

Benchmark Analysis

YANCHEN ZHAO
JANUARY 24 2016

Artlocal app

WHAT

Artlocal app organizes up to date information about art events and exhibitions around you and the globe.

WHY

Discover new arts around them and around the globe or using it as a travel guide or a travel plan.

WHO

People around the age of 20-45, who love art, and want to discover art around them and new artists, or people who are traveling around the world and want to make an art travel plan.

INFORMATION ARCHITECTURE

- A list of locations nearby you
- Gps oriented map shows the galleries and exhibistions around you
- Each gallery runs their own account to release news and introduce themself, users can follow it.
- Discover artist works through a list of images like instagram's dicoverly page.
- User account allowing user to view their liked artworks, galleries they are following and artists they are following

VISUAL DESIGN

- Icons are clear and works really well on small screen
- Image filtrue on the landing page is the same so they have a great consistency
- Clear typography hiearchy

USABILITY

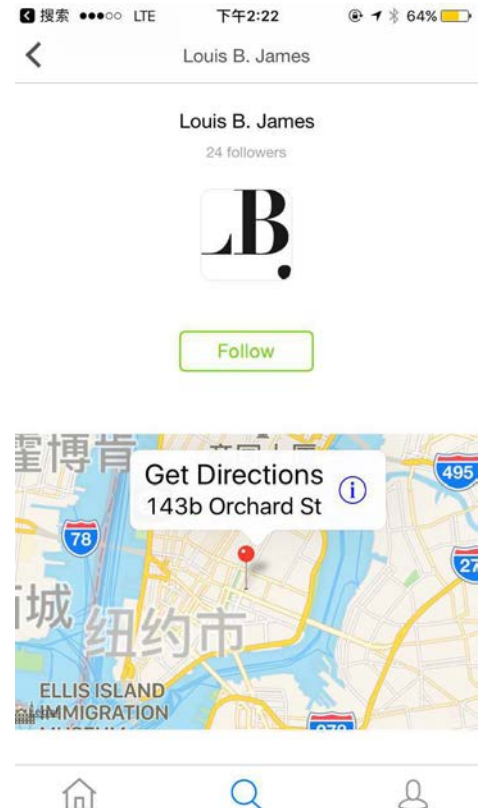
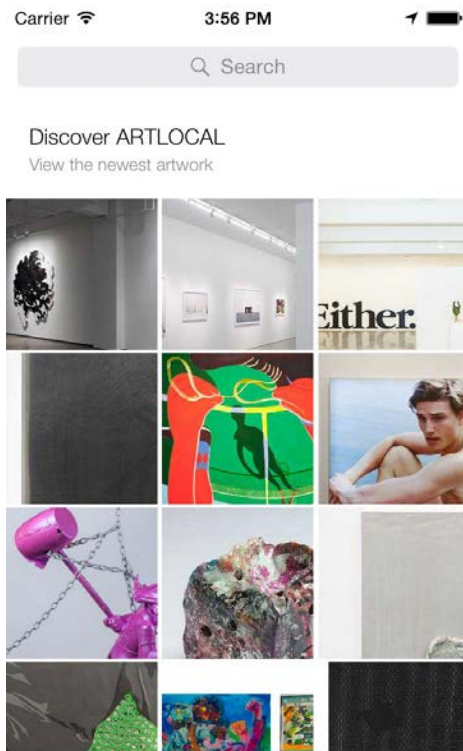
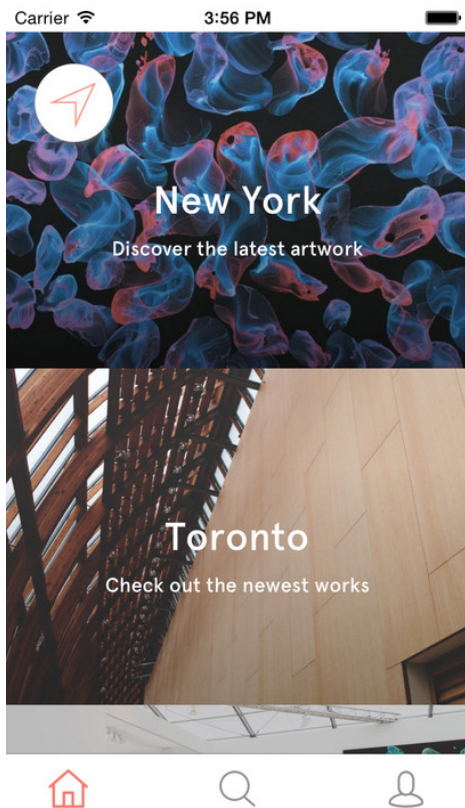
- Exploring on a map gives a more dynamic view of the exhibitions and encourages the user to go there and explore

EFFECTIVENESS

- Very effective when I want to explore my surrounding and discover some smaller galeries other than ago or gallery 44. When I am travelling to New York, I can discover arts even before I go.

OVERALL EXPERIENCE

I love browsing around the app, even though I am not planning to visit it, I can learn a lot about the art community around me from this app. The visual design of this app is very neat and it does feel like an art app>



Benchmark Analysis

YANCHEN ZHAO
JANUARY 24 2016

iMuseum

WHAT

iMuseum is an app helps people to discover the up to date information in the globe and nearby. And it is also an online community for art lovers.

WHO

People around the age of 20-30, who are interested in to arts and are interested in visiting the major museum in different cities.

WHY

Helping people to discover exhibition in major museums in different cities, and letting people to share their experience in the museum.

INFORMATION ARCHITECTURE

- A list of the latest exhibition news
- A list of different cities based on the region
- Exhibition page giving a brief of the information and people can comment on it, the user can put it into their wanted to go collection
- User can upload their thoughts and share it in the community.

VISUAL DESIGN

- Well crafted, Every little detail has been well considered
- Very fun illustrations making the user experience interesting.
- Typography leading can be bigger, hierarchy is weak.
- The overall design style is old but still feels really nice

USABILITY

- Very fun to browse around see what's going on around the world and read people's thoughts and see how many people want to visit the place

EFFECTIVENESS

- Very accessible for the general audience to explore the major art exhibition in different cities, and even make friends in the app

OVERALL EXPERIENCE

I found it was so fun to just read people's comment and see the picture they have taken. I like it is very very accessible for the general audience who are not necessarily to be a user really in to art world yet, but interested in to art. I like the overall feeling that you are welcomed to explore the app where the other app feel like a bit cold for people who are outside the art community. For example they have articles about how to properly visit a museum, and nice cute illustrations also bring me closer with the app.



