Go Seek

A BETTER WAY TO EXPLORE SEATTLE

TEAM UXX

Table of Contents

01 Introduction

02 Key Findings

03 Prototype Changes

04 Detailed Results

Appendix 1: Participant Profiles

Appendix 2: Task List / Task Notes

Appendix 3: Screenshots

01 | Introduction

The usability of *Go Seek* was tested between November 24th and November 27th with seven participants ranging from 22 to 26 years old. The study focused on a three major components of the application: onboarding, creating an activity invite and responding to an activity invitation. The goals in focusing on these components centered around understandability, usability and how the information resonated with those tested.

Participants were individuals who owned a smartphone and engaged in activities in Seattle on a weekly basis. The majority of participants had used applications such as Yelp, Facebook, and mapping applications. When asked to prioritize which component of information was important (who, what, or where) when planning activities no consistent consensus amongst the participants was agreed upon or even trending over another.

The prototype was set up in InVision to allow testing through phone devices. High fidelity images were uploaded and linked together through hotspots. We texted the prototype to our phones and had users use these devices to simulate a typical mobile application interaction.

Documented notes of the session can be found here in Appendix 02.

A link to the prototype can be found here: https://invis.io/M7513OTTC

Severity 1

- User doesn't know what is next after responding to an invite
- Common concern and confusion over what time is the event taking place when voting or after voting

Severity 2

(none)

Severity 3

- Confusion on the onboarding task when presented with interests. Some felt that there were not enough options, or enough granular options and others didn't understand why this step was necessary
- Confusion about the application name, the marketing message and the purpose itself
- Difficulty reading the steps in the tasks. This resulted in confusion over the progress bar and if this item was clickable.

Severity 4

- There is no way in the onboarding flow to pick your profile picture. Only when connected with social media.
- Hard time deciding when voting because options didn't have price information.

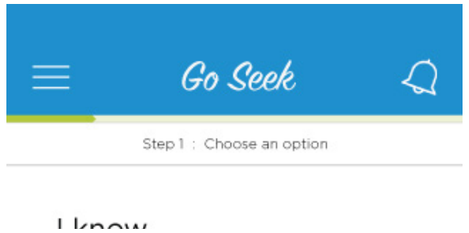
03 | Prototype Changes

The following feedback was gathered in-class during prototype testing. This feedback was collected and acted upon prior to this study using our low fidelity prototype. These elements of feedback are separated from the key findings as quick solutions were implemented and tested during this session.

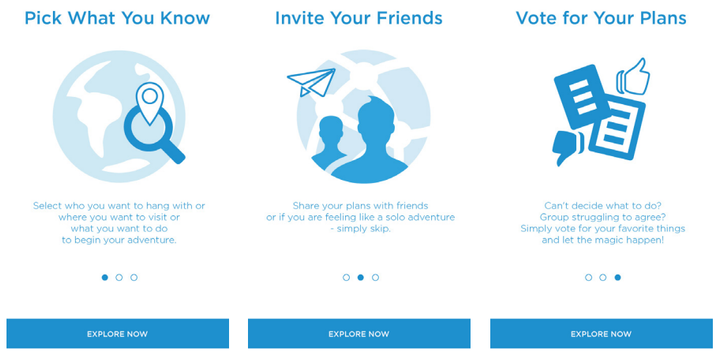
1 Feedback: There was confusion of expectations of what was next when using the application and difficulty in expecting what the “flow” of steps should be.

Executed Recommendation:

- Adding a progressbar and clearly labeled steps so that the user knows where in the process and flow they were.



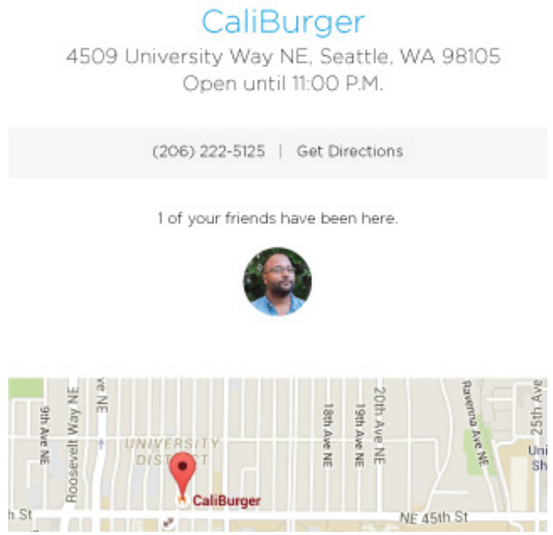
- Invested in outlining an onboarding experience that would help to clarify the purpose of the application and the steps involved.



2 Feedback : They desired more information about the options presented to make more informed decisions.

Executed recommendation :

- Added distance, hours of operation, and friends who had been there before to give contextual information for the users to make better decisions.



04 | Detailed Results

After asking seven participants to run specific tasks we came up with a list of issues and recommendations. Depending on how important is the finding for the purpose of our application we assigned a rating, which are described in the following section.

Key to Usability Severity Ratings:

Severity 1:

An issue that blocks the possibility to accomplish the event being planned. Or the user gets permanently blocked in a screen. E.g. The user is not able to accomplish the requested task. Not able to send invite. Not being able to select people. User doesn't have enough information to attend to an event.

Severity 2:

An issue that prevent the user from doing something for a period of time - but not permanently. The user can accomplish the task but takes much longer than expected and can cause frustration. E. g. The user stays in a page for a long time, reading, analysing or going back to pages.

Severity 3:

An issue that generates confusion for the user. He/she can continue with the task without being hindered but is uncertain about certain instruction, flows or information. E.g. The user doesn't know exactly what the header text is about but can quickly continue or complete the task.

Severity 4:

An issue that is problematic to the overall experience but does not prevent use of the application. These typically can be resolved with "nice to have" feature additions. The user can perform the task but there is a possible better way to do the task or improve the experience. E.g. Featured recommended by the user. Infrequent complain. Design recommendations.

The following are the usability issues or recommendations found using our high fidelity prototype, sorted by Severity. These issues were created based on the feedback provided directly and verbally by the user, and for what we could perceived as evaluators.

1. Feedback: P1 felt frustrated that he didn't know what was next after responding to an invite. He desired a status screen after voting to know more about what was next.
   Recommendations:
   - Add a dashboard screen that showed the status of invites, how many responses gathered, a time limit on when a response is necessary etc.
   - Add an extra screen in the interface after thanking the user for their vote to include the percentage of responses, maybe chat between users or what is next to facilitate the adventure.

   Severity: 1 - This is a necessary part of the overall experience of executing an activity. Without a status screen or dashboard the user is left in limbo.

2. Feedback: P1, P2, P3, P4 & P7 voiced concern and confusion over the time when voting or after voting. They desired to know when the planned activity would happen or felt they missed a screen telling them that.
   Recommendations:
   - Include a time in the invitation planning flow and recipient flow. Test to see if an exact time or time frame is acceptable for user behavior and preferences.
   - Also integrate time frame for the response. (You have 2 hours to reply before the invite expires or activity occurs).

   Severity: 1 - The logic behind this is necessary to determine how long invites remain active, how a user knows when something has past and is central to the activity of planning.

3. Feedback : P2, P5 & P6 had confusion on the onboarding task when presented with interests. Some felt that there were not enough options, or enough granular options and others didn't understand why this step was necessary. Make the task to pick interests more clear on why it matters and more granular on options.
   Recommendations:
   - Place a value proposition on this screen to explain why selecting interests is important to the app recommendations.
   - Make the options more granular so a user could specify they are into "outdoor activities" and then select options like "hiking, diving etc".
   - Pre-select some options for them if they sign in using social media. Try to leverage existing metadata that might help make the onboarding process quicker and easier.

