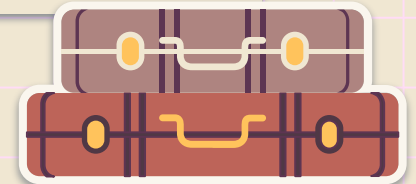




HCI+D

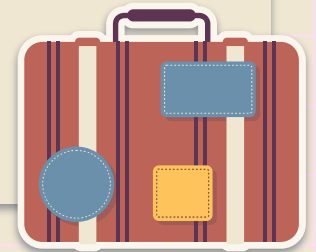
Low-fi Prototyping &
Simple Usability Testing

Team 1



Outline

- 01** Introduction
- 02** Sketches
- 03** Low-Fi Prototype
- 04** User Survey
- 05** Summary



01

Introduction



Team Members



許博翔
Hsiang, Hsu



張琪
Grace Theodore



黃敬媛
Jing-Yuan, Huang



鄧英杰
Miguel Then

Value Proposition & Solution



TripTeddy

Trip with your travel buddy



Problem

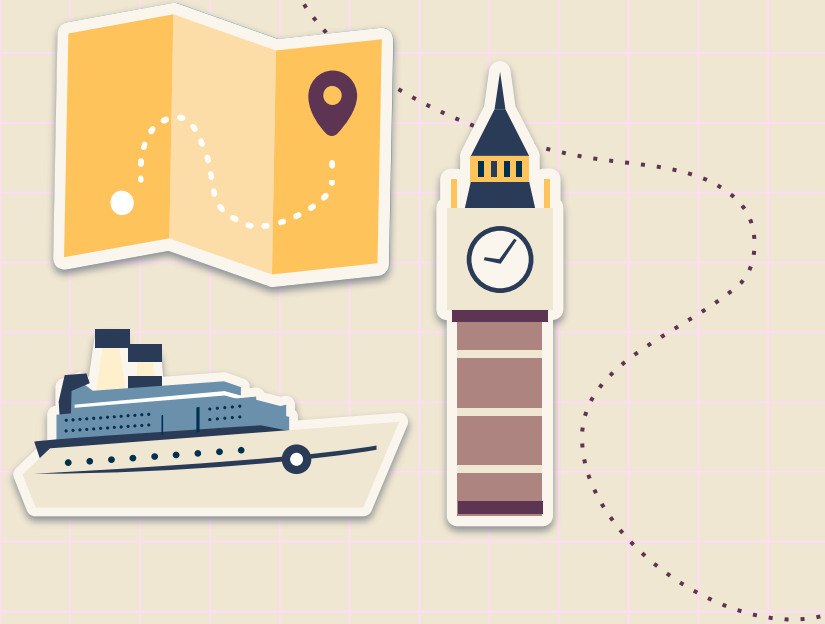
People often encounter difficulties on deciding where to go for a trip, and also planning the trip.

