



APP EVALUATION

WEB DOCUMENTARY
MMP310



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User Interface

To analyze the user interface, we make use of Nielsen Norman Group's ratings for usability problems. The way we have done it is by individually rating the problems.

- 1 Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 Minor usability problem: fixing this should be given low priority
- 3 Minor usability problem: fixing this should be given low priority
- 4 Usability catastrophe: imperative to fix this before product can be released

Usability problem	Description	Ratings
Language Easy to change from Norwegian to English. But when you click the different spots on the map to read more, the text is in Norwegian even though you chose English as language.	Frequency: It's a common problem in the sense that many of the texts are in norwegian Impact: The problem is difficult for the user to overcome, since they can't change it themselves Persistence: Until the inventors change the settings it'll be a persistent problem for the user. They'll be repeatedly bothered	
Finding the apps Really difficult to find the apps in App- Store.	Frequency: Common problem Impact: Depends on the user. If they just give up or keep searching. Persistence: One-time problem. Once you found it, it's not a problem anymore.	
Where are the AR experiences? Difficult to see in the map where the actual AR-spots are. The user doesn't know what to expect at the different spots.	Frequency: Common, because every time you click an icon, you question yourself what you'll find and if it's an AR-spot or not Impact: Could be easy to overcome with some changes from the app provider, but without it'll be difficult Persistence: Repeatedly bothered, users will ask themselves if it's worth going there.	
Information window Good information window when opening the app. People would often cross "do not show this message again", but then there is lacking a button where you can find information about the app.	Frequency: Common, because the user lacks answers to more questions regarding the app and its use Impact: Difficult, because you don't know how to find that information again. Persistence: Repeatedly bothered by the problem because they can't overcome it	
No cross to exit in AR app When trying out the demo version there's a white splashy icon, that's half out of the screen, which works as an exit, but using the QR-scanner, it's not possible to go back without closing down the app.	Frequency: Common, it happens for everyone. Maybe it'll look different if you actually scan a QR code. Impact: Easy to overcome, since you can just close the app. At the same time it's difficult, because the user doesn't have any other option to go back. Persistence: They'll be bothered repeatedly until the problem is solved	
Design of icons The icons are hard to read/interpret. They're fat and not so clear, so the associations don't fit the theme intuitively.	Frequency: Rare in the sense that once you get to know the icons it's not a problem anymore. Impact: Easy to overcome, because the user can just take a look at the categories. Persistence: A one-time problem.	

Pedagogical functionalities

To discuss pedagogical functionalities we make use of the **walkthrough method**. Hereby we try to make the implicit explicit by acting as a user going through the app step by step. We'll pay attention to symbolic elements, such as icons, and explore the interface, menus, buttons, screens and features. Also the analysis will allow for further discussion on cultural meanings and ideal users and uses of "Hidden".

Registration and entry

First thing to be done is to download the app. Here we already run into an issue. It's difficult to find the app in App Store and you have to scroll through lots of games before finding it. If you google "Hidden app" a bunch of articles pop up explaining how to find hidden apps, but not the "Hidden" app. If you then add Norway it works and you see the webpage. But **that's a lot of effort for the user to just download an app**. After succeeding the download it's easy since you don't need to create an account. A text shows and tells you that Hidden has collected stories in their map, you can go explore. It communicates the vision of the app, lets the user know what it's about and how it's expected to be used. Furthermore it tells that you shouldn't go into private properties and to take care of nature. When you click 'next' it suggests you to go to their website to send tips on more stories to add. Clicking 'done', you're in the app and a menu pops up asking for permission to use your location. Here it's briefly explained for what purpose, which is nice and user friendly. So once the app is found, the registration and entry is easy to understand and complete.

Everyday use

5+



When it comes to the arrangement of the user interface the "Hidden" app is quite simple. You have your location marked on the map and see some white circles with a number in them. When you intuitively press them, it zooms in and you see some icons on the map. When you then click an icon a text only in Norwegian pops up. Here you also see the icon and what that icon represents (in Volda mostly "cultural heritage"). In some of the pop up texts there's a hook saying: "You can see the rest of the story by visiting this place." **That part is in English, but the text about the spot is still Norwegian.** If the user finds the story interesting, it'll probably go to this place to find out more. Since we know that there are AR experiences, we'd think that AR is what we can experience at the specific spot, when we go there. However the one example at Koldå, Volda, was not. **So I, as the user, was disappointed. What is it that the user can expect, when the pop up text tells you to go to the spot?** Where and when is the AR entering the picture?



