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Journal: Observe, Document, and Define

Take Note Of The Quality Of the Experience

App Name:

When2meet

Device:

Desktop

Goal:

- Schedule a time to meet with a group of people

- Highlight available time so that once everyone inputted times, you can see when times intersect

Ease of Use:

- It is a very simple application, so it is pretty intuitive and easy to use.

- You can pick specific dates or days of the week, and this can get a bit confusing because you have to pick the specific dates in order to pick a time zone (which is a big issue now that we are all remote and living at different time zones)

- Free to use so it is convenient to use for everyone.

Emotional Experience:

- **Before:** When opening the application, I thought it was unaesthetic and I did not trust the application since it did not look professional. But in many professional settings, people would suggest using when2meet to set up a meeting. Half the screen is cut off so the important parts are very small. All the fonts blend in making it hard to differentiate what

instructions to focus on (the instructions should be clearer, through bolding, coloring, and other things to make the instructions clear).

- **During:** It was not clear to drag my cursor to put in my times. The portion where you have to make specific dates in order to use time zones is a bad design. The sign-in function to be able to edit your input is faulty. It is not clear since I didn't know how to fix something right away. I like the dragging style, but it is annoying to do when you want to change your time range. The aesthetic of how it's made is also not great, it is quite unattractive that I don't like using it. In order to send the link, you have to copy it and send it to people, or use the links to email or use FB messenger to send it. I feel that there is a more simple way of doing this.

- **After:** It got the job done and after using the application it was simple to use, however, there were many trials and errors. It would also be great if the application connected to a calendar application so that it would automatically make a meeting once the meetings intertwined. There is also no way to let the organizer know that everyone submitted their times.

App Name:

Starbucks

Device:

Mobile

Goal:

- Purchasing drinks and customizing the items through the mobile app.

- Gain points and stars to work towards a free drink.

Ease of Use:

- The app is fast at responding, when you click through the tabs there is not much delay

- Not super clear that you have to activate an offer in order to complete the challenge for extra points

  - Ex. Collect up to 50 Bonus Stars when you order any Mocha 2 (25 stars) or 3 (50 stars) times

- I like the contrasting colors of green and white and the font choice

- Sometimes the shades of green are too contrasting (neon ish green vs olive green)

- The emojis (Inbox, stores, account, etc) are clear so it blends in too much to the background

- The star balance is at the front of the page, but unless you press info, you don't know much about what the stars represent

- There are 2 ways to scan in-store, I think this is good because that is an important feature

- The reload function is also great as it's simple to use (but you cannot pick how much you want to input, so they want you to do at least $10)

- The app is set up kinda like the top is your Starbucks information, and then it blends into an article

- I like the feature at the end where they have a playlist for Starbucks music (mimics the cafe setting which is nice)

Emotional Experience:

- **Before:** If I didn't know much about the app, it is hard to get used to it as there is a lot of information to take in before using the app. I could see that at the bottom, there are

subsections where you can click for (Home, Scan, Order, Gift, Offers) and I think they did a good job prioritizing the important features. I honestly am not the biggest fan of the color scheme. I think the colors don't blend in well, but it seems like they are prioritizing visibility of text rather than aesthetics (which is fine since they are a huge company). Right off the bat, you can see the offers available to start collecting extra stars.

- **During:** When clicking the order button, the automatically make you choose a store. The map function is great as you can see (initially) the nearby locations and it automatically suggests the closest location. They have dots that represent open locations and you can click on them to change the store (as well as a list of stores on the bottom half of the map). I really like the feature of having icons underneath the store names of the features that the store provides (in-store, Drive-thru, etc). They did an excellent job on the location feature as the map mimics an apple map feature, but also gives the added feature of finding Starbucks locations with lots of filters you can use (ex. Curbside, mobile order and pay, open now, etc).

- **After:** The app has a lot of features that you wouldn't expect to have. Ordering drinks are simple if you think about it (open app, pick a store, get a drink, pickup), but they make the ordering process simple with the added features of customizing for each user's needs. You can speed up the purchase process by saving favorite drinks as well as sending exact orders for your friends to click on and it automatically opens the order on their app. I feel that Starbucks is the best app for drinks and coffee. The extra features are abundant, yet it has a simple look to it. I would recommend making it more aesthetically pleasing as I feel like the younger generation would appreciate a more modern look. However, since they

are so well known, they really don't have to stand out and maybe they are keeping their original look.

App Name:

CAVA

Device:

Mobile

Goal:

- Specialized in Mediterranean dishes, a healthy and affordable alternative to other meals.
- Order on the app to pick up the food.

Ease of Use:

- It is straightforward as to how to start a new order: start a new order, pick a location, type of delivery, time, type of dish, and payment method.
- The app is quite slow as there are a lot of add-ons to make the aesthetics nice.
- The app crashes at times, so that is frustrating to use.
- Some of the buttons are small when you want to click on items to delete or add.
- Great pictures for their representations of the items, it's nice to see what you expect in what you're getting.

Emotional Experience:

Before: I liked the aesthetics of the application. Very modern, and you know exactly what each item you're adding on looks like. The text size for some of the words on the page feels a bit off as some are way larger than others. However, it does help with reading the items well. The app is

very slow compared to different food ordering apps. Editing items take a while to do as it seems like the extra addition to the aesthetics slows down the application.

During: I did feel it was easy to understand the app. There were prompts that came up suggesting to "swipe to continue" if no actions were taken. The black background helped emphasize the choices you picked, making it easy to understand what you picked for each addition of an item. They make the additional priced items clear with how much extra the item costs (+$1.00) which is a plus. They have a very creative way of presenting the app as it is in text form on the first half of the page. You can see a written explanation of your order, with tiny images for each addition of food item you choose (ex. White sweet potato with a base of (spinach picture)). You can also click on those pictures to edit that item from the list. Overall, aesthetics wise I am pleased with the app.

After: They seem to prioritize the aesthetics compared to the usability at the moment. It is a slow app that crashes at times, as well as logs you out of the account every time you get on the app. Convenience-wise, this is not good, especially for a food ordering app as oftentimes when ordering food you want it done fast. I have used this app a couple of times now, and the aesthetics factor fades after a while once realizing there are bug issues.

Decide & Define

App Name & Device:

　　When2meet: Desktop

Why the App?: I chose this app because I am really curious about ways to improve the idea. This is an important concept to explore because virtual meetings have become a staple during the pandemic, and it seems like virtual meetings will continue to occur. Being able to figure out a

good meeting time for a group is hectic and time-consuming. On multiple occasions, I have had to figure out everyone's schedule, coordinate the times that matched, consider time zones, wait until everyone responded, and email everyone the times of the meeting. This application has a great concept (especially since it's free), however, there are many small features that need to be fixed and I would like to explore that.

Goal of research: How to find ways to improve the interaction and design beyond its simplistic form at the moment. My goal is to understand the parts of the app the user likes, the points of frustration, and coming up with a better design but keeping the original foundations/pillars/goals (aka the app keeping it simple, only focusing on important functions, etc). I hope to improve the overall experience with the application to speed and ease the process of setting up meetings.