TrafficHero - Expert Review Evaluation

Aspect	Feedback Niclas	Screen	Comment Phil	Priority	Action step (Advice Niclas + Feedback Phil)
1. Simple and natural dialogue	The search field does not give a hint to be clickable; It does not make really clear that the user can type in a location manually.	2 / 3 - SEARCH	True, this is actually essential for a well guided navigation	1	Add a nearly transparent Text (e.g. Search...) or a search icon.
1. Simple and natural dialogue	The filter option "Start / Arrival" does not indicate to which filter it connects (in this case "time").	1 - HOME - ADJUST	True, I believe this was present in an earlier version and totally makes sense to me	1	Add time picker - underneath link the departure / arrival switch to it
2. Match the system with the real world	Underneath the Departure title in the "Last Routes" boxes there are numbers that could be confused with train or bus numbers.	1 - HOME	Very true - would even change more in this area, as there could be a confusion between m(meter - for bike and car sharing) and m (minutes)	1	- Add the word "in" behind "Departure" - Add "min" instead of "m" to distinguish m(meter - for bike and car sharing) and m(minutes) better
3. Make things efficient	The filter options are not present at the actual search page. The user cannot edit or refine the search once he is typing in a place.	2 - SEARCH	Partly agree - I would not think the user insists on filtering upfront - but that is something for further user testing	2	Add filter option to refine search results before searching
5. Provide feedback	The Places from the category are not marked on the map and, therefore, the user cannot see visually where the restaurants are.	Map View	I agree, map could be extended, as it's anyway already displayed	1	- Make map bigger - Let locations appear there
5. Provide feedback	The Conversational UI does not provide information how to use/what to do with the ticket.	5 - NAV view	Sure, would be great to guide the user more in this state	2	Add message that says e.g.: "show the ticket to the driver/pilot" or "scan the QR code at the entrance".
6. Be flexible	The "Last Routes" section shows too much information as the user already knows some information when he travelled it recently.	1 - HOME	Great idea! e.g. - commute routes - "Auto journey", detexts movements of user in the city and gives suggestions based on time/location - favourites	1	Implement features : - commute routes - "Auto journey", location/time-based suggestions, - favourites
8. Use visual hierarchy and keep it simple	- There is too much information in the preview of the last routes. The first box has the city's initials and the long form underneath, which is not necessary. - The route boxes are very full and show too much information on a small size	1 - HOME 4 - ROUTEOPTIONS	Fully agreed -got the feedback already in an early stage of the high fidelity version. So I will elaborate on that	1	- Reduce information in routing option "cards" - create an expanded view which is accessible on tap
9. Offer help	Some parts of the travel information could be more detailed and explained (like where to change, how long the change time is etc.).	4 - ROUTEOPTIONS	Sure, I wanted everything to fit on once screen but it ended up in a screen with too much information but at the same time a lack of information	1	- create an expanded view which is accessible on tap
10. Use emotion	- The conversational UI does not show any emotion or character (look like pre made standard responses). - The user does not know who picks him up or does not get the feeling that the pilot wants to pick him up.	5 - NAV view	Absolutely! Some character or profile picture would be more engaging - maybe even something that entertains the user while waiting (relevant Ads :D -> Money (or cheaper fares for the user and some money for TrafficHero (winwin!))	1	Add profile picture to conversational UI, so the user gets the feeling there is a real person talking to him