

What is iOverlander?

A database of places for overlanders and travelers

iOverlander is a database of places for overlanders and travelers.

It includes camping, hotels, restaurants, mechanics, water, propane filling and may other categories. Details are listed for each place, including amenities, photos, date last visited and GPS coordinates



Assignment Goals

What is the product?

Why is it bad?

What human factors or usability principles does it violate?

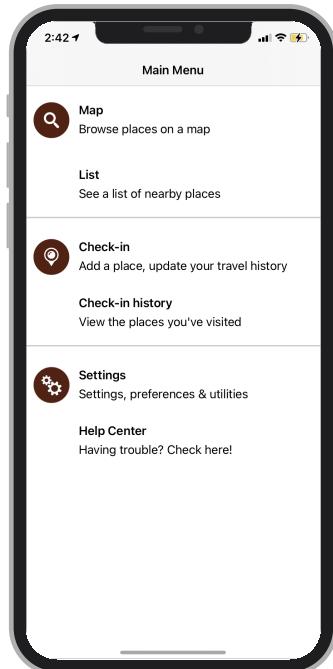
How could it be improved?

BAD DESIGN

Dashboard

The dashboard includes a menu of features the user can select: map, list, check-in, check-in history, setting, and help center.

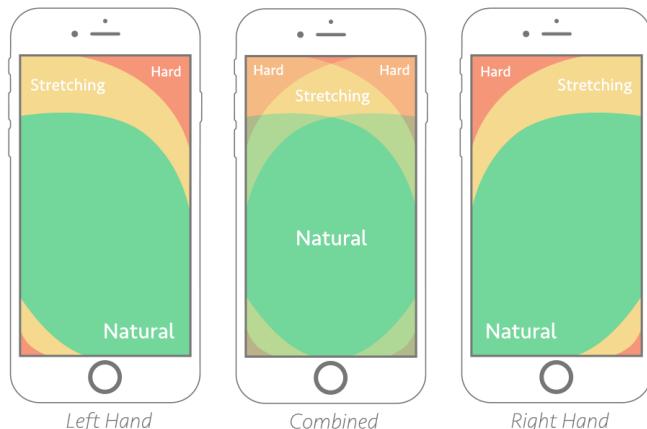
The primary feature of the product is the map. The map allows users to browse locations and identify camps, hotels, water and propane stations, WiFi, free places to park overnight, and more.



The **Map** feature is not positioned in the iPhone's primary "thumb zone" (Steven Hoober). As a result, it requires additional effort to select the map feature.

The menu items also lack in consistency. There are a total of 6 options, however only 3 of the options are designed with an associated icon (NN/g Usability Heuristic #4).

Lastly, the interactive design fails to provide immediate feedback to the user. The working product fails to provide a "select" state upon selecting a menu item. This increases the likelihood of a user accidentally making the error of selecting the wrong menu option (NN/g Usability Heuristic #1; Norman's Design Principle #2)



BAD DESIGN

Map

The map provides a geographic display of several key items: established campgrounds, informal campsites, hotels, gas stations, free water, restaurants, free WiFi, etc.

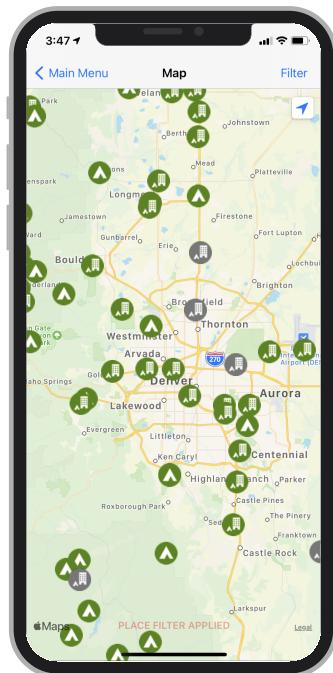
Users can only view different areas by dragging the screen towards one's desired location.

There are a couple of design flaws to consider in this map display.

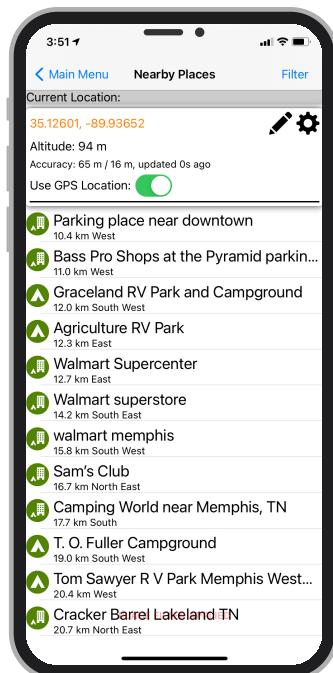
First, the icons are too similar to each other. The displayed icons reveal “established campgrounds” and “informal campgrounds.” However, without an icon legend, users have to take additional steps to understand what the map is actually showing (NN/g Usability Heuristic #4).

