

## M2: Understanding The Problem

To find out who my users are and what they find desirable in an online system, I collected information from an online survey and sat down with participants for any interview and a wants and needs analysis. The following are the results of both the survey and the interviews.

### Project Overview

My project is a system (human-machine) designed for its users to seek out activities. Activities 4 Us is a web-based application where a user inputs their location by zip code, how many people will participate in the activity and starts a query. They are then presented with a list of results of activities; in their area, happening within 24 hours from their search, displayed depending on local weather (no Frisbee in the park option offered if it is currently raining or calling for rain), date accessed (no picnic suggestions if it is winter) and separated by low-to-no cost activities and activities requiring money. Additionally, at this point, users can also select a set of filters to narrow down the type of activity they might want to take part in.

## COMPETITORS

After a web search for related projects I discovered lots of websites that have lists of activities to do to alleviate boredom, lists of jokes and lists of videos to waste time watching. In my search I only found one site that could be considered direct/similar competitors:

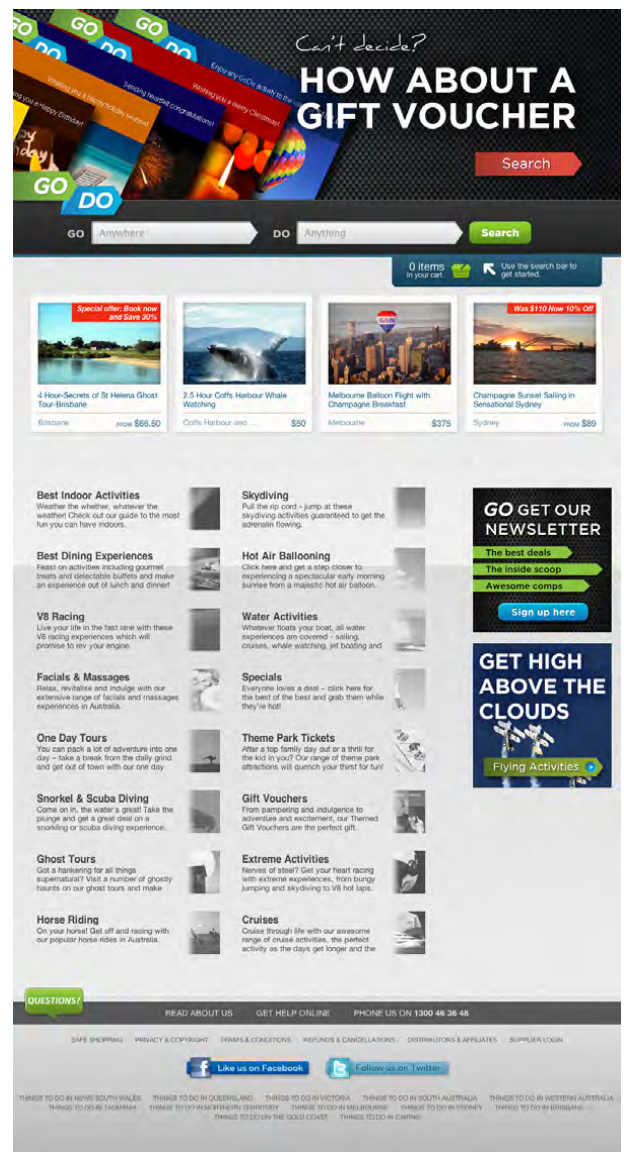
Go Do (<http://www.godo.com.au>): Go Do is an Australian website that focuses on finding activities for people in Australia. Users are given the options of 'Area' (Go) and 'Types of Activities' (Do). The following is a list of pros and cons I found while interacting with the GoDo website (additional screenshots of the GoDo experience can be found in Appendix VI).

### Pros

- Clean design
- Simple interface
- Offers first tier location filter to areas of Australia
- Offers first tier activity filter for several activities
- Offers pre-selected activity options on the front page
- Results are displayed as separate cards
- Card size can be adjusted to include more or less information
- Can sort results by name or price
- Can narrow results by price (range & limits)
- More information on activity is self-contained within the GoDo website
- New search always available at the top of the page

### Cons

- Limited only to Australia
- Aside from a jQuery slider "Got a Question" slide, "Questions" and "Get Help Online" are buried at the bottom of the page in the footer
- Activities seem to be static and unrelated to time of year or weather
- Appears to be more tourism-based



# USERS

## Stakeholders

The stakeholders for this project (Cooper, 53) are:

- **Stephen Gilbert**, acting as project manager
- **Nik Karpinsky**, acting as assistant to the project manager
- **Ryan Wilson** (myself), as developer, marketing, user support and design
- **Potential Advertisers**, post-completion

The stakeholders for the final product are:

- **Potential Advertisers**, post-completion (if the system takes the advertising route)
- **Vendors**, those listed or linked in the search results
- **Users**, those actually interacting with the system

## User Profile

To create my User Profile I decided that it would be best to focus on a narrower age group (21–55). While I do see value in the 56–70 and 71+ range markets, I feel that they are, at this current time, both secondary markets for this system. This is not to say anything ill of either demographic – the future intention of this system is to be available for anyone seeking activities. However, in addition to time constraints for this project, I thought it best to focus on one age group to start with and tailor the system to then meet the needs of a wider audience later.

### Persona Hypothesis (Cooper, 60)

Age: 21–55 years (Average: 38 years)

Gender: No bias

Race/Color/Ethnicity: No bias

Education: Minimum High School degree

Income: \$20,000–\$100,000/year (Average: \$60,000/year)

Technology: Internet-proficient, tend to use social media

Disabilities: No specific limitations

Family: Single or married

### *What different sorts of people might use this product?*

Everyone feels bored at some point, depending on his or her amount of free time. At inception, I see my users being from a wide demographic (age, race, income range, etc). I think that this product would ultimately benefit children, teens, adults and adults with children.

### *How might their needs and behaviors vary?*

- Needs would vary depending on age (type of activity), annual income (cost of activity) and personal interest (variety of activity). It should also be said that there is a bias to this product towards those who have access to the internet (availability of product).
- Some people may need a cognitive coping approach (change in thought process to change situation), other a behavioral (actions to change) [Nett, 2009] – design and content should reflect both.

### *What ranges of behavior and types of environments need to be explored?*

- Bored to Lethargic – There are varying levels of boredom [Gosline, 2007 & Fahlman, 2009]. Sometimes boredom takes the form of becoming a ‘couch potato’ and watching hours of television, other times it can take the form of irritability or frustration, the reaction to boredom varies among individuals [Gosline, 2007]. This wide range needs to be explored to understand what type of interface would satisfy all levels of boredom.
- Need for Novelty – Extraverts and introverts deal with boredom and boring situations differently (i.e.,



extroverts require more stimulation [Gosline, 2007].

- Time Management – need to consider users who have both poor and good time management [Misra, 2000].

### Method of Collection, Part 1

To define my user profiles, I created an online survey using Survey Monkey. The survey was sent out to 54 people. I received results from 42.6% of those surveyed. Of those that responded, 100% completed the survey. The survey, the results and my full analysis can be found in Appendix I. I thought that a survey would reach a wider demographic to help to narrow down my users.

The results of my survey point to that my system will need to accommodate a broad user base who is familiar with using the internet. The system must be accessible across a variety of browsing devices. I was surprised by the lack of boredom / free time that those surveyed have – I should consider removing 'boredom' from the project equation and open up the system up to everyone seeking activities. An additional competitor of my system will be word of mouth, more specifically from friends. As an internet-based system, it will be difficult to compete with word of mouth (e.g., phone/text, suggestions from friends/family, invitations from social media outlets, etc.) will be difficult to compete. To compete, the addition of social media sharing, such as "Share this Activity" should be considered for the final version of this system to leverage social media to create interest in activities users are participating in and to promote the system (website) for those who may not be interested in that specific activity but are looking for something to do.

The system will need to incorporate both no-cost and for-pay activities to take part in. I still plan on limiting search results according to local current weather conditions, even though that didn't turn out to be as important as I had thought. The system will need to include options to narrow search results for individual activities and group activities.

### Method of Collection, Part 2

To further define my user, I used the interview method, consisting of semi-structured interview (more qualitative than quantitative), followed by a wants and needs analysis to collect my measures. Interview participants were selected from my network in Chicago. Email and text invitations were sent out to a group of 25 people ranging in age from 23 to 54. Gender was divided 60% female 40% male. Race/color/ethnic background was varied, however did include a wider population of Caucasians. Seven people responded to my interview request that could participate in the week that I was holding interviews. Of those seven, two were male and all of them were Caucasian. While I wanted a wider sample of the population, due to time constraints for this project I had to go with who was available. If I were to do this again with a more flexible time frame, I would have cast a wider net to find interview participants, possibly taking an advertisement for participants.

The clean interview forms and questions I created can be found in Appendix II. Completed forms, interview notes, and exit surveys can be found in Appendix III. The data analysis of the user interviews can be found in Appendix IV. Photos of the interview area and links to videos of the interviews are available in Appendix V.

### Interview Environment

The interviews were conducted in my dining room, which is an isolated room in my home, with a long conference-like table and ample seating. The interviews were scheduled at a time when there was no foot traffic through my apartment, limiting interruptions. I did my best to create a quiet and relaxing atmosphere for the interviews, although neighbor and street noise were unavoidable. The interviewees sat at the east end (one side of the short end) of the table, while I sat at the opposite side. This layout was decided upon because it was best for recording (video) purposes. Interviewers were provided with two ballpoint pens and a clipboard to write on – the need for the clipboard is that the table is difficult to write on. The moderator's side of the table had a clipboard, a pencil to take notes, a folder of all the forms for the present interview, a stack of blank note cards and Sharpie pen for the brainstorming activity and the camera mounted on a tripod.

## Process

To begin the interview process I contacted twelve people to request interview times. Of those twelve people, nine responded to schedule interview times. Of those nine, seven people were able to appear for their scheduled interview. There was a slight gender bias due to availability of participants (28.6% Male / 71.4% Female).

Interviews were conducted individually and interview subjects were asked to silence their mobile phones before the interview began. For the interviews, I followed the process in 'Understanding Your Users' (Courage/Baxter). As subjects arrived for their interview time, I welcomed them, took their coats and showed them to the interview area. At this point I asked them to sit at the east end of the table and offered them a bottle of water. To warm them up, I engaged them in basic conversation, with the focus on them being the priority of the conversation to try to get them comfortable being the main speaker. After a few minutes of this, I asked them if we should get started and then presented them with a 'Statement of Consent', followed by a 'Confidentiality Agreement'. These forms were reproduced from 'Understanding Your Users' sample forms. Samples of these forms can be found in Appendix II. Once the user had signed the forms, I collected the forms and then gave them a page of 'User Notes' and explained that any notes they may need to take should be recorded on this paper and that the notes would be collected at the end of the interview.

At this point I would ask permission to record and when given, announce that I was starting the video. I had prepared two pages of questions. The questions had three different sections and then the wants and needs brainstorming activity. The sections were: 'Defining Boredom', 'Finding Activities' and 'Accessibility of Websites/Interfaces'. My purpose for asking these questions was to:

- Find reasons and situations as to when a user might access my system
- How active in finding things to do a user might be when bored
- What activities users might be looking for
- What types of refining searches a user might desire for my system
- What other methods users interact with to find activities
- What makes a good design in terms of accessibility

A review of the questions can be found in the next section of this review. A clean copy of the interview questions can be found in Appendix III. The results I'm adding here are a summary of my conclusions. Detailed results can be found in Appendix IV.

## Defining Boredom Review

The first thing to note is that most of the participants find themselves filling their free time by watching TV but in comparison, watching TV was only listed by one participant as something they want to do with their free time. Just less than 50% of the participants are bored when they are left alone, and 6 out of 7 rely on friends for their source of activities. Friends are going to be difficult for my system to contend with, however those other people need a source to find activities to do, which my system could fill. 85.6% of the participants use the internet to find activities. The design of my system will need to consider users who are feeling anxious and annoyed/irritated by their boredom.

## Finding Activities Review

100% of the participants interviewed use the internet to find activities. 71.4% of those interviewed typically do activities that cost money, however, it should be considered that the other 28.6% responded that "sometimes" their activities cost money. My system should consider the sites that the participants use (Metromix, Yelp, Groupon, Google...) as competitor examples and try to refine/simplify my system in comparison. My system should separate activities by cost and consider priority to activities that cost money. One question that could have been asked to clarify is: "Do you prefer activities that cost over those that do not?". Users may find themselves taking part in for-cost activities but prefer to not spend money if given the option.

## Accessibility of Websites/Interfaces Review

Building a website that is 'easy to use': Links are clear/intuitive, site is easy to navigate, information is easy to find, site is complete (as opposed to broken links).

'Easy to use' websites to consider: Google/Google products and GrubHub.

Building a website that is 'intuitive': Easy to navigate

'Intuitive' websites to consider: Apple.com, 37Signals, Fab.com, Mint.com, GrubHub.

Building a website that is 'clean': Limit distractions/movement, simple, uncrowded, no advertisements. NOTE: use normal, well-written language that the user understands.

'Clean' websites to consider: GapersBlock, Apple.com, 37Signals, Anthropology, GrubHub.

Building a website that is 'well-designed': Relay information well, attractive, good flow, easy to navigate, colorful, natural flow of information, good use of space.

'Well-designed' websites to consider: Apple.com, 37Signals, Fab.com, Mint.com, GrubHub.

My system will need to avoid long load times - this can be achieved by following the user suggestions like keeping the design simple, limiting advertising and animations, etc. All links should be functional. The page should offer an easy to find FAQ/Help section. If there is any contact information needed for my site (perhaps for 'report a problem') it should be placed in a clear location.

### **Wants & Needs Brainstorming Activity Review**

This activity generated good ideas for what users are looking for when searching for activities and what information they need when receiving results. While I think that this was a good activity to do, it generated a lot of options to consider. A better solution for a future task would be to give the participant pre-printed cards that may contain a good amount of the above comments and have them sort them by importance. With those results the feedback would be more quantitative results.

### **Completion**

I ended the interview by handing the participant their 'Exit Interview' and turning off the camera. At this point I would ask if there were any follow up questions or notes that they had taken during the interview. Only one participant out of the seven had taken any notes – it was a request for an additional question about "listing other media they use to find activities".

### **Analysis Overview**

*What breakdowns occur while users perform their tasks?*

Problems users encounter when trying to currently find things to do is – come across outdated information, can't find details and can't easily access event contact information. Users also noted that they don't necessarily like advertising, especially when their search results have tailored the ads they see. This is a slight setback, since my idea for my system would be highly marketable to places that have activities to promote (restaurants, museums, venues, etc.).

*What do they see as their needs for better tools?*

The users want a system that gives them options to filter their search, provides them with a variety of options (results), search by location or ZIP code, avoid buried content (less than 2-clicks to results), ability to sort query.

*What system is currently available to accomplish these tasks?*

The users currently use sites like MetroMix, Groupon, Yelp, GapersBlock and Google to find activities.

*What are its strong and weak characteristics?*

The strong characteristics of these sites are that most consider them having good designs. One participant suggested that MetroMix was frustrating. The weak characteristic is that there were lots of sites that people frequent to find activities. My system would help to unify that search to one accessible place that is feed information from the others.

*What functionality should your system include to accommodate these tasks?*

The way I see the backend for this project working would be to combine several different public APIs (Weather.com, Google Maps, Yelp, Fandango...) to output the results of an individual search. Users could select what genre of activity they want to get results from, if they are looking for something to do alone or with others (with others as default, since 100% of those interviewed preferred to spend time with others as well as 69.6% of people surveyed).

*Based on your users, what constraints will you place on your design (e.g. size, price, materials, etc)?*

The design will have to be attractive, intuitive and easy to use. It will need to load fast. The content will need to be concise, written from the perspective of the user and be in a clean layout. Navigation should be easy to use, has to include a filtering system, but be easy to understand without telling the user how to use the system.

## Personas

### Persona No. 1

*Name:* Margret M.

*Age:* 42

*Job:* Financial Analyst for a major bank

*Education:* BS, MBA

*Income:* \$80,000/year

*Family:* Married with a 3-year-old son

*Disabilities:* Has a stigmatism – wears contacts to correct

*Technological Ability:* Heavy computer use for work, emails friends and uses social media in free time. Comfortable using a computer and the internet

*Hobbies:* Dinner parties with friends, Going out to try new restaurants



Margret loves her job, but looks forward to coming home every evening to her husband, Tim and their son Kevin. She and Tim have been married for 14 years, but just recently (in the past 4 years) decided to have children. Both she and her husband were preoccupied with their education; her husband had just completed his PhD in design and she her MBA the year they conceived Kevin.

Margret does miss all the free time she had before having children, but wouldn't give her son up for the world. Both she and her husband try to plan activities with their friends on the weekend – Sometimes with kids, sometimes without. However after working all week and taking care of a toddler, she finds it hard to come up with interesting, unique ideas for things to do. Her old stand-by is "invite some friends over around the time we put Kevin to bed, make some appetizers and open a bottle of wine... or 6." She does like going out, but the last time she did was months ago to have curry with her friend Jill while Tim stayed at home with their son.

In the evenings, after Kevin goes to bed, she and her husband watch "crappy TV", surf the internet or read before getting ready for bed themselves. Margret says that, "ever since Tim got his design degree, she takes more notice to how things are designed, like websites and advertising." She and Tim like to go on walks when the weather is nice, but Margret thinks that the walks were "more interesting" when they lived in the city. The couple moved to the suburbs when they found out they were expecting.

### Key Attributes:

- Comfortable with computers
- Is motivated to be active



**Persona No. 2**

*Name:* Steve T.

*Age:* 33

*Job:* Marketing Coordinator

*Education:* BS

*Income:* \$60,000/year

*Family:* Single, no children

*Disabilities:* Slight seasonal asthma

*Technological Ability:* On the computer all day at the office, doing mostly managerial tasks and layout reviews. Has recently started leaving his laptop at the office and only using his iPad for emails, web searches, and social media when commuting or at home.

*Hobbies:* Playing cards, reading books and watching football

Steve is good at his job, but lately he has decided that his free time is very valuable to him. Over the past few years, he would find himself taking work home in the evenings and spending his personal time doing office tasks. He and his boss talked about this over a year ago and together they agreed that he should start leaving his laptop at his desk as long as no projects fall through the cracks. 15 months on, Steve is finding lots of things to do with his now-free evenings and weekends.



Steve enjoys meeting up with his friends to watch his favorite team play at the bar down the street. He also enjoys having his buddies over to his apartment once a month for poker. Being single, Steve hopes to eventually meet the right woman, but doesn't think that will happen at a bar and definitely not at one of his poker nights. He has been trying to find more activities to do that involve meeting people, like taking classes at the local music school and he has signed up for a few cooking classes as well.

Most of Steve's evening activities, excluding when he is reading a book, involve the television on in the background, usually ESPN. He says "it is mostly just for filler." When asked about his free time, Steve mentioned that he feels like "there is a lot to do around here, but sometimes I just can't tap into what I *want* to do."

*Key Attributes:*

- Comfortable with computers/tablets
- Understands the value of personal time

**Persona No. 3**

*Name:* Leslie K.

*Age:* 25

*Job:* Human Resources

*Education:* Associates in Administration

*Income:* \$35,000/year

*Family:* Single, no children

*Disabilities:* Wears glasses

*Technological Ability:* Claims she is "not good with computers". She uses Microsoft Office products for daily work tasks, owns a Smartphone (iPhone) that was a gift from her parents, and has a laptop at home. She says she is "mostly just a text and Facebook" person.

*Hobbies:* Hanging out with friends, drinking coffee, running along the lake



Leslie is an avid runner. She has taken part in three triathlons over the past few years since moving to the city. She lives with two roommates in a comfortable apartment. Currently, both of her roommates don't spend much time at home; the one has a new boyfriend who she is always with at his place and the other has to leave for long periods of

time for work trips. Leslie describes herself as a “homebody”. She defines this as “enjoying her time alone in the apartment”.

Leslie works a regular 40-hour a week workweek. In the evening, after her run, when she isn’t curled up on the couch watching her favorite TV shows, she texts with her friends to make plans to meet up. She says she doesn’t really like bars, but enjoys going when for trivia night. There are a few different coffee shops near her apartment that she enjoys spending time in as well. On the weekend Leslie tries to go early to her favorite coffee shop to “get one of the comfortable chairs”. She can spend hours there by herself reading, but prefers where her friends join her and they people watch.

Leslie admits to rarely using her laptop anymore. Since she got her iPhone a few months ago, she does all of her social networking and internet searching using her phone. She says she “feels comfortable using her iPhone” and has been “addicted” to a few game Apps on her phone lately.

Leslie claims to like spending time alone, but does get lonely and bored from time to time. When she is, she feels like getting out and doing things, but ends up watching TV because she “feels lazy”. She wishes she had more options besides watching TV.

*Key Attributes:*

- Smartphone user
- Desires to find more activities for her to do when she is bored

## Scenario

It is Saturday afternoon. You are sitting on your couch, home alone with no plans. The friends you usually hang out with are either sick or traveling. Nothing that you want to watch is on the television and you’ve just returned the movies you had from your rental company. You’ve recently heard through office colleagues that there is a new website that helps you find activities in your area. You grab your laptop and enter the website address: [www.activities4.us](http://www.activities4.us)

## TASKS

The following is a list of tasks a user might do using the completed system and the possible steps they would take to complete each task.

### **Search for activities by location** (per user-entered ZIP code)

To begin the interaction with the system, users will start the results query process by entering their ZIP code, or the ZIP code of the location in which they are looking for an activity. For example, John lives in Manhattan (10001). He is planning a night out with Anita in Williamsburg (11211).

### **Search for activities for just you to do** (individual user)

Users will be able to narrow search results starting from the first filtering system. The first is mentioned above, the other is “Number of Participants”. This is so users can find solo activities, activities for two people as well as group activities (see next task). If Damien wanted to do something by himself this afternoon, he would first enter the ZIP code of the area he wanted to do the activity then select ‘1’ from the “Number of Participants” dropdown menu.

### **Search for activities for two or more users**

This is similar to the last task, but for multiple participants. To continue the example of John and Anita’s night out above, after entering the ZIP code, John would continue by selecting ‘2’ people from the “Number of Participants” dropdown menu.

### **Search for an activity you are interested in that does not cost anything to participate in**

This task speaks specifically to manipulating the results query. Conceptually, there will be different tabs for ‘Free’ and

‘For Cost’ activities. For example, Samantha is looking for something to do with her friends this afternoon that doesn’t cost anything. After getting her search results, she would then narrow those results by clicking on the “Free Activities” tab.

#### **Search for an activity you are interested in that costs money to participate in**

Similar to the prior task, the user would interact with the “Activities for a Cost” tab. For example, Chris and Melanie just recently starting dating. Chris is taking Melanie out tonight and wants to impress her. After getting his search results, he would then narrow those results by clicking on the “Activities for a Cost” tab.

#### **Share an activity you would like to take part in using social media**

Once finding an activity to participate in, a user can then announce to their preferred social media outlet (or multiple) that they are taking part in that activity. For example, Stephanie has decided to go to the Dave & Busters in Old Towne. She then clicks on the “Share this Activity” button, is prompted to select what social media outlet she wants to share to (e.g., Twitter, Facebook, G+, email, etc.), prompted to log in to that (or those) outlets and her activity is shared.

#### **Find information about an activity you would like to take part in**

While still deciding on an activity to participate in, a user can then get more information than what is provided by clicking on the “More Info” or, if available, activity location website. For example, together, Henry and Kat are searching for brunch ideas for tomorrow morning. They have found a few ideas, but would like to know more about the activity (possibly what they have on the menu). They click on the “More Info” link and are taken to the activity location’s website (opened in a new window/tab) to find out more specific details on the activity.

#### **Find directions to an activity you would like to take part in**

Once finding an activity to participate in, a user can then get directions to the event by clicking on the “Get Directions” link or clicking on the map of the activity location. For example, Charles has found an activity to do for the evening. He clicks on the map for the activity location, enters his current location, and is then provided with directions (via Google Maps API) offering him the ability to select from driving, public transit or walking directions.

## **Task Environment**

The environment in which my users would use the system is quite broad – it could be at their desk at work, in any room of their dwelling or anywhere their media interface allows. The media interface would include any internet enabled device (e.g., desktop/laptop computer, tablet, internet-enabled cell phone). Since the environment could potentially be anywhere, the system design should consider that the user has a good chance to encounter distractions (e.g., phone calls, work, kids, outside street environment, other computer activity, other phone activity, etc.).

# **MEASURES**

To measure the success of my design, I plan to evaluate:

- The time it takes to complete a search query
- The amount of effort it takes to load the site and execute a search (measured by Likert scale in exit interview)
- User approval of aesthetic design (clean / well-designed / intuitive / easy-to-use)
- User approval of content
- User approval of results
- User approval of filtering system
- Retention, such as “Would you use this website again?” (measured by Likert scale in exit interview)
- Google Analytic tracking of entry and exit page (measured in final system use)
- Potential activity tracking by offering coupon through the website for each event (collect and compile)

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# USER INTERVIEWS

## User Interview – 001

<http://youtu.be/asxsjeQltSE>

## User Interview – 002

<http://youtu.be/ZSr60MHKpgA>

## User Interview – 003

<http://youtu.be/EYa3cvhfe6o>

## User Interview – 004

<http://youtu.be/5zGlzOpBWJs>

## User Interview – 005

[http://youtu.be/\\_9H8xRmS8nM](http://youtu.be/_9H8xRmS8nM)

## User Interview – 006

<http://youtu.be/RLS4b7dv4PQ>

## User Interview – 007

<http://youtu.be/tCopEjopgQE>



# **APPENDIX I**

*Online Survey, Results & Review*

# Internet Usage, Amount of Leisure Time Survey

## \*1. Are you male or female?

- ☐ Male
- ☐ Female

## \*2. Which category below includes your age?

- ☐ 17 or younger
- ☐ 18-20
- ☐ 21-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60 or older

## \*3. What is the highest level of school you have completed or the highest degree you have received?

- ☐ Less than high school degree
- ☐ High school degree or equivalent (e.g., GED)
- ☐ Some college but no degree
- ☐ Associate degree
- ☐ Bachelor degree
- ☐ Graduate degree

## \*4. What is your annual income?

- ☐ Less than \$20,000
- ☐ \$20,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or More

## Internet Usage, Amount of Leisure Time Survey

### \*5. How frequently do you use the internet?

- ☐ 0-1 hours/day
- ☐ 1-2 hours/day
- ☐ 2-3 hours/day
- ☐ 3-4 hours/day
- ☐ 4-5 hours/day
- ☐ 5-6 hours/day
- ☐ 6-7 hours/day
- ☐ 7-8 hours/day
- ☐ 8+ hours/day

### \*6. What devices do you use to browse the internet?

- ☐ Desktop computer
- ☐ Laptop
- ☐ Cell phone/Smartphone
- ☐ Tablet/iPad

### \*7. Which social networking website do you use most often?

- ☐ Facebook
- ☐ GooglePlus
- ☐ LinkedIn
- ☐ Twitter
- ☐ MySpace
- ☐ Other (please specify)

### \*8. Do you ever feel like you don't have anything to do?

- ☐ Yes
- ☐ No

### \*9. Do you find yourself with long periods of free time?

- ☐ Yes
- ☐ No

## Internet Usage, Amount of Leisure Time Survey

**\*10. Do you perceive your free time as voluntary or forced upon you?**

- ☐ Voluntary
- ☐ Forced

**\*11. Do you feel that your entertainment options are limited?**

- ☐ Yes
- ☐ No

**\*12. How do you seek out activities to fill your free time?**

- ☐ Family
- ☐ Friends
- ☐ Internet
- ☐ Newspaper
- ☐ Social Media
- ☐ Other (please specify)

**\*13. Do the activities you take part in typically cost a fee (cost) or are free (no-cost) or both?**

- ☐ Cost
- ☐ No-cost
- ☐ Both

**\*14. Do you like to spend your free time alone or with others?**

- ☐ Alone
- ☐ With others

**\*15. Do you ever use websites that help you find activities? (e.g. MetroMix, Yelp, etc.)**

- ☐ Yes
- ☐ No





## Internet Usage, Amount of Leisure Time Survey






**\*16. How valuable would you find a website that finds activities...**

[illegible]

## 1. Are you male or female?

		Response Percent	Response Count
Male		43.5%	10
Female		56.5%	13
answered question			23
skipped question			0

## 2. Which category below includes your age?

		Response Percent	Response Count
17 or younger		0.0%	0
18-20		4.3%	1
21-29		13.0%	3
30-39		73.9%	17
40-49		4.3%	1
50-59		4.3%	1
60 or older		0.0%	0
answered question			23
skipped question			0










### 3. What is the highest level of school you have completed or the highest degree you have received?

		Response Percent	Response Count
Less than high school degree		4.3%	1
High school degree or equivalent (e.g., GED)		0.0%	0
Some college but no degree		17.4%	4
Associate degree		4.3%	1
Bachelor degree		34.8%	8
Graduate degree		39.1%	9
answered question			23
skipped question			0





### 4. What is your annual income?

		Response Percent	Response Count
Less than \$20,000		13.0%	3
\$20,000 to \$34,999		13.0%	3
\$35,000 to \$49,999		8.7%	2
\$50,000 to \$74,999		39.1%	9
\$75,000 to \$99,999		4.3%	1
\$100,000 to \$149,999		13.0%	3
\$150,000 or More		8.7%	2
answered question			23
skipped question			0

## 5. How frequently do you use the internet?







		Response Percent	Response Count
0-1 hours/day		0.0%	0
1-2 hours/day		17.4%	4
2-3 hours/day		8.7%	2
3-4 hours/day		13.0%	3
4-5 hours/day		17.4%	4
5-6 hours/day		4.3%	1
6-7 hours/day		4.3%	1
7-8 hours/day		8.7%	2
8+ hours/day		26.1%	6
answered question			23
skipped question			0

## 6. What devices do you use to browse the internet?



		Response Percent	Response Count
Desktop computer		56.5%	13
Laptop		100.0%	23
Cell phone/Smartphone		73.9%	17
Tablet/iPad		39.1%	9
answered question			23
skipped question			0





## 7. Which social networking website do you use most often?

		Response Percent	Response Count
Facebook		78.3%	18
GooglePlus		34.8%	8
LinkedIn		30.4%	7
Twitter		30.4%	7
MySpace		4.3%	1
Other (please specify)		4.3%	1
answered question			23
skipped question			0



## 8. Do you ever feel like you don't have anything to do?

		Response Percent	Response Count
Yes		17.4%	4
No		82.6%	19
answered question			23
skipped question			0



### 9. Do you find yourself with long periods of free time?

		Response Percent	Response Count
Yes		17.4%	4
No		82.6%	19
answered question			23
skipped question			0







### 10. Do you perceive your free time as voluntary or forced upon you?

		Response Percent	Response Count
Voluntary		82.6%	19
Forced		17.4%	4
answered question			23
skipped question			0




### 11. Do you feel that your entertainment options are limited?

		Response Percent	Response Count
Yes		13.0%	3
No		87.0%	20
answered question			23
skipped question			0



## 12. How do you seek out activities to fill your free time?

		Response Percent	Response Count
Family		56.5%	13
<b>Friends</b>		<b>87.0%</b>	<b>20</b>
Internet		69.6%	16
Newspaper		8.7%	2
Social Media		56.5%	13
Other (please specify)		13.0%	3
answered question			<b>23</b>
skipped question			<b>0</b>



## 13. Do the activities you take part in typically cost a fee (cost) or are free (no-cost) or both?

		Response Percent	Response Count
Cost		8.7%	2
No-cost		4.3%	1
<b>Both</b>		<b>87.0%</b>	<b>20</b>
answered question			<b>23</b>
skipped question			<b>0</b>

#### 14. Do you like to spend your free time alone or with others?

		Response Percent	Response Count
Alone		30.4%	7
With others		69.6%	16
answered question			23
skipped question			0

#### 15. Do you ever use websites that help you find activities? (e.g. MetroMix, Yelp, etc.)

		Response Percent	Response Count
Yes		65.2%	15
No		34.8%	8
answered question			23
skipped question			0

## 16. How valuable would you find a website that finds activities...

	Would Not Use						Would Use	Rating Average	Response Count
...in your area	13.0% (3)	4.3% (1)	0.0% (0)	4.3% (1)	8.7% (2)	26.1% (6)	<b>43.5% (10)</b>	5.43	23
...depending on current weather conditions	21.7% (5)	13.0% (3)	0.0% (0)	17.4% (4)	8.7% (2)	13.0% (3)	<b>26.1% (6)</b>	4.22	23
...for you to do alone	21.7% (5)	0.0% (0)	13.0% (3)	4.3% (1)	<b>34.8% (8)</b>	4.3% (1)	21.7% (5)	4.30	23
...for you to do with others	8.7% (2)	0.0% (0)	4.3% (1)	17.4% (4)	17.4% (4)	13.0% (3)	<b>39.1% (9)</b>	5.30	23
...that have no cost	13.0% (3)	0.0% (0)	0.0% (0)	8.7% (2)	17.4% (4)	13.0% (3)	<b>47.8% (11)</b>	5.48	23
...that you will have to pay for	17.4% (4)	8.7% (2)	8.7% (2)	4.3% (1)	17.4% (4)	4.3% (1)	<b>39.1% (9)</b>	4.65	23
answered question									<b>23</b>
skipped question									<b>0</b>

# Survey Monkey Review – 'You Are Never Bored'

I created a 16 question survey on the topic of 'Internet Usage &/ Amount of Leisure Time' using surveymonkey.com. The survey was sent out on Sunday, January 22, 2012 to 54 potential users, with a response end date of Wednesday, January 25, 2012 – 9:00pm. Of those asked, 23 potential users accessed the survey. All the users who were surveyed completed 100% of the responses (0% questions skipped).

## Basic Demographics

Of those surveyed, 56.5% were male, 43.5% female with a great majority age range of between 30-39 (73.9%). 13.0% were between 21-29 and 4.3% between 18-20, 40-49 and 50-59 respectively (1 user response for each category). A majority had completed higher education (39.1% graduate degree, 34.8% bachelor degree, 17.4% some college but no degree, 4.3% with an associate degree and 4.3% with less than a high school degree.

39.1% had an annual household income of \$50,000 to \$74,999, 13.0% \$100,000 to \$149,999, 13.0% \$20,000 to \$34,999, 13.0% less than \$20,000, 8.7% making \$150,000 or more, 8.7% \$35,000 to \$49,999 and 4.3% \$75,000 to \$99,999.

## Internet Usage

All users surveyed use the internet to some extent (1+ hours) per day: 8+ hours - 26.1%, 1-2 hours - 17.4%, 4-5 hours - 17.4%, 3-4 hours - 13.0%, 7-8 hours - 8.7%, 2-3 hours - 8.7%, 6-7 hours - 4.3% and 5-6 hours 4.3%. The devices used to browse the internet are: Laptop (100%), Cell phone/SmartPhone (73.9%), desktop computer (56.5%) and tablet/iPad (39.1%). The overlap was to allow those surveyed to select multiple devices since people use different media in different situations. 100% of the users surveyed use social media. The breakdown is as such (overlap is due to people using multiple options): Facebook (78.3%), Google Plus (34.8%), LinkedIn (30.4%), Twitter (30.4%), MySpace (4.3%) and Other (4.3%). It should be noted that the "Other (please specify)" option should have had an entry blank that accompanied it, but I received no responses.

## Free Time / Activities

17.4% of those surveyed said 'yes to the question "Do you ever feel like you don't have anything to do?" 82.6% responded no. The results were identical for the question "Do you find yourself with long periods of free time?" Apparently, those surveyed are busy individuals. However, when they do have free time, 82.6% responded that their free time is voluntary as opposed to forced upon them (17.4%). Seeing as those who responded to the survey tend to have their time filled with things to do, the following question, "Do you feel that your entertainment options are limited?" 87.0% responded that no, they do not feel limited in their entertainment choices (13.0% yes).

When the users do find themselves with free time, 87.0% find things to do through friends, 69.6% by using the internet, 56.5% through social media, 56.5% through family, 13.0% through 'Other' and 8.7% from newspapers. It should be noted that the "Other (please specify)" option should have had an entry blank that accompanied it, but I received no responses.

Of the activities that those surveyed take place in, 87.0% responded that the activities they typically take part in vary from costing money and being free. 8.7% responded that the activities they do only cost money and 4.3% only participate in no-cost activities. 69.6% prefer to spend their free time with others, while 30.4% prefer to spend it alone. 65.2% use the internet to assist in finding activities - 34.8% do not.

## Ideal System

In an ideal system, 43.5% of the users would use a website that helps to find activities in their area. Depending on weather conditions was spread pretty evenly across the Likert scale (21.7% would not while 26.1% would use and varying results in between). It was more important for the users to find activities to do with others than to do alone. And 47.8% would use a website to help find free activities to take part in. The users would use a website like this to



find activities that cost money, but only 39.1%. Of these responses, "in your area" and "that have not cost" were the two highest rated answers (average rating of 5.43 and 5.48 respectively).

**My Review**

The results of my survey point to that my system will need to accommodate a broad user base who is familiar with using the internet. The system must be accessible across a variety of browsing devices. I was surprised by the lack of boredom / free time that those surveyed have. An additional competitor of my system will be word of mouth, more specifically from friends. This will be nearly impossible to compete with, so instead, I will need to create a system that would appeal to the friend-base as well – They need to get their information from somewhere, right? The system will need to incorporate both no-cost and for-pay activities to take part in. I still plan on limiting search results according to local current weather conditions, even though that didn't turn out to be as important as I had thought. The system will need to include options to narrow search results for individual activities and group activities.

# **APPENDIX II**

*Clean Forms & Interview Questions*

# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new product 'You Are Never Bored' (working title). By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way.

## Evaluation Procedure

You will be asked to answer a variety of questions about your free time, boredom, personal activities and preference of websites, then we will complete a brainstorming activity. While you work, I will record your interactions and notate your comments.

## Confidentiality

We will use the data you give us, along with the information we collect from other participants, to develop our product. To ensure confidentiality, we will not associate your name with the data. This session will be recorded.

## Breaks

There are no scheduled breaks. However, you may take a break at any time.

## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Confidentiality Agreement

Thank you for agreeing to give us your feedback on our new product 'You Are Never Bored' (working title). The concepts you will be exposed to, and the information concerning them, are confidential and have not been released to the public. In exchange for participating in our design process and for seeing these unreleased concepts, you agree to keep the information you see or hear confidential until Ryan G. Wilson releases that information to the public. You agree not to disclose this information to any third parties or use the information for any purpose other than this development process.

This agreement will cover discussions we intend to have with you on \_\_\_\_\_.

To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.

We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Ryan's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Users Notes

*Please feel free to take any notes on this page during the interview and brainstorming activity. Your notes will be collected at the end of the interview and kept.*

# Exit Survey

Do you feel that the questions you were asked clear and concise? ☐ Yes ☐ No

Did you ever feel any of the questions were “loaded” or “leading”? ☐ Yes ☐ No

If ‘Yes’, please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview? ☐ Yes ☐ No

If ‘Yes’, please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you be willing to take part in additional interviews or user testing activities? ☐ Yes ☐ No

# Exit Survey

Do you feel that the questions you were asked clear and concise? ☐ Yes ☐ No

Did you ever feel any of the questions were “loaded” or “leading”? ☐ Yes ☐ No

If ‘Yes’, please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview? ☐ Yes ☐ No

If ‘Yes’, please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you be willing to take part in additional interviews or user testing activities? ☐ Yes ☐ No



## Interview Questions - Never Bored (Courage, Chapter 7)

1. Welcome Participant
2. Warm-up Participant
3. Present Forms
4. Begin Activity

---

**Boredom:** *The following questions are related to your individual free time and your perception of your free time.*

How often do you find yourself with free time?

How do you typically occupy your free time?

What do you like to do in your free time?

Do you ever find yourself with nothing to do?

How often do you find yourself bored?

In what situations do you find yourself bored?

Describe the last time you were bored.

Do you actively seek out activities if you have free time or were bored?

What are some methods you would use to find activities?

Please list what activities you might take part in when you are bored.

Please list any feelings you might experience when you are bored.

---

**Finding Activities:** *The following questions are related to activities you might take part in. Activities can be things you do with your time such as: dining out, seeing movies, going to museums, playing in the park, sledding, taking part in a snowball fight, going on a garden walk, attending the theater, etc. These are only examples – you are not expected to remember these examples or to have ever taken part in any of them. These questions are to find out what you like to do with your free time.*

How to you discover activities to take part in?

What activities have you taken part in the past two weeks?

When you take part in activities do they typically cost money?

Do you ever use newspapers to find activities? If so, please list the newspapers.

Do you ever use the internet to find activities? If so, please list the websites?

Do you typically do activities alone or with other people?

---

**Accessibility of Websites/Interfaces:** *The following questions are to gather your perception of websites you have interacted with in the past in relation to usefulness.*

How often do you use the internet per day:

0-1hrs, 1-2hrs, 2-3hrs, 3-4hrs, 4-5hrs, 5-6hrs, 6-7hrs, 7-8hrs, 8+hrs

Do you use Social Media? If so, please list the Social Media sites you use:

Do you ever feel like you 'waste time' on the internet?

What makes a website 'easy to use'?

When I say 'easy to use' what websites come to mind? Please name as many websites that you can.

What makes a website 'frustrating'?

When I say 'frustrating' what websites come to mind? Please name as many websites that you can.

What makes a website 'intuitive'?

When I say 'intuitive' what websites come to mind? Please name as many websites that you can.

What makes a website 'clean'?

When I say 'clean' what websites come to mind? Please name as many websites that you can.

What makes a website 'well-designed'?

When I say 'well-designed' what websites come to mind? Please name as many websites that you can.

---

**Wants & Needs Analysis:** *The following activity is to brainstorm ideas of an ideal system.*

What are the characteristics of an ideal online system that lets you find activities to do?

Please arrange these concepts from most to least important to you.

What kind of information do you need from an ideal online activity finder?

Please arrange these concepts from most to least important to you.

# **APPENDIX III**

*User Responses from Interviews*

# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new product 'You Are Never Bored' (working title). By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way.

## Evaluation Procedure

You will be asked to answer a variety of questions about your free time, boredom, personal activities and preference of websites, then we will complete a brainstorming activity. While you work, I will record your interactions and notate your comments.

## Confidentiality

We will use the data you give us, along with the information we collect from other participants, to develop our product. To ensure confidentiality, we will not associate your name with the data. This session will be recorded.

## Breaks

There are no scheduled breaks. However, you may take a break at any time.

## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: 1-24-12

# Confidentiality Agreement

Thank you for agreeing to give us your feedback on our new product 'You Are Never Bored' (working title). The concepts you will be exposed to, and the information concerning them, are confidential and have not been released to the public. In exchange for participating in our design process and for seeing these unreleased concepts, you agree to keep the information you see or hear confidential until Ryan G. Wilson releases that information to the public. You agree not to disclose this information to any third parties or use the information for any purpose other than this development process.

This agreement will cover discussions we intend to have with you on 1-24-12.

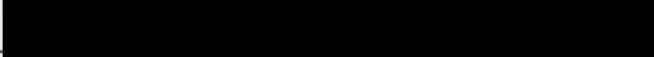
To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.

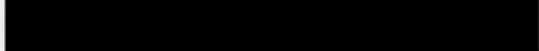
We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

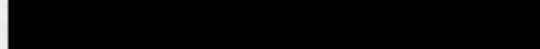
Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature:  Date: 1-24-12

Printed Name: 

Ryan's Signature:  Date: 1-24-12

001

## Interview Questions - Never Bored (Courage, Chapter 7)

1. Welcome Participant
2. Warm-up Participant
3. Present Forms
4. Begin Activity

**Boredom:** The following questions are related to your individual free time and your perception of your free time.

How often do you find yourself with free time? FEW TIMES A WEEK

How do you typically occupy your free time? SPEND TIME FILLED OR AT HOME

What do you like to do in your free time? EAT, WATCH MOVIES, BOARD GAMES -

Do you ever find yourself with nothing to do? SOMETIMES

How often do you find yourself bored? FEW TIMES A MONTH

In what situations do you find yourself bored? HOME ALONE, NO PLANS, NOTHING ON TV DON'T FEEL LIKE GOING

Describe the last time you were bored. SIMILAR TO ABOVE - ANTSY - NOT ENTERTAINED

Do you actively seek out activities if you have free time or were bored? SOMETIMES

What are some methods you would use to find activities? ASK PEOPLE, LOOK ON LINE, READ PAPER/MAG  
ARTICLE

Please list what activities you might take part in when you are bored. WATCHING SOMETHING HOME/THEATER, SHOPPING  
GO TO EVENTS (MUSEUM, GALLERY) PUBLIC FUNCTION, PARADE

Please list any feelings you might experience when you are bored.

ANTSY, LONELY, LAZY

**Finding Activities:** The following questions are related to activities you might take part in. Activities can be things you do with your time such as: dining out, seeing movies, going to museums, playing in the park, sledding, taking part in a snowball fight, going on a garden walk, attending the theater, etc. These are only examples - you are not expected to remember these examples or to have ever taken part in any of them. These questions are to find out what you like to do with your free time.

How do you discover activities to take part in? THROUGH PEOPLE, ONLINE, EMAIL ANNOUNCE, ARTICLES,  
SOMETIMES A POSTER OR SIGN.

What activities have you taken part in the past two weeks?

OUT TO EAT, SHOPPING, EXERCISE, PARTIES

When you take part in activities do they typically cost money?

YES TYPICALLY

Do you ever use newspapers to find activities? If so, please list the newspapers. CHICAGO TRIBUNE

Do you ever use the internet to find activities? If so, please list the websites. METROMIX, CITY SEARCH,  
YELP, SPECIFIC VENUE SITES.

Do you typically do activities alone or with other people?

USUALLY WITH OTHERS.



**Accessibility of Websites/Interfaces:** The following questions are to gather your perception of websites you have interacted with in the past in relation to usefulness.

How often do you use the internet per day:

0-1hrs, 1-2hrs, 2-3hrs, 3-4hrs, 4-5hrs, 5-6hrs, 6-7hrs, 7-8hrs, 8+hrs

Do you use Social Media? If so, please list the Social Media sites you use: FB, G+, TWITTER, LINKEDIN

Do you ever feel like you 'waste time' on the internet? YES.