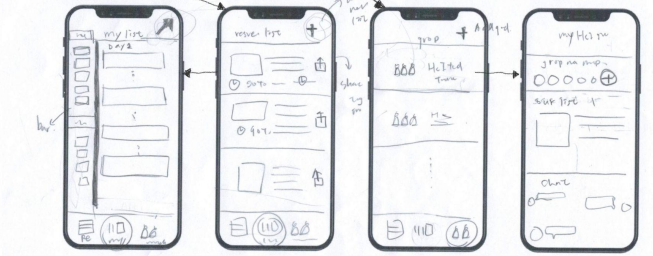
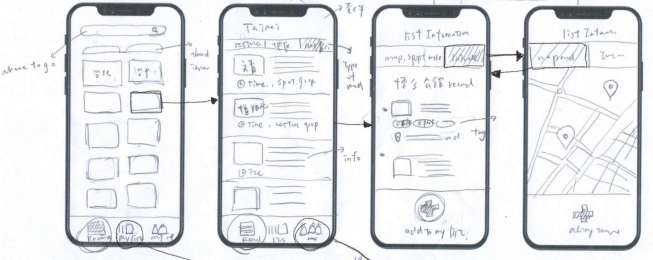
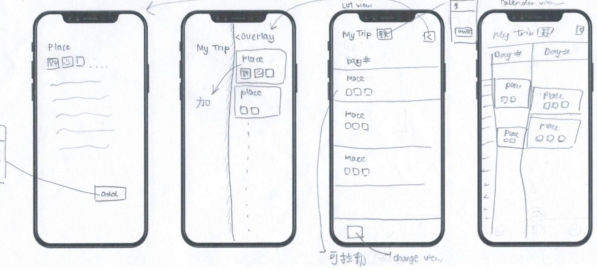
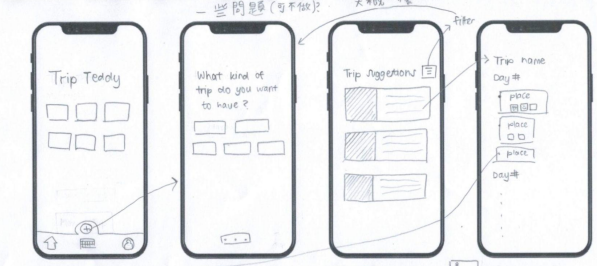
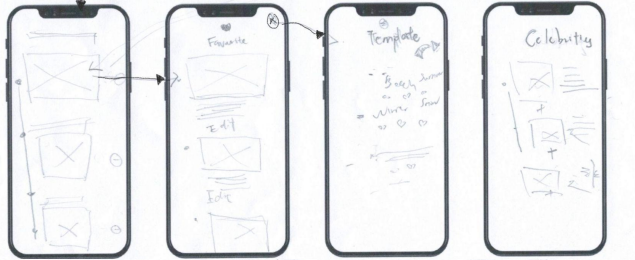
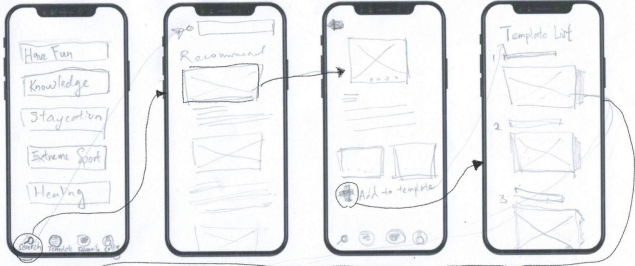
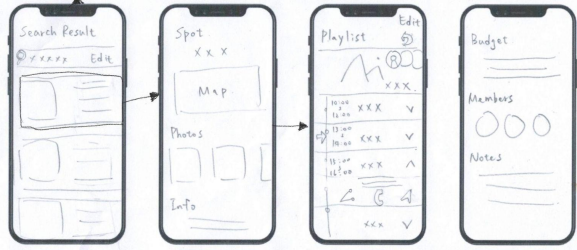
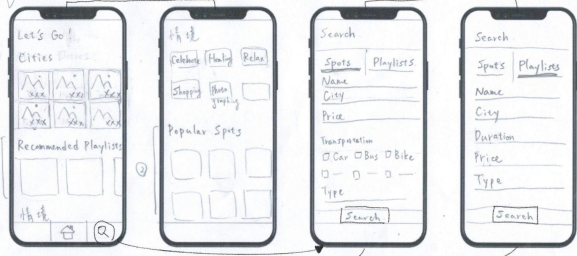
Solution

TripTeddy categorize the spots with **clear but informative labels**, introduce the “**playlists**” function for itinerary recommendation, and empower users to **collaborate on the planning**.