Second, users can only interact with the map via dragging screen to a location. Users should also have the option to search by location (NN/g Usability Heuristic #3, #7)

Third, the results of the search fails to have an immediate **list** feature. A list button or icon should be accessible for users to view a list of results. As of right now, the user has to take additional steps (return to menu + select List). However, the list page only displays results in the user's current location, restricting results to the user's immediate area (NN/g Usability Heuristic #3)



Map



List

BAD DESIGN

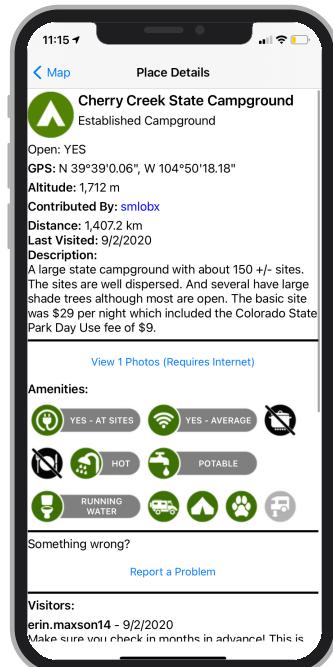
Place Details

The **Place Details** page provides a description of the selected location or item. The description includes information such as open or closed status, GPS location, altitude, date of last visit, a brief description, featured amenities, and visitor reviews.

The first design flaw to consider is the open status. The current model shows: “Open: YES.” The problem arises when the location is closed and displays: “Open: NO.” Users may read the word Open and make the mistake of thinking the location is actually open (NN/g Usability Heuristic #2, #5).

Next, the GPS coordinates are provided, but not interactive, requiring users additional steps to find the location. The GPS coordinate should be clickable and accessible, directing the user to their map software of choice (Apple Maps, Google Maps, Waze, etc) (#NN/g Usability Heuristic #7)

Continuing down the interface, a user may experience information overload. The interface needs to be minimalized to present relevant and simple information. The included amenities are combined with the amenities not included. In addition, each amenities is colored coded, however, each amenities varies in value (e.g. Average wifi vs. hot water) (NN/g Usability Heuristic #8)



Design Improvements

The following mock ups are iterations of the current iOverland application.

The design iterations were based off design heuristics and principles evaluations.

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DESIGN IMPROVEMENTS

Landing / Home / Map

The new design for the landing / home page includes a number of design iterations.

The key features from the original menu are positioned within the primary thumb zone and accessible by the bottom tab bar. The tab bar includes the check in, browse, and settings. As one is selected, it is highlighted with the primary color, while others remain neutral.

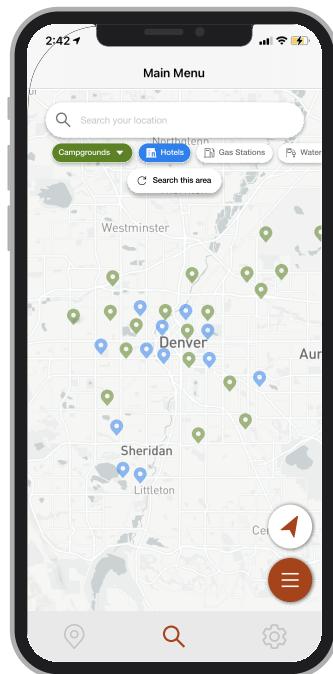
The list feature are also immediately accessible, shown by the hamburger icon in the bottom right.

All items are consistent in display: each presented solely by the icon (however, the icon and title below the icon could also be implemented in the design, as long as they are consistent across each item).

The new design also allows the user to search both by location and by dragging to a certain area (e.g. Search this area). The results appear on the map, but can also be shown by list via the hamburger list button in the bottom right.

The option to filter the results is also immediately accessible. Users can filter the results by selecting the filter frames below the search bar. Each filter frame includes an icon and a specific color code to provide a better understanding of what is being selected.

Lastly, the result icons provide better interaction and feedback states. As you can see, the icons are displayed in a lighter color (almost transparent) to indicate a neutral state. However, as one is selected, it changes to a selected, active state (shown on next page).



DESIGN IMPROVEMENTS

Map / Place Details

Here you can see an iteration of the interactive map and place details preview.

As mentioned before, the map is intended to provide immediate feedback, shown by the active state of the icon (larger in size, active color: black).

