

Heat Maps

Task	Hit Target	Hit Target Region	Missed Target
1. Create Schedule	80%	20%	
2. View Markets	80%	20%	
3. Create Account	60%	40%	
4. Choose Antica Market	60%	20%	20%
5. Favorite Antica Market	80%	20%	
6. Add Note to Favorite	80%	20%	
7. Add Antica to Schedule	60%	20%	20%
8. Filter Categories	60%	40%	
9. View Markets on Oct 12	80%	20%	
10. View Schedule	60%	40%	
11. Locate Main Menu	100%		
12. Add Purchase	80%	20%	
13. Add Tags to Purchase	60%	40%	
14. Add Photo to Purchase	80%	20%	
15. Add Note to Photo	60%	20%	20%
16. Close the Purchase Row	60%	40%	

Multiple-choice

Task	100%	80%	60%	40%	20%	20%
1.	Finger scroll					
2.		Long-press			Finger tap	
3.			Map view	Details view		
4.			# of markets	# of train stops		
5.	6 markets					
6.		Tap day			Tap number icon	
7.	Finger scroll					
8.		Tap			Long-press	
9.		Calendar icon			Heart icon	
10.		Tap			Long-press	
11.			Long-press		Swipe	I don't know

Recommendations

Usability Issue	Priority	Effort	New Feature
Plan Trip			
Change Plan Trip icon to suitcase. Make more obvious.	HIGH	LOW	
Iconography & Affordances			
Make number icon bigger and make entire day active	HIGH	LOW	
Add icons to days	LOW	HIGH	
Make icons in details view smaller	LOW	LOW	
Find new icon or other affordance for filtering categories	HIGH	MED	
Add affordance to view items that are out of screen display range	HIGH	LOW	
Add Open/Close list affordance. Move icon utility further down into list	HIGH	LOW	
Views			
Change the display of List View to horizontal Day View and make each day larger. Swipe or pan to left or right to view days of trip.	HIGH	HIGH	
Task Rework			
Remove date range on all screens except for initial plan screen	HIGH	MED	
Use FAB to change market views	MED	HIGH	YES
Need to ad the behavior for Add Event button	MED	MED	
Scheduling and Planning tasks need to be revisited	HIGH	HIGH	
Work out 2 task flows for list making	HIGH	HIGH	YES
Work out 2 task flows for filtering	HIGH	HIGH	YES
Revisit archive action for list items. Long-press vs swipe. Use FAB.	LOW	HIGH	YES
Other			
Index, legend or hover for details view icons	MED	HIGH	YES
Tutorial for novice user	LOW	HIGH	YES