Benchmark Analysis -Steph

#2

AGO

General

- Big download (had two screen pop up telling me it needed to download over 50 MB to continue, and then another one with 20 MB to continue)
- “The Art Gallery of Ontario is among the most distinguished art museums in North America with over 80,000 works in its collection, spanning from 100 A.D. to the present.
- Now you can bring the Gallery with you and experience your AGO, your way, wherever you go. The AGO handheld visitor guide offers you an easy way to plan your experience, find out about current exhibitions, engage with works from our collection both onsite and online, and more.”
<https://play.google.com/store/apps/details?id=com.tristaninteractive.autour.ago&hl=en>
- WiFi connection recommended but not needed –updates information
- You’re able to: explore galleries, use audio guides, browse collections, get visitor information, and see floor maps

Reviews: (on Google Play):

<https://play.google.com/store/apps/details?id=com.tristaninteractive.autour.ago&hl=en>

- Needs regular updates and downloads, which are always large files
- Crashes often for some
- Map needs legend
- Some positive about working well, good descriptions of pieces, etc

User

- Meant for use both inside and outside the gallery
- Inside: can get audio guides on phone instead of getting a set at the gallery, and read panel information on phone instead of on panel beside paintings (convenience)
 - Also provides floor map of gallery to find your way around: reduces physical map hand out inside (less wasteful)
- Outside: can be helpful if you’re trying to plan a trip –all visitor information is available on the app with links to directions, you can purchase tickets, and see upcoming events
 - Regular members of the gallery probably benefit more from the app: it’s unlikely a one-time visitor will download the app unless they want to listen to audio on there (and then they’d already be in the gallery), they’d be more likely to find their information on the website
- Based on the available information (not a whole lot) on each piece, it’s more likely that the app is meant as an aid to the visuals, rather than an explanatory or referential app

Where it Succeeds:

- The hierarchy in the app is pretty clear, and the menu, and there's clear navigation that's easy to follow
- Visual treatment isn't bad, everything is designed decently in terms of how it's laid out
- On each image the panel information is clearly visible (dimensions, materials, etc)
- The app is divided into the different exhibitions that are there at the gallery, which makes it easier to browse specific collections
- When exploring an exhibition you can scroll through all the images as they're all displayed at once in a modular grid: if you want to see more detail on one image then you can click on the image and it provides the details
- There's share buttons, locate buttons, and favourite buttons in each image –you can favourite it to find it again easily on the app later, by hitting locate it will tell you exactly where it is in the gallery (bringing up the map with a marker of its location)
- If you are at an image on the app and want to find where it is in the gallery, there is a link to locate it: the map is brought up with a pin point referencing exactly where it is in the building

Where it Fails:

- Large downloads are irksome
- There are some pages that load blank, which leads me to believe something didn't download, but there's no other prompts
- There's not really a good "up and coming" section on the app for future exhibitions
- I couldn't find any archive of past exhibitions –if I had visited the studio and wanted to look back at something I had seen or missed out on and the exhibit was no longer there, I wouldn't be able to get this information
- There are some things that are really unclear: while it's useful to have a map in the app for when you're at the exhibit, there is no legend: the rooms all appear with numbers in them, but it doesn't tell you what any of the numbers mean. While there is some labelling directly on the map, this other information should also be available.
- There is a button on the menu that brings me to a pinpad and tells me to enter a stop number, but I'm unsure what a stop number is? Does it refer to a bus stop for users travelling there? If so, why isn't it with the other directions on getting there. If the stop number refers to a piece of artwork, why doesn't it tell me that? I see no available stop numbers in any of the captions of the images, so it's left me puzzled.
 - Furthermore, when I try putting in numbers nothing happens. I type in a number, but there's no "enter" or "submit" button. The number just disappears and nothing happens. It leaves me feeling pretty frustrated.
- There's really not that much information that's actually present
 - It tells you details of the paintings in terms of dimensions and materials, but I can't really find information on the artists or explanations of the paintings themselves

- When you have dug around in the app a bit and are inside a particular image, there are a couple back buttons to go through before being able to get back to the main menu

A Look at Some Screens

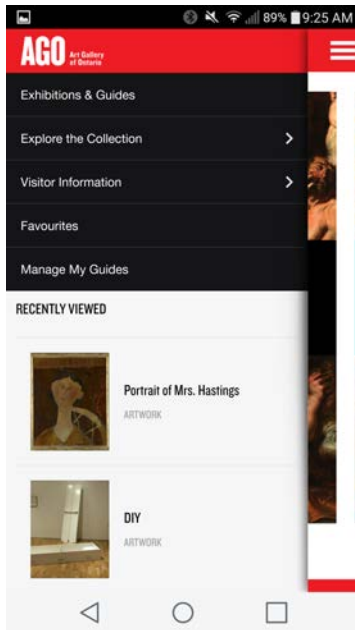


Loading Screen –exhibitions clearly visible –clear nav on top

- But what does that “+” on the bottom mean?
-



Apparently nothing? The “+” links to a blank page. I tried waiting for awhile, thinking it was maybe taking a long time to load, but after a few minutes gave up and figured it was a lost cause, leaving me feeling like I wasted my time.



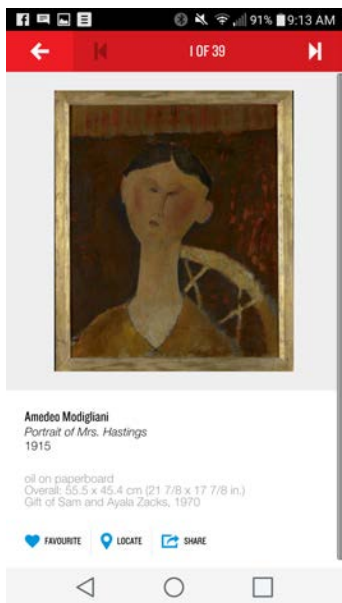
My menu button is pretty clear. While if you dig deep enough you can have to hit a couple buttons to get back to the main nav, overall it's still pretty clear where I am and where I need to be going.



