



AREEQ | عَرِيقُ

A cultural initiative launched by the heritage commission ☒

USER INTERFACE PROJECT REPORT

Instructor : Dr. Reem Al Ashaikh

Group members :

MUNIRAH ALDURAIBI
441010672

REVAN MOHAMMED ALQAHMI
441001223

KHULOOD ABDULMAJEED
441009999

ABEER ABDUH MAJRASHI
441005835

Table of content

Title	Page number
Part one Establishing Requirements	3
Part two PRE Design	23
Part three Prototype	26
Part four Usability Testing	35
Appendix	43
Task Distribution	51

Part one
Establishing
Requirements



1. Questionnaire's Draft

اسئلة عامة:

- الفئة العمرية
- المستوى التعليمي
- العمل
- مدى خبرتك التقنية؟ (١=ممتاز، ٥=ضعيف)

Form Link

<https://forms.gle/KgzHF2Mg6ZHkMQM9A>

1. Questionnaire's Draft

اسئلة للسائح:

- هل تواجه مشكلة في معرفة الأماكن الأثرية بمدينتك بشكل خاص والمملكة بشكل عام؟
- باختصار ما هي المشكلة التي تواجهك في معرفة الأماكن الأثرية؟
- هل خدمة الخرائط لمعرفة الأماكن الأثرية هي خدمة مفيدة؟
- كيف تعرفت على الأماكن الأثرية في المملكة؟ (مؤثر عبر مواقع التواصل/ تصفح المواقع/ مدرسة/ مرشد سياحي/ صديق/ سائقي سيارات الاجرة/ اخرى)
- هل سبق لك الذهاب لموقع أثري؟
- عندما ذهبت هل كانت لديك خطة واضحة ومنظمة للرحلة؟
- ما الذي سيجذبك بخدمات عريق؟ (خدمة خرائط تظهر لك المواقع الأثرية المعتمدة من السلطات و معلومات موثوقه عنها/ خدمة لأظهار و حجز الرحلات الأثرية المعتمدة و المنطلقه تحت مظلة الوزارة، بحيث تتوفر معلومات عن مسار الرحله، مكان انطلاقها، ووصولها/ خدمة حجز رحلات آمنة للأطفال)
- اختر الخدمات التي تعتقد انها ستسهل عليك عملية التعرف والتخطيط للذهاب للأماكن السياحية الأثرية؟ (خدمة خرائط تظهر لك المواقع الأثرية المعتمدة من السلطات و معلومات موثوقه عنها/ خدمة لأظهار و حجز الرحلات الأثرية المعتمدة و المنطلقه تحت مظلة الوزارة، بحيث تتوفر معلومات عن مسار الرحله، مكان انطلاقها، ووصولها/ خدمة حجز رحلات آمنة للأطفال)
- هل خدمة الخرائط لمعرفة الأماكن الأثرية هي خدمة مفيدة؟
- هل خدمة تصميم و حجز رحلات أثرية متكاملة هي خدمة مفيدة؟
- ما هي الإيجابيات التي واجهتك خلال رحلتك الأثرية السابقة؟
- ما هي السلبيات التي واجهتك خلال رحلتك الأثرية السابقة؟

Question's Evaluation

We measured the time it took to book a trip through one of the popular websites recently (to know the usability of the website and try to avoid problems in it)



User	Time spent searching for archaeological sites	Time spent making a plan	Book a trip Rich Experience website
Tourist 1	2 hours	3 days	6:11 min
Tourist 2	1 hours	5 days	11:2 min
Tourist 3	1 hour	2 days	5:45 min
Tourist 4	2 hours	7 days	7:74 min
Average Time	1:30 hours	4 days	7:62 min

2. Pilot Test

Question Bafore modification	Question Afted modification	Reason of modification
هل خدمة الخرائط لمعرفة الأماكن الاثرية هي خدمة مفيدة؟	هل خدمة عريق لمعرفة الأماكن الأثرية والمعتمدة من هيئة التراث هي خدمة مفيدة؟	ظن العميل ان الخدمة التي في السؤال مجرد خدمة قوئل ماب المعتادة
مدى خبرتك التقنية؟	مدى خبرتك التقنية في استخدام المواقع؟	عدم وضوح السؤال وظن العميل ان البرمجة تدخل في وصف "تقنية"
مدى خبرتك التقنية في استخدام المواقع؟ "1= ممتاز، 0= ضعيف"	مدى خبرتك التقنية في استخدام المواقع؟ "0= ممتاز، 1="ضعيف"	بسبب تنويه العميل ان عامة الناس تعتمد على التقييم من 0 على التقييم من 5 حيث ان 0 هي الأكمل والأعلى

2. Pilot Test

Question Added	Reason
هل مبادرة عريق ستجعلك اكثر حماسة للسياحة الأثرية؟	لقياس الأحتياج الحقيقي لهذه المبادرة
ما هي المناطق الاثرية التي تود زيارتها في السعودية؟	لمعرفة توجه السياح من حيث تفضيلهم للاماكن الاثرية
هل تفضل السفر بمفردك ام مع رفقاء؟	لمعرفة توجه السياح من حيث تفضيلهم للسفر بمفردهم ام مع اشخاص اخرين

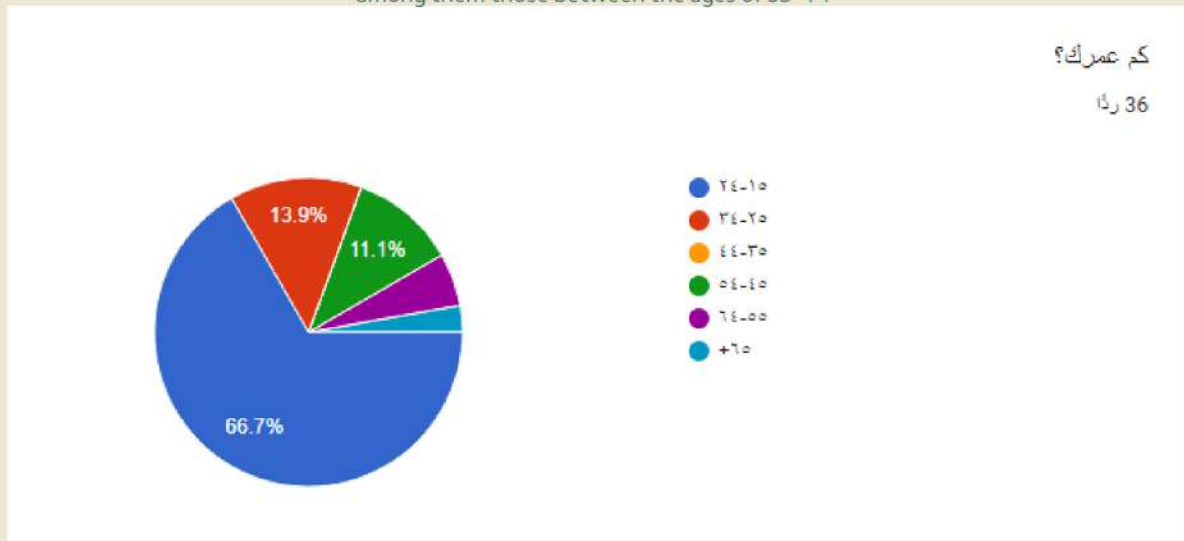
Question Delete	Reason
اختر الخدمات التي تعتقد انها ستسهل عليك عملية التعرف والتخطيط للذهاب للأماكن السياحية الأثرية؟ "الخيارات: خدمات الموقع".	السؤال له نفس الهدف والخيارات مع سؤال اخر موجود. ما الذي سيجذبك بخدمات عريق؟ "الخيارات: خدمات الموقع".

