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<b>DOCUMENT:</b>	Application UX Plan (week 4)

# VROOM!

**OVERVIEW:** [HTTPS://VIMEO.COM/46841856](https://vimeo.com/46841856) (WEEK 1 VID)

**PROTOTYPE:** <http://interface2.lesscode.co.nz/projects/7d1zmw> (interface app)

# Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

## Purpose or Main Intent

Vroom! helps keep fellow Classic, Antique, and Muscle Car enthusiasts up to date with when and where cruise-ins are near them based off of the zip code the input on the main UI.

## Description of Intended Audience

For car enthusiasts to be able to stay up-to-date with cruise-in times and locations. Vroom! is intended for guys and gals that attend and want to attend cruise-ins in their local area. Also for those who want to enter their vehicles into the cruise-ins/car shows to show off their completed project hotrod/classic car or their work in progress project.

## Core Functionality

Vroom! users can input their local zip code or any zip code that they would like to use to search for cruise-ins for that particular area. This app will allow the user to view current cruise-ins that are happening (pref. from a web view where data is input into a database), they can also add a new event that they find out about.

## Feature Set

- View local events by zip code
- Search zip codes while in the events UI
- Add Events

## Nice-to-Have

- Upload to Gallery
- Snap a photo using their iPhone to upload to the gallery



# **User Research**

## Screenener Questionnaire

# User Questionnaire

Used to qualify participants as surrogate or intended users My actual survey <http://meisharay.wufoo.com/forms/vroom-future-user-survey/>

Question [P = Person]	P1	P2	P3	P4	P5
What is the persons gender? (to get an even mix of male and female participants)	Male	Male	Female	Male	Female
What type of device do you use? (helps to find existing users as potential participants)	iPhone	iPhone	iPhone	iPhone	Android
Do you download a lot of applications on your device?	Yes	Yes	Yes	Yes	Yes
Would you find an app that helps you connect with more Cruise-Ins and Car Shows in your local area useful?	Yes	Yes	Yes	Yes	No
Would any of these features be useful to you in the Vroom! app?	All of the above	A Share feature via FB/Twitter/email	All of the above	Notifications of newest Cruise-Ins, A photo gallery	Other - No interest
Are there any additional features you would like to see in the Vroom! application?	No	No	No	No	No
How easy is it to find Cruise-Ins in your local area?	Extremely Difficult	Not that easy	Extremely Difficult	Extremely Difficult	Not that easy
How many times in a season (April to November) do you attend local Cruise-ins?	4-8	9-14	0-3	4-8	0-3

Do you currently use a mobile application to find or to be notified of local Cruise-Ins or Car Shows?	No	No	No	No	No
Would you like to be a beta-tester in the near future?	Yes	Yes	Yes	Yes	No

# **User** Personas & Scenarios

# Jeremy Quigley

## Primary Persona



“I want to be able to stay up-to-date with the local cruise-ins since many cruise-ins are just word of mouth.”

Quigley is usually busy with work or working in the garage on various automotive projects and in the past he has missed many of the local cruise-ins that he would love to attend due to not having a way to find out about them. Like Quigley, there are many other car enthusiasts that tend to find themselves in the same boat. It's uncommon for the locations, times, and classes to be posted publicly, so in most cases word of mouth is the only way to find out. Quigley does everything on his cell phone and an app would be a great way for him to be able to meet up at local cruise-ins and to take his hot-rod truck to.

### Characteristics

Age: 34  
Education: Some college  
Job Title: Pipe Organ Builder  
Tech Competence: Above Average+  
Tech Usage: Daily  
Platform: Apple (Mac iOS)

### Influencers

- A way to find out about cruise-ins via mobile device.
- A way to skip the need to login in each time
- A quick way to navigate all listings and locations

### Pain Points

- Frequently missing local cruise-ins

### Scenarios

#### Goal:

To view local cruise-in dates on his mobile device.

#### Method:

Quigley wants to be notified of any and all local cruise-ins that are going to be happening in the near future so that he can enter his Rat-Rod 1984 Chevy Truck into a few of them. Lately he has missed almost all of the local cruise-ins due to not knowing about them until after the fact.

#### Goal:

To post up events and share with his friends

#### Method:

Quigley would like to be able to share the event postings with his fellow comrades whom are also looking for the local cruise-ins to also to enter their prized vehicles in or just to visit as a meet and greet. He would like to share photos via Twitter and Facebook and let others know what is going on. He would also like to share galleries, view other car enthusiasts galleries, as well as upload his own images to the public gallery.

# John Stewart

## Secondary Persona



“I would like to be able to view current and future car and bike cruise-ins and plan if I would like to attend them or not.”

Stewart would love to attend more cruise-ins to see the many cars and bikes that are presented there. He would like to be able to socialize with other car and bike enthusiasts in his area.

### Characteristics

Age: 34  
Education: Some College  
Job Title: US Army  
Tech Competence: Average +  
Tech Usage: Daily  
Platform: Apple (Mac iOS)

### Influencers

- A way to stay up to date with cruise-ins.
- An experience that is right at his finger tips
- An easy way to socialize with others with the same interests.

