



# Assignment

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## Product Critique

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# Assignment Instructions

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## OVERVIEW:

Critiquing product design and features is one of the key skills that a product manager must possess. In this assignment, you have to perform a product critique for the **Headout mobile application (iOS/Android)**, which is an app that enables travellers to book local tours, activities & experiences in different cities around the world. You have to provide a detailed analysis of the overall user interface (UI), user experience (UX) and the product features.

## SUBMISSION GUIDELINES:

1. Critique different elements of the **Headout app** and provide a detailed analysis in the corresponding slide.
2. Include screenshots wherever necessary to support your analysis.
3. In case you decide to critique on more topics apart from the ones mentioned in the submission template, feel free to add slides for them.
4. Finally, convert this presentation into PDF format for submission.

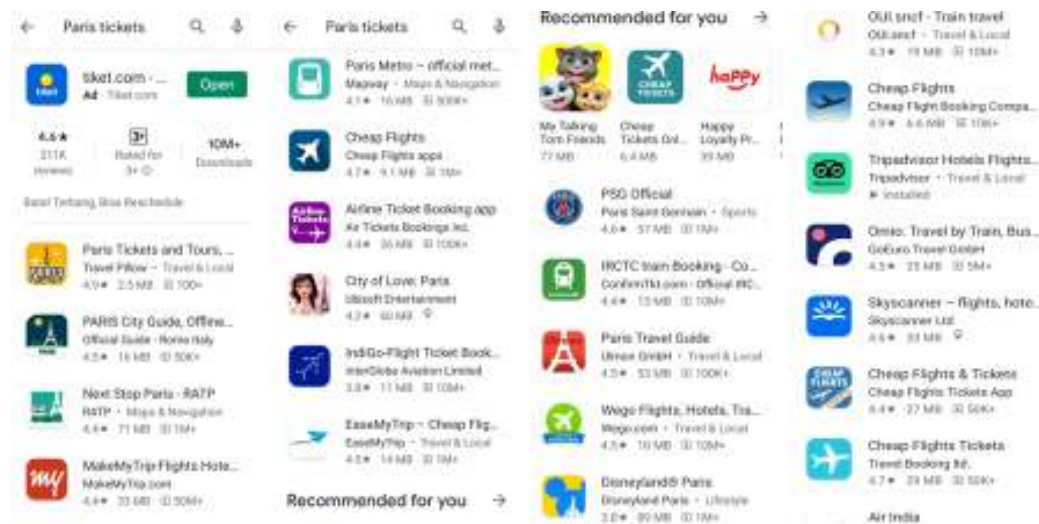
## Part 1

# Analysis before the first use of the product

# Discoverability of the App

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- Use case** : I wish to visit Paris and need help in planning itinerary and book tickets.
- Users goal** : Search an App in play store which can help me plan and book tickets.
- Keywords** : “Paris Tickets” , “Paris Tours” , “Travel” , “Paris Guide” , “Paris booking” , “Paris itinerary”.
- Observations** : There are plethora of apps for different requirements in play store.
- Problem** : Headout does not appear in search results. 😞



# Expectations from the App

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## How I came to know about “headout”

- Never heard about it till upGrad asked me evaluate it.

## Users expectations from app before using it :

- **Common expectations** of all customer segments ( tabulated below ).
- Specific expectation from target persona : Relieve their pain points. ( In next slides )

Discoverability	Registration	Content Organization	Bookings	Post Booking
<ul style="list-style-type: none"><li>• App should be easy to find in play store &amp; iOS store.</li><li>• Reviews are positive</li></ul>	<ul style="list-style-type: none"><li>• Should offer multiple ways to register : Google, e-Mail, mobile no, Facebook, etc. .</li><li>• Ability to easily recover lost username, passwd.</li></ul>	<ul style="list-style-type: none"><li>• Content should be organized properly.</li><li>• Required information can be easy found.</li><li>• UI is uncluttered.</li><li>• Reviews are available to help aid decision making.</li></ul>	<ul style="list-style-type: none"><li>• Should be easy to book.</li><li>• Ability to review selection before making payment.</li><li>• Safety of online transactions.</li><li>• Multiple payment options available.</li></ul>	<ul style="list-style-type: none"><li>• Booking history is recorded in users account.</li><li>• Easy to cancel.</li><li>• Quick refunds.</li><li>• Good customer support.</li></ul>

# Expectations from the App

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**Common expectations** continued ...

Trust	Transparency
<ol style="list-style-type: none"><li>1. That service provider understands our needs.</li><li>2. That service provider is capable of helping.</li><li>3. That service provider cares about their reputation.</li><li>4. That they will be upfront about T&amp;C and fair.</li><li>5. That our money is safe with them.</li><li>6. That our data be safe with them.</li></ol>	<ol style="list-style-type: none"><li>1. Who are the faces behind the app ?</li><li>2. Where is there company located if things go wrong ?</li><li>3. Are exclusions in the packages clearly communicated ?</li><li>4. Are terms &amp; conditions explained beforehand ?</li><li>5. What data are they collecting and why ?</li></ol>

And finally...

