INTERNATIONAL BURCH UNIVERSITY FACULTY OF ENGINEERING AND NATURAL SCIENCES DEPARTMENT OF INFORMATION TECHNOLOGIES

CEN 334 INTRODUCTION TO HUMAN-COMPUTER INTERACTION

PROJECT PLAN

URBAN ADVENTURES

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1. Introduction

After implementing a project plan, we are ready to move onto the project design document. This document identifies points of detailed user analysis, task analysis, sketch of our interface/WireFrames (tool used: Balsamiq) and lastly, usability specifications for testing of our prototype.

2. User Analysis

A successful UX analysis will result in an actionable list of tweaks and enhancements that, once implemented, will show a measurable improvement to the product's user experience.

Therefore, it is important for us to establish who our users are (target audience), their wishes, desires, their expectations and product perceptions.

2.1. Target audience

The target audience are people that take trips 2+ times a year, use tour booking applications, and are between the age group of 25–65.

So, our key goal of designing UX for our website is to make the user experience as smooth and easy as possible for our target audience.

3. Task Analysis

Task analysis can provide insights into user behavior, needs, and priorities — all of which are core to UX design, as they help us to break down tasks into smaller steps and gain a greater understanding of our user and the problems they face. So, we broke down all of the steps, focusing on the main details.

Task 1: Collect user feedback - come up with features that would users expect when booking a trip online with a tour guide company

Task 2: Wireframe/Mock-up and creation of design standards: create a mock-ups and quickly get a first visual impression of our future product

Task 3: Home page, Information page: create home and information pages, where all data should be displayed with basic information

Task 4: Tours page, Feedback page: develop the pages with detailed information about tours

Task 5: Booking page: create an ability to book a tour

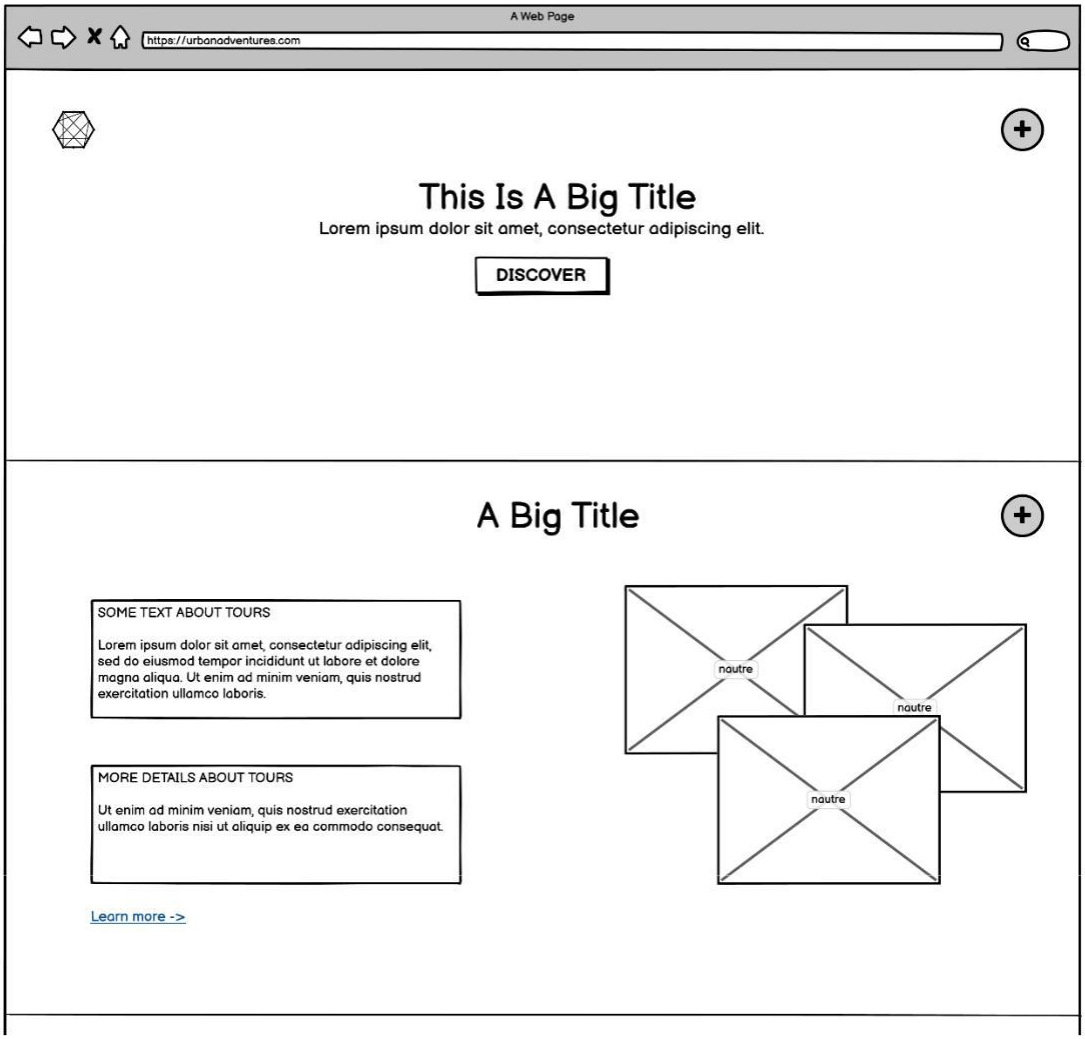
Task 6: System and UI testing: Learn if participants are able to easily view and book a trip, find out how satisfied participants are with the experience of the app. Modify according to the user feedback.