Form Link

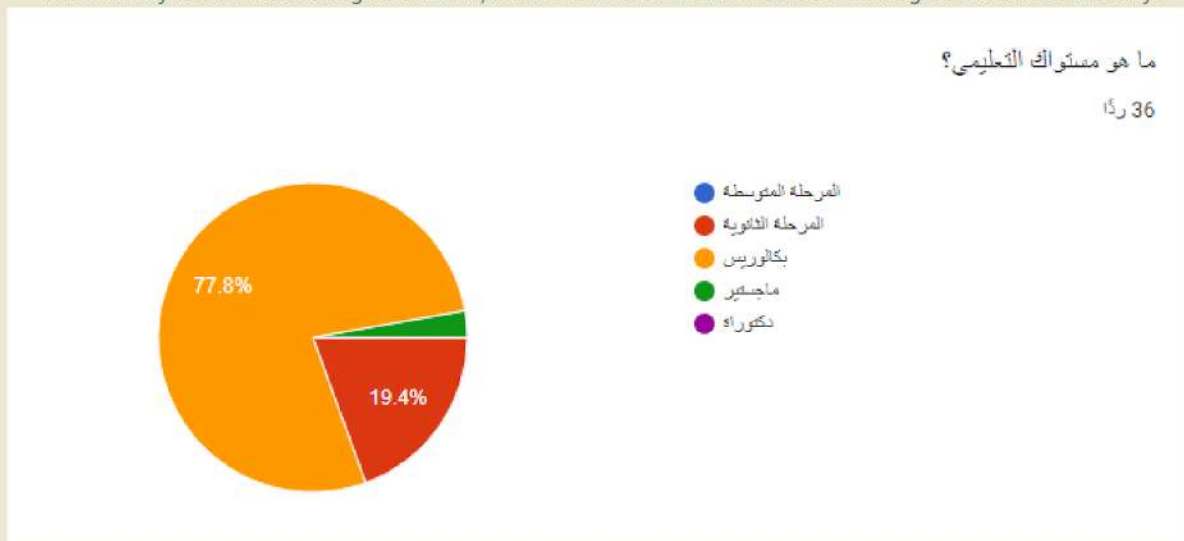
<https://forms.gle/KgzHF2Mg6ZHkMQM9A>

3. Tabulate and Analyze result

The age of majority of the respondents ranged between 15 and 24 years, and their percentage was 66.7%, then the age group 25-34, their percentage was 13.95%, and those between the ages of 35-44 were 11.1%, then those between the ages of 45-54 were 5.6%, then the minority Those over the age of 55 accounted for 2.8%, and there was no among them those between the ages of 35-44



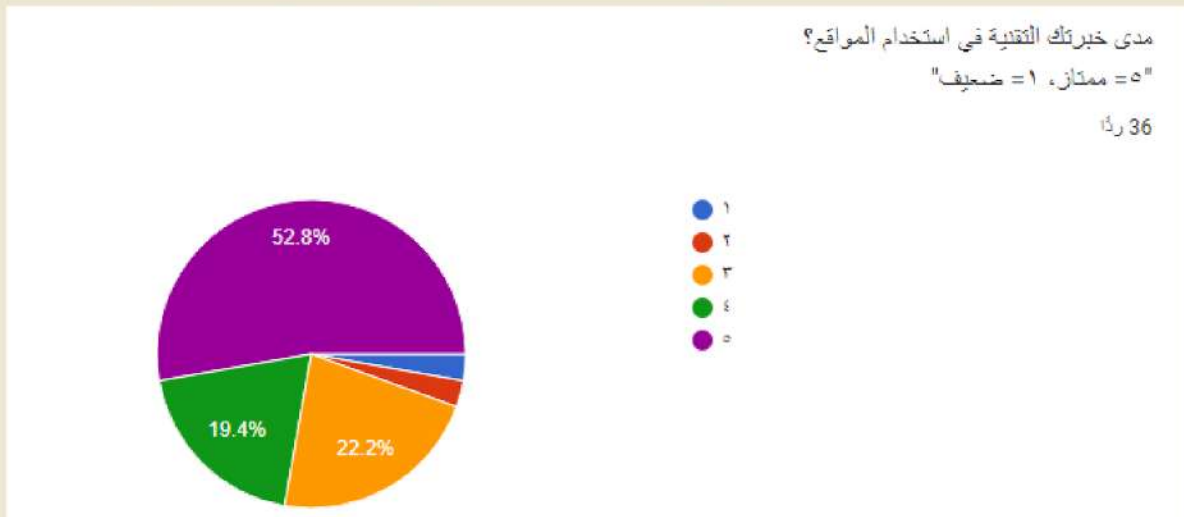
Most of them had a bachelor's degree a total of 77.8%, followed by those with a high school degree at 19.4%, then the minority had a master's degree at 2.8%, and none of them had a middle school degree or a doctorate only.



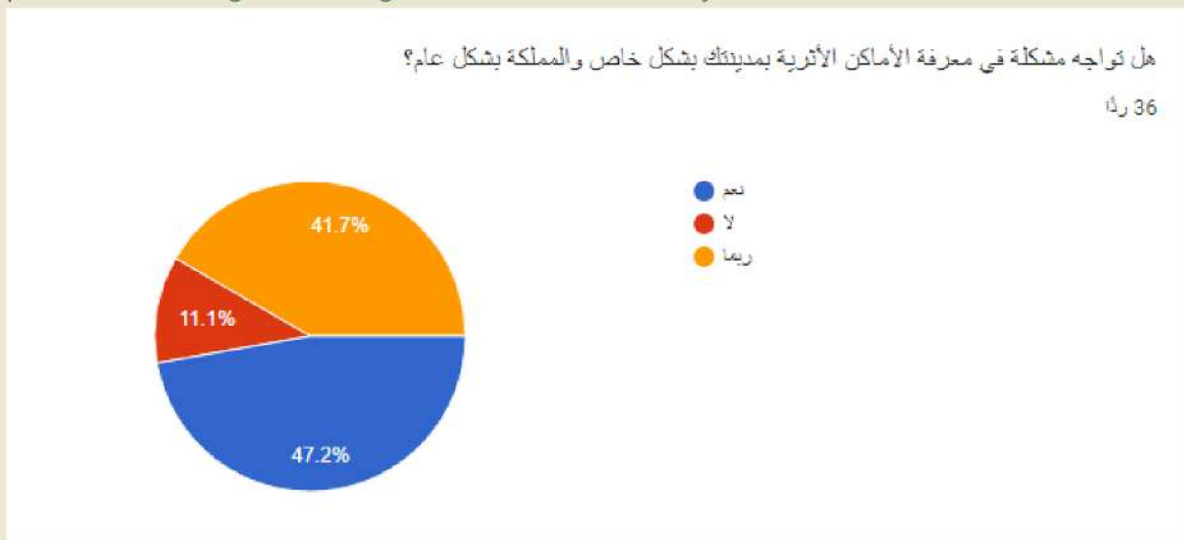
Most of them were students and they reached 69.4%, then the next largest group was the employees with a percentage of 16.7% and those who were retired were 8.3% and the percentage of non-employees was the lowest at 5.6%



Most people 52.8% know their way around using website, 22.2% are average in using technology, and lastly 19.4% they are above the average.



in this question we wanted to explore the problem space, we wanted to know if our website would solve a problem that already existed. so 47.2% answered yes they faced a problem in finding archaeological sites. 41.7% said maybe. and 11.1 said no.

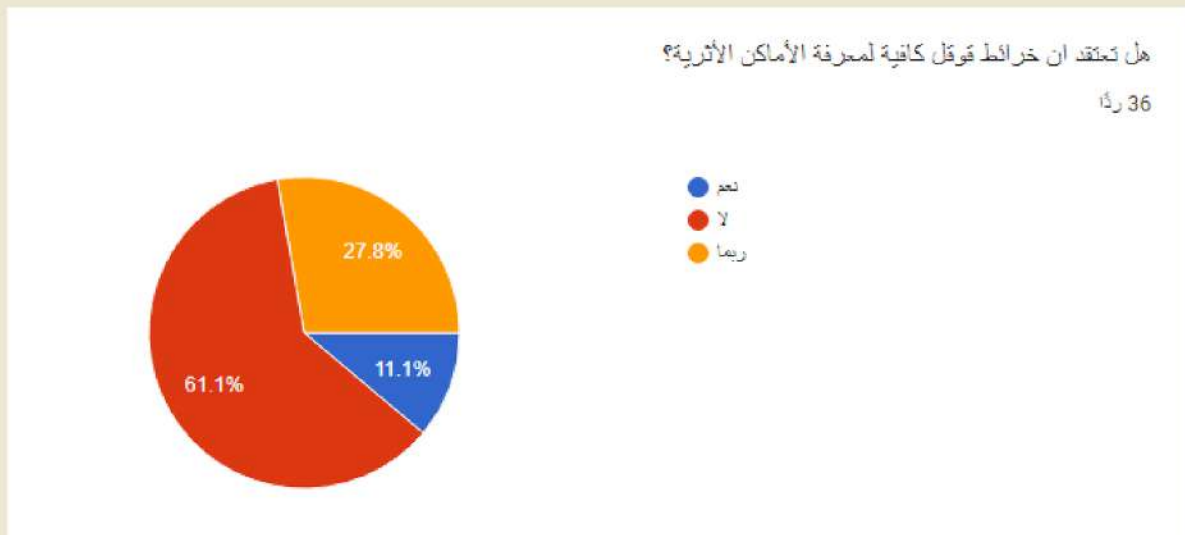


We asked the following open question:

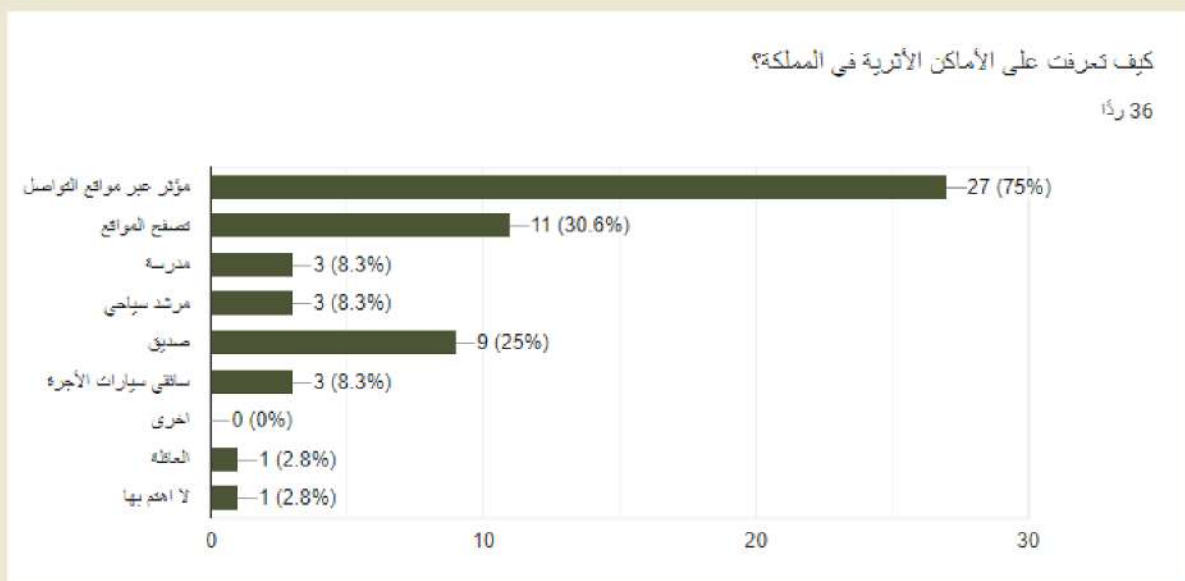
باختصار ما هي المشكلة التي تواجهك في معرفة الأماكن الأثرية؟
 and we got the following 13 responses:

1. كون الإعلان -إعلاميًا- عن الأماكن الأثرية قليل
2. لا اعرف اسماءها ومواقعها
3. مواقعها،الاوراق المسموح لنا بزيارتها
4. لا يوجد منصات تثقيفية عن الاماكن الاثرية في المملكة العربية السعودية
5. اماكن تواجدها وتاريخها ومعلوماتها
6. ما فيه جذب واضح و صريح و كافي لهذه الأماكن رغم انه المملكة تعج بهذه الأماكن
7. تشتت المصادر
8. عدم معرفتي بالاماكن الاثرية المفتوحة للسياحة
9. عدم وجود جهة حكومية توثق الاماكن الاثرية السياحية
10. - لا يوجد تحديد للمناطق الاثرية في قوقل ماب و لا امثلك معرفة بأغلب الاماكن الاثرية المتواجدة لدينا
11. لا أهتم بها.
12. نقص وسائل الإعلام والدعاية لها
13. عدم التعريف عنها اعلاميا ونشرها بوسائل التواصل

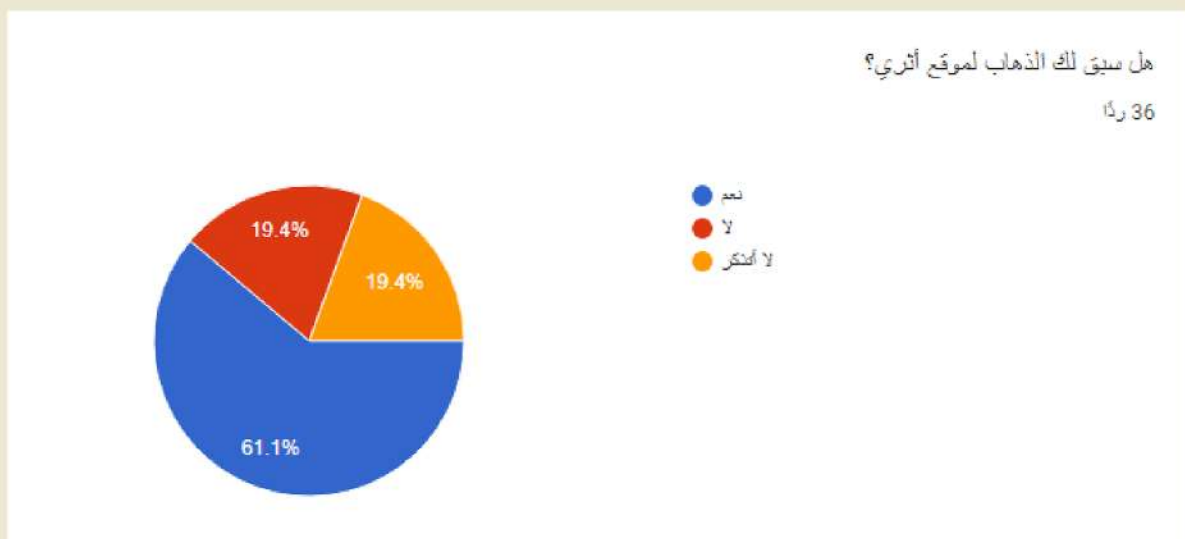
a lot of people think google map is not enough to know architectural places with 61.1%, and 27.8% think maybe it is, finally 11.1% thinks it is enough .



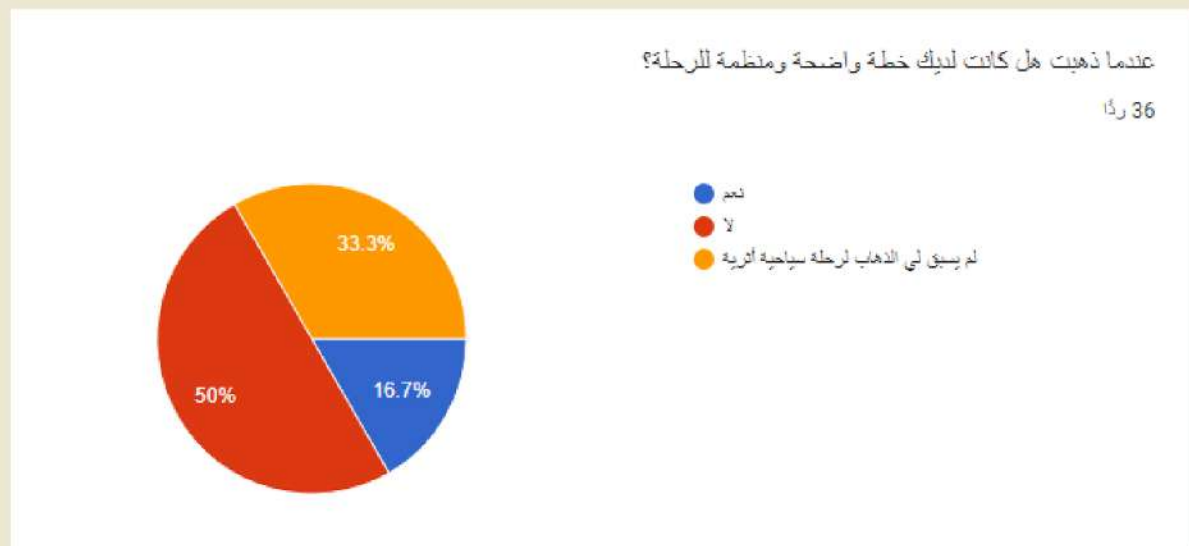
How did you get to know the architectural places? Social media influencer took the lead with 75%, then browsing websites with 30.6%, then friend with 25%, then School, from tour guide , and taxi drivers, all of them with 8.3% ,then family with 2.8%, and finally I don't care with 2.8%.