It should be easier to manage, review tickets booked from a single app instead of searching different websites and booking separately.

# Expectations from the App

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## Pain points of target persona :

- As a **solo traveler** planning my trip to Paris on my own, **I want** to book tickets of major attractions in advance **so that** I don't have to waste time in queues.
- Pain points** of target customer :

Tourist Attractions	Booking a day tour
<ol style="list-style-type: none"><li>1. What are the top tourist attractions ?</li><li>2. How much do they cost ?</li><li>3. Need description to decide if I should visit.</li><li>4. How long does it take to see it ?</li><li>5. How many tickets are available ?</li><li>6. What attractions are near each other ?</li><li>7. How should I commute between them ?</li><li>8. There is so much to see ! ...</li><li>9. Let me bookmark and continue my planning later.</li></ol>	<ol style="list-style-type: none"><li>1. Who is the tour operator ? Contact Details ?</li><li>2. What is the detailed itinerary?</li><li>3. What are inclusions and exclusion ?</li><li>4. Can I customize ? Date change ?</li><li>5. How much does it cost ?</li><li>6. How are the reviews ?</li><li>7. Where is the meeting point ?</li><li>8. How do I reach there from my hotel ?</li><li>9. Will I get conformation of booking from the operator or from app ?</li></ol>

Will the app fulfill these needs ?

# Expectations from the App

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## Pain points of target persona :

### Insider tips

1. What is an ideal 1, 2, 3 day itinerary ?
2. Precautions to take ? ( Pickpockets, Scammers )
3. What are local food delicacies?
4. Important cultural aspects. 'Bonjour !'
5. Advantages of walking tours in Europe.
6. Importance of leisure time to appreciate free western music performances on the streets.
7. What is the best way to travel in the city ?
8. How can I book taxis ?
9. Can I see the map of city with attractions ?
10. Handhold me and guide me to my goal !



Will the app fulfill these needs ?



# Part 2

## Analysis of the Product

# Initial Impressions of Headout App

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## Registration

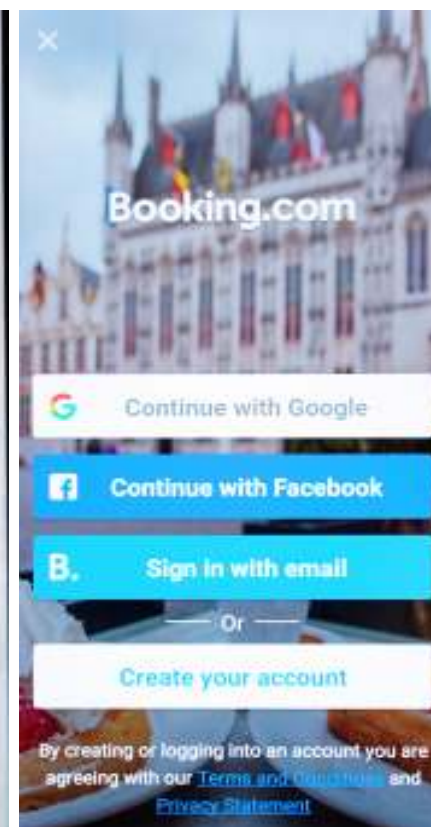
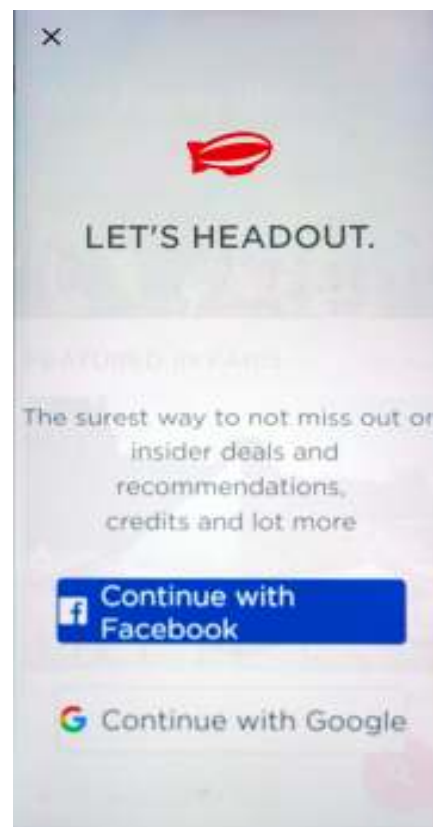
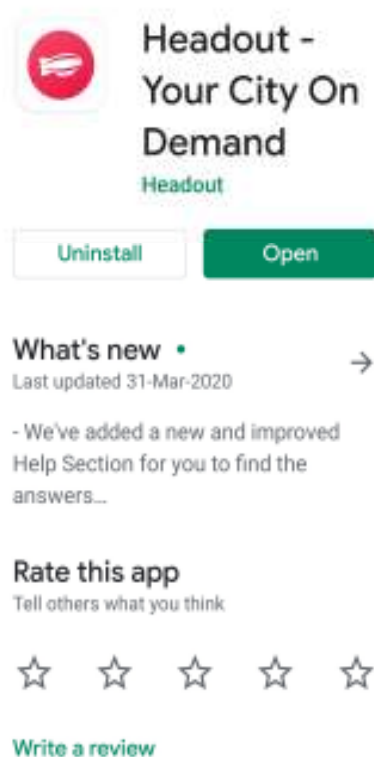
Product & App store title does not convey products value proposition.

