

three mUXateers

Final Project Insights

Heuristic Evaluation

- Evaluation Criteria - ISO 9241 heuristics

USABILITY HEURISTIC FOR USER INTERFACE DESIGN	
H1	Suitability for the Task
H2	Self-Descriptiveness
H3	Controllability
H4	Conformity with User Expectations
H5	Error Tolerance
H6	Suitability for Individualization
H7	Suitability for Learning

PROBLEM SEVERITY RATING	
0	Not a Usability Problem
1	Cosmetic Problem
2	Minor Usability Problem
3	Major Usability Problem
4	Usability Catastrophe

Heuristic Evaluation

- **Benefits -**
 - Helped us explore the interface thoroughly
 - Provide some quick and inexpensive feedback
 - Helped discover more general issues with the interface
- **Issues -**
 - Found issues pertaining to specific evaluators
 - Couldn't find more relatable problems
 - Uncovered a lot of trivial issues

Heuristic Evaluation

- Key Findings -
 - **4** - Shadow coming from current location point
 - It is not clear that it represents the direction you are facing
 - **3** - When you've reached a limit/boundary of Street View
 - There is no error message or warning that you can no longer explore that area or you've reached a boundary
 - **3** - Street View directions
 - Once click street view you can no longer search locations - singular action in street view
 - **2** - Labeling
 - There is none except in the Search Bar (Search Google Maps)
 - **2** - Not easy to add stops and switch position in the directions
- Basically worked as a great starting point to recognize where the issues were in the interface and helped us design scenarios for the following tests.

Testing Scenarios

Upon completion of our heuristic evaluation, we developed 3 scenarios to test aspects of the interface we deemed potentially problematic

Scenario 1:

- You want to attend a Rutgers University basketball game at the RAC. Along the way, you will need to get gas and would like to stop at a 4-star restaurant at 4 P.M.
 - Enter 26 Scarlet Dr, Parlin, NJ as your starting address.
 - Pull up directions to the RAC - Rutgers Athletic Center
 - Turn on Live Traffic while viewing your route options
 - Select the most direct route
 - Add a gas station along your route to your trip
 - Tell us about what you found while looking for a gas station
 - Search for Mexican restaurants
 - Add a mexican restaurant to your trip that is rated at least 4-stars

Scenario 2:

- From the RAC, you have to attend class.
 - From the RAC, find a Fac/Staff parking lot near College Ave Student Center
 - Find the route with the shortest time if you left on a Monday at 4:30pm.

Scenario 3:

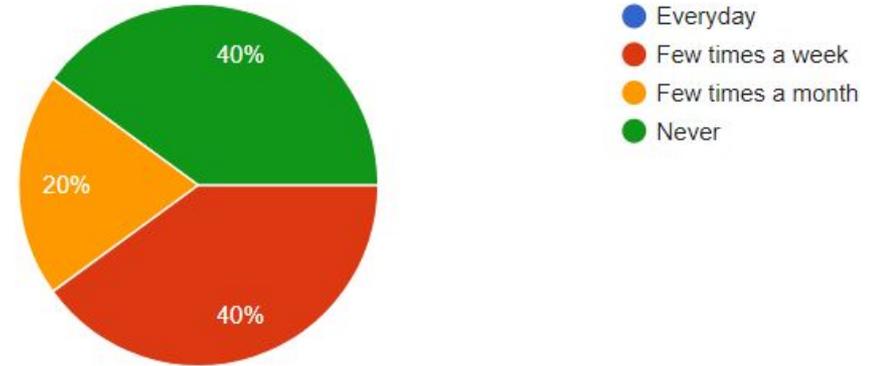
- You have made it to the College Ave campus.
 - Get walking directions to a pizza place
 - Determine how long it will take you to walk from the pizza place you selected to Scott Hall

User Groups

We were basically dealing with users who were not very familiar with the Google Maps desktop version.

How often do you use Google Maps?

5 responses



Face To Face Study

- Difference between Heuristic and Face-to-Face
 - F2F incorporated feedback from other people
 - Real World Scenarios helped us pinpoint specific, recurring problems
 - Heuristic evaluation
- Advantages of Face to Face Study
 - Controlled Testing Environment
 - Observe the users as they complete their tasks
 - Resolve their queries if the questions are not understood properly
 - Ask open-ended questions while they are performing the tasks to get more insight