As most people have interacted with a map before it's easy to find your way around. Also it's easy to click and unclick different categories, when you press the layer button in the lower right corner. Here you also find a well-known icon that leads you back to your location on the map. Apart from that there are two other functions.

One is to change the language, which you do in the top left corner. You press the "Hidden" logo and can switch between Norwegian and English. Here you have a globe as an icon which makes sense, but in first instance you have to click the "Hidden" logo which doesn't really reveal anything about changing the language. The "Hidden" logo would be a good idea for a general menu with more sections, e.g. an information page, but when it's only language, then why not just make the globe to begin with?

Search...

The other function is a search field saying "search...". It's easy to see, but as a new user to the app, you're not sure what to search for. Here it could be helpful to write an example similar to: "Search for a location or a troll".

When you browse around the app there are not many options, which makes the app simple and manageable.

In the map the corners are darkened, which makes the look of the interface a bit mysterious and old, which suits the purpose of telling stories from the past. It creates a cultural meaning that might be interpreted as truthful to the stories and places. In some way it pulls you into a historical universe which the app inventors probably also hope that their ideal target group likes. **A mostly Norwegian target group that likes to read stories of cultural, locational and/or historical interest.** The learning outcome seems quite clear to be making the user more aware of the places they're visiting. So the ideal use of the app is to click on spots, read the text and go there to know and learn more.

App suspension, closure and leaving

Unlike other apps that beg you to stay, "Hidden" is easy to leave. You just click remove app and can then choose to only delete it from the home screen and thereby keep it in the app library or to delete the app. If you press 'delete' it says that if you delete the app, all of its data will be deleted too.

Two apps and integration of AR

When it comes to the methodological consideration, we have a little reflection. The walkthrough method is best done with fresh eyes, but before the walkthrough we had already heard about the apps. That might have affected some of our discoveries and thoughts about "Hidden". **In general, it's confusing that you have two apps without mentioning it.** If we had previously not heard about there being two apps, we'd probably not have a problem with it at all. We would just have the map-version and in case we go to a place where there's a QR-code, it'd probably tell us to download the AR-version at that place. But it's a serious problem if people download the AR-version first, because here you don't get the circumstances that allow you to understand the vision of the app. Then the user will probably be disappointed and delete the app again. We also ask ourselves why the two apps are not merged into one app. It'd make it easier for the user, since they don't have to find, download and take up space for two apps.

An important discovery we've made, which is a problem we keep going back to, is the integration of AR. We know that it's possible to use AR on some of the spots from the map. But we don't know where. We've all tried, but there's no clear markings saying "here you can try an AR experience". That's a basic thing that could easily be solved by adding a color code. So e.g. when the circle is green, it's a spot with AR.

Conclusion

With this walkthrough we've addressed some things that work, some problems and suggestions for further development. The content shown in the map is easy to understand and communicates very well. When it comes to the AR content it's immediately worse. Trying out the demo was fine and worked well, but the integration of where to find AR spots in the map version of the app is deficient. There is room for improvement.

The vision of the app is great and useful, but the problems addressed in this evaluation should be considered to improve the app even more.

Appeal

In the technical and normative appeal we'll focus on improvement of hidden in consideration of e.g. participatory elements with the use of Schrøders "model of worthwhileness". To improve time spent on "Hidden", we considered more features could be built for this application, for instance an infopage with extra guidance through the activities in the application or demo videos on how to use it with the second app. **Using "Hidden" already fulfills the dimension of democratic worthwhileness but it could be improved by linking it to personal networks from the citizen.** Instagram and Facebook for more "everyday worthwhileness". That could help to maintain relations to one's networks and the wider society. We see the same potential when it comes to more participatory elements. An improvement saying 'share this spot with a friend' or upload a photo from the spot to a social page of the app. It would spread the word of the app and add a social dimension to it.