“Your city on demand” is a meaningless caption

No option to sign in with email or mobile number.

Terms and conditions not stated.

Appears to be unfinished product.



# Initial Impressions of the App

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## Home Page

**Screen 1 :** 26 cities across the world are randomly enlisted and not grouped by countries.

**Screen 2 :** Search for Bangalore results in a blank page. No message. No autocomplete.

**Screen 3 :** This is the page for Paris. Top half is a wasted real estate. Bottom half is a labyrinth.

### No way to filter items

- Day vs Night attractions.
- Attractions for kids
- UNESCO world heritage site
- Wheelchair friendly , etc.
- Indoor vs Outdoor
- City vs Suburbs



# Initial Impressions of the App cont...

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## Paris Attractions

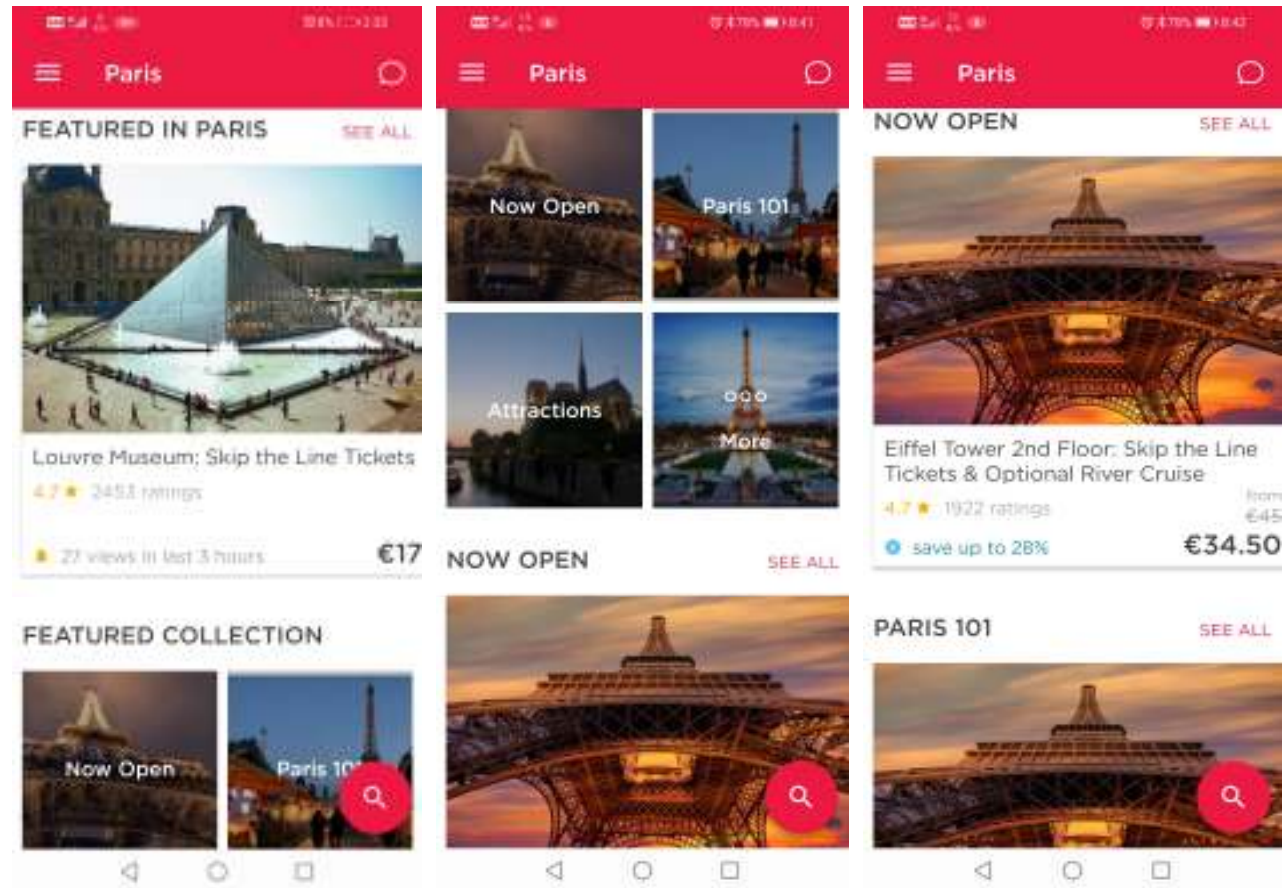
**Screen 4** : Difference between **Featured in Paris** and **Featured Collection** ?

