

HCI Assignment 2: Thematic Analysis

Team Members

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Selected Product:

Google Maps App for mobile devices

Research Questions

- What are the key factors that influence user satisfaction and dissatisfaction with Google Maps?
- How Google Maps can be improved so that user satisfaction increases?

Source of Data Collection

- Play Store
- App Store

Sampling Strategy

- **Total Population Sampling:** We are using total population sampling because the dataset is small with only 40 reviews, allowing for a comprehensive analysis. This ensures that all themes and patterns are captured without bias. Since the goal is to analyze this specific dataset rather than generalize, total population sampling is the most practical and effective approach.
- **Number of Reviews:** 40 reviews.
- **How Reviews Gathered:** Reviews are gathered from play store and app store by manually copying them into the spreadsheet.
- **Link to Spreadsheet:** [Google Sheet Link](#)

Themes

- **Positive Feedback**
 - Accurate navigation
 - Real-time traffic updates

- Useful features (e.g., restaurant reviews, offline maps)
- **Negative Feedback**
 - Bugs and glitches (e.g., freezing, incorrect routes)
 - Poor updates (e.g., broken features, removed functionalities)
 - Frustrating user experience (e.g., ads, forced routes)
 - Lack of customer support
- **Feature Requests**
 - Speed limit alerts
 - Better timeline functionality
 - Location-based alarms
- **Context of Use**
 - Travel and exploration
 - Daily and work-related use

Analysis of Themes

Positive Feedback

- **Accurate navigation:** Users appreciate the accuracy of directions which is crucial for daily commuting and travel. Many reviews highlight how reliable the app is for finding the quickest routes.
- **Real-time traffic updates:** This feature is highly valued as it helps users avoid delays and save time. Users frequently mention how the app helps them navigate around traffic jams.
- **Useful features:** Features like restaurant reviews, offline maps, and public transport information enhance the user experience. Users find these features particularly helpful when exploring new areas.

Negative Feedback

- **Bugs and glitches:** Frequent issues like freezing, incorrect routes, and location inaccuracies frustrate users. Many reviews mention how recent updates have introduced new bugs.
- **Poor updates:** Recent updates have introduced bugs and removed useful features, leading to dissatisfaction. Users are particularly frustrated with the timeline feature, which has stopped working correctly.
- **Frustrating user experience:** Forced routes, ads, and UI issues make the app less user-friendly. Some users report that the app forces them to take routes they dislike, even when they manually select alternatives.
- **Lack of customer support:** Users report difficulty in getting support for issues, which exacerbates their frustration. Many users mention that they cannot find a way to report bugs or get help.

Feature Requests

- **Speed limit alerts:** Users want alerts to help them stay within speed limits, especially in areas with unclear signage. This feature is particularly requested by drivers who travel frequently.
- **Better timeline functionality:** Users want the timeline feature to work reliably and allow easy editing. Many users are frustrated that the timeline no longer tracks their movements accurately.
- **Location-based alarms:** A feature to alert users as they near their destination would be useful, especially for long-distance travelers. This would help users avoid missing their stops, particularly at night

Context of Use

- **Travel and exploration:** The app is widely used for navigating new cities and discovering new places. Users appreciate the detailed information provided about public transportation, walking routes, and bike paths.
- **Daily and Work-Related Use:** Many users consider Google Maps an essential navigation tool, relying on it for everything from finding nearby coffee shops to managing work-related deliveries.

Analysis of Themes

1. Identified Themes and Frequency

Theme	Frequency	Priority
Poor Updates	20	High
Daily and Work-Related Use	17	High
Accurate Navigation	11	High
Lack of Customer Support	10	High
Travel and exploration	8	Medium
Useful features	8	Medium
Frustrating User Experience	7	Medium
Bugs and Glitches	7	Medium
Better Timeline Functionality	5	Low
Real-Time Traffic Updates	5	Low
Speed Limit Alerts & Location-Based Alarms	3	Low

2. Prioritization of Themes

High-Priority Themes (Most frequent, directly affecting usability)

- **Poor Updates:** Recurring issue where updates reduce functionality instead of improving it.
- **Daily and Work-Related Use:** Essential for drivers and workers who rely on navigation daily.
- **Accurate Navigation:** Some users praise it, but errors in location data and inconsistencies lower reliability.
- **Lack of Customer Support:** Users struggle to report issues or receive responses.

Medium-Priority Themes (Moderately frequent, impacting specific user groups)

- **Travel and exploration:** Users rely on Google Maps for discovering new places, but issues like forced routing decisions and difficulty switching modes can cause frustration. Bugs such as slow loading and UI glitches also disrupt navigation.
- **Useful Features:** While real-time traffic updates and route optimization enhance usability, users report UI frustrations and technical issues like app crashes, affecting overall reliability.
- **Frustrating User Experience:** Users report forced routing decisions, difficulty switching modes, and UI frustrations.
- **Bugs and Glitches:** Technical issues such as app crashes, slow loading, and UI malfunctions disrupt use.

Low-Priority Themes (Less frequent, affecting niche use cases)

- **Better Timeline Functionality:** Issues with tracking and editing past locations frustrate long-term users.
- **Real-Time Traffic Updates:** Some users find this feature helpful, but inconsistencies exist.
- **Speed Limit Alerts & Location-Based Alarms:** Users request better notifications to avoid speeding.

Research Questions

- **What are the key factors that influence user satisfaction and dissatisfaction with Google Maps?**

Users appreciate features like accurate navigation, real-time traffic updates, and ease of use. However, frustrations arise from forced routing decisions, UI difficulties, technical glitches, and outdated location data, impacting overall satisfaction.

- **How can Google Maps be improved to increase user satisfaction?**

Enhancing flexibility in route choices, improving UI intuitiveness, addressing bugs and crashes, and ensuring more accurate location information can significantly improve user experience and satisfaction.

Key Findings

The thematic analysis of Google Maps reviews reveals that while the app is highly valued for its accuracy, real-time updates, and useful features, users are frustrated with recent bugs, poor updates, and a lack of customer support. Additionally, users have several feature requests, such as speed limit alerts, improved walking directions, and better timeline functionality.

These findings suggest that Google Maps could improve user satisfaction by addressing these issues and implementing the requested features.