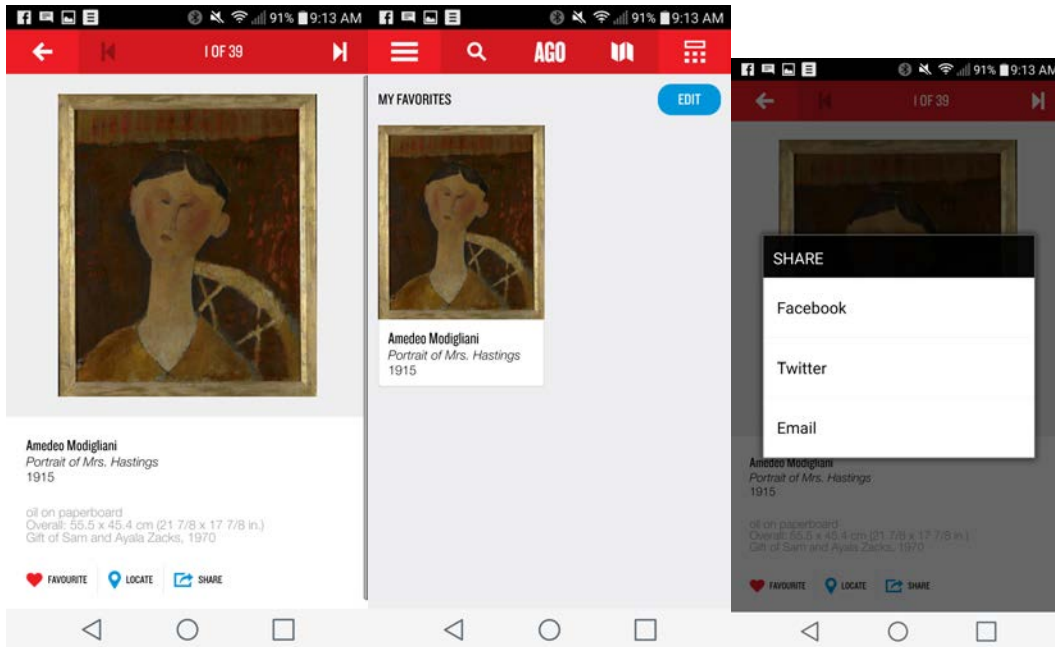
Clicking on one of the exhibitions gives a brief overview of what it's about, let me stress the word brief. It's a short paragraph that you most likely would find at the entrance to the exhibit. It would be nice to get a bit more additional information



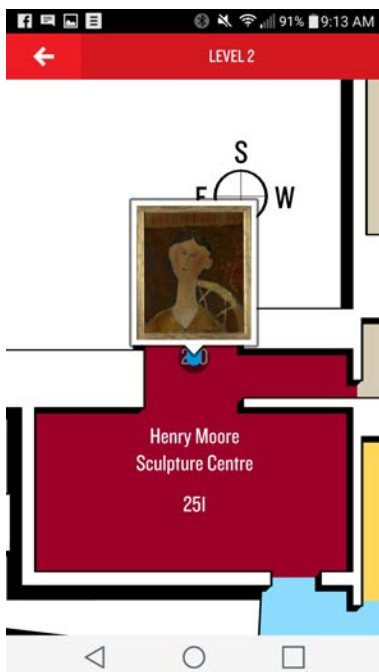
When exploring an exhibition, the work is nicely laid out in a modular fashion, allowing you to take a cursory glance at everything at once



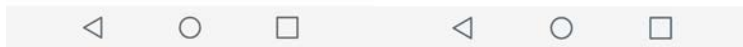
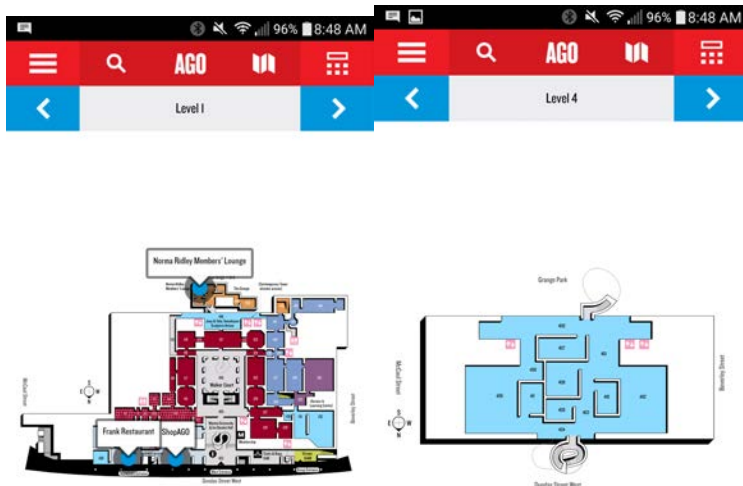
When selecting a particular piece, the details of the dimensions and materials, title and artist, are readily visible. You won't be left wondering who the creator is, or what they used (but no other information about them is available)



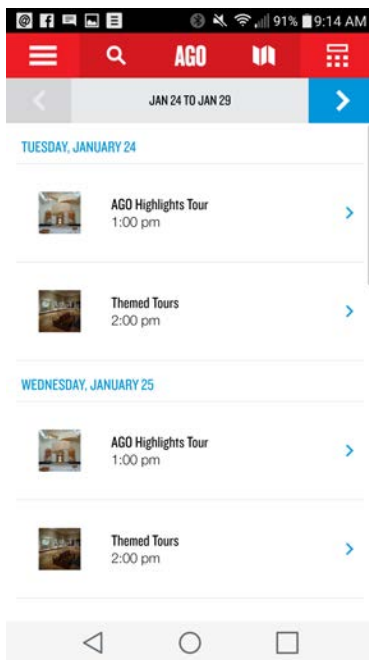
You can favourite something, which from the main screen makes it easier to find. You won't have to search through the exhibitions again later, but can easily recall it from the favourite link on the main menu. A share button also allows you to easily transmit the image and info to other people.