What makes a website 'easy to use'? WHERE I CAN FIND INFO QUICKLY, DOESN'T LOOK BUSY  
NICE LAYOUT EASY TO UNDERSTAND, EASILY SEARCHABLE - RELEVANT, CURRENT

When I say 'easy to use' what websites come to mind? Please name as many websites that you can.

GOOGLE APPLICATIONS - USER FRIENDLY, YELP - EASY TO USE, GRUBHUB EASY TO USE SEE WHAT, EVITE.

What makes a website 'frustrating'? I CAN'T FIND WHAT I'M LOOKING FOR IN THE FIRST FEW PAGES  
IF THE INFO IS OUTDATED, NOT INTUITIVE

When I say 'frustrating' what websites come to mind? Please name as many websites that you can.

FACEBOOK, CITY OF CHICAGO WEBSITE, CHICAGO PARK DISTRICT,

What makes a website 'intuitive'? WHERE I CAN EASILY NAV - BUTTONS MAKE SENSE, MAKES SENSE  
DON'T NEED SOMEONE TO TELL ME HOW TO USE IT

When I say 'intuitive' what websites come to mind? Please name as many websites that you can.

EVITE - GRUBHUB

What makes a website 'clean'?

NOT A LOT OF STUFF, LIMITED COLUMNS, NO IFRAMES...

When I say 'clean' what websites come to mind? Please name as many websites that you can.

GOOGLE APPS, (SEE VIDEO)

What makes a website 'well-designed'?

LOOKS NICE, COLORFUL ATTRACTIVE, MAKE SENSE, FIND/SEARCH EASILY, SEARCH BAR FONT CENTER

When I say 'well-designed' what websites come to mind? Please name as many websites that you can. (INTUITIVE)

SOUTHWEST, IMDB, YELP, GRUBHUB

**Wants & Needs Analysis:** The following activity is to brainstorm ideas of an ideal system.

What are the characteristics of an ideal online system that lets you find activities to do?

Please arrange these concepts from most to least important to you.

What kind of information do you need from an ideal online activity finder?

Please arrange these concepts from most to least important to you.

# Users Notes

*Please feel free to take any notes on this page during the interview and brainstorming activity. Your notes will be collected at the end of the interview and kept.*

# Exit Survey

Do you feel that the questions you were asked clear and concise?

☒ Yes ☐ No

Did you ever feel any of the questions were "loaded" or "leading"?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

\_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

\_\_\_\_\_

Would you be willing to take part in additional interviews or user testing activities?

☒ Yes ☐ No

001-1

SEARCHABLE

001-1

001-3

FREE TO USE

DEFINED SEARCH OPTIONS

GIVES INFORMATION FOR  
ACTIVITIES OR LINKS

001-4

001-2

REVIEWS FROM OTHER  
USERS

001-8

SITE REMEMBERERS USER

001-7

~~SPAC~~ EASY REGISTRATION

NOT TOO BUSY

9-100

001-5

CAN ADD EVENTS /  
ACTIVITIES TO SYSTEM

01-10

SUGGEST ACTIVITIES

01-09



WHERE

1-3

001-2

DESCRIPTION OF  
ACTIVITY

COST

1-4

WHEN

001-1

001-2

INFO ABOUT PARKING/  
PUBLIC X-IT

1-7

BRING ANYTHING?

1-8

REGISTER/  
BUY TICKETS

1-5

DRESS CODE

1-6

INFO ABOUT WHO  
IS GIVING EVENT

# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new product 'You Are Never Bored' (working title). By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way.

## Evaluation Procedure

You will be asked to answer a variety of questions about your free time, boredom, personal activities and preference of websites, then we will complete a brainstorming activity. While you work, I will record your interactions and notate your comments.

## Confidentiality

We will use the data you give us, along with the information we collect from other participants, to develop our product. To ensure confidentiality, we will not associate your name with the data. This session will be recorded.

## Breaks

There are no scheduled breaks. However, you may take a break at any time.

## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

-----  
If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: 1/24/2012

# Confidentiality Agreement

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This agreement will cover discussions we intend to have with you on 1/24/12.

To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.

We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Date: 1/24/12

Printed Name: \_\_\_\_\_

Ryan's Signature: \_\_\_\_\_

Date: 1/24/12

## Interview Questions - Never Bored (Courage, Chapter 7)

1. Welcome Participant
2. Warm-up Participant
3. Present Forms
4. Begin Activity

**Boredom:** The following questions are related to your individual free time and your perception of your free time.

How often do you find yourself with free time? ON THE WEEKENDS

How do you typically occupy your free time? 1/2 OUTSIDE THE HOME, 1/2 CLEANING OR WATCHING TV

What do you like to do in your free time? GO TO THE MOVIES

Do you ever find yourself with nothing to do? NO

How often do you find yourself bored? 15% OF FREETIME

In what situations do you find yourself bored? UNSURE

Describe the last time you were bored. PEARS FELL THROUGH - WANTED SOMETHING HOT

Do you actively seek out activities if you have free time or were bored? 1/2 OF THE TIME

What are some methods you would use to find activities? IF GOING CHECK IN W/ OTHERS, CHECK WHAT IS ON TV, OR FILL TIME WITH WORK

Please list what activities you might take part in when you are bored. GO ON INTERNET

Please list any feelings you might experience when you are bored. FRUSTRATION, RELIEVING

**Finding Activities:** The following questions are related to activities you might take part in.

Activities can be things you do with your time such as: dining out, seeing movies, going to museums, playing in the park, sledding, taking part in a snowball fight, going on a garden walk, attending the theater, etc. These are only examples – you are not expected to remember these examples or to have ever taken part in any of them. These questions are to find out what you like to do with your free time.

How to you discover activities to take part in? RECENTLY ONLINE FOR CLASSES, ETC.

What activities have you taken part in the past two weeks? BACK PARTY, JEWELRY MAKING CLASS, CAKE MAKING CLASS, OUT TO THE MOVIES

When you take part in activities do they typically cost money? 50% OF THE TIME

Do you ever use newspapers to find activities? If so, please list the newspapers. NO,

Do you ever use the internet to find activities? If so, please list the websites?

- OLD TOWN SCHOOL OF FOLK MUSIC
- CHICAGO BASED WHAT TO DO SITE
- VARIOUS SCHOOL COUNSELING WEBSITES



Do you typically do activities alone or with other people? WITH OTHERS

**Accessibility of Websites/Interfaces:** The following questions are to gather your perception of websites you have interacted with in the past in relation to usefulness.

How often do you use the internet per day:

0-1hrs, 1-2hrs, 2-3hrs, 3-4hrs, 4-5hrs, 5-6hrs, 6-7hrs, 7-8hrs, 8+hrs

Do you use Social Media? If so, please list the Social Media sites you use: FB,

Do you ever feel like you 'waste time' on the internet? YES!

What makes a website 'easy to use'? HAND INFO AVAILABLE AS A DROP DOWN, FAQ SECTIONS...

When I say 'easy to use' what websites come to mind? Please name as many websites that you can.

ASCA (COUNSELING WEBSITE), MARIA OLIVER

What makes a website 'frustrating'? PAGES MISSING, NOT BEING ABLE TO NAVIGATE BACK

When I say 'frustrating' what websites come to mind? Please name as many websites that you can.

CHICAGO MUSICIANS - SOME GOOGLE SHES

What makes a website 'intuitive'? WHEN IT IS TO THE POINT

When I say 'intuitive' what websites come to mind? Please name as many websites that you can.

What makes a website 'clean'? DOESN'T HAVE ADS, LIMITED MOVEMENT/ANIMATIONS

When I say 'clean' what websites come to mind? Please name as many websites that you can.

ANTHROPOLOGY WEBSITE

What makes a website 'well-designed'? USE OF SPACE, RELAY OF INFORMATION, USE OF COLOR

When I say 'well-designed' what websites come to mind? Please name as many websites that you can. NW HOSPITAL - GOOD EXAMPLE, NORTHSIDE COLLEGE PREP - USE OF SPACE

**Wants & Needs Analysis:** The following activity is to brainstorm ideas of an ideal system.

What are the characteristics of an ideal online system that lets you find activities to do?

Please arrange these concepts from most to least important to you.

What kind of information do you need from an ideal online activity finder?

Please arrange these concepts from most to least important to you.



# Users Notes

Please feel free to take any notes on this page during the interview and brainstorming activity. Your notes will be collected at the end of the interview and kept.

While this does not make a bad questions, the questions  
about

Some of the questions seemed so similar that it was often hard  
to give multiple answers for each.

# Exit Survey

Do you feel that the questions you were asked clear and concise?

☒ Yes ☐ No

Did you ever feel any of the questions were "loaded" or "leading"?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview?

☒ Yes ☐ No

If 'Yes', please explain: \_\_\_\_\_

Do you use any other sources besides the internet to get information.

Would you be willing to take part in additional interviews or user testing activities?

☒ Yes ☐ No

TO THE POINT

2-1

GOOD USE OF SPACE

2-3

HOW EASILY THE PAGE  
LOADS

2-2

OPTIONS FOR OTHER  
CONTACT INFO

2-4

CONCISE

2-2

REPUTABLE SOURCE  
(CITATION / LINK)

2-1

DETAILED

2-4

LEADS YOU DIRECTLY  
TO ACTIVITY

2-3

CONTACT INFO CLEAR

# Statement of Consent

## Purpose

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## Evaluation Procedure

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## Breaks

There are no scheduled breaks. However, you may take a break at any time.

## Freedom to Withdraw

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-----

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Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: 1-24-12

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Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: [redacted] Date: 1-24-12

Printed Name: [redacted]

Ryan's Signature: [redacted] Date: \_\_\_\_\_



## Interview Questions - Never Bored (Courage, Chapter 7)

1. Welcome Participant
2. Warm-up Participant
3. Present Forms
4. Begin Activity

**Boredom:** The following questions are related to your individual free time and your perception of your free time.

How often do you find yourself with free time? WEEKENDS, EVENINGS, SUMMER

How do you typically occupy your free time? TV, READING SIT OUTSIDE, DRINKS, OUT FOR FOOD

What do you like to do in your free time? READ, PLAY GAMES, GO TO MOVIES, YOGA, OUT DOOR ACTIVITIES, TRAVEL

Do you ever find yourself with nothing to do? YES.

How often do you find yourself bored? AT LEAST ~~ONCE~~ A WEEK, DEF MORE IN WINTER

In what situations do you find yourself bored? WINTER / COLD, HUSBAND BUSY, ALONE, FRIENDS UNAVAILABLE

Describe the last time you were bored. LAST WEEKEND - TIRED OF SITTING AROUND WATCHING TV

Do you actively seek out activities if you have free time or were bored? NOT AS MUCH ANYMORE - USED TO MORE WHEN SINGLE.

What are some methods you would use to find activities? CALL FRIENDS, METROMIX (INTERNET)

Please list what activities you might take part in when you are bored. LIKE TO: FESTIVALS / EVENTS, CLASSES, PLAY GAMES, SPORTS. WHAT DOES READ, WATCH MOVIE.

Please list any feelings you might experience when you are bored. BOREDOM, TIRED, LESS ENERGY, IRRITABLE

**Finding Activities:** The following questions are related to activities you might take part in.

Activities can be things you do with your time such as: dining out, seeing movies, going to museums, playing in the park, sledding, taking part in a snowball fight, going on a garden walk, attending the theater, etc. These are only examples - you are not expected to remember these examples or to have ever taken part in any of them. These questions are to find out what you like to do with your free time.

How to you discover activities to take part in? THROUGH FRIENDS OR INTERNET

What activities have you taken part in the past two weeks? GOING OUT TO EAT W/ FRIENDS, BOARD GAMES, PORTLUCK, GO TO GYM, YOGA

When you take part in activities do they typically cost money? YES, UNLESS THEY ARE AT SOMEONES HOUSE - WARMER MONTHS HAVE MORE NO COST OPTIONS

Do you ever use newspapers to find activities? If so, please list the newspapers. NO.

Do you ever use the internet to find activities? If so, please list the websites? YES

METROMIX, GROUPON

003  
Do you typically do activities alone or with other people? WITH OTHERS

**Accessibility of Websites/Interfaces:** The following questions are to gather your perception of websites you have interacted with in the past in relation to usefulness.

How often do you use the internet per day:

0-1hrs, 1-2hrs, 2-3hrs, 3-4hrs, 4-5hrs, 5-6hrs, 6-7hrs, 7-8hrs, 8+hrs

Do you use Social Media? If so, please list the Social Media sites you use: FB

Do you ever feel like you 'waste time' on the internet? YES

What makes a website 'easy to use'? CLEARLY LABELED LINKS, DROP DOWNS CATEGORIZED APPROP. LINKS WORK, PAGE ISN'T LONG / SCROLLING...

When I say 'easy to use' what websites come to mind? Please name as many websites that you can. SOUTHWEST.COM, BANK OF AMERICA, NETFLIX, FACEBOOK

What makes a website 'frustrating'? CAN'T FIND INFORMATION EASILY (HOURS) WHEN DON'T CONSIDER WHY PEOPLE ARE LOOKING AT SITE. (PHONE)

When I say 'frustrating' what websites come to mind? Please name as many websites that you can. PRINK.COM, INDIANA TOLL ROAD,

What makes a website 'intuitive'? UNSURE.

When I say 'intuitive' what websites come to mind? Please name as many websites that you can.

What makes a website 'clean'? IF THERE AREN'T A LOT OF PICTURES / GRAPHICS - NOT A LOT OF MOTION OR VIDEOS

When I say 'clean' what websites come to mind? Please name as many websites that you can. SOUTHWEST, BQA, NETFLIX

What makes a website 'well-designed'?

EASY TO NAVIGATE, INFORMATION / IMPORTANT LINKS CAN BE SEEN IMMEDIATELY

When I say 'well-designed' what websites come to mind? Please name as many websites that you can. SAME

**Wants & Needs Analysis:** The following activity is to brainstorm ideas of an ideal system.

What are the characteristics of an ideal online system that lets you find activities to do?

Please arrange these concepts from most to least important to you.

What kind of information do you need from an ideal online activity finder?

Please arrange these concepts from most to least important to you.

# Users Notes

*Please feel free to take any notes on this page during the interview and brainstorming activity. Your notes will be collected at the end of the interview and kept.*

# Exit Survey

Do you feel that the questions you were asked clear and concise?

☒ Yes

☐ No

*mostly*

Did you ever feel any of the questions were "loaded" or "leading"?

☐ Yes

☒ No

If 'Yes', please explain: \_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview?

☐ Yes

☒ No

If 'Yes', please explain: \_\_\_\_\_

Would you be willing to take part in additional interviews or user testing activities?

☒ Yes

☐ No

WAYS TO NARROW  
SEARCH

3-2

LOTS OF OPTIONS

3-1

DIFFERENT WAYS TO  
CATEGORIZE  
ACTIVITIES

3-3

003-1

00312

TIME / DATE

3-1

LOCATION

3-3

DESCRIPTION OF  
ACTIVITY

3-2

COST

3-4

# OF PEOPLE  
INVOLVED

3-6

REQUIREMENTS

3-5



# Statement of Consent

## Purpose

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## Evaluation Procedure

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## Breaks

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Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

1/25/10

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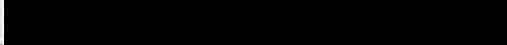
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Thank you for your participation.

-----

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Signature:  Date: 1/25/12

Printed Name: 

Ryan's Signature:  Date: 1/25/12

004  
Interview Questions - Never Bored (Courage, Chapter 7)

1. Welcome Participant
2. Warm-up Participant
3. Present Forms
4. Begin Activity

**Boredom:** The following questions are related to your individual free time and your perception of your free time.

How often do you find yourself with free time? NOT MUCH - A FEW HOURS IN EVE.

How do you typically occupy your free time? READING, BROWSING INTERNET, SHOPPING, PHONE, DINING OUT, USED TO DO POTTERY.

What do you like to do in your free time? TRAVEL.

Do you ever find yourself with nothing to do? No.

How often do you find yourself bored? NEVER (WAITING IN LINES) (CONFINED).

In what situations do you find yourself bored? SAME !!

Describe the last time you were bored. WAITING IN LINE AT CLOTHING STORE FOR HOURS WITH MY BABY

Do you actively seek out activities if you have free time or were bored? PLANS TO FIND FOR FREE TIME

What are some methods you would use to find activities? INTERNET, TEXTING, ASKING FRIENDS, ASKING FAMILY, CLASSES, TRAVELING

Please list what activities you might take part in when you are bored. (NEVER LEAVE HOUSEWORK)

GOING FOR A WALK, DINING OUT, MEETING FRIENDS, CLASSES, TRAVEL, WALKING TO TRAVEL

Please list any feelings you might experience when you are bored. FRUSTRATION, ANNOYANCE, ANNOY

**Finding Activities:** The following questions are related to activities you might take part in. Activities can be things you do with your time such as: dining out, seeing movies, going to museums, playing in the park, sledding, taking part in a snowball fight, going on a garden walk, attending the theater, etc. These are only examples - you are not expected to remember these examples or to have ever taken part in any of them. These questions are to find out what you like to do with your free time.

How do you discover activities to take part in? FRIEND SUGGESTIONS, SEE ARTICLE, PASS BY LOCATION, SPECIFIC SEARCH, REMEMBER THE LAST TIME YOU WERE BORED.

What activities have you taken part in the past two weeks? LOOKING FOR APTS, BOWLING, ICE CREAM, MET FRIEND FOR DINNER

When you take part in activities do they typically cost money? Sometimes.

Do you ever use newspapers to find activities? If so, please list the newspapers. No.

Do you ever use the internet to find activities? If so, please list the websites? YES - GOOGLE

BRANDON, TICKETMASTER, STUBTUB, SPECIFIC SEARCHES.

Do you typically do activities alone or with other people? BOTH, BUT USUALLY W/ OTHERS  
(ALWAYS IF YOU COUNT SON)

**Accessibility of Websites/Interfaces:** The following questions are to gather your perception of websites you have interacted with in the past in relation to usefulness.

How often do you use the internet per day:

0-1hrs, 1-2hrs, 2-3hrs, 3-4hrs, 4-5hrs, 5-6hrs, 6-7hrs, 7-8hrs, 8+hrs

Do you use Social Media? If so, please list the Social Media sites you use: NOT REALLY - LINKED IN, FB

Do you ever feel like you 'waste time' on the internet? YES.

What makes a website 'easy to use'? NAV TOOLS EASY TO FIND, LINKS WHEN THERE IS A SYNOPSIS, INFORMATION ISNT BURIED

When I say 'easy to use' what websites come to mind? Please name as many websites that you can. NOT AMAZON, GMAIL, HUFFINGTON POST, KAYAK, AMERICAN AIR, SPIRIT HOTPADS

What makes a website 'frustrating'? LOGIN ISSUES, THINGS NOT WORKING CORRECTLY

When I say 'frustrating' what websites come to mind? Please name as many websites that you can. AMAZON, CHASE, DELTA CRAIGSLIST.

What makes a website 'intuitive'? A NATURAL FLOW TO LAYOUT, ITEMS ARE LABELED, CONTACT INFO EASY TO FIND, HELP FILES EASY TO FIND, QUICK SOLUTIONS

When I say 'intuitive' what websites come to mind? Please name as many websites that you can. SPIRITAIR, KAYAK, (KNOWS PRICE IS IMPORTANT - MATHX)

What makes a website 'clean'? LIGHT IN COLOR, ARENT TOO DARK, USE NORMAL LANGUAGE, KEEP THINGS SIMPLE.

When I say 'clean' what websites come to mind? Please name as many websites that you can. ING-DIRECT

What makes a website 'well-designed'? EASY ON EYES, READ CLEARLY, (NO TEXT ON COLORED BG) CLEAN/UNIFORM COLORS, MINIMIZE BORDERS/BOXES, FONT EASY TO READ, NAV EASY TO FIND.

When I say 'well-designed' what websites come to mind? Please name as many websites that you can. KAYAK.COM, SOUTHWEST, ING-DIRECT, HUFFINGTON POST, BUT THEY OVERUSE IMAGES. AMAZON - NOT

**Wants & Needs Analysis:** The following activity is to brainstorm ideas of an ideal system.

What are the characteristics of an ideal online system that lets you find activities to do?

Please arrange these concepts from most to least important to you.

What kind of information do you need from an ideal online activity finder?

Please arrange these concepts from most to least important to you.



# Users Notes

*Please feel free to take any notes on this page during the interview and brainstorming activity. Your notes will be collected at the end of the interview and kept.*

# Exit Survey

Do you feel that the questions you were asked clear and concise?

☒ Yes ☐ No

Did you ever feel any of the questions were "loaded" or "leading"?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview?

☒ Yes ☐ No

If 'Yes', please explain:

Examples of types of site (i.e.  
travel, banking, news, shopping) would have  
helped refresh my recollection of sites I visit.

Would you be willing to take part in additional interviews or user testing activities?

☒ Yes ☐ No

QUERY RESULTS  
NOT AD BASED

4-2

FILTERS  
(SEVERAL OPTIONS)

4-1

GEOGRAPHICALLY

4-4

SUGGESTS NEW  
ACTIVITY

4-3

REVIEWS  
(PERSONAL / PROFESSIONAL)

4-6

BREAKS DOWN BY  
ACTIVITY

4-5



COST

4-2

AGE RANGE  
(KID FRIENDLY)

4-4

ACTIVITY  
DETAILS

4-1

LINKS TO  
MORE INFO

4-3

HOURS

4-5

FILTER TO  
ACTIVITY

4-7

Reviews

4-6

# Statement of Consent

## Purpose

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Signature: \_\_\_\_\_

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Date: \_\_\_\_\_

1.25.2012

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Thank you for your participation.

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Signature: [Redacted Signature] Date: 1/25/2012

Printed Name: [Redacted Name]

Ryan's Signature: [Redacted Signature] Date: 1/25/12

## Interview Questions - Never Bored (Courage, Chapter 7)

1. Welcome Participant
2. Warm-up Participant
3. Present Forms
4. Begin Activity

**Boredom:** The following questions are related to your individual free time and your perception of your free time.

How often do you find yourself with free time? AN HOUR OR TWO PER DAY, ONE DAY ON WEEKEND.

How do you typically occupy your free time? PASSIVE ENTERTAINMENT (VID GAMES, MOVIES, TV), COOKING.

What do you like to do in your free time? WATCH SPORTS, MOVIES, FAMILY/FRIENDS HANG OUT, DRINKING, READING,

Do you ever find yourself with nothing to do? YES, ON OCCASION - NOTHING NEW TO ENTERTAIN

How often do you find yourself bored? NOT VERY OFTEN. ONCE EVERY COUPLE WEEKS

In what situations do you find yourself bored? WIFE OUT OF TOWN, ALONE, NOTHING GOOD ON TV

Describe the last time you were bored. A FEW WEEKENDS AGO, 4-5 HOURS BEFORE FOOTBALL GAME, FILLED TIME W/ CLEANING.

Do you actively seek out activities if you have free time or were bored? NOT MUCH. ON OCCASION IF REALLY BORED

What are some methods you would use to find activities? DURING SUMMER - FESTIVAL WEBSITES, WHO IS PLAYING AT MUSIC VENUES, OR SPEND TIME ONLINE TO FIND IDEAS

Please list what activities you might take part in when you are bored. READING (BOOKS/MAGS), WATCH MOVIES, PLAYING VID GAMES, FINDING DRINKING BUDDIES.

Please list any feelings you might experience when you are bored. DEPRESSION,

**Finding Activities:** The following questions are related to activities you might take part in. Activities can be things you do with your time such as: dining out, seeing movies, going to museums, playing in the park, sledding, taking part in a snowball fight, going on a garden walk, attending the theater, etc. These are only examples - you are not expected to remember these examples or to have ever taken part in any of them. These questions are to find out what you like to do with your free time.

How to you discover activities to take part in? COMES FROM OTHER PEOPLE (WIFE), LOOKING ONLINE

What activities have you taken part in the past two weeks? DINING OUT, WATCHING MOVIES, PLAYING VID GAMES, READING, BOOK ON TAPE, CLEANING, DRINKING

When you take part in activities do they typically cost money? YES.

Do you ever use newspapers to find activities? If so, please list the newspapers. RARELY.  
LIST OF THEATER & EVENTS.

Do you ever use the internet to find activities? If so, please list the websites? YES. GOOGLE FOR SEARCHES

Do you typically do activities alone or with other people? WITH OTHERS - MAYBE SO/50

**Accessibility of Websites/Interfaces:** The following questions are to gather your perception of websites you have interacted with in the past in relation to usefulness.

How often do you use the internet per day:

0-1hrs, 1-2hrs, 2-3hrs, 3-4hrs, 4-5hrs, 5-6hrs, 6-7hrs, 7-8hrs, 8+hrs

Do you use Social Media? If so, please list the Social Media sites you use: YES. FB, TWITTER, G+

Do you ever feel like you 'waste time' on the internet? YES.

What makes a website 'easy to use'? IF IT IS NOT BROKEN. NOT FRUSTRATING

When I say 'easy to use' what websites come to mind? Please name as many websites that you can.

GOOGLE, GRUBHUB (MOBILE),

What makes a website 'frustrating'? FLASH WEBSITE - UNABLE TO COPY & PASTE - BROKEN, MULTIPLE FORMS TO FILL OUT W/ PRECISE ERRORS, LONG LOAD TIMES

When I say 'frustrating' what websites come to mind? Please name as many websites that you can.

STUDENT LOAN (MY ED ACCOUNT)

What makes a website 'intuitive'? INFO IS DISPLAYED EASY TO NAVIGATE W/ EYE, ITEMS ARE AS EXPECTED, LINKS LEAD TO WHERE YOU ASSUME (NO LOOPS), SLICK (PLEASING), SNAPPY (THINGS COME UP QUICK)

When I say 'intuitive' what websites come to mind? Please name as many websites that you can.

GOOGLE, FB, TWITTER, MINT.COM, WELLS FARGO.COM

What makes a website 'clean'? INFO IS ONLY THE INFO YOU WANT TO SEE, NO ADS OR PROMOTIONS

When I say 'clean' what websites come to mind? Please name as many websites that you can.

GRUBHUB, NOT ALL GOOGLE (SEARCH RESULTS) BUT FRONT PAGE IS, TWITTER

What makes a website 'well-designed'? NATURAL FLOW OF INFORMATION, EYE FLOW, CONTAINING REL. INFO

When I say 'well-designed' what websites come to mind? Please name as many websites that you can.

SOCIAL MEDIA (G+, TWITTER, FB)

**Wants & Needs Analysis:** The following activity is to brainstorm ideas of an ideal system.

What are the characteristics of an ideal online system that lets you find activities to do?

Please arrange these concepts from most to least important to you.

What kind of information do you need from an ideal online activity finder?

Please arrange these concepts from most to least important to you.



# Users Notes

*Please feel free to take any notes on this page during the interview and brainstorming activity. Your notes will be collected at the end of the interview and kept.*



# Exit Survey

Do you feel that the questions you were asked clear and concise?

☒ Yes ☐ No

Did you ever feel any of the questions were "loaded" or "leading"?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Would you be willing to take part in additional interviews or user testing activities?

☒ Yes ☐ No

QUICK RESULTS

5-2

POPULATED W/  
INFO OF WHAT  
I LIKE TO DO

5-1

REMEMBER  
WHERE I SPEND  
TIME.

5-4

KNOW LOCATION  
(CURRENT)

5-3

COST / NO COST

5-6

PREFERS AS TO  
PASSIVE / ACTIVE

5-8

SPECULATE FUTURE  
ACTIVITIES

5-8

KNOWS YOU HAVE  
FREETIME

5-7

TIME  
OF EVENT

5-2

COST

5-4

LOCATION

5-1

ACTIVITY DETAILS

5-3

DISTANCE  
FROM LOCATION

# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new product 'You Are Never Bored' (working title). By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way.

## Evaluation Procedure

You will be asked to answer a variety of questions about your free time, boredom, personal activities and preference of websites, then we will complete a brainstorming activity. While you work, I will record your interactions and notate your comments.

## Confidentiality

We will use the data you give us, along with the information we collect from other participants, to develop our product. To ensure confidentiality, we will not associate your name with the data. This session will be recorded.

## Breaks

There are no scheduled breaks. However, you may take a break at any time.

## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

01-25-2012

# Confidentiality Agreement

Thank you for agreeing to give us your feedback on our new product 'You Are Never Bored' (working title). The concepts you will be exposed to, and the information concerning them, are confidential and have not been released to the public. In exchange for participating in our design process and for seeing these unreleased concepts, you agree to keep the information you see or hear confidential until Ryan G. Wilson releases that information to the public. You agree not to disclose this information to any third parties or use the information for any purpose other than this development process.

This agreement will cover discussions we intend to have with you on 1/25/2012.

To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.

We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Date: 01.25.2012

Printed Name: \_\_\_\_\_

Ryan's Signature: \_\_\_\_\_

Date: 1/25/12



## Interview Questions - Never Bored (Courage, Chapter 7)

1. Welcome Participant
2. Warm-up Participant
3. Present Forms
4. Begin Activity

**Boredom:** The following questions are related to your individual free time and your perception of your free time.

How often do you find yourself with free time? DAILY - ONCE AN HOUR FOR A 5-10 MINUTE PERIODS  
3 EVENINGS A WEEK.

How do you typically occupy your free time? TELEVISION, CONSUMING MEDIA (TV, MOVIES, MUSIC, ETC.)  
DRINKING, LIVE MUSIC, PERFORMING ARTS

What do you like to do in your free time? INTERNET USE (DAILY) - SOCIAL ON LARGER SCALE  
DINNER, CLEANING, FRIED

Do you ever find yourself with nothing to do? NO.

How often do you find yourself bored? RARELY.

In what situations do you find yourself bored? WINTER / GRAY - SEASONAL BOREDOM  
WILL WORK IF BORED

Describe the last time you were bored. WAITING FOR GF TO GET HOME, BUT SHE WAS RUNNING  
LATE - STIR CRAZY, CLEANED / NAPPED

Do you actively seek out activities if you have free time or were bored? YES.

What are some methods you would use to find activities? MASS TEXT, CHECK FB FOR POSTING,  
CHECK LOCAL ENT. BLOGS

Please list what activities you might take part in when you are bored. DOING SOMETHING NEW / SPONTANEOUS,

Please list any feelings you might experience when you are bored. ANXIETY,

**Finding Activities:** The following questions are related to activities you might take part in. Activities can be things you do with your time such as: dining out, seeing movies, going to museums, playing in the park, sledding, taking part in a snowball fight, going on a garden walk, attending the theater, etc. These are only examples - you are not expected to remember these examples or to have ever taken part in any of them. These questions are to find out what you like to do with your free time.

How to you discover activities to take part in? READING LOCAL MEDIA, REFERENCES / SUGGESTIONS FROM FRIENDS

What activities have you taken part in the past two weeks? BAR TRIVIA, PARTY IN SUBURBS, BOARD GAMES,  
DINNER WITH FRIENDS.

When you take part in activities do they typically cost money? MORE SO THAN NOT.

Do you ever use newspapers to find activities? If so, please list the newspapers. NO.

Do you ever use the internet to find activities? If so, please list the websites?

OHMY ROCKNESS / CHI  
GAPERS BLOCK / CHI  
METROMIX  
GOOGLE

Do you typically do activities alone or with other people?

WITH OTHERS.

**Accessibility of Websites/Interfaces:** The following questions are to gather your perception of websites you have interacted with in the past in relation to usefulness.

How often do you use the internet per day:

0-1hrs, 1-2hrs, 2-3hrs, 3-4hrs, 4-5hrs, 5-6hrs, 6-7hrs, 7-8hrs, 8+hrs

Do you use Social Media? If so, please list the Social Media sites you use: FB, GT

Do you ever feel like you 'waste time' on the internet? ABSOLUTELY.

What makes a website 'easy to use'? CHRONOLOGICAL LISTINGS, GOOD CALENDAR SYSTEM, INTUITIVE NAVIGATION, WELL-STRUCTURED CONTENT - TEASERS THAT LEAD TO CONTENT

When I say 'easy to use' what websites come to mind? Please name as many websites that you can. GAPERS BLOCK,

What makes a website 'frustrating'? LOAD TIMES, WRONG CONTENT, POORLY WRITTEN CONTENT,

When I say 'frustrating' what websites come to mind? Please name as many websites that you can. METROMIX.COM, CHICAGO CULTURAL CENTER BLOG, MOST UTILITY COMPANIES,

What makes a website 'intuitive'? NAV THAT IS WRITTEN IN THE LANGUAGE OF THE USER AS OPPOSED TO THE OWNER OF THE CONTENT

When I say 'intuitive' what websites come to mind? Please name as many websites that you can.

APPLE.COM, NYTIMES APPS (IPAD), 37SIGNALS, FAB.COM

What makes a website 'clean'? WHITE SPACE, SPACE BETWEEN TYPE, COLUMBIS, NAVIGATION

When I say 'clean' what websites come to mind? Please name as many websites that you can.

GAPERSBLOCK, APPLE.COM, 37SIGNALS, AVEC/BLACKBIRD (RESTAURANT WEBSITES)

What makes a website 'well-designed'? DEPENDS ON CONTENT OF WHAT IT IS FOR - SITE NEEDS TO TALK IN THE LANGUAGE OF ITS 'SENSE OF BEING' ESSENCE OF ITS CONTENT, MUST BE SPACED OUT & DELIVERED IN AN INTUITIVE FASHION.

When I say 'well-designed' what websites come to mind? Please name as many websites that you can.

ASTE - GILT / FAB.COM,

**Wants & Needs Analysis:** The following activity is to brainstorm ideas of an ideal system.

What are the characteristics of an ideal online system that lets you find activities to do? ✓

Please arrange these concepts from most to least important to you. ✓

What kind of information do you need from an ideal online activity finder?

Please arrange these concepts from most to least important to you.

# Users Notes

*Please feel free to take any notes on this page during the interview and brainstorming activity. Your notes will be collected at the end of the interview and kept.*

# Exit Survey

Do you feel that the questions you were asked clear and concise?

☒ Yes ☐ No

Did you ever feel any of the questions were "loaded" or "leading"?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

Would you be willing to take part in additional interviews or user testing activities?

☒ Yes ☐ No

(STREAM)

CUSTOMIZABLE

HOME PAGE

(PREFS FOR SPECIFIC  
THINGS)

6-2

SEARCH BY ZIP  
(ROBUST)

6-1

SHALLOW DEPTH OF  
CONTENT  
(LESS THAN 2 CLICKS)

6-4

CO-RELATION OF  
ONLINE &  
MOBILE  
EXISTENCE  
(SAME CONTENT)

6-3

# RECOMMENDATIONS

COST

6-2

TIME

6-1

VENUE

6-4

TIME

6-3



LINK TO  
DEEPER CONTENT  
(ROUTED SIDE)

6-6

DESCRIPTION

6-5

# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new product 'You Are Never Bored' (working title). By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way.

## Evaluation Procedure

You will be asked to answer a variety of questions about your free time, boredom, personal activities and preference of websites, then we will complete a brainstorming activity. While you work, I will record your interactions and notate your comments.

## Confidentiality

We will use the data you give us, along with the information we collect from other participants, to develop our product. To ensure confidentiality, we will not associate your name with the data. This session will be recorded.

## Breaks

There are no scheduled breaks. However, you may take a break at any time.

## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: 1-25-12

# Confidentiality Agreement

Thank you for agreeing to give us your feedback on our new product 'You Are Never Bored' (working title). The concepts you will be exposed to, and the information concerning them, are confidential and have not been released to the public. In exchange for participating in our design process and for seeing these unreleased concepts, you agree to keep the information you see or hear confidential until Ryan G. Wilson releases that information to the public. You agree not to disclose this information to any third parties or use the information for any purpose other than this development process.

This agreement will cover discussions we intend to have with you on 1/25/12.

To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.

We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: [REDACTED] Date: 1-25-12

Printed Name: [REDACTED]

Ryan's Signature: [REDACTED] Date: 1/25/12

Interview Questions - Never Bored (Courage, Chapter 7)

- 1. Welcome Participant
- 2. Warm-up Participant
- 3. Present Forms
- 4. Begin Activity

**Boredom:** The following questions are related to your individual free time and your perception of your free time.

How often do you find yourself with free time? 2 TIMES A DAY

How do you typically occupy your free time? INTERNET - FB, CRAFTING, COOKING, CREATIVE

What do you like to do in your free time? CRAFTING, ART STUFF, COOK - AVOIDANCE OF TV & COMPUTER

Do you ever find yourself with nothing to do? RARELY EVER

How often do you find yourself bored? NOT THAT OFTEN

In what situations do you find yourself bored? REPETITIVE - WORK RELATED (FILING)

Describe the last time you were bored. AT WORK TODAY - TODAY PEOPLE WERE OUT SO NOT MUCH TO DO ORGANIZING / FILING...

Do you actively seek out activities if you have free time or were bored? YES.

What are some methods you would use to find activities? THROUGH FRIENDS - THEY GO ONLINE & FIND THINGS LIKE CLASSES

Please list what activities you might take part in when you are bored. THINGS TO DO W/ BF OR FRIENDS SHOWS, BRUNCH, DINNERS

Please list any feelings you might experience when you are bored. DEPRESSED, ANXIOUS,

**Finding Activities:** The following questions are related to activities you might take part in. Activities can be things you do with your time such as: dining out, seeing movies, going to museums, playing in the park, sledding, taking part in a snowball fight, going on a garden walk, attending the theater, etc. These are only examples - you are not expected to remember these examples or to have ever taken part in any of them. These questions are to find out what you like to do with your free time.

How to you discover activities to take part in? INTERNET OR FRIENDS, WEB BASED MAGAZINES

What activities have you taken part in the past two weeks? PARTIES, GATHERINGS, DINNERS, MOVIE

When you take part in activities do they typically cost money? YES - ALWAYS NEED TO BRING SOMETHING OR PAY FEE.

Do you ever use newspapers to find activities? If so, please list the newspapers. NO.

CHICAGO-BASED SITES CHICAGO READER  
 Do you ever use the internet to find activities? If so, please list the websites? YELP  
 INTERNET MAGAZINES - TIME OUT CHICAGO  
 Do you typically do activities alone or with other people?  
 WITH OTHERS

**Accessibility of Websites/Interfaces:** The following questions are to gather your perception of websites you have interacted with in the past in relation to usefulness.

How often do you use the internet per day:

0-1hrs, 1-2hrs, 2-3hrs, 3-4hrs, 4-5hrs, 5-6hrs, 6-7hrs, 7-8hrs, 8+hrs

Do you use Social Media? If so, please list the Social Media sites you use: YES - TWITTER, FB, INSTAGRAM  
 LINKED-IN

Do you ever feel like you 'waste time' on the internet? YES.

What makes a website 'easy to use'? SIMPLE, REALLY SIMPLE, EASY TO NAVIGATE  
 BASIC,

When I say 'easy to use' what websites come to mind? Please name as many websites that you can.  
 CRAIGSLIST, TWITTER

What makes a website 'frustrating'? TOO MUCH GOING ON - OVER CROWDED, TOO MANY LINKS/TABS  
 HARD TO NAV. - LOTS OF ADS

When I say 'frustrating' what websites come to mind? Please name as many websites that you can.  
 REFINERY29

What makes a website 'intuitive'? SIMPLE, BASIC LINKS, NOT OVERCROWDED W/ WORDS/PICS/ADS

When I say 'intuitive' what websites come to mind? Please name as many websites that you can.

TRANSWESTERN.NET (COMPANY SITE)

What makes a website 'clean'? BACKGROUND BASIC (WHITE OR SIMPL COLOR), BASIC FONTS, NOT-DISTRACTING, SIMPLE, NOT CROWDED

When I say 'clean' what websites come to mind? Please name as many websites that you can.

KEVINMHEINEMAN.COM

What makes a website 'well-designed'? LAYOUT IS SIMPLE, NAV IN ONE SECTION, EASY TO NAV

When I say 'well-designed' what websites come to mind? Please name as many websites that you can.

TWITTER.COM

**Wants & Needs Analysis:** The following activity is to brainstorm ideas of an ideal system.

What are the characteristics of an ideal online system that lets you find activities to do?

Please arrange these concepts from most to least important to you.

What kind of information do you need from an ideal online activity finder?

Please arrange these concepts from most to least important to you.

# Users Notes

*Please feel free to take any notes on this page during the interview and brainstorming activity. Your notes will be collected at the end of the interview and kept.*



# Exit Survey

Do you feel that the questions you were asked clear and concise?

☒ Yes ☐ No

Did you ever feel any of the questions were "loaded" or "leading"?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are there any questions you felt were missing or that you would have asked if you were performing the interview?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Would you be willing to take part in additional interviews or user testing activities?

☒ Yes ☐ No



AGE SEARCH

7-2

SOATS INTERESTS

7-1

SIMPLE  
CALENDAR

7-4

MAP  
LOCATION

7-3

DETAILS  
OF ACTIVITY

7-2

RATINGS

7-1

FILTER

7-4

ZERO IN ON  
INTERESTS/  
SEARCH

7-3

# **APPENDIX IV**

*User Interview Data & Analysis*

# User Interview Analysis

To begin the interview process I contacted twelve people to request interview times. Of those twelve people, nine responded to schedule interview times. Of those nine, seven people were able to appear for their scheduled interview. There was a slight gender bias due to availability of participants (28.6% Male / 71.4% Female).

## INTERVIEW ATMOSPHERE

The interviews were conducted in my dining room, which is an isolated room in my home, with a long conference-like table and ample seating. The interviews were scheduled at a time when there was no foot traffic through my apartment, limiting interruptions. I did my best to create a quiet and relaxing atmosphere for the interviews, although neighbor and street noise were unavoidable. The interviewees sat at the east end (one side of the short end) of the table, while I sat at the opposite side. This layout was decided upon because it was best for recording (video) purposes. Interviewers were provided with two ballpoint pens and a clipboard to write on – the need for the clipboard is that the table is difficult to write on. The moderator's side of the table had a clipboard, a pencil to take notes, a folder of all the forms for the present interview, a stack of blank note cards and Sharpie pen for the brainstorming activity and the camera mounted on a tripod.

Photos of the interview area can be found in Appendix V.

## PROCESS

Interviews were conducted individually and interview subjects were asked to silence their mobile phones before the interview began. For the interviews, I followed the process in 'Understanding Your Users' (Courage/Baxter). As subjects arrived for their interview time, I welcomed them, took their coats and showed them to the interview area. At this point I asked them to sit at the east end of the table and offered them a bottle of water. To warm them up, I engaged them in basic conversation, with the focus on them being the priority of the conversation to try to get them comfortable being the main speaker. After a few minutes of this, I asked them if we should get started and then presented them with a 'Statement of Consent', followed by a 'Confidentiality Agreement'. These forms were reproduced from 'Understanding Your Users' sample forms. Samples of these forms can be found in Appendix II. Once the user had signed the forms, I collected the forms and then gave them a page of 'User Notes' and explained that any notes they may need to take should be recorded on this paper and that the notes would be collected at the end of the interview.

At this point I would ask permission to record and when given, announce that I was starting the video. I had prepared two pages of questions. The questions had three different sections and then the wants and needs brainstorming activity. The sections were: 'Defining Boredom', 'Finding Activities' and 'Accessibility of Websites/Interfaces'. My purpose for asking these questions was to:

- Find reasons and situations as to when a user might access my system
- How active in finding things to do a user might be when bored
- What activities users might be looking for
- What types of refining searches a user might desire for my system
- What other methods users interact with to find activities
- What makes a good design in terms of accessibility

A review of the questions can be found in the next section of this review. A clean copy of the interview questions can be found in Appendix III.

I ended the interview by handing the participant their 'Exit Interview' and turning off the camera. At this point I would ask if there were any follow up questions or notes that they had taken during the interview. Only one participant out of the seven had taken any notes – it was a request for an additional question about “listing other media they use to find activities”.

## USER INTERVIEW ANALYSIS

Items will be listed from highest response rate to lowest. The number of responses will follow the item in parenthesis. Where there was only one participant that gave the response, the items will be listed in a group and lack a number.

### Defining Boredom

Of the users interviewed, all but one (004) of the participants found themselves with free time.

The way they occupy their free time: Watch TV/movies (4), read (3), get drinks (2), go out for meal (2), cook (2), spend time with friends/family, clean, sit outside, shop, talk on phone, take classes, listen to music, do crafts/be creative.

Things that the users like to do in their free time: Go out to movies (4), play board games (3), go out for meals (3), read (3), get drinks (2), go outside (2), travel (2), hang out with family/friends (2), go on the internet (2), watch TV, yoga, watch sports, clean, cook, take classes.

Three participants never find themselves with nothing to do, one rarely finds themselves with nothing to do.

Two participants never find themselves “bored”, one rarely ever and the other four: “At least once a week”, “A few times a month”, “15% of free time”, “Once every couple of weeks”.

The situations that participants find themselves bored: When alone (3), without plans (2), nothing on TV (2), during Winter/Cold months (2), waiting in lines, at work, unsure.

Two of the group responded that they actively seek out activities when they are bored, the rest responded similarly: sometimes/occasionally.

Methods to find activities: Friends (6), internet (6), family, TV, fill time with work, check newspaper/magazine.

Activities participants might take part in when bored: Dine/Drinks out (3), hang out with friends (2), go out to a public function (2), browse internet (2), take classes (2), go out to movies (2), read (2), watch TV/movies at home, shopping, go to museum/gallery, play games, sports, go for a walk, play video games, do something new/spontaneous.

Feelings associated with boredom (most said to least): Anxious/antsy (4), annoyed/irritable (4), tired/lack energy/lazy (2), depressed (2), lonely. One user said “It is sometimes relieving to be bored”.

### Section Review

The first thing to note is that most of the participants find themselves filling their free time by watching TV but in comparison, watching TV was only listed by one participant as something they want to do with their free time. Just less than 50% of the participants are bored when they are left alone, and 6 out of 7 rely on friends for their source of

activities. Friends are going to be difficult for my system to contend with, however those other people need a source to find activities to do, which my system could fill. 85.6% of the participants use the internet to find activities. The design of my system will need to consider users who are feeling anxious and annoyed/irritated by their boredom.