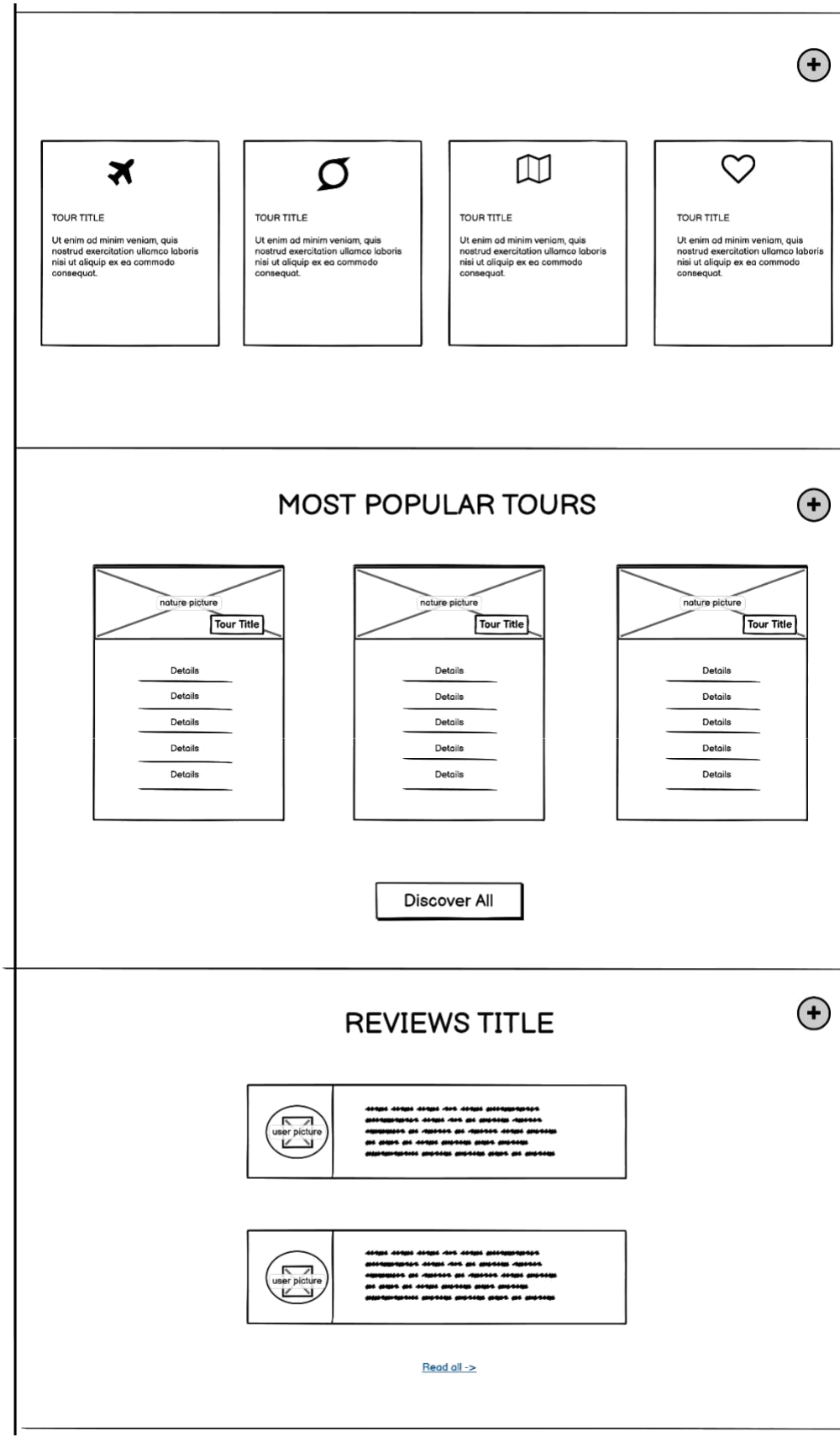
Task 7: App launch: review and improve bugs, prepare the product for the final realise

4. Project Wireframes

Creating wireframes first helped us visualize our ideas as well as gave us the basic structure for how users would use the app for booking trips. When creating these wireframes, we made sure to keep the user needs from our empathy map and research in mind.