   Severity: 3 - This would eliminate confusion and provide incentive for users to complete this step. Arguably before a launch this would be necessary to provide recommendations relevant to the world of the user.

4. Feedback: There was confusion about the name, marketing message and the app itself. (P1, P2 and P6 had comments that were stemmed from confusion on app name, the tagline on the splash screen and the messaging on the onboarding. They were left feeling confused on the purpose of the application and how it was useful in their lives).
   Recommendation:
   - Refine name to reflect one of the unique qualities of the app.
   - Reconsider if it needs to be Seattle based or not.

   Severity: 3 - Doesn't break the application, but does cause unnecessary friction in the user experience and added confusion in a new interface.

5 Feedback: There is no way in the onboarding flow to pick your profile picture. (P2 expressed desire to pick a profile picture in the account creation process).

Recommendation:

- For non-social media sign up, include the option or step to upload a profile picture or gravatar.

Severity: 4 - Would be a great feature to integrate to increase quick recognition amongst friends but would not break the application.

6 Feedback: P3 had difficulty reading the steps in the tasks. This resulted in confusion over the progress bar and if this item was clickable.

Recommendations:

- Improve clarity of this area by making it larger and increase point size for visibility. Consider altering contrast to make it stand out more.
- Make the area clickable so users can learn about the steps involved in the whole task.

Severity 3 - Would be a great visual tweak to integrate to mitigate confusion and support accessibility issues like text size but won't break the app.

7 Feedback: P7 had a hard time deciding when voting and expressed that they would like to know relative pricing of options.

Recommendation:

- Include pricing information (like an average) within the UI when appropriate.

Severity: 4 - Would be a great supporting feature that would help influence decisions of the user but is not a necessary component.

APPENDIX

Appendix 1 | Participant Profiles

	participant 1	participant 2	participant 3	participant 4	participant 5	participant 6	participant 7
Age	24	24	23	26	23	22	
Gender	M	M	F	M	F	F	M
Smart Phone?	Apple- Iphone 5	Apple- Iphone 6	Apple - iPhone6	Samsung Galaxy S4	Nexus 5	Apple - iPhone6	HTC M8 - Android 4.4.3
Apps used for food / traveling	Eat 24, Yelp, Google maps, Apple maps	Foursquare, EAT24, Yelp, Waze, Facebook	Facebook	Zomoto	Yelp for food. Tripomatic for places	Yelp, Facebook	Busquedas en Google
Prefer planning ahead or in the moment?	Planned in moment or same day	Likes to plan a little in advance due to work schedule	Likes to plan in advance, becasue I am new here	Prefer to plan ahead but you are up to same day plans as well	She likes planning on the go, but usually ends up going by herself. With friends usually plans in advance	Prefer plan in advance, especially for making reservation for restaurants and booking tickets for some events.	Both. If is with many people usually plan ahead. If is only one or two other people usually is in the moment
Prioritize: Who - What - Where	Who and what equally important. Depends on what he is in mood for.	Who is most important. What/where equally important.	It depends. If she goes with boyfriend she will choose WHAT; if she goes alone she will choose WHAT. Anyway, WHERE is the least important.	First WHO, then WHAT and last WHERE	First WHERE, WHO, then WHAT	WHERE, WHAT, WHO	First WHO, then WHERE, then WHAT
Prefers democratically choosing group outings? Or would prefer the place he/she picked enough to go alone?	Hates choosing everything.	Likes to have input.	Prefer democracy	Even if he doesn't like the place he will go to hang out with friends	Mostly goes to places she likes. But when wanting to hang out she doesn't care the place.	She is anti-social and prefers to explore by herself	Prefers that the decision is fast. Doesn't like to wait 10 people deciding. Sometimes he ends up going alone. Only with family has patience
How often do you go out in Seattle?	weekly	2-3 times a week	weekly	bi-weekly	weekly	bi-weekly	minimun once a week, usually 2

Appendix 2 | User Tasks

Our usability tasks were divided into three main functions of the application - the onboarding process for new users, the flow of creating a plan and the flow of receiving a plan. Our goal was to provide a breadth and range of core tasks as the application is very inter-dependent (for example: one cannot make plans without receiving a response, nor can the recommendations be useful if the user doesn't provide some basic information to tailor their profile). Due to the breadth of tasks assigned, the depth of the high fidelity prototype was a little limited. Not every item was clickable and some needed to be done in a certain order to limit the flow of possibilities. Instructions had to be adapted to be very specific in guiding the user to select certain tasks and certain people.

task 1 ONBOARDING

Instructions

"You have just installed Go Seek and want to set up your account. Go through the steps in order to do this. Your interests are in restaurants, nightlife and coffee shops."

Intentionally Testing

How a user perceives the use of the application, and if the "flow" of the application is clear.

task 2 CREATING A PLAN

Instructions

"You are hungry and since yesterday you are craving to eat hamburgers. You don't have any specific restaurant in mind, but you would like to be sure it has hamburgers in the menu. You want to invite Amelia Crusher and Dylan Daniels. Use the Go Seek app to help with your dinner plans."

Intentionally Testing

The planning flow of the "what" selection.

task 3 RESPOND TO INVITE

Instructions

"You receive a notification from Amelia. You really are hungry and are up for anything. Respond to the noficiation with this in mind."

Intentionally Testing

The recipient flow of receiving plans.

Appendix 2 | Task 1 - Usability Notes

participant 1	participant 2	participant 3	participant 4	participant 5	participant 6	participant 7
Recommendations / Feedback						
Want to tailor preferences to music or events. Thought onboarding was clear - but name is not- things the voting and simplification of plans should be reflected in name.	Thought the onboarding was clear but still doesn't have a strong idea of what to expect. Though the selection of preferences would narrow down - for example - if he selected resturatants - expected that type of restruratants could be selected.	Very clear.	Very straight forward. He is ok with it.	Very clear	Very Clear	He didn't know if the "Import Contacts", was a button he needed to click after selecting Facebook or Twitter or was to import Phone Contacts. If is by phone number or email?
Frustrations / Confusions						
No clear frustrations when performing task.	Wanted a profile picture.	Wanted more animation effects for switching screens.	None	She didn't know for what she was choosing the different interests. What they were for.	Still a little bit confused about what the app does. She said "At the first beginnig I thought it is an APP to explore Seattle, but then I think it is more like a Yelp to find places to do something with friends." As a non-social person, she mentioned that she may not use the WHO function and vote function a lot.	None