### Pain Points

- The need to use the computer or search on the internet to find various cruise-ins

### Scenarios

**Goal:**

View current and future cruise-ins

**Method:**

Stewart searches for cruise-ins on his iPhone on a daily basis looking for cruise-in details and they are few and far between. He would like to have an app that he can just open with no fuss to view a list of cruise-ins based off of his zip code.

**Goal:**

To socialize with others who have similar interest

**Method:**

Stewart carries his iPhone around with him everywhere so having a device handy to view such an app is now issue. He would like to be able to meet others and socialize with those who have similar interests as he such as cars and bikes.



# **Competitive App Analysis**

## **(Heuristics Evaluation)**

# Heuristics Evaluation Sheet

A method for conducting quick and easy, low cost evaluations of user interface designs

## Heuristics

## SHOW FINDER APP

## CAR SHOWS APP

<b>Visibility of app status</b> Does the app keep users informed about what is going on, through appropriate feedback?	The feedback for ShowFinder is very far and few between other than the Add Event section. You input your event and they will contact you to verify if the event is valid.	The feedback for Car Shows is well presented when the app first opens, but I think its in the wrong place.
<b>Match between app and the real world</b> Does the app sense the user's environment and adapt the information display accordingly?	ShowFinder senses the location of the user and in turn displays the car shows that are within so many miles of that user's current location.	I don't think the Car Shows app has a true sense of the users environment. They have the idea down, but the execution of their idea doesn't seem to fit well with the audience they are trying to reach.
<b>User control and freedom</b> Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	ShowFinder has a every easy to use functions. It has four buttons on the tab bar (listings, find, favorites, add event). Each of these buttons takes you to the listed place without a big hassle of having to push button after button or view after view.	When the app first opens there is an information page about car shows and at the top of the view there is a very clearly put CLOSE button that takes you to the next view. On the next view there is an info button clearly put in the navigation bar. This takes you back to the previous view. A download alert view pops up on the screen for the user to download the list of car shows.
<b>Error prevention</b> Does the app eliminate error-prone conditions and present users with a confirmation option?	This app doesn't provide error prevention as far as I can tell. Perhaps in an update of the app in the future it will demonstrate error prevention.	This app doesn't provide any type of error prevention as far as I can tell. Perhaps in the future they developer will incorporate it into the app.
<b>Consistency and Standards</b> Users should not have to wonder whether different words, situations, or actions mean the same thing.	The consistency and standards are well demonstrated in Show Finder.	The consistency of confusion is carried out throughout this app. The standards are lacking and this app should be redeveloped.
<b>Recognition rather than recall</b> Minimize the user's memory load by making objects, actions, and options visible.	This app keeps the last view the user was viewing even when the app has been closed. In the event list, if the user moves to the add event view and later comes back to the listings view, the last events the user was looking at is still there.	There isn't really a place for this app to have recognition or recall. Very poorly executed and in order to see any further into this app, the car show list for 2012 has to be paid for and downloaded.

<b>Flexibility and efficiency of use</b> Reduce the number of steps required by anticipating user needs and enabling customization.	Very easy to use. It has 4 tab bar buttons at the bottom ( listings, find, favorites, and add event).	This app has more steps than I think would be needed for such an app. The download alert view pops up constantly wanting the user to download and pay for the car show list. I think there should be a particular button for the user to click if they wish to download the list in order to use the app.
<b>Aesthetic and minimalist design</b> Screens should not contain information which is irrelevant or rarely needed	Very minimalist design. Easy to navigate, but still feels very limited to me.	This is a prime example of minimalist design, but its not very user friendly.
<b>Help users recognize, diagnose, and recover from errors</b> Error messages should be expressed in plain language precisely indicating the problem and solution	There are no error messages or help views for the Show Finder app that I have seen thus far.	I have not seen any error messages or help messages pop up on the Car Shows app.
<b>Help and documentation</b> Help should be focused on the user's task, list concrete steps to be carried out, and not be too long	There is a detailed Terms & Conditions view on the Car Show app, but it is in an odd place. It is on the Add Event view at the top. The user would not know right off where to look for such a button unless they wanted to add and event to the app for approval.	There isn't really any type of help section in this app. There are not real instruction on how the app works other than the annoying alert view that pops up constantly trying to get the user to buy and download the list of car shows for 2012.
<b>Add your own Heuristic</b> if the App can be evaluated using another heuristic, feel free to add to this list.		
<b>Add your own Heuristic</b> if the App can be evaluated using another heuristic, feel free to add to this list.		

# **Usability Testing Plan & Discussion Guide**

# Usability Testing Plan

## Purpose & Objective

The main purpose is to evaluate Vroom!'s intended flow and interactions with a major emphasis on the primary goal which is the usability of the Vroom! app, and secondary goal of the visual appeal of the Vroom! app.