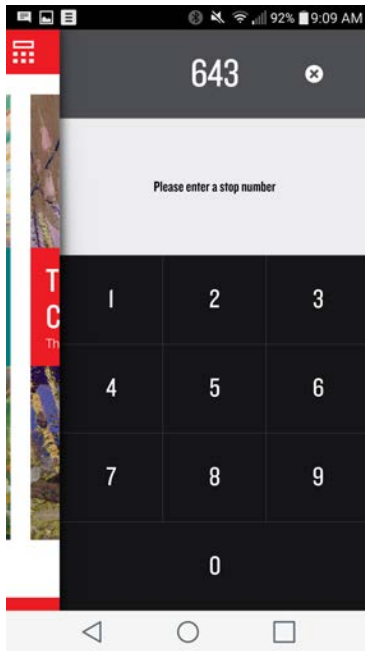
Clicking on the “locate” button on the image brings up the map, telling you where it is in the building. While it starts zoomed in, you can easily zoom out to see which section it's in, and the exact room number



The map is available, and is broken off into different wings for you to scroll through, but where's the legend? What do all the numbers mean on the rooms? It's a mystery



There's a "what's on" section under visitor information that tells you about what's offered each day in terms of tours, etc.



From the main menu there is an “enter a stop number” that doesn’t seem to respond when any numbers are put in (I tried quite a few), and there’s also no “submit” or “enter” button. I don’t know what I’m supposed to do with this information, leaving me very confused and frustrated.

#2

Madison Community Centre App

General

- Very dated looking and some of the text is hard to read (black on dark blue)
- Overall experience isn’t terrible. If I were to use it regularly there would certainly be some things that would frustrate me, but as it’s a small community centre that doesn’t have a huge budget, I’m more forgiving of their faults than I am of AGO’s
- The design could use some work to make some type more legible, but the experience of navigating it wasn’t so terrible that I would be put off from it
- The content is fairly easy to find, and I was able to discover the process for booking classes on my first attempt
- They also have transparent text backgrounds over an image, making typography hard to read in locations
- The booking section requires the most improvement (for special events and parties)

User

- Mostly meant for fitness programs and health related courses (lots of swimming related lessons and activities, as well as some CPR training and kids classes) – community pool.
 - There are also gyms, rock climbing, childcare, party rooms, etc.

- Ages can vary using the app –adult (24-50) area would probably be most likely to use app, but they probably have a large retired target audience that likes to use the centre
 - Parents booking parties for children or signing them up for kids camps and day cares
 - Adults checking availability of gyms or fitness events
 - Aquatic classes probably popular with seniors (less stress on body but good exercise) –may be checking availability on app and signing up for classes too
 - Being able to sign up for classes on the app makes it more convenient – can do it on the run rather than having to sit down at a computer or make a phone call –but for it to be convenient it has to be intuitive and communicate clearly what is happening
- Most likely it's people that use the community centre more often (i.e. members), that will invest in the app (people that are local to the centre)

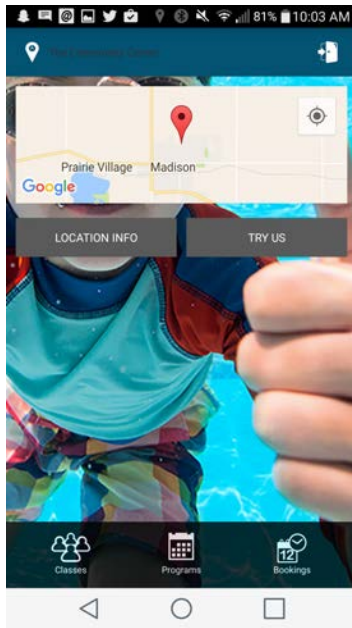
Where it Succeeds:

- It very clearly indicates where you can find available classes
 - While the design may not be as pleasant, I'm not lost
 - While choosing the day is a horizontal scroll, which can be a bit tedious if you want to look far ahead, it's clear what day I've selected, and lists right underneath the classes and the times, and whether or not I have to book or if they are walk-in
 - It automatically shows all the classes for that day, but you can filter classes out to specific kinds
- It's also clear what is directed to members and what's directed to more infrequent users
- It's easy to see what times have been booked for certain days and what times are available –pretty intuitive section –again the only problem is that there's no menu button as you go deeper in, you end up having to hit back several times

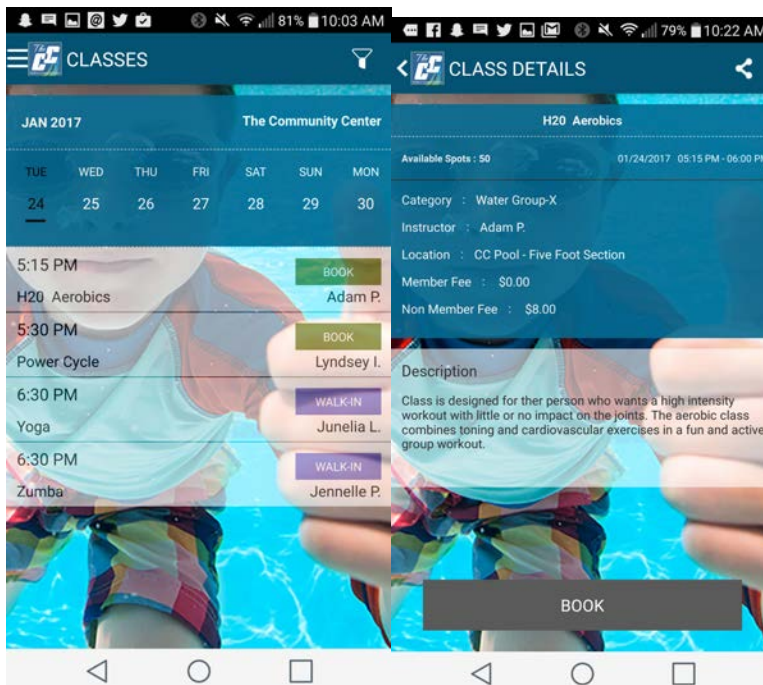
Where it Fails:

- While it's good it shows what programs are available, I get a little lost in this section
- There are several options for aquatic trainings which are then broken down into subcategories. On selecting one of the options it takes me to the dates it's offered. Clicking on it again gives me more details and a booking option. It feels like there's too many steps here, and the main menu has disappeared to be replaced by a back button. I have to hit that button several times to get back to the main screen and go in another direction.
- While it's helpful to have a map to the community centre available, I'm not sure it needs to be on the opening screen. It's most likely people that use the community centre frequently that use the app, and so would know where it is. It would be most useful to put something more relevant here, such as any new updates to the building or some special events or classes happening.

