

unGuided

Low-fi Prototyping & Pilot Usability Testing

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Overview

- What unGuided can do (the three tasks)
- How unGuided does it (the prototype)
- unGuided in action!
- The grand(?) experiment
- So much to learn!
- Questions? Shoot!

Mission Statement

Taking the guide out of 'guided tours', and keeping the tours still awesome.

No, making them more awesome!

Creating engaging tours: because everybody has a story to tell.

Task 1: Let's take that tour!

- At a new place.
 - No idea what's around that's interesting.
 - Want to walk around and explore the place.
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- “I don't like following someone!”
 - “God, I hate groups!”
 - “I don't like to adjust my timings!”

Task 2: Let's go exploring!

“It's a magical world, Hobbes, ol' buddy ... let's go exploring!”

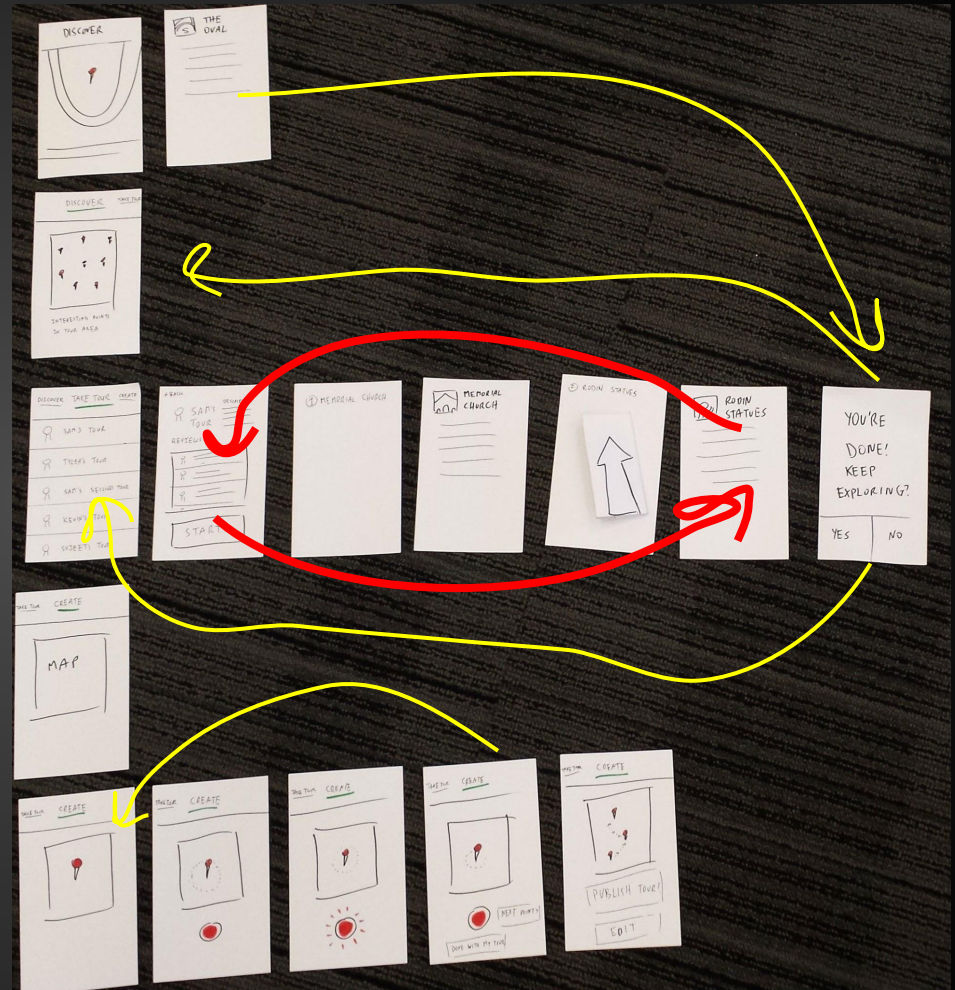
- Find interesting places around you.
- Tell unGuided you're interested.
- unGuided guides you there and keeps you engaged.

Task 3: Tell your story, make a tour!

- Found something interesting?
- Had an out-of-the world experience?
- You want others too, to experience it...
- Create a tour, tell them your story!

