

Reviewer(s): Dora Liu and Michael Radford

Product Description

Prints is a social media travel app designed to allow users to create profiles and to streamline documenting travel memories and planned future trips through the collection of flags, photos, durations, locations, basic trip details, and necessary travel documents in an organized manner.

Findings Assessment and Implementation Plan

Based on my colleagues' reviews, I've noticed a specific similar dilemma the project keeps facing ever since the very first testing (Draft Prototype Testing) was conducted — *labels* (**Match between system and the real world**). I've realized it can be quite difficult to find a common ground for the English language. Fortunately, my Heuristics Reviewers were very insightful and gave a lot of great suggestions. For example, Dora pointed out that "PWD" as not a common acronym or the "About" section can be *My Profile* instead; and Michael pointed out that "highly liberal" is not as straight forward as I expected it to be. I will have to change some of the wording yet again.

On another note, Dora also gave me a great idea of how I can further approach the pop-out questions by adding a question about the age-friendliness scale of a certain location. I will have to re-draft these questions. Michael was also able to point out that some buttons and icons were redundant in some pages, so I need to revisit each and review them once again. He also pointed out that I can reduce the number of taps for a user within their profile (**Efficiency of use**). I plan to revise this into a horizontal page flip, similar to what Instagram does on each profile page.

Both test users also pointed out the need for more **User Freedom** in answering some of the questions such as "tags" and "what kind of trip was it?" – saying that rather I do just a drop down, but include the ability for users to type in their preferred words as well. I'll need to make this user ability more obvious.

Also, both colleagues gave feedback pertaining to certain limitations on Adobe XD. For example, I lost a few marks on **Error Prevention** and **Recognition rather than Recall** because of the user's inability to edit, modify and go back to what they've already inputted on the system. These were initially planned out, but I will have to find a way around Adobe XD to be able to show it and save what was already inputted when moving from one page to another.

Reviews from Colleagues (A & B)

Note: Highlights and text in red were made and written by me.

A. Review by Dora Liu

Heuristic	Review
Visibility of system status	10/10 Very clear of my status in the system
Match between system and the real world	9/10 Very match with the real world, but I would like the system that would let me add a bit information about my travel partner(s) on the log. And, answer 3 questions for other travelers: “How PWD accessible was it?” “PWD” is not a common language. I don’t know what it stands for, but I can get from the icon.
User control and freedom:	9/10 If the questions to help other travelers can be custom-made by the users that would be better. Some places’ first concern may not be “Was it LGBTQ friendly?”, they may be “Was it senior (or kid) friendly?”
Consistency and standards	10/10 Great consistency!
Error prevention	8/10 Add new log second page, when I fill in the details to “How much did you spend?” It didn’t let me go back, only let me “Next”, and when I wanted to re-click the tags/highlight, it didn’t let me re-select or clear the selected answers.
Recognition rather than recall	9/10 Add new log second page did not show the location (Montreal) in anywhere, and if I already filled all the answers in this page, I cannot go back (See the Error prevention). I have to remember I am filling in the Montreal trip’s log.

Heuristic Review Assessment

Project Owner: Karen Yao, IMMT Fall 2019

Flexibility and efficiency of use	9/10 I wonder if the system allows the users type-in their destinations and tags/highlight. Some of travelers will visit some very unpopular places and do some very unique activities. Just a “Other” selection is not enough for the users to record those special memory. I think as a travel app, the system should provide this flexibility.
Aesthetic and minimalist design	10/10 I like the icons help me easier to finish the form.
Help users recognize, diagnose, and recover from errors	9/10 Please see the “Error prevention” and “Recognition rather than recall”
Help and documentation*	N/A (Your app seems not provide this kind of information so far. If I’m wrong, please feel free to add or modify this part.)

Other opinions:

1. Page 1:

- Drop down menu: drop down menu's "About" is not very clear. If the term is "My footprints", "My Journey" or simply "My Profile", would it be better?
- I don't understand the "Contact Details". They are my contact details or whose contact details? If they are my contact details, I think the sub-heading can be "My Contacts" or "My information"

2. Home screen button on the bottom

- The earth icon* is the place I travelled or the place I want to go? Not clear at this point.

**Not main function*

B. Review by Michael Radford

Heuristic	Review
Visibility of system status	9/10

	<p>The visibility of system status was very clear and for the most part I was able to grasp what was going on. It confused me a just a little bit of because of the heading "Add new Travel Log" along with the plus logo.</p> <p>The reason is that I was second guessing myself on whether or not I was actually adding a new Travel log. Why is there a plus sign? Aren't I already adding a new a travel log?</p>
Match between system and the real world	<p>9.5/10</p> <p>The match between system and the real world is spot on. All words, phrases, and concepts were familiar to me and easy to understand. All information is appeared in a logical order.</p> <p>Regarding the trip details in the timeline, I am was a tiny bit confused as to what "highly liberal" was at first because of the icon used for that detail.</p>
User control and freedom:	<p>8.5/10</p> <p>In the "Tell us about the details below" section I was trying to select the next button on the top of the page to proceed further because the next button has consistently been at the top of the page. Maybe find a way to mitigate this so that the next button on the top of this page isn't redundant.</p> <p>When toggling between timeline, goals, and about maybe make it simpler to exit out of each one by reducing the number of clicks from one to two. To do this, you can shrink the size of the user's profile picture, name and handle. As well as display timeline, goas, and about across horizontally on the screen.</p> <p>Other than these points, the user control and freedom are quite solid.</p>
Consistency and standards	<p>10/10</p> <p>I can easily tell the difference between words, situations and actions taken. The standards are high and the consistency is very good.</p>
Error prevention	<p>9/10</p> <p>When I was on the "Add new travel log" screen that adds the other details, I was unable to go back which is an error. Other than this, the prevention of errors is top notch.</p>

Heuristic Review Assessment

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Recognition rather than recall	10/10 Very little to no amount of memory is needed when going through the app and all options are visible. On the “Review Travel Log Details” screen it displays all the information that I have inputting so that I don’t have remember anything I inputted.
Flexibility and efficiency of use	8/10 The app is very flexible and the efficiency of use is great for the most. Everything is straightforward no matter what level of user is using it. When adding details in the Travel log. Maybe add an option where the user can create their options for things such as the “Tag/Highlight” and “What kind of trip was it?” sections. What if the users desired tag is not available in the dropdown or the desired option in the checkbox is not available? Maybe add a plus symbol that when the user clicks it will expand into a modal window where they can type what they want in themselves. As someone who travels, I would be disappointed documenting my travels if the “other” was the only option applicable to my trip. I want to be able to remember what I did.
Aesthetic and minimalist design	10/10 All dialogues contain useful information for the user. The aesthetic is very pleasing and minimal enough to be easy for anyone to use.
Help users recognize, diagnose, and recover from errors	This is not applicable.
Help and documentation	This is not applicable to your app but I see that you included info tips symbols for additional information which is good.