02

Sketches





Trip xxx
Trip yyy
Wishh

可拉列 change view

Top two designs wireframes

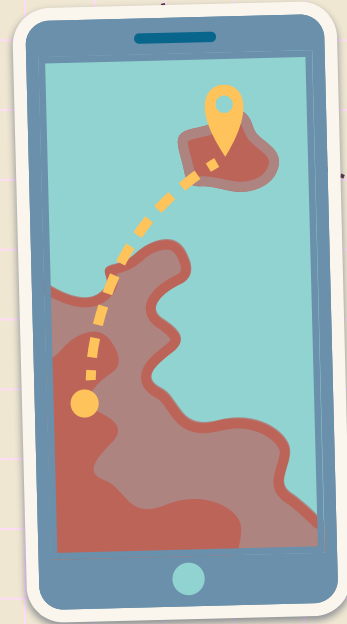




**NEXT
DESTINATION**

03

**Low-Fi
Prototype**

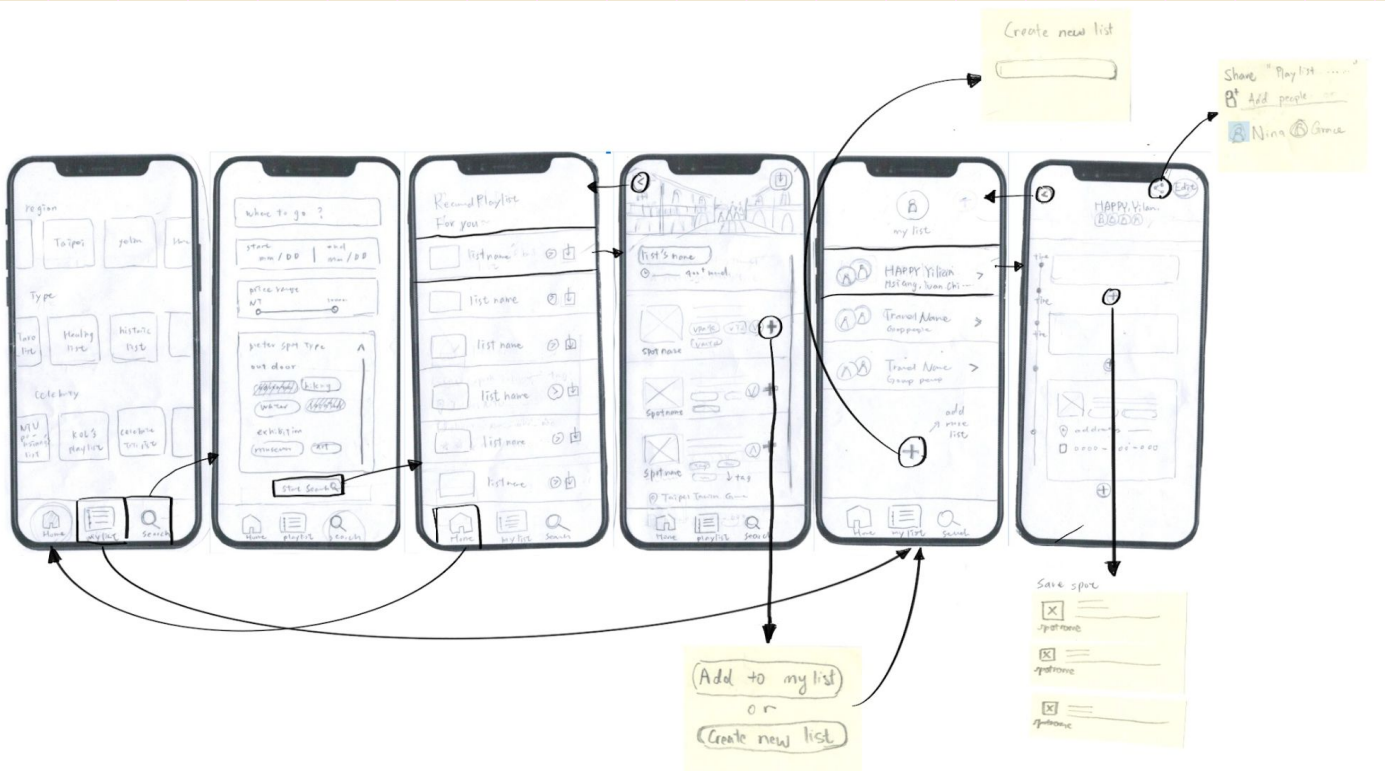


Selected Interface & Rationale

- We choose interfaces that are shown in multiple design.
- Both of the selected interface have more detailed flow and functionality. Moreover, both the design is more intuitive.
- In addition to words, we use pictures for the playlist as it can help imagining and understanding.
- Timeline is an important feature we would like to include in the playlists.