**Screen 5** : What does **Paris 101** mean ? Is **Paris 101** not an attraction ? Why 4 photos of Eiffel tower on the screen. Why would users care about what's open now when they are booking for future ?

**Screen 6** : Third screen is also full of Eiffel tower. **Paris 101** is repeated in screen 2 and 3. :-/

Floating icon for search is not good UX.

Browse without login in good



# Initial Impressions of the App cont...

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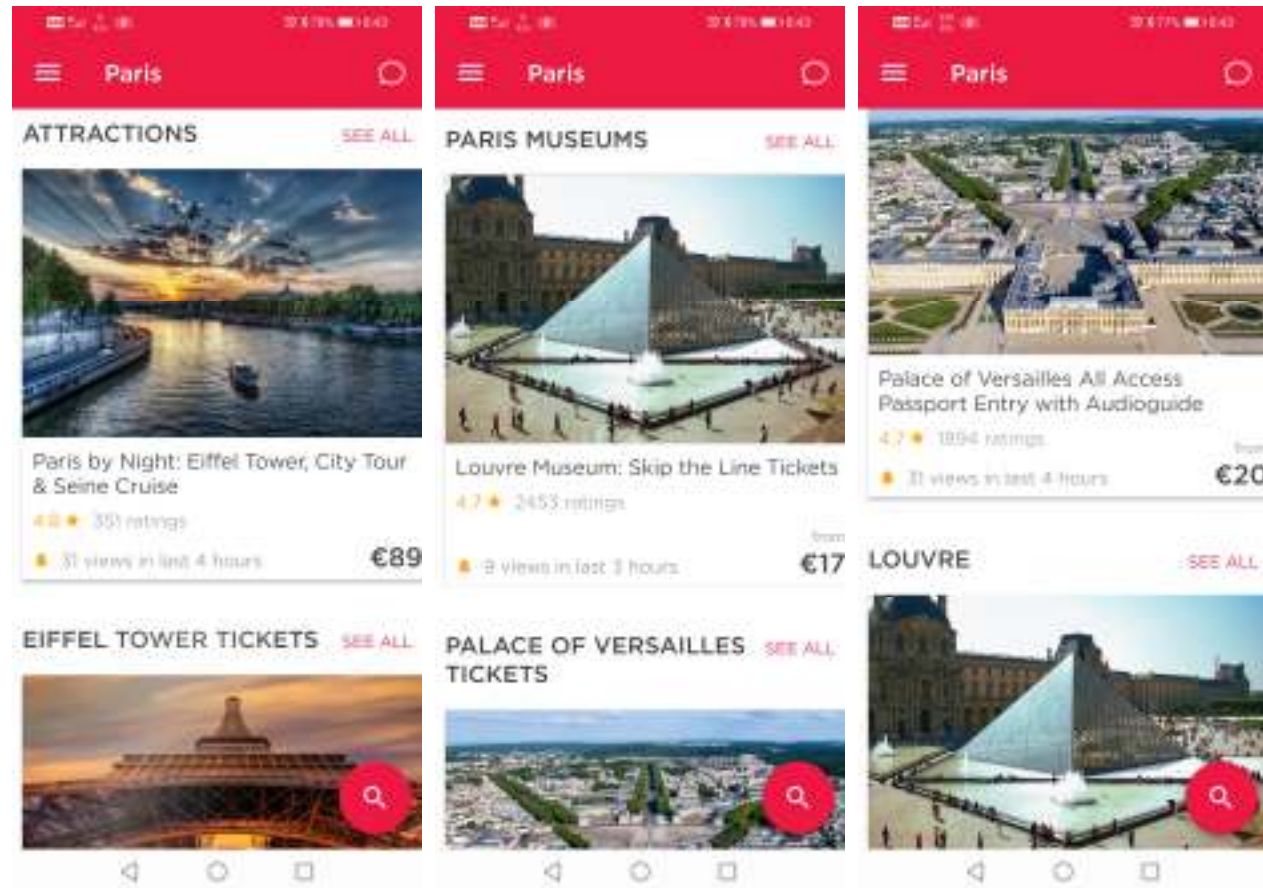
## Paris Attractions

**Screen 7 :** Eiffel tower again !

**Screen 8 :** Hey wait ! Did we not see the pyramid of louvre in screen 3 before ? How is this different ?

**Screen 9 :** Look ! Its the pyramid of louvre again. :-/

Why does the app show how many people are viewing these attractions ? How does it help ?