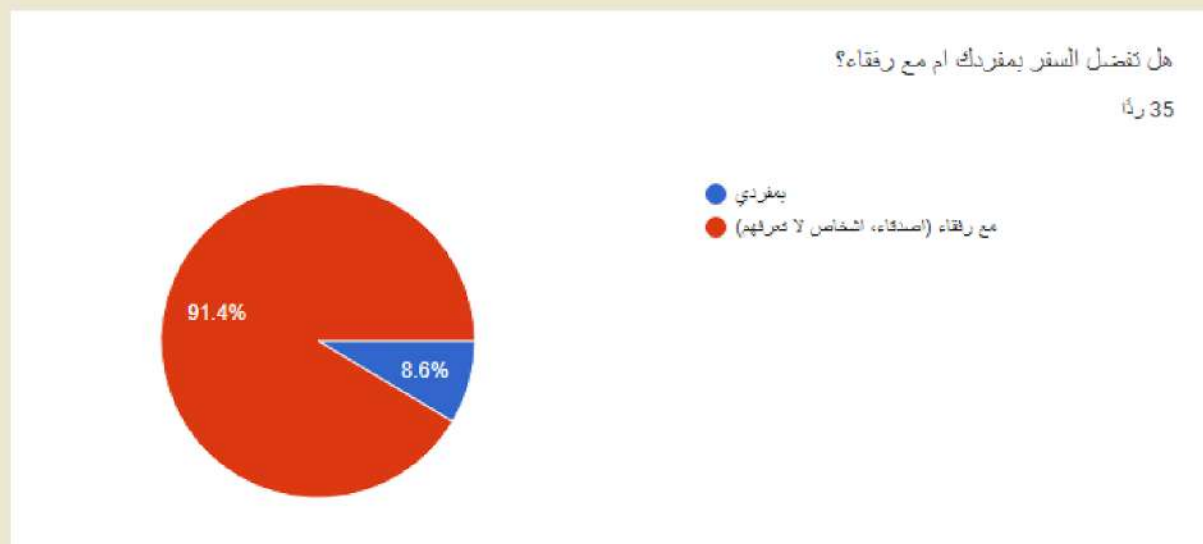
61.1% have been visited architectural, then equally No and I don't remember came after that with 19.4%.



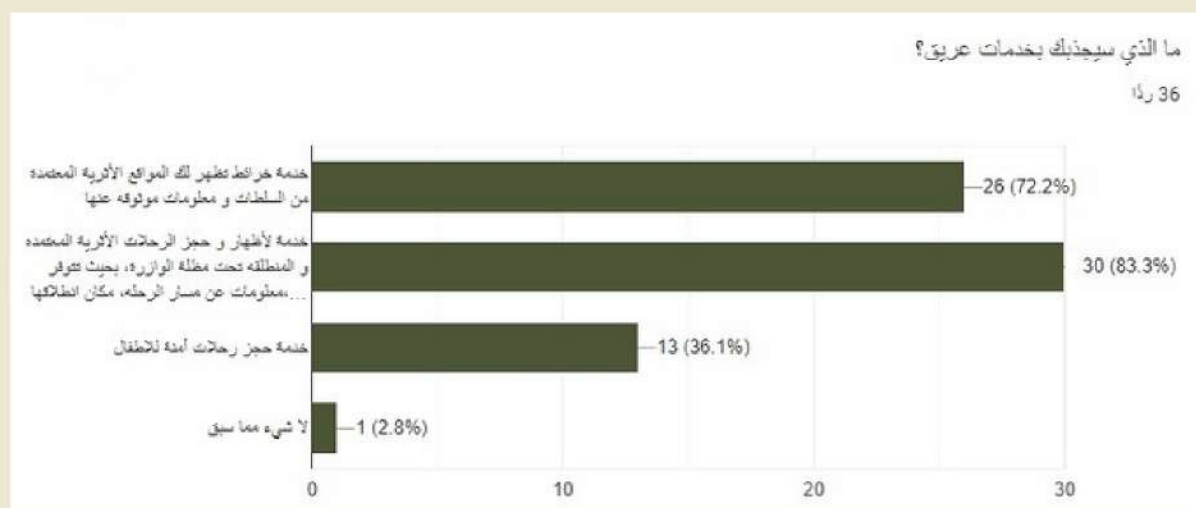
Half of them 50% didn't have clear and organised plan for a trip, 33.3% have never been in architectural tourism trip, a few of them have a clear and organised plan with 16.7%.



Most of them prefer to travel with the company (friends, person I don't know) with 91.4%, and few of them choose solo with 8.6%.



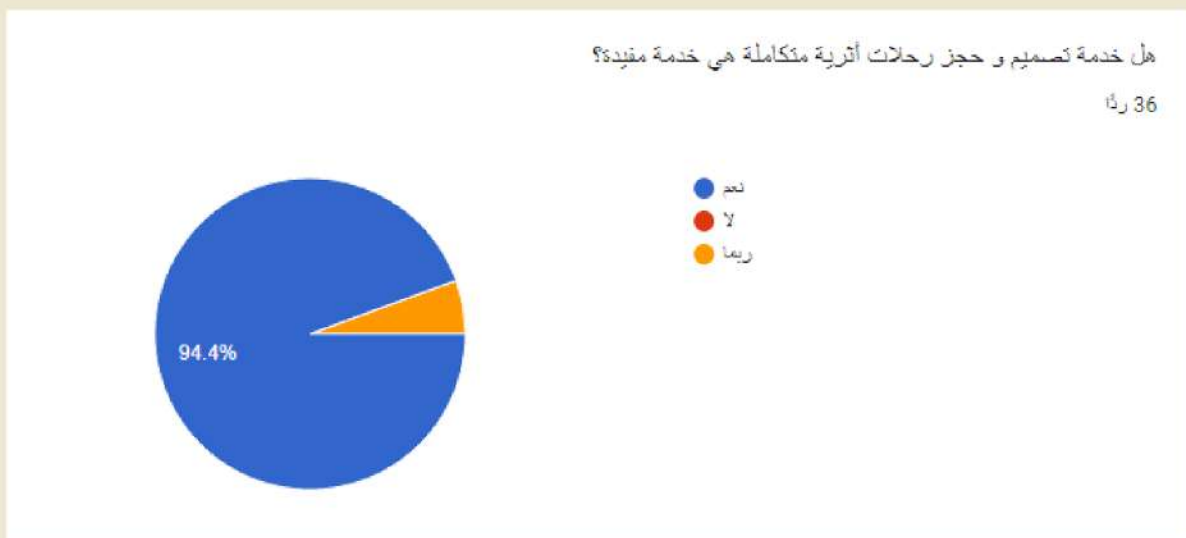
What will attracts you the most from Areeq services? 83.3% choose service to display and reserve a archaeological approved sites trip or that launched under ministry , so that information is available of the itinerary, starting place ,...ets. After that 72.2% choose a map service that shows you archaeological sites approved by the authorities and reliable information about them. Then 36.1% sure safe trip booking service for children finally nothing of the above with 2.8%