Low-fi prototype structure



Three Tasks

Simple

Find out an itinerary that best fits the needs.

Moderate

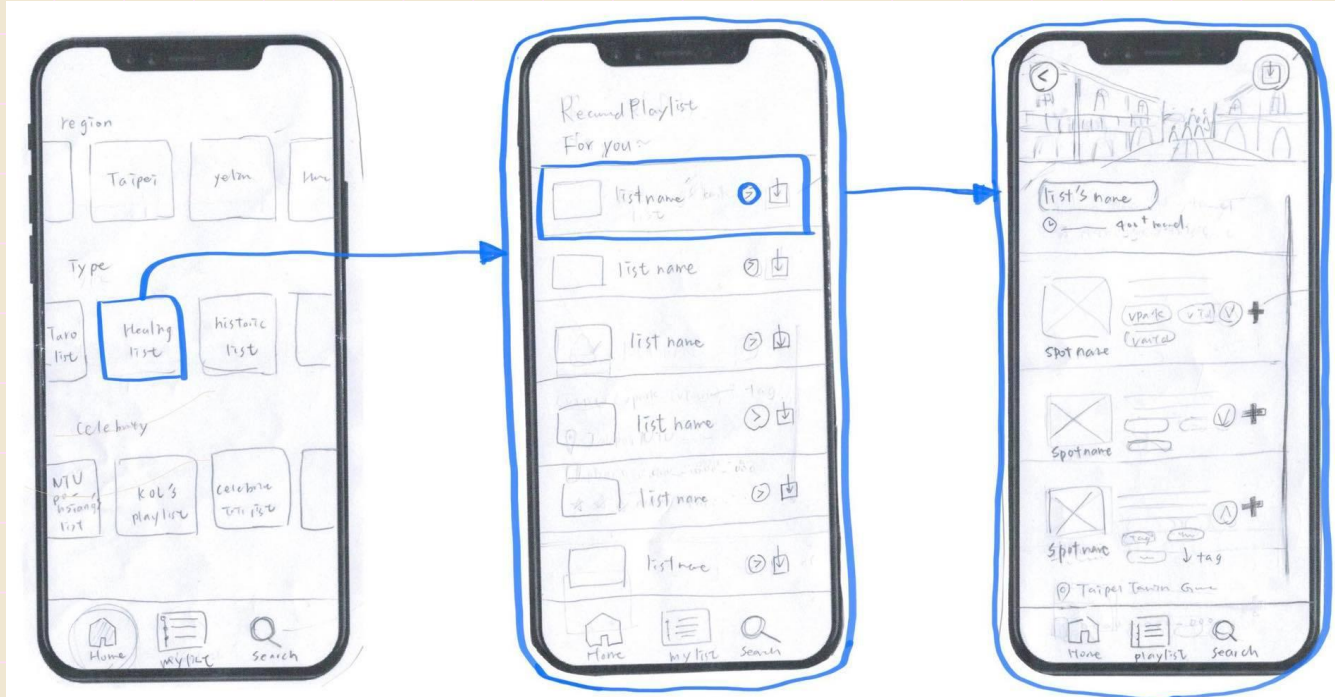
Plan a trip basing on the given template.

