ATHENS PASS

Megan Aldinger, Jessica Fabbricatore, Kiyan Kojoori, Kim Nguyen

USER PERSONAS

Reminiscing Planner

- UGA alumnus who enjoys returning to Athens with her husband during football season.
- **Goal**: Maximize time in Athens by planning ahead of time
- **Dislikes**: Too much info, waiting for others, and making new accounts

Family Fun Day Tripper

- Teacher and mother living in Atlanta who enjoys taking day trips with her kids.
- **Goal**: Find affordable activities that everyone will enjoy outside of the city
- **Dislikes**: Wasting time staring at screens, no “favorite” option, sponsored websites and posts

More User Details

PROTOTYPE WALKTHROUGH

- Jakob’s Law (referencing similar apps)
- Aesthetic-Usability Effect
- Law of Common Region

Prototype Link

USABILITY TEST

8 participants

1 in-depth interview

6 functionality tasks (success/fail)

4 timed tasks

1 product reaction cards

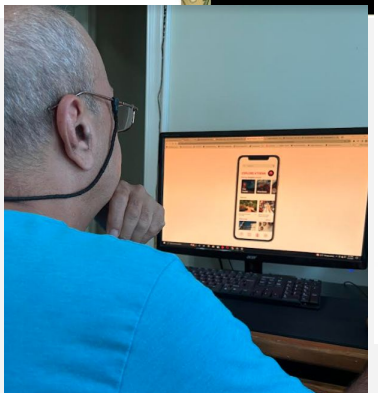
Usability Test Script

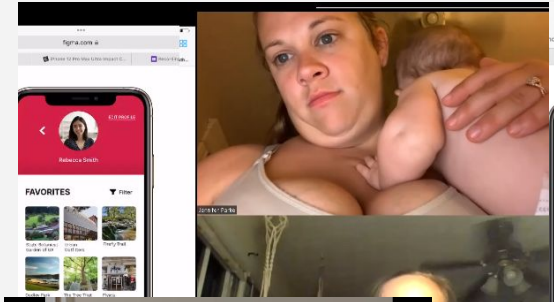
Task List

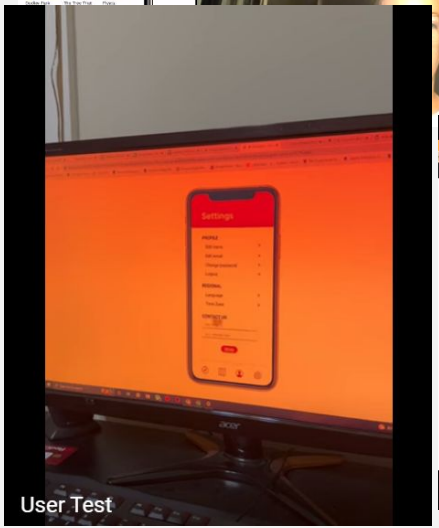
Locate the hours of operation for the State Botanical Garden of GA. ☆	*Navigate through the app and find a picture of the Tate Student Center.* ☆
Make an account so you can save different spots. ☆	*Log out of your account.* ⧖
Locate a list of parks in the Athens area. ☆	*Add the State Botanical Garden of GA to your favorites.* ⧖
Find the "Contact Us" section. ☆	*Navigate to your favorites.* ⧖
Find shops in the Downtown area. ☆	*Get directions to the State Botanical Garden of GA.* ⧖

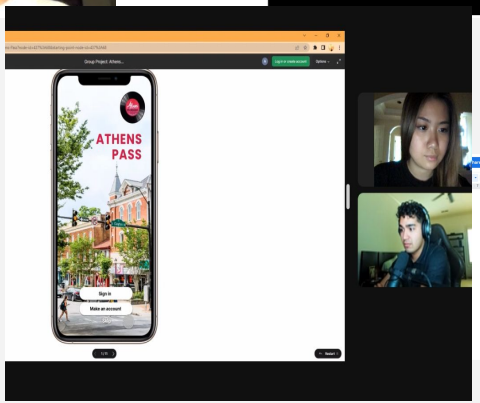
☆ **Success/Fail**
⧖ **Time on task**

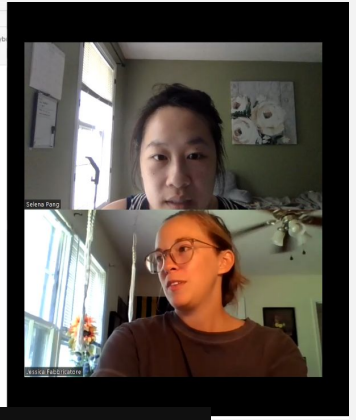
OUR PARTICIPANTS

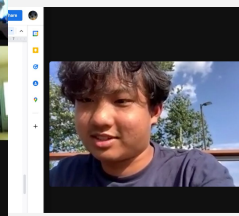












IN-DEPTH INTERVIEW INSIGHTS

Not likely to download an app to go somewhere once

The travel app most people use is **Google Maps**

Most people **do not** usually download a travel app for where they are going

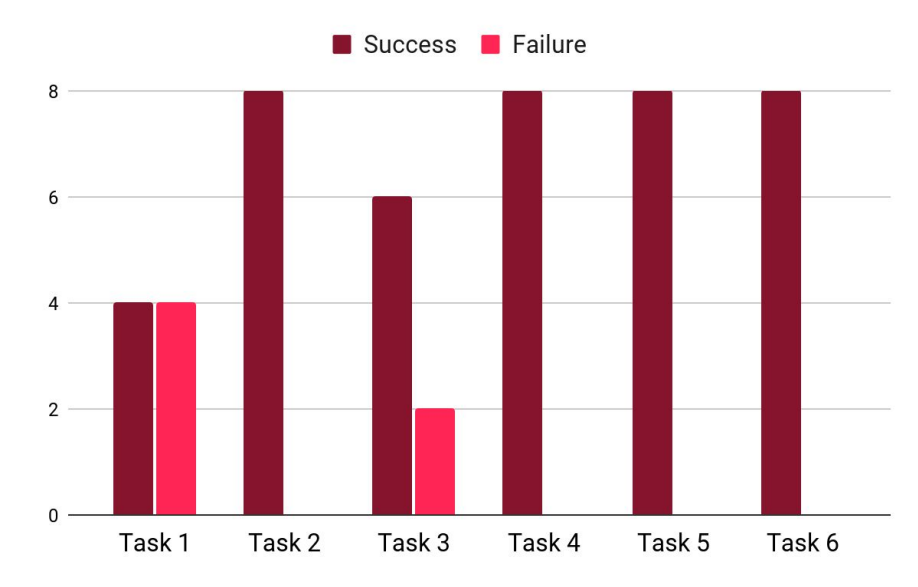
Most people mentioned looking at **reviews** for the places they might visit

Like to find **places to eat** and **cheap things to do** on weekend trips

Raw Data

USABILITY TEST RESULTS

Task Success Rate



88% Success Rate Overall

Time on Task

Task 7: **9.37**

Task 8: **4.64**

Task 9: **5.07**

Task 10: **4.22**

USABILITY TEST RESULTS

USABILITY TEST RESULTS

Finding #1

“ I used the taskbar a lot during the interview. The icons made it easier to understand what they were for and made navigation easy

Finding #2

“I like how all the cool destinations in Athens are organized in a way where it is easy to find.

Finding #3

“It’s nice to have the pictures for each place so I know what I’m looking for before I go.

In general, participants felt that the app was easy to use and familiar. It felt like other apps they had used, and felt comfortable using it.

USABILITY TEST RESULTS

Major Errors

- Users had trouble getting back to pages (especially to log in).
- Could not find some locations.
- Some users did not know they could scroll.

Minor Errors

- Users were unsure whether or not they should press skip or sign in to enter the app.
- Scrolling down and looking through each section took time.

WHAT WE LEARNED

Megan • Became more familiar with Figma prototyping, especially making functional features • Using Jakob's Law to create a familiar UX	*Jess* • Hawthorne effect is definitely an issue in usability testing. • Jakob's Law came up indirectly a bunch. • Creating tasks/interview questions is difficult
Kiyan • Make sure to have your users in mind when designing. Not everyone is familiar with some UI elements so it is important that our design help guide users to find what they need. • It is important to be patient during user interviews	*Kim* • I saw the Aesthetic-usability test in real life while testing the usability.. The people that I interviewed thought it was a very clean looking app and was more impressed with the design. They rarely commented negatively on the design or UI.