## Finding Activities

Methods of discovering activities to take part in: Internet (7), friends/others (6), articles (2), posters/signs (2), email.

Activities taken part in in past two weeks: Out to eat (7), parties (4), out to movies (3), board games (2), exercise (2), shopping, classes, potluck dinner, bowling, video games, read, clean, get drinks, bar trivia.

Five participants said that the activities they take part in typically cost money, two responded "sometimes".

Only one participant uses newspapers to find activities. That paper was the Chicago Tribune.

100% of the participants said they use the internet to find activities. The sites they use: Metromix (3), go to specific venue (4), Yelp (2), Groupon (2), Google (2), local sites (2), TimeOutChicago, CitySearch, school counseling websites, StubHub, TicketMaster, OhMyRockness, GapersBlock.

100% of participants say they do their activities with other people.

### Section Review

100% of the participants interviewed use the internet to find activities. 71.4% of those interviewed typically do activities that cost money, however, it should be considered that the other 28.6% responded that "sometimes" their activities cost money. My system should consider the sites that the participants use (Metromix, Yelp, Groupon, Google...) as competitor examples and try to refine/simplify my system in comparison. My system should separate activities by cost and consider priority to activities that cost money. One question that could have been asked to clarify is: "Do you prefer activities that cost over those that do not?". Users may find themselves taking part in for-cost activities but prefer to not spend money if given the option.

## Accessibility of Websites/Interfaces

Two participants use the internet more than 8 hours a day. The following responses were given once each: 5-6 hours, 3-4 hours, 2-3 hours, 1-2 hours, 0-1 hours.

All of the participants used social media: Facebook (7), Google Plus (3), Twitter (3), LinkedIn (3), Instagram.

100% of those interviewed said they feel like that waste time on the internet.

What makes a website 'easy to use': Links are clear/Intuitive/Easy to navigate (4), links work/not broken (2), quickly find information (2), nice layout/content (2), information as drop down menu (2), doesn't look busy, easy to understand, easy to search, FAQ section, concise/page isn't too long, not frustrating, simple/basic.

'Easy to use' websites: Google/Google products (3), GrubHub (2), craigslist, Twitter, GapersBlock, Huffington Post, Kayak, American Air, Spirit Air, HotPads, Southwest, Bank of America, Netflix, Facebook, ASCA, MariaOliver, Yelp, Evite.

What makes a website 'frustrating': Can't find information easily (2), outdated/wrong information (2), long load times (2), not intuitive, pages missing, not able to navigate back, developer didn't consider user, log-in problems, things are broken, Flash-based websites, form errors when information is correct, poorly written content, over crowded/too much going on, too many links, too many advertisements.

'Frustrating' websites: Refinery29, Facebook, MetroMix, Chicago Cultural Center blog, utility companies, student loan sites (MyEdAccount), Amazon, Chase, Delta, craigslist, Prink.com, Indiana Toll Road, ChicagoMusicians, some Google sites/applications, City of Chicago, Chicago Park District.

What makes a website 'intuitive': Easy to navigate (3), buttons make sense, don't need to be told how to use, to the point, natural flow to layout, items are large, contact information is easy to find, help/FAQ easy to find, quick solutions, items are as expected, links go to where expected, pleasing, items come up quickly, navigation written in the language of the user, simple, open layout. One participant was unsure.

'Intuitive' websites: Transwestern.net, Apple.com, NYTimes (iPad App), 37Signals, Fab.com, Google, Facebook, Twitter, Mint.com, WellsFargo, SpiritAir, Kayak, Evite, GrubHub. Two participants were unsure.

What makes a website 'clean': Not distracting/Limited movement/animation (3), simplistic (2), Not crowded/a lot of stuff on page (2), no Ads (2), no iFrames/excessive scrolling, not a lot of images, uses normal language, information specific to page, basic fonts, white space (appropriate space between links, type, columns).

'Clean' websites: kevinmheineman.com, GapersBlock, Apple.com, 37Signals, avecrestaurant.com (website family), GrubHub, Twitter, Google search page, ING-Direct, Southwest, Bank of America, Netflix, Anthropology, Google applications.

What makes a website 'well-designed': Relays information well (5), attractive/good eye flow/spacing (3), easy to navigate (3), looks nice/easy on the eyes (2), colorful (2), use of space/minimalistic (2), natural flow of information (2), makes sense, find/search easily, search bar prominent, clean/uniform color scheme, simple layout.

'Well-designed' websites: Southwest (3), Twitter (2), Gilt, Fab, Google Plus, Facebook, Kayak, ING-Direct, HuffingtonPost, Netflix, Bank of America, Northwestern Hospital, Northside College Prep, IMDB, Yelp, GrubHub.

### Section Review

Building a website that is 'easy to use': Links are clear/intuitive, site is easy to navigate, information is easy to find, site is complete (as opposed to broken links).

'Easy to use' websites to consider: Google/Google products and GrubHub.

Building a website that is 'intuitive': Easy to navigate

'Intuitive' websites to consider: Apple.com, 37Signals, Fab.com, Mint.com, GrubHub.

Building a website that is 'clean': Limit distractions/movement, simple, uncrowded, no advertisements. NOTE: use normal, well-written language that the user understands.

'Clean' websites to consider: GapersBlock, Apple.com, 37Signals, Anthropology, GrubHub.

Building a website that is 'well-designed': Relay information well, attractive, good flow, easy to navigate, colorful, natural flow of information, good use of space.

'Well-designed' websites to consider: Apple.com, 37Signals, Fab.com, Mint.com, GrubHub.

My system will need to avoid long load times - this can be achieved by following the user suggestions like keeping the design simple, limiting advertising and animations, etc. All links should be functional. The page should offer an easy to find FAQ/Help section. If there is any contact information needed for my site (perhaps for 'report a problem') it should be placed in a clear location.

## Wants & Needs Brainstorming Activity



Information is listed in order of how the participant ordered the desirability (most to least).

### **Characteristics of an ideal online system that lets you find activities to do:**

**User 001** – Searchable, defined search options, free to use, give information or links for activities, easy registration, not too busy, site remembers user, reviews from other users, suggests activities, can add events/activities to system

**User 002** – To the point, how easily page loads, good use of space, options for other contact information

**User 003** – Lots of options, ways to narrow search, different ways to categorize activities.

**User 004** – Several filtering options, Query results not advertisement based, suggests new activities, geographical to location, breaks results down by activity, reviews.

**User 005** – Populated with information they like to do, quick results, know current location, remember where they spend time, filter results by passive/active, filtered by cost and no cost, knows when you have free time and suggests ideas, speculate future activities.

**User 006** – Search by ZIP, customizable homepage, mobile and web application similar, shallow depth of content (information is less than 2 clicks away), recommendations/reviews.

**User 007** – Sorts interests, search by age, show location map, uses simple calendar.

### **Information needed from an ideal online activity finder:**

**User 001** – Description of activity, when it is, where it is, cost, need to register/buy tickets, dress code, parking/public transportation information, need to bring anything, information about who is hosting event.

**User 002** – Reputable source, concise information, leads/links directly to activity, detailed information, contact information is clear.

**User 003** – Time/date, description, location, cost, requirements, number of people involved.

**User 004** – Activity details, cost, links to more information, age range (kid friendly), hours, reviews, filter activities.

**User 005** – Location, time of event, activity details, cost, distance from location.

**User 006** – Title, cost, time, venue, description, link to deeper content (related site).

**User 007** – Ratings, details of activity, zero in on interests, filter.

### **Section Review**

This activity generated good ideas for what users are looking for when searching for activities and what information they need when receiving results. While I think that this was a good activity to do, it generated a lot of options to consider. A better solution for a future task would be to give the participant pre-printed cards that may contain a good amount of the above comments and have them sort them by importance. With those results the feedback would be more quantitative results.

# **APPENDIX V**

*Photos of Interview Area &  
Links to Interview Videos*



Panoramic of Interview Area



Mediator's View

Interviewee's View



# USER INTERVIEWS

## **User Interview – 001**

<http://youtu.be/asxsjeQltSE>

## **User Interview – 002**

<http://youtu.be/ZSr60MHKPgA>

## **User Interview – 003**

<http://youtu.be/EYa3cvhfe6o>

## **User Interview – 004**

<http://youtu.be/5zGlzOpBWJs>

## **User Interview – 005**

[http://youtu.be/\\_9H8xRmS8nM](http://youtu.be/_9H8xRmS8nM)

## **User Interview – 006**

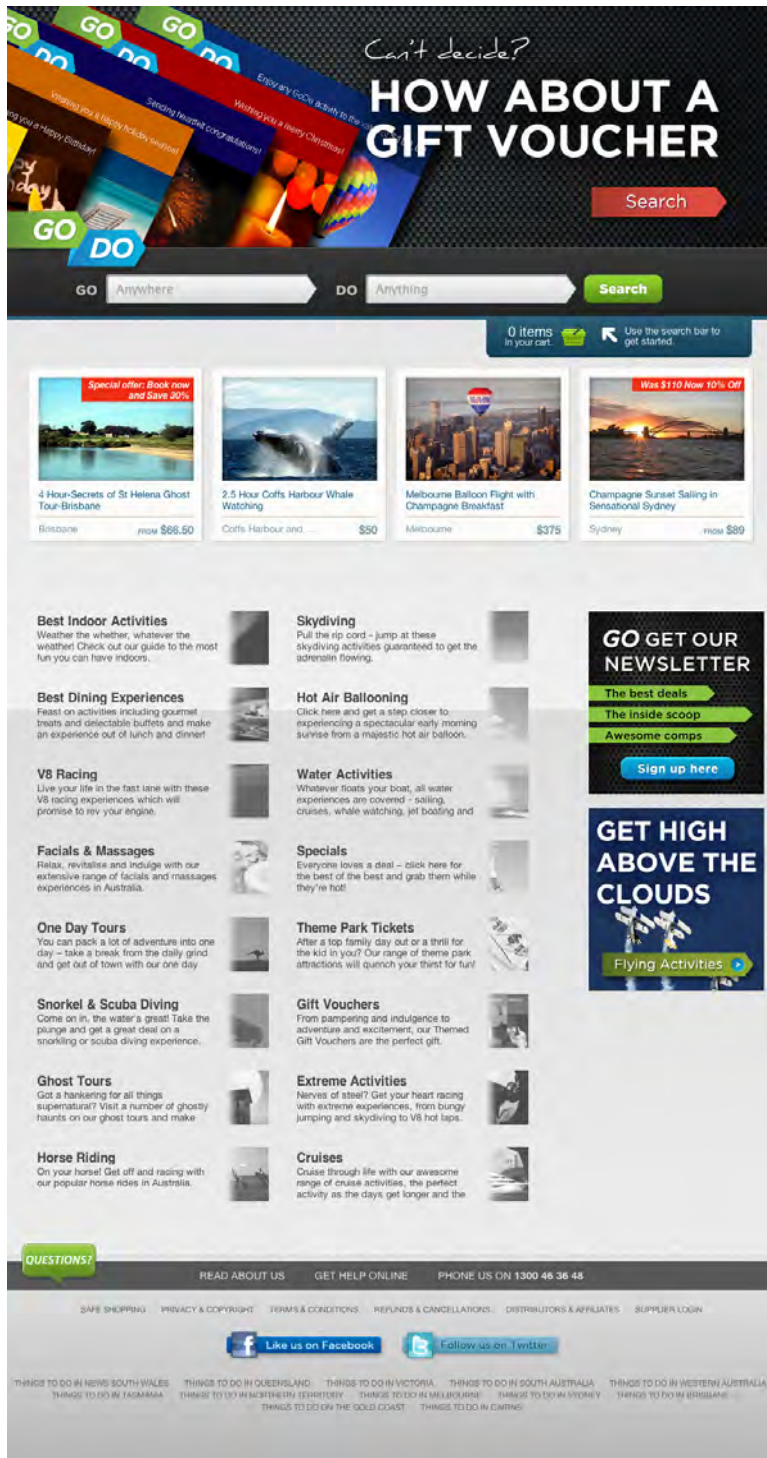
<http://youtu.be/RLS4b7dv4PQ>

## **User Interview – 007**

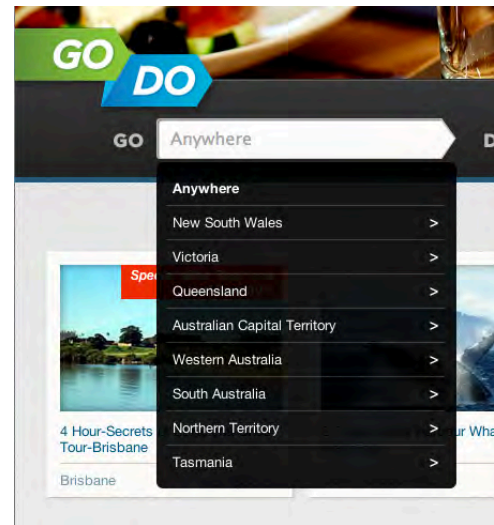
<http://youtu.be/tCopEjopgQE>

# **APPENDIX VI**

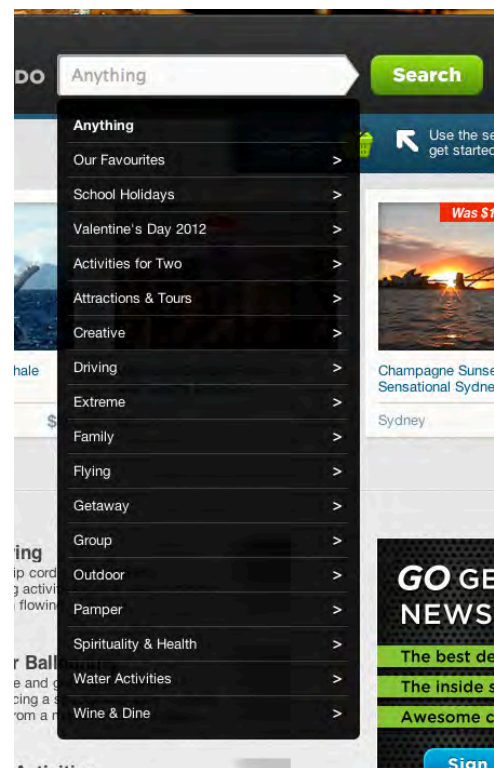
*GoDo – Competitor Screenshots*



GoDo.com Home page



GoDo 'Go' Dropdown



GoDo 'Do' Dropdown



GO

DO

GO

New South Wales

DO

Get Inspired

Search

0 items in your cart

Use the search bar to get started.

Price

No limit

All New South Wales

Byron Bay and Northern Rivers

Sydney

Hunter Valley

Get Inspired Experiences in New South Wales

Find Get Inspired activities and things to do before you go to New South Wales. We have a great range of Get Inspired experiences to choose from in New South Wales so that your visit will be exactly what you hoped for. Whether you are into thrills and spills or prefer to wile your days away relaxing, you will find things to do in New South Wales, to suit you. You can book online instantly with GoDo.

Choose from 12 Get Inspired activities in New South Wales

SORT BY

Price

Name

Introduction to Yachting - Weekend Course

Sydney

\$595

Full Day-Healthy Eating Food Preparation-Byron Bay

Byron Bay and Nort...

\$247

1 Hour Guided Meditation-Byron Bay

Byron Bay and Nort...

\$85

1 Hour-Lomi Lomi Massage-Byron Bay

Byron Bay and Nort...

\$85

1 Hour Spiritual Healing-Byron Bay

Byron Bay and Nort...

\$85

1 Hour-Intuitive Psychic Tarot Readings-Byron Bay

Byron Bay and Nort...

\$80

2 Hour-Kinesiology Session Byron Bay

Byron Bay and Nort...

\$160

2 Hour-Hemp Eco Farm Tour Byron Bay

Byron Bay and Nort...

\$49

Mid Week - Bed, Breakfast and Ballooning for 2

Hunter Valley

\$840

Overnight Sydney Luxury Dining & Sailing for 2

Sydney

FROM \$795

3 Hours Sydney Night Photography Workshop

Sydney

\$110

8 Weeks Digital SLR Photography Course - Sydney

Sydney

\$395

QUESTIONS?

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THINGS TO DO IN TASMANIA

THINGS TO DO IN QUEENSLAND

THINGS TO DO IN NORTHERN TERRITORY

THINGS TO DO IN VICTORIA

THINGS TO DO ON THE GOLD COAST

THINGS TO DO IN SOUTH AUSTRALIA

THINGS TO DO IN MELBOURNE

THINGS TO DO IN SYDNEY

THINGS TO DO IN CAIRNS

THINGS TO DO IN WESTERN AUSTRALIA

THINGS TO DO IN BRISBANE

GoDo Activities results sample



GO

DO

GO
Anywhere
DO
Anything
Search

0 items in your cart.
Use the search bar to get started.

Back

## Introduction to Yachting - Weekend Course

Sydney

ACTIVITY CODE  
**SYDS104**

Facebook Twitter Email

### Overview

After a short introduction you will be shown aboard your yacht. Our yachts are all keel boats which range in size from 33 to 45 feet.

Objectives to be covered in the Introductory Sailing Course are:  
Know what safety equipment to carry on board, when and how to use it. Understand the principles of sailing and how they apply to a larger yacht. Be familiar with basic sailing technology. Have a basic understanding of how to sail a yacht on all points, tacking, gybing and basic sail trimming.

Know the safe and correct use of winches - hardening in and easing out.

### Location

- Sydney (Sydney - New South Wales)

We are located at Darling Harbour Exact meeting point and supplier's details are provided immediately after booking.

### Additional Info

- We say if you can carry your own suit-case up a flight of stairs you are fit enough to sail. You need to be reasonably agile to move safely around the yachts. You must be over 16 to participate. This experience is suitable for singles, couples or groups.
- Numbers on the day: Maximum 5 per yacht and instructor.
- Session length: This is a 2 day course held over a Saturday and Sunday held from 10.00am to 4.00pm (subject to availability and numbers on board). Plus a 3 hour Social Race afternoon conducted on the 3rd Saturday of each month.
- This is a fully accredited International Yacht Training Worldwide course and is globally recognised in the sailing community

### Contact Us

Got a question? Check out our [Online Help](#) area or [Ask the Activity Supplier](#) directly through an email service that will allow the activity supplier to receive an email and get back to you as soon as possible. To protect your privacy we ask that you do not provide the activity supplier with your contact details or ask for their contact details.

### Booking Insurance

It is recommended that you consider [GoDo Booking Insurance](#). This is insurance cover for losses incurred if the activity is cancelled (under certain circumstances) by you or the activity supplier.

### Changes and Cancellations Policy

The cancellation policy for this activity is as follows:

- Cancellations notified 30 days or more prior to activity date = full refund is given by activity supplier;
- Cancellations notified 8 days or more (but less than 30 days) prior to activity date = 50% refund is given by activity supplier;
- Cancellations notified less than 8 days prior to activity date = no refund is given by activity supplier.

If you do not attend at the agreed date, time and place you may not be entitled to any refund by the activity supplier.

Adults From **\$595.00**

**SELECT SESSION**

FEB MAR APR MAY JUN JUL

March 2012

**Saturday, 24 March**

**Weekend Course @ 10:00**

Adults \$595.00

**BOOK NOW**

**Sunday, 25 March**

**Weekend Course @ 10:00**

Adults \$595.00

**BOOK NOW**

QUESTIONS?

READ ABOUT US
GET HELP ONLINE
PHONE US ON 1300 46 36 48

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TERMS & CONDITIONS
REFUNDS & CANCELLATIONS
DISTRIBUTORS & AFFILIATES
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THINGS TO DO IN NEWS SOUTH WALES
THINGS TO DO IN QUEENSLAND
THINGS TO DO IN VICTORIA
THINGS TO DO IN SOUTH AUSTRALIA
THINGS TO DO IN WESTERN AUSTRALIA
THINGS TO DO IN TASMANIA
THINGS TO DO IN NORTHERN TERRITORY
THINGS TO DO IN MELBOURNE
THINGS TO DO IN SYDNEY
THINGS TO DO ON THE GOLD COAST
THINGS TO DO IN CAIRNS

GoDo Activity details sample

# M3: The Design

The following report is the overview of several iterative designs, three user tests, the results of those user tests, a refined final design and two, one-page reports on outside affects (other technology, ethics and social issues) on this system. This report is the culmination of over 60 hours of work.

## SUMMARY

### Project Overview

My project, Activities 4 Us ([www.activities4.us](http://www.activities4.us)), is a system (human-machine) designed for its users to seek out activities. After considering my user feedback from M2, I finalized the name of the project. My original idea of this project started off as a project to assist its users to alleviate their boredom, but has grown out of that to consider anyone looking for activities. This being that boredom may not be the main reason why users would access the system and that focus being finding activities to do independent of if the user is bored or not. This change adds more users to my group (those looking for activities v. those who are bored) but still satisfies the original proposed user group.

Activities 4 Us is a web-based application where a user inputs their location by zip code, how many people will participate in the activity and starts a query. They are then presented with a list of results; activities in their area, displayed depending on local weather (no Frisbee in the park option offered if it is currently raining or calling for rain), date accessed (no picnic suggestions if it is winter) and separated by low-to-no cost activities and activities requiring money. Additionally, at this point, users can also select a set of filters to narrow down the type of activity they might want to take part in.

### Basic User Needs

Users want to interact with a system that has a clean and intuitive design, that is quick and easy to access, allows them to filter results per their current need/desire, and provides them with the information they need to inform their decision for activities to take part in.

## FUNCTIONAL REQUIREMENTS

During my user analysis (M2), I surveyed 23 potential users and held one-on-one interviews with 7 potential users. In those user interactions I found that my users desired more functionality than the simple system I was originally planning to provide. The functional requirements for “Activities 4 Us” are as follows (“Find” as the user understands the system, “Display results for” as the mechanical result):

- Find activities for an individual user
- Find activities for two or more users
- Find activities that have no cost
- Find activities that cost money to participate in
- Find activities by location (per user-entered ZIP code)
- Users require a filtering system to hone the results to the individual user/user group

## DESIGN SPACE

My initial mental concept for this system was for something as simple to interact with as Drinkify ([drinkify.org](http://drinkify.org)) or Designate ([www.godesignate.com](http://www.godesignate.com)). My user would log on to the web application, enter their ZIP code and number of participants and then are given the results of activities near their location, filtered by the weater.com API (removing outdoor activities if the weather is bad at that the time of query) and by date (seasonal activities) and time (a daytime activity wouldn't be offered at night). Results are then separated by low cost and no cost options in an easy to read

format, offering map points (Google Maps API) for locations/directions and additional details/links to further research each activity.

### Trade-offs

It was apparent that the users I talked to spend most of their free time with others, thus needing to filter individual activities, two people and group activities. I saw this as more of a first level importance, along with location to start filtering the results from the initial input.

### Simplicity of System v. Refinement of Results

I also found from talking to my users, that they don't want to see pages of results that may not be of interest to them. Therefore, the system needs to incorporate a filtering system to eliminate results from the results query. Due to the needs of my users to filter their results, simplicity of interface seems harder to achieve. In considering this addition, I saw a more detailed user interaction process to get to the initial results page.

The harder requirements to support are going to be narrower search field – or, in other words, the finer filtering set – for the results. This has potential to clutter the design (see next trade-off) and be complex in options/length thus making the backend design (database and use of public APIs) more difficult.

### Screen Real Estate: Clean v. Cluttered

An additional trade-off is that of every web application – how to divide and prioritize screen real estate (clean layout, space/padding around content v. more objects/interfaces/potential distractions on screen). In a desktop application this is not as much of an issue, meaning, the designer has more control over this due to the availability of more screen space (real estate). My system would benefit from being available and usable in every web medium (SMARTphone, tablet, netbook, etc) so the design will need to be clean, but also be flexible (in the sense of adaption for/to devices – at this point in the design phase, I am unsure if a “flex” layout, meaning CSS, is the solution).

## THE DESIGN

### Design as “Graphic Design/Interface” – The Iterative Process

For the following section, “graphic design/interface” will be referred to as “design”.

#### First Design User Test

To accompany my Milestone 1 submission, I did a simple paper and pencil system concept sketch – found in Appendix I. Using this initial design and the feedback of my potential users (survey and interviews), I created a rough, paper sketch, low fidelity mock-up to test with users (Appendix II). This design was influenced by websites like drinkify.org and godesignate.com as well sites that users suggested as being ‘clean’, ‘intuitive’ and ‘well-designed’ from my user



FIGURE 1: Test 1 – User Interaction Layout Comparison

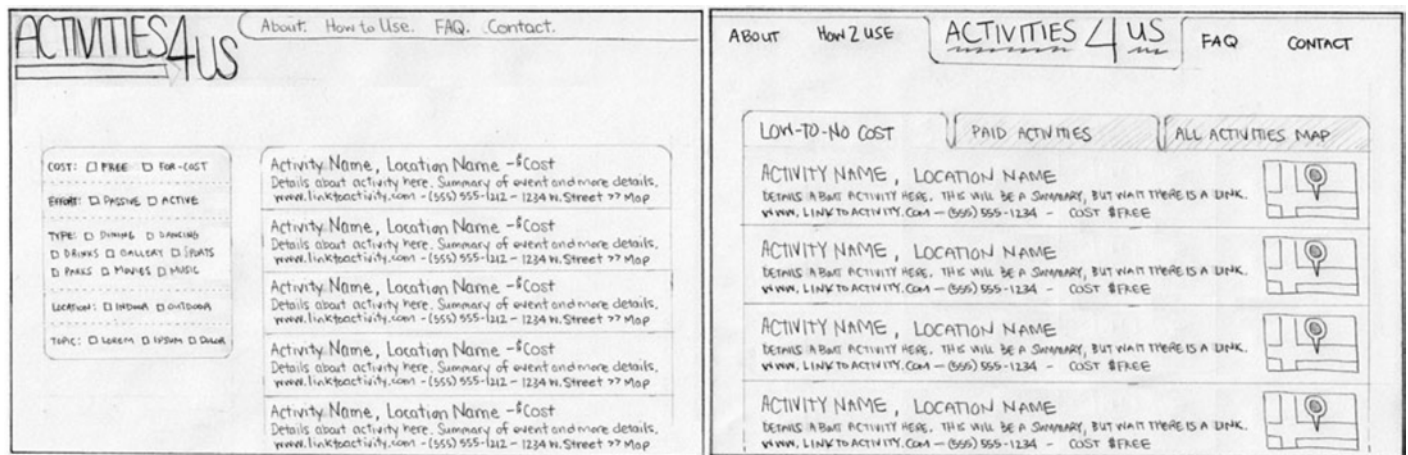


FIGURE 2: Test 1 – Results Layout Comparison

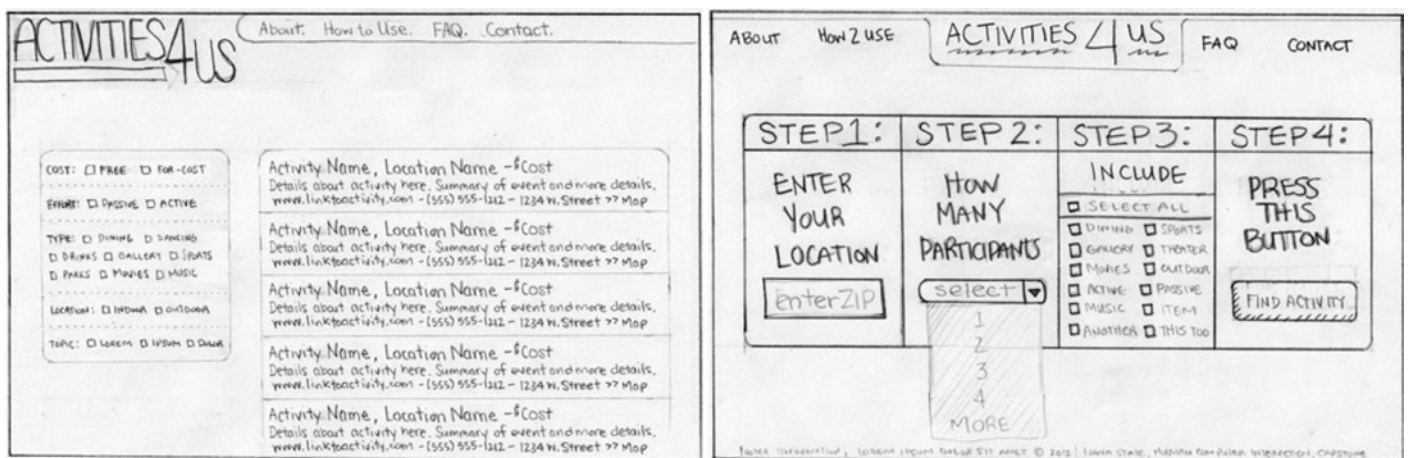


FIGURE 3: Test 1 – Filter System Comparison

interviews, such as: [yelp.com](http://yelp.com), [metromix.com](http://metromix.com), [grubhub.com](http://grubhub.com), [apple.com](http://apple.com) and others.

From my low fidelity design I did my first usability test, using an online company called Intuition HQ (<http://www.intuitionhq.com>). Through Intuition HQ I was able to create a simple usability test using my sketches. I asked questions direct to the design, such as “Where would you start to find an activity?” and comparison questions asking users which design they preferred from two options. The intent of my survey was to get user feedback of how easily users could find what to do/where to click, which interface and design layout they preferred (landing and results pages) and which filtering system the user preferred.

Intuition HQ created a link for me to distribute my user test (survey for the first design user test, Appendix III), which I chose to send using email, to the user set to which I sent my original user survey from my M2 (~55 users). In addition to those users, Intuition HQ promoted my link internally to their employees as well as tweeting the link to their user base. This was the first time I had used this product and I was unaware that they would be doing this. Due to their assistance, I am unsure of the demographics of the users that gave me feedback. I do not see this as a problem though, considering that my system should be accessible to a wide demographic in all categories.

### First Design User Test – Feedback

I had 32 users complete the survey (35 started, but 3 did not complete). My results are trended to the majority of responses (hereby referred to as “user preference”). The results for the first design user test can be found in Appendix IV. From this survey I learned that my users generally had an idea of how to navigate the interface (such as figuring out where to start/advance or where to find assistance if they did not know how to proceed). I was also able to narrow down my design – users preferred (“better navigation” – ~78%, “preferred design” – 75%+) the design/layout that offered all of the first level filtering on one page (FIGURE 1, left image) over a step-by-step interaction. Users preferred



(“displays better results” – 72%, “preferred design” – 76%) their results to be displayed sorted (tabbed) by cost and map overview (FIGURE 2, right image) over listed with a narrowed filtering system. Users also preferred (65%+), being able to refine search results after a query has been made, over front-loading the filtering system (FIGURE 3, left image). It was this “narrow filtering” feedback that changed my mental concept of the overall design.

### Second Design User Test

I then created a low fidelity digital wireframe mock-up (Appendix V) using the results from my initial design user test. The design was created in Adobe Illustrator. The intent of this step was to survey my users again to get their feedback on the alterations to the design and to capture additional information to create a color palette and to refine my filtering system. The method of testing for this step again used Intuition HQ, using the same methods from the first design user test, referred to above. For this user test I offered a scenario for the users to put themselves into when taking the survey. Due to the limitations of the survey product (Intuition HQ) I was only able to add the scenario into the question area instead of offering it to them ahead of taking the survey (as an over-arching scenario). I am not sure if the scenario was conveyed as over-arching, but the results from the survey were positive regardless. This test consisted of a total of thirteen questions.

The nine questions associated with the second design user test were then asked in reference to this scenario. The questions for the second design user test can be found in Appendix VI.

### Second Design User Test – Scenario

*It is Saturday afternoon. You are sitting on your couch, home alone with no plans. The friends you usually hang out with are either sick or traveling. Nothing that you want to watch is on the television and you’ve just returned the movies you had from your rental company. You’ve recently heard through office colleagues about a new website that helps find activities within your area. You grab your laptop and enter the website address: [www.activities4.us](http://www.activities4.us).*

### Second Design User Test – Feedback

The results of the second design test are from the input of 42 users (42 started/41 completed). As with my first test, I distributed this test by email to ~55 users, as well as having the test promoted by Intuition HQ internally and via their Twitter page. Results for the second design user test can also be found in Appendix VII.

I learned of the potential user interaction process for the landing page (FIGURE 4, left image): 73% of users will go directly into “Step 1” of the activity finder, 7% to find out more about the system concept (“About Us”), 7% will go to find out how to work the system (“How 2 Use”), less than ~3% will first visit the Frequently Asked Questions section and less than ~9% either didn’t understand the question, were unsure of what to do or clicked in the incorrect place to start



FIGURE 4: Test 2 – Landing Page Layout and Heat Map Click Results

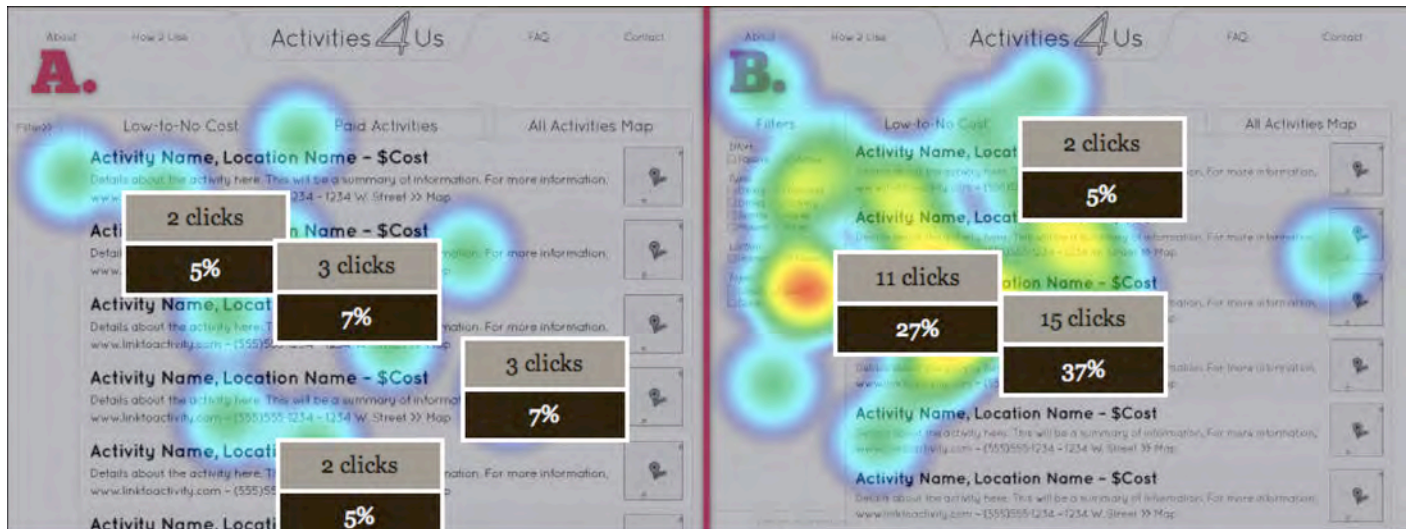


FIGURE 5: Test 2 – Results Page Layout Comparison with Heat Map Click Results Overlay

the process.

I wanted to give the users the option of having more screen real estate on the results page by offering a subdued “Filters” button (FIGURE 5, left image) that the user could then click to access a narrow filtering system as opposed to having a visible, sidebar filtering system that is always there and eats into the screen real estate for the results query. The user feedback was that users preferred (~69%) the layout that offered an “always visible” narrow filtering system. In a different question, ~74% of users preferred responded that they preferred the same filtering system (same system as in FIGURE 5, left image, but a different question).

I also wanted to start considering a color palette that users preferred. I offered four comparison questions for four different color sample images that I found on the internet. Out of the four questions, users preferred the green color palette (FIGURE 6, right image) over the other choices. The muted orange color palette (FIGURE 7, left image) was the second most preferred color palette. These were the two that I would move ahead with in the third user test.



FIGURE 6: Test 2, Image 3 – Color Comparison Question, Version 1

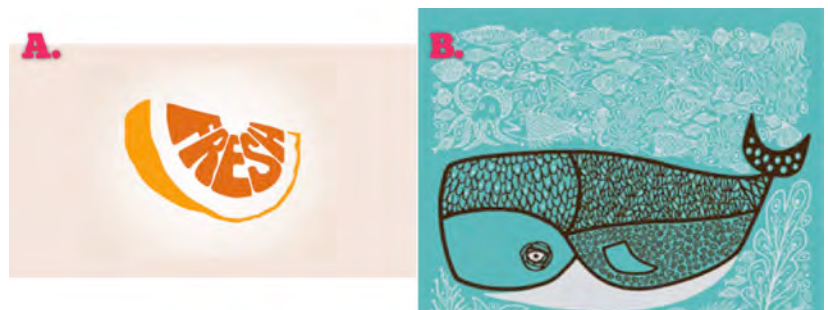


FIGURE 7: Test 2, Image 4 – Color Comparison Question, Version 2

### Third Design User Test

Using the results of the second design user test, I created the third design user test. Again, the designs were created using Adobe Illustrator. This test was a medium fidelity test (color and other non-essential elements added, but not refined or “glossy”). I understand from the requirements that the fidelity of the design is not important for this milestone, however I felt that testing a layout with color and concept would give the users a better idea of layout and asset design, thus helping me to refine my final

design.



FIGURE 8: Test 3 – Color Palette Comparison

The third design was created using Adobe Illustrator, considering the results from the original two design user tests. This design iteration is the first to involve color in the design. I created two different color schemes for the user “approved” – meaning, those designs that the users tested found to have better usability and visual layout attributes – landing page and results page layouts. The purpose for the third design user test was to find out what color palette the users considered to more appealing and portrayed as “being active”. The third user test design can be found in Appendix VIII.

As before, I used Intuition HQ to create and distribute the user test. The test can be found in Appendix IX. The

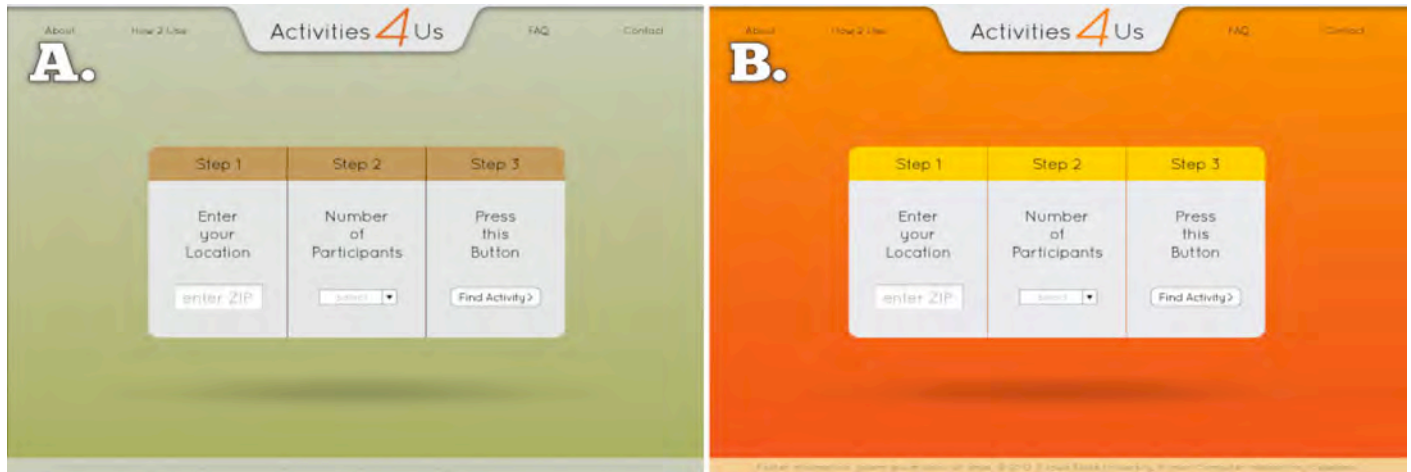


FIGURE 9: Test 3 – Color Palette Comparison – Landing Page

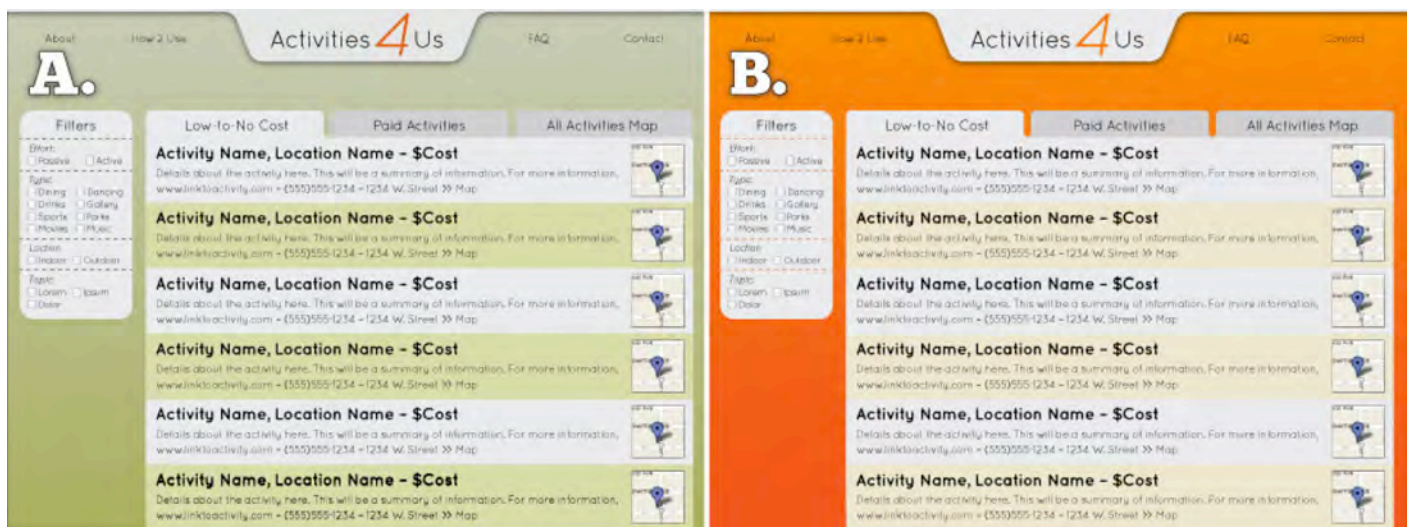


FIGURE 10: Test 3 – Color Palette Comparison – Results Page

survey was the shortest by far, at 4 questions, due to the refinement of the design during the iterative process.



### Third Design User Test – Results

The results for the third design user test can be found in Appendix X. The results from this section were not as I expected. After creating the color layouts, I thought that the obvious user choice would be color palette 'B' (FIGURE 8) as the overall color palette. My impression of color palette 'B' was that it better embodied the concept of 'active'. To that question (question 1, third test), ~63% of the users polled confirmed that color palette 'B' was a more 'active' color set. However, the response to the following question, 'Which color palette do you prefer?', for FIGURE 8, 9 and 10 resulted in the users overwhelmingly choosing color palette 'A' (~71%) and subsequently Landing Page 'A' (~56 to 81%) and Results Page 'A' (~69% to 83%) as the preferred color palette (*I should note that the statistical spread is due to the reporting from Intuition HQ – percentages are displayed on clusters of user clicks, therefore single, remote clicks are not factored into the percentages shown. The first number I'm reporting is the approximate percentage shown and the second number is the percentage of clicks for the other comparison, subtracted from 100%*).

Front-End System Design Flow Chart

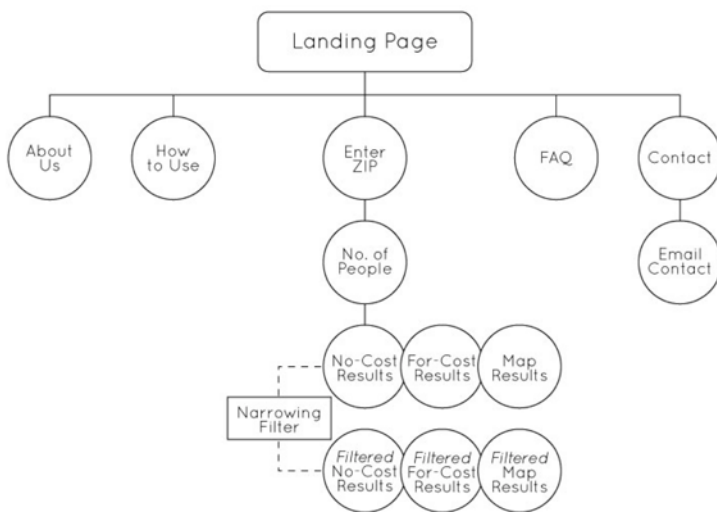


FIGURE 11: Front-End Flow Chart

Back-End System Design Flow Chart

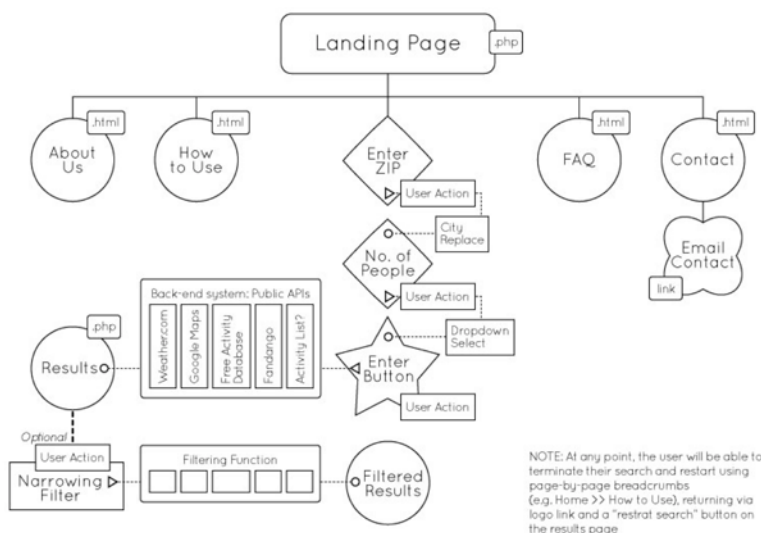


FIGURE 12: Back-End Flow Chart

### Flow Chart – Front-End Design

From the user testing process I was able to create a flow chart for the front-end design (FIGURE 11, Appendix XI). This outlines the system layout. Users will enter the web application at the 'Landing Page'. The secondary links consist of four basic web pages ('About Us', 'How to Use', 'FAQ', 'Contact'). The main content on the landing page houses the interactive component ('Enter ZIP', 'Number of Participants' and the button to begin the query).