Hard

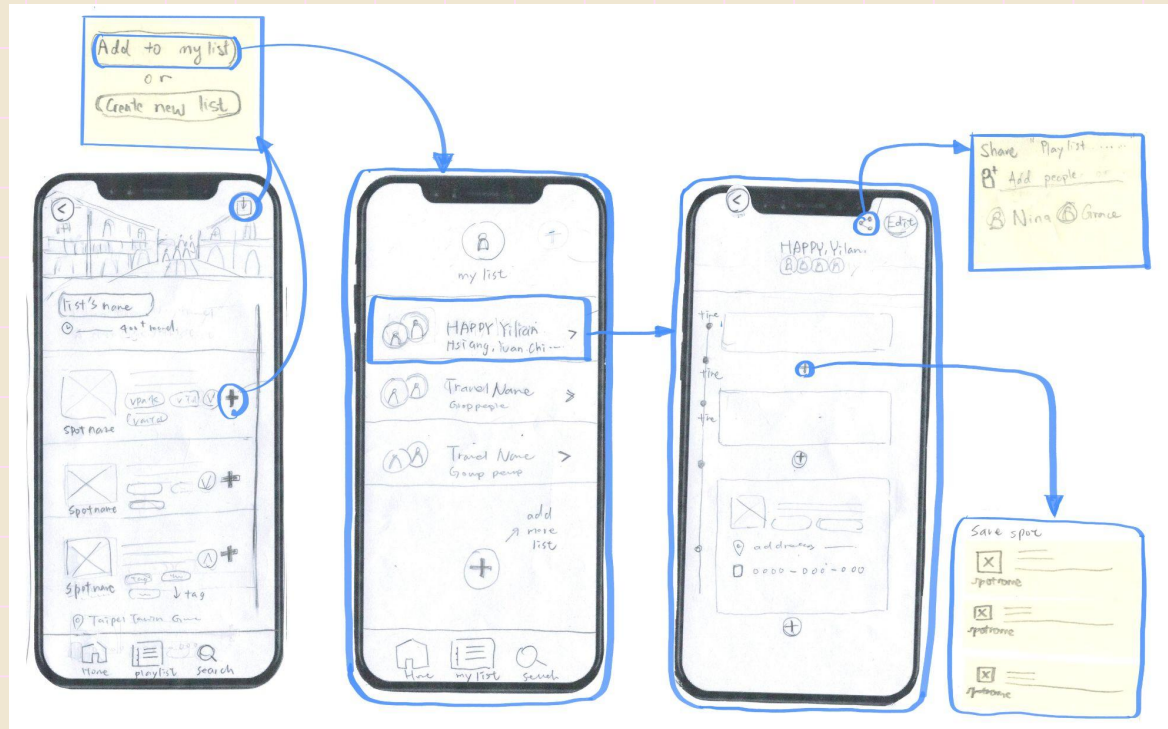
Collaborate the trip schema with friends.



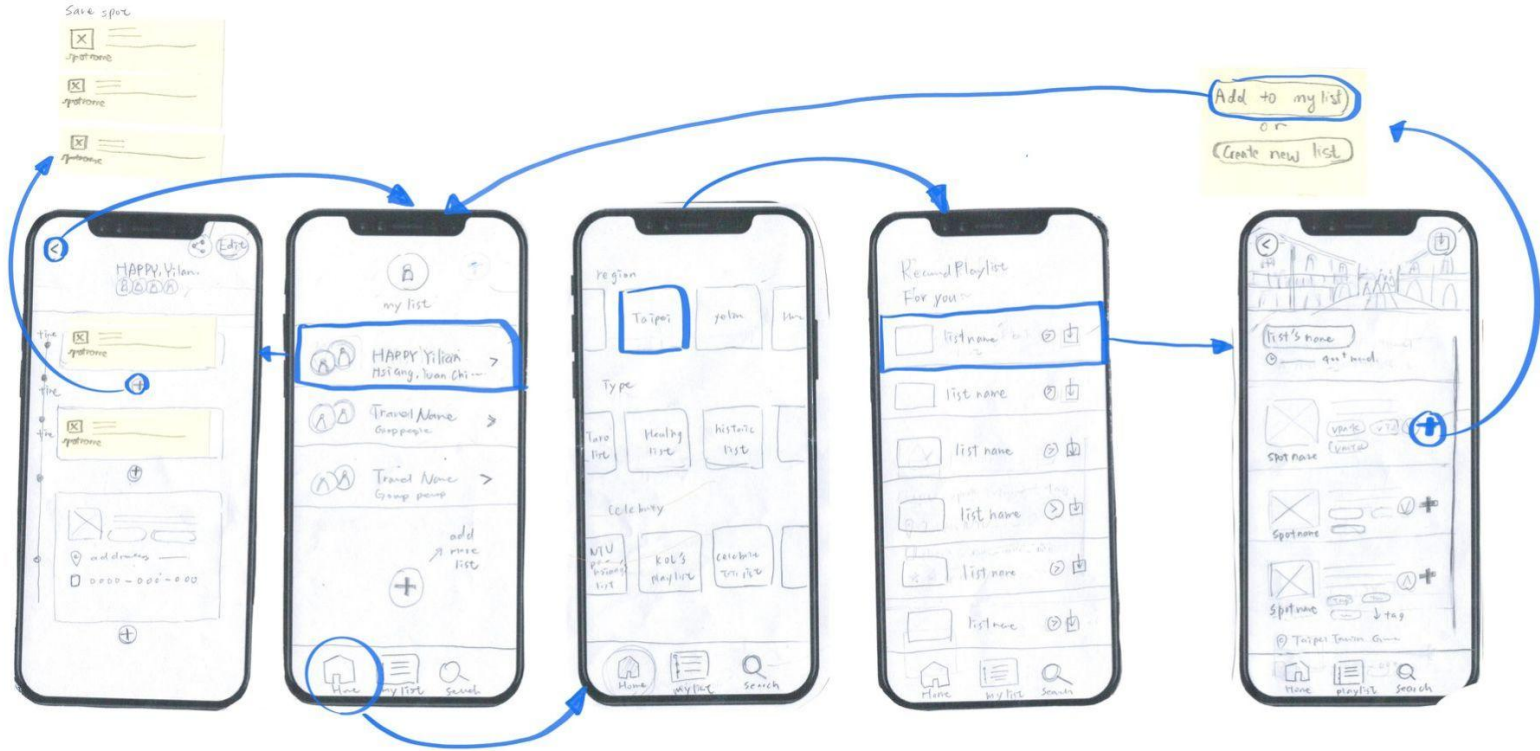
Task 1. Your friend has just broken up. Use TripFedly to find an itinerary that may cheer her up.