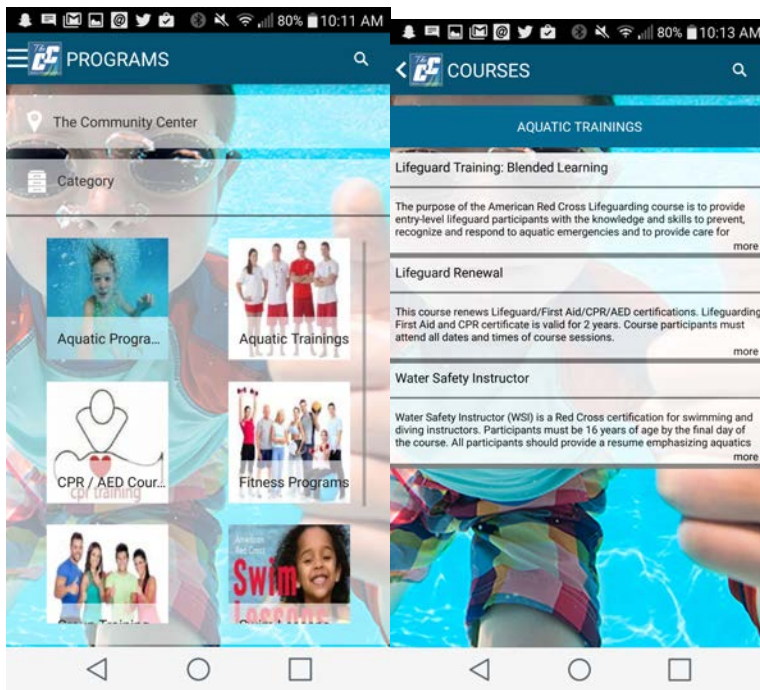
A Look at Some Screens



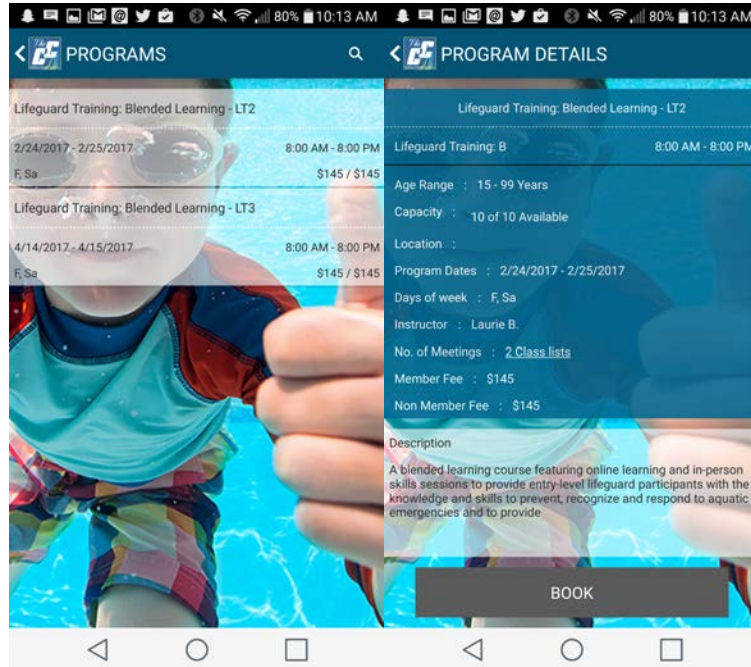
Opening screen with map –would be nice if it had something like special events, as most people using the app most likely would know where it is and wouldn't need to see this all the time. Also the background imagery gets lots a lot of the time with content. Clear menu on bottom with options.



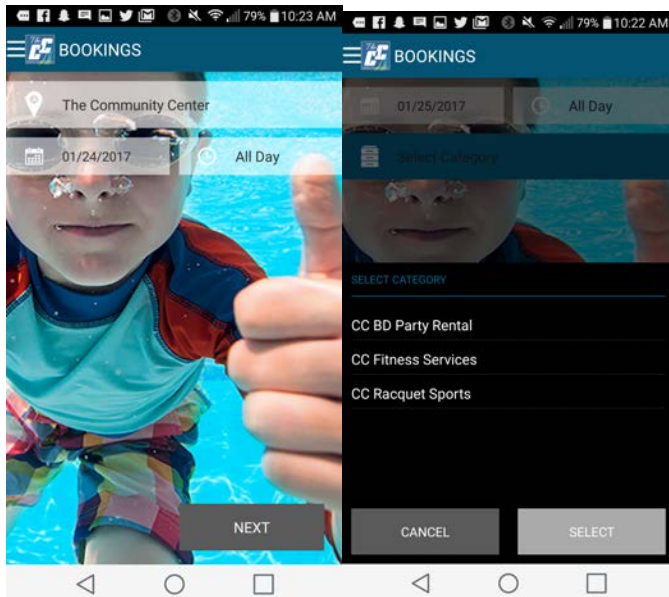
On clicking the classes link, today's date is automatically loaded. It is immediately discernible what classes need booking and what is a drop-in. It's clear how to select different dates (though it can be a bit tedious). Upon clicking a class it gives more details and a description, as well as a booking link. A only problem is our menu has disappeared and been replaced by back buttons, and text is hard to read. The ability to filter specific classes though, and share the class details with a friend, is a nice touch.



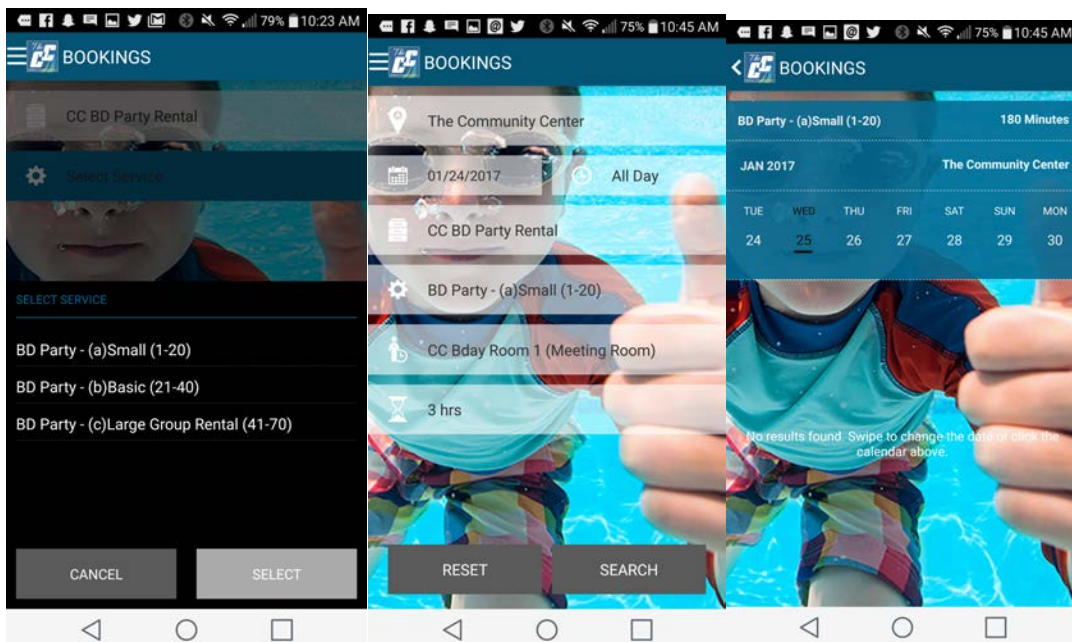
For programs, there are several options to pick through. The feel is a little dated. Again, text on top of imagery is difficult to read. After choosing a program it brings up selected courses.