The objective is to uncover any UX issues (low-level or high-level) that may be present and use these to direct the iteration process of the Vroom! application. This will also set a baseline for any future studies I may need to do on the Vroom! application as well as gathers extra information to determine if the Vroom! application is user friendly or I need to return to the drawing board with a new UI design.

## Roles

I alone will proxy the roles and responsibilities of the interviewer, note taker, and observer. There will be one role defined as participant.

## Method

A combination of controlled and guerrilla testing methods will be employed. This Hybrid approach will utilize an indoor facility such as a home to observe user interactions while in a controlled environment. I will use the controlled method due to the Vroom! application is not only to be used on-site at a Cruise-in, but also well before the existence of that Cruise-In.

Guerrilla tests will reveal user interactions with variance resulting from environmental factors such as glare, noise, and movement. These test will be conducted on-site (if possible at time of testing) of the day of the Cruise-In. If there are no local Cruise-Ins on the day of testing then any sunny outdoor location (if possible) will be suitable. Cruise-Ins and Car Shows are held on sunny days and rescheduled if there are calls for bad weather or if the weather should turn bad.

## User Profiles



Jeremy Quigley



John Stewart

## Participant Count

6

There will be a number of male and female participants used to actualize behaviors of my intended audience.

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## Metrics

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- Satisfaction Rating
- Usefulness

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## Equipment

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- iPad or iPhone
- Notebook/Pen

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## Locations

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- In Home
- Outdoor
- On Location

# Discussion Guide

The step-by-step dialog of conducting usability tests

[ MODIFY THIS TEMPLATE REPLACING EXISTING CONTENT, WITH THAT WHICH IS RELEVANT TO YOUR APP ]

1	Introduction	<p>"Hello my name is Meisha Ray, and I'm a student at Full Sail University currently enrolled in the Mobile User Experience course. My assignment is to create a usable iPhone application that fits the needs and wants of a particular user group. In doing so, it is very important to test the usability, or usefulness of my idea.</p> <p>Would you be willing to share a few minutes of your time to help me? I need to test whether or not my Vroom! app is easy for users to accomplish a couple basic tasks as well as easy and enjoyable to use?"</p>
2	Explain the Test Goals	<p>"I need your help to determine if my app makes it easy for users to perform a couple basic tasks, like viewing the different cruise-in's, the add listing screen, and the map view. This is not a fully working application, so you will not be able to type into the text fields, but only able to click on the buttons to move from one screen to the next."</p>
3	Complete the Questionnaire <a href="http://meisharay.wufoo.com/forms/vroom-future-user-survey/">http://meisharay.wufoo.com/forms/vroom-future-user-survey/</a>	<p>[SEE USER QUESTIONNAIRE]</p> <p>[ACTION: Ask participants to answer the screener questions to qualify them as users that most closely represent your intended audience. The app's intended audience is represented in the user personas]</p>

4	Introduce the Test Scenario	<p>First I'll show the main UI of the Vroom! application to the user. Click the information icon to view terms &amp; conditions or press the enter icon below the logo to enter the application.</p> <p>Is this the type or style of application you expected to see? If no please tell me what did you expected to see? - Where would you proceed from the main screen?</p> <p>I encourage you to think out loud to help me better understand how you are perceiving the Vroom! application.</p> <p>If something is confusing or unclear, please let me know so I can make a note of it and update it for the Phase 2 beta-testing next week.</p> <p>The last step of the beta-testing process I will ask that you complete a quick survey of 6 questions about your experience using the Vroom! application. Four of them are multiple choice and 2 are user input.</p> <p>Let's get started!</p>	
5	Define the Tasks	<p>VERB BASED TASKS</p> <p>Enter the Vroom! application. View the first cruise in. Go back. Enter a date and save. Submit the form.</p> <p>SCAVENGER HUNT TASKS</p> <p>Find the add event button. Find the locations button. Locate the survey button.</p> <p>INTERVIEW BASED TASKS</p> <p>Now that you've entered a zip code and entered the application, where would you go now? Is there anything that you feel does not belong in this application? Was the navigation bar easy to interpret and navigate? Was the home page easy to figure out?</p>	
6	Complete Follow-Up Survey	QUESTION	ANSWERS



	(completed by the user) <a href="https://meisharay.wufoo.com/build/post-user-questionnaire/">https://meisharay.wufoo.com/build/post-user-questionnaire/</a>	What is your overall impression of the app?	awesome - good - fair - poor
		Was the brand distinguishable from other app's like it?	yes - kind of - no - unsure
		How difficult was completing the basic tasks?(i.e. viewing different classes, login UI, signup UI, add event UI, etc.)	easy - fair - difficult
		Were the navigation cues easy to interpret?	yes - kind of - no
		What was confusing if anything?	User input box.
		What would you add or improve on the Vroom! application?	User input box.
		How much would you pay for an app like this?	\$.99 \$1.99 \$2.99 \$3.99
7	Thank your Participants	"Thank you very much for your time. You've helped make the Vroom! app that much more usable!"	
8	Report your Findings (week reflection video)	[SEE WEEK REFLECTION VIDEO]	