Appendix 2 | Task 2 - Usability Notes

participant 1	participant 2	participant 3	participant 4	participant 5	participant 6	participant 7
Recommendations / Feedback						
They liked it - clear and easy. Would like an in app menu view.	Recommends a favorite friends section like snapchat or frequently invited. Wants the UI on the recommendations to more clearly state if the place is open or not (talked about a red or green dot kind of thing) to indicate if it was open.	She wanted the invitation to include the information of time, so that her friends can decide whether to go or not based on their schedule.	He wanted to first saw the options that there was, before selecting or rejecting	She wants to get opinions from others as well. The number could mean how many options each people can give. And go back and forth She wants to know where to personalize what kind of restaurants, she doesn't eat meat.	What if I both know WHERE I want to go and WHAT I want to do? Can I choose two option at the same time? Maybe the APP can add the function like advanced search when people know more than one thing.	He wish he knew more about the restuarant. For instance, he didn't know if Dicks was a hamburguer place or not. He wished to have the review of the friends or at least one in general. He knows what friends have gone but not what they thought. He wished there were filters beside picking number of options, for instance, if is close, or add places recommended by friends.
Frustrations / Confusions						
Mistook the radio buttons as if they were online or not. Not until he selected the person did the relationship become clear.	Took awhile to see the "i know" part of the screen - was slightly confused but quick picked it up when seeing options. Also- "wait a minute when do I pick like the time --- is this right now?"	Told: She just followed the task instruction and felt it is not that helpful for testing if eveything is pre-setted. She wanted more flexibility in doing the test, like "I can decide what to do the next rather than follow what the task told."	Told: He didn't know if swiping was accepting it or rejecting an option. Seen: Clicked WHO.. even if the task was about WHAT.	Selecting restaurants was confusing. Because the cross mark didn't do anything. So probably see a green or red screen between.	SEEN: She felt unwilling when asked to "import contact information" (because she is not a social person) TOLD: She was curious about the recommentdation works. Is the recommendation based on her current location, friedns' reviews, or advertisement?	Didn't have the time where to meet. The cross in CaliBurger.. why was not before as in the people. Showed until clicked on it.

Appendix 2 | Task 3 - Usability Notes

	participant 1	participant 2	participant 3	participant 4	participant 5	participant 6	participant 7
Recommendations / Feedback	Wanted a way to see the time they wanted to eat.	What time ?	She felt difficult to decide where to accept other's invitations or not if there is no information about time schedule.	He wanted to know many options there are, and see them in one screen. He would prefer to scroll down than to swipe so many options	Was easy, but she wanted to see a summary of what she has accepted	Invitation should include the information of time. Need more information to decide whether to accept or not. She said "Maybe I need to open Yelp to search more information then decide where to go or not."	He cares about the location a lot. So at first he doesn't know where the places are going to be. He would prefer to know at the same time where places are, possible adding a map with all the options. Add dollar sign to say how expensive is the place He thought that with first accepted option he wouldn't have more options to choose from.
Frustrations / Confusions	Wanted a status or result screen after the thank you screen. ("That is it? How do I know which option won?)	Doesn't see this as too useful unless it was something you wanted to do whenever - with no time constraints. Would prefer that the app integrated some sort of calender time to plan for etc.	She was confused about the number "1/3" under the big picture. She was curious and said "What's that?", "What does the number mean?", "Can it be tapped?", etc.	He wanted to get out from the flow in any moment	None	Confused about the the schedule of invitation	Doesn't know when they are going to meet. Needs time. Not sure what the number below mean, if selected, if options, because it said 3.

Pick What You Know

Select who you want to hang with or
where you want to visit or
what you want to do
to begin your adventure.

EXPLORE NOW

Vote for Your Plans

Can't decide what to do?
Group struggling to agree?
Simply vote for your favorite things
and let the magic happen!

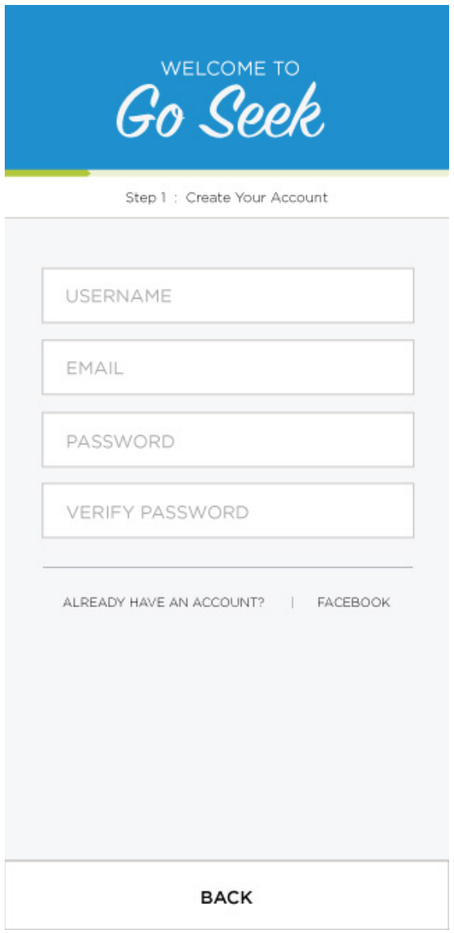
EXPLORE NOW

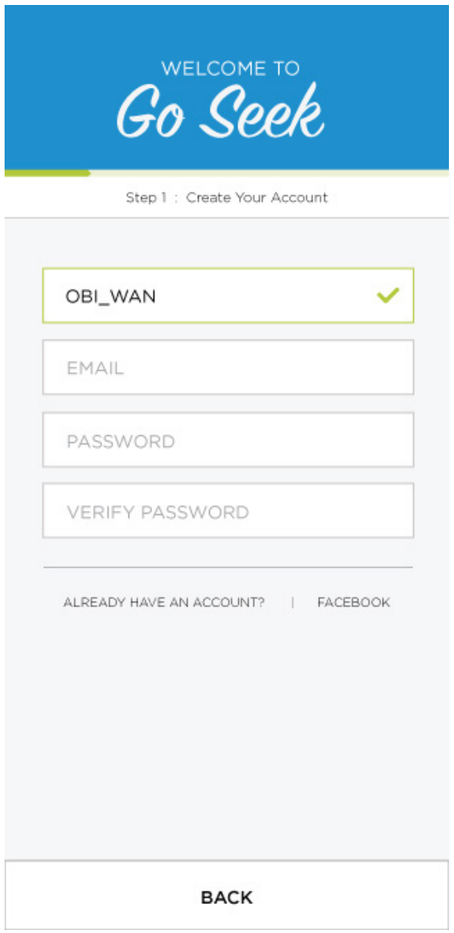
Invite Your Friends

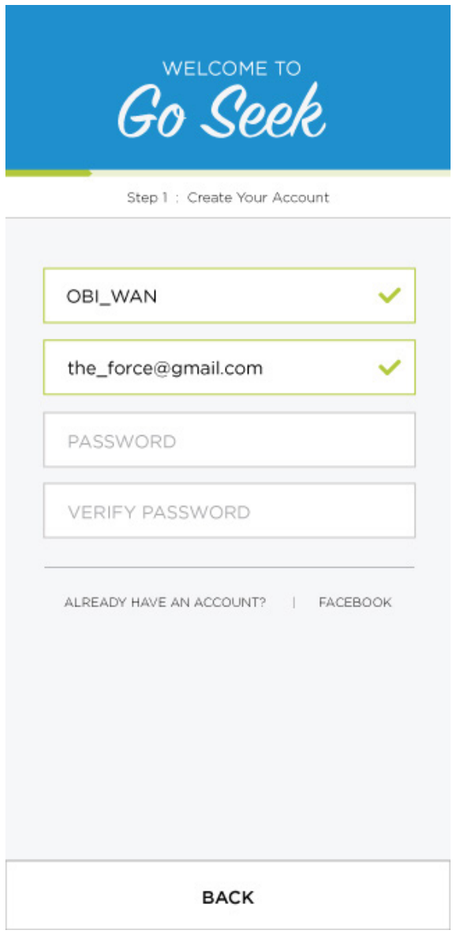
Share your plans with friends
or if you are feeling like a solo adventure
- simply skip.

