Ron Jackson

Plan Trip
When asked to plan trip Ron chose the calendar instead of plan trip from the main menu.

There are conflicts between those two workflows. They both use the same icon.
- Plan trip (maybe consider using the phrase "Plan Trip" in main menu.
- Add to schedule

The number icons are not obvious and they are too small. Ron did not think they represented the markets because he had already chosen the Antica Market. He thought maybe the number icons were for train stops.

To access the markets tapping the day is more intuitive than tapping the number icon.

Ron was looking for a "market" icon.

Views
Calendar view
When changing the way a market is viewed the calendar view and list view are very similar. Both of views are very busy.

List view
For the list view if you click the day the markets should display below.

Maybe try a day slider for a different approach. Pan to the right or left, then click on day and display markets below. (Show sketches/simple task wireframe)

Terminology suggestions
- Day View
- Calendar View
- Map View

Map view
Map view should be a larger map view that allows you to touch the pin and get a popup.

The task in the map view should be the biggest area. The most important thing is the location.

The display of the date range is wasted space.

List task

Closing the list was not obvious because he did not go through the steps to make the list. (this is a test flaw)

It is not obvious you can close the list by tapping the list name.

It is not obvious you can remove a list or list item by swiping.

Filtering
The filter icon is not obvious. The look and feel of the filtering icon does not match the mental model of the user. The icon is too hi-tech.

Need an icon or word/phrase or task flow that is obvious to the user that they can filter their preferences based on category. Maybe use "categories" in this case.

Insights
- Trying to test to many tasks in one study.
- Plan trip and add to schedule should have different icons
    - Plan trip use a suitcase icon.
    - Add to schedule use calendar icon.
- Make the day item bigger.
    - Browse through day view by swiping row to left or right.
    - Tap on day to get vertical list scroll of markets and points of interest on schedule.
- Add icons to the days.
    - What iconography is appropriate to place on the day?
- In market details views the icons are too large.
    - They are inviting interactivity. If they are not active they should be smaller.
    - Provide an index or legend that tells the user what the icons stand for.
        - Is a hover appropriate in this case?

_____

Drew Ford

Plan Trip
To plan trip Drew clicked the calendar icon rather than going to the main menu.

The number icon on the days seemed intuitive to him but could be better.

The number icon needs to be bigger and more obvious. Maybe use the phrase in parenthesis (6 markets)

The market list is scrollable. It needs to be more obvious that there are more markets than what is being shown.

Views
In the views Drew became blind to the date range and the menu bar.

Schedule Icon
It is not clear what the "Add Event" button does exactly.

List Task
There needs to be some affordance that you can open and close the lists either through a colored band for the row item name, open/close iconography, expand/collapse caret or through the use of a FAB.

For the FAB the user could long-press the item row that brings up more choices. See Pinterest for example.

Insights
- Planning trip should be obvious on details page.
    - Use new plan trip icon.
- Number icon is not obvious that it represents number of markets on a given day and is too small.
- Need affordance when list is scrollable and there are more to view than what is displayed.
- The date range and view menu bar need to be addressed.
    - Date range is not needed after the initial plan task.
    - The views could be handled with a FAB.
- Where should the "add event" button click through?
    - This is not obvious.
    - Should it go to my schedule?
    - Should it provide feedback that the event was added?
    - What other places would the user want to go from here?
- The scheduling and planning tasks need to be consistent and where different need to be more obvious.

_____

Deborah Burks

When Deborah chose the Antica Market she thought the next screen was the map view.

To plan a trip Deborah chose the truck icon.

There needs to be some affordance for "Plan Trip" on the market details screen.

She thought the number icons where the number of train stops.

When tapping the day there needs to be an affordance that lets the user know that some are hidden. (Show more)

Deborah thought the list view was a view for a single day.

Open/close list is not obvious.

Remove list or list item needs to have a select all or delete all or trashcan.

Deborah had no idea where to find the filter to narrow her choices.

