

For this reflection I'll mostly follow the numbered questions from the assignment page. I looked at Apple Maps and the Sundance Film Festival mobile app for the first reflection and will do the same here.

### **Apple Maps: My Good Example**

1. My goal with Apple Maps is usually navigational. For example, getting to a friend's new house.
2. When you open the app it's quite clear what the thing is used for. The top ¾ of the app is the map screen, and the bottom is a draggable search tab with previous searches below a text input.
3. The input has placeholder text that reads "Search for a place or address," and when you tap on it a keyboard comes up for you to type your search.
4. After hitting enter on a search (for example I just searched for "Denny's") the map window populates with all the nearby Denny's restaurants and the search tab lists information associated with the dots on the map. This seems like exactly what should happen.
5. The entire app changes to include the new information from the search, there isn't any real ambiguity or head scratching to be done. Things show up as I would expect with this instance. The fact that my search was well defined probably helps.
6. The changes are obvious and clear. If there were any confusion the inclusion of both a map view and a scrollable list should make things easy for whoever is using the app.
7. As soon as I finished my search I was able to zoom in to the blue dot indicating my position on the map and find the nearest Denny's. Alternatively, I could have just looked at the list of search results to find the option closest to me. The whole process was linear and only took me a minute or so to finish.

I think the simplicity of design and intent really helps Apple Maps. It's largely a navigational, and there are only 2 different views in the app. One is the map display and the other is for searching and then listing results in a textual manner. This app has successfully fought feature creep and it thrives for it. Without additional things to do it's easy to funnel the user right to the point.

### **Sundance 2018 App: The Bad Example**

*This entire app is bloated, but for the purposes of this reflection I'll focus on the map.*

1. Opening the app I mainly have the goal of finding the theatre where my movie is showing.
2. For the most part text in the menus guided me through the app, though when that wasn't provided I was left to tap around to see what might happen.
3. When I open the app, after tapping past the advertisements, the side bar opens. Near the bottom 3<sup>rd</sup> is an option that reads Venues/Maps, so I tap it. From here I'd directed through a series of new screens, including a superfluous and confusing map, before being directed to Apple Maps. This lengthy adventure is better recounted in my first self-reflection.
4. If I counted correctly I had to execute 8 actions, that took me through several different screens, before I was directed to Apple Maps. I went into the app thinking I'd be able to get directions quickly, what I got was more akin to a choose your own adventure book.
5. Change in the app was obvious because, with I think one exception, every action took me to a new window. The only time this didn't happen was when the map screen zoomed me to my selected theatre. This ended up being the hardest part to figure out because nothing was clearly labeled.

6. Some of the changes along the way were easy to interpret, mostly those involving lists. Others, like the map view itself, were confusing and had features that seemed superfluous and disconnected where they should interact. Again, a lengthy adventure better left to my first self-reflection.

7. I suppose you could say that I went through the model completely 8 times (maybe less depending how you want to define things) before I was kicked into Apple Maps for the directions to my theater.

The only reason I opened this app again after my first use was to analyze it for this course.

I think there are a lot of things that could be done to fix the problems this map has. Honestly though, the best thing Sundance could do would be to get rid of the mapping functionality all together. They should just include a list of all the venues and have it kick you over to your phone's native map app. This is what they ultimately do anyway, but currently it takes much too long to get there. They could put in the effort to replicate Apple Maps functionality in their app, and some of their current design suggests that's what they wanted to do, but since they only put in a sixteenth of the effort they may as well stop pretending. Their festival goers would be much better for a streamlined experience.