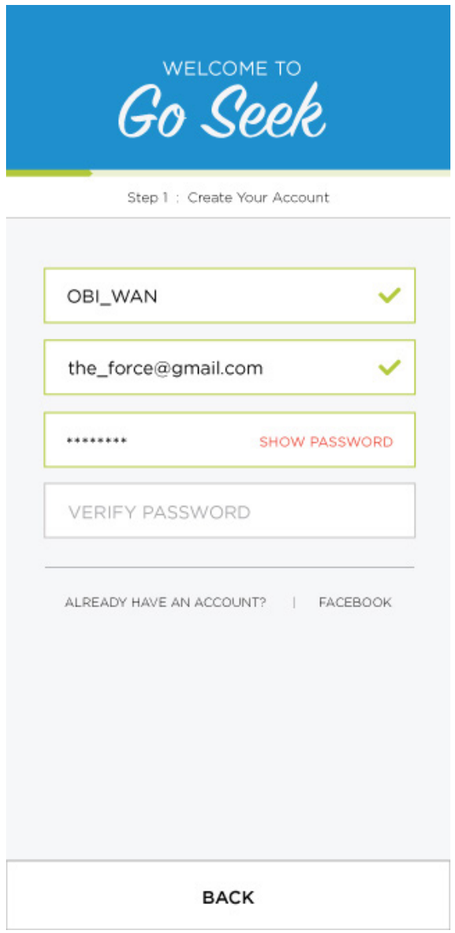
EXPLORE NOW

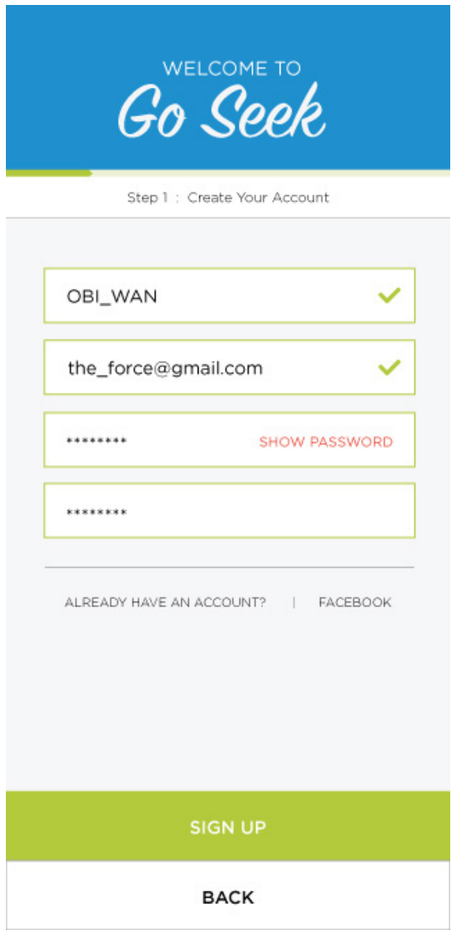
Appendix 3 | Screenshots



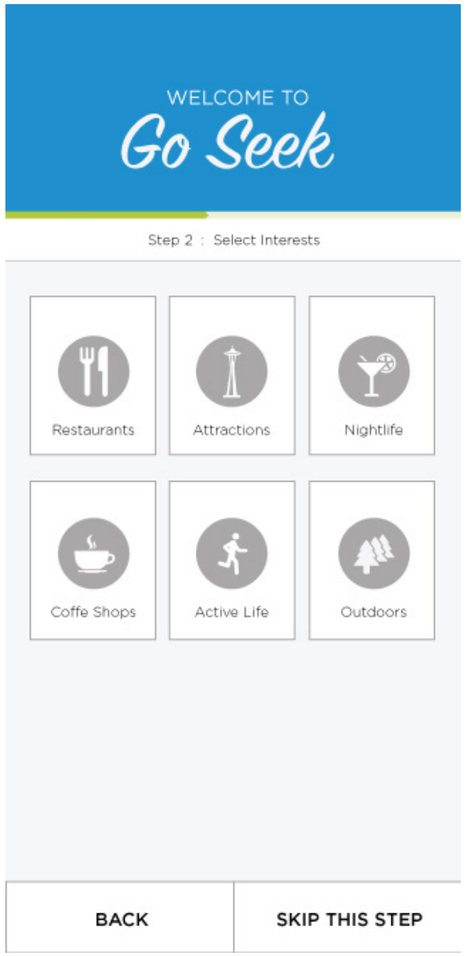


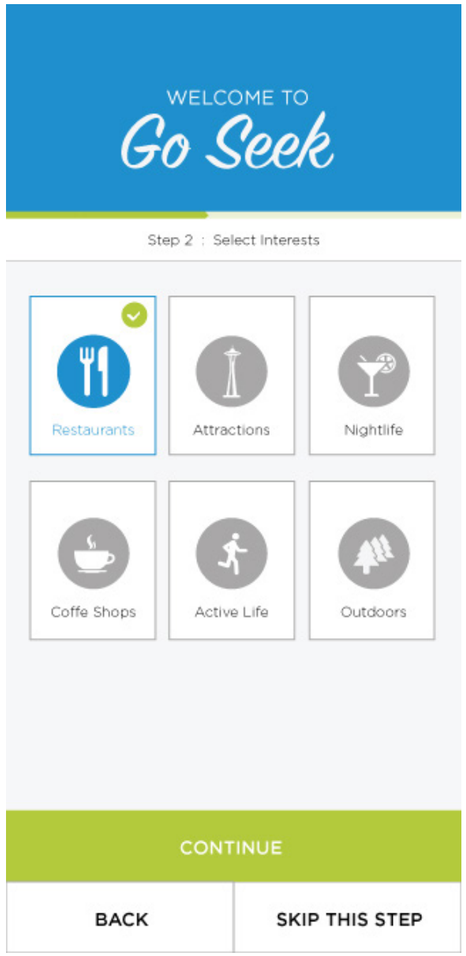


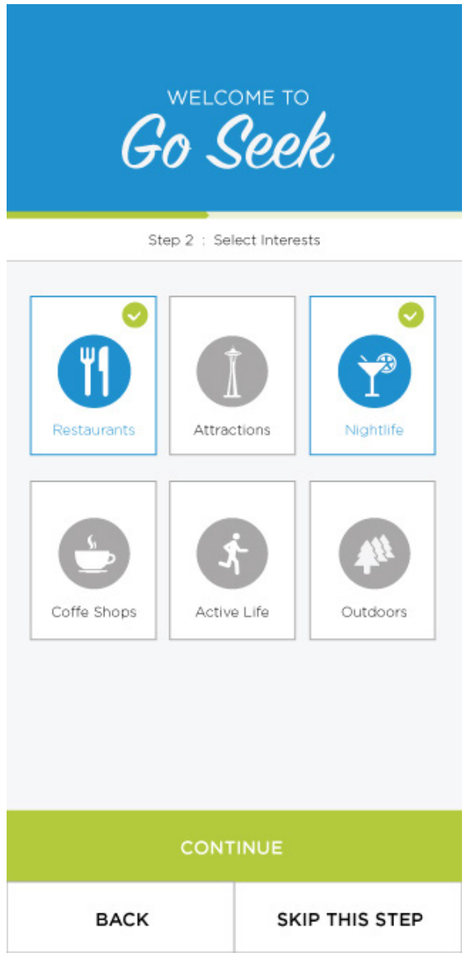


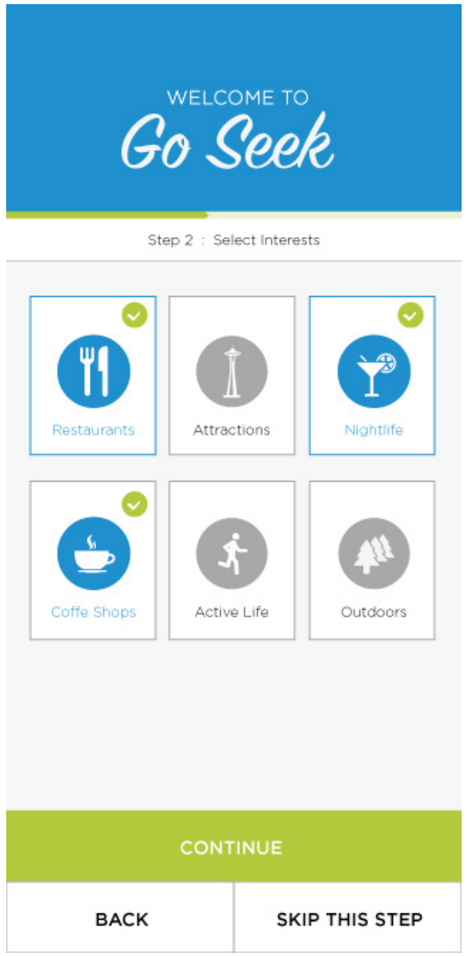


Appendix 3 | Screenshots

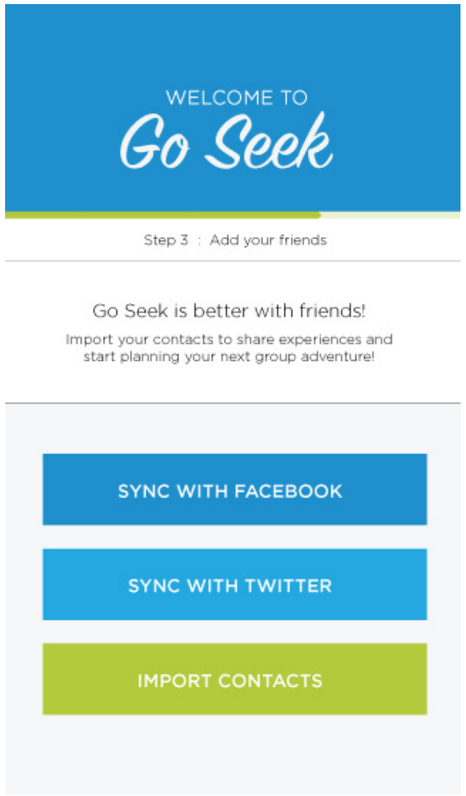


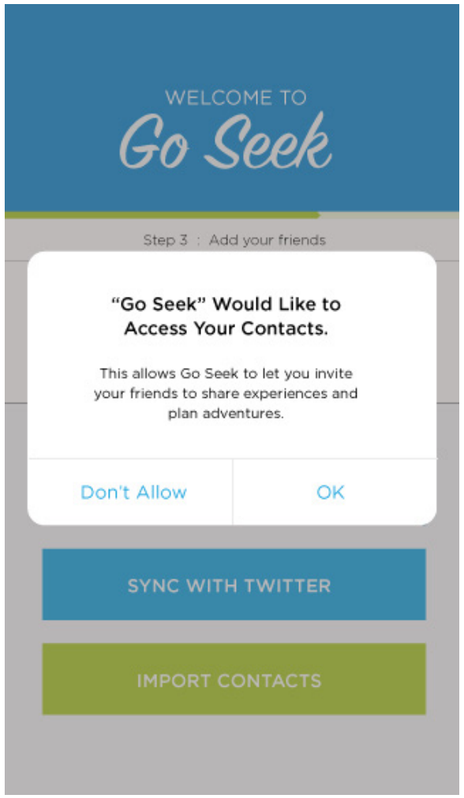


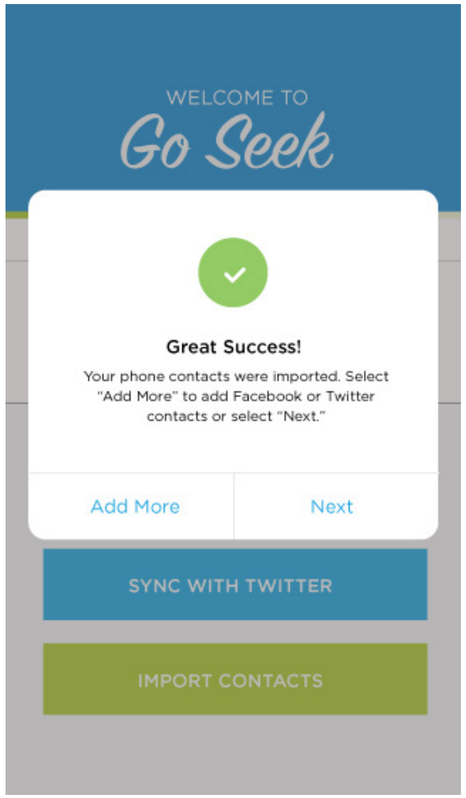