Face To Face Study

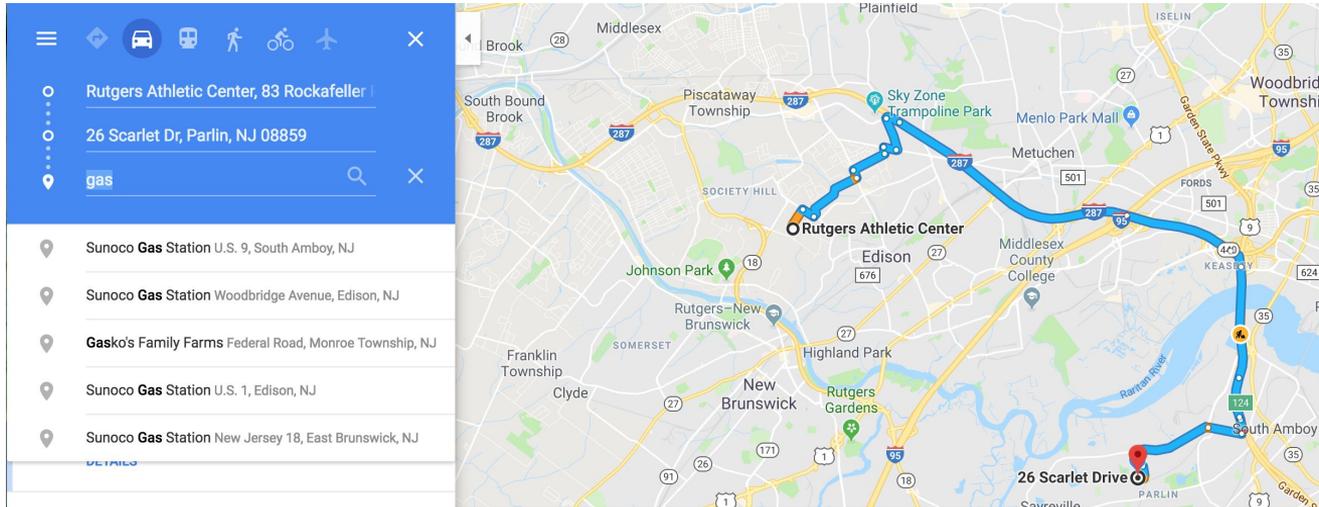
- About the participants
 - Tester 1 was unable to fully complete all three scenarios
 - Frustration and feeling of being judged was difficult to reroute
 - Tester 2 was much more vocal and embraced our moderator prompts
 - Narrated his experience
 - Effectively responded when to open ended questions during times of doubt

Face To Face Study

- Main Takeaways
 - Body language was a key factor
 - tapping legs, shaky hands, scrunched faces
 - comfortability: talking to people you don't know, multiple people watching you perform the task
 - Importance of Applicant Screening
 - 1 of our 2 testers was not familiar with the Maps web interface

Face To Face Study

- Recommendations
 - 2 - Adding Destinations to Route
 - Both testers were able to search for gas and restaurants along their routes
 - 2- Labeling
 - Both Testers were unable to understand to how reorder locations on the route



Remote Test Study

- Differences between Remote and Face-to-Face
 - Having to quickly learn a new software and how to leverage it's features for our tests
 - Potentially less pressure due to comfort level within environment
 - More challenging to gauge non-verbal communication
- Advantages to testing remotely
 - Capability to test wide range of participants from all over the world
 - Scheduling is more flexible than in-person tests
 - The users were more comfortable and openly expressed their views

Remote Test Study

- About the test participants
 - Test participants seemed more willing to explore the interface in hopes of achieving the task
 - Discussion of the test booklet was less challenging than we expected
 - All of our test participants read through the booklet and read aloud the scenarios to confirm that they had a full understanding of what was being asked of them
 - Both participants were able to compete all 3 scenarios with little to no help from the moderator
 - In moments where the participant was lost or stuck, they seemed more willing to ask questions in this format, and handle vague answers from the moderators much better than those who tested in-person

Remote Test Study

- Findings during the test
 - While all participants were willing to think out loud and ask questions, there were moments that required the moderator to encourage the participant to talk them through their actions
 - It was significantly more difficult to detect emotions from our participants during the test itself
 - While our in-person tests allowed us to immediately recognize things like embarrassment or nervousness, we were not able to get a sense of these feelings during the remote tests
- Recommendations
 - **2** - Difficulty arriving at how to turn on live traffic
 - **2** - Unable to determine how to search from street view
 - **2** - Difficulty ordering/reordering destinations along the route

Recommendations Based on Results (All tests)

- **2** - Adding Destinations to Route
 - Throughout all evaluations, it was difficult to add specific destinations to the existing route
- **2** - Labeling
 - Testers were unable to understand to how reorder locations on the route, turn on live traffic, understand icons
- **2** - Searching from Street View
 - Consistently, test participants were unable to determine a way to search while navigating in street view

Thank you.