatic focus on its imagery
- 3) "From local businesses" cards are also enlarged while its amount of text is minimized while also relaying the same information (e.g., star rating is reduced from 5 stars to 1, and simply displaying its rating in decimal format)

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Recent



Best Buy
Ranch Drive, Milpitas, CA
Open · Closes 8:00 PM

Dmv cdl
Senter Road, San Jose, CA

San José State University
Washington Sq, San Jose, CA

Neptune Aquatics
North 5th Street, San Jose, CA
Open · Closes 7:00 PM

Violet Sea Fish and Coral
Campbell Avenue, San Jose, CA
Open · Closes 8:00 PM

Home
1234 Random St. San Jose, CA 95123

Work
1234 Random St. San Jose, CA 95123

School
1234 Random St. San Jose, CA 95123

More

Search here



Changes:

- 1) Search bar relocated to the bottom of the screen for easier reach
- 2) Quick links (i.e., Home, Work, School) relocated above search bar
- 3) Most recently searched destinations finally displayed at the top
- 4) Each section is then separated by a grey block for organization by grouping