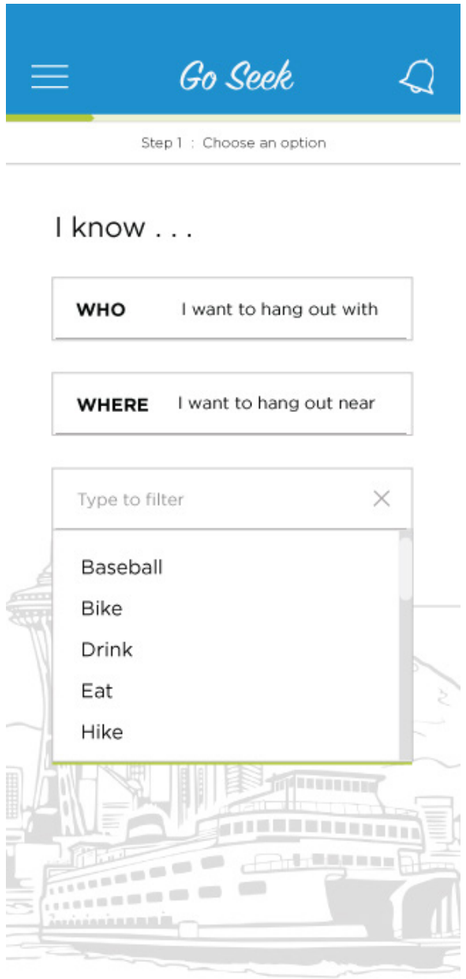
Appendix 3 | Screenshots

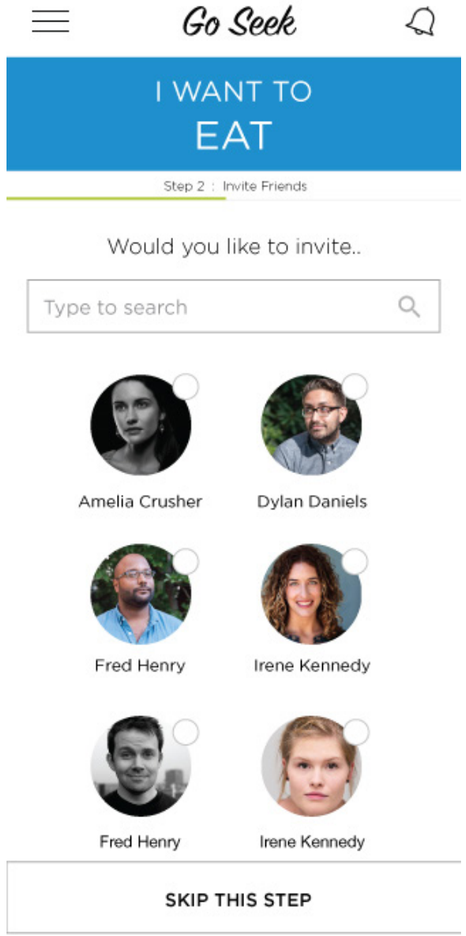


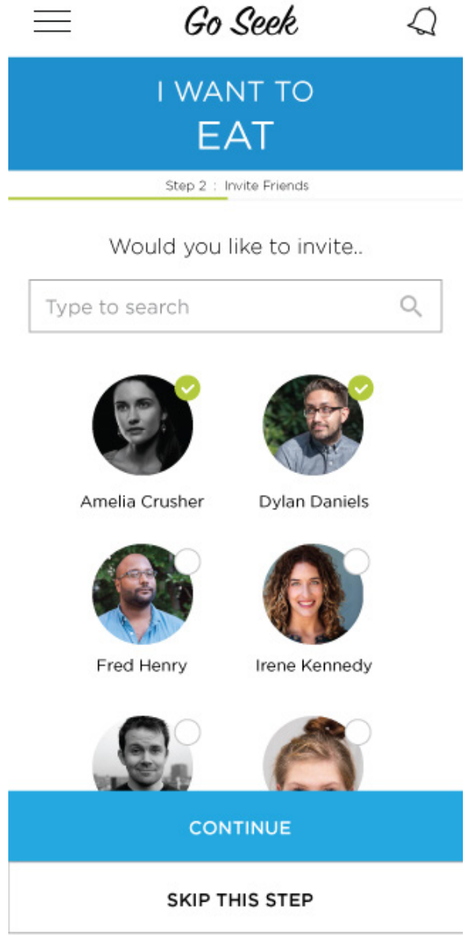


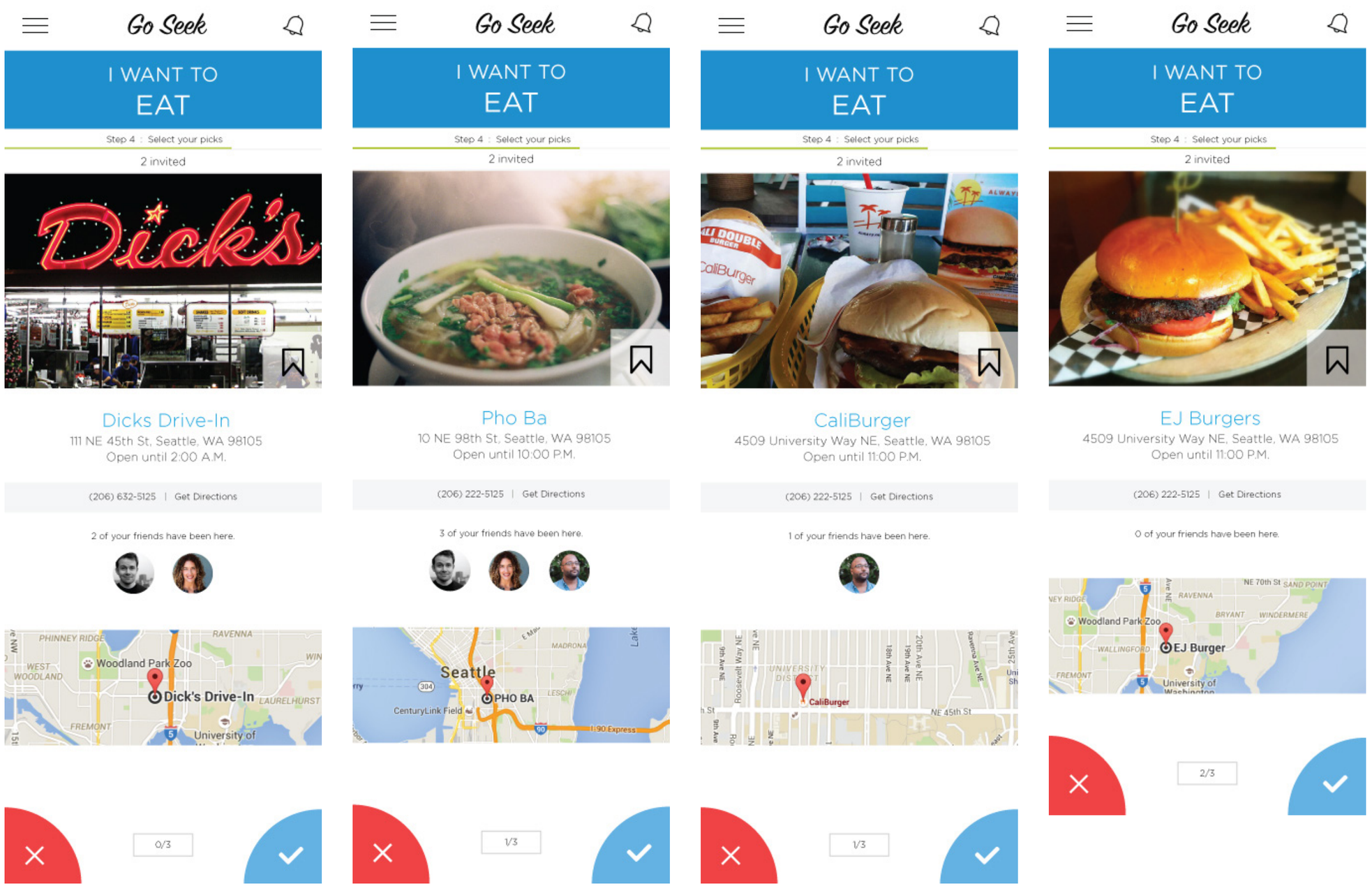


Appendix 3 | Screenshots

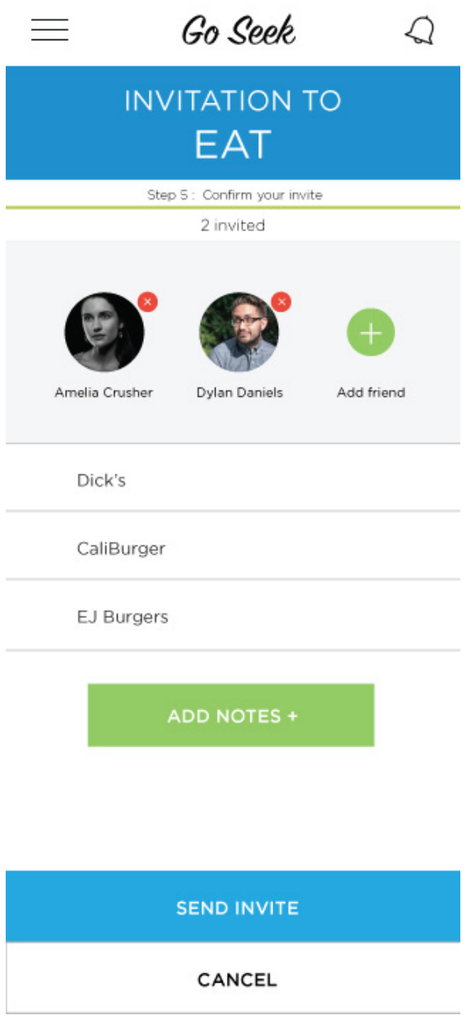


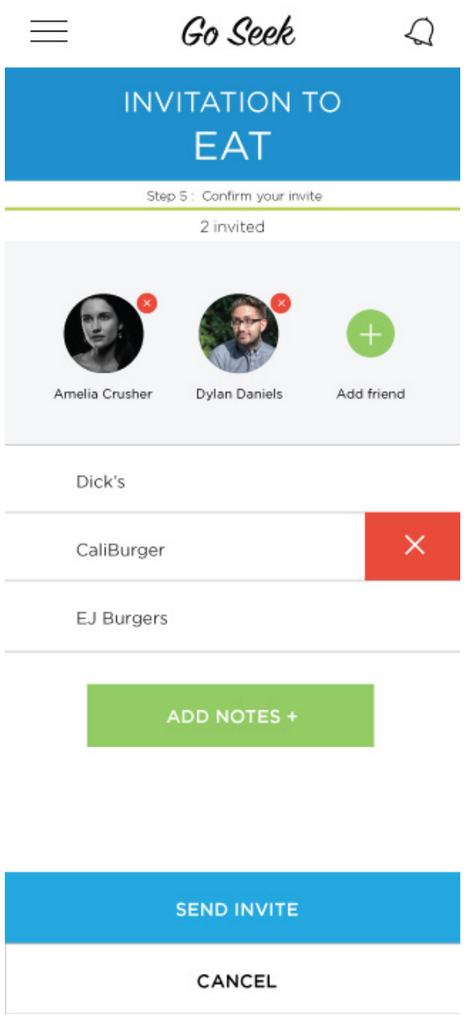


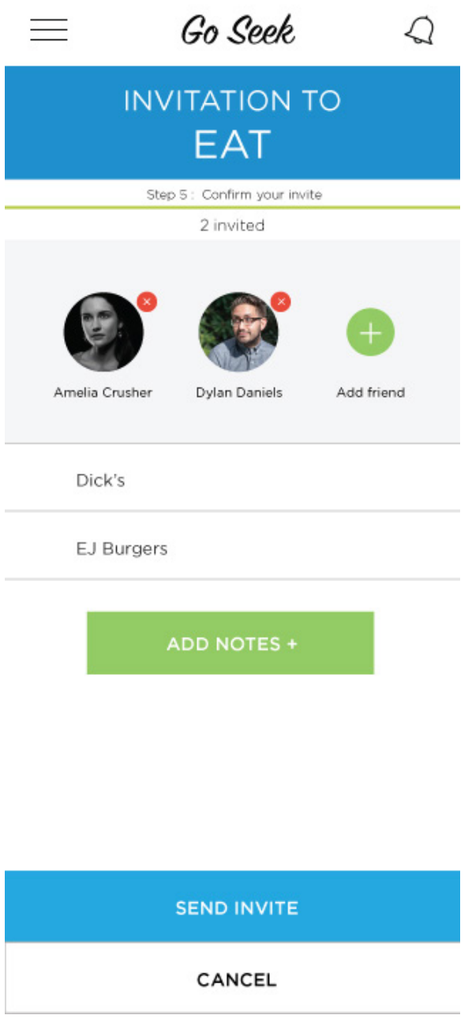


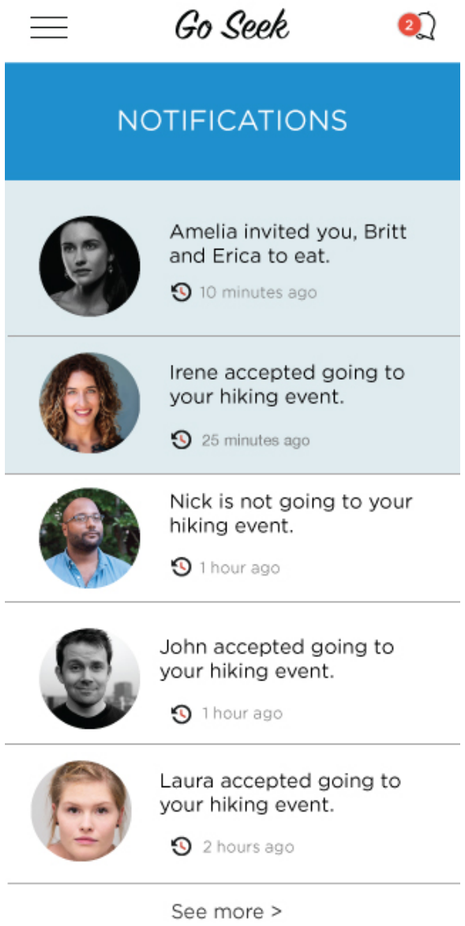

Go Seek
I WANT TO EAT
Step 4 : Select your picks
2 invited
Dicks Drive-In
111 NE 45th St, Seattle, WA 98105
Open until 2:00 A.M.
(206) 632-5125 | Get Directions
2 of your friends have been here.
Woodland Park Zoo
Dick's Drive-In
0/3
Go Seek
I WANT TO EAT
Step 4 : Select your picks
2 invited
Pho Ba
10 NE 98th St, Seattle, WA 98105
Open until 10:00 P.M.
(206) 222-5125 | Get Directions
3 of your friends have been here.
Seattle
PHO BA
CenturyLink Field
1/3
Go Seek
I WANT TO EAT
Step 4 : Select your picks
2 invited
CaliBurger
4509 University Way NE, Seattle, WA 98105
Open until 11:00 P.M.
(206) 222-5125 | Get Directions
1 of your friends have been here.
CaliBurger
1/3
Go Seek
I WANT TO EAT
Step 4 : Select your picks
2 invited
EJ Burgers
4509 University Way NE, Seattle, WA 98105
Open until 11:00 P.M.
(206) 222-5125 | Get Directions
0 of your friends have been here.
Woodland Park Zoo
EJ Burger
2/3