Add to schedule and plan trip are too similar.

The add tags is not obvious.

Closing row was not obvious.

Demographic considerations:
- Little or no experience with social media
- Little or no experience with smart phones

Insights
- Provide a quick tutorial on key tasks for novice user.
- Remove what is not possible to implement and start a backlog.
- Work out the tasks that are doable and get them right.
- Tailor tasks to what is doable and run another test.
- Need "Plan Trip" affordance for the details screen.
- Show more affordance for scrollable regions.
- Number icons are not intuitive.
- List view is not obvious that it is for more than one day.
- Open/close list is not obvious.
- Remove list is not obvious.
- Filtering choices is not obvious.
- Deborah thought that this would be a great thing to have for any trip.
- The idea of the shared experience and memorable experience was appealing to her.
- We both agreed that this was DIY experience design.

_____

Monelisa

Plan Trip
Elisa was able to find the plan trip task from the main menu right away.

She knew what the number icons were but agreed that they could be bigger. However she did mention that on her tablet she would be using a stylus and that they would be ok as is.

List View

She agreed that the new approach to the day display would be better.

She also came up with another view for the markets with the days listed on the top row and the markets listed on the left for a matrix view of markets and days. (Show sketch or simple wireframe)

Shopping List

Opening and closing the list needs to have an arrow affordance.

Put the utility icons inside of the lists so that the top row can accommodate an arrow.

She did not know what the checkmarks were for in the list.

She discovered that there were two different kinds of lists
- wish list
- shopping list (or collections list)

Wish list is for types of items and does not need the checkbox affordance. Shopping list or collections list would be for a series of items for example each volume of Shakespeare. Therefore requiring a checkbox by each volume to keep track.

When creating a list the user could choose between wish list and collections list or choose between an open or closed list.

Quotes
"I love this!"
"I think it's awesome!"

Favorites

Elisa discovered that two different "favorites" actions were taking place.

To favorite a market during planning was different than favoring a vendor while on the trip.

During planning she wanted to add a market to her plan draft then decide after viewing all the markets which ones to add to her agenda.

While on the trip she wants to be able to add a vendor and or market to her favorites after she has had the experience.

Quotes
"Stores are my favorite!"
"I really like this!"

There is a difference between choosing a favorite market while planning a trip and choosing a favorite market or vendor while on the trip.
- Add to my plan
- Add to my favorites

Filter
Elisa located the filter but agreed that it needed to be more prominent and match the mental model of the personas.

The iconography needs to convey a shopping list or something that represents choosing from categories. The preferences icon needs to make sense to the user group.

Purchases
She was not sure if adding a note would add a note to each photo or if she could click on each photo to add a note.

It was not clear that the add note icon applied singularly to that item section.

Membership
Elisa thought there should be different levels of membership that she could choose to pay for.

Insights
- Add arrow affordance for out of view lists.
- Move icon utility down to allow for arrow icon in row item.
- Explore two scenarios for list making.
- Explore two scenarios for favoring.
- Find new filtering icon.

_____

Tewillie

Plan Trip
Tewillie chose the schedule icon to plan a trip.

The number icon is ok for her. The number for the days however is illegible.

List View
Try using a FAB for the various views.

She tends to use the main menu for settings. Sometimes it takes her longer to discover where the hidden features are located in a new app.

Remove List
She would long-press to remove an item. This typically gives you more options.

Swiping is typically used to archive things or put them away. You can always get them back if desired.

Filter
This was recognizable to her. She is an advanced Android user so this makes sense.

Add Event
This task flow was not obvious to her. She did not know if the event was added to her schedule. The "Add Event" button looks like a tab. If it is a button consider the placement of the button and make it look more like a button.

Insights
- Calendar icon is chosen the most to plan a trip
- Use a FAB for different views.
- Evaluate the archiving action for list items. Long-press vs swipe.
- Add Event task needs to be more obvious.