Our application is SPAPP (single page application), so we made such a wireframe. Due to the nature of this document the wireframe is split into several pages, but each continues on the previous one (as spapp). In the upper right corner, on each page, there is a menu icon, which page is shown in the last image.

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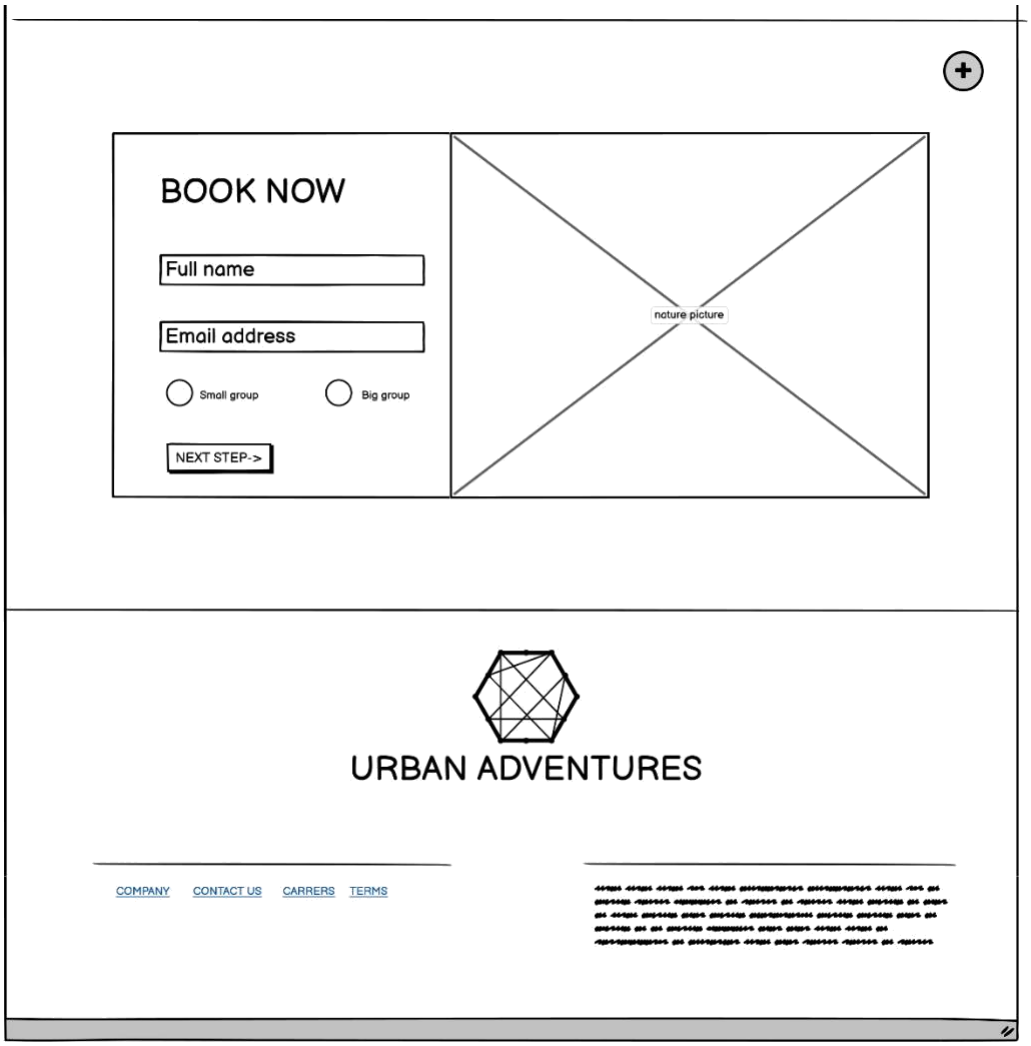
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5. Usability Specification

Doing usability testing the right way, at the right time with the right set of people reduces the risk of building the wrong product; thereby saving time and money. So, we come up with some rules:

5.1. Three minutes rule

Definition:

The user should be able to successfully complete the booking of the tour in under 3 minutes.

Testing criteria:

We will organize a zoom call with selected candidates. Participants who will utter their actions and thinking as they perform the tasks assigned to them, while we will observe how we can

provide assistance at any time if needed. Participants will also be asked to use the app freely and give any feedback or recommendations.

Participants will be asked to complete 2 tasks and give feedback on their experience, what they think about the interface and how they will rate the ease of use of the application prototype 1 (difficult) - 10 (effortless).

5.2. Incorporating UI Design

Definition:

In terms of design, Urban Adventures is planned to be clean, modern, and visual-focused. It is all about providing an incredible service so creating an app that feels trustworthy and reliable is important.

Testing criteria:

After applying UI elements to my wireframes, we will conduct three smaller in-person usability tests compared to the first round using new participants. The goal is to assess the overall usability of the app and identify areas for improvements that could facilitate the completion of the tasks. The participants will be given the same tasks done on the first round of testing and given a new task of requesting a new quote from their personal tour guide expert.