# Initial Impressions of the App cont...

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## Paris Attractions

### Screen 10, 11, 12

Observe the sequence of listings

- DAY TRIPS FROM PARIS
- SEINE RIVER CRUISE
- CABARET IN PARIS
- PARIS OPERA

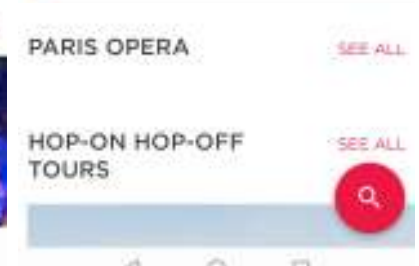
And then...

- Another Tour !

**So unorganized !**

But...

**Chat icon is good feature**  
to have at the top of page.



## Initial Impressions of the App cont...

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**Screen 13** – The **SEE ALL** link against **EXOTIQUE** renders a blank page.

**Screen 14** – Why does the card for dinner cruise on Seine river not show photo of a candle light dinner in the boat ? And look at the call to action text - “Lets Go” !

**Screen 15** – Why is the radio button highlighted in red and screaming for attention ? The timing for the boat “6:45 PM” is already mentioned twice in the page. What is the pressing need to add it again beside the NEXT button at the bottom and truncate it.



**Headout mobile app needs a design sprint.**

Lets look at the difference between UI & UX before starting the analysis.

UI	UX
<b>Ultimate Purpose</b> : Create excellent visual experience for user.	<b>Ultimate Purpose</b> – Create easy, efficient, relevant, and all round pleasant experience for user.
<b>Focus Area</b> : Interactive touch points. How user interface functions. Design, Layout , Button, Scrollbars, Color palette, Typography. In nutshell presentation, look and feel.	<b>Focus Area</b> : User Goals + Business Goals. Focuses on users cognitive behavior, psychology and journey to create products functionality.
<b>Approach</b> : Take barebones design from UX designer. Create mockups, prototype & make it aesthetically pleasing.	<b>Approach</b> : Market research -> Strategy -> Design -> Develop -> Improve
<b>Philosophy</b> : Establish style guides to ensure consistency across products. Ensure visual elements gel.	<b>Philosophy</b> : Human first way. Empathize. Make emotional connect. What do user need ? How does product make user feel about using it ?



# UI Analysis

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## UX design elements

### Missing icons

- Clarifying icons
- Favicons
- Interactive icons
- Tags

### Missing interactive elements

- Hide and Show
- Siding menus
- Links

### Missing visual elements

- Separators
- Colorful regions to break monotony
- Call to action : Newsletter signup, Check availability, Add to wish list

### Result ?

- One big boring monologue.

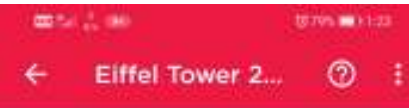


### Eiffel Tower 2nd Floor: Skip the Line Tickets & Optional River Cruise



Enjoy the stunning vistas from

LET'S GO



### Highlights

- With these skip the line tickets, you will zoom past the long waiting lines and enter the Eiffel Tower via the priority entrance.
- Your tickets give you access to the 2nd level of the tower; a bilingual host (English & French) will drop you there.
- Check out stunning Parisian neighborhoods such as the Champs Elysees, Notre Dame, Montmartre, Seine River, and so on from your vantage point on the 2nd level.
- Also, take a relaxing cruise on the Seine River by hopping onto one of our luxurious boats.
- Take in gorgeous sights of iconic

LET'S GO



Enjoy the stunning vistas from the 2nd floor of the Eiffel Tower that are unforgettable. With these tickets, you get an experience that lets you jump the queues and head straight to the 2nd level. You will also get to view the city from a unique vantage point on an optional Seine River Cruise....

### What to Expect

With visitor attendances exceeding 7 million, the Eiffel Tower is widely regarded as the most popular attraction in the world. The Tower received nationwide criticism during

