**Self Reflection 2**

**Strava Heat Map**

**1. One of the user goals you had with the map**

The goal I had with the Strava Heat Map was to quickly examine the biked mile density by location throughout the USA.

**2. How you formed an intention and chose to take action – what aspects of the design cued you into what you should do to achieve your goal?**

The map’s left-side panel offered an easy-to-understand system of direct manipulation to view data as assumed as the most likely to be desired.

**3. How you executed the action**

I used the panel to select the color for the heat map, the activity type, and the opacity of the data layer.

**4. What changes occurred on the map when you executed the action? Were the changes expected or unexpected?**

As I clicked through activity types, I noticed the heat density changing based on what the activity was. For instance, with the map centered over Augusta, GA, I noticed no indication of recorded winter activities. This is to be expected based on Augusta’s disappointing annual snowfall. When I examined bike data, the most recorded rides happened at the Forks Area Trail System, a local haven for mountain bikers.

**5. Were the changes easy to perceive?**

Yes, the changes were easy to perceive.

**6. How difficult were the changes to interpret? Was it easy to tell if you achieved your goal?**

The changes were not difficult to interpret.

**7. Did you achieve your goal quickly or go through many iterations of the interactive model before you were able to do what you want?**

I got to my desired goal in one quick click. Then, I examined the rest of the options until I got to a map style that was most readable. The entire process took about 30 seconds.

Briefly explain (one paragraph or less) what aspects of the design helped the interactive process.

The most helpful aspects of the design were the easy to understand interactive buttons in the left-side map panel. The buttons, from the ‘Heatmap Color’ option to the ‘Layers’ option were easy for the layman to understand. Each color was clearly labeled. The layers buttons, which could be the most confusing, were labeled in clear English for easy understanding. The remaining configuration options took advantage of Strava icons to bring familiarity to the interactive panel. This easy to understand panel enabled quick customization and understanding of data. There was a symmetry between how the map retrieved user commands and how a user would use Strava. This contributed to its ease of use and my favorable opinion.

**Where Drones Strike Map**

**1. One of the user goals you had with the map**

I wanted to scan through the months and years to examine the change in drone strike data.

**2. How you formed an intention and chose to take action – what aspects of the design cued you into what you should do to achieve your goal?**

The information panel on the left side indicated in it’s introductory information that it was possible to browse the available data from June 2004 and how it has changed over time.

**3. How you executed the action**

I had to manipulate the time slider on the bottom of the map to look through the data by month.

**4. What changes occurred on the map when you executed the action? Were the changes expected or unexpected?**

As I dragged the slider, I got the chance to witness the appropriate data display on the map. Each change was expected. The unexpected aspect was trying to quickly find a specific month or year. The accuracy of single clicking a point on the slider was hard to gauge.

**5. Were the changes easy to perceive?**

The changes were easy to perceive.

**6. How difficult were the changes to interpret? Was it easy to tell if you achieved your goal?**

The use of proportional symbols made the map easy to understand. It would have been more beneficial to have a legend to provide me with a rough estimate of what the symbols look like.

**7. Did you achieve your goal quickly or go through many iterations of the interactive model before you were able to do what you want?**

In order to get all the data I wanted, I had to find the constructed reports, which displayed an aggregation of all the recorded data. Finding that data took me more than five minutes the first time I looked at the map. The other difficult interaction was with getting a specific month to display. I had to manually slide the slider to the month after clicking on the slider for an approximation.

Knowing what you now know about Norman’s Interaction Model, what would you design differently to make user interaction less frustrating (again, one paragraph or less)?

To make the user interaction lest frustrating, I would improve the direct manipulation of the time slider on the bottom of the map. As it currently stands, the step manipulation covers more than 120 intervals. This makes it difficult to accurately identify a month and year for examination. The addition of a scale that displays years would give a user a quick reference guide for where they want to click on the slider. The other addition to the slider would be forward and reverse buttons to give the user the option to move month by month. The last change I would make is to add a legend for this displayed proportional symbols in order to give the user a better reference for how many casualties are produced per strike. The current setup lacks any reference. This makes it difficult to understand the story of the data displayed on the map.

<http://wherethedronesstrike.com/report/76> *Where the Drones Strike,* Bureau of Investigative Journalism

[https://www.strava.com/heatmap#6.93/-82.25794/33.74773/hot/ride](https://www.strava.com/heatmap" \l "6.93/-82.25794/33.74773/hot/ride) Strava Global Heat Map