Prototype structure

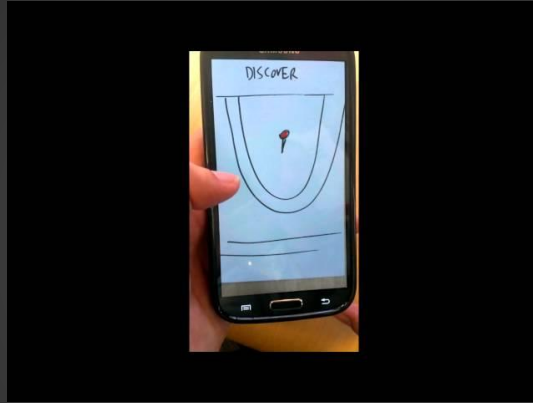
- Lean, minimal
- Task oriented
- Three way branching
- We used POP



Videos of UI in work



Take a tour



Discover



Create a tour

How we experimented

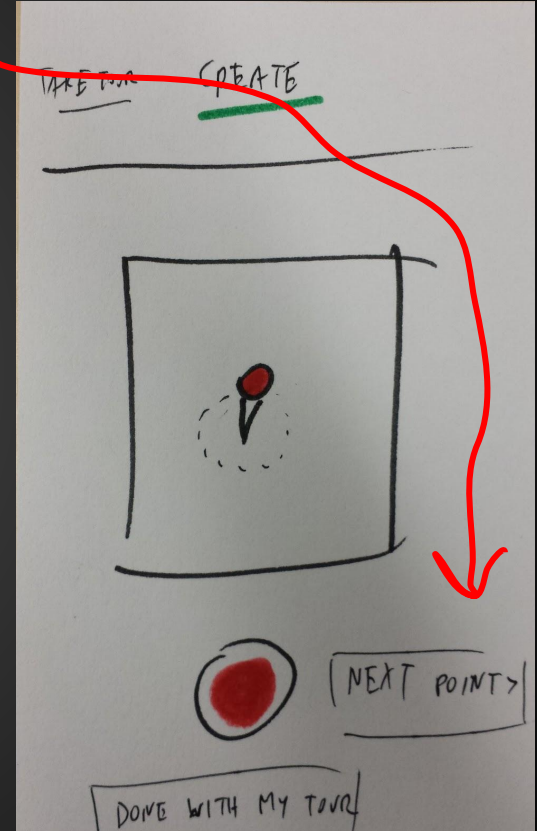
- **Brief**
 - Tell about CS147
 - Give overall picture of unGuided
 - Tell the task to be done
- **Observation**
 - Which buttons do the press?
 - Facial expressions and exclamations.
- **Debrief**
 - Ask questions, take direct feedback.

Experiment details

- A tour guide, a graduating student, a travel enthusiast.
- Tyler: note-ninja
- Sam: magic-master
- Kevin: fabulous-facilitator
- Sujeet: siri

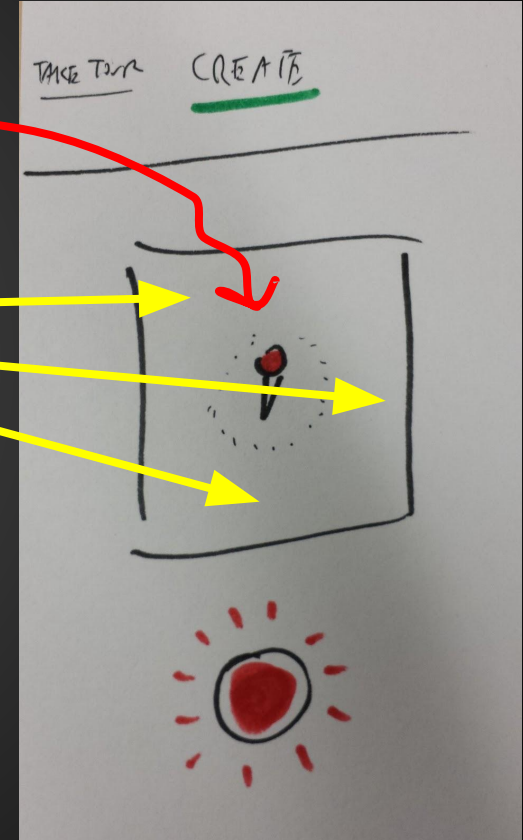
Key observations (user 1)

- “Wow! That’s neat!”
On seeing “add another location” button after done with adding a point-of-interest in their tour.
- “This is too long a walk, I don’t want to just be walking.”
- Not comfortable with sharing the tour he created. “Share? Where? How?”