Two in one

To improve the concept of "Hidden" we highly advise to make the two applications as a single one. We would add a new button where you can scan the AR.



Emphasize the AR

To improve the visual appeal of "Hidden" we'll organize the features by using different colors to distinguish the different functionalities.

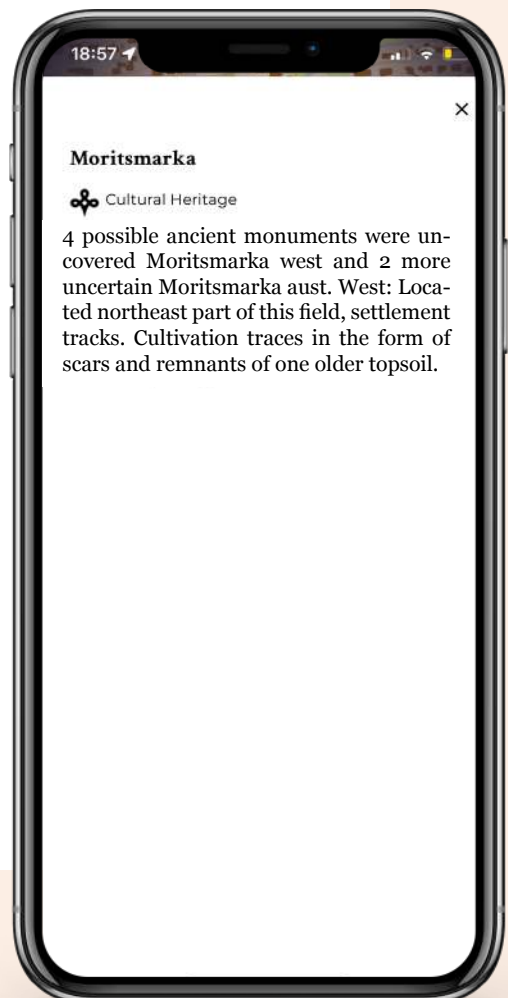
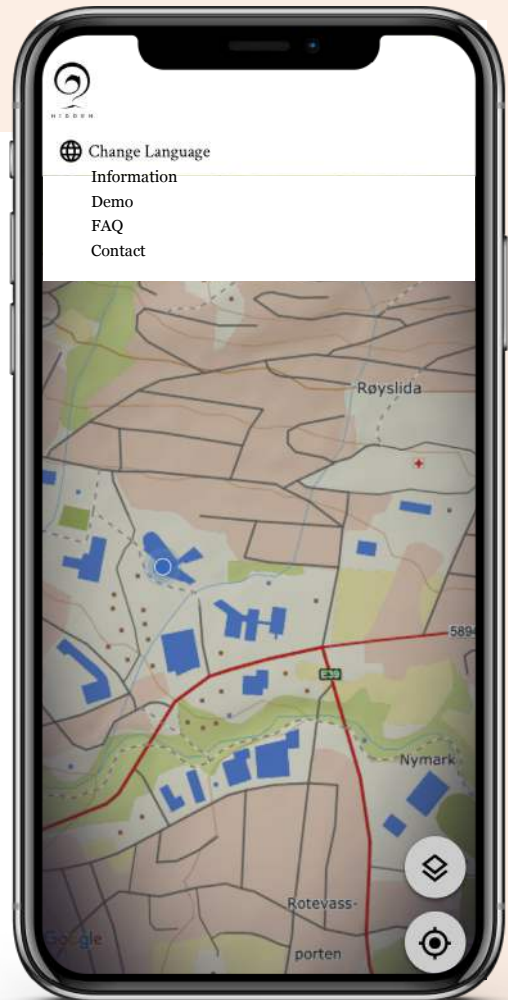


Information page

To improve the functionality and to create a more user friendly UI we would add additional pages like an info page and a demo, FAQ and contact info.

Language

We would optimate the language selection to norwegian and english fully. **When you change the language, every part of the app should be in this language.**



Hidden Social

To improve the social interaction and push the popularity of the app we'll add another function.

With "Hidden Social" you get to be the storyteller to your friends by sharing pictures and little text of your exploring different hidden locations. Optional, you could also post it on Instagram and Facebook.