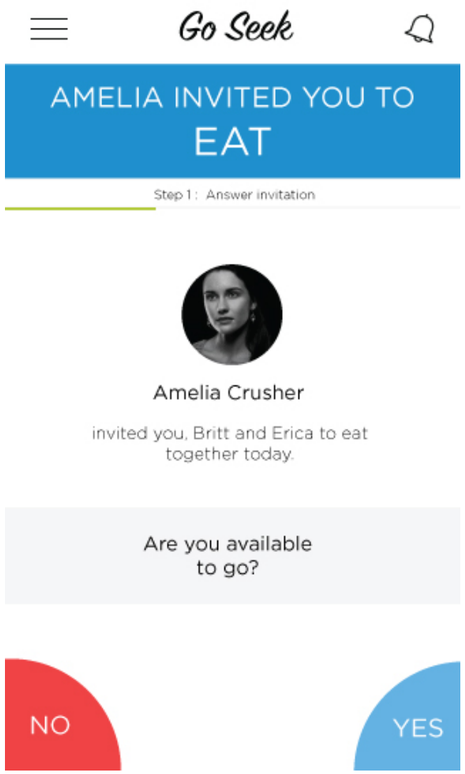
Appendix 3 | Screenshots

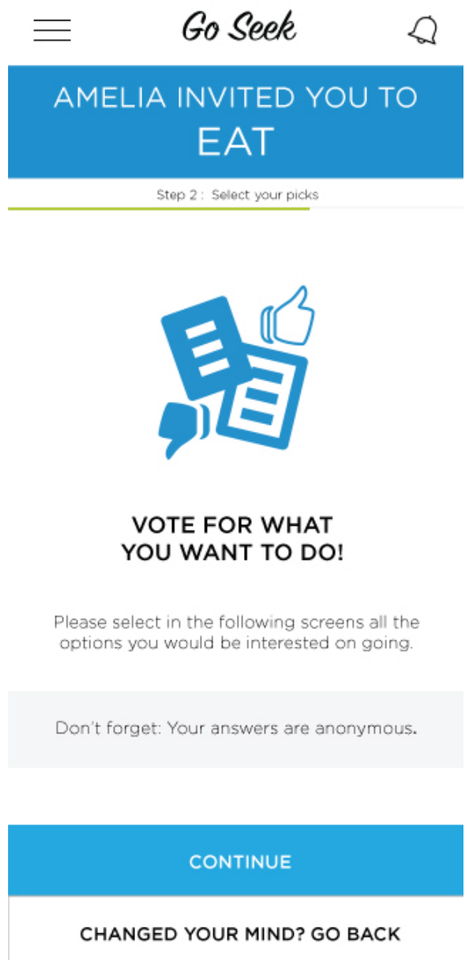


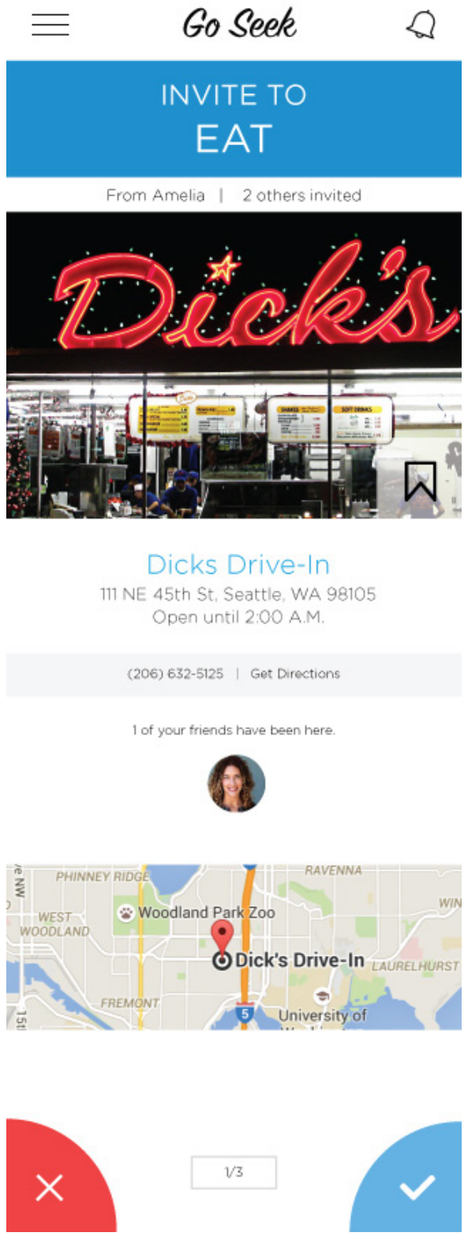


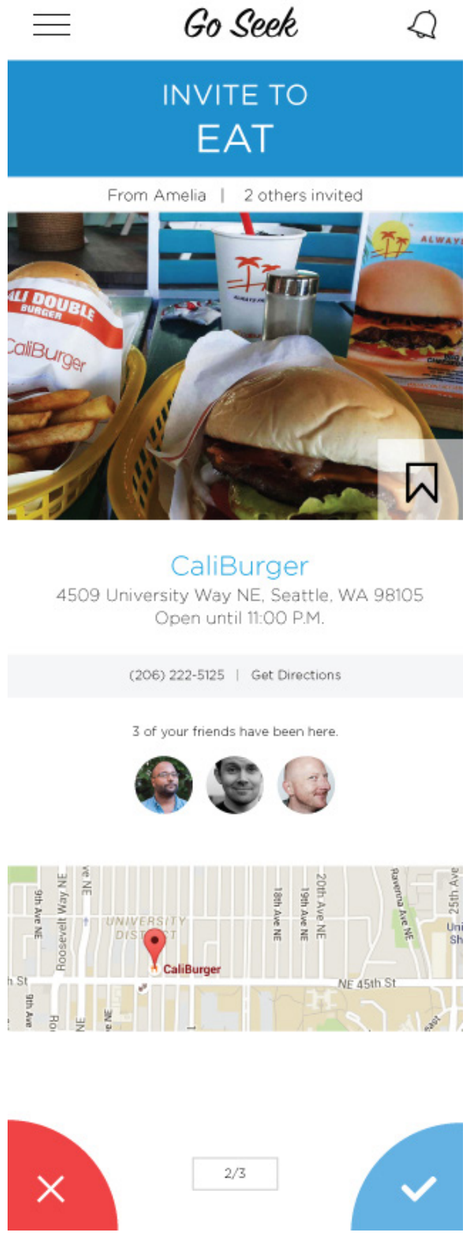


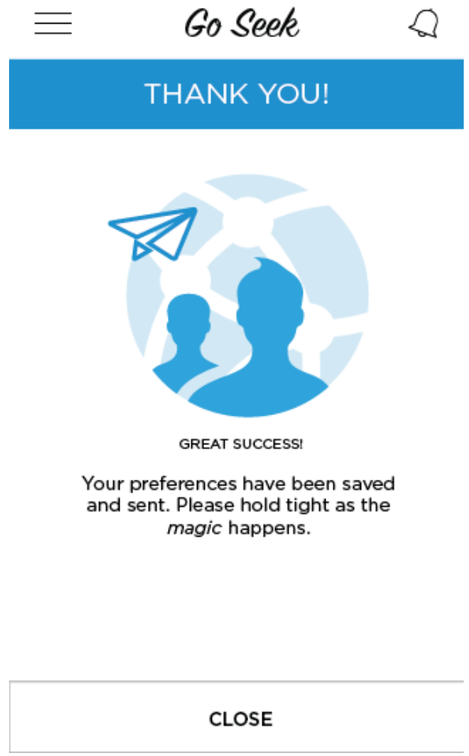

Go Seek
2
NOTIFICATIONS
Amelia invited you, Britt and Erica to eat.
10 minutes ago
Irene accepted going to your hiking event.
25 minutes ago
Nick is not going to your hiking event.
1 hour ago
John accepted going to your hiking event.
1 hour ago
Laura accepted going to your hiking event.
2 hours ago
See more >


Go Seek
AMELIA INVITED YOU TO EAT
Step 1 : Answer invitation
Amelia Crusher
invited you, Britt and Erica to eat together today.
Are you available to go?
NO
YES


Go Seek
AMELIA INVITED YOU TO EAT
Step 2 : Select your picks
VOTE FOR WHAT YOU WANT TO DO!
Please select in the following screens all the options you would be interested on going.
Don't forget: Your answers are anonymous.
CONTINUE
CHANGED YOUR MIND? GO BACK


Go Seek
INVITE TO
EAT
From Amelia | 2 others invited
Dick's
Dicks Drive-In
111 NE 45th St, Seattle, WA 98105
Open until 2:00 A.M.
(206) 632-5125 | Get Directions
1 of your friends have been here.
PHINNEY RIDGE
RAVENNA
WEST WOODLAND
Woodland Park Zoo
Dick's Drive-In
LAURELHURST
FREMONT
University of
1/3


Go Seek
INVITE TO
EAT
From Amelia | 2 others invited
CaliBurger
CaliBurger
4509 University Way NE, Seattle, WA 98105
Open until 11:00 P.M.
(206) 222-5125 | Get Directions
3 of your friends have been here.
UNIVERSITY DISTRICT
CaliBurger
NE 45th St
2/3


Go Seek
THANK YOU!
GREAT SUCCESS!
Your preferences have been saved and sent. Please hold tight as the *magic* happens.
CLOSE