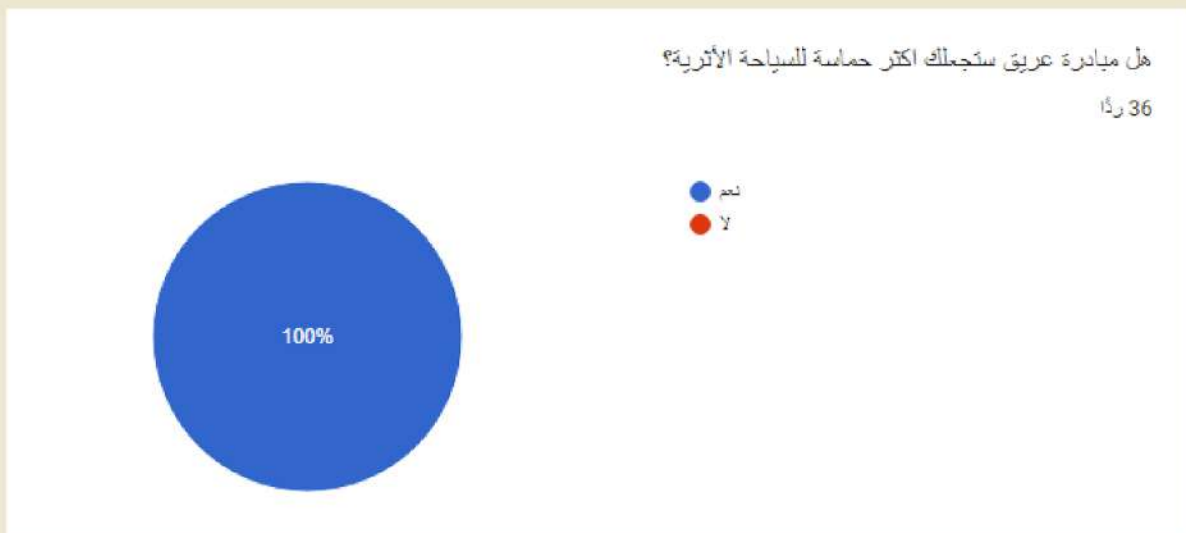
We note here that the vast majority, who number 86.1%, believe that our website is useful and desirable, while the next percentage, which is 11.1%, do not know whether it will benefit them or not. Finally, very few believe that the website will be useless and their percentage is 2.8%.



It is clear that the participants strongly support the existence of such a service: 94.4% support and 5.6% are neutral, and there are no objections.



Here we see a very high endorsement of our website with 100%.



We asked the following open question:

ما هي الايجابيات التي واجهتك خلال رحلتك الأثرية السابقة؟

and we got the following 28 responses:

- لم اذهب
- لا يوجد
- لم اذهب من قبل
- و جود مرشدين
- لم يسبق لي الذهاب
- الاستمتاع
- التعرف على اماكن تراثيه جديده بالنسبة لي
- التعرف على اشخاص
- لا شيء
- اولاً وجود قائد للرحلة في حال الرغبة. ثانيا
- توفير جهاز يحتوي تسجيل يشرح تاريخ كل
- منطقة من الموقع الأثري (بعدة لغات)
- كان ممتع
- لا اتذكر
- لم يسبق لي وأن ذهبت لرحلة أثرية
- هيبة الاماكن والانبهار بتاريخها
- الإيجابيات انه تصدف أحيان أماكن أثرية رهيبة و
- تزيد من حب الاستطلاع عندي
- التخطيط الجيد
- تعلم كل ما هو جديد
- تناسب كل الاعمار
- التعرف على تاريخ المدينة
- لا اذكر
- استمتعت، عرفت اماكن حلوة وصورت
- مارحت
- سهولة الوصول الى المناطق الاثرية
- لم اقم باي رحلة.
- التشجيع من اهالي المنطقة
- زيادة المعرفة
- لم اجرّب
- لم اذهب الى رحلة سياحية من قبل

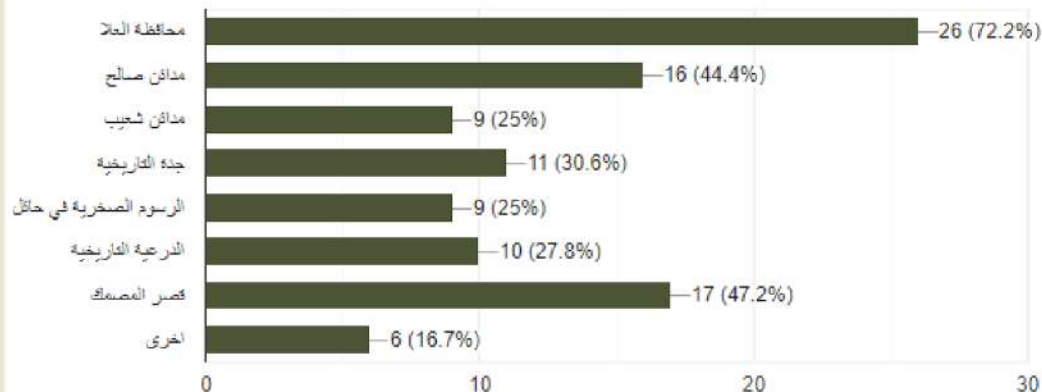
We asked the following open question:

ما هي السلبيات التي واجهتك خلال رحلتك الأثرية السابقة؟
and we got the following 27 responses:

- لم اذهب
- لم اذهب من قبل
- لم يسبق لي الذهاب
- عدم وجود المعلومات الكافية للمواقع الأثرية
- التعرف على اشخاص
- لا شيء
- ١. منع التصوير. ٢. ازدحام المكان بسبب عدم وجود حد لعدد السياح. ٣. الخارطة المقدمة لا تتضمن المرفقات في الموقع السياحي (مقاهي، مطاعم، دورات مياه، ... الخ)
- لم اعرف معلومات كافية عن المكان
- لا تذكر
- لا يوجد
- لم يسبق لي وأن ذهبت لرحلة أثرية
- لا يوجد
- ما من تطبيق جامع لكل هذه الأماكن بتفصيل واضح لها يعطي الزائر خلفيته واسعه
- عدم توفر رفقاء سفر
- عدم التنظيم بشكل جيد
- لا يوجد رحلات مخصصة للأطفال
- عدم وجود تعليمات كافية
- لا اذكر
- مافي خبرة للرحلة الاثرية، ما ضافت لي شيء جديد
- ما رحت
- لا يوجد
- عدم وجود شخص يروي قصة المكان
- لم اقم باي رحلة.
- عدم وجود ارشادات ودعايات لها
- عدم وجود خدمات
- لم اجره
- لم اذهب الى رحلة سياحية من قبل

ما هي المناطق الأثرية التي تود زيارتها في السعودية؟

36 ردًا



4. Summarization

The number of respondents to the questionnaire was 36, Most of them were students with a bachelor's level of education and their ages ranged between 15-24, and more than half of them had excellent technical experience in using websites. Their answers show that the largest group faces a problem knowing the archaeological sites in their city in particular and the Kingdom of Saudi Arabia in general for several reasons, including a lack of sufficient knowledge enough of these archaeological sites, also 61.1% of them think that Google Maps is not sufficient to know the archaeological sites. but 75% of them learned about the archaeological sites in the Kingdom of Saudi Arabia through social networking sites, and thus 30.6% of them learned about the archaeological sites through Browse the sites and answered the rest with other different answers.

Most of them went to archaeological sites, but the middle of them when he went did not have a clear and organized plan for the trip with most of them saying that they prefer traveling with companions (friends, people they do not know) to traveling alone and when they were asked what would attract them to Areeq services, the most attractive service was the service to show And booking archaeological trips approved and launched under the umbrella of the Ministry, so that information is available about the trip's path, place of departure, and arrival, followed by a map service that shows you archaeological sites approved by the authorities and reliable information about them, then a service for booking safe trips for children. , and most indicated that the Areeq service to know the archaeological sites approved by the Heritage Authority is a useful service, as well as the service of designing and booking integrated archaeological trips. archaeological tourism and they all agreed the Areeq initiative will make you more enthusiastic about archaeological tourism. about about their previous archaeological trips, we asked about the positives they encountered during their previous archaeological trip.

The answers varied, Some said that they had never been on a tourist trip before, and some answered the knowledge that the trip provides, as well as the enjoyment and it was the most common answer when asked about the negatives that they encountered during their previous archaeological trip is that there is not enough information and guidance.