Key observations (user 2)

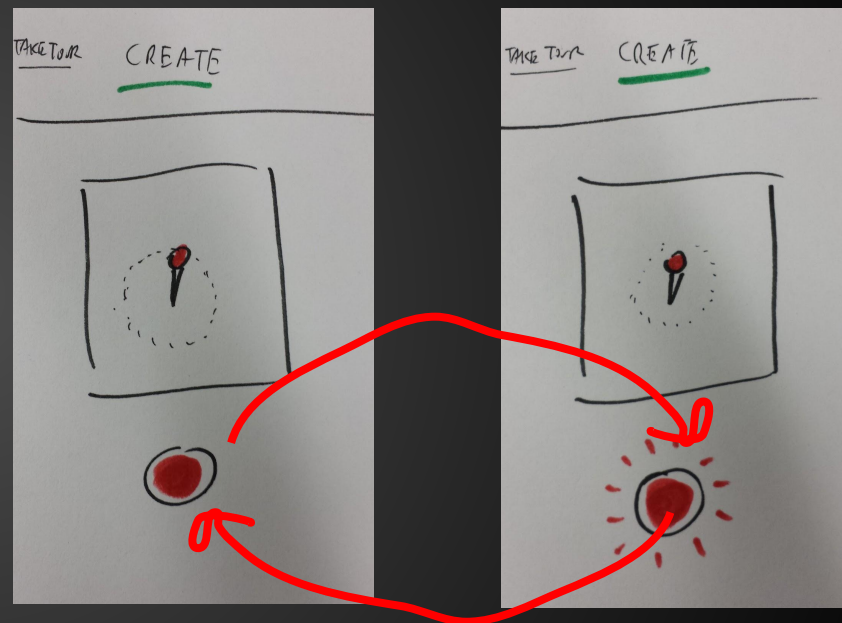
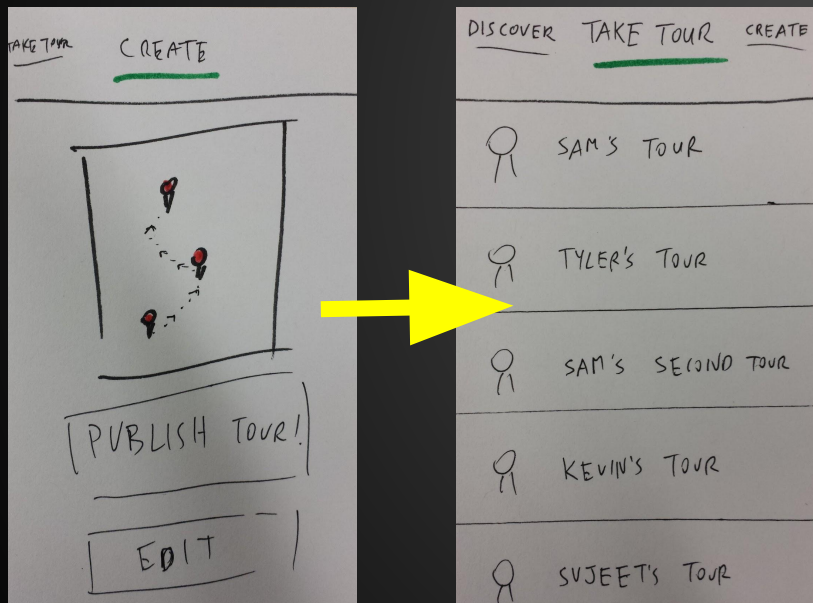
- She's a tour guide.
- Dropped a pin to create a tour and started telling stories about all the points around it.
- Sometimes forgot that it was just audio and her gestures aren't going to be recorded.



Key observations (user 3)

“Share? Okay.”

“Hey! I didn’t get to name it!”



Just tap, tap, tapped the record button without realizing what it was for.

Changes they suggested

- There should be more pictures on information page about a point-of-interest.
- The share button should somehow suggest what platform it is sharing the tour.
- There should be a way of editing the audio clips created.
- The direction arrow should also show estimated time and distance.

Some of the things we learnt

- People have different ways of narrating tours.
- Not everyone is comfortable sharing.
- It is important to keep users engaged.
- Use traditional symbols wherever possible.

Thanks! :)

