

User Interface / User Experience Test

(UI/UX)

Requirements – GeoTasker

1. Who are the users? Who could they be?

The userbase will be targeted more towards the younger 16-34 age group, but still including those aged 35 and older. This is based on the age demographics for the Google Maps app.

2. Who are the customers? What do they need from the users?

The customers are businesses and those who pay either for the app or some added functionality. They need users to encourage app improvements, pay for services and/or navigate to locations harboring paid services, and attract more users to ultimately turn into customers.

3. Think about bias:

3.1. Is the current user base missing a large group of potential users? Survivor bias is a common problem; asking current users for feedback will likely not pinpoint why others choose not to.

Yes, the current userbase is missing the older age demographic. Trials will need to be executed that take this into account, getting their feedback.

4. What are “stories” of what stakeholders want out of the design? These are usually written like:

- As a new user, I would like to discover what sports events are happening near me.
- As a regular user, I would like to get notifications of weekend hockey games near me.
- As an administrator, and for each event, I would like to know how many tickets are sold to people who have looked at our service.

As a new user, I would like to create “smart” task lists.

As a regular user, I would like to get notifications and navigation for task lists.

As an administrator, I would like to know how much revenue is being generated from payments and businesses/advertisers.

5. How do you measure success?

5.1. What would your users like to do?

I would like my users to be able to schedule and complete daily tasks, with navigation and reminders to make it easier. I would also like my users to generate revenue using my service for its continued support and profitability.

5.2. How does that align with the needs of your customers?

These goals align with my customers’ needs like getting sufficient value for their time and money as well as the efficient and helpful services the app provides.

5.3. What are reasonable compromises?

5.3.1. Users that are comfortable will want to stay on course.

5.3.2. Users that are uncomfortable will want to change course.

Users will have to voluntarily provide location information, payment in the form of selective services and/or advertisements, and reasonable updates that respect current functionality as well as user-requested/administrative changes.