Finally, they were asked about the archaeological areas that they would like to visit in Saudi Arabia. Al-Ula Governorate received the highest number of answers, and the results were close between Masmak Palace and Mada'in Saleh, except that Masmak Palace He advanced by one vote, followed by the historic city of Jeddah, then the historic Diriyah and other regions.

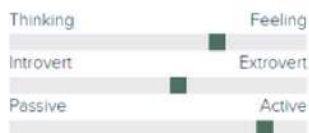
5. Personas



"I want to learn and have fun with friends."

Age: 32
Work: Marketing

Personality



Adventure Love to try new things
Love to learn.

Goals

- Short planning and research time.
- Finding archaeological tourism plans suitable for friends.
- Safe trip from a government agency.

Frustrations

- Female trip without males.
- Lack of experience with archaeological sites.

Bio

Amal is a marketing employee who loves adventure, trying new things and traveling with friends. She has little experience with archaeological sites but is excited to visit Madain Saleh because she has heard so much about them. But she has not yet found a safe organization to organize group trips to go with her friends. She prefers the trip to be for the ladies. She likes to record all the moments while traveling.

Motivation



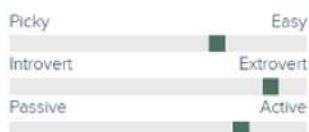
Favorite Destinations



"I want to visit archaeological sites and meet people from different cultures."

Age: 25
Work: A fresh graduate
Marital status: Single

Personality



Adventure Learn exploration

Goals

- Book a trip in a short time and with ease.
- Meet new people and improve communication skills.
- Exploiting the day by visiting more than one archaeological site on the same day.

Frustrations

- Traveling with elderly people.
- Non-compliance with trip schedules.
- The ambiguity of the trip plan.

Bio

Adam is a fresh graduate who has been obsessed with traveling since childhood. Once upon a time, he visited the pyramids in Egypt, and his interest in visiting archaeological sites in Arab countries began. He is very excited to visit historical Jeddah. Adam loves to get to know new people from different cultures, so he prefers to travel in groups close to him in age. He wants to take advantage of all the days of travel, as there is no time for rest for him.

Motivation



Favorite Destinations

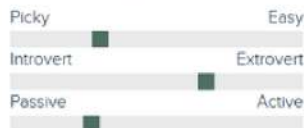




"I want to learn more about the archaeological sites in Saudi Arabia with my family."

Age: 63
Work: retired
Family: Married, 1 child

Personality



organized Antiques collector love cultures

Goals

- Book appropriate trip quickly.
- Get a clear view of the itinerary and activities.
- Acquaintance with monuments.

Frustrations

- Find a budget organized trip.
- Wasting time researching and planning because of not knowing Saudi Arabia.

Bio

Alex loves to explore archaeological sites around the world with his wife, Sandra, and his son, Chad, who is 17 years old. Now it is the turn of the Kingdom of Saudi Arabia, but he has never visited it before and does not know how to speak Arabic. He needs a reliable site that offers safe scheduled trips and supports the English language. Alex hopes to visit the world-famous Al-Ula region at the present time to learn about ancient civilizations with a unique character.

Motivation



Favorite Destinations



"Perfect picture in Perfect place."

Age: 26
Work: Accountant
Family: About to married

Personality



Hardworking Creative practical

Goals

- Have a whole plan.
- Visit unique places.
- Find perfect places for pictures.

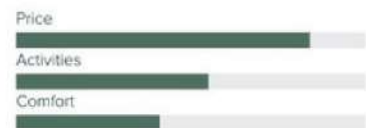
Frustrations

- Got no time for making plan.
- No it's a explanation of the story behind this place.

Bio

He is an accountant who is about to get married, and he is planing for his honeymoon. Since he is a fresh employee, he still doesn't know how to mange time to plan for his honeymoon. He wants his honeymoon to be in histocal and architectural area as he and his wife have a lot of interest in it. He is also a photographer and has account in instagram with 17k followers, most of pictures he uploaded is about historical places with there stories. He saw a picture of Histrocal Diriyah, since then he wants to ge there.

Motivation



Favourite Destination





"I want my children to have a special vacation."

Age: **39**
Work: **Doctor**
Family: **Single, 2kids.**

Personality



Love to learn Love children Busy

Goals

- Have a good plane with minimum of time.
- Save trip for kids.
- Opportunity for her kids to learn new things.

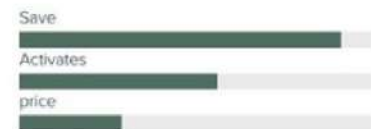
Frustrations

- Wasting time to make a plane from zero.
- A trip that is not suitable for kids.

Bio

Sara is a doctor and a mother of two kids, who love to learn new things, shy, love children so much, and has big interest in heritage. Her children are Saad and Saeed, who are 10 and 8 years old. Since she is a doctor she is a very busy person, so she don't have time to spend summer vacation with them. She want from them to have a meaningful and special one even without her. As her children are big fan of "Sinuhe" animation which is a story of an Egyptian kid from the era of the ancient Egyptians is having adventures, so they are interested in the rock art in the Hail region.

Motivation



Favourite Destination



6. Requirements

- Obvious access to the two main services which are the Areeq map and trips.
- The trips interface should be visual and each trip should show the needed Information.
- The Areeq map interface should be interactive so the user can zoom in and out and discovering sites around, when he/she manipulate the map.
- The interfaces should be visually appealing and also minimalist.
 - Using a consistent color palette.
 - Using icons that are recognizable and common.
 - Using graphics that reflects the nature of the website.
- The interface should be simple and easy to learn. to achieve high learn ability.

Part two **PRE Design**



Cognitive Processes	Meaning For Target Users	Design Implications
Attention	<ol style="list-style-type: none"> 1.To help users notice important things such as price and destination. 2.make the user notice important call to actions. 3.make the interface clean and minimal so it doesn't distract the user. 	<ol style="list-style-type: none"> 1.Make the price salient. 2.for the destination we will put salient text & images to attract the user's attention. 3.by coloring the buttons with different colors compared to the rest of the interface. 4.by minimizing the graphics.
Perception	<ol style="list-style-type: none"> 1.To make it easier for users to read and save time searching. 2.make the user distinguish actions. 	<ol style="list-style-type: none"> 1.Keep in mind that the text is legible with the background color. 2. We will use grouping to arranging trips according to categories and we will put reasonable distance between each trip. 3.by using icons that universally recognizable.

Cognitive Processes	Meaning For Target Users	Design Implications
Reading, Listening	<ol style="list-style-type: none"> 1. Reading will shorten users time when browsing information about archaeological sites. 2. Listening will make it easier for children, those who prefer to learn by listening, and those who have vision problems . 	<ol style="list-style-type: none"> 1. We used easy and clear language suitable for all age groups and also high contrast in colors to make reading easier. 2. We provide short clips for enriching information, and we made sure to choose a voice actor with clear pronunciation to help ease understanding and listening.
Memory	<ol style="list-style-type: none"> 1. add elements to the interfaces to encourage recognition rather than recall. 2. Basic functionality is common and popular among applications. 	<ol style="list-style-type: none"> 1. add menus and icon to browse until the user recognize something. 2. the sign up, log in, and reservation would be easy and obvious to the user.

Part three Prototype







1. Prototype Tool

Figma is considered one of the most popular interface design programs.

It provides several advantages, including creating a prototype, and you can also make it an interactive prototype as we did, and it also facilitates working with the team, so we can work together at the same time on the same project, and it helps us test the prototype by making a run and presenting it to the user.

2.Design Principles

Design Principles	Some of the Supporting Prototype Interface	Justification
Visibility		<p>Each button that has a call to action has a text that explicitly says what the button would do</p> <p>Also in each text field that the user should insert text in there is a prompt that let the user know which type of input is expected</p>
Feedback		<p>When the user hover over a button the text will turn into green in brown buttons, and it will turn into brown in green buttons.</p>
Affordances		<p>We applied Affordances in this interface by using a scroll bar which allow the user to read more about a specific site, and a scroll bar give a hint to the user that there is more Information to know.</p>
Consistency		<p>Internal consistency: the page structure, color palette, and graphics is the same across all interfaces</p> <p>External consistency: the way we represented the navigation bar is the same across other websites.</p>

3. User Experience Goals

Helpful

Viewing trips with a description of the plan helps users to browse quickly without having to open each plan and read the details.



