

1 | MOBILE CANBERRA: USER EXPERIENCE AND INTERFACE PRODUCT REVIEW & RECOMMENDATIONS

Reviewed and authored by: Hilary Cinis on April 24, 2013

The following document outlines a user experience and user interface review of the Mobile Canberra Mobile App and provides recommendations for consideration and implementation.

The recommendations take into account:

- The platform and data design
- The heuristic evaluation
- Best practice
- User testing
- Anecdotal user feedback

Table of Contents

HEURISTIC EVALUATION	2
USER TESTING RESULTS	4
OVERVIEW	4
TOP LINE RESPONSES	5
RECOMMENDATIONS	6
PERFORMANCE	6
DATA	6
VISUAL DESIGN	7
KNOWN BUGS.....	7

Heuristic Evaluation

Target user group: Residents and visitors to Canberra.		
Heuristic evaluation	Score	Notes
Visibility of system	Pass	<p>The app delivers clear information about what is occurring and when.</p> <p>The only time this fails is when performance issues creates lags (longer load times)</p>
Match between system and the real world	Pass	The app presents real world data in a standard map
User control and freedom	Fail	While navigational elements are clearly represented there is an issue with performance which can lock out user interactions (longer load times) making it difficult to retrace or cancel and action
Consistency and standards	Pass	<p>Navigational elements conform to touch screen standards and interaction patterns: list items, labeling and back button all placed and behaving as expected.</p> <p>The map conforms exactly to the known standards for google maps interaction.</p> <ul style="list-style-type: none"> - Street view (great to see it included) - orientation icon - satellite swap out - labels on/off

3 | MOBILE CANBERRA: USER EXPERIENCE AND INTERFACE PRODUCT REVIEW & RECOMMENDATIONS

Error prevention	Pass	The app provides no real activities resulting in an error (as opposed to misunderstanding). There are no activities that require a “cancel” action
Recognition rather than recall	Pass	The app has clear, single level navigation with clear labels that should assist users in making decisions and finding information without relying on memory
Aesthetic and minimalist design	Pass	<p>The GUI itself doesn’t interfere with the delivery of the information.</p> <p>However, there are instances of superfluous information which, while not destructive to the experience, certainly aren’t assistive eg:</p> <ul style="list-style-type: none"> - address searches surface lat/long and altitude references on tap - car parks surfacing obscure kml data (eg rather than a street address) - car parks map a variety of parking areas (stations, car parks, on street) in the same manner making it difficult to discern at a glance the nature of the parking
Help users recognize, diagnose, and recover from errors	Pass	Error messages are clear and remove themselves after display (possibly bugs)
Help and documentation	Fail	Help and info page is required to communicate top line uses and the data sources

User testing results

10 participants completed the survey.

9 are referenced in this document (Hilary Cinis was removed)

Participants were between 15 and 65 years

The app was used between 0 – twice per week

3 Android

6 iOS

Overview

Concept

The app was well received as a concept, however the performance was a major issue for the participants.

There was some confusion around icon usage but the participants learned quickly and progressed from there.

Some participants suggested further features.

Performance

Majority of the issues (lag, bugs) are phone gap limitations.

Performance would be considered a critical failure in context to the time sensitive nature of the use cases

(eg “where is the nearest amenity”, “Where is the closest taxi rank”, “How far to the bus stop”, “I need to find parking close to my destination”.)

Data

All the participants found the data accurate, but only 54% found it contained enough detail to make decisions.

There are some limitations around the data (useful levels of detailed info)

Top line responses

Did you find Mobile Canberra was fast enough?

NO 72%

Did you find MobileCanberra worked differently at different times of day or at different locations?

NO 54%

Did you find MobileCanberra was accurate?

YES 100%

Did MobileCanberra provide you with enough detail for you to complete a task (e.g. Parking, transport)

YES 54%

Did Mobile Canberra provide you with enough detail for you make a good decision about a recreational or entertainment choice?

NO 63%

Would you recommend Mobile Canberra to your friends?

YES 63%

Please refer to the csv supplied by ImageTeam for full details.

Recommendations

Performance

Consider developing the next version in iOS and Android native platforms.

Data

Data collection activities would benefit from the addition of real world/natural language tags or meta-data to assist with user experience and meaningful data visualization. Further to the basic data additions:

- Remove KML dialoge windows until meaningful details can be provided in the on-tap bubble
- Leave layered results as is (eg bus search results, then add public toilet search results)
- Leave filter placement within the map to assist understanding the results are layered
- Change label from "none" to "clear all" to assist communicating the action to clear search results
- Rename to "Open spaces" or just "Parklands" to assist managing search result expectations
- No change to the visual rendering of the data

Visual Design

- The visual design is light and has a native app feel to it despite the html5 build.
- New app icons and new splash screen containing the ACT Data branding but also visually explaining the Mobile Canberra proposal
- New address/location markers in stronger colour as the grey blends into the map too easily
 - o “you are here”
 - o general one as a marker for a result (e.g. A suburb marker) that isn’t a ‘search’ icon (which communicates a further search action)

Known bugs

- Home screen reload
- Zooms and location pins missing