LET'S GO

# UI Analysis

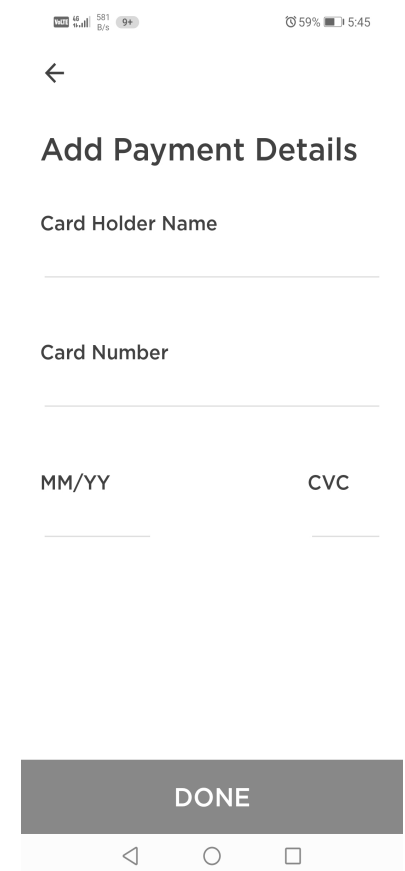
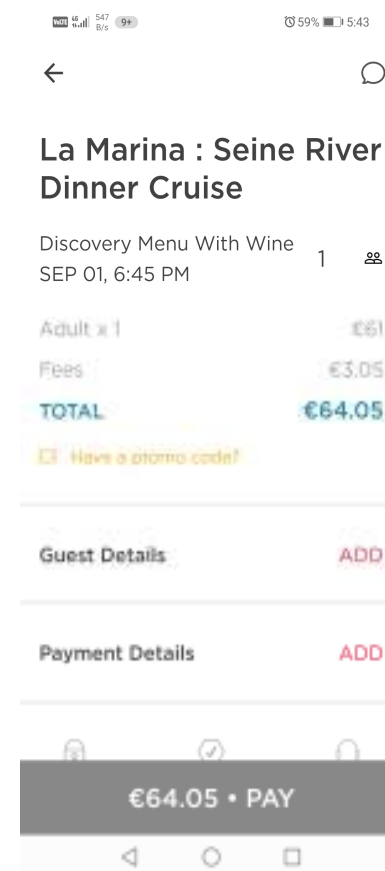
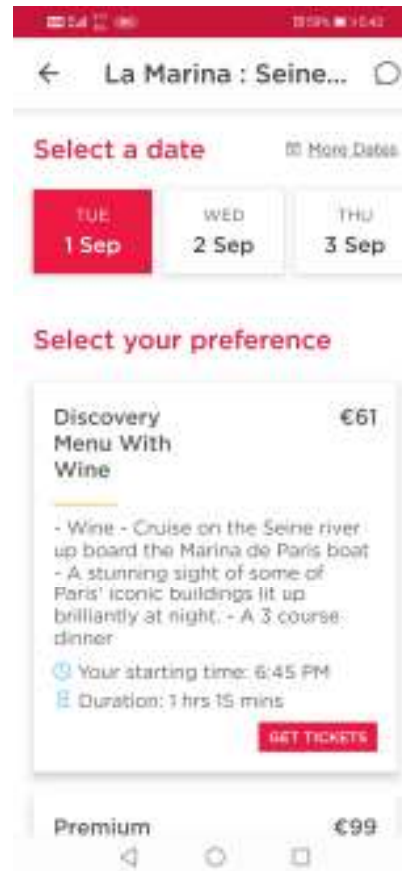
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## Visual Design

- **Screen 1** – Headings on screen 1 are red in color but on subsequent pages they are black.
- **Screen 2** – **PAY** and **DONE** button are grey in color whereas the **GET TICKETS** and **LET'S GO** button are red. Total field has a blue color out of the blue !
- Unifying design philosophy needed
- Apply promo code does not have an option to choose the promo code.

## Other issues

- Inappropriate labels, Images are repeated in different categories.
- Screen 1 is about dinner menu but does not display what's in menu.



# UX & Feature Analysis

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Feature	Expectation	Implemented Feature	Experience
Register & Login	Effortless	<ul style="list-style-type: none"><li>Only Google and Facebook login is provided.</li><li>Email and mobile login missing.</li></ul>	Frustrated
Content Discovery	Well structured	<ul style="list-style-type: none"><li>Navigation path not structured properly.</li><li>Related listings not grouped in categories.</li><li>Important information hidden or missing.</li><li>Availability of ticket on travel dates not displayed.</li></ul>	Confused
Functional flows	Should be Smooth	<ul style="list-style-type: none"><li>Clicking links renders blank page.</li><li>Search results renders blank page.</li></ul>	Frustrated
Add attractions to cart.	Should be seamless	After adding an attraction to cart we see : <ul style="list-style-type: none"><li>Duration of activity, Seats left , No cost for infants below 3</li><li>This information should be shown upfront on attraction listing page as it helps in plan the day.</li></ul>	Satisfied
Customization	Should work	User can change currency but not language.	No issues
List bookings	Should work	Users bookings are shown. Cannot be shared .	No issues

# Likes/Dislikes

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Likes	Dislikes
App was easy to install from play store	Difficult to find in play store.
User is able to browse without login in	Login through email and mobile no. not supported.
Homepage has catchy photos of cities	Content on homepage is not organized.
Attractions page shows highlights & details	Details are shown above highlights.
Inclusions and exclusions shown in attractions page.	Inclusions and exclusions are shown at the end of the page after all ratings. Should be part of description.
Ratings are shown in attractions page.	Cannot sort and view rating based on best or worst.
Lots of information is available in app.	Information is not organized properly on app. Not easy to find what is needed. Need less text more icons.
Headout's <a href="#">web interface</a> is good.	Headout's mobile interface appears work in progress.
Shopping card shows best price guarantee.	Do not mention how guarantee would be honored. Money back or refund difference ?
User is able to complete transactions via app.	Multiple payment option are not available.