The map page helps users if they do not know the archaeological sites or their names.

On the same map page, we provide a search section that filters heritage sites



Displaying a page for the

archaeological information of the archaeological sites helps users to decide which destination they will go to.



3.User Experience Goals

Enhance social communication & Fun

All the trips is group trips, so the users can enhance social communication, and meet new people who have same interest.

It provide fun experience due the new challenge which is visit sites that they have never visted before.



Learn new information of architectural sites, and a lot of them are interesting .

An enjoyable map, which is size changing according to user movement.



3.User Experience Goals

Attractive

First of all, for colors we used suitable one that match the idea of our program which is taking from nature.

secondly, we used unique icons like camel and the palm tree that expresses the culture.



thirdly, multi catchy pictures for those sites .



4. Usability Goals

Effectiveness

The idea of our website is to facilitate and stimulate internal tourism to archaeological sites.

We applied this through two main services. The first is to provide plans that suit several users of archaeological sites, and second, to provide enriching information about archaeological sites.



The navigation bar is very effective. It enables quick navigation in the website and enables the user to know which page he is on.



4. Usability Goals

safety

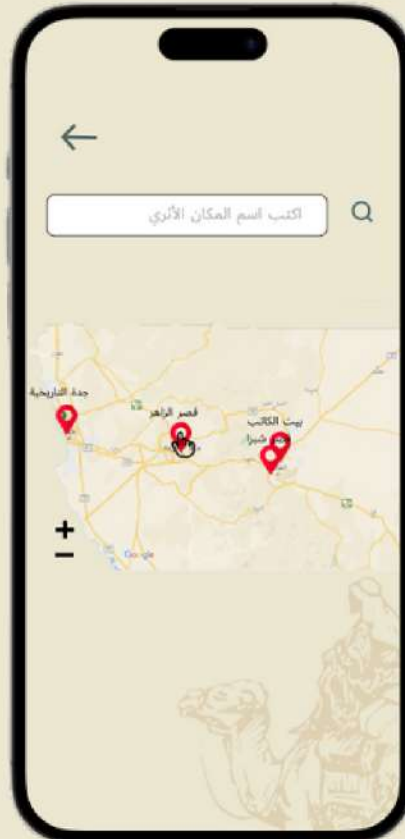
When the user forgets the password when logging in, he can reset the password by entering his email with which he created the account, and the password will be sent to his email so that he can maintain his account



4. Usability Goals

learnability

We applied this by displaying a map of the Kingdom of Saudi Arabia showing the archaeological sites in it. Also, when you click on these places, information from reliable sources for this place will be available to the user in various multimedia.



Part four **Usability Testing**



1.DescribeThe Participants

The participants consisted of 6 females and 2 males, ranging in age from 14 to 55 years. The majority of the participants had a university background, except for two, one middle school and the other high school.

UserNum	Age	Gender	Qualification
User1	14	Male	Middle School
User2	43	Female	University
User3	21	Female	University
User4	30	Male	High school
User5	55	Female	University
User6	20	Female	University
User7	18	Female	University
User8	24	Female	University

2.DescribeThe Environment Of The Test

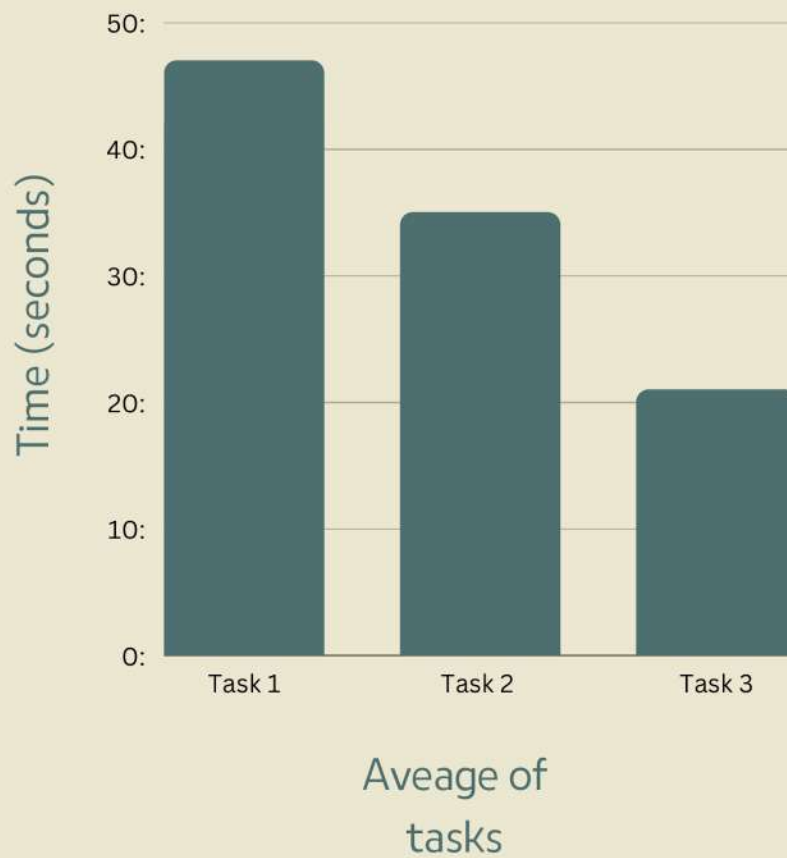
The test environment is the home and the university, as the users are from family and friends.

3.Describe List Of Tasks

User	Task 1 : Time spent searching for archaeological sites	Task 2 : Time spent book a trip	Task 3 : See reservations
User1	9:76 sec	12:06 sec	4:35 sec
User2	31:92 sec	20:73 sec	11:42 sec
User3	33:63 sec	36:63 sec	32:91sec
User4	25:31 sec	13:51sec	16:06 sec
User5	142.6 sec	127 sec	32.3 sec
User6	40.0 sec	45.69 sec	34.33 sec
User7	29:32 sec	14:57 sec	13:55 sec
User8	28:51 sec	13:28 sec	23:33 sec
Average	42:51 sec	35:43 sec	21:15 sec

4. Evaluate

4.1 Objective Measure



4.2 Subjective Measure

User	Does the website design give you a sense and a vibe of tourism ☒ in archaeological sites?	Did you become confused at any point?	Does anything seem out of place or unnecessary?	How do you feel when using the prototype?	How likely or unlikely would you use this product once it's finished?
User1	Yes	No	No	Excited	I will use it
User2	Yes	No	No	Satisfied	Of course
User3	Yes	No	No	expected	I would like to use it
User4	Yes	No	No	amused	surely
User5	Yes	Yes	No	Clear and authentic	Maybe
User6	Yes	No	No	Unique	Definitely will use it
User7	Yes	No	No	Satisfied	60% Likely to use
User8	Yes	No	No	Easy to use	80% Likely to use

5. Analyze And interpret the result

Task 1 : searching for archaeological sites

The user took average of **1:30 hours** when they searched for archaeological sites in the Kingdom of Saudi Arabia, and to know reliable sources about the place.

But In Areeq prototype it took less than half the time **42:51 sec**, Because of the map on which the archaeological sites are located when you click on the place, it will provide you with reliable information about it

Task 2 : book a trip

The user spent an average of **7:62 minutes** booking a trip through the rich experience website.

But in the prototype of the Areeq website, it took an average of only **35:43 seconds**, because we put the information briefly on the interface, so he can browse the trips while reading information about the trip and booking it in a short time, and we also provided him with other details about the trip if he clicked on the trip to read more.

Task 3 : See reservations

The average time that users took to go to see the reservations page was an amazing **21:15 seconds**, because the method is easy and clear from the profile.

We could not calculate the time it took to go to reservations page in Part 1 on the Rich Experience website, because this required us to pay for the plan.

