

## Usability Aspect Report

**Study Name:**

Wander Lo-fi Prototype Iteration 1 (Adobe XD Lo-fi Prototype)

**Duration of Study:**

September 12 - September 19

**Experimenters' Names:**

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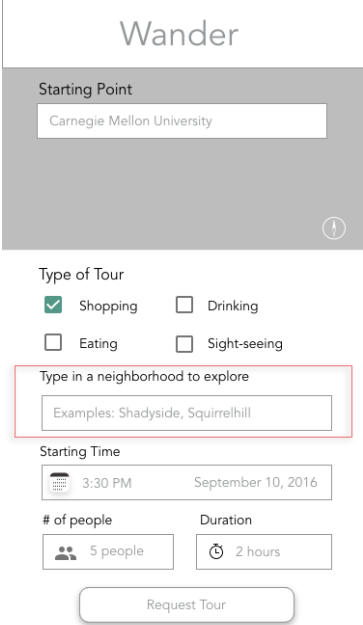
**Users:**

1 (Female, 20, Student), 2 (Male, 21, Student - Andrew Ambassador),  
3 (Female, 19, Student - Andrew Ambassador),  
4 (Male, 22, Student), 5 (Female, 19, Student)

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**Notes:**

- This report follows the format of usability reports created for research at CMU's Human-Computer Interaction Institute within CMU:
  - The report aims to analyze most critical usability issues raised
- Heuristic Evaluation was conducted based on *Nielsen's 10 Basic Heuristics* ([http://www.useit.com/papers/heuristic/heuristic\\_list.html](http://www.useit.com/papers/heuristic/heuristic_list.html))

No. TA-1	<b>Problem/Good Aspect</b>
<b>Name:</b> Lack of guidance for tourist in new area when choosing destination	
<p><b>Reference:</b></p> 	
<p><b>Evidence:</b></p> <p>Interface aspect:</p> <p>The users raised concerns on how they generally weren't aware of the specific neighborhoods when visiting a new location, and hence would not know which areas to type in the field.</p>	
<p><b>Heuristic Evaluation Explanation:</b></p> <p>This can be explained in terms of h3: user control and freedom, as the system prevented the user from accelerating the process in choosing a destination and did not give the user more different options on choosing a destination to explore.</p>	
<p><b>Severity or Benefit:</b></p> <p>This is a severity of 3 (major usability), as this usability issue greatly confused users and prevented the user from further proceeding on in the process.</p>	

### Possible solution and/or Trade-offs:

A possible solution would be to include a dropdown box rather than a text input field to give the user multiple options to select, rather than prompting the user to have to search for specific locations and look it up himself. Another possible solution would include the option for the system to present the user with more information on each option (i.e. "More about this neighborhood" button). In addition, the application could include a list of suggestions for the user based on popular destinations in the area for touring.

A tradeoff would be that this would require including more components on one screen, which would make the screen look more cramped. Also, since the components of the screen would be closer to one another this would also increase the user's chance of error to accidentally select an incorrect component in close proximity.

**No.** TA-2

**Problem/Good  
Aspect**

**Name:** Lack of flexibility for the tourist

### Reference:

The screenshot shows the 'Wander' app interface. At the top is the 'Wander' logo. Below it are two tabs: 'Map View' and 'List View'. The 'List View' tab is selected. Below the tabs, there are two tourist profiles, each enclosed in a red rectangular box. The first profile is for 'Tourist: Jennifer Smith' with details: Destination: Oakland Shopping, Start Time: 09/03/2016 10:50 a.m., Total Time: 2 hours, and # of People: 3. It has 'X DECLINE' and '✓ ACCEPT' buttons. The second profile is for 'Tourist: Laurie Hernandez' with details: Destination: Oakland Sight-seeing, Start Time: 09/03/2016 10:50 a.m., Total Time: 4 hours, and # of People: 1. It also has 'X DECLINE' and '✓ ACCEPT' buttons.

**Evidence:**

Interface aspect:

As the users (Andrew ambassadors - ID 2, 3) were navigating through the screen, they voiced concerns on how tour guides did not have enough time to draft a script for they may have not previously conducted in the past if most requests for real-time. The users explained that tour guides have a script prepared before giving tours.

**Explanation:**

This can be explained in terms of h7: flexibility and efficiency of use, as the users felt the system lacked the flexibility for tour guides. The user felt the tour guide interface lacked customizable options.

**Severity or Benefit:**

This is a severity of 3 (major usability), as the user felt that s/he was not able to fully utilize the system, as the system lacked a feature that was critical to his success as a tour guide. The user felt limited in the features s/he could utilize, making the user finding the application very limited and feeling hesitant to use it.

**Possible solution and/or Trade-offs:**

A possible solution would be to give the user with a tour guide role to customize his preferences - this could include the option to choose whether he needs at least a day or earlier notice in advance to have time to prepare tours, or have the user only have real-time availability for tours in neighborhoods that he has previously done.

A tradeoff would be that this would include more technical implementation and make the user experience and interface more complicated, as this would increase the potential number of choices that the user has to first select when setting up an account and increase the time the user has to dedicate to the system.

**No.** TA-3

**Problem/Good  
Aspect**

**Name:** Uninformative rating system

**Reference:**

Wander

Rate your tour guide

★

★

★

★

★

Rate each location

1

Cafe Moulin

★

★

★

★

★

2

Alex and Ani

★

★

★

★

★

3

Pandora

★

★

★

★

★

Submit

**Evidence:**

Interface aspect:

Users observed that the rating system was very vague, and felt that the star rating system was not sufficient to describe the quality of the tourist. Users felt that the rating was too subjective, and did not help the tour guides assess their tour and gain constructive feedback.

**Explanation:**

This can be explained in terms of h2: match between the real world and system status, as users did not feel the rating system matched how tour guides received feedback in the real world. Tour guides often heard feedback in correspondence to specific criteria - their conceptual model of the tour guide experience did not fit the mental model of the system.

**Severity or Benefit:**

This is a severity of 3 (major usability), as the user was confused on how to move forward with the system. The user had to pause to figure out what criteria to evaluate the tour guide on, as there was no guidance on what criteria the user should use to assess the tour guide.

**Possible solution and/or Trade-offs:**

A possible solution would be to include specific criteria that tourists are commonly evaluated on in the format of either star rating on each specific criterion, or in the format of a number scale system, so that users have a more guided experience in rating the tourist and also so that the rating that the tourist will receive will also be useful.

A tradeoff would be that the user would have to dedicate time within the application to pause and rate the tourist - this would prompt the users to spend time to think and evaluate, which depending on the user's context, would be a hassle and prevent the user from using the application.