Assignment 3: Wireframes

INFO-643-01 Group 3

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Introduction

Three user flows were first selected for the purpose of this study. These were derived from the tasks we used for our tree testing studies, with some modifications. The flows we decided on are as follows:
1. Find a park in a specific zip code.
2. Find an upcoming concert event.
3. Apply for a tennis court permit.

For each of these flows, both mobile and desktop wireframes were created and tested on a total of **12 users**. From these tests, the following observations were made and the wireframes were subsequently adjusted.

Flow 01: Find a park in a specific zip code

Observations:

Most users expressed that the task of searching for parks **using a zip code seemed unnatural**, and that searching using a location or park name was a more realistic scenario.
In addition, users seemed **overwhelmed and confused by search bars**, especially in situations where multiple search bars were present on the same screen. Similarly phrased items in the main navigation also proved problematic, with users trying to click on **headings which read very closely to navigation items**.

Adjustments:

The task was changed from conducting a search using a zip code to a **simple location search for parks in Manhattan**. The navigation menu was **simplified to have fewer total items** and less ambiguity between headings and navigation items. Redundant search bars were removed and an **advanced search option** was added for situations in which users may need to fine tune their searches, keeping only a **single search bar by default**. The **"Use my Location"** button was added to replace the zip code search, so users can find nearby parks.

Flow 02: Find an upcoming concert event

Observations:

The main problem in this flow was the **divide between the event search and the event calendar**. The first cause of this problem was the navigation menu. The first set of users was tested with the long navigation menu with multiple subheadings and sub-menus. Most of them **did not realize the subheading 'Events' was clickable** and went **directly to the event calendar** instead. Since the initial flow was supposed to lead from the event search to event details and the event calendar page was not created in the first wireframes, these users were **not able to continue this test.**

Another cause was the **unclear event calendar page** after revising the menu. Before users could access the event calendar, they needed to land on an 'All events' page. Some users did not notice the event calendar button on the page and **had to use the search bar** to continue

the flow. Others browsed back and forth and were **confused about the differences between the event search and the event calendar**. Both pages had a search bar and the same filter in the initial design, while no distinct calendar features were displayed on the calendar page, such as year and month. Users were **uncertain about which path to lead to the correct results**.

Adjustments:

In addition to **simplifying the menu**, the 'All events' page was **redesigned and merged with the event calendar**. The event calendar takes up the most space on the current Events page with **clear calendar elements**. Users can see it as soon as they open the 'Events' page so that this flow can be streamlined. The initial search modal was replaced with a **simple type-in search bar**. Considering users' different browsing habits, **two options** were added to complete this task. Some users prefer **browsing and spotting information** while others would like to **search for the event directly**. Both the search bar and event calendar were enabled to access the flow.

Flow 03: Apply for a Tennis Court Permit

Observations:

We discovered that participants **access the permits page in a lot of different ways**. Some of them did use the **footer** to access the permits, and some went to '**Parks**' and '**Facilities**' to find the permits. Participants explained that they might not know if the tennis court in a park they like needs a permit, so they would navigate to that **park details** page to make sure. Since tennis court permits are also connected to a **facility**, they would navigate to the **tennis page under facilities** to find out.

Adjustments:

The user testing verified our hypothesis that **users access permits from different pages**, even through the pages that we did not expect. We ensured that users could apply for permits not just directly through the Permits page, but also through the '**Facilities**' pages and '**Parks**' pages.

Link to the wireframes:

https://www.figma.com/file/oVclnLV83krHsb57ZvwEcH/Wireframes?node-id=416%3A12486&t=NywO3V7re6VOuH5p-1

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