6. References

1. <https://heritage.moc.gov.sa/>
2. <https://nurisanendita.medium.com/usability-testing-case-studies-objective-evaluation-vs-subjective-evaluation-b5e67d678e5e>
3. <https://www.usertesting.com/blog/prototype-testing-questions>
4. <https://www.uxpin.com/studio/blog/principles-mobile-app-design/>

Appendix



اسم المستخدم

بريدك الإلكتروني

كلمة المرور

إعادة كلمة المرور

تاريخ ميلادك

اختر مدينتك

الجنس: ☐ ذكر ☐ أنثى

لديك حساب؟ تسجيل الدخول

إنشاء حساب

نور محمد

المعلومات الشخصية

الحجوزات

الاعدادات

اسم المستخدم

نور محمد

البريد الإلكتروني

yanhui@gmail.com

كلمة المرور

9470yvvca

تاريخ الميلاد

1422/9/8

المدينة

مكة المكرمة

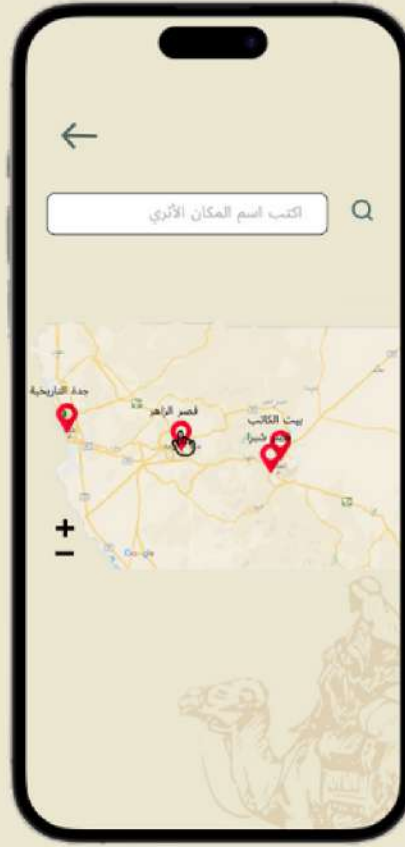
الجنس

أنثى

تحديث

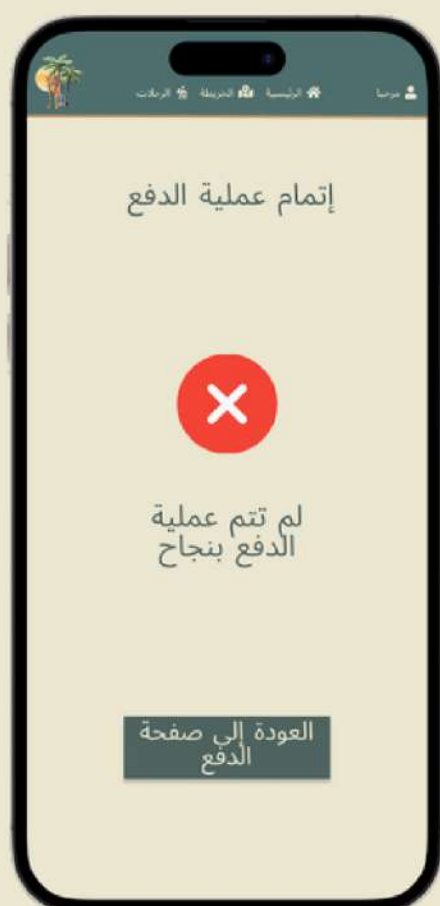
جدول رحلاتك:

اسم الرحلة	التاريخ	الحالة
رحلة نسائية للعلما	1444/11/7	قادمة
رحلة نسائية لقرية الفاو	1443/7/8	تمت
رحلة نسائية لقرية ذي العين	1443/8/1	تمت

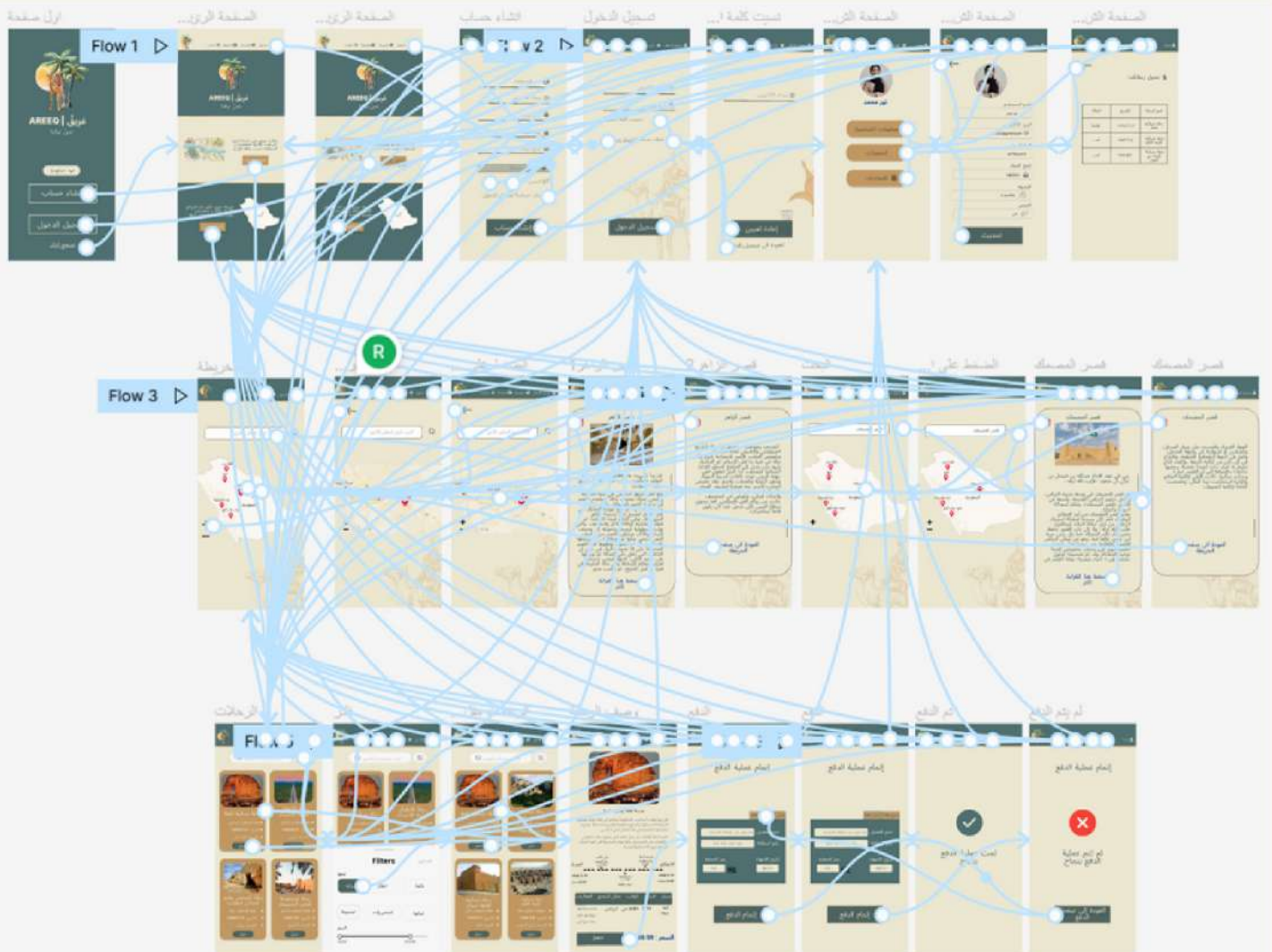








The link between pages



Task Distribution

Task	Munira	khulood	Revan	Abeer
Questionnaire’s Draft	*	*	*	*
Pilot Test	*	*	*	
Tabulate and Analyze result	*	*	*	*
Summarization				*
Personas		*	*	
Requirements	*			
Cognitive Processes	*		*	
Meaning For Targer Users	*		*	
Design Implications	*		*	
Complete prototype	*	*	*	*

Task	Munira	khulood	Revan	Abeer
tool used to prototype	*	*	*	*
design principles	*			
user experience goals		*	*	
usability goals			*	*
Describe the participants	*	*	*	*
Describe the environment of the test	*	*	*	*
Describe list of tasks	*	*	*	*
Evaluate the prototype in terms of objective and subjective measure	*	*	*	*
Analyze and interpret the result			*	*