On selecting a course it gives me options for dates the course is running. And on choosing a date package it gives me more details (how full the class is, pricing, ages, etc) and a booking option. This process is a little bit more confusing and requires a lot of steps. It would be nicer if it was more streamlined. I'm left feeling a little lost in this stage.



The bookings section could also use a bit of work. While it's clear on the day you're picking and time you're looking for, there are a number of steps that could be combined on one screen (namely the link to choose the category you want (party room, fitness, etc)).



On selecting the category, it lets you choose the package size you want (or other details). It goes through several screens asking about duration you want booked, and specific room you want, etc, before it takes you back to a calendar with dates saying “no results are available.” This then forces you to input everything again with a different date or time or some detail changed. This is feature probably needs the most work.

Benchmark Analysis

Google Calendar

<http://calendar.google.com>

What is it?

Google Calendar is an online service that allows for people to plan their time. It is filled with features such as sending meeting requests, booking rooms, sending reminders, reoccurring events and more.

Who uses it?

Google Calendar is probably one of the most used services on the internet. It really targets anyone who manages their time or at least has meetings with others. Its ubiquity allows for nearly anyone in business to send a Google Calendar invite and assume the other user has it.

Why do they use it?

Time management is extremely important for not only staying productive, but ensuring one remembers all the events they may have in their daily lives. Google Calendar does a great job of this. Listing everything from birthdays to business meetings and holidays. This allows people to have remove that mental load of remembering and focus on other things. They use this over a traditional day planner because it is available on any platform they are on, as everything is in the cloud.

Information Architecture

The main interface is dominated by the calendar as one would assume. The most prominent actions right away seem to be the search (like most google products) and the create button. With changing the view being the view change tabs. Everything is clearly labelled and makes sense. The labels for the days of the week and the time make perfect sense and are easy to follow. All of the copy makes sense, and explains what I expect it to do.

Visual Design

Honestly the visual design is quite plain and very utilitarian. This allows for the focus to remain on the colorful assortment of events that lay before you. The only colour in the interface is on elements that are relevant to you. Whether it be your events or the main action of the current page. The intelligent colouring of events works well.

Usability

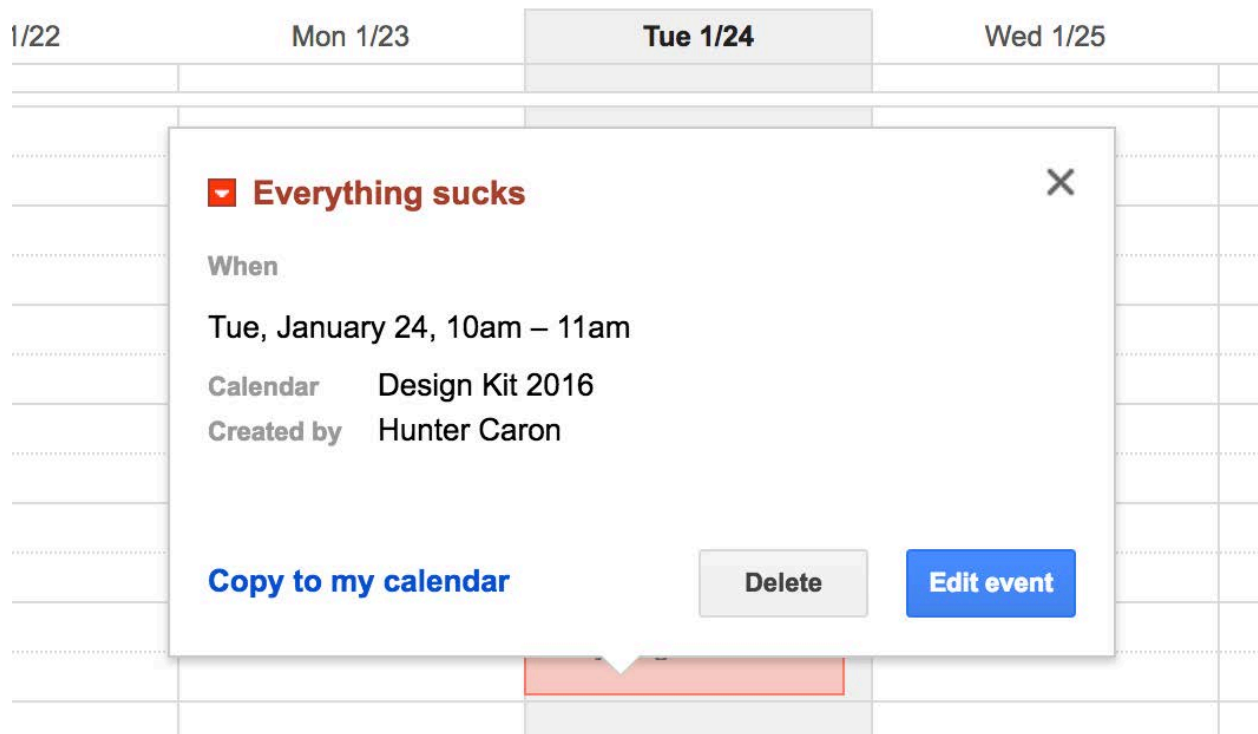
The main area of the app has very few functions. This limits the affordances to a small number, which increases the discoverability of the application. The flow of creating a calendar event is smooth and simple. The event creation page can be a bit confusing/overwhelming at first though. With very basic text fields and such.