Task 2. Schedule your trip based on the spots in the existing itinerary and invite your friend to join the trip.



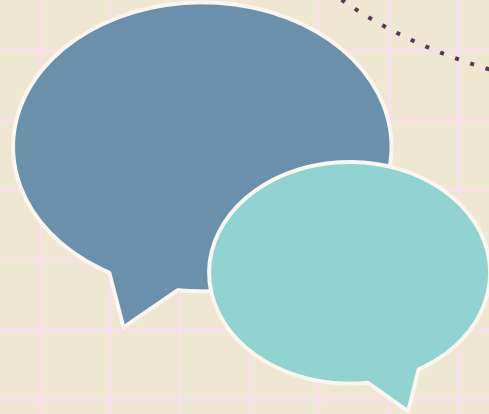
Task 3. Your friend says she doesn't want to go to the first spot, help her adjust the schedule.





04

Usability Testing



Experimental Method

- **Participants:** all of them usually plan and go for trips.
- **Place:** Lab



PhD. Student



Master Student



Senior Student

Experimental Method

- Environment
- Compensation:
Some cookies

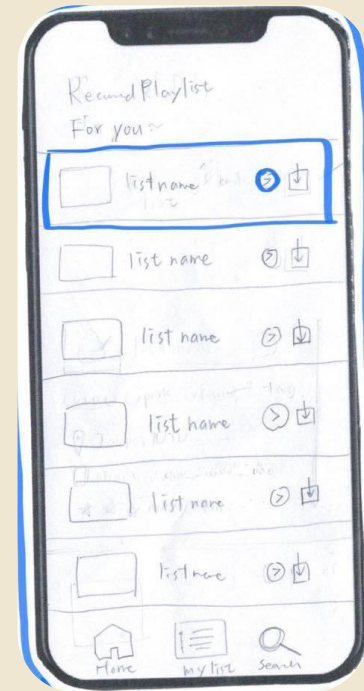


Experimental Method

- **Work division:** computer, interviewer, note taker
- **Before task:** brief explanation of our prototype.
- **During task:** direct them to the next UI after their operation & take notes on their behavior.
- **After task:** ask participant about confusions & difficulties they met during completing the tasks.