# Part 3

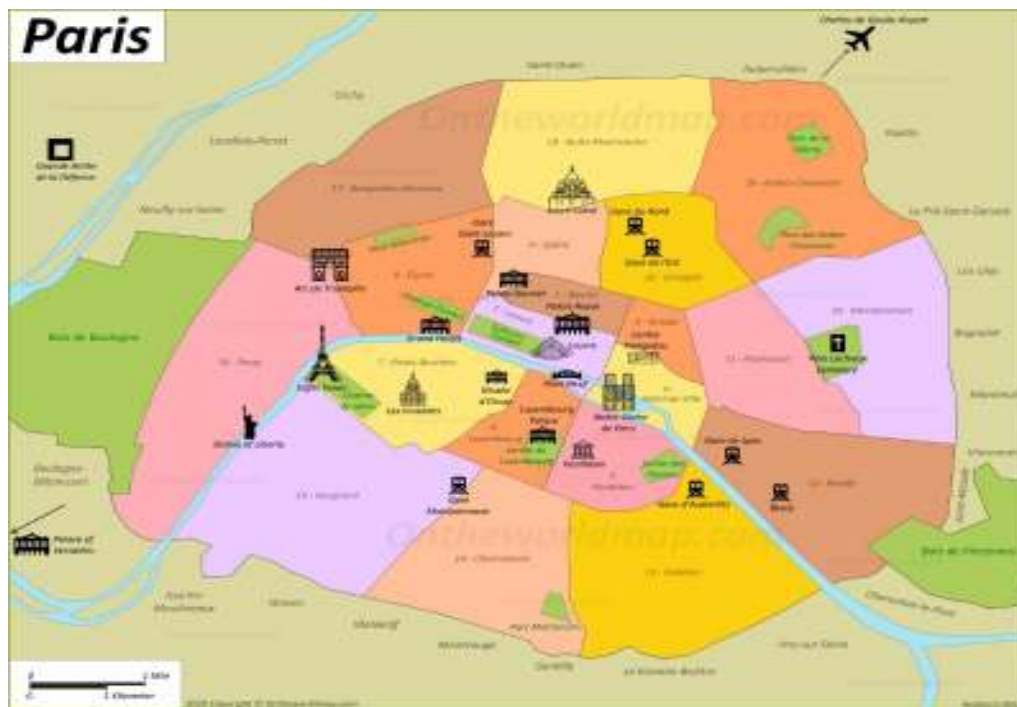
## Further Considerations

# Recommendations for Existing Features

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## Brainstorm conceptual design for mobile users