Content

The app's content is all centered around your life and what you put into it. It scales from people who have one or two events, to hundreds of events. Not only does it accomodate a range, but also allows the user to set how dense they want their interface to be, from cozy to compact.

Conclusion

There's a reason why Google calendar is one of the most widely used calendar apps in the world. That is because it is focused on what it needs to do, and does it well. With very little fluff, it achieves its goal



←

SAVE

Discard changes

Delete

More Actions

Everything sucks

1/24/201710:00amto11:00am1/24/2017Time zone

☐ All day☐ Repeat...

Event detailsFind a time

WhereEnter a location

Video callAdd video call

CalendarDesign Kit 2016

Created byHunter Caron

Description

Add guests

Enter guest email addressAdd

Guests can

☐ modify event

☒ invite others

☒ see guest list

AttachmentAdd attachment

Event color

NotificationsNo notifications set

Add a notification

Show me as

☐ Available☒ Busy

Visibility

☒ Calendar default☐ Public☐ Private

By default this event will follow the sharing settings of this calendar: event details will be visible to anyone who can see details of other events in this calendar. Learn more

Publish event

Google

Search Calendar

Added Everything sucks on Tue Jan 24, 2017 at 10am. Undo

Calendar

Today

<

>

Jan 22 – 28, 2017

Day

Week

Month

4 Days

Agenda

More

Settings

CREATE	GMT-05	Sun 1/22	Mon 1/23	Tue 1/24	Wed 1/25	Thu 1/26	Fri 1/27	Sat 1/28
January 2017	5am							
S M T W T F S	6am							
25 26 27 28 29 30 31	7am							
1 2 3 4 5 6 7	8am							
8 9 10 11 12 13 14	9am							
15 16 17 18 19 20 21	10am			10 – 11 Everything sucks				
22 23 24 25 26 27 28	11am							
29 30 31 1 2 3 4	12pm							
My calendars	1pm							
<input type="checkbox"/> Hunter Caron	2pm							
<input checked="" type="checkbox"/> Birthdays	3pm							
<input checked="" type="checkbox"/> Design Kit 2016	4pm							
<input checked="" type="checkbox"/> Reminders								
Other calendars								

Teamweek

<https://teamweek.com/>

What is it?

Teamweek is a time management software for the modern office. It takes the office use case of booking meetings, and focuses it into its own product. It allows you to book time with employees and integrate your company's task management system.

Who uses it?

Small to large companies that need a way to book time within the organization.

Why do they use it?

They use it to ensure they can easily have meetings with each other and stay organized as a whole.

Information Architecture

The page is relatively minimal and stays focused on the tasks on screen. The main interaction with the app is dragging on the schedule to create a new task. The window that opens up has very easy to understand options. The ability to change view makes sense.

Visual Design

The visual design has lots of white space and bright colours. It makes sense, and gives a happy vibe. It feels nice to use and has playful animations. Overall aesthetically pleasing.

Usability

The main part of the app has the main interaction of clicking and dragging to make a task and how long it is. Tasks can also be dragged around to change their time. It all makes sense and feels right.

Content

The content is all generated by the user and the other team members. It all stays in sync on the cloud and can be accessed by people in the group.

Conclusion

Teamweek is a great tool that is focused on what it needs to do. Its nice visual design and intuitive interactions really help it come together as an efficient application that encourages productivity.

Some examples of onboarding and interactions.

Hello! I'm Hugo the Dog. What's your name?



WRITE YOUR NAME

Next >



Name a friend who will be working with you.



NAME A FRIEND

Tony

Next ›

Skip



First user group

→Add Group

Mo 25Th 26Fr 27Sa 28Su 29JAN W5Mo 30Tu 31We 1Th 2Fr 3Sa 4Su 5FEB W6Mo 6Tu 7We 8Th 9Fr 10Sa 11Su 12FEB W7Mo 13Tu 14We 15Th 16F

Milestone

TO

New task

tony

hugo

Talk to Old People

✓ Mark Done

Project: Select or add...

Daily Estimate: Define Daily Estimate...