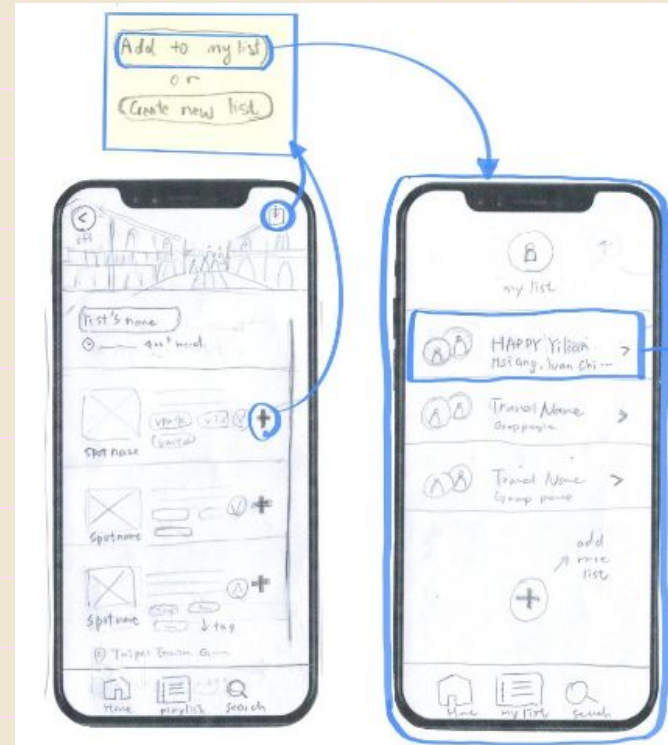
Experimental Results - Errors

- Naming “list” is confusing, I don’t understand it as a compilation of spots. [3]
- I will directly press the whole “list” bar as it is more intuitive rather than the “>” button. [2]
- The [clone] icon is confusing, looking like to download. [4]



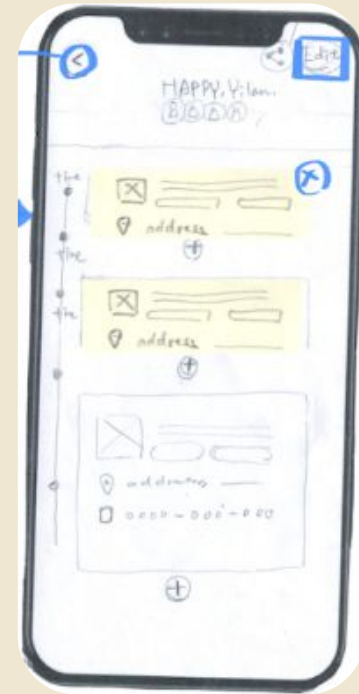
Experimental Results - Errors

- When I click “Add to my list”, it navigates to “My lists”. However, it can’t navigate back to the last page. [5]
- The “>” icon is confusing. It looks like to enter into a page rather than add something. [5]
- What does “400+” mean? [4]



Experimental Results - Errors

- I thought that when I pressed the “+” button, it would go to the “recommended playlist” page. [1]
- I prefer to drag and drop the spots from a popup to add the spots into the schedule. [0]



Suggested UI changes


- Show **popups** instead of navigation when the operation is to **edit** something. E.g. adding a spot to user's playlist.
- Find **suitable icons** that help user understand the function of a button or the meaning of some text. E.g. the button to clone an existing playlist.
- Define the **nouns** in our app more specifically, which won't make users confusing.
- In prototype, use **fake data** instead of placeholder, which can help user understand the design.

05

Summary



Summary

- We design a prototype with **Home, Search, and Playlist View/Edit pages**, which cover our main features.
 - We design **3 tasks** based on our prototype, and the users can **easily complete** the tasks.
 - Some **icons** or **texts** are too confusing. We need to design our UI more **intuitive**.
 - Some **flows** of our App is **not handy** enough for the users. We need further discussion on them.
- 

Thanks for Listening

Icons used by macrovector, rawpixels, iconicbestiary on Freepik

Slide template provided by Slidesgo

Many thanks to the interviewee for their time for this needfinding research