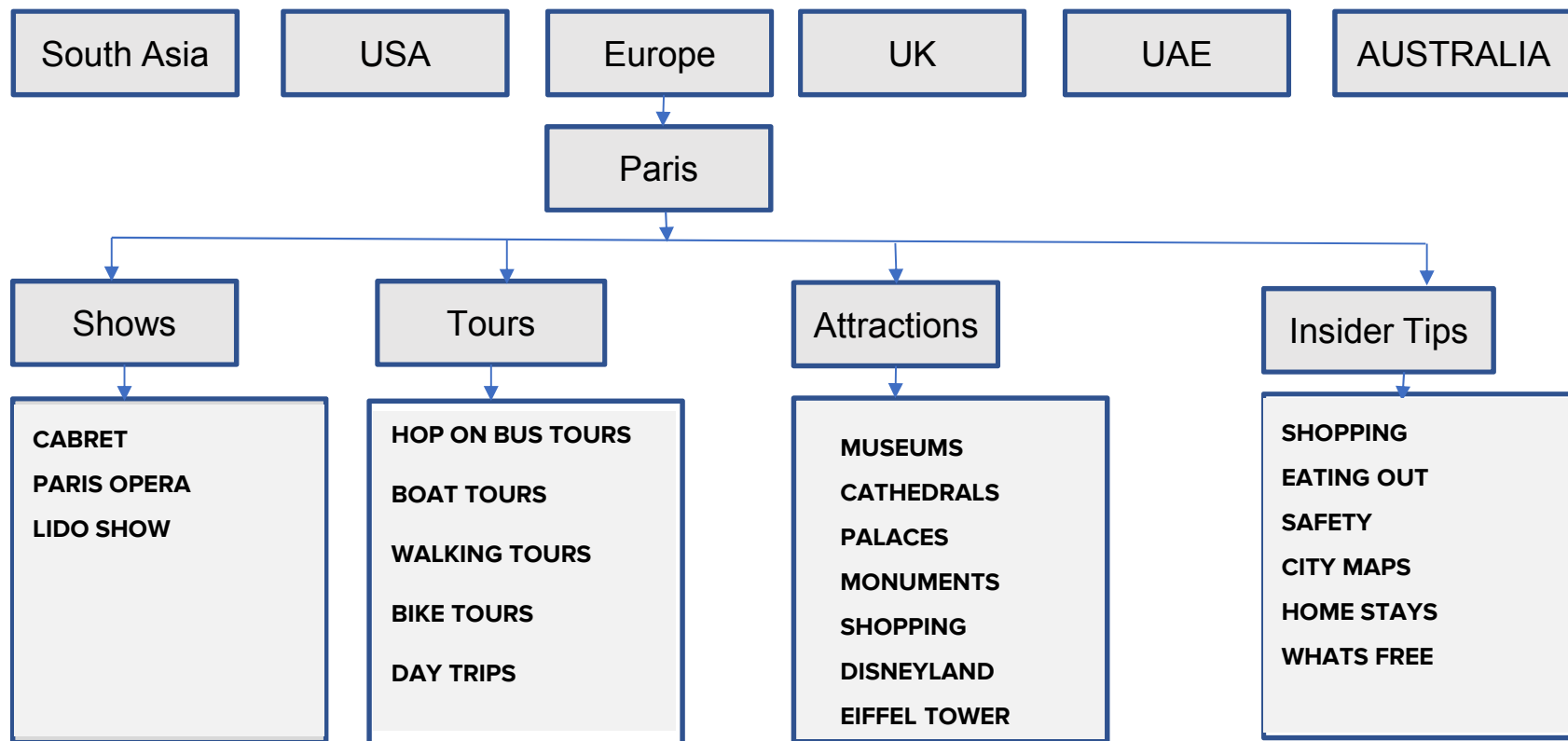
Can users get a complete picture on clicking icons on the map ?



# Recommendations for Existing Features

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**Prepare an information architecture to organize content properly**



# Suggestions for Additional Features

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Features	Details
Login and Payment	<ul style="list-style-type: none"><li>• Support multiple login and payment options.</li><li>• Show terms and conditions of using the app.</li></ul>
Availability of tickets	<ul style="list-style-type: none"><li>• Reduce size of photo on the card to make space for important info.</li><li>• Show availability and starting price of tickets on a given date upfront.</li></ul>
Content	<p>Page for tourist attraction should also show distance from :</p> <ul style="list-style-type: none"><li>• Airport, metro, bus and train station &amp; time to reach.</li><li>• Nearby attractions and time to reach.</li><li>• Nearby restaurants and popular eatery.</li></ul> <p>Show all booking info clearly :</p> <ul style="list-style-type: none"><li>• Validity, Exclusions, Availability on traveler date.</li><li>• Will the ticket be issued by app or tour operator ?</li><li>• Meeting points &amp; ways to reach.</li><li>• How and by when can booking be cancelled ?</li><li>• Wheelchair friendly ?</li></ul> <p>Food tours should clearly show</p> <ul style="list-style-type: none"><li>• Menu ( started, main course, desserts , wine )</li><li>• Customization option? Book window seat ? Birthday Cakes ?</li></ul>



# Suggestions for Additional Features

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Features	Details
NLS support	App should allow travelers to select their choice of language.
Create additional categories	<ul style="list-style-type: none"><li>• Insider tips - Safety tips, what to eat , how to make most out of the trip, etc.</li><li>• Emergency – Police, Ambulance, Embassies, etc.</li></ul>
Customizations	<ul style="list-style-type: none"><li>• Ability to book window seat in boats. Order birthday cakes.</li><li>• Add or remove audio guide for museum tours. Change date of bookings online.</li></ul>
Bookings	<ul style="list-style-type: none"><li>• Show all supported credit card.</li><li>• Show all supported payment options</li></ul>
Wish list	<ul style="list-style-type: none"><li>• Users should be able to view their wish list and bookmarks.</li><li>• Share wish list and bookmarks on social media.</li></ul>
Reviews	<ul style="list-style-type: none"><li>• Ability to view best and worst reviews easily.</li><li>• Sort reviews.</li></ul>
Newsletters	To increase stickiness.
Ability to filter content	Ability to filter content based on needs : 1) Solo traveler 2) Family 3) Elders 3 ) Art lovers 4) Activities at night , etc.

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