−

+

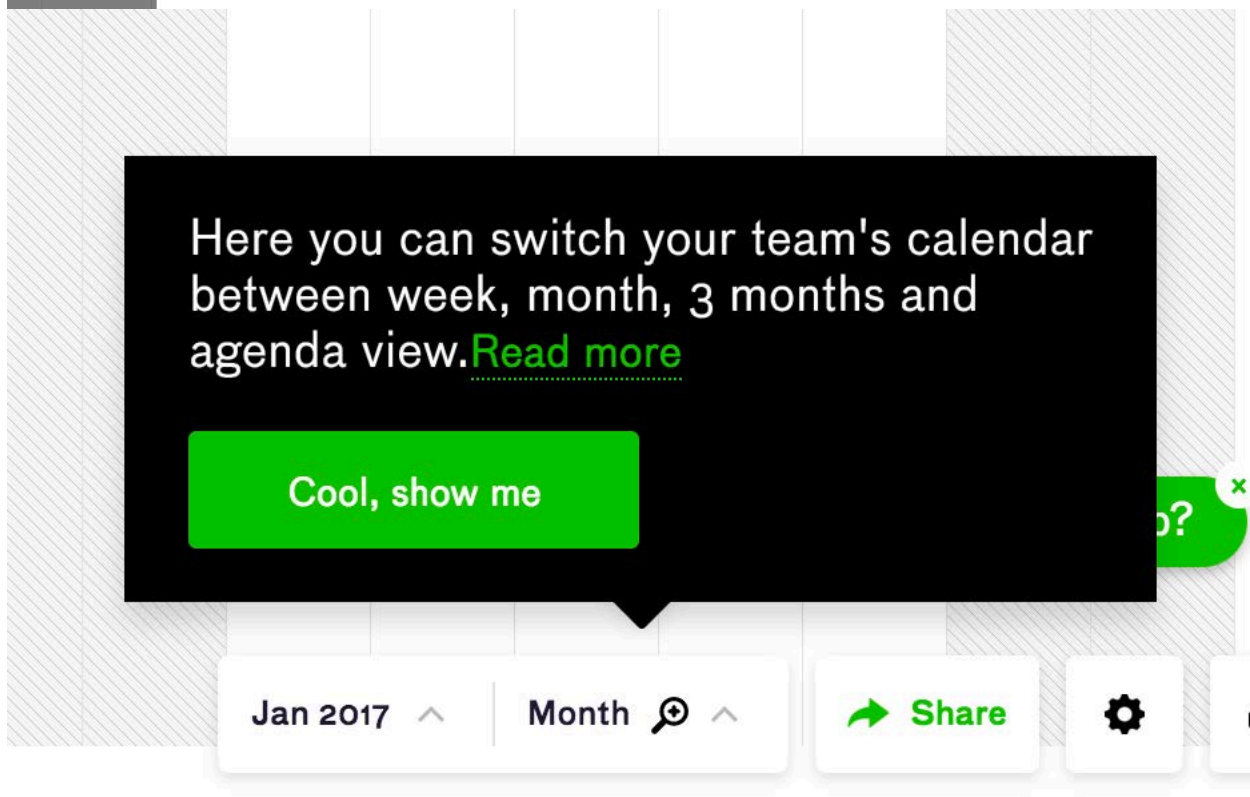
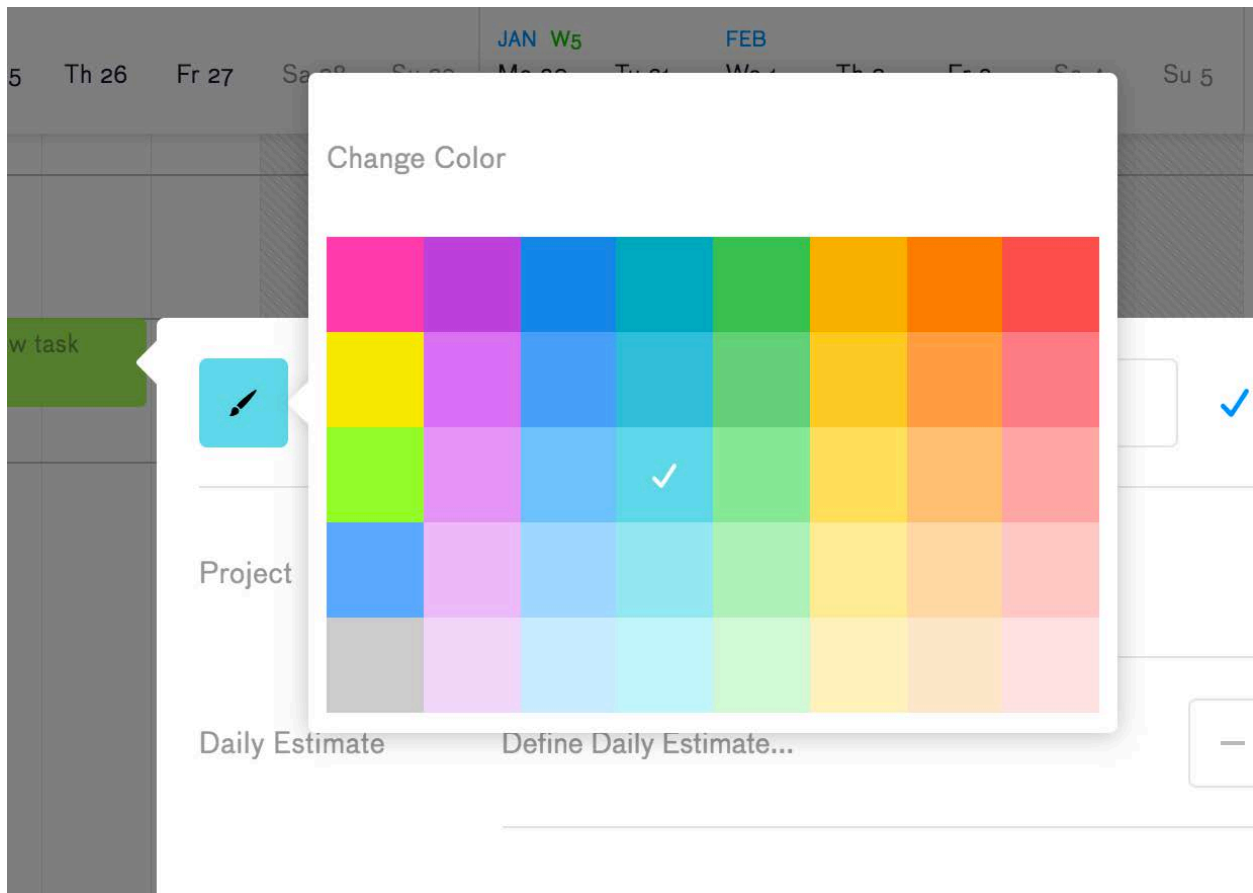
Date & Time: Jan 25, 2017 – Jan 26, 2017Start time – End time

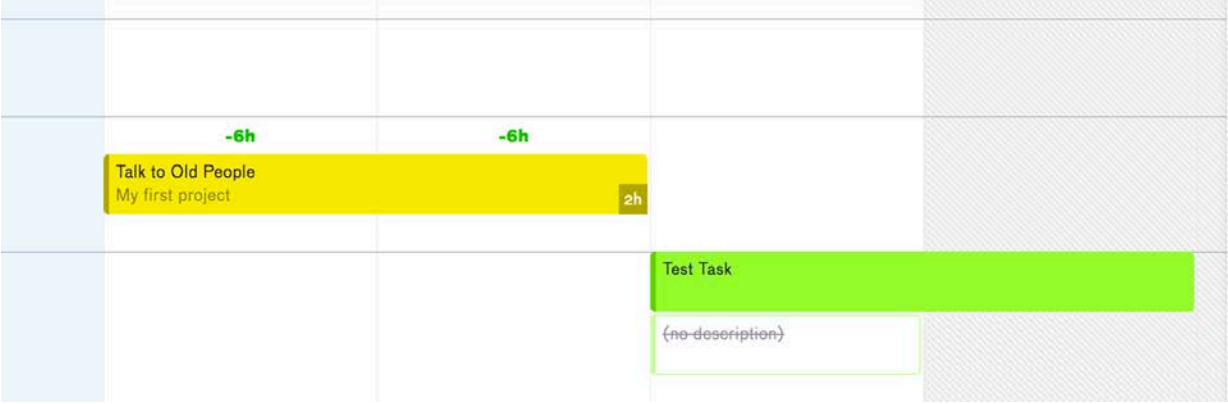
Notes: Add Notes...

CancelAdd

Need help?

Jan 2017MonthTodayShare





Daily Estimate

2 hours



Add one hour