**Interaction:** When a user inputs their location information (ZIP), number of participants and submits the query (via submit button), this then directs the user to the 'Results' page. The results page can then be filtered through a simple tabbed mechanism labeled 'no-cost', 'low-cost' and 'map results'. These results can, but do not require, additional filtering using the 'Narrowing Filter'. The narrowing filter limits the results for the 'no-cost', 'low-cost' and 'map results' results.

### Design as "System Flow"

For the following section, "system flow" will be referred to as "design". System flow refers to the way the user will be provided with information and the technology behind how this will be delivered. The design of the system is outlined in the following flow chart (FIGURE 12, Appendix XII).

### Flow Chart – Back-End Design

This flow chart also begins the same way as the Front-End design flow chart – The user enters the site via the 'Landing Page'. This flow chart differs by noting the method/type of file (.php/.html). The secondary links, again, consist of four basic web pages ('About Us', 'How to Use', 'FAQ', 'Contact') – these pages will exist as .html files.

**Interaction:** The main content on the landing page,

existing as a .php file, houses the user interactions ('Enter ZIP', 'Number of Participants'). The 'Enter ZIP' input will replace the user input (ZIP code) with the associated city and state. The enter/submit button then begins the results query process by passing the user input through a 'free activities' database (MySQL, probably built and compiled by myself), and several public APIs (weather.com, Google Maps, Fandango and others) to populate the initial results. These query results will then be fed to the appropriate tabbed section of the initial 'Results' page ('no-cost', 'low-cost' and 'map results').

The user then has the option to continue to filter the results using the 'Narrowing Filter', a series of terms (over-arching major activities, over-arching exertion levels, over-arching locations, etc.) that allows the user to limit the results in the main query ('no-cost', 'low-cost' and 'map results').

## The 'Final' (Working) Graphic/Interactive Design Concept

The final design (Appendix XIII) would be considered my high fidelity design (cleaning up any rough edges, inconsistent design and adding additional glossy elements such as reflections and shading). It was created using Adobe Illustrator using the feedback from the users polled in the three user tests above.

### Justifications

Complete final design concept considers the feedback from the three Design User Tests. With each test I was able to narrow the design to the final design (FIGURE 13) per user needs via user survey feedback. A summary list of these justifications (user feedback) from the above sections are listed here:

- Ease of use: Results from the first user test showed that users had a basic understanding of how to interact with the system
- Main Design: User feedback showed a preference to one design sketch (FIGURE 1, left image)
- Results Design: User feedback showed a preference to one design sketch (FIGURE 2, right image)
- Layout: User feedback determined that the 'narrowing filter' was preferred after the initial user input (FIGURE 3, right image)
- Refined Ease of Use: Results of the second user test, FIGURE 4 and FIGURE 5 show that users understand the interaction with the system or can (or desire to) search out how to figure out what to do ('How to Use' and 'FAQ')
- Filter Interaction Preference: FIGURE 6 shows user preference for a visible narrowing filter over a button that accesses a (for lack of a better term) 'pop-up window'
- Color Preference: FIGURE 6, 7, 8, 9 and 10 (bridging design user test two and three) show a user preference for the muted green color palette over the user suggested 'active' color palette

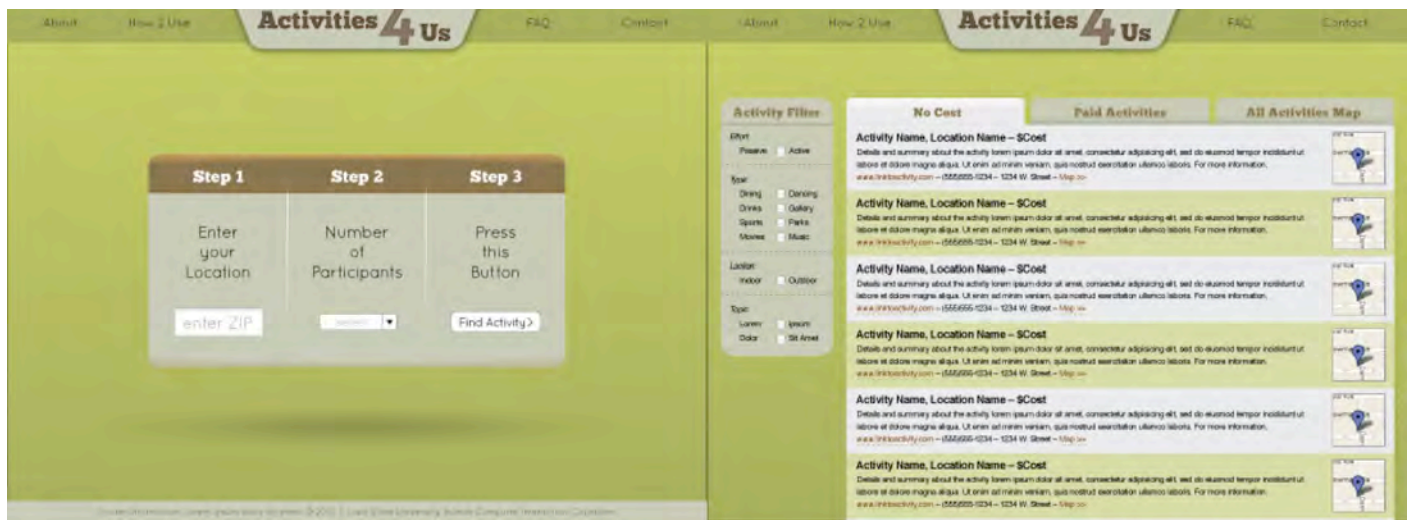


FIGURE 13: Final Design – Landing Page and Results Page

While refining the aesthetic design (FIGURE 11) I was also able to refine the system flow design (back-end layout – FIGURE 12).

## Heuristics – System Evaluation

### Nielsen's Heuristics [A3]

1. **Visibility of System Status:** Results will (attempt to) be delivered in a reasonable time, per web standards.
2. **Match Between System and Real World:** Results will be in order of importance, conceptually understood from my user per card sorting activity in M2 – activity name, location, cost, activity detail, link for more details, contact information, directions.
3. **User Control and Freedom:** "Breadcrumb" design structure to be implemented in final design, allowing users to return to the landing page to start a new search. Other options to return would be the logo link and the browser 'back' button, although not a preferred method.
4. **Consistency and Standards:** Design, wording and layout will be consistent from page to page.
5. **Error Prevention:** Back-end will be designed to avoid errors, but in case errors cannot be avoided, back-end error catching will allow for users to easily find their way back to the main search, or even redirect the user back to the landing page (with an apology message).
6. **Recognition Rather Than Recall:** Information will be visible to users. Through the user testing, it was already found that the user desires a visible narrowing search filter.
7. **Flexibility and Efficiency of Use:** Users are provided with a 'How to use' and 'FAQ' section if they need help, however the design, per user testing, is easy to understand.
8. **Aesthetic and Minimalist Design:** The site offers only the information needed for A. the user to perform their search and B. the information to retrieve their desired activity.
9. **Help Users Recognize, Diagnose and Recover From Errors:** As stated above in Error Prevention, the back-end will be designed so that errors can be avoided, but in the case of errors, errors will be clear, polite, but usher the user back to the landing page to restart their search.
10. **Help and Documentation:** As stated in Flexibility and efficiency of use, users are provided with a 'How to use' and 'FAQ' section if the need assistance.

### Shneiderman's "Eight Golden Rules of Interface Design" [A4]

1. **Strive for Consistency:** See Nielsen 'Consistency and standards'.
2. **Enable Frequent Users to Use Shortcuts:** Shortcuts for this system not applicable.
3. **Offer Informative Feedback:** See Nielsen 'Visibility of system status'.
4. **Design Dialog to Yield Closure:** System is designed to go from Step 1, Step 2, Step 3 and result achievement.
5. **Offer Simple Error Handling:** See Nielsen 'Error Prevention' and 'Help users recognize, diagnose and recover from errors'.

6. **Permit Easy Reversal of Actions:** See 'User control and freedom' as well as the ability of the user to uncheck filters in the narrowing search filter to return to the initial set of results.
7. **Support Internal Locus of Control:** See Nielsen 'Flexibility and efficiency of use' and 'Help and documentation'.
8. **Reduce Short-Term Memory Load:** System sequences are short and easily reproduced.

### Tradeoffs

The tradeoffs from my original mental image of the final result and what came of the final design is as follows:

#### *Simplicity of System v. Refinement of Results*

Reflecting on the results of my M2 survey and one-on-one interviews with my users – the users wanted to be able to get to the information they (individually) wanted and not to see long lists of activities that may not interest them. I originally wanted a system with a clean design, simple user interactions and a simple backend (similar to drinkify.org or designate.com) – in other words, a low cognitive load. In this system it is just not possible when dealing with a potential large amount of query results (high cognitive load for both amount of information, as well as user interaction). In order to support a large audience, a complex filtering system (secondary, to narrow listings on the results page) is a necessity.

#### *Screen Real Estate: Clean v. Cluttered*

Screen real estate trade-off is a common trade-off when designing web applications. There is always a give and take when talking about aesthetics. In this case, the narrowing filter needs to be visually available for the user on the results page. The trade-off opens more real estate on the main page, per user preference from my first design user test, by removing the narrowing filter from the main page. I think that the results page will be more cluttered than I would want, but this is the nature of the beast – there is potential for many results, therefore the page will be populated regardless. Using the space and managing the text size will be a priority when moving into the prototyping phase.

## FUTURE TECHNOLOGIES & SOCIAL IMPLICATIONS

### Emerging Technology Influence

In considering the design for Activities 4 Us, it was important to keep in mind modern social and technological trends, such as social media and social business, cloud computing, gesture-based gaming/interaction (Wii/KINECT) and multi-touch technologies (SmartPhones/Tablets) [E3, E7, E8]. Considering the modern technological growth speed driving consumers to buy the newest tech gadget, program or join the new social network the design had to be modern, interesting and capture users' attention. Activities 4 Us is intended for a wide audience, it needed to be delivered in the most easily-served, widely-used method possible via web application.

Graphics and content need to be optimized for web; considering that very few people are using low speed connections (.056 Mbps) any longer. Average internet access speeds in America are 12.94 Mbps [E9], typically through large data pipes at the office, and cable internet and WiFi at home and public access [E6]. Even mobile browsing speeds have increased with the increasing availability of 4G networks (100 Mbps), but even widely used 3G networks offer .2 Mbps speeds.

Modern websites should have dynamically driven content, using AJAX/jQuery on the client-side and PHP/Python in the backend. In the case of Activities 4 Us, I wanted to combine Application Programming Interfaces (APIs – backend, third-party source code) like Google Maps, Weather.com, and others to assemble and filter the query results. Query results must be easy to read, but also need to offer users the ability to share the activity they are taking part in through the social media outlet of their choice.

The interface design needs to offer a simple user experience – offering a location search, a group size filtering system and an activity filtering system. Graphically, the design should be simple, clean and similar to other technologies the users may typically use, such as MetroMix, Yelp or GrubHub.

The front-end design needs to be built using modern coding formats like HTML5 and CSS3 that are supported on all modern devices and browsers. Using HTML5 should future-proof the design for at least 5-8 years (2017-2020). The reasoning is HTML 3.0 maintained being the hypertext standard from 1995-2000 and XHTML from 2000 to 2010 [E5]. However, if the system is being built using a PHP (5+), it should be understood that using HTML5 valid methods is important for code that is done in HTML even though there is no DOCTYPE declaration.

## Ethical & Social Issues

### Considering the Majority

Through my design user testing I had to evaluate using the feedback of the majority over the minority. It is difficult to design a system that appeals to every user. Due to that, my goal in this project, and any design project I participate in, is to appease the majority of my users. When I sampled my users for this project, it was relatively easy to make decisions from their feedback – applying feedback that received feedback of 65% or higher. While I was using a semi-random sample set of ~40 people per test (a portion invited to review and a portion promoted from the testing application), there is potential for other random selections of ~40 people may have different feedback. However, after three tests using a semi-random sample, my results from all three tests using similar (iterative) designs received similar feedback, I am confident that a majority of my users will continue to approve of the system design.

### Considering Potential Users

Since Activities 4 Us has potential for such a wide user demographic, the ethical conflicts that may arise in relation to the users are: visual impairment issues, such as poor vision, aging vision, lack of vision, colorblindness, etc. Moving on to the final design, considerations will need to be made for screen readers (501 compliance), flexible layout design to accommodate lower screen resolutions (typically adjusted by elderly users or those with poor vision to provide an easier to read display), and adjustable font resizing (jQuery addition).

To consider the colorblind audience (In America, 5% - 8% of men, 0.4% of women [S1, S4, S6], 1 in 20 users [S4]), I ran the system design through an online colorblind web page filter [S5] to emulate what a colorblind user might see. As seen from the deuteranope (FIGURE 14) and protanope (FIGURE 15) samples, both forms of red/green colorblindness [S5], the color palette has enough contrast and shades [S1, S4] to provide a similar experience for color impaired users without detracting from the experience (such as reading and differentiation difficulty). Even users with tritanope (FIGURE 16), a very rare form of blue/yellow colorblindness [S5], should be able to experience the aesthetic design easily and have no issues with the interface design or color conflict of text on a background [S1, S4].



FIGURE 14: Color Blind Test – Deuteranope



FIGURE 15: Color Blind Test – Protanope



FIGURE 16: Color Blind Test – Tritanope

### Socioeconomic Implications

Another issue that should be considered is access to the system. Activities 4 Us will be designed for use with all browsing media [S3]: mobile, SmartPhone, tablet, netbook, laptop, desktop, etc. However, the ability to access any of those media should be considered. The overview of this social issue is: How would a user of any age without the media to access or internet availability access the system?

While I cannot begin to solve any socioeconomic issues, I do have a responsibility to give unlimited access to those users who can [S3]. My system will be cost-free to access. If a user without internet access or the media to access Activities 4 Us wants to access the site, if they can access at the library, through someone with media and internet access, or another method, they will be able to use my system without any additional cost.

### Results For Everyone

The intent of my system is to serve content about local activities to a wide audience. I want the system to provide as many results to serve as many interests as the searchable area can offer. With a potential for a large number of results, my hopes are that each individual user will be able to find an activity that interests them – from apple picking to zinfandel tasting. The benefit of the first delivered results is to expose users to activities that they may not initially consider. The intent of the narrowing filter is to allow users to eliminate the activities the user will not have any interest in, providing faster access to the activities they will.

### User Privacy

My system will protect user privacy not collect user information using cookies [S2]. The trade-off here is that if a user wants to access social media through Activities 4 Us, they will need to enter their information every visit.

### Considering the Results

While the intent for the system is to deliver a wide variety of results across different interests (tastes, groups, topics, etc.) and those results (content) being fed from local sources, there may be potential for the results to be perceived as biased towards one interest or group over another. For example, if a middle income, middle-aged, liberal user is seeking activities in a predominantly wealthy location of say, New York City, the results they get from their search will trend towards available activities in the location they are searching, which may be considered more conservative and cost more to take part in. However, with the 'No Cost' option of the search, the intent for Activities 4 Us is to provide a database of activities that do not cost money that can be done in any location. To continue with the example from above, the user could potentially find an activity such as "Play frisbee in the park" and be directed to a park within the location they are searching for no cost.

I think that these results are fine for the purposes of the system. The results will reflect the locations in which users would be searching for activities. A non-user, meaning someone directly interacting with the location, would find the same type of results – with the exception of the 'No Cost' database options, available only through Activities 4 Us. I do not think that the website would be labeled as leaning or appealing to one demographic/interest/topic/desire over another simply because the results are a reflection of the location. It is true that, if a conservative user were searching for activities in Williamsburg, NY they may be dissuaded by the amount of liberal or "crunchy" options for activities, but I do not think that the Activities 4 Us system is at fault.

### Considering the Community

It would be with great hope that Activities 4 Us could assist in bringing communities closer together. The system has the potential to increase awareness in group, league or club activities. However, it will be up to the individual user to have the personal interest in taking part in such activities. In any size community, there is potential for the system to inform users about new activities, just as there is potential to reaffirm an individual's belief that "there is nothing new to do". Activities 4 Us is a delivery system to create interest in activities – it continues to be left up to the community to create activities and for the individuals to desire/motivate themselves to find interest in those activities, or to create their own.

---



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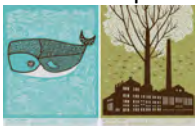


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- T3. Images used without permission:



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# **APPENDIX I**

*M1 Concept Sketches*

Never Bored

LOCATION

60625

PEOPLE

1

INCLUDE: ☒ ALL

☒ DINING

☒ SPORTS

☐ CHECKBOX

☒ MUSEUMS

☒ OUTDOOR

☐ MADE UP

☒ MUSIC

☒ SOMETHING

☐ FAUX

WHAT SHOULD I DO?

Never Bored

LOCATION

TODAY IS JANUARY 12, 2012 SAT 5:00 PM. DO!  
THE TEMPERATURE IS CURRENTLY 45° AND CLOUDY.  
WE FOUND THE FOLLOWING ACTIVITIES FOR YOU:

Low-to-No Cost

Paid Activities

All Activities Map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map

Activity Name, Location Name

Other details about the activity or location

Show on map



Never Bored

LOCATION

TODAY IS JANUARY 12, 2012 AT 5:00 PM. DO!  
THE TEMPERATURE IS CURRENTLY 45° AND CLOUDY.  
WE FOUND THE FOLLOWING ACTIVITIES FOR YOU:

Low-to-No Cost

Paid Activities

All Activities Map

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

Activity Name, Location Name  
*Other details about the activity or location*

[Show on map](#)

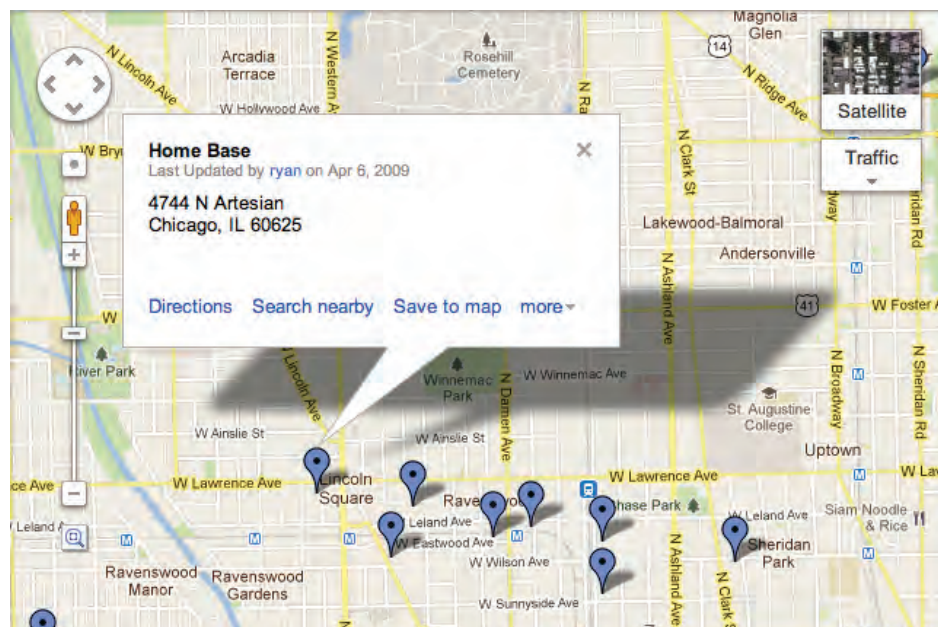
LOCATION

TODAY IS JANUARY 12, 2012 AT 5:00 PM. DO!  
THE TEMPERATURE IS CURRENTLY 45° AND CLOUDY.  
WE FOUND THE FOLLOWING ACTIVITIES FOR YOU:

Low-to-No Cost

Paid Activities

All Activities Map



# **APPENDIX II**

*First Design User Test –  
Rough Paper Sketches*

ABOUT

HOW 2 USE

ACTIVITIES 4 US

FAQ

CONTACT

STEP 1:

ENTER  
YOUR  
LOCATION

enter ZIP

STEP 2:

HOW  
MANY  
PARTICIPANTS

select ▼

1

2

3

4

MORE

STEP 3:

INCLUDE

☐ SELECT ALL

☐ DINING ☐ SPORTS

☐ GALLERY ☐ THEATER

☐ MOVIES ☐ OUTDOOR

☐ ACTIVE ☐ PASSIVE

☐ MUSIC ☐ ITEM

☐ ANOTHER ☐ THIS TOO

STEP 4:

PRESS  
THIS  
BUTTON

FIND ACTIVITY



ABOUT

HOW 2 USE

ACTIVITIES 4 US

FAQ

CONTACT

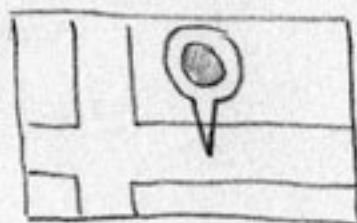
LOW-TO-NO COST

PAID ACTIVITIES

ALL ACTIVITIES MAP

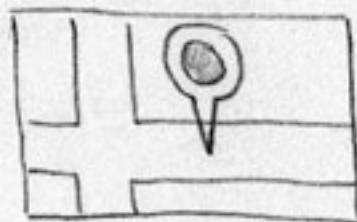
ACTIVITY NAME, LOCATION NAME

DETAILS ABOUT ACTIVITY HERE. THIS WILL BE A SUMMARY, BUT WAIT THERE IS A LINK.  
WWW, LINK TO ACTIVITY.COM - (555) 555-1234 - COST \$FREE



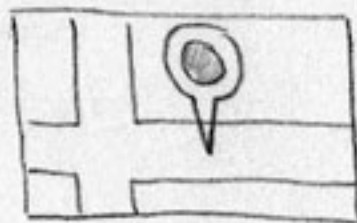
ACTIVITY NAME, LOCATION NAME

DETAILS ABOUT ACTIVITY HERE. THIS WILL BE A SUMMARY, BUT WAIT THERE IS A LINK.  
WWW, LINK TO ACTIVITY.COM - (555) 555-1234 - COST \$FREE



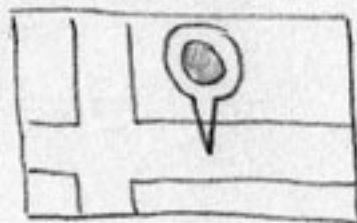
ACTIVITY NAME, LOCATION NAME

DETAILS ABOUT ACTIVITY HERE. THIS WILL BE A SUMMARY, BUT WAIT THERE IS A LINK.  
WWW, LINK TO ACTIVITY.COM - (555) 555-1234 - COST \$FREE



ACTIVITY NAME, LOCATION NAME

DETAILS ABOUT ACTIVITY HERE. THIS WILL BE A SUMMARY, BUT WAIT THERE IS A LINK.  
WWW, LINK TO ACTIVITY.COM - (555) 555-1234 - COST \$FREE





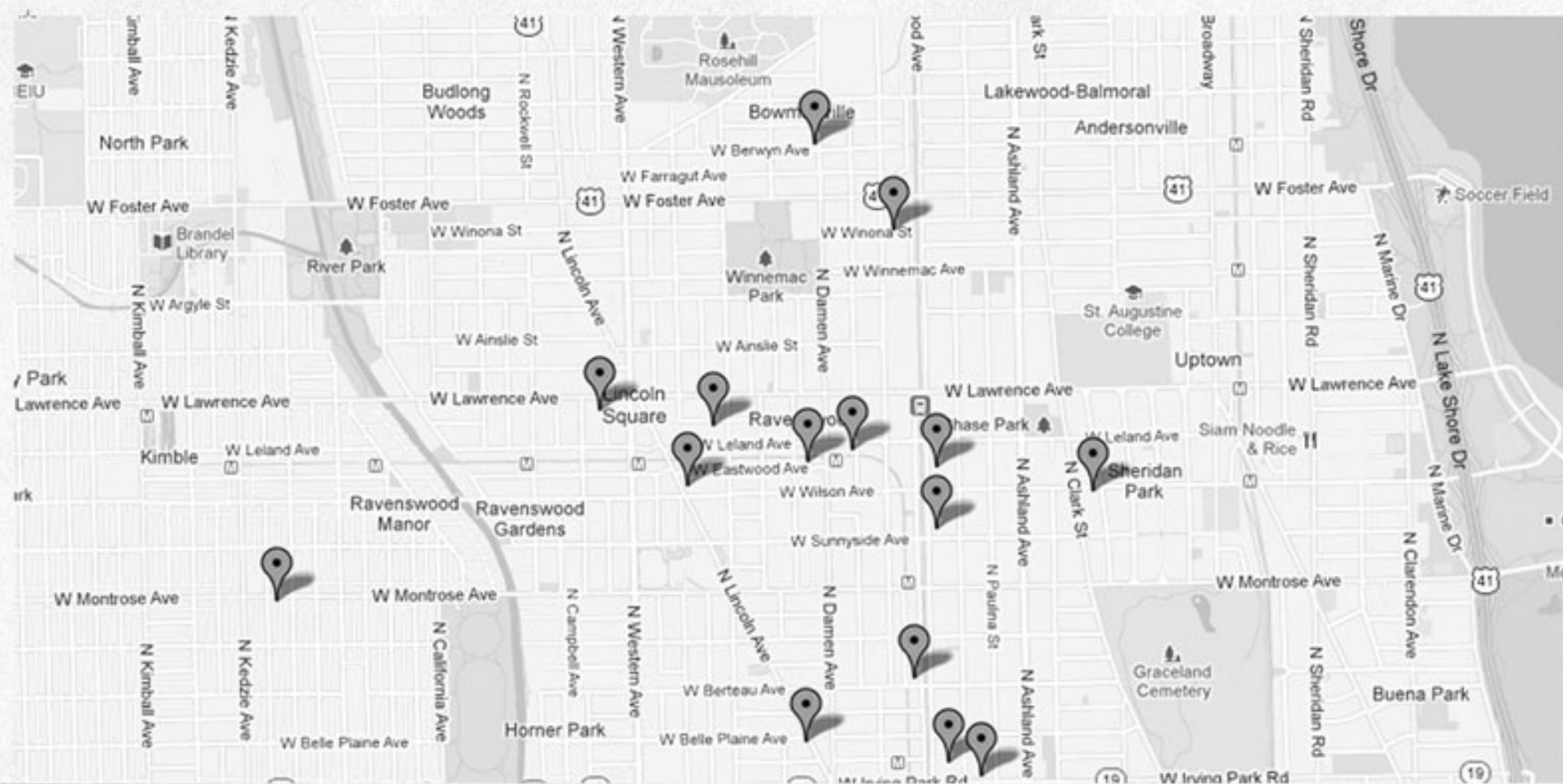
## How 2 use

ACTIVITIES 4 US

## CONTACT

## PAID ACTIVITIES

## ALL ACTIVITIES MAP



## Step One - Activity Location

Enter ZIP

Next Step >>

Step Two - Number of People.

Enter Number

Find Results



# ACTIVITIES4US

About. How to Use. FAQ. Contact.

COST: ☐ FREE ☐ FOR-COST

EFFORT: ☐ PASSIVE ☐ ACTIVE

TYPE: ☐ DINING ☐ DANCING  
☐ DRINKS ☐ GALLERY ☐ SPORTS  
☐ PARKS ☐ MOVIES ☐ MUSIC

LOCATION: ☐ INDOOR ☐ OUTDOOR

TOPIC: ☐ LOREM ☐ IPSUM ☐ DOLOR

Activity Name, Location Name - \$Cost

Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost

Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost

Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost

Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost

Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street >> Map

# **APPENDIX III**

*First Design User Test – Survey*



This is your first time visiting this website, but you don't quite know what to do - Where you would find help with the website?

ABOUT

HOW 2 USE

ACTIVITIES 4 US

FAQ

CONTACT

STEP 1:	STEP 2:	STEP 3:	STEP 4:
<div>ENTER YOUR LOCATION</div> <div>enter ZIP</div>	<div>HOW MANY PARTICIPANTS</div> <div>select</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>MORE</div>	<div>INCLUDE</div> <div><div><input type="checkbox"/> SELECT ALL</div><div><div><input type="checkbox"/> DINING<input type="checkbox"/> SPORTS</div><div><input type="checkbox"/> GALLERY<input type="checkbox"/> THEATER</div><div><input type="checkbox"/> MOVIES<input type="checkbox"/> OUTDOOR</div><div><input type="checkbox"/> ACTIVE<input type="checkbox"/> PASSIVE</div><div><input type="checkbox"/> MUSIC<input type="checkbox"/> ITEM</div><div><input type="checkbox"/> ANOTHER<input type="checkbox"/> THIS TOO</div></div></div>	<div>PRESS THIS BUTTON</div> <div>FIND ACTIVITY</div>

FOOTER INFORMATION, LOREM IPSUM DOLOR SIT AMET © 2012 | IOWA STATE, HUMAN COMPUTER INTERACTION, CAPSTONE



## Task 2 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

This is your first time visiting this website, but you don't quite know what to do - Where you would find the Frequently Asked Questions?

ACTIVITIES4US

About. How to Use. FAQ. Contact.

Step One - Activity Location

Enter ZIP

Next Step >>

Footer Information. Lorem ipsum dolor sit amet © 2012 | Iowa State, Human Computer Interaction, Capstone



Where would you start to find an activity?

ABOUT

HOW 2 USE

ACTIVITIES 4 US

FAQ

CONTACT

STEP 1:	STEP 2:	STEP 3:	STEP 4:
<div>ENTER YOUR LOCATION</div> <div>enter ZIP</div>	<div>HOW MANY PARTICIPANTS</div> <div>select ▼</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>MORE</div>	<div>INCLUDE</div> <div><div><input type="checkbox"/> SELECT ALL</div><div><input type="checkbox"/> DINING<input type="checkbox"/> SPORTS</div><div><input type="checkbox"/> GALLERY<input type="checkbox"/> THEATER</div><div><input type="checkbox"/> MOVIES<input type="checkbox"/> OUTDOOR</div><div><input type="checkbox"/> ACTIVE<input type="checkbox"/> PASSIVE</div><div><input type="checkbox"/> MUSIC<input type="checkbox"/> ITEM</div><div><input type="checkbox"/> ANOTHER<input type="checkbox"/> THIS TOO</div></div>	

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Task 4 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

Where would you start to find an activity?

A hand-drawn sketch of a web page. The header features the title 'ACTIVITIES4US' on the left and a navigation menu with 'About.', 'How to Use.', 'FAQ.', and 'Contact.' on the right. The main content area is a large rounded rectangle containing the text 'Step One - Activity Location'. Below this text is a rectangular input field with the placeholder text 'Enter ZIP'. To the right of the input field is a button labeled 'Next Step >>'. The footer contains the text 'Footer Information. Lorem ipsum dolor sit amet © 2012 | Iowa State, Human Computer Interaction, Capstone'.

ACTIVITIES4US

About. How to Use. FAQ. Contact.

Step One - Activity Location

Enter ZIP

Next Step >>

Footer Information. Lorem ipsum dolor sit amet © 2012 | Iowa State, Human Computer Interaction, Capstone



Where would you search for only 'dining' results?

ABOUT

HOW 2 USE

ACTIVITIES 4 US

FAQ

CONTACT

STEP 1:	STEP 2:	STEP 3:	STEP 4:
<div>ENTER YOUR LOCATION</div> <div>enter ZIP</div>	<div>HOW MANY PARTICIPANTS</div> <div>select ▼</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>MORE</div>	<div>INCLUDE</div> <div><div><input type="checkbox"/> SELECT ALL</div><div><input type="checkbox"/> DINING<input type="checkbox"/> SPORTS</div><div><input type="checkbox"/> GALLERY<input type="checkbox"/> THEATER</div><div><input type="checkbox"/> MOVIES<input type="checkbox"/> OUTDOOR</div><div><input type="checkbox"/> ACTIVE<input type="checkbox"/> PASSIVE</div><div><input type="checkbox"/> MUSIC<input type="checkbox"/> ITEM</div><div><input type="checkbox"/> ANOTHER<input type="checkbox"/> THIS TOO</div></div>	

FOOTER INFORMATION, LOREM IPSUM DOLOR SIT AMET © 2012 | IOWA STATE, HUMAN COMPUTER INTERACTION, CAPSTONE



Where would you search for results that are only 'no-cost'?

ACTIVITIES4US

About. How to Use. FAQ. Contact.

COST: ☐ FREE ☐ FOR-COST

EFFORT: ☐ PASSIVE ☐ ACTIVE

TYPE: ☐ DINING ☐ DANCING  
☐ DRINKS ☐ GALLERY ☐ SPORTS  
☐ PARKS ☐ MOVIES ☐ MUSIC

LOCATION: ☐ INDOOR ☐ OUTDOOR

TOPIC: ☐ LOREM ☐ IPSUM ☐ DOLOR

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map

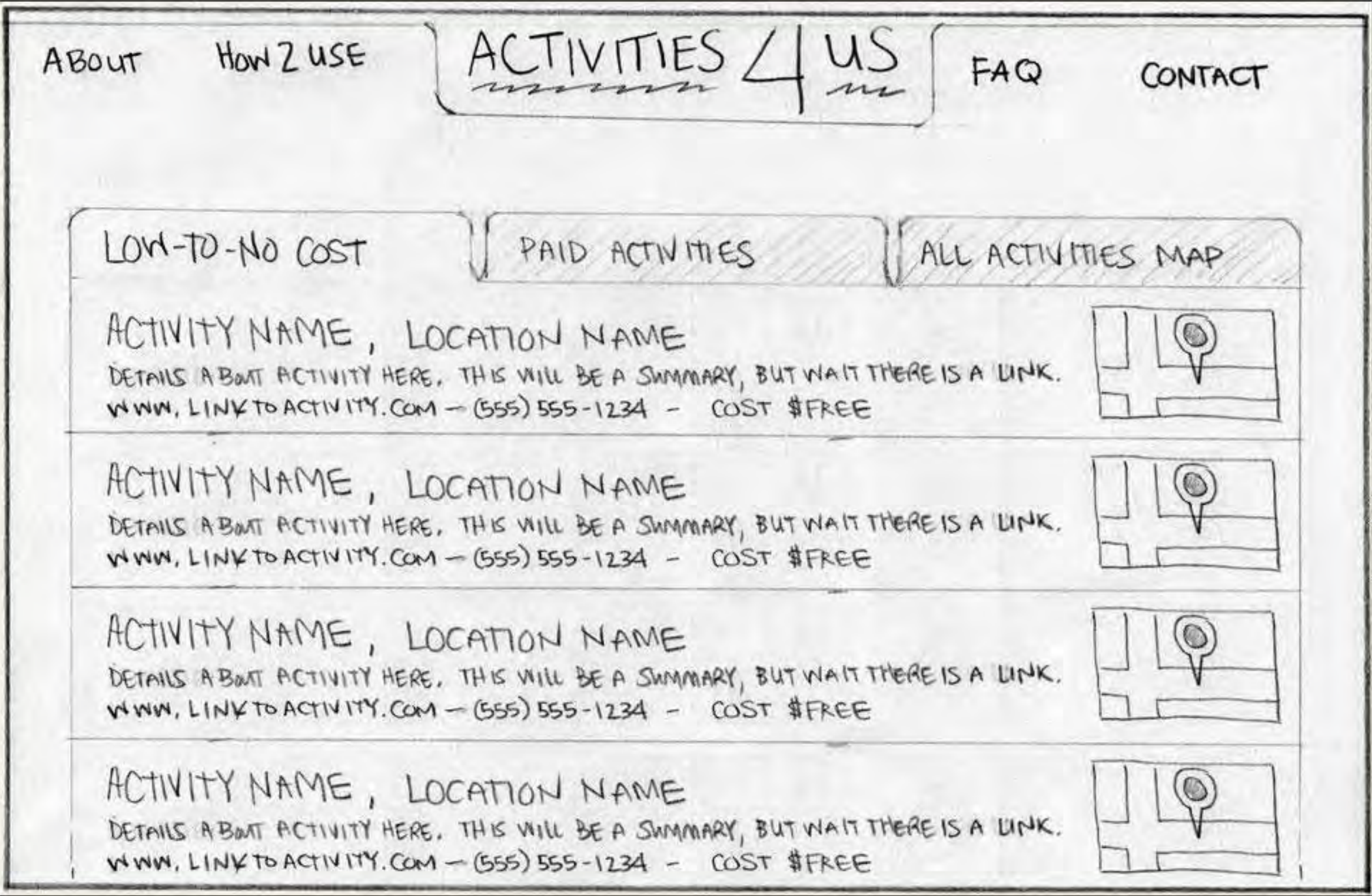
Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map



Where would you click to find the 'For Cost' results?





Where would you click to limit your results to just 'active' activities?

ACTIVITIES4US

About. How to Use. FAQ. Contact.

COST: ☐ FREE ☐ FOR-COST

EFFORT: ☐ PASSIVE ☐ ACTIVE

TYPE: ☐ DINING ☐ DANCING  
☐ DRINKS ☐ GALLERY ☐ SPORTS  
☐ PARKS ☐ MOVIES ☐ MUSIC

LOCATION: ☐ INDOOR ☐ OUTDOOR

TOPIC: ☐ LOREM ☐ IPSUM ☐ DOLOR

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 W. Street >> Map



## Task 9 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

This design uses progressive navigation. Let's pretend you just entered your ZIP code and pressed 'next' on the screen to the left - the box slides to the left and the box centered in the sketch to the right slides in to the center - click where you would input the next information.

The image shows two side-by-side hand-drawn wireframe sketches of a web form for 'ACTIVITIES4US'. Both sketches have a header with the site name and a navigation menu: 'About', 'How to Use', 'FAQ', and 'Contact'.

The left sketch is titled 'Step One - Activity Location'. It features a rectangular input field labeled 'Enter ZIP' and a button labeled 'Next Step >>' with a right-pointing arrow.

The right sketch is titled 'Step Two - Number of People'. It features a rectangular input field labeled 'Enter Number' and a button labeled 'Find Results' with a hatched background.

At the bottom of each sketch, there is a footer line of placeholder text: 'Futer Information: Lorem ipsum dolor sit amet (s) 2012 | Iowa State, Human Computer Interaction, Capstone'.

## Task 10 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

Would you prefer to have all of your search options all on one page (left - click left) or a progressive entry system (right - click right)?

The image shows two hand-drawn wireframes for a search interface, comparing a single-page search (left) and a progressive entry system (right).

**Left Wireframe (Single-page search):**

- Navigation: ABOUT, HOW 2 USE, **ACTIVITIES 4 US**, FAQ, CONTACT.
- Form Structure:
  - STEP 1:** ENTER YOUR LOCATION. Input field: enter ZIP.
  - STEP 2:** HOW MANY PARTICIPANTS. Dropdown menu: select. Options: 1, 2, 3, 4, MORE.
  - STEP 3:** INCLUDE. Sub-sections:
    - ☐ SELECT ALL
    - ☐ DINING ☐ SPORTS
    - ☐ GOLFING ☐ THEATER
    - ☐ MOVIES ☐ OUTDOOR
    - ☐ ACTIVE ☐ PASSIVE
    - ☐ MUSIC ☐ TEA
    - ☐ ANOTHER ☐ THIS TOO
  - STEP 4:** PRESS THIS BUTTON. Button: FIND ACTIVITY.

**Right Wireframe (Progressive entry system):**

- Navigation: About, How to Use, FAQ, Contact.
- Form Structure:
  - Step One - Activity Location**
  - Input field: Enter ZIP
  - Button: Next Step >>

Footer Information, Lorem ipsum dolor sit amet © 2012 | Some State, Human Computer Interaction, Capstone



## Task 11 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

Would you prefer to filter your search results after your results are displayed (right) or before your results are displayed (left)?