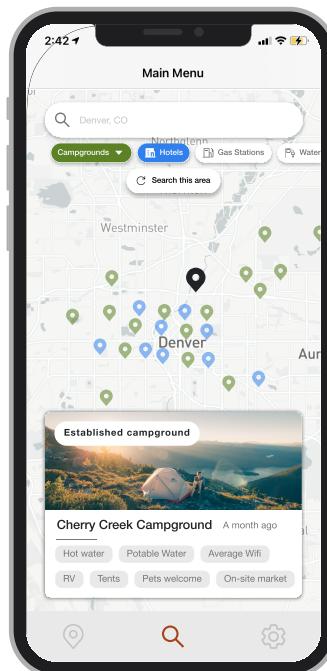
In addition, a preview of the selected item is presented.

The preview provides a brief summary of the selected item: a photo, a descriptive tag (e.g. Established campground vs. informal campground, date of last activity (e.g. A week ago), and a list of notable amenities.

In order to reduce irrelevant information, a number of items were removed or simplified. The open status has been completely removed; all places categorized as “Open: NO” were completely removed from the database.

To improve amenities information, only the amenities included were shown in the preview. The new design also removed the amenities icons, simplifying the presentation of information. The language has been improved by matching phrases familiar to the user. For example, the original design spoke in a robotic manner: *green (to indicate it is included) water icon*, HOT. The new language speaks in a familiar jargon, simply: “hot water.”

The preview frame would also be interactive. The purpose of the preview is to provide users just enough relevant information without inducing information overload. A more thorough description can be shown by selecting the preview frame.



DESIGN IMPROVEMENTS

Place Details

Lastly, this is a design iteration of the full place details.

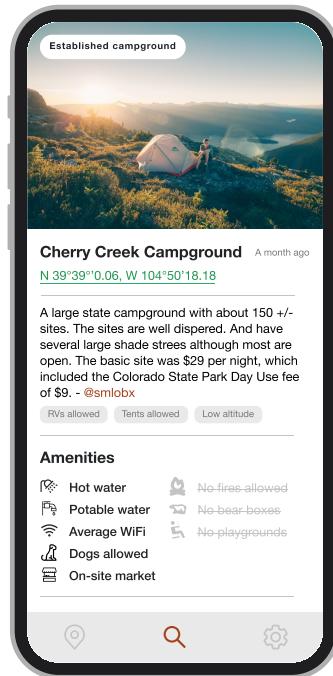
The goal of this design iteration is to optimize information architecture and improve user readability and understanding.

The campground title is presented, followed by interactive GPS coordinates. The coordinate can be copied or clicked and then shown on the user's preferred map software.

Next, the description of the campground is provided, followed by the username of the user who created the description.

The amenities are then provided in a more simple structure. The most important change is separating the included amenities into its own section. The included amenities are colored in black, indicating its included status.

The amenities *not* included are colored gray, to indicate its inactive status. In addition, a strikethrough is added to make the message more clear.



Design Comparisons

The following mock ups are side by side comparisons between the original design and the new, iterations.

The design iterations were based off design heuristics and principles evaluations.

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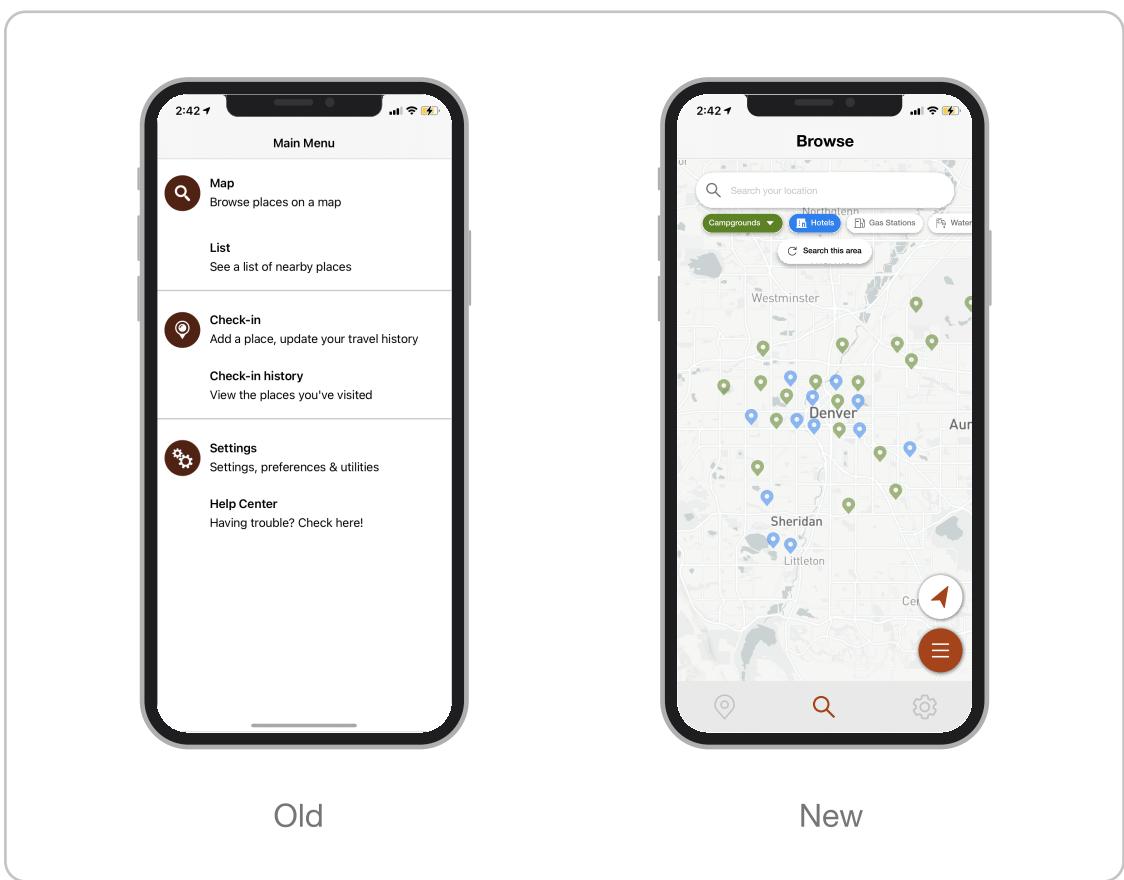
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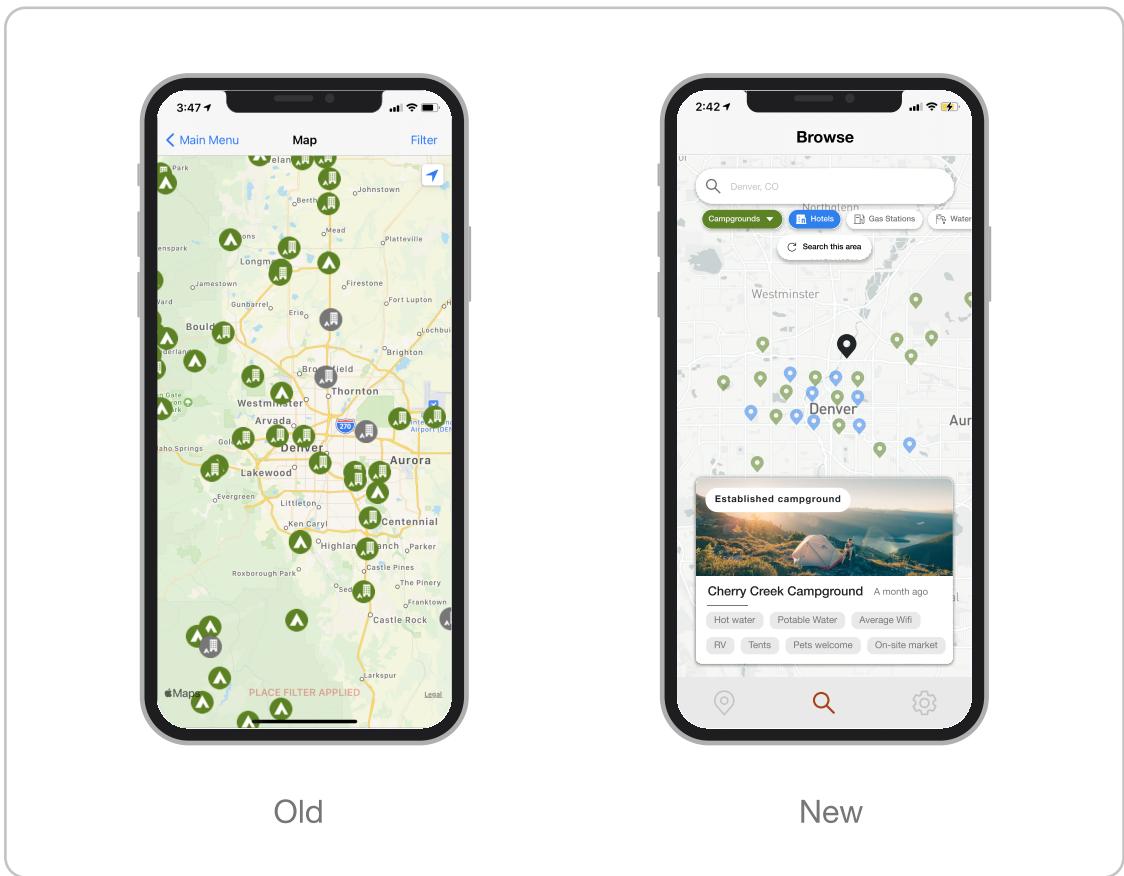
DESIGN COMPARISONS

Home / Map



DESIGN COMPARISONS

Map



DESIGN COMPARISONS

Place Details

