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5 Lessons from Running Revised Prototype #1 – Tunnels Website

1. Users like to make progress! A progress bar was added indicating the percentage of the tour that has been complete:

Welcome to Tunnel Explorer's Virtual Tunnel Tour

- Red line = confirmed
- Yellow line = almost certainly exists
- Green line = holy grail

Think you've
mastered the
tunnels?

Click here to take
The quiz!

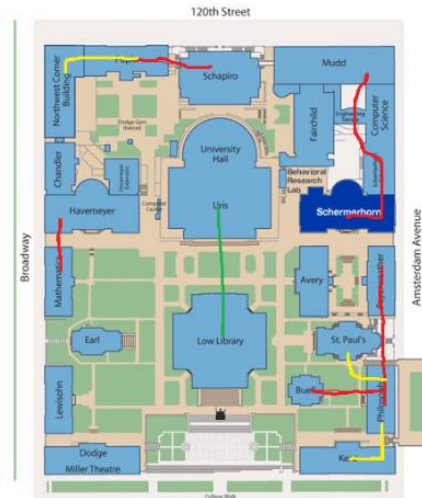
Press to start the
Tour!

OR

Resume your
current tour

0/100

Tunnel explorer progress bar!



move to slide 17

This bar slowly fills as users progress through the tour.

2. Users like to take a virtual, step-by-step tour.
3. People like games!
4. Short, simple questions are ideal.
5. Users are generally fascinated by the idea of the Columbia Tunnel system.