# ACTIVITIES4US

About: How to Use: FAQ: Contact:

COST: ☐ FREE ☐ FOR-COST

EVENT: ☐ PASSIVE ☐ ACTIVE

TYPE: ☐ DRINKING ☐ DANCING

☐ DRINKS ☐ GALLERY ☐ GATE

☐ PARK ☐ MOVIES ☐ MUSIC

LOCATION: ☐ INDOOR ☐ OUTDOOR

TOPIC: ☐ SCIENCE ☐ HISTORY ☐ OTHER

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street ?? Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street ?? Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street ?? Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street ?? Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
[www.linktoactivity.com](#) - (555) 555-1212 - 1234 W. Street ?? Map

About How 2 USE

# ACTIVITIES 4 US

FAQ CONTACT

STEP 1:	STEP 2:	STEP 3:	STEP 4:
<p>ENTER YOUR LOCATION</p> <p><input type="text" value="enter ZIP"/></p>	<p>HOW MANY PARTICIPANTS</p> <p><input type="text" value="select"/></p> <p>1 2 3 4 MORE</p>	<p>INCLUDE</p> <p><input type="checkbox"/> SELECT ALL</p> <p><input type="checkbox"/> DRINKING <input type="checkbox"/> DANCING</p> <p><input type="checkbox"/> GALLERY <input type="checkbox"/> GATE</p> <p><input type="checkbox"/> PARK <input type="checkbox"/> MOVIES</p> <p><input type="checkbox"/> MUSIC <input type="checkbox"/> OTHER</p> <p><input type="checkbox"/> ANOTHER <input type="checkbox"/> THIS TOO</p>	<p>PRESS THIS BUTTON</p> <p><input type="button" value="FIND ACTIVITY"/></p>

## Task 12 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

## Which design has the better navigation?

ABOUT How 2 USE **ACTIVITIES 4 US** FAQ CONTACT

STEP 1:	STEP 2:	STEP 3:	STEP 4:
<p>ENTER YOUR LOCATION</p> <input type="text" value="enter ZIP"/>	<p>HOW MANY PARTICIPANTS</p> <p>select ▼</p> <ul style="list-style-type: none"> <li>1</li> <li>2</li> <li>3</li> <li>4</li> <li>MORE</li> </ul>	<p>INCLUDE</p> <p><input type="checkbox"/> SELECT ALL</p> <p> <input type="checkbox"/> DINNER <input type="checkbox"/> SPORTS  <input type="checkbox"/> GOLFING <input type="checkbox"/> THEATER  <input type="checkbox"/> MOVIES <input type="checkbox"/> OUTDOOR  <input type="checkbox"/> ACTIVE <input type="checkbox"/> PASSIVE  <input type="checkbox"/> MUSIC <input type="checkbox"/> ITEM  <input type="checkbox"/> ANOTHER <input type="checkbox"/> THIS TOO         </p>	<p>PRESS THIS BUTTON</p> <input type="button" value="FIND ACTIVITY"/>

Terms: presentation, content layout, layout, etc. © 2012. Lorem Ipsum, Multiple Choice, Multiple Choice, Multiple Choice

**ACTIVITIES 4 US** About: How to Use: FAQ: Contact:

Step One - Activity Location

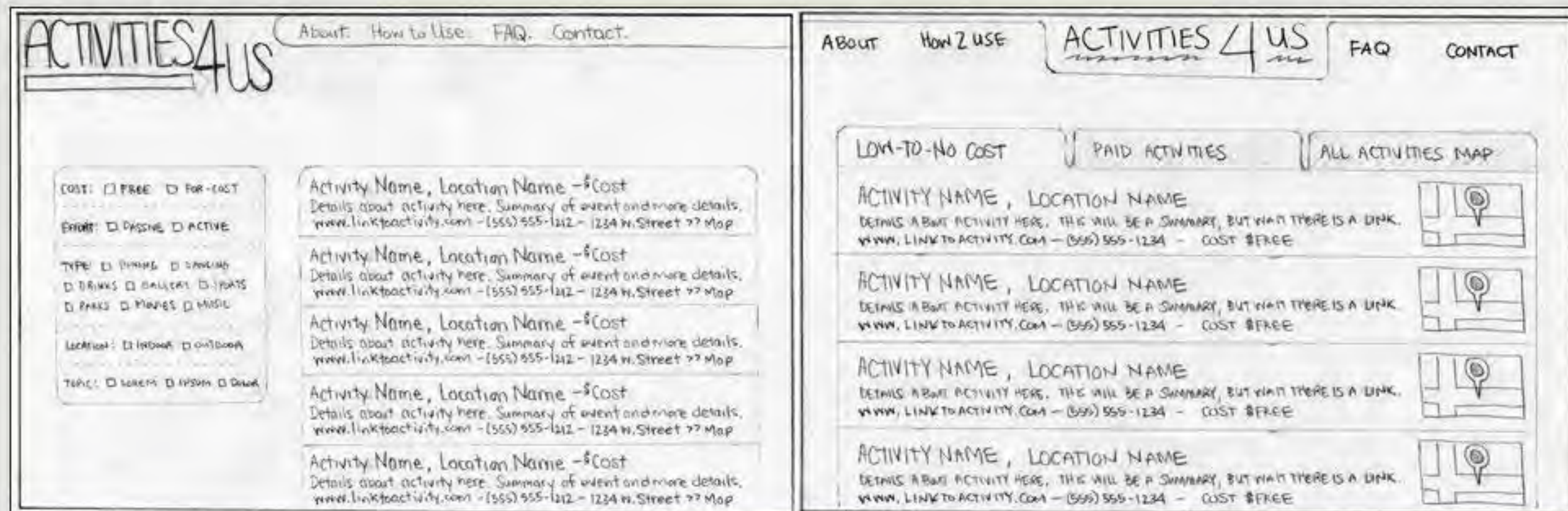
Footer: Information, Lorem ipsum dolor sit amet © 2012 | Lorem Ipsum, Human Computer Interaction, Capstone



## Task 13 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

## Which design displays results better?



Task 14 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

## Which design do you prefer?

[About](#)
[How 2 use](#)

**ACTIVITIES 4 US**

[FAQ](#)
[CONTACT](#)

STEP 1:	STEP 2:	STEP 3:	STEP 4:
ENTER YOUR LOCATION <input type="text" value="enter ZIP"/>	HOW MANY PARTICIPANTS <input type="text" value="select"/> <div>             1 2 3 4 MORE           </div>	INCLUDE <input type="checkbox"/> SELECT ALL <div> <input type="checkbox"/> DINNER <input type="checkbox"/> SPORTS  <input type="checkbox"/> GOLFING <input type="checkbox"/> THEATER  <input type="checkbox"/> MOVIES <input type="checkbox"/> OUTDOOR  <input type="checkbox"/> ACTIVE <input type="checkbox"/> PASSIVE  <input type="checkbox"/> MUSIC <input type="checkbox"/> TEAM  <input type="checkbox"/> ANOTHER <input type="checkbox"/> THIS TOO           </div>	PRESS THIS BUTTON <input type="button" value="FIND ACTIVITY"/>

Footer: Information, Lorem ipsum dolor sit amet © 2012 | Laura State, Human Computer Interaction, Capstone

**ACTIVITIES 4 US**

[About](#)
[How to Use](#)
[FAQ](#)
[Contact](#)

Step One - Activity Location

INTUITI@NHQ



## Task 15 of 15:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

## Which design do you prefer?

# ACTIVITIES4US

About: How to Use: FAQ: Contact:

COST: ☐ FREE ☐ FOR-COST

EVENT: ☐ PASSIVE ☐ ACTIVE

TYPE: ☐ DRINKS ☐ GALLERIES ☐ PARTS

☐ PARKS ☐ PLACES ☐ MUSIC

LOCATION: ☐ INDOOR ☐ OUTDOOR

TOPIC: ☐ SCIENCE ☐ HISTORY ☐ OTHER

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 N. Street ?? Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 N. Street ?? Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 N. Street ?? Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 N. Street ?? Map

Activity Name, Location Name - \$Cost  
Details about activity here. Summary of event and more details.  
www.linktoactivity.com - (555) 555-1212 - 1234 N. Street ?? Map

About How 2 USE

# ACTIVITIES 4 US

FAQ CONTACT

LOW-TO-NO COST PAID ACTIVITIES ALL ACTIVITIES MAP

ACTIVITY NAME, LOCATION NAME  
DETAILS ABOUT ACTIVITY HERE. THIS WILL BE A SUMMARY, BUT WAIT THERE IS A LINK.  
WWW.LINKTOACTIVITY.COM - (555) 555-1234 - COST \$FREE

ACTIVITY NAME, LOCATION NAME  
DETAILS ABOUT ACTIVITY HERE. THIS WILL BE A SUMMARY, BUT WAIT THERE IS A LINK.  
WWW.LINKTOACTIVITY.COM - (555) 555-1234 - COST \$FREE

ACTIVITY NAME, LOCATION NAME  
DETAILS ABOUT ACTIVITY HERE. THIS WILL BE A SUMMARY, BUT WAIT THERE IS A LINK.  
WWW.LINKTOACTIVITY.COM - (555) 555-1234 - COST \$FREE

ACTIVITY NAME, LOCATION NAME  
DETAILS ABOUT ACTIVITY HERE. THIS WILL BE A SUMMARY, BUT WAIT THERE IS A LINK.  
WWW.LINKTOACTIVITY.COM - (555) 555-1234 - COST \$FREE

# **APPENDIX IV**
















*First Design User Test – Results*



Project: Activities 4 Us - S1



Project Link: <http://goodarts.intuitionhq.com/activities-4-us-s1>  
Public report link: <http://goodarts.intuitionhq.com/pub/1295> (unpublish)

Your Tasks					
Order		Task	Screenshot	Replies	Edit
1	✚	This is your first time visiting this website, but you don't quite know what to do - Where you would find help with the website?	<a href="#">Sample A-1</a>	35	
2	✚	This is your first time visiting this website, but you don't quite know what to do - Where you would find the Frequently Asked Questions?	<a href="#">Sample B-1</a>	35	
3	✚	Where would you start to find an activity?	<a href="#">Sample A-1</a>	35	
4	✚	Where would you start to find an activity?	<a href="#">Sample B-1</a>	34	
5	✚	Where would you search for only 'dining' results?	<a href="#">Sample A-1</a>	34	
6	✚	Where would you search for results that are only 'no-cost'?	<a href="#">Sample B-3</a>	34	
7	✚	Where would you click to find the 'For Cost' results?	<a href="#">Sample A-2</a>	32	
8	✚	Where would you click to limit your results to just 'active' activities?	<a href="#">Sample B-3</a>	32	
9	✚	This design uses progressive navigation. Let's pretend you just entered your ZIP code and pressed 'next' on the screen to the left - the box slides to the left and the box centered in the sketch to the right slides in to the center - click where you would input the next information.	<a href="#">Sketch_V02-AandB</a>	32	
10	✚	Would you prefer to have all of your search options all on one page (left - click left) or a progressive entry system (right - click right)?	<a href="#">A-Comparison.jpg</a>	32	
11	✚	Would you prefer to filter your search results after your results are displayed (right) or before your results are displayed (left)?	<a href="#">C-Comparison.jpg</a>	32	
12	✚	Which design has the better navigation?	<a href="#">A-Comparison.jpg</a>	32	
13	✚	Which design displays results better?	<a href="#">B-Comparison.png</a>	32	
14	✚	Which design do you prefer?	<a href="#">A-Comparison.jpg</a>	32	
15	✚	Which design do you prefer?	<a href="#">B-Comparison.jpg</a>	32	



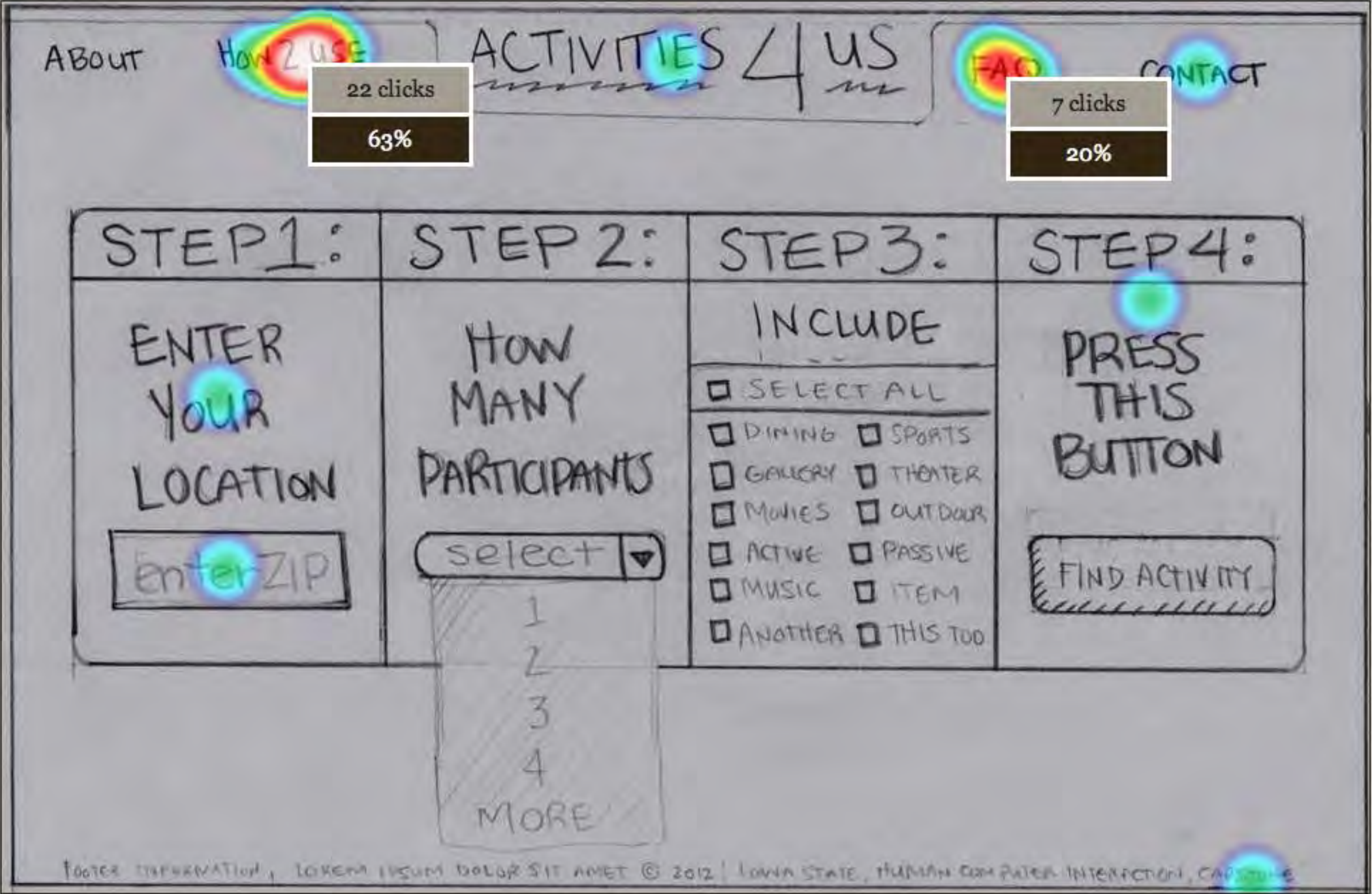
Task 1 of 15:

This is your first time visiting this website, but you don't quite know what to do - Where you would find help with the website?

A

File: Sample A-1

Average time to complete this test: 138.33 seconds / Click total: 35





Task 2 of 15:

This is your first time visiting this website, but you don't quite know what to do - Where you would find the Frequently Asked Questions?

PREVIOUS

NEXT

Cluster size: 

Level 1

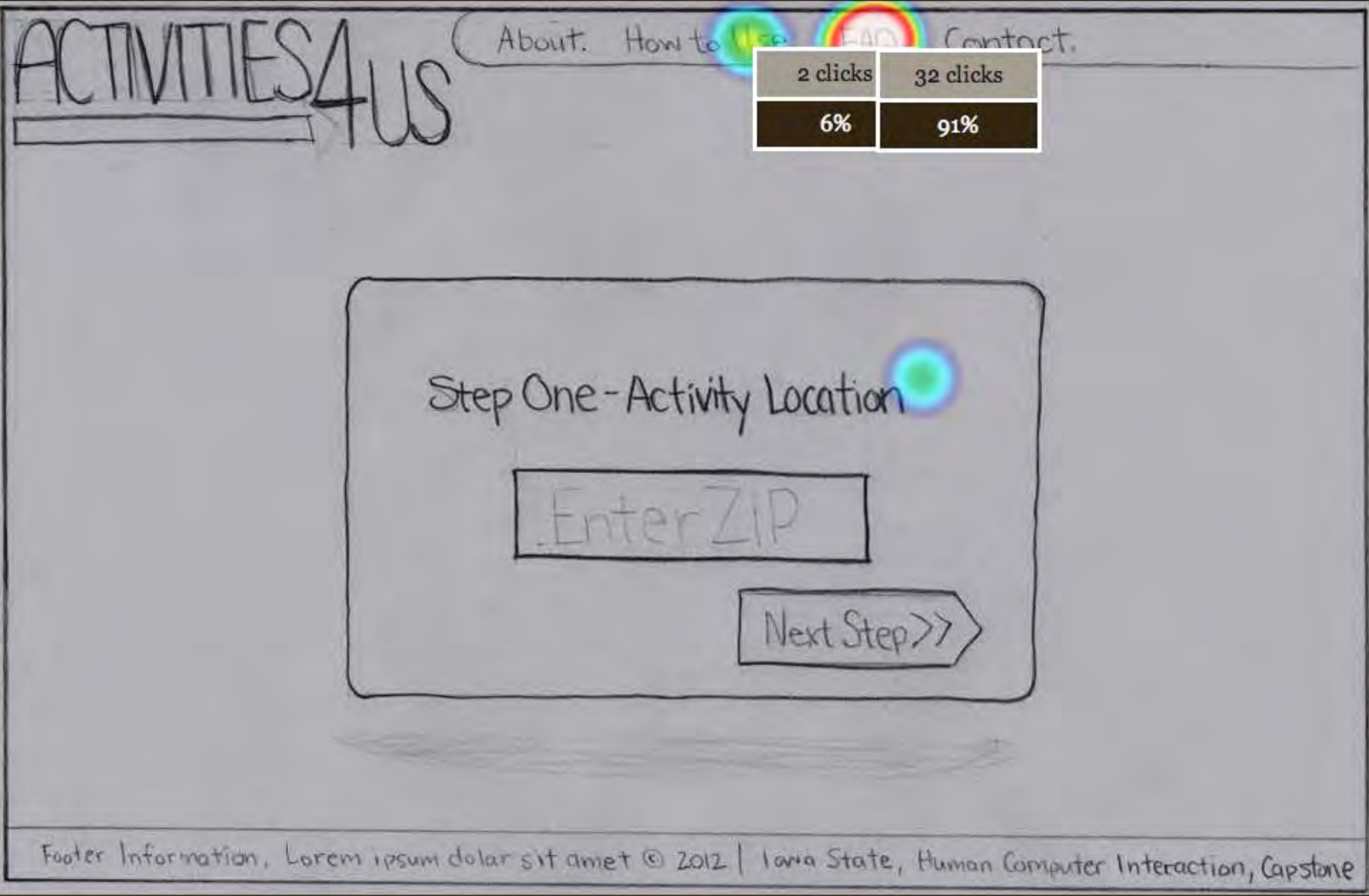
Level 2

Level 3

A

File: Sample B-1

Average time to complete this test: 8.75 seconds / Click total: 35





Task 3 of 15:

Where would you start to find an activity?

PREVIOUS

NEXT

Cluster size: 

Level 1

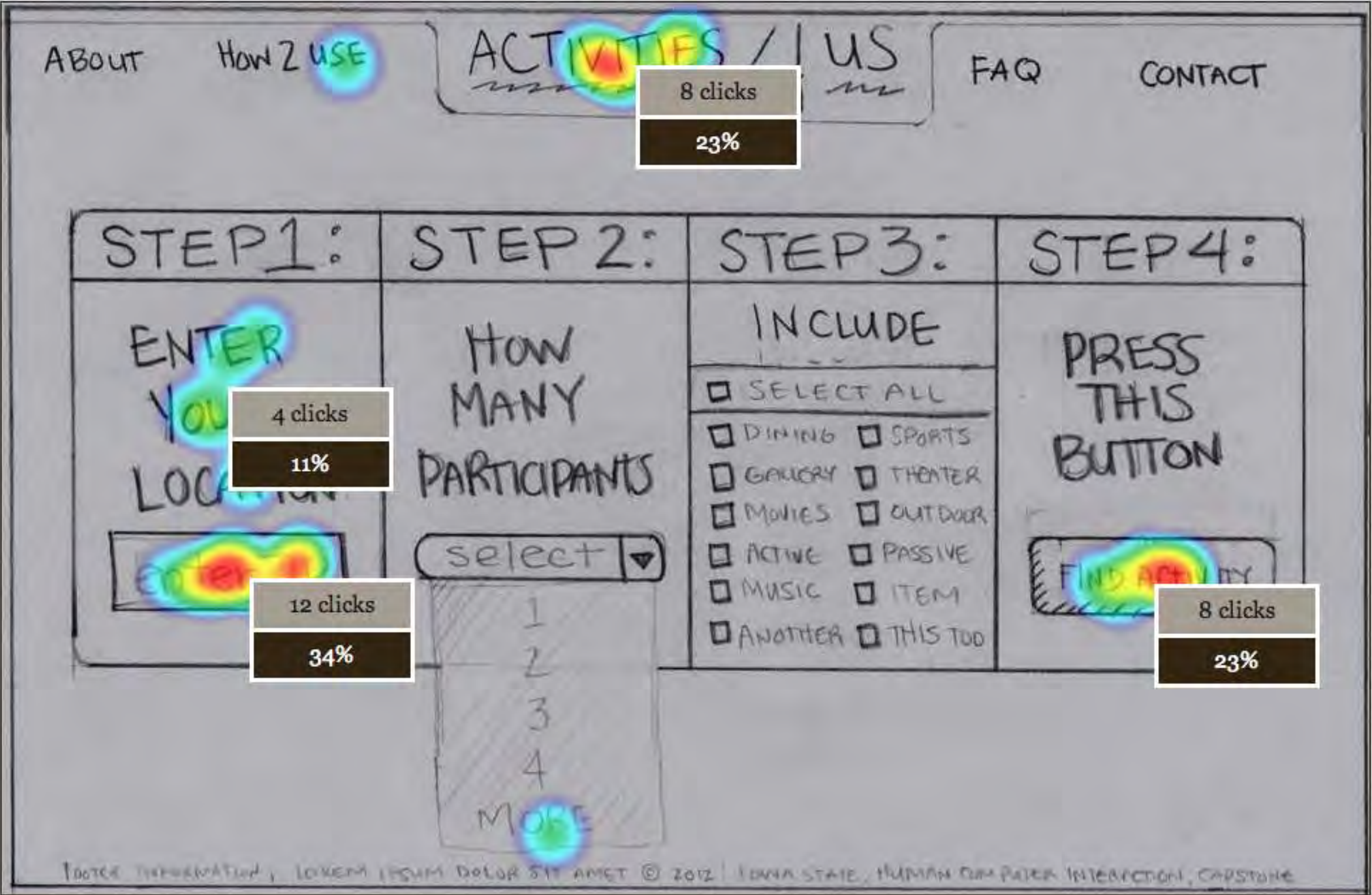
Level 2

Level 3

A

File: Sample A-1

Average time to complete this test: 12.78 seconds / Click total: 35





Task 4 of 15:

Where would you start to find an activity?

PREVIOUS

NEXT

Cluster size: 

Level 1

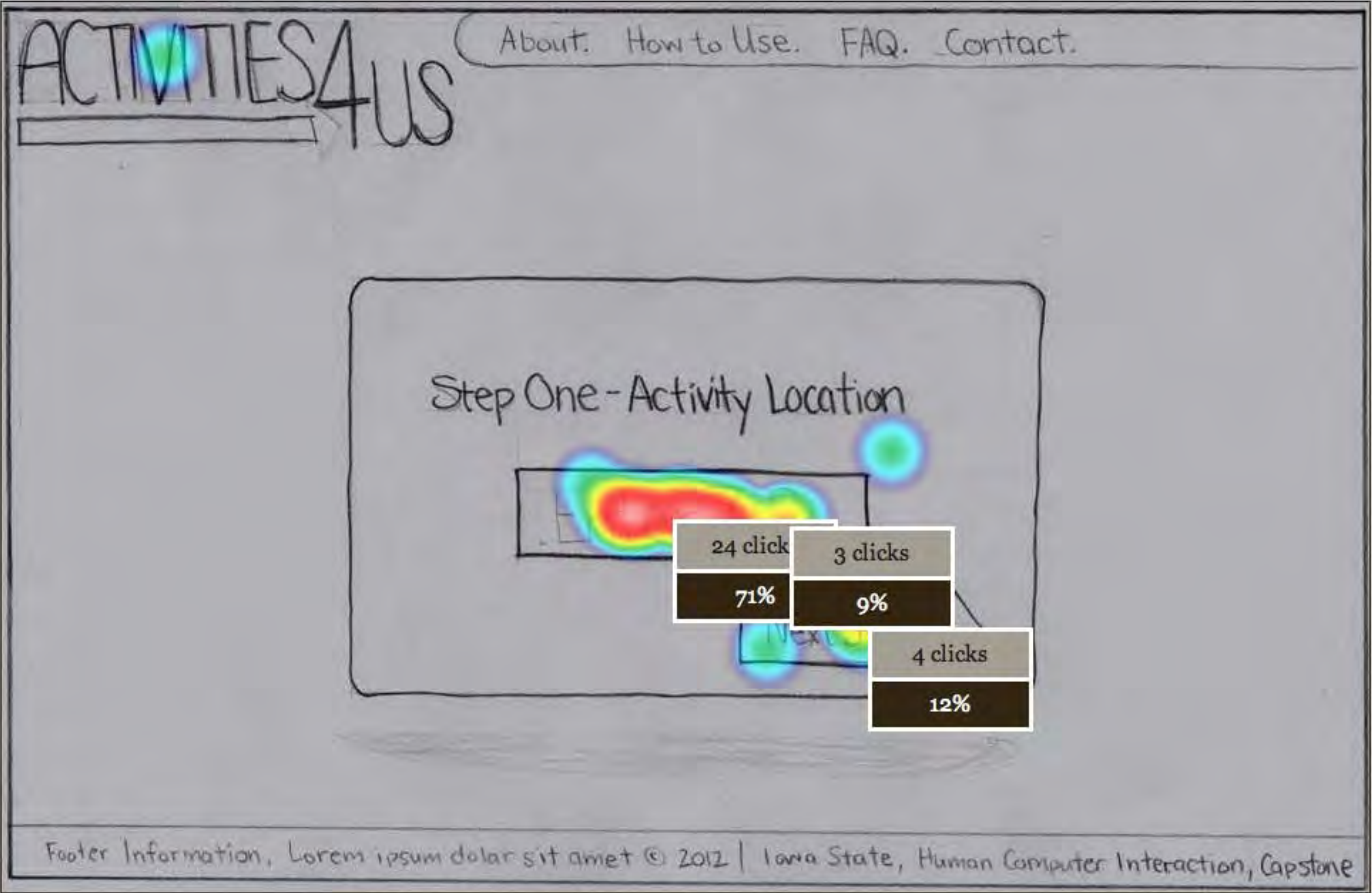
Level 2

Level 3

A

File: Sample B-1

Average time to complete this test: 10.34 seconds / Click total: 34





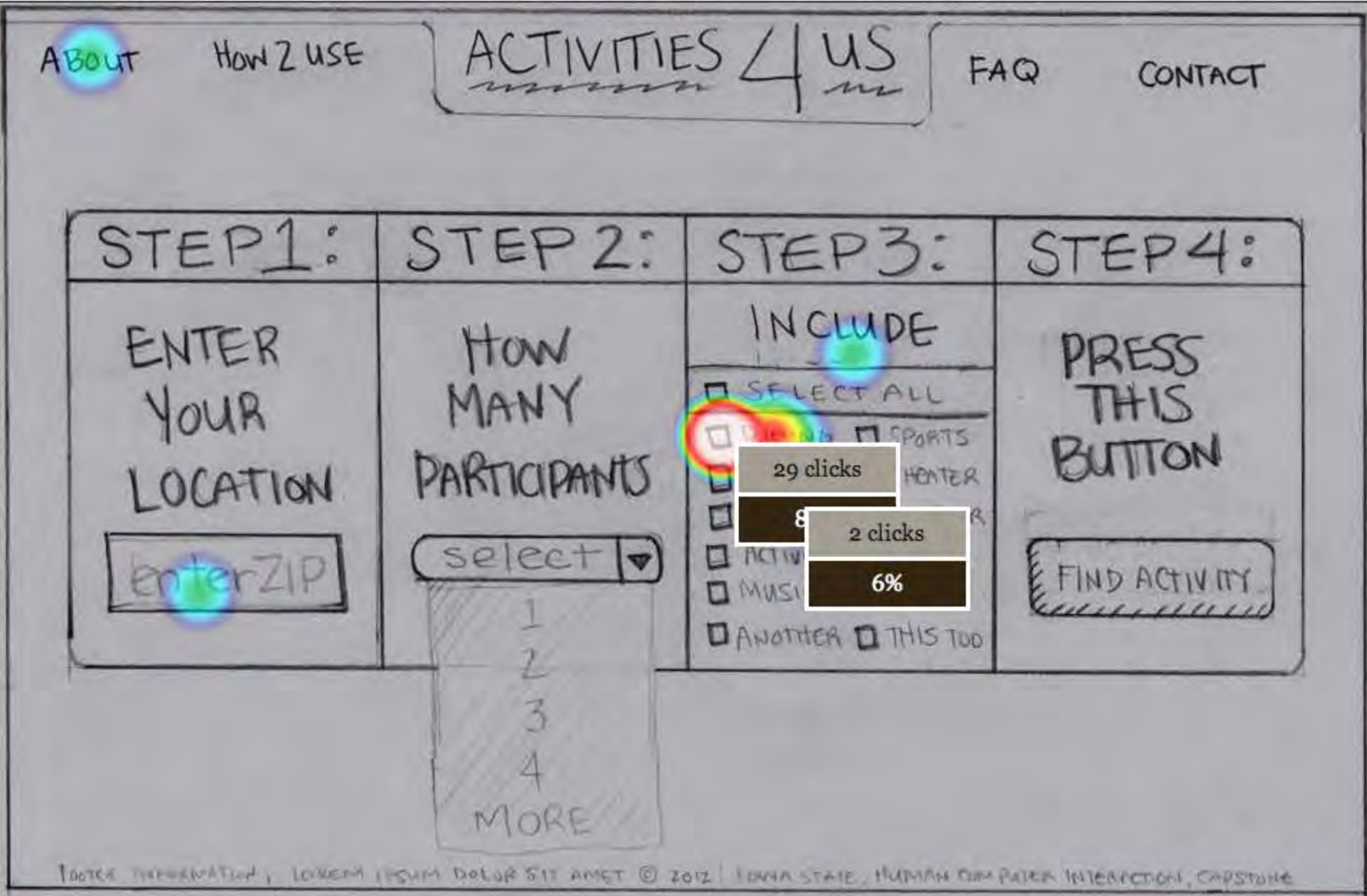
Task 5 of 15:

Where would you search for only 'dining' results?

A

File: Sample A-1

Average time to complete this test: 7.49 seconds / Click total: 34





Task 6 of 15:

Where would you search for results that are only 'no-cost'?

PREVIOUS

NEXT

Cluster size: 

Level 1

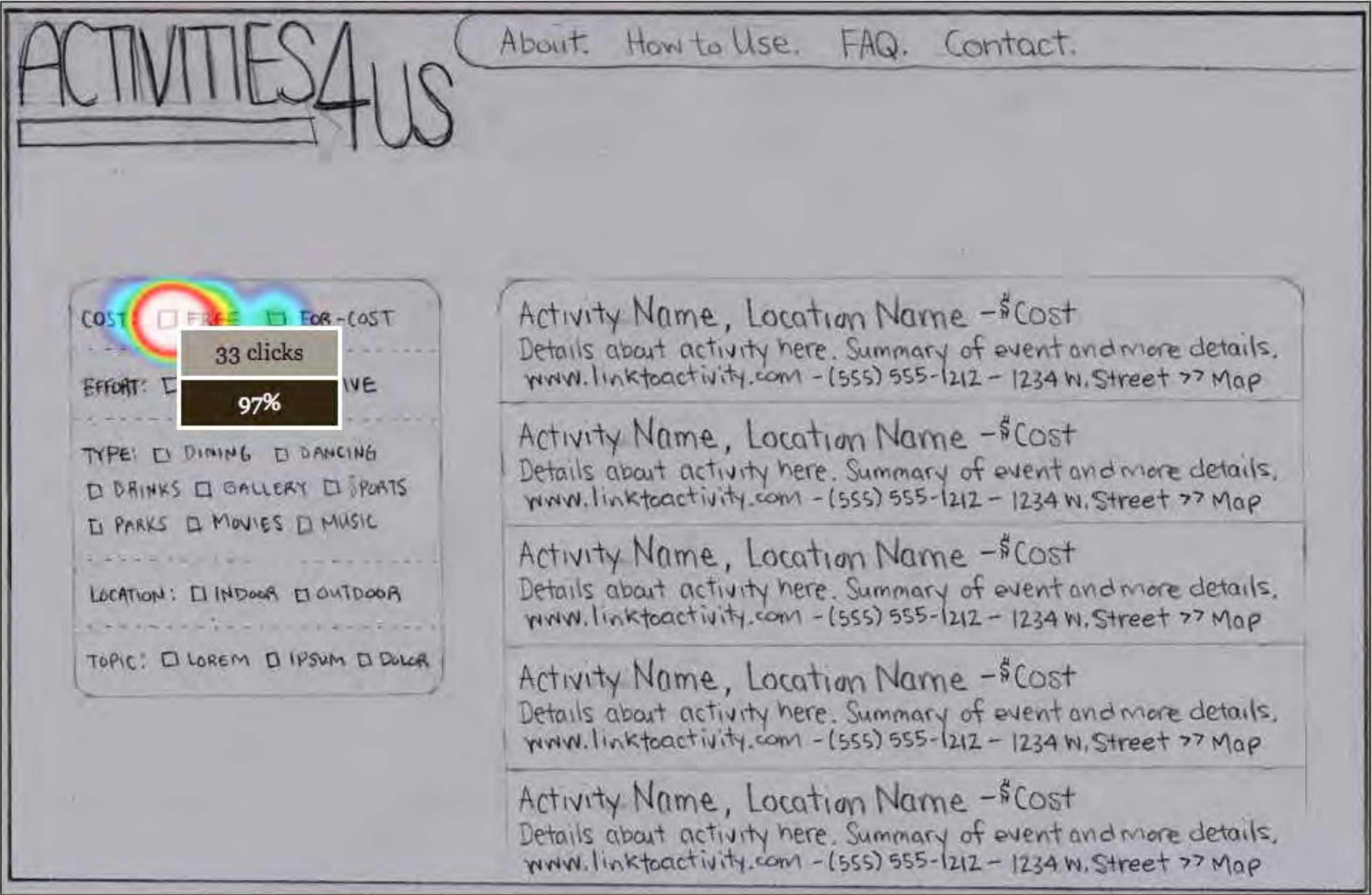
Level 2

Level 3

A

File: Sample B-3

Average time to complete this test: 10.43 seconds / Click total: 34





Task 7 of 15:

Where would you click to find the 'For Cost' results?

PREVIOUS

NEXT

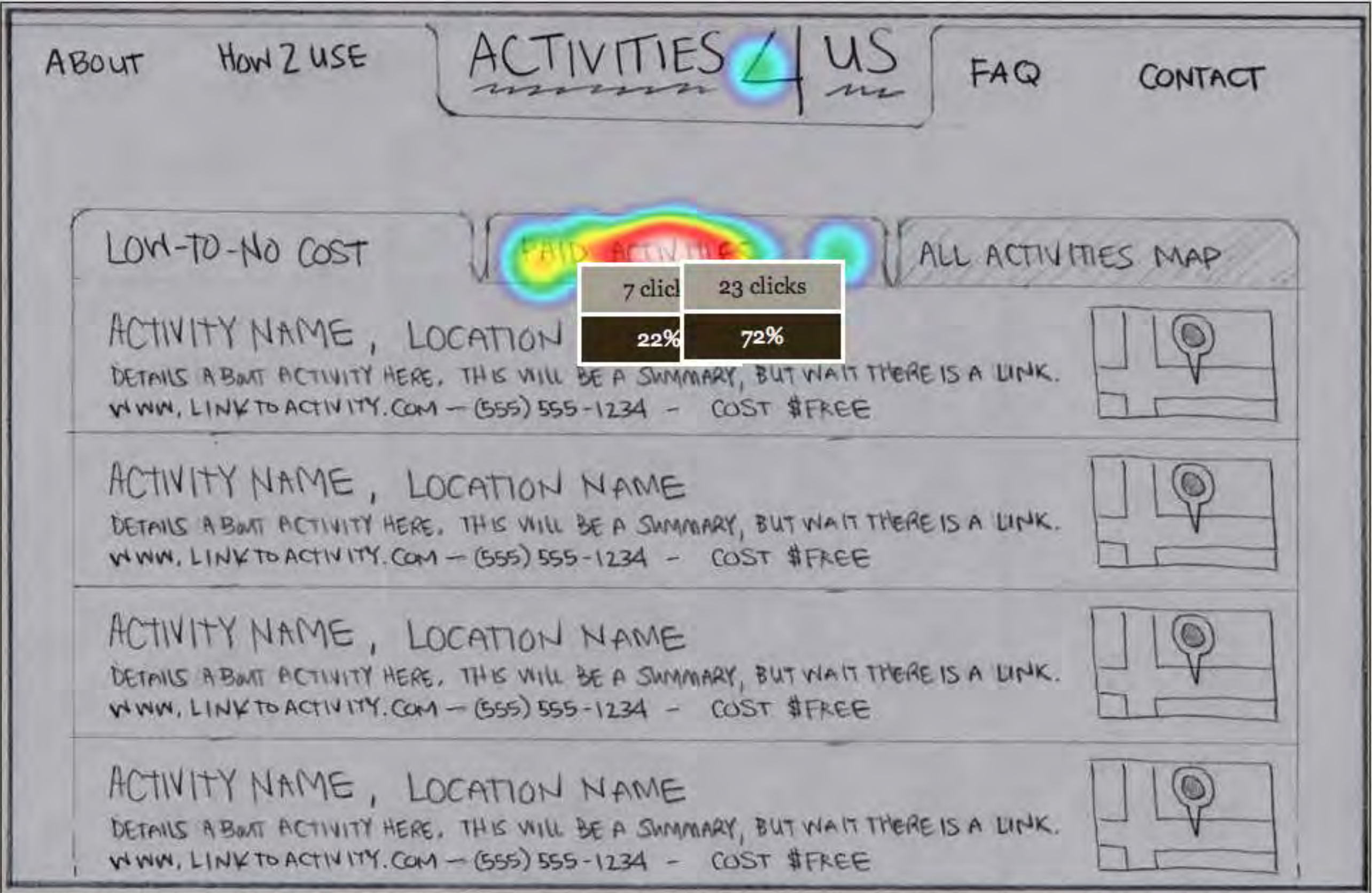
Cluster size: 

Level 1Level 2Level 3

A

File: Sample A-2

Average time to complete this test: 10.97 seconds / Click total: 32





Task 8 of 15:

Where would you click to limit your results to just 'active' activities?

PREVIOUS

NEXT

Cluster size:

Level 1

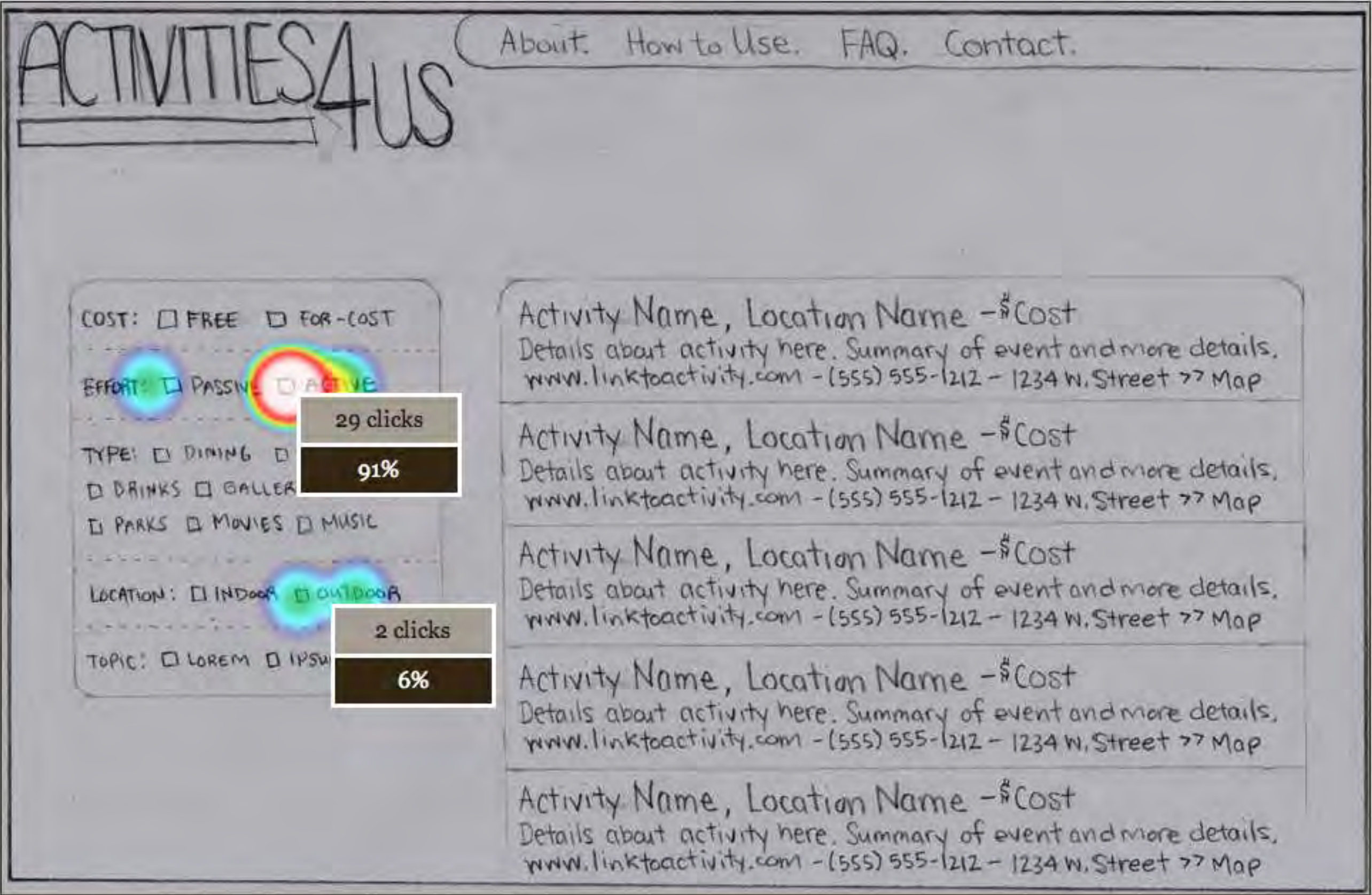
Level 2

Level 3

A

File: Sample B-3

Average time to complete this test: 12.48 seconds / Click total: 32





## Task 9 of 15:

This design uses progressive navigation. Let's pretend you just entered your ZIP code and pressed 'next' on the screen to the left - the box slides to the left and the box centered in the sketch to the right slides in to the center - click where you would input the next information.

PREVIOUS

NEXT

Cluster size:

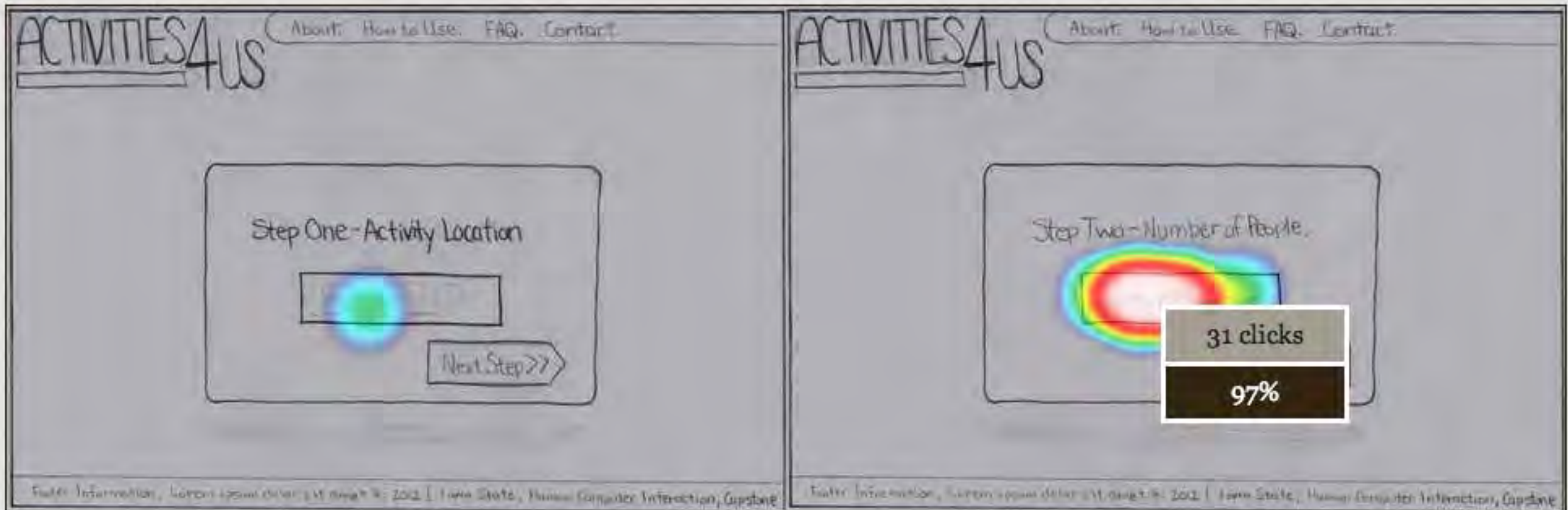
[Level 1](#) [Level 2](#) [Level 3](#)

III

A

File: Sketch\_V02-AandB

Average time to complete this test: 24.0 seconds / Click total: 32





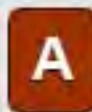
## Task 10 of 15:

Would you prefer to have all of your search options all on one page (left - click left) or a progressive entry system (right - click right)?

PREVIOUS

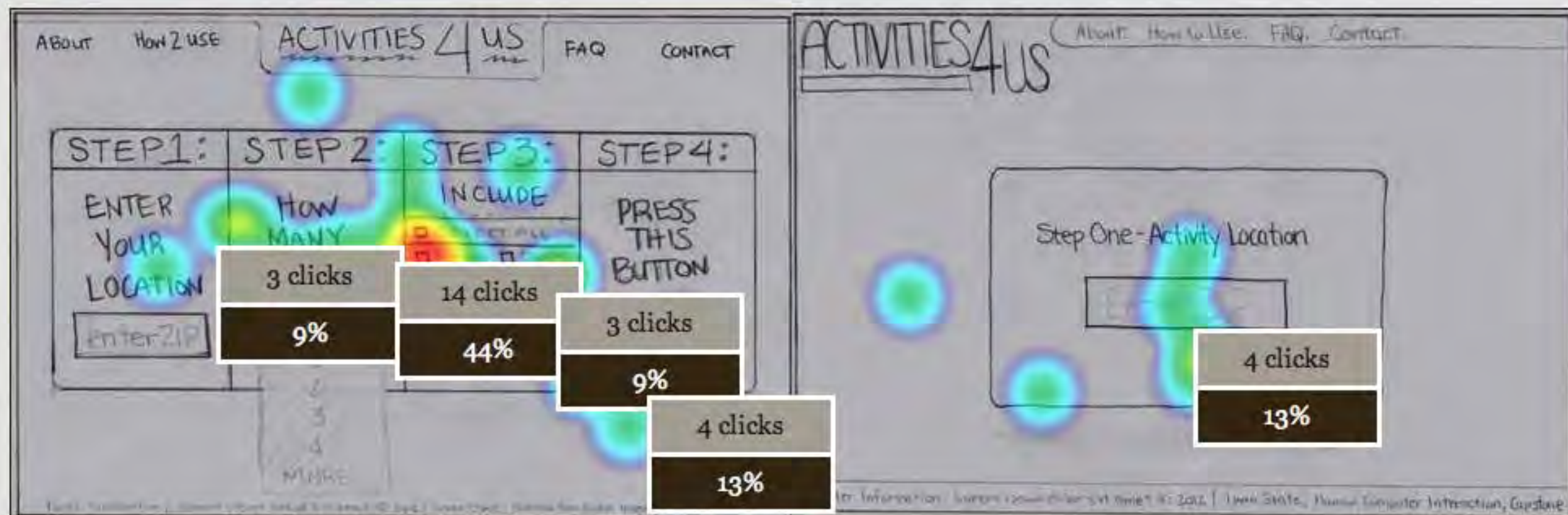
NEXT

Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

File: A-Comparison.jpg

Average time to complete this test: 24.92 seconds / Click total: 32





## Task 11 of 15:

Would you prefer to filter your search results after your results are displayed (right) or before your results are displayed (left)?

PREVIOUS

NEXT

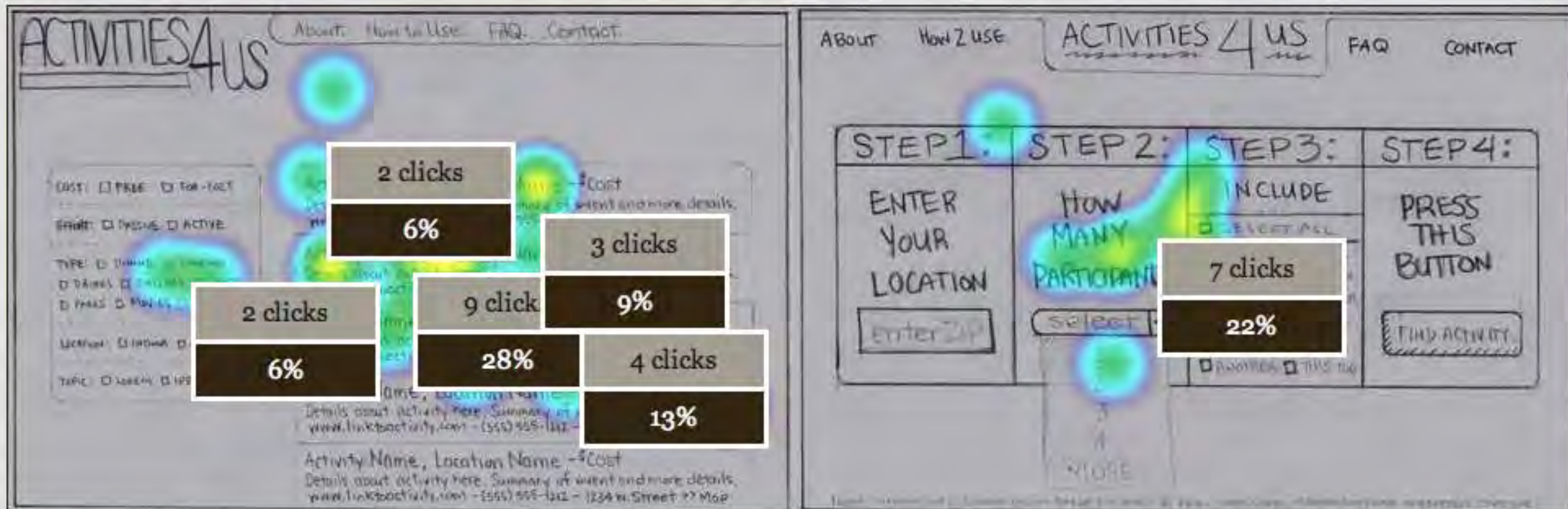
Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

A

File: C-Comparison.jpg

Average time to complete this test: 17.62 seconds / Click total: 32





Task 12 of 15:

## Which design has the better navigation?

PREVIOUS

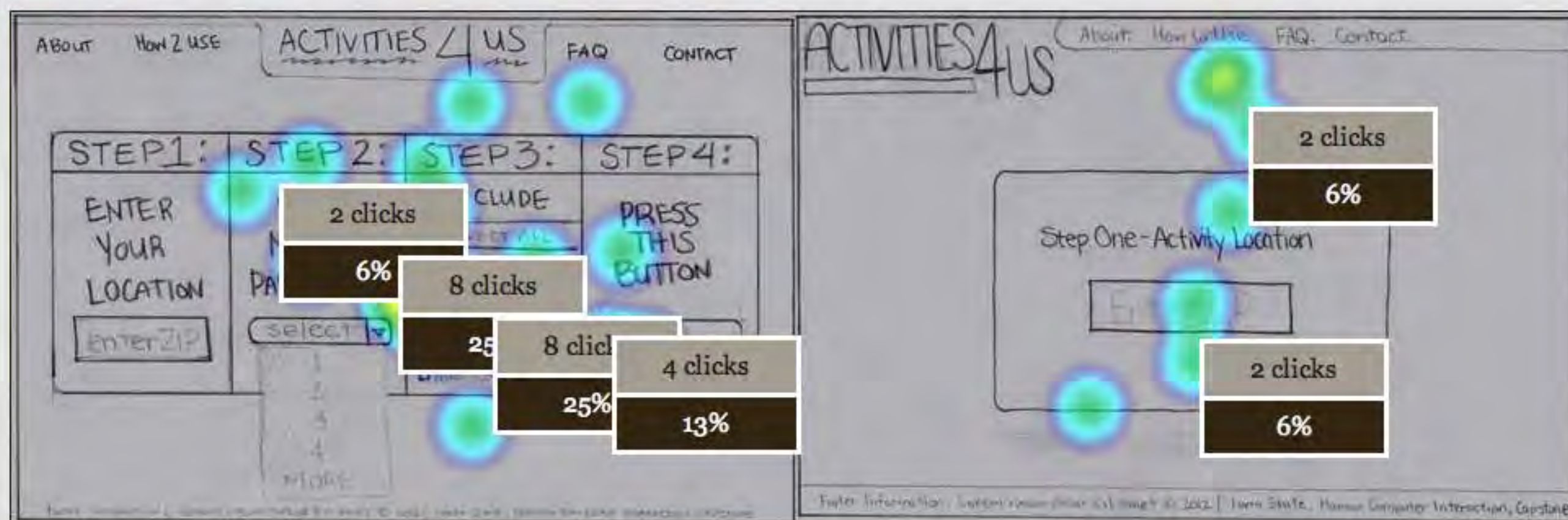
NEXT

Cluster size: Level 1 Level 2 Level 3

A

File: A-Comparison.jpg

Average time to complete this test: 7.82 seconds / Click total: 32



INTUITI@NHQ



Task 13 of 15:

## Which design displays results better?

PREVIOUS

NEXT

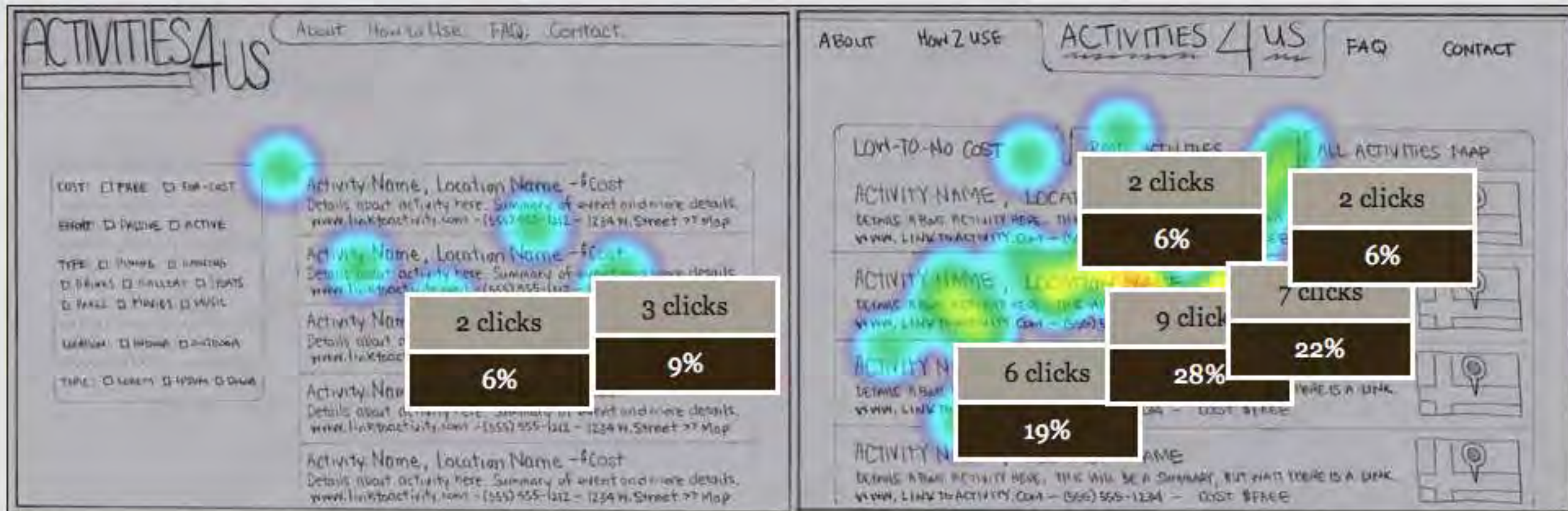
Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

A

File: B-Comparison.jpg

Average time to complete this test: 12.59 seconds / Click total: 32



INTUITIONHQ



Task 14 of 15:

Which design do you prefer?

PREVIOUS

NEXT

Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

A

File: A-Comparison.jpg

Average time to complete this test: 6.01 seconds / Click total: 32



INTUITI@NHQ



Task 15 of 15:

## Which design do you prefer?

PREVIOUS

NEXT

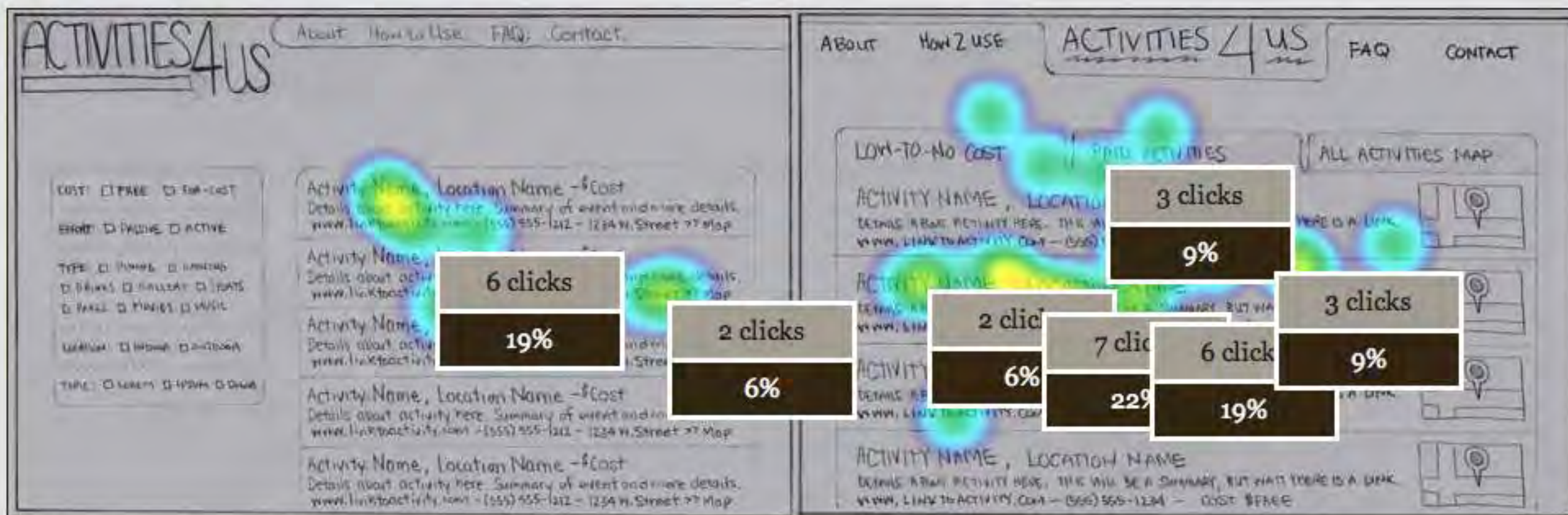
Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

A

File: B-Comparison.jpg

Average time to complete this test: 4.52 seconds / Click total: 32



INTUITIONHQ

# **APPENDIX V**

*Second Design User Test –  
Digital Wireframes*

Step 1	Step 2	Step 3
<p>Enter your Location</p> <div>enter ZIP</div>	<p>Number of Participants</p> <div>select ▼</div>	<p>Press this Button</p> <div>Find Activity &gt;</div>



[Filter>>](#)[Low-to-No Cost](#)[Paid Activities](#)[All Activities Map](#)

## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> [Map](#)



## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> [Map](#)



## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> [Map](#)



## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> [Map](#)



## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> [Map](#)



## Activity Name, Location Name - \$Cost



[Filter\(s\)](#)[Low to No Cost](#)[Paid Activities](#)[All Activities Map](#)

## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, visit [www.linktoactivity.com](#)

## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, visit [www.linktoactivity.com](#)

## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, visit [www.linktoactivity.com](#)

## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, visit [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

## Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, visit [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

## Activity Name, Location Name - \$Cost

### Filter

Effort: ☐ Passive ☐ Active

Type: ☐ Dining ☐ Dancing ☐ Drinks ☐ Gallery ☐ Sports

☐ Parks ☐ Movies ☐ Music ☐ Another

Location: ☐ Indoor ☐ Outdoor

Topic: ☐ Lorem ☐ Ipsum ☐ Dolor

[Filter >](#)

## Filters

## Effort:

☐ Passive ☐ Active

## Type:

☐ Dining ☐ Dancing☐ Drinks ☐ Gallery☐ Sports ☐ Parks☐ Movies ☐ Music

## Location:

☐ Indoor ☒ Outdoor

## Topic:

☐ Lorem ☐ Ipsum☐ Dolor

## Low-to-No Cost

## Paid Activities

## All Activities Map

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

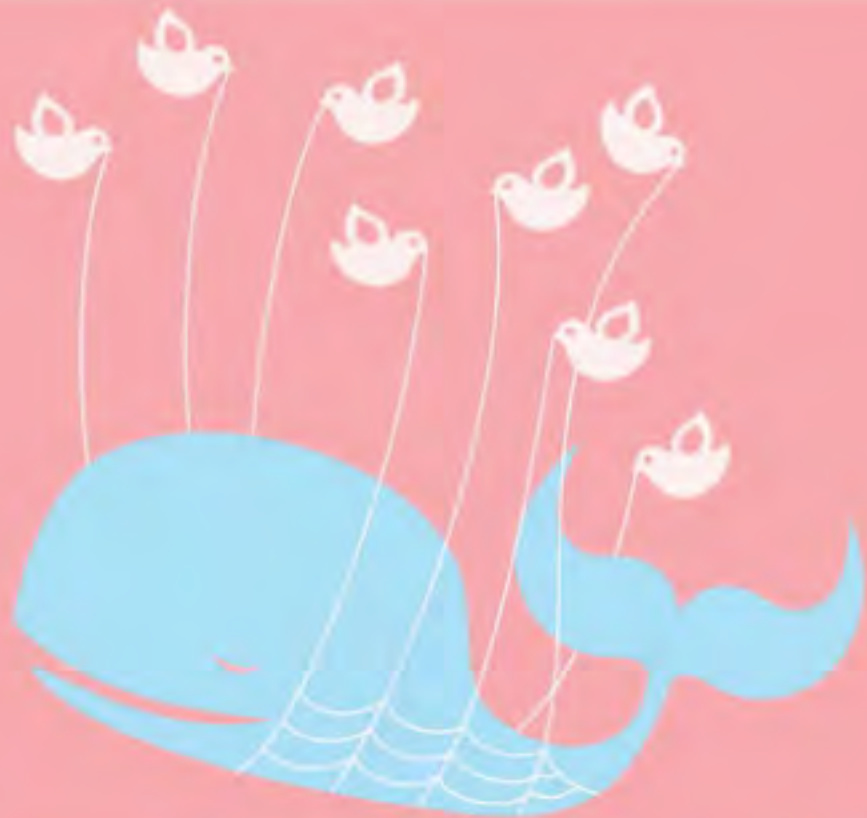
Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map



**A.**



**B.**





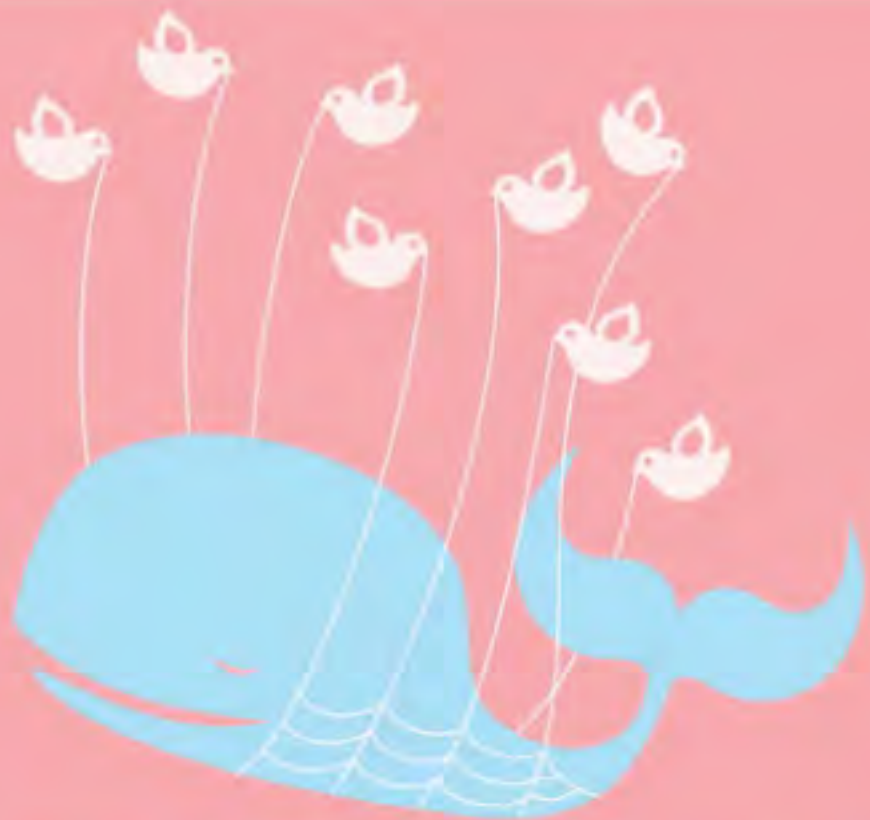
**A.**



**B.**



**A.**



**B.**





**A.**



**B.**



# **APPENDIX VI**

*Second Design User Test – Survey*



It is Saturday afternoon. You are sitting on your couch, home alone with no plans. The friends you usually hang out with are either sick or traveling. Nothing that you want to watch is on the television and you’ve just returned the movies you had from your rental company. You’ve recently heard through office colleagues about a new website that helps find activities within your area. You grab your laptop and enter the website address: `www.activities4.us` What would you interact with first?

About

How 2 Use

Activities4Us

FAQ

Contact

Step 1	Step 2	Step 3
Enter your Location	Number of Participants	Press this Button
<div>enter ZIP</div>	<div>select ▼</div>	<div>Find Activity &gt;</div>

Feedback information, Log in | [www.activities4.us](#) | © 2012 | Iowa State University Human Computer Interaction Capstone

Where do you select the number of people taking part in your activity?

About

How 2 Use

Activities4Us

FAQ

Contact

Step 1	Step 2	Step 3
<div>Enter your Location</div> <div>enter ZIP</div>	<div>Number of Participants</div> <div>select ▼</div>	<div>Press this Button</div> <div>Find Activity&gt;</div>

Footer information. Lorem ipsum dolor sit amet. © 2012 | Iowa State University. Human Computer Interaction. Capstone



Where do you click to advance to your results?

About

How 2 Use

Activities4Us

FAQ

Contact

Step 1	Step 2	Step 3
Enter your Location	Number of Participants	Press this Button
<div>enter ZIP</div>	<div>select▼</div>	<div>Find Activity&gt;</div>

Footer information Lorem ipsum dolor sit amet 2012 | Iowa State University Human Computer Interaction Capstone

You've gotten your results for all the activities in your area happening in the next few hours. You don't want to see all of them, where do you click to narrow our results?

About

How 2 Use

Activities4Us

FAQ

Contact

Filter>>


Low-to-No Cost

Paid Activities

All Activities Map


**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map




**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map




**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map




**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

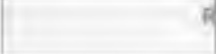


**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map



**Activity Name, Location Name - \$Cost**





You're only interested in going out to dinner tonight – What would you do to only show those results?



Task 6 of 13:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

You've selected the dining option, what do you do next?



Alternate design – You've gotten your results for all the activities in your area happening in the next few hours. You don't want to see all of them, where do you click to narrow your results to just music-related activities?

About

How 2 Use

Activities4Us

FAQ

Contact

Filters

Effort:

☐ Passive

☐ Active

Type:

☐ Dining

☐ Dancing

☐ Drinks

☐ Gallery

☐ Sports

☐ Parks

☐ Movies

☐ Music

Location:

☐ Indoor

☐ Outdoor

Topic:

☐ Lorem

☐ Ipsum

☐ Dolor

Low-to-No Cost

Paid Activities

All Activities Map

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Footer information

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Which layout for the activity results do you prefer, 'A' or 'B'?

A.		B.	
What?	How to Use?	What?	How to Use?
<b>Activities 4 Us</b>		<b>Activities 4 Us</b>	
<a href="#">FAQ</a>	<a href="#">Contact</a>	<a href="#">FAQ</a>	<a href="#">Contact</a>
<a href="#">Filter</a>	<a href="#">Low-to-No Cost</a> <a href="#">Paid Activities</a> <a href="#">All Activities Map</a>	<a href="#">Filters</a>	<a href="#">Low-to-No Cost</a> <a href="#">Paid Activities</a> <a href="#">All Activities Map</a>
<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>		<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>	
<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>		<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>	
<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>		<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>	
<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>		<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>	
<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>		<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>	
<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>		<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>	
<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>		<b>Activity Name, Location Name - \$Cost</b> Details about the activity here. This will be a summary of information. For more information, <a href="#">www.linktoactivity.com - (555)555-1234 - 1234 W. Street &gt;&gt; Map</a>	



Which filtering system do you prefer best, 'A' (top) or 'B' (bottom)?

About

How 2 Use

Activities4Us

FAQ

Contact

Filter>

Low-to-No Cost

Paid Activities

All Activities Map

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Filter

Effect: ☐ Passive ☒ Active

Type: ☐ Diving ☐ Dangling ☐ Dunks ☐ Gafery ☐ Sports

☐ Parks ☐ Playing ☐ Music ☐ Another

Location: ☐ Indoor ☐ Outdoor

Topic: ☐ Lorem ☐ Ipsum ☐ Dolor

Filter >

About

How 2 Use

Activities4Us

FAQ

Contact

Filters

Low-to-No Cost

Paid Activities

All Activities Map

Effect: ☐ Passive ☒ Active

Type: ☐ Diving ☐ Dangling ☐ Dunks ☐ Gafery ☐ Sports

☐ Parks ☐ Playing ☐ Music ☐ Another

Location: ☐ Indoor ☐ Outdoor

Topic: ☐ Lorem ☐ Ipsum ☐ Dolor

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

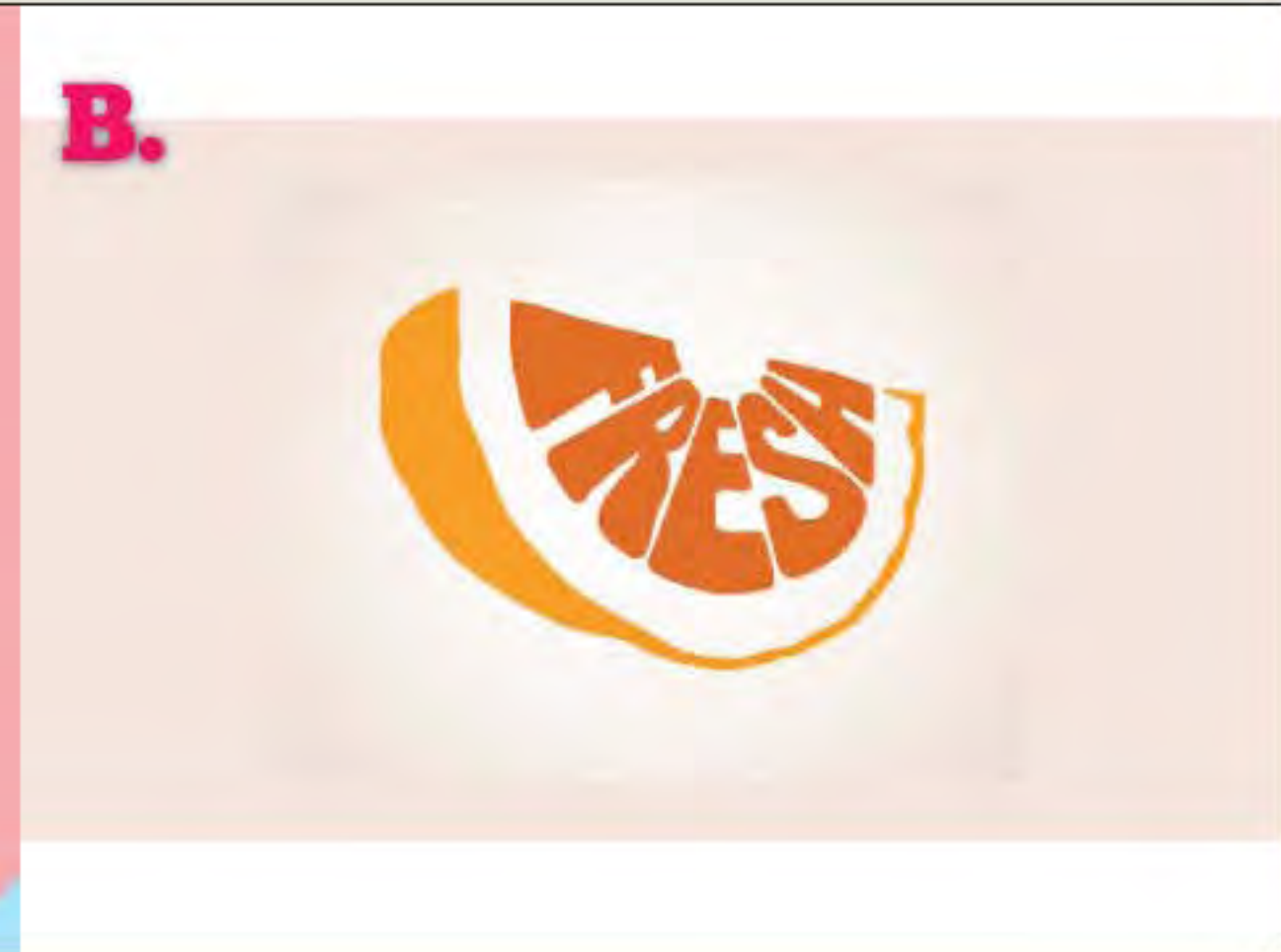
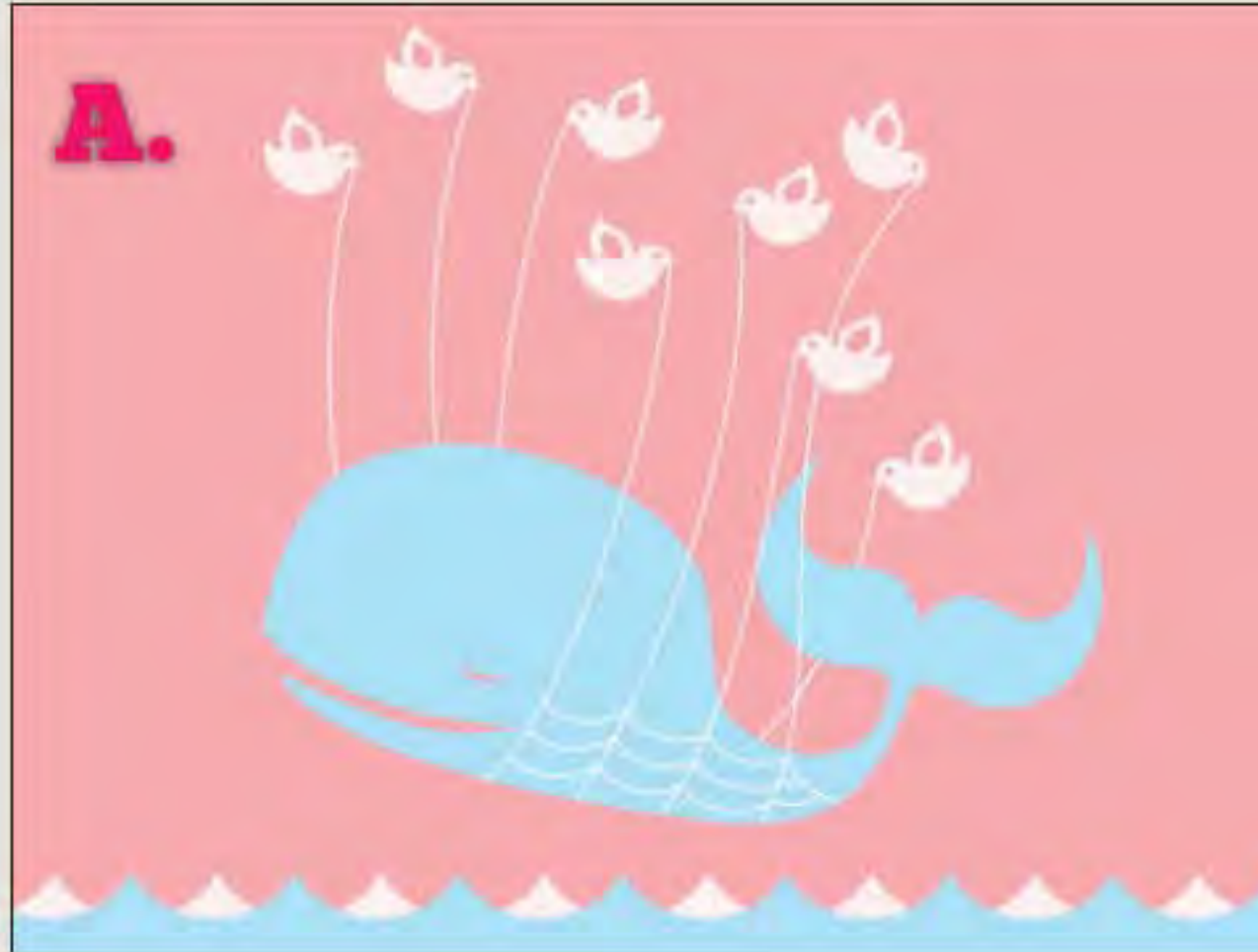
Activity Name, Location Name - \$Cost

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

Task 10 of 13:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

Which color combination/palette do you prefer, 'A' or 'B'?



INTUITI@NHQ



Task 11 of 13:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

Which color combination/palette do you prefer, 'A' or 'B'?



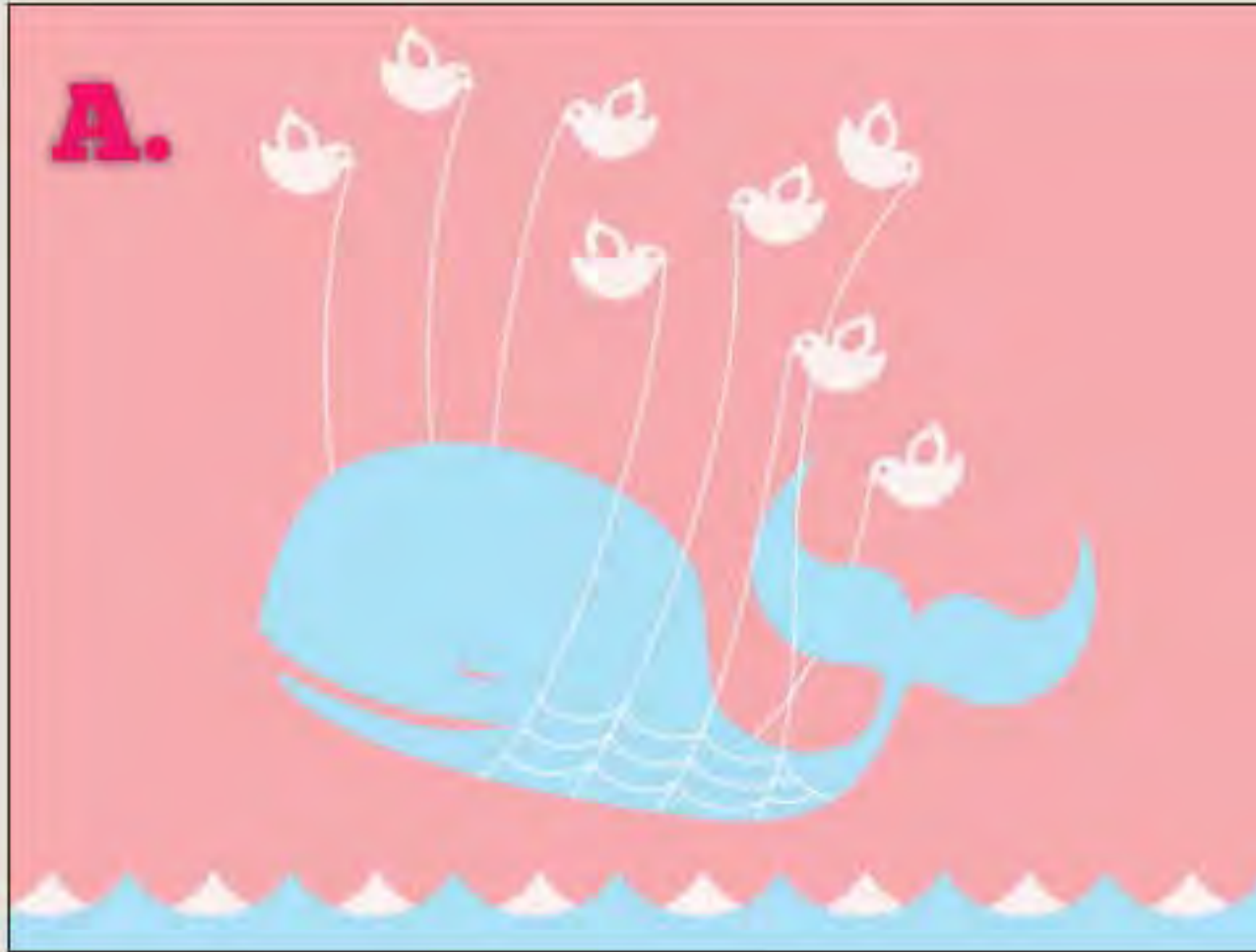
INTUITI@NHQ



Task 12 of 13:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

Which color combination/palette do you prefer, 'A' or 'B'?

**INTUITI@NHQ**



Task 13 of 13:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

Which color combination/palette do you prefer, 'A' or 'B'?

**A.****B.**

INTUITI@NHQ

# **APPENDIX VII**

*Second Design User Test – Results*





























Project: Activities 4 Us - S2



Project Link: <http://goodarts.intuitionhq.com/activities-4-us-s2>

Public report link: <http://goodarts.intuitionhq.com/pub/1302> (unpublish)

Your Tasks					
Order		Task	Screenshot	Replies	Edit
1		It is Saturday afternoon. You are sitting on your couch, home alone with no plans. The friends you usually hang out with are either sick or traveling. Nothing that you want to watch is on the television and you've just returned the movies you had from your rental company. You've recently heard through office colleagues about a new website that helps find activities within your area. You grab your laptop and enter the website address: www.activities4.us What would you interact with first?	<a href="#">sketch v2-1</a>	<a href="#">42</a>	
2		Where do you select the number of people taking part in your activity?	<a href="#">sketch v2-1</a>	<a href="#">42</a>	
3		Where do you click to advance to your results?	<a href="#">sketch v2-1</a>	<a href="#">42</a>	
4		You've gotten your results for all the activities in your area happening in the next few hours. You don't want to see all of them, where do you click to narrow our results?	<a href="#">sketch v2-2</a>	<a href="#">42</a>	
5		You're only interested in going out to dinner tonight – What would you do to only show those results?	<a href="#">sketch v2-3</a>	<a href="#">41</a>	
6		You've selected the dining option, what do you do next?	<a href="#">sketch v2-3</a>	<a href="#">41</a>	
7		Alternate design – You've gotten your results for all the activities in your area happening in the next few hours. You don't want to see all of them, where do you click to narrow your results to just music-related activities?	<a href="#">sketch v2-4</a>	<a href="#">41</a>	
8		Which layout for the activity results do you prefer, 'A' or 'B'?	<a href="#">sketch v2-g2</a>	<a href="#">41</a>	
9		Which filtering system do you prefer best, 'A' (top) or 'B' (bottom)?	<a href="#">sketch v2-g1</a>	<a href="#">41</a>	
10		Which color combination/palette do you prefer, 'A' or 'B'?	<a href="#">color-01</a>	<a href="#">41</a>	
11		Which color combination/palette do you prefer, 'A' or 'B'?	<a href="#">color-02</a>	<a href="#">41</a>	
12		Which color combination/palette do you prefer, 'A' or 'B'?	<a href="#">color-03</a>	<a href="#">41</a>	
13		Which color combination/palette do you prefer, 'A' or 'B'?	<a href="#">color-04</a>	<a href="#">41</a>	

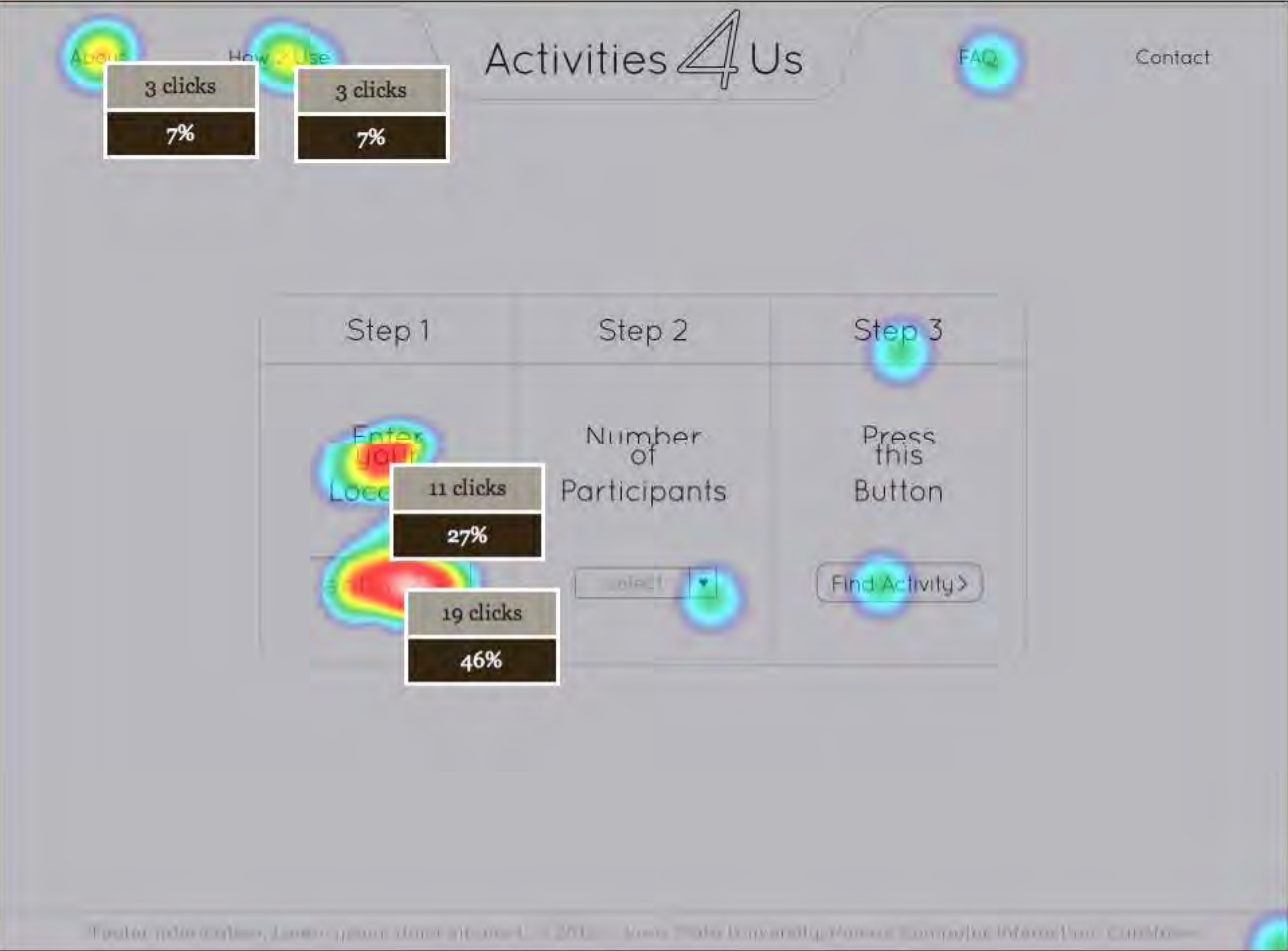


Task 1 of 13:

It is Saturday afternoon. You are sitting on your couch, home alone with no plans. The friends you usually hang out with are either sick or traveling. Nothing that you want to watch is on the television and you’ve just returned the movies you had from your rental company. You’ve recently heard through office colleagues about a new website that helps find activities within your area. You grab your laptop and enter the website address: [www.activities4.us](http://www.activities4.us) What would you interact with first?

A

File: sketch\_v2-1  
Average time to complete this test: 63.59 seconds / Click total: 42





Task 2 of 13:

Where do you select the number of people taking part in your activity?

PREVIOUS

NEXT

Cluster size:

Level 1

Level 2

Level 3

A

File: sketch\_v2-1  
Average time to complete this test: 7.6 seconds / Click total: 42



Task 3 of 13:

Where do you click to advance to your results?

PREVIOUS

NEXT

Cluster size:

Level 1

Level 2

Level 3

A

File: sketch\_v2-1  
Average time to complete this test: 6.4 seconds / Click total: 42





Task 4 of 13:

You've gotten your results for all the activities in your area happening in the next few hours. You don't want to see all of them, where do you click to narrow our results?

PREVIOUS

NEXT

Cluster size: 

Level 1

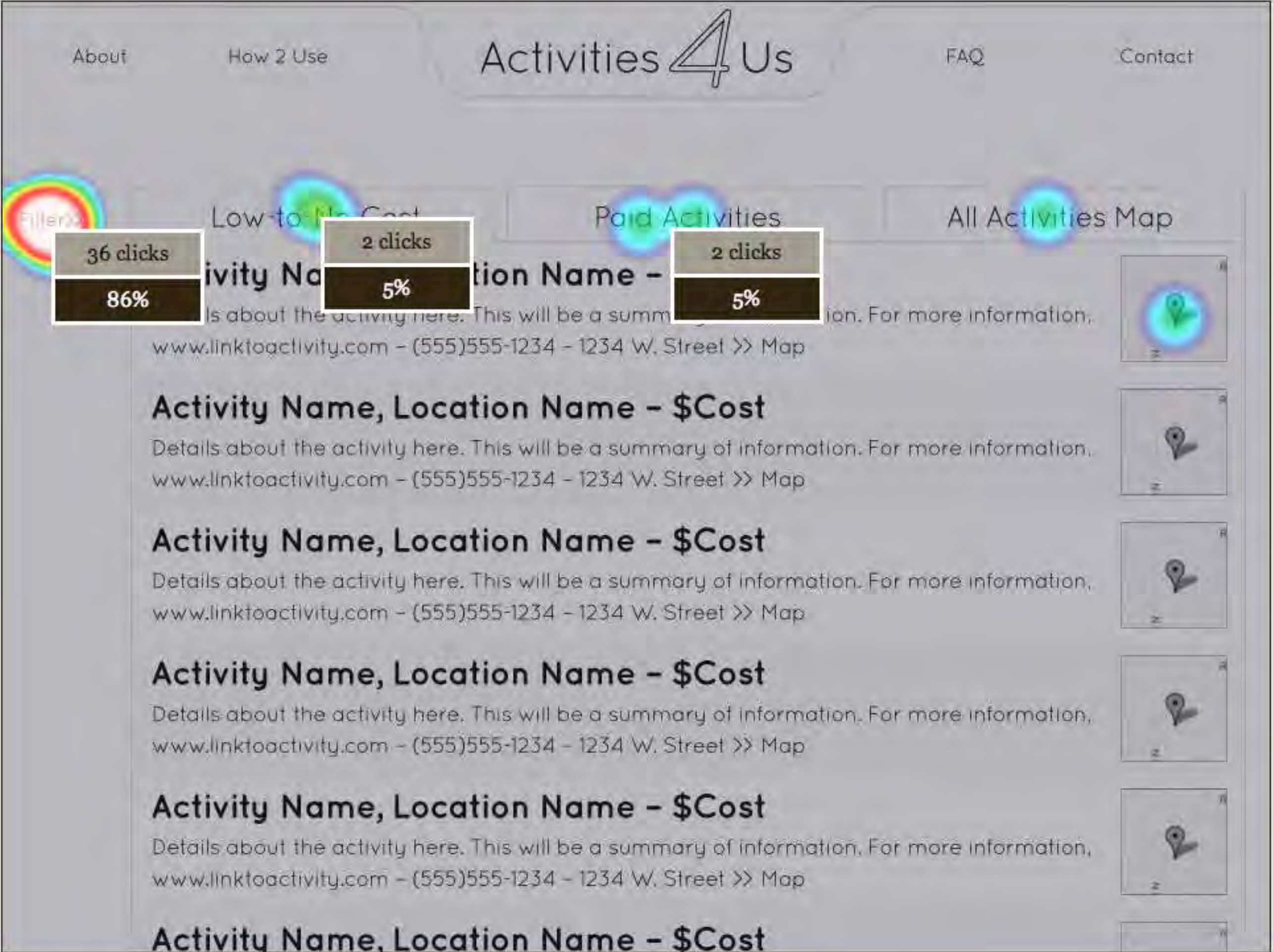
Level 2

Level 3

A

File: sketch\_v2-2

Average time to complete this test: 22.28 seconds / Click total: 42





Task 5 of 13:

You're only interested in going out to dinner tonight – What would you do to only show those results?

PREVIOUS

NEXT

Cluster size:

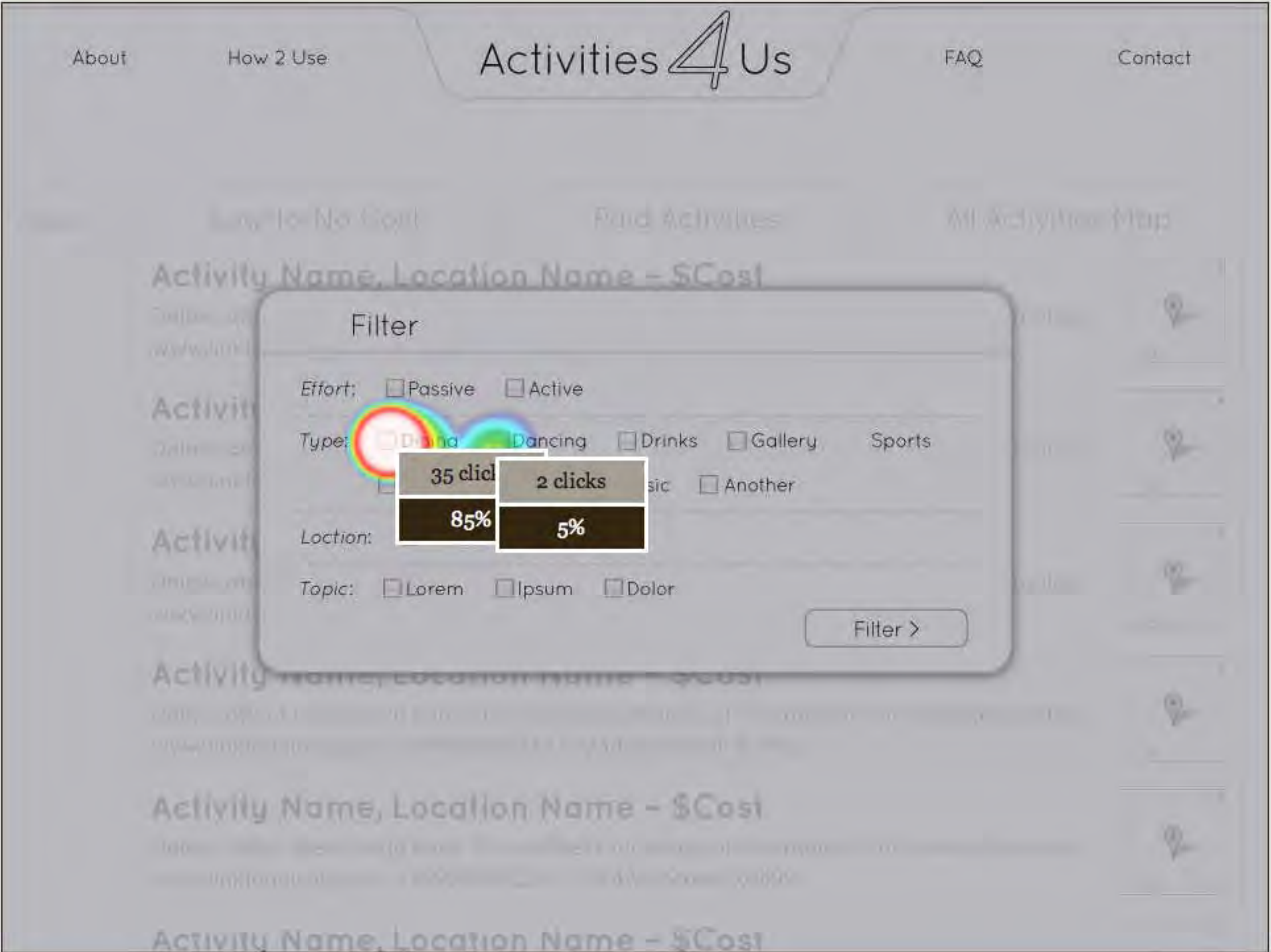
Level 1

Level 2

Level 3

A

File: sketch\_v2-3  
Average time to complete this test: 11.5 seconds / Click total: 41



Task 6 of 13:

You've selected the dining option, what do you do next?

PREVIOUS

NEXT

Cluster size:

Level 1

Level 2

Level 3

A

File: sketch\_v2-3

Average time to complete this test: 7.62 seconds / Click total: 41





Task 7 of 13:

Alternate design – You've gotten your results for all the activities in your area happening in the next few hours. You don't want to see all of them, where do you click to narrow your results to just music-related activities?

PREVIOUS

NEXT

Cluster size: 

Level 1

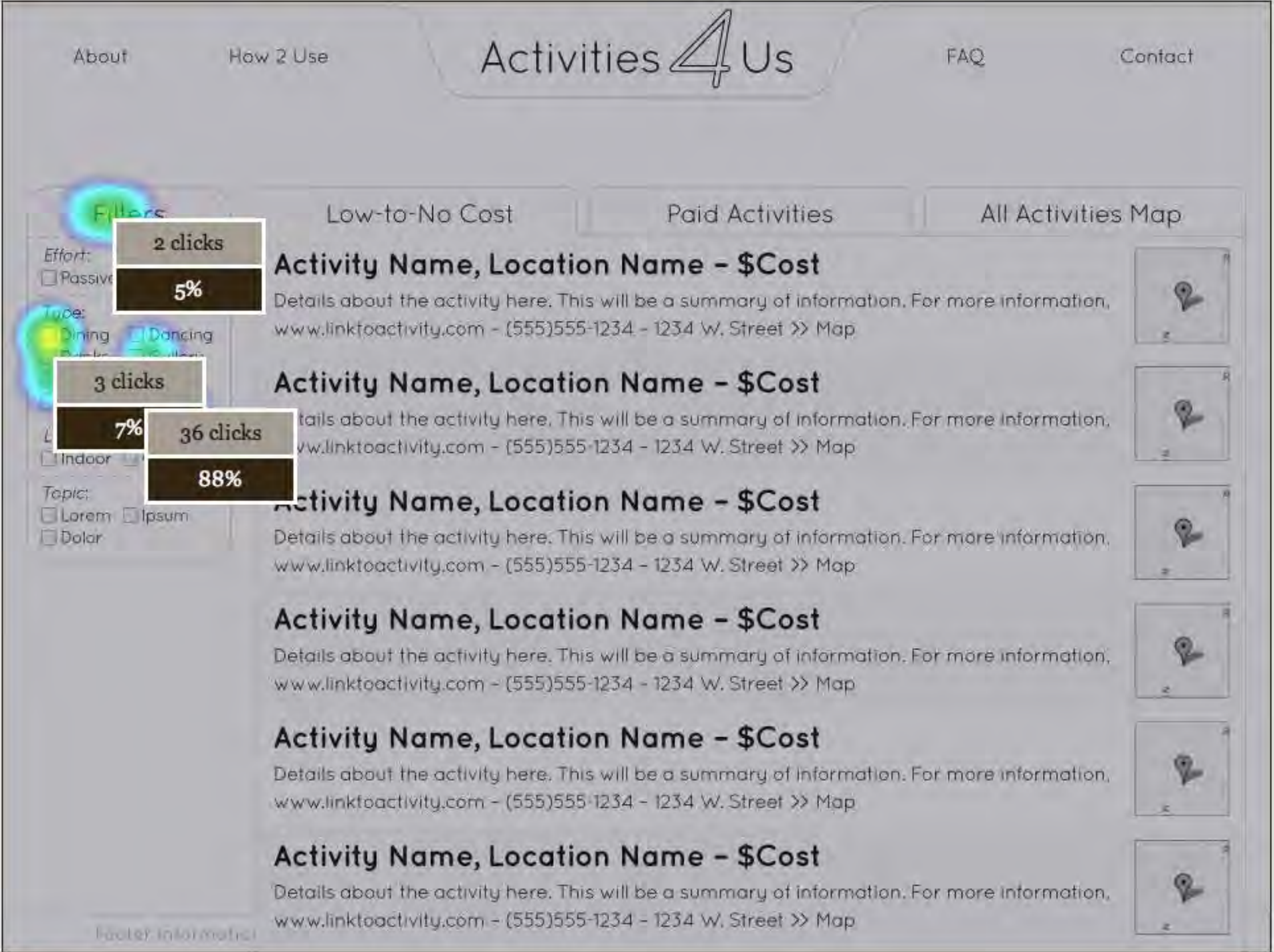
Level 2

Level 3

A

File: sketch\_v2-4

Average time to complete this test: 15.31 seconds / Click total: 41





## Task 8 of 13:

Which layout for the activity results do you prefer, 'A' or 'B'?

PREVIOUS

NEXT

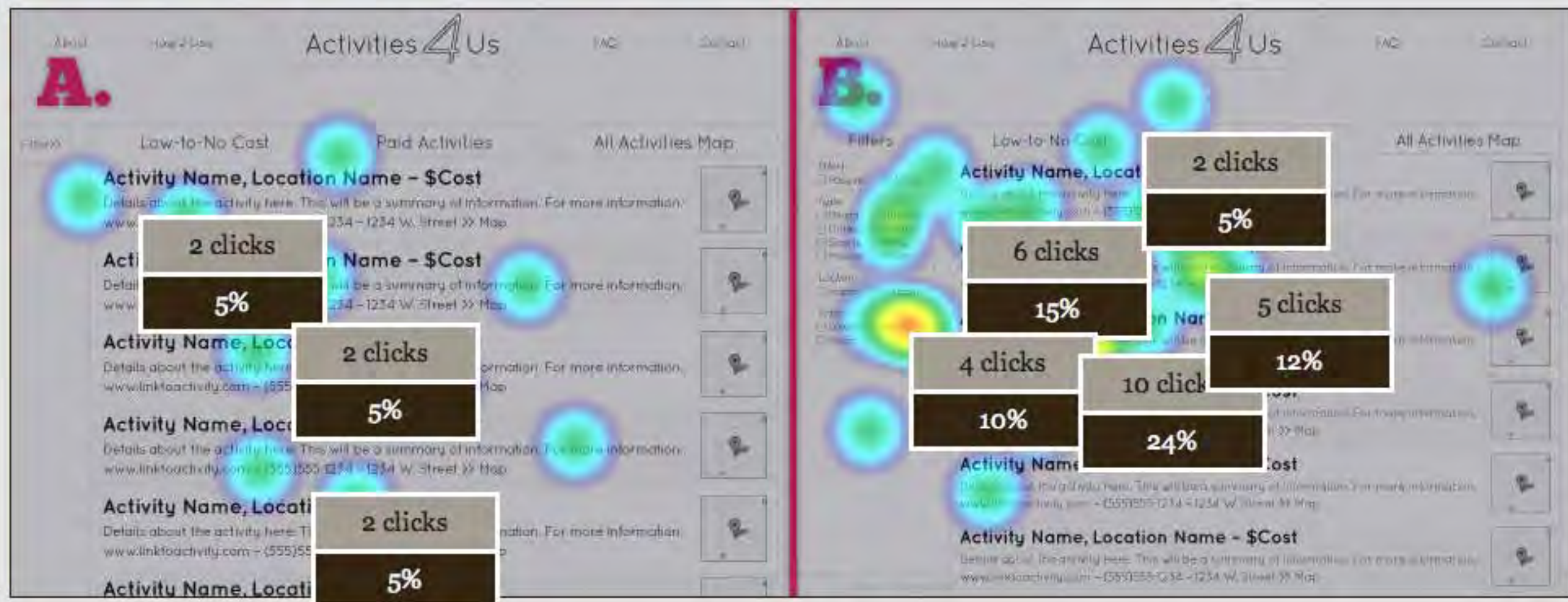
Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

A

File: sketch\_v2-g2

Average time to complete this test: 8.82 seconds / Click total: 41





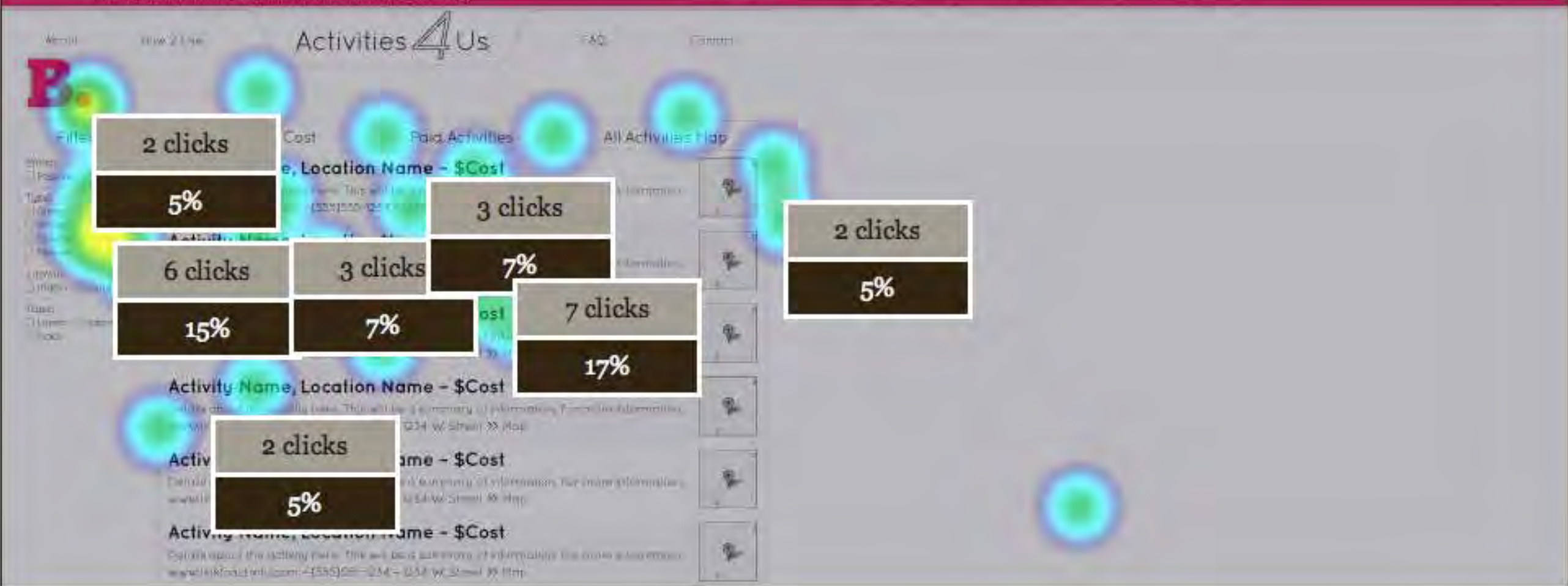
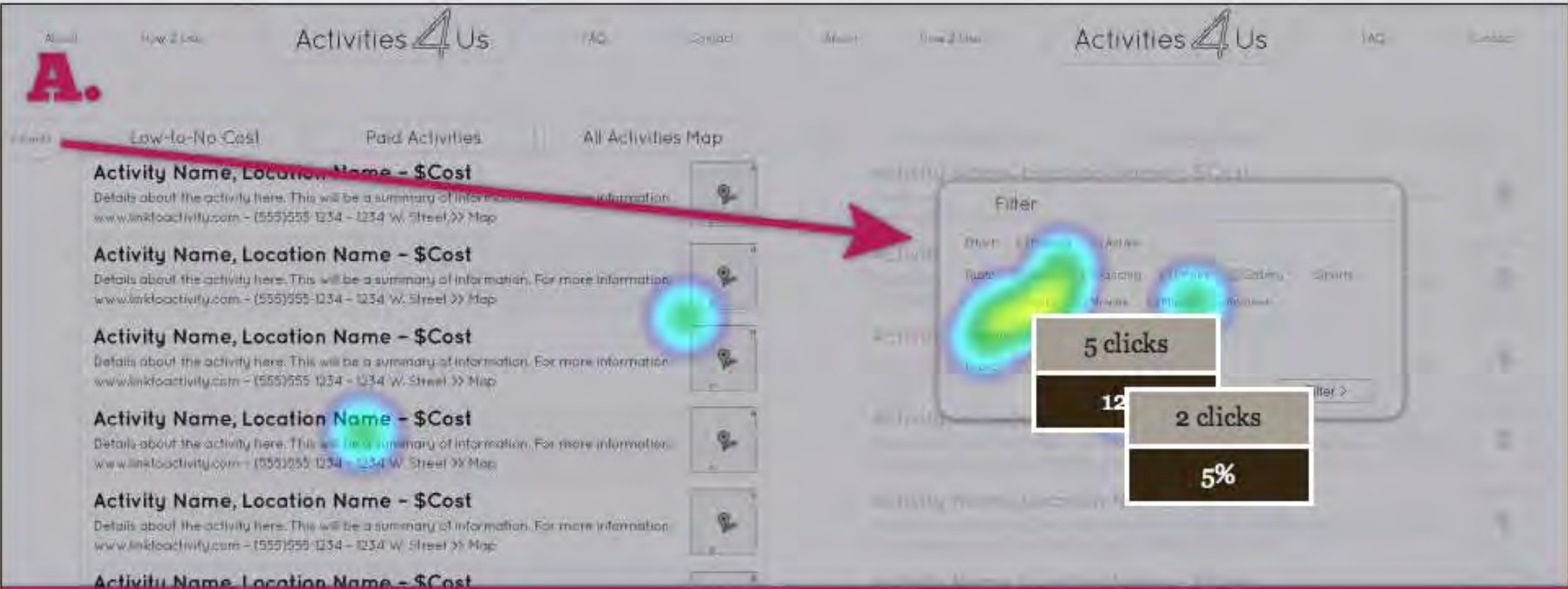
Task 9 of 13:

Which filtering system do you prefer best, 'A' (top) or 'B' (bottom)?

PREVIOUS NEXT

Level 1 Level 2 Level 3  
Cluster size:

**A** File: sketch\_v2-g1  
Average time to complete this test: 11.68 seconds / Click total: 41





Task 10 of 13:

Which color combination/palette do you prefer, 'A' or 'B'?

PREVIOUS

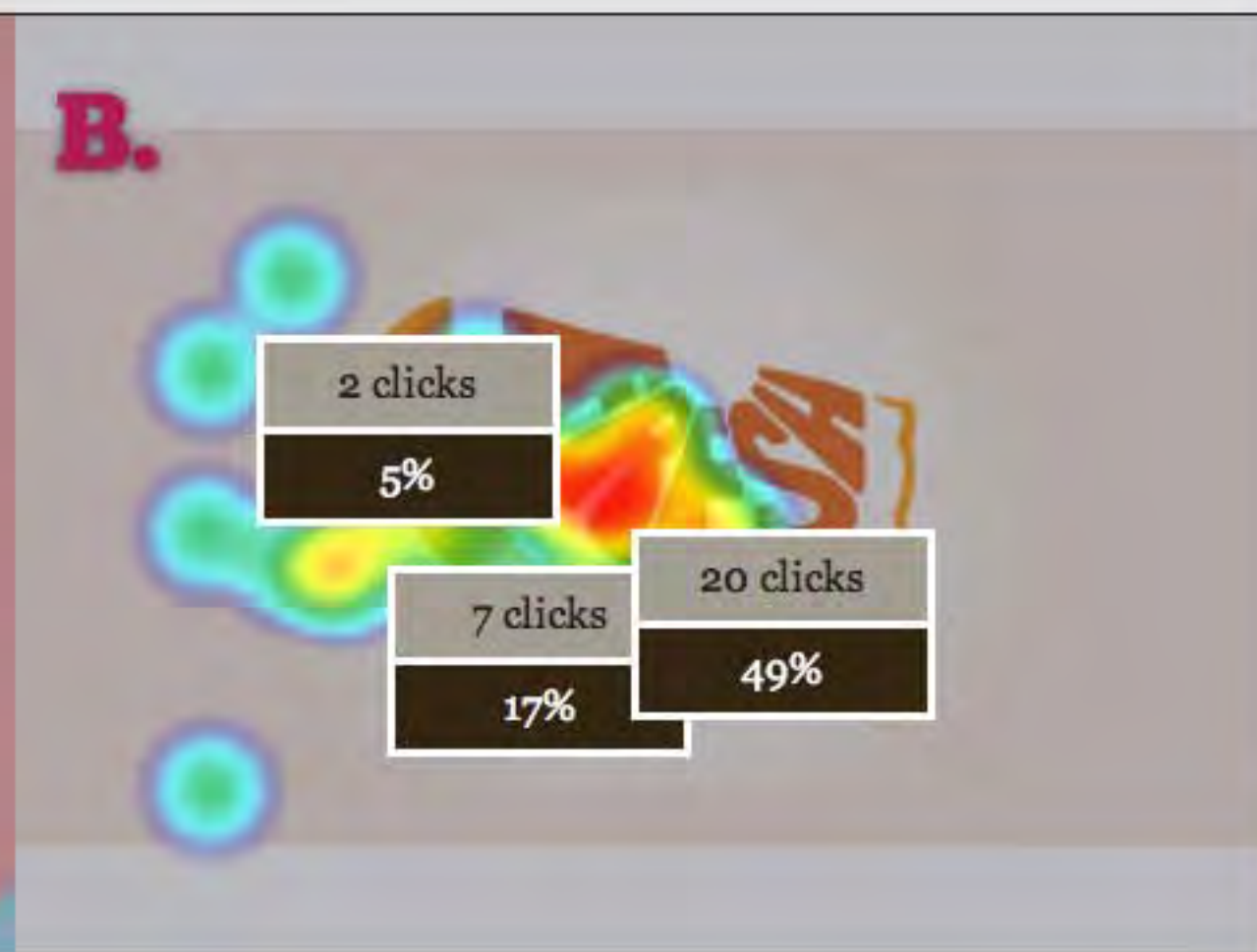
NEXT

Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)**A**

File: color-01

Average time to complete this test: 6.33 seconds / Click total: 41

**B.**

INTUITI@NHQ



Task 11 of 13:

Which color combination/palette do you prefer, 'A' or 'B'?

PREVIOUS

NEXT

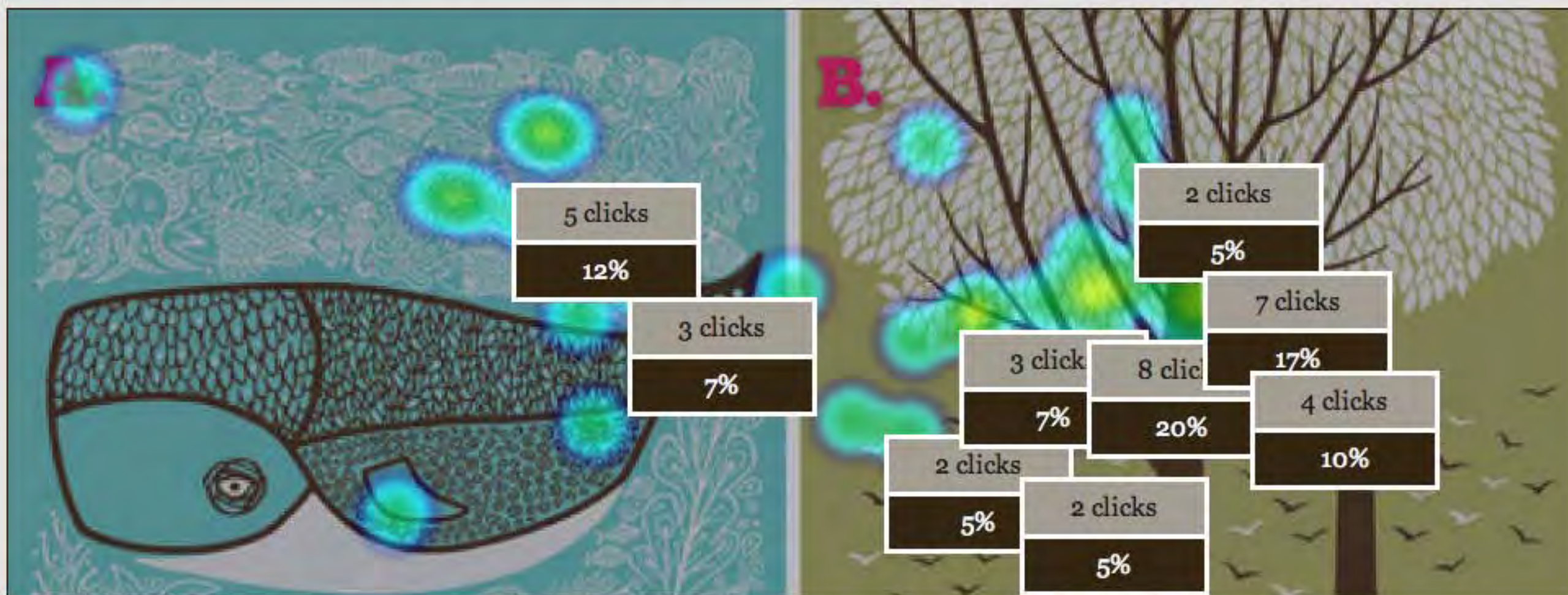
Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

A

File: color-02

Average time to complete this test: 5.57 seconds / Click total: 41





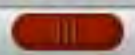
Task 12 of 13:

Which color combination/palette do you prefer, 'A' or 'B'?

PREVIOUS

NEXT

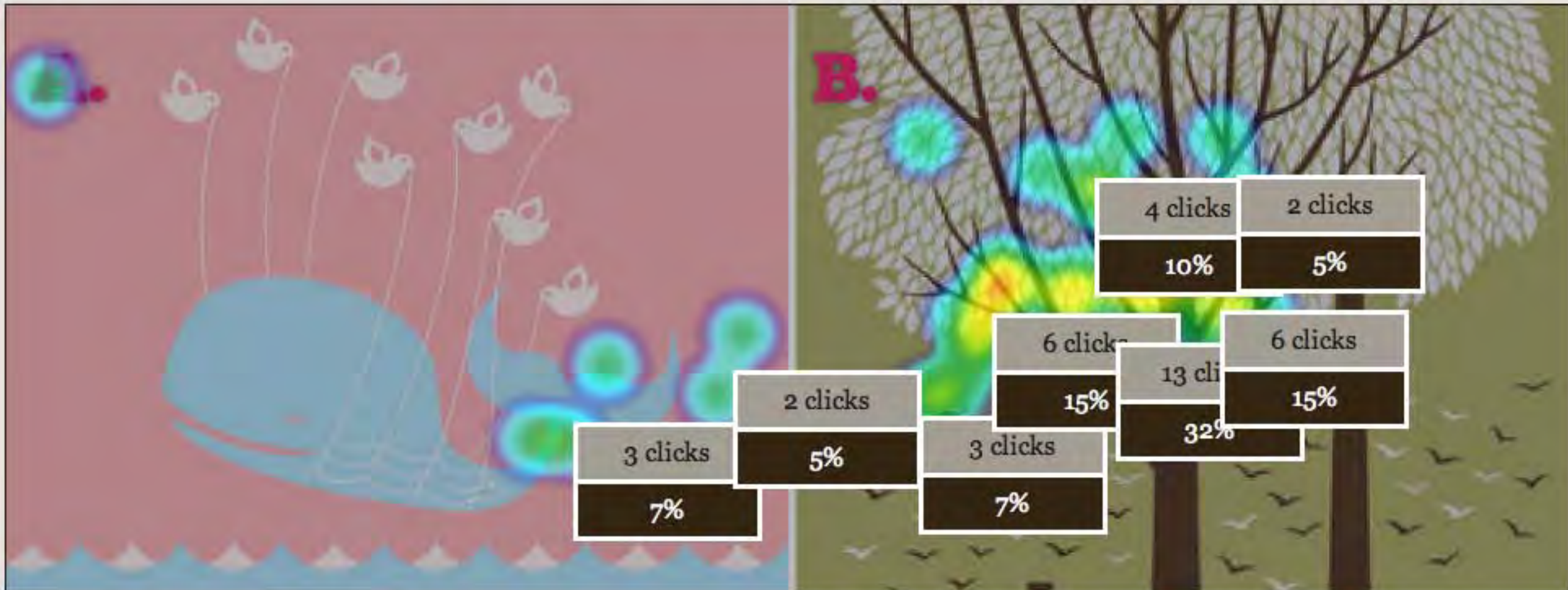
Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

A

File: color-03

Average time to complete this test: 3.07 seconds / Click total: 41



INTUITI@NHQ



Task 13 of 13:

Which color combination/palette do you prefer, 'A' or 'B'?

PREVIOUS

NEXT

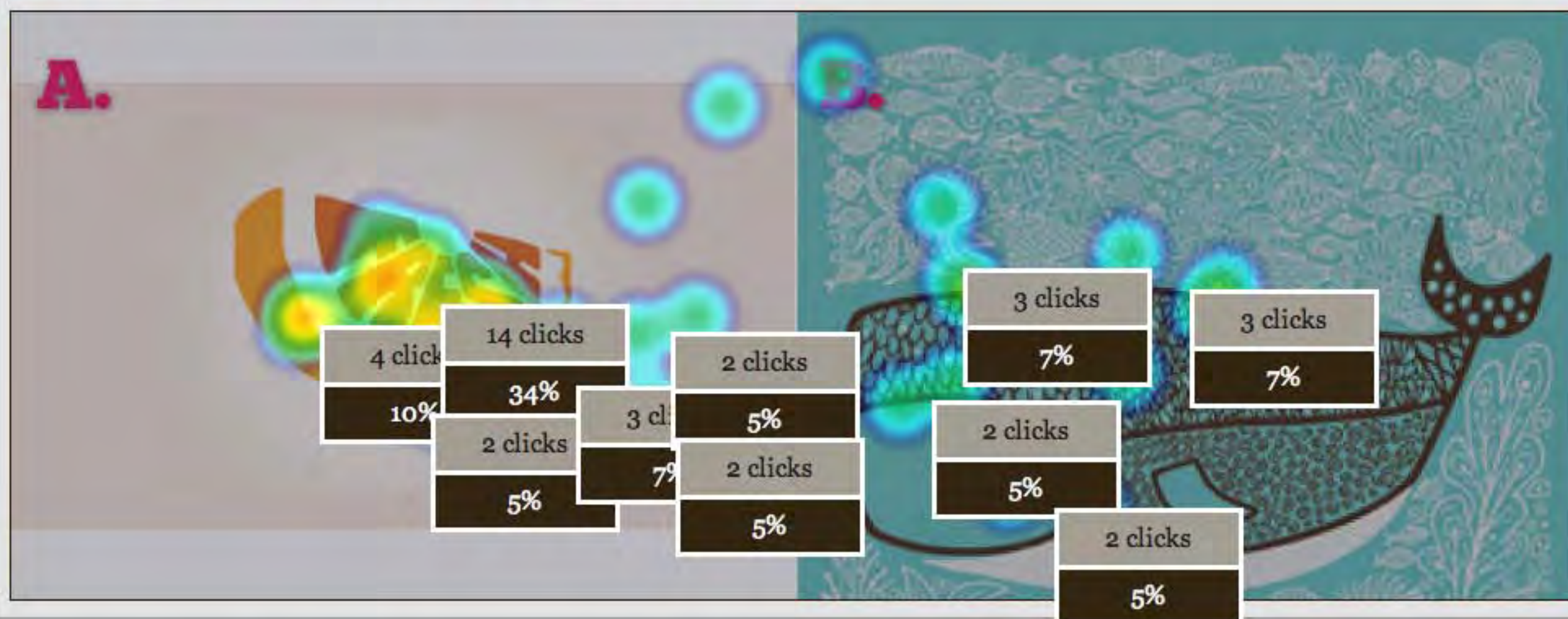
Cluster size:

[Level 1](#) [Level 2](#) [Level 3](#)

A

File: color-04

Average time to complete this test: 3.89 seconds / Click total: 41



INTUITI@NHQ



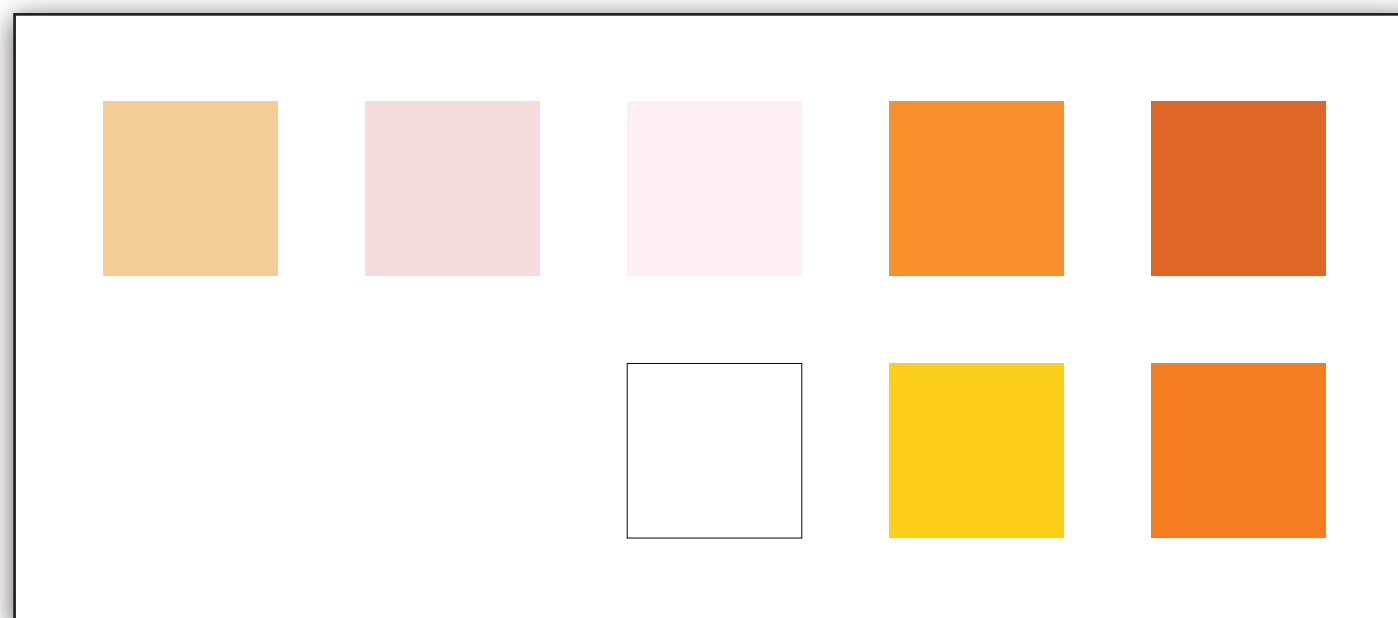
# **APPENDIX VIII**

*Third Design User Test –  
Digital Design*

A.



B.



## Step 1

Enter  
your  
Location

## Step 2

Number  
of  
Participants



## Step 3

Press  
this  
Button



## Step 1

Enter  
your  
Location

## Step 2

Number  
of  
Participants



## Step 3

Press  
this  
Button

## Filters

## Effort:

☐ Passive ☐ Active

## Type:

☐ Dining ☐ Dancing  
☐ Drinks ☐ Gallery  
☐ Sports ☐ Parks  
☐ Movies ☐ Music

## Location:

☐ Indoor ☐ Outdoor

## Topic:

☐ Lorem ☐ Ipsum  
☐ Dolor

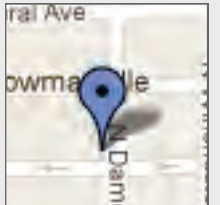
## Low-to-No Cost

## Paid Activities

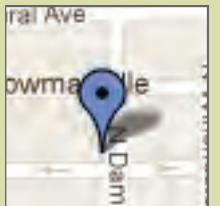
## All Activities Map

**Activity Name, Location Name - \$Cost**

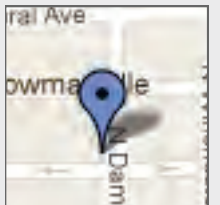
Details about the activity here. This will be a summary of information. For more information,  
[www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

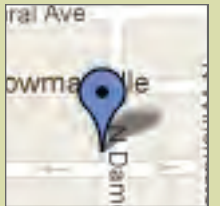
Details about the activity here. This will be a summary of information. For more information,  
[www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

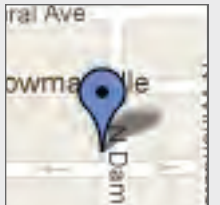
Details about the activity here. This will be a summary of information. For more information,  
[www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

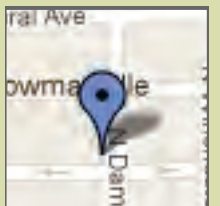
Details about the activity here. This will be a summary of information. For more information,  
[www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information,  
[www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information,  
[www.linktoactivity.com](#) - (555)555-1234 - 1234 W. Street >> Map



## Filters

## Effort:

☐ Passive ☐ Active

## Type:

☐ Dining ☐ Dancing  
☐ Drinks ☐ Gallery  
☐ Sports ☐ Parks  
☐ Movies ☐ Music

## Location

☐ Indoor ☐ Outdoor

## Topic:

☐ Lorem ☐ Ipsum  
☐ Dolor

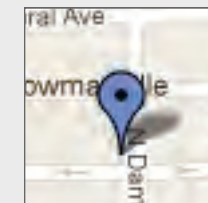
## Low-to-No Cost

## Paid Activities

## All Activities Map

**Activity Name, Location Name - \$Cost**

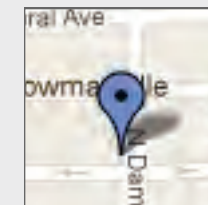
Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

**Activity Name, Location Name - \$Cost**

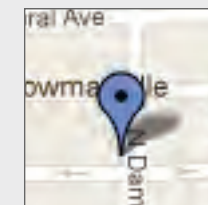
Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)

**Activity Name, Location Name - \$Cost**

Details about the activity here. This will be a summary of information. For more information, [www.linktoactivity.com - \(555\)555-1234 - 1234 W. Street >> Map](#)





# **APPENDIX IX**

*Third Design User Test – Survey*

Task 1 of 4:

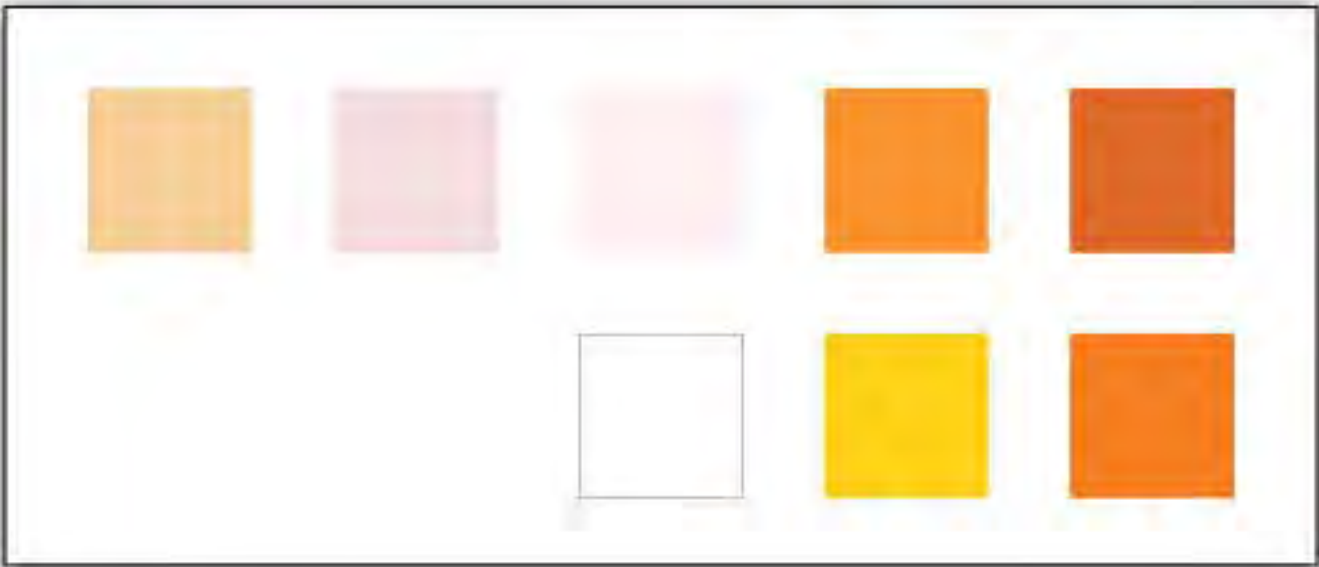
Not sure where to click? Just take your best guess. | [Skip this question »](#)

Which color palette appears to be more 'active'?

A.



B.



Task 2 of 4:

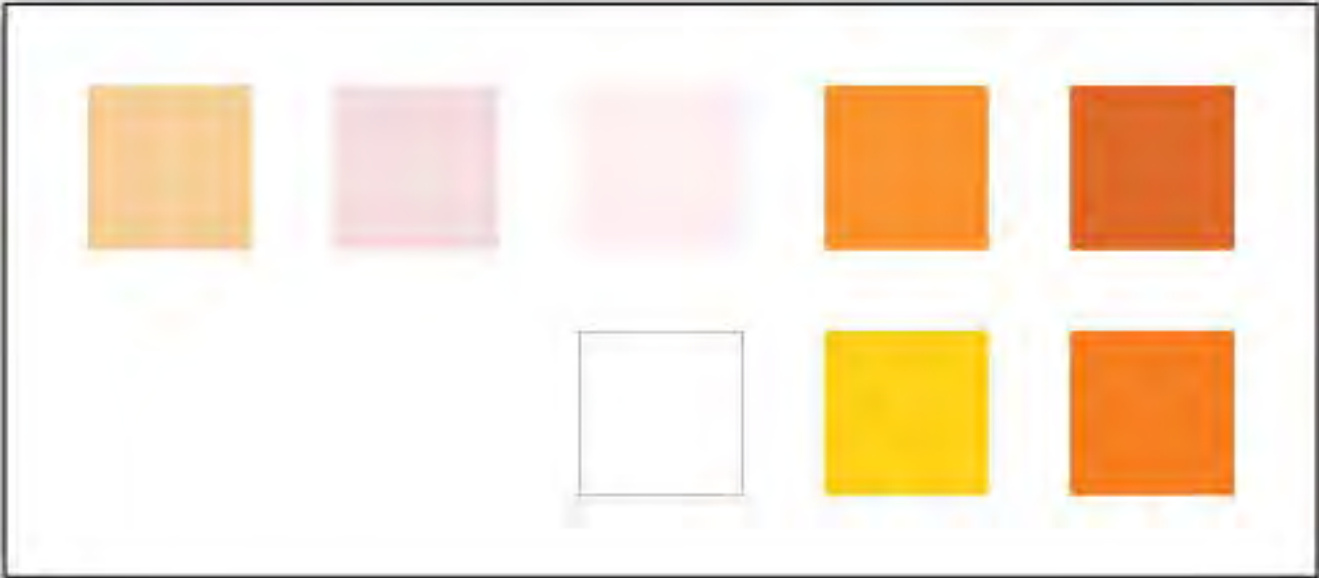
Not sure where to click? Just take your best guess. | [Skip this question »](#)

Which color palette do you prefer?

A.



B.





## Task 3 of 4:

Not sure where to click? Just take your best guess. | [Skip this question »](#)

## Which color palette do you prefer?

[About](#)[How 2 Use](#)**Activities 4 Us**[FAQ](#)[Contact](#)

**A.**

Step 1	Step 2	Step 3
Enter your Location	Number of Participants	Press this Button
<input type="text" value="enter ZIP"/>	<input type="text" value=""/>	<input type="button" value="Find Activity"/>

[About](#)[How 2 Use](#)**Activities 4 Us**[FAQ](#)[Contact](#)

**B.**

Step 1	Step 2	Step 3
Enter your Location	Number of Participants	Press this Button
<input type="text" value="enter ZIP"/>	<input type="text" value=""/>	<input type="button" value="Find Activity"/>





# **APPENDIX X**

*Third Design User Test – Results*



Project: Activities 4 Us - S3



Project Link: <http://goodarts.intuitionhq.com/activities-4-us-s3>

Public report link: <http://goodarts.intuitionhq.com/pub/1305> ([unpublish](#))

Your Tasks

Order		Task	Screenshot	Replies	Edit
1	⬆️⬇️⬆️⬆️	Which color palette appears to be more 'active'?	<a href="#">color</a>	43	
2	⬆️⬇️⬆️⬆️	Which color palette do you prefer?	<a href="#">color</a>	43	
3	⬆️⬇️⬆️⬆️	Which color palette do you prefer?	<a href="#">main</a>	43	
4	⬆️⬇️⬆️⬆️	Which color palette do you prefer?	<a href="#">results</a>	43	

Which color palette appears to be more 'active'?

PREVIOUS

NEXT

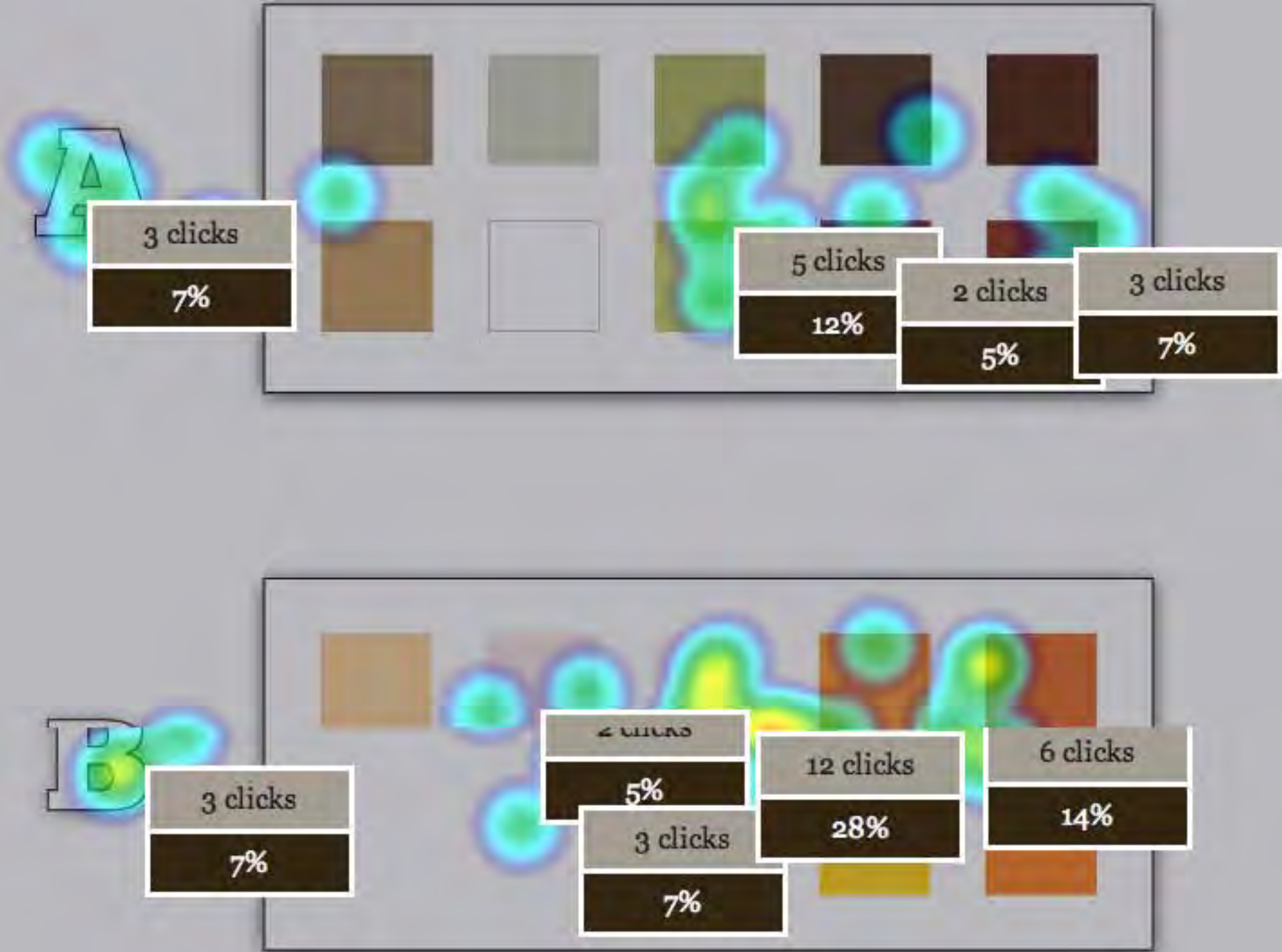
Level 1   Level 2   Level 3

Cluster size:



A

File: color  
Average time to complete this test: 11.1 seconds / Click total: 43





Which color palette do you prefer?

PREVIOUS

NEXT

Level 1 Level 2 Level 3

Cluster size:



A

File: color  
Average time to complete this test: 6.28 seconds / Click total: 43





# Results

Task 3 of 4:

Which color palette do you prefer?

PREVIOUS

NEXT

Cluster size: Level 1 Level 2 Level 3

A

File: main

Average time to complete this test: 8.81 seconds / Click total: 43



INTUITI@NHQ



## Which color palette do you prefer?

PREVIOUS

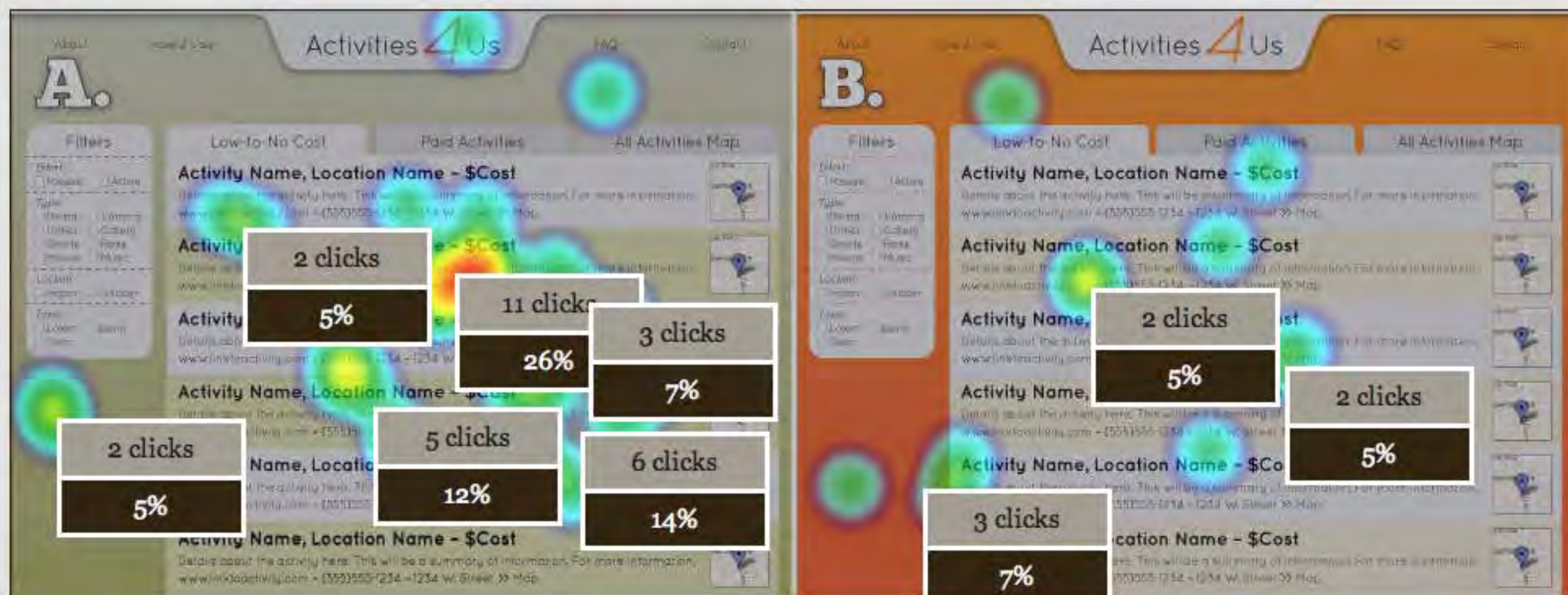
NEXT

Cluster size: Level 1 Level 2 Level 3

A

File: results

Average time to complete this test: 5.78 seconds / Click total: 43

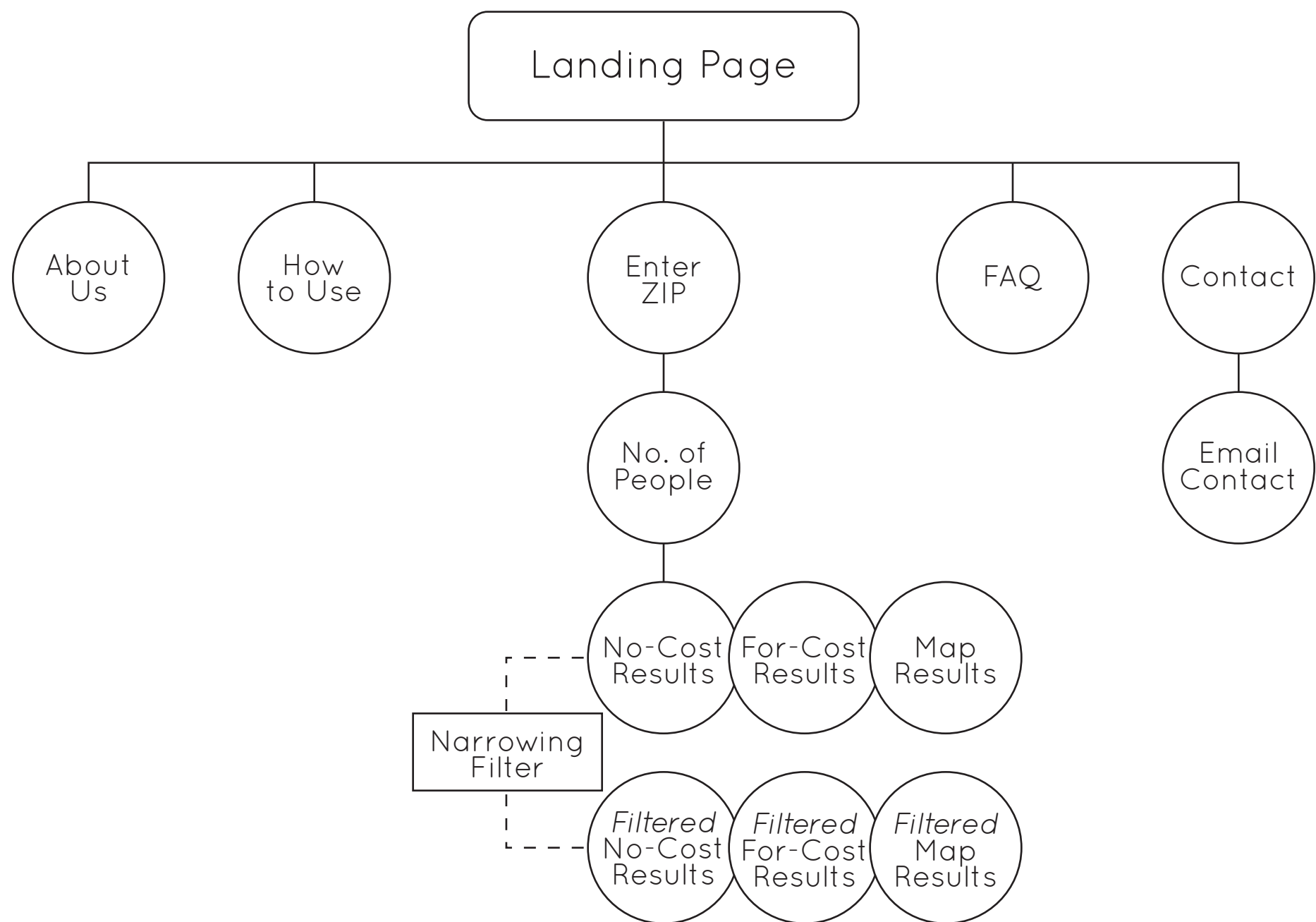


# **APPENDIX XI**

*Flow Chart – Front-End Design*



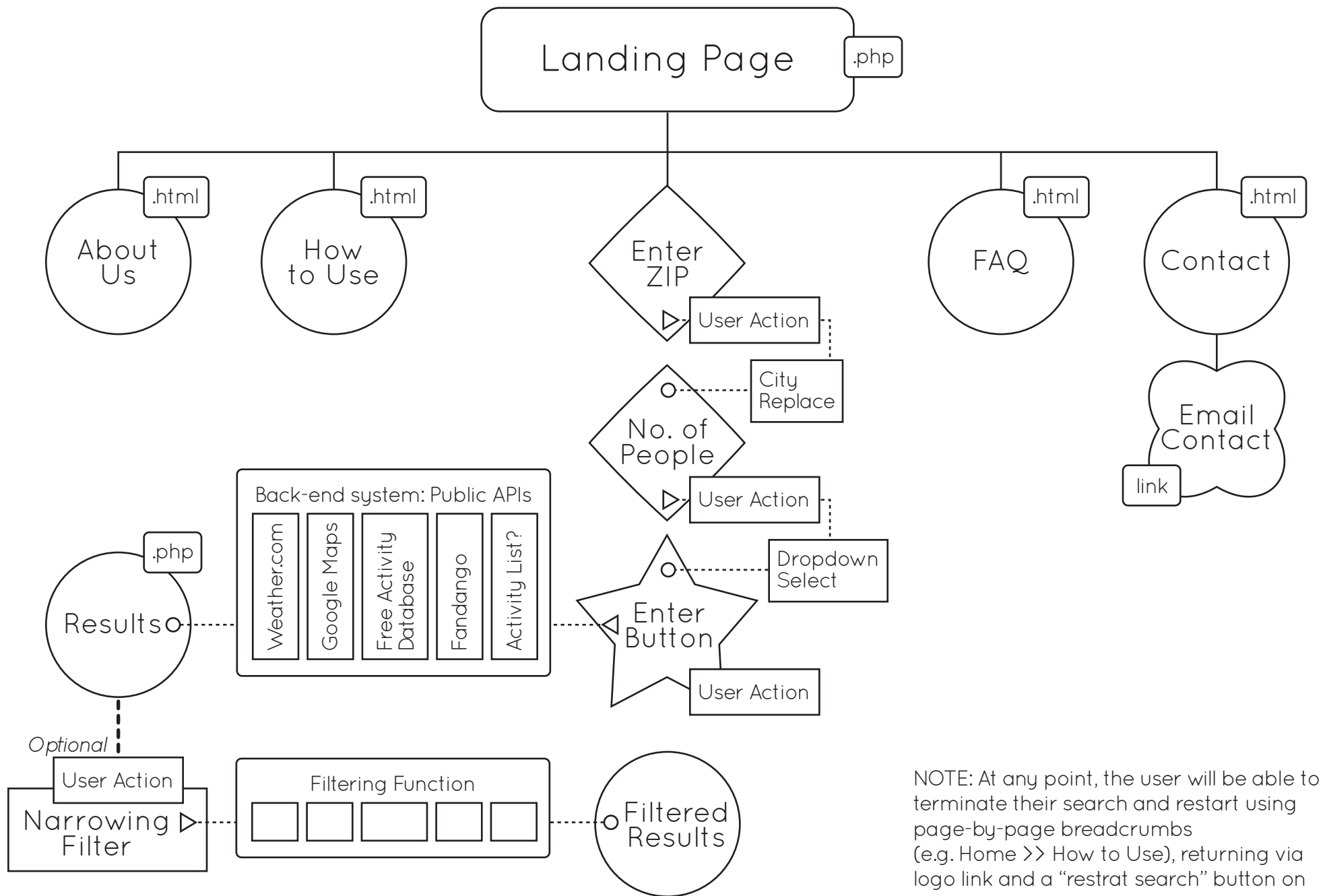
# Front-End System Design Flow Chart



# **APPENDIX XII**

*Flow Chart – Back-End Design*

# Back-End System Design Flow Chart



NOTE: At any point, the user will be able to terminate their search and restart using page-by-page breadcrumbs (e.g. Home >> How to Use), returning via logo link and a “restrat search” button on the results page



# **APPENDIX XIII**

*Final Design Concept*

## Step 1

Enter  
your  
Location

## Step 2

Number  
of  
Participants



## Step 3

Press  
this  
Button

## Activity Filter

## Effort:

Passive ☐ Active

## Type:

Dining ☐ DancingDrinks ☐ GallerySports ☐ ParksMovies ☐ Music

## Location:

Indoor ☐ Outdoor

## Topic:

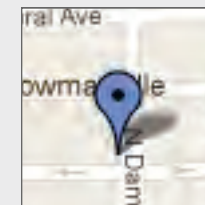
Lorem ☐ IpsumDolor ☐ Sit Amet

## No Cost

## Activity Name, Location Name – \$Cost

Details and summary about the activity lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. For more information,

[www.linktoactivity.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#)



## Paid Activities

## Activity Name, Location Name – \$Cost

Details and summary about the activity lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. For more information,

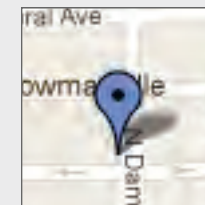
[www.linktoactivity.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#)



## Activity Name, Location Name – \$Cost

Details and summary about the activity lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. For more information,

[www.linktoactivity.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#)



## Activity Name, Location Name – \$Cost

Details and summary about the activity lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. For more information,

[www.linktoactivity.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#)



## Activity Name, Location Name – \$Cost

Details and summary about the activity lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. For more information,

[www.linktoactivity.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#)



## Activity Name, Location Name – \$Cost

Details and summary about the activity lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris. For more information,

[www.linktoactivity.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#)





# M4: The Prototype

The following report is the overview process resulting in the creation of the Activities 4 Us prototype and an overview of the prototype itself. This report is the culmination of over 30 hours of work.

## PROTOTYPING STRATEGY

### Build Process

#### Fidelity

To create the first prototype for Activities 4 Us, I used the final design that came out of my M3 research. I did not want to sit my users in front of a product that looked like a final product. I returned to the design program I used to create my final design, Adobe Illustrator, and stripped out the color, gloss and shadows – reverting back to a wireframe design. My intent was to attempt to limit design feedback during user testing (M5) allowing users to focus more on the substance of the system during testing phase [Wickens, 407, Unger, 208]. I think returning to the wireframe conveys the concept of the system allowing the user to interact with the “shell” of the product while still staying within the same design and layout. The design is more of a low fidelity and high fidelity hybrid, which I will call “medium fidelity” – not exactly a sketch because it is refined and clean, but not high fidelity in the sense of being polished and “final”. The interaction however, could be considered high-end digital because it closely simulates the intended final design. Buxton cautions not to mingle fidelity definitions and prototypes. In *Sketching User Experiences* he says, “A prototype is a prototype, regardless of the technology that is used to implement it, and regardless of its fidelity relative to the actual product” [Buxton, 381].



#### Paper or Digital?

Activities 4 Us is a multifaceted system consisting of simple linear interactions (the support links – ‘About’, ‘How 2 Use’, ‘FAQ’, ‘Contact’) and advanced interaction (the activities search system itself). It is possible, but would be difficult to present to users as a paper prototype. By providing users with something on-screen and similar to the intended final result will lead to a better evaluation. In addition to the difficulty and distraction a paper prototype would be on the backend (my role controlling system functions), I wanted the users’ interactions with the prototype to be similar to the online, real time interactions intended for the final product.

#### Process

To create my prototype, I took it from design to interaction using Apple’s presentation program Keynote. This was the first time I’ve used Keynote for prototyping purposes, but after reading an article about rapid prototyping for the iPad [Khella], I was intrigued. I remembered reading about using PowerPoint and Keynote in prototyping last summer while taking Mike Oren’s class [Unger, 214]. The process began by creating 50 separate page layouts in Illustrator (Appendix I) – activity detail pages content from Wikipedia, creative writing and [amitguptaneedsyou.com](http://amitguptaneedsyou.com). Then each image was exported as a bitmap (.jpg) and brought into Keynote. Through Keynote, I linked each page following my M3 flowchart, which has been updated and included in Appendix II (proposed final design).

My original intent was to output the Keynote presentation as a PDF, then, using Adobe Acrobat Professional, add in user input text areas to more-closely simulate the system interaction. Due to known exporting issues in Keynote, hyperlinks

that link to “Last Slide Viewed”, an interaction important in this simulated system, do not properly export. This limited the prototype to only be fully functional when used in Keynote’s presentation mode – the method I will be using to conduct my user tests in the next milestone (M5).

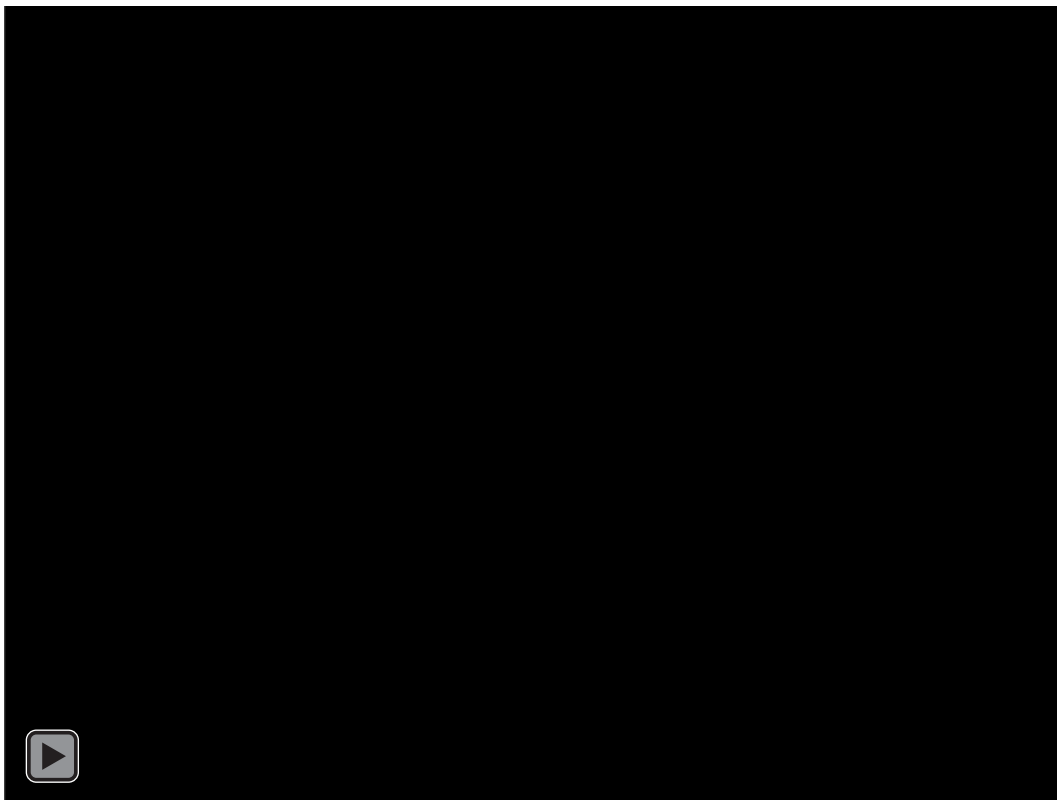
### **Limitations**

For purposes of scale, the prototype has limited offerings in comparison to the intended final product. I don’t feel that this is a major limitation to the prototype, as long as the right questions are asked in the Usability study [Garrett, 159].

## **DESCRIPTION OF PROTOTYPE**

The following video was created to provide a detailed look at the prototype and the potential tasks that can be performed in a user test. In addition, I have provided a list of Supported and Unsupported Tasks below.

The Activities 4 Us prototype video overview can also be found on YouTube at the following link: [youtu.be/eSE\\_tIBTwAU](https://youtu.be/eSE_tIBTwAU)



### **Supported Tasks**

Below are the tasks that I plan to test for in my next milestone. In addition to these tasks, I will be asking users about wording and placement of links, wording of the filter titles and general layout of the pages (although this was explored to some extent in the iterative design process of M3).

#### **Find out how to use the system**

Users will be able to access the ‘How 2 Use’ and ‘FAQ’ pages (in a limited fashion).

#### **Search for activities for just you to do** (individual user)

Users will be able to narrow search results starting from the first filtering system. This is so users can find solo activities, activities for two people as well as group activities (see next task).

**Search for activities for two or more users**

This is similar to the last task, but for multiple participants.

**Search for an activity you are interested in that does not cost anything to participate in**

This task speaks specifically to manipulating the results query. There are different tabs for 'No Cost' and 'Paid Activities' activities.

**Search for an activity you are interested in that costs money to participate in**

Similar to the prior task, the user would interact with the 'Paid Activities' tab.

**Limit the search results (Narrowing Filter)**

For the purpose of this prototype, users can limit their search results to only "Museums/Zoos". To include all of the filters would have increased the scale of the prototype by hundreds of pages.

**Share an activity you would like to take part in using social media**

Once finding an activity to participate in, a user can then announce to their preferred social media outlet (or multiple) that they are taking part in that activity. However, for the purpose of the prototype, this step can only be simulated to the point that the users would submit the activity to be shared – there is no external communication with any social media with this prototype.

**Find information about an activity you would like to take part in**

While deciding on an activity to participate in, a user can then get more information by clicking on the title of the activity, the "Click for More Information" link, Map link or the map itself.

## **Unsupported Tasks & Features**

**Scrolling**

Due to the nature of Keynote, the pages are static and do not scroll vertically to provide additional content.

**User Input**

Due to limitations of Keynote, users will not be able to input their ZIP code. Instead the location is populated/simulated when the user attempts to enter their location information.

**Narrowing Filter**

This is also listed under Supported Tasks because it is supported, as stated above, but limited to only one filter for the scope of the prototype. To include all of the filters would have increased the scale of the prototype by hundreds of pages.

**Search for activities by location (per user-entered ZIP code)**

To begin the interaction with the system, users will start the results query process by entering their ZIP code, or the ZIP code of the location in which they are looking for an activity. For example, John lives in Manhattan (10001). He is planning a night out with Anita in Williamsburg (11211).

**Find directions to an activity you would like to take part in**

Once finding an activity to participate in, a user can then get directions to the event by clicking on the "Get Directions" link or clicking on the map of the activity location. For example, Charles has found an activity to do for the evening. He clicks on the map for the activity location, enters his current location, and is then provided with directions (via Google Maps API) offering him the ability to select from driving, public transit or walking directions.



## Task Environment

The environment in which my users would use the final system is quite broad – it could be at their desk at work, in any room of their dwelling or anywhere their media interface allows. The media interface would include any internet enabled device (e.g., desktop/laptop computer, tablet, internet-enabled cell phone). For the purposes of this prototype, the task environment will be limited to a provided laptop with the prototype and screen capture software installed.

## REFLECTION

### Usefulness

I found it very useful to create this prototype. Overall, it allowed me to interact with the system on a larger scale than I had been before. My interaction before had been limited to the conceptual, such as through flow charts and mentally wrapping my head around the project.

In addition to being helpful with the refinement of my system (pre-user testing), it was also helpful in finding a new way to rapid prototype using Keynote, a program that I would not have originally considered. While the program is limited in allowing full user text input, is able to simulate semi-complex interactions and feels similar to a web interface – all in a very short time to produce.

### Future System Design Projects

The design and prototyping phases of User Centered Design are my favorite. That being said, I have been doing both, to some extent for my entire career (e.g., building small scale trade show booths, banners and lobby signs using only office materials as well as creating paper mock ups of websites to walk clients through concepts). I think that prototyping is a great way of creatively solving a problem and/or encountering unforeseen problems before they can cost time and money. I will definitely be prototyping for future projects and will continue to explore Keynote for its rapid prototyping abilities. I also plan to explore Acrobat Professional to find out its potential for future prototyping (linking ability, etc).

### What did you learn about your design?

Going in to the prototyping phase, I thought my design was pretty sound. However, I do not think it was or currently is in a completed/final state. Prototyping, much like the design phase, needs to be iterative to achieve the best possible final product. After completing my user testing and getting their feedback, I hope the design will be ready to be finalized, but I won't know until talking to my users.

In my design going in to this phase, I did learn that there were some essential items that were overlooked, such as adding in breadcrumb links that were discussed in my M3 design report, but failed to execute in the design. The layout for the activities listed in the initial Results page needed to be further considered when not just simple "lorem ipsum" filler text. There were not enough user interactions or call to action points to drive the user in to the Activities Overview pages. Additionally, the Activity Overview pages had been overlooked and needed to be created.

### What did you learn about prototyping generally?

I learned that when prototyping, it is difficult to get everything that you want for your final system to be functional in a prototype. Going in to this process, I wanted more functionality than I ultimately ended up with. Initially, I wanted to include all aspects of the final design, limiting only the amount of provided content to the users. I quickly learned that this would be a difficult feat.

After creating the page mock-ups, I began to experiment with different prototyping options. I considered [pidoco.com/en](http://pidoco.com/en) as my solution until reading an article about how to create interactive iPad prototypes using a desktop and Keynote [Khella]. I thought that testing on an iPad would allow my users and me (in my upcoming user test) the freedom to not be limited in testing environment. Soon after producing a test PDF, with about 25% of my slides added and linked, I realized that there were limitations to Keynote's PDF export (i.e., key navigation would not export from Keynote). There

were several times when I thought I had a workable solution, went back to the design to add more slides and encountered a block in functionality. There were times when I had the prototype somewhat working as a PDF, with input text (through Acrobat Professional) and the links mostly working. However, I came to the conclusion that, if the navigation did not function as the intended final result, the prototype would not provide an accurate user test. Realizing that, I had to do away with the input text option.

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# **APPENDIX I**

*Slide Layout*



Step 1	Step 2	Step 3
<div>Enter your Location</div> <div>enter ZIP</div>	<div>Number of Participants</div> <div>select ▼</div>	<div>Press this Button</div> <div>Find Activity &gt;</div>

## Step 1

Enter  
your  
Location

## Step 2

Number  
of  
Participants



1

2

3

4 or more

## Step 3

Press  
this  
Button

Step 1	Step 2	Step 3
<div>Enter your Location</div> <div>enter ZIP</div>	<div>Number of Participants</div> <div>select ▾</div>	<div>Press this Button</div> <div>Find Activity &gt;</div>



[Search 4 Activities >> About](#)

## About: Activities 4 Us

Activities 4 Us is a website designed to help you find something to do! We gather activities for you to choose from many different resources (local to you). Our intent is to deliver as many options for a wide audience (everyone!) and let you filter down – by cost, type, style, interest, etc. – to find an activity that interests you.

The activities we provide in our results come from many different sources. In addition to your initial input (location and number of participants) your results are filtered according to time of year and current weather conditions. This is to avoid suggesting an activity, such as “Throwing the frisbee in the park” in the middle of winter or in a thunderstorm.

Our services are provided to our users free of charge, so please feel free to do as many searches as you might need until you find something to do! And when you find an activity to take part in, please tell all of your friends and family where you found it!

### “Share this Activity”

We at Activities 4 Us understand that there are times when you might want to do something alone, there are times when you just want to spend time with one other person and there are times when you want to get everyone together. On the occasion that you want to get everyone together, we offer a “Share this Activity” link, allowing you to announce the activity you found on our website with anyone and everyone through the social media of your choice (Facebook, Google+, Twitter, MySpace...) or over email. A message of “I found \_(activity name and information)\_ on Activities 4 Us! Please come and join me if you are free!” will be posted to the website (or multiple websites) of your choice.

While we offer this service, Activities 4 Us is not affiliated with any social media. All interaction with your selected social media happens outside of our website – This means that your login and password information are not visible to us and therefore not collected, analyzed or used.

### Advertising

Activities 4 Us is a free service for our users. However, running a website does have its costs. To offset these fees, we offer regionalized advertising space on our site. We think that it is important to allow you to find and choose an activity without external bias. Although we offer advertising space on our website, our results are displayed and filtered without any input from our advertisers. This is to ensure that you are offered all options without the potential of unrelated promoted activities.



[Search 4 Activities](#) >> [About](#)

## How 2 Use: Activities 4 Us

Activities 4 Us was designed for a wide audience (everyone!) to use and interact with. We took painstaking measures to ensure that our interface was as simple to use and understand as possible. Here is a step-by-step walk-through to get you started to start searching for something to do. We also have a 90 second tutorial video that will walk you through the same process.

On the main page, enter the ZIP code for the location would like to find an activity.

Then, select the amount of people who will take part in your activity from the 'Number of Participants' dropdown menu. Your options are '1', '2', '3', and '4 or more'.

Once you have entered a location and selected the amount of participants the "Find Activity" button will become available. Press this button to start your activity search.

Now you will be shown the Results page. Your results will be separated between a 'No-Cost' and 'Paid Activities' tab. You can toggle between the two by selecting the appropriate tab. There is also an 'All Activities Map View' showing a map overview of all activities.

If you are feeling open to doing something new, feel free to browse all the options (scroll down to see all of the available activities). However, you can limit the activities that are being displayed by using the 'Activities Filter'. Here you have several filtering options. By selecting the filter name your results will be updated to only show those associated activities. You can uncheck each filter as needed or use the "Reset Filters" button to clear them all and return to your original search results.

### "Share this Activity"

We at Activities 4 Us understand that there are times when you might want to do something alone, there are times when you just want to spend time with one other person and there are times when you want to get everyone together. On the occasion that you want to get everyone together, we offer a "Share this Activity" link, allowing you to announce the activity you found on our website with anyone and everyone through the social media of your choice (Facebook, Google+, Twitter, MySpace...) or over email. A message of "I found \_(activity name and information)\_ on Activities 4 Us! Please come and join me if you are free!" will be posted to the website (or multiple websites) of your choice.

### Restart?



[Search 4 Activities](#) >> [FAQ](#)

## Frequently Asked Questions

Here is a list of Frequently Asked Questions or Activities 4 Us. If you don't find a solution to your question here, please feel free to email us from our contact page.

### **What is Activities 4 Us?**

Activities 4 Us is a website designed to help you find something to do! We gather activities for you to choose from many different resources (local to you). Our intent is to deliver as many options for a wide audience (everyone!) and let you filter down – by cost, type, style, interest, etc. – to find an activity that interests you.

### **How much does Activities 4 Us cost to use?**

Activities 4 Us is available to use free of charge!

### **How do I use Activities 4 Us?**

A detailed walkthrough as well as a short 90-second video tutorial are available on the 'How 2 Use' page.

### **If I select an activity, do I have to do it?**

No, not at all. Activities 4 Us is available to help you find something to do. If you find something to do using our website and something else comes up, well, you are free to choose whichever event you want to do.

### **How often do you update your activities?**

The activities we provide in our results come from many different sources and are updated and included whenever they are added to our sources. In addition to your initial input (location and number of participants) your results are filtered according to time of year and current weather conditions. This is to avoid suggesting an activity, such as "Throwing the frisbee in the park" in the middle of winter or in a thunderstorm.

### **Are my results affected by the advertising on the Activities 4 Us website?**

Activities 4 Us is a free service for our users. However, running a website does have its costs. To offset these fees, we offer regionalized advertising space on our site. We think that it is important to allow you to find and choose an activity without external bias. Although we offer advertising space on our website, our results are displayed and filtered without any input from our advertisers. This is to ensure that you are offered all options without the potential of unrelated promoted activities.

### **Can I advertise on Activities 4 Us?**

Yes you can. If you or someone you know would be interested in advertising on our website, please send us an email on our Contact page.



[Search 4 Activities >> Contact](#)

## Contact Us

Have questions or feedback about Activities 4 Us?  
Please let us know using the form below:

Name:

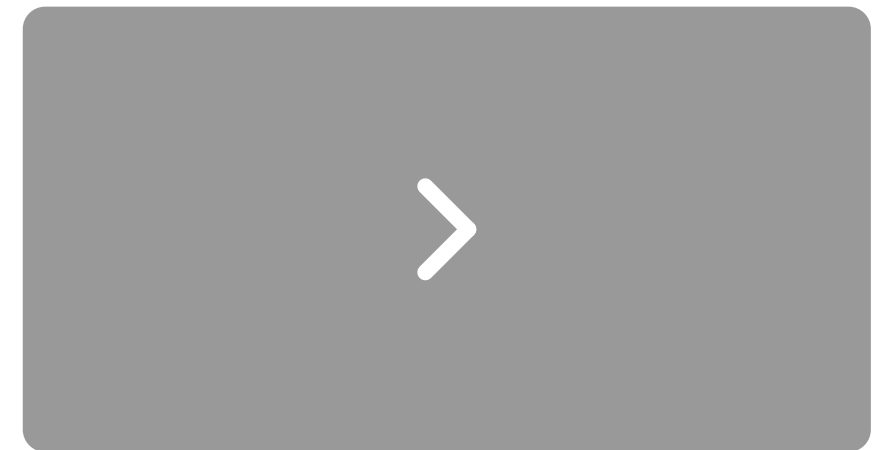
Email:

Phone No.:

Location:

Question/  
Comment:

Send >

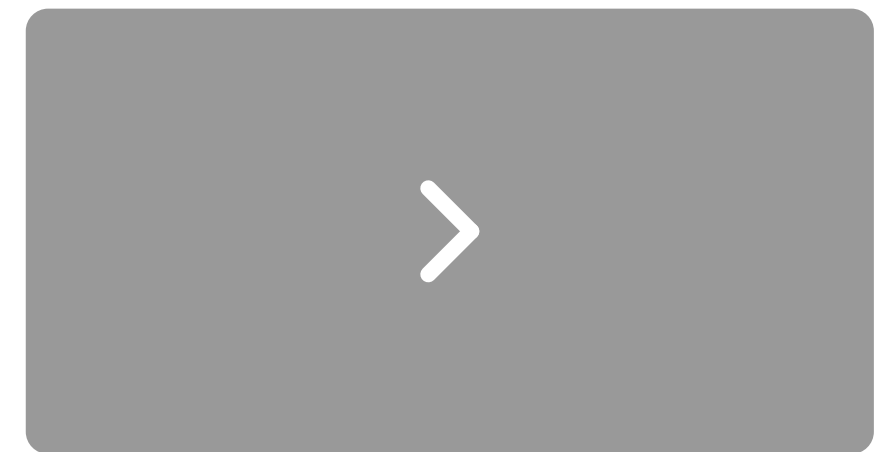


Watch the 90 second promotional video about Activities 4 Us

[Search 4 Activities >> Contact](#)

## Contact Us

Thank you for contacting Activities 4 Us!  
We will review your message and will respond within 24-48 hours.



3:45



*Watch the 90 second promotional video about Activities 4 Us*

[Search 4 Activities >>](#) Results for Location

## Activity Filter

### Effort:

- ☐ Passive ☐ Active

### Environment:

- ☐ Indoor ☐ Outdoor

### Type:

- ☐ Bar/Club ☐ Benefit  
☐ Class ☐ Comedy  
☐ Community ☐ Concert  
☐ Dining ☐ Fair/Festival  
☐ Fashion ☐ Fundraiser  
☐ Gallery ☐ Lecture  
☐ Literature ☐ Movie  
☐ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

**New Search!**

## No Cost

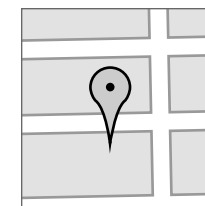
## Paid Activities

## All Activities Map

### Book Reading, Reader's Nook – Free

Reading is a complex cognitive process of decoding symbols in order to construct or derive meaning (reading comprehension). It is a means of language acquisition, of communication, and of sharing information and ideas. [Click for More Information >>](#)

[www.readersnook.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Cycling, Anywhere – Free

Cycling, also called bicycling or biking, is the use of bicycles for transport, recreation, or for sport.[1] Persons engaged in cycling are cyclists[2] or bicyclists.[3] Apart from ordinary two-wheeled bicycles, cycling also includes riding unicycles... [Click for More Information >>](#)

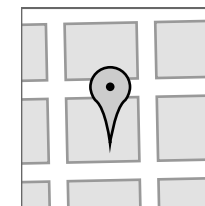
[en.wikipedia.org/wiki/Cycling.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### No Admission Day, The Museum of Art – Free

The work of the Museum of Art reflects the global scope of its collections and extends across the world through a variety of initiatives and programs including exhibitions, excavations, fellowships, professional exchanges, conservation projects... [Click for More Information >>](#)

[www.museumofart.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Feed Our Friends, Local Soup Kitchen – Free

Volunteering is generally considered an altruistic activity, intended to promote good or improve human quality of life, but people also volunteer for their own skill development, to meet others, to make contacts for possible employment, to... [Click for More Information >>](#)

[www.localsoupkitchen.org](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Remembering Carl Sagan, Cosmos Theater – Free

Carl Edward Sagan ( /ˈseɪɡən/; November 9, 1934 – December 20, 1996) was an American astronomer, astrophysicist, cosmologist, author, science popularizer and science communicator in astronomy and natural sciences. [Click for More Information >>](#)

[www.cosmostheater.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Craft Fair, Liberty Square – Free

Historically, craftsmen tended to concentrate in urban centers and formed the guilds. Trade occupation and the need to be permanently involved in the exchange of goods also demanded a generally higher level of education and in societal... [Click for More Information >>](#)

[www.libertysquarebb.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)





Search 4 Activities >> Results for Location

## Activity Filter

### Effort:

☐ Passive ☐ Active

### Environment:

☐ Indoor ☐ Outdoor

### Type:

☐ Bar/Club ☐ Benefit  
☐ Class ☐ Comedy  
☐ Community ☐ Concert  
☐ Dining ☐ Fair/Festival  
☐ Fashion ☐ Fundraiser  
☐ Gallery ☐ Lecture  
☐ Literature ☐ Movie  
☐ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

**New Search!**

## No Cost

## Paid Activities

## All Activities Map

### Book Reading, Reader's Nook – Free

## Share this Activity

“I found something to do on Activities 4 Us! I’m going to \_\_\_\_\_. You should come along!”

## Select Social Media

☐  ☐  ☐  ☐  ☐ Email

*Clicking the ‘Share’ button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*





Share >

volunteer for their own skill development, to meet others, to make contacts for possible employment, to... [Click for More Information >>](#)

[www.localsoupkitchen.org](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity:    




### Remembering Carl Sagan, Cosmos Theater – Free

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[www.cosmostheater.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity:    

### Craft Fair, Liberty Square – Free

Historically, craftsmen tended to concentrate in urban centers and formed the guilds. Trade occupation and the need to be permanently involved in the exchange of goods also demanded a generally higher level of education and in societal... [Click for More Information >>](#)

[www.libertysquarebb.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity:    

[Search 4 Activities >>](#) Results for Location

## Activity Filter

### Effort:

☐ Passive ☐ Active

### Environment:

☐ Indoor ☐ Outdoor

### Type:

☐ Bar/Club ☐ Benefit  
☐ Class ☐ Comedy  
☐ Community ☐ Concert  
☐ Dining ☐ Fair/Festival  
☐ Fashion ☐ Fundraiser  
☐ Gallery ☐ Lecture  
☐ Literature ☐ Movie  
☐ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

**New Search!**

## No Cost

## Paid Activities

## All Activities Map

### Paintings by Ellie Beaupre, Museum of Modern Art – \$5 Admission

World renowned finger-painter, Ellie Beaupre, known best for her simplistic style and use of color in favorite pieces such as , 'Cat' (2011) and 'Mess' (2010) is now being displayed at the Museum of Modern Art. [Click for More Information >>](#)

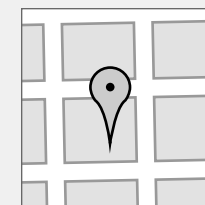
[www.localmoma.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### The Elephants v. The Baboons, Renfield Park – Tickets from \$35

Baseball is a bat-and-ball sport played between two teams of nine players each. The aim is to score runs by hitting a thrown ball with a bat and touching a series of four bases arranged at the corners of a ninety-foot diamond. [Click for More Information >>](#)

[www.elephantsmlb.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Stand-Up Night, D&F Jokes – \$10 Admission, 2 Drink Minimum

Comedy (from the Greek: κωμωδία, kōmōidia), as a popular meaning, is any humorous discourse or work generally intended to amuse by creating laughter, especially in television, film, and stand-up comedy. [Click for More Information >>](#)

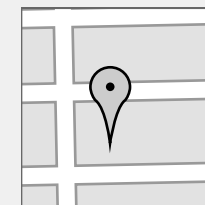
[www.dfjokes.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Amit Gupta Fundraiser, FastForward – \$100, includes meal

I got a call from my doctor, who I'd gone to see the day before because I'd been feeling worn out and was losing weight, and wasn't sure why. He was brief: "Amit, you've got Acute Leukemia. You need to enter treatment right away." [Click for More Information >>](#)

[www.fastforward.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Kid's Film in 3D, Movie House IMAX – \$17/ticket

IMAX is a motion picture film format and a set of proprietary cinema projection standards created by the Canadian company IMAX Corporation. IMAX has the capacity to record and display images of far greater size and resolution... [Click for More Information >>](#)

[www.moveihouse.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Snow, Glass, Apples, The Chariot – Tickets from \$50

"Snow, Glass, Apples" is a 1994 short story written by Neil Gaiman. It was originally released as a benefit book for the Comic Book Legal Defense Fund and was reprinted in the anthology Love in Vein II, edited by Poppy Z. Brite. [Click for More Information >>](#)

[www.chariottheater.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



[Search 4 Activities >>](#) Results for Location

## Activity Filter

### Effort:

- ☐ Passive ☐ Active

### Environment:

- ☐ Indoor ☐ Outdoor

### Type:

- ☐ Bar/Club ☐ Benefit  
☐ Class ☐ Comedy  
☐ Community ☐ Concert  
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☐ Gallery ☐ Lecture  
☐ Literature ☐ Movie  
☐ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

[New Search!](#)

No Cost

Paid Activities

All Activities Map

## Paintings by Ellie Beaupre, Museum of Modern Art – \$5 Admission

### Share this Activity

“I found something to do on Activities 4 Us! I’m going to \_\_\_\_\_. You should come along!”

### Select Social Media

- ☐  ☐  ☐  ☐  Email

*Clicking the ‘Share’ button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*

Share >

why. He was brief: “Amit, you’ve got Acute Leukemia. You need to enter treatment right away.” [Click for More Information >>](#)

[www.fastforward.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity:    





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[www.moveihouse.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity:    

## Snow, Glass, Apples, The Chariot – Tickets from \$50

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[www.chariottheater.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity:    

as , 'Cat' (2011)

own ball with a

ended to amuse

and wasn’t sure



Search 4 Activities >> Results for Location

## Activity Filter

### Effort:

☐ Passive ☐ Active

### Environment:

☐ Indoor ☐ Outdoor

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☐ Bar/Club ☐ Benefit  
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☐ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

**New Search!**

## No Cost

### A. Paintings by Ellie Beaupre Museum of Modern Art

1234 W. Street – (555)555-1234

### B. The Elephants v. The Baboons Renfield Park

1234 W. Street – (555)555-1234

### C. Book Reading Reader's Nook

1234 W. Street – (555)555-1234

### D. Feed Our Friends Local Soup Kitchen

1234 W. Street – (555)555-1234

### E. Craft Fair Liberty Square

1234 W. Street – (555)555-1234

### F. Stand-Up Night D&F Jokes

1234 W. Street – (555)555-1234

### G. Snow, Glass, Apples The Chariot

1234 W. Street – (555)555-1234

## Paid Activities

## All Activities Map



Search 4 Activities >> Results for Location

## Activity Filter

### Effort:

- ☐ Passive ☐ Active

### Environment:

- ☐ Indoor ☐ Outdoor

### Type:

- ☐ Bar/Club ☐ Benefit  
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☐ Gallery ☐ Lecture  
☐ Literature ☐ Movie  
☒ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

**New Search!**

## No Cost

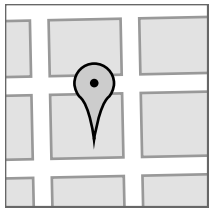
## Paid Activities

## All Activities Map

### No Admission Day, The Museum of Art – Free

The work of the Museum of Art reflects the global scope of its collections and extends across the world through a variety of initiatives and programs including exhibitions, excavations, fellowships, professional exchanges, conservation projects... [Click for More Information >>](#)

[www.museumofart.com](#) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



[Search 4 Activities >>](#) Results for Location

## Activity Filter

### Effort:

- ☐ Passive ☐ Active

### Environment:

- ☐ Indoor ☐ Outdoor

### Type:

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☒ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

**New Search!**

No Cost

Paid Activities

All Activities Map

**No Admission Day, The Museum of Art – Free**

## Share this Activity

“I found something to do on Activities 4 Us! I’m going to \_\_\_\_\_. You should come along!”

## Select Social Media

- ☐  ☐  ☐  ☐  ☐ Email

*Clicking the ‘Share’ button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*

Share >

[View of initiatives and information >>](#)





Search 4 Activities >> Results for Location

## Activity Filter

### Effort:

- ☐ Passive ☐ Active

### Environment:

- ☐ Indoor ☐ Outdoor

### Type:

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☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

New Search!

## No Cost

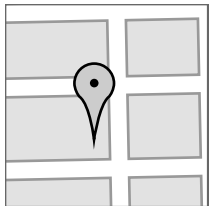
## Paid Activities

## All Activities Map

### Paintings by Ellie Beaupre, Museum of Modern Art – \$5 Admission

World renowned finger-painter, Ellie Beaupre, known best for her simplistic style and use of color in favorite pieces such as , 'Cat' (2011) and 'Mess' (2010) is now being displayed at the Museum of Modern Art. [Click for More Information >>](#)

[www.localmoma.com](http://www.localmoma.com) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Painted Mammals, Franklin Park Zoo – \$25

Come to the zoo and see the animals. They are just like they were last time you visited, but we've added a new coat of paint to all of our mammals! Now they are all shiny and new – no more chipping, peeling and cracking. [Click for More Information >>](#)

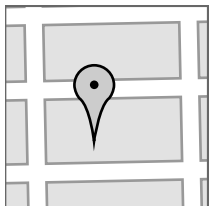
[www.franklinparkzoo.com](http://www.franklinparkzoo.com) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Bodies Alive!, The Museum of Science – \$20 Admission

Bodies Alive! is a traveling exhibition of preserved human bodies and body parts that are prepared using a technique called plastination to reveal inner anatomical structures. The exhibition's developer and promoter is German anatomist... [Click for More Information >>](#)

[www.museumofscience.com](http://www.museumofscience.com) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



### Sculp-Tacular Exhibit at Museum of Contemporary Art – \$10

Sculpture is three-dimensional artwork created by shaping or combining hard materials—typically stone such as marble—or metal, glass, or wood. Softer ("plastic") materials can also be used, such as clay, textiles, plastics, polymers and softer... [Click for More Information >>](#)

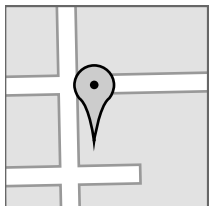
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### Watercolors at The Museum of Art – \$17

The Watercolors exhibit is now on display at the Museum of Art. A watercolor is the medium or the resulting artwork in which the paints are made of pigments suspended in a water-soluble vehicle. The traditional and most common support... [Click for More Information >>](#)

[www.museumofart.com](http://www.museumofart.com) – (555)555-1234 – 1234 W. Street – [Map >>](#) – Share this Activity: [f](#) [G+](#) [t](#) [i](#)



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- ☐ Indoor ☐ Outdoor

### Type:

- ☐ Bar/Club ☐ Benefit  
☐ Class ☐ Comedy  
☐ Community ☐ Concert  
☐ Dining ☐ Fair/Festival  
☐ Fashion ☐ Fundraiser  
☐ Gallery ☐ Lecture  
☐ Literature ☐ Movie  
☒ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

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Paid Activities

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## Paintings by Ellie Beaupre, Museum of Modern Art – \$5 Admission

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or wood. Softer (“plastic”) materials can also be used, such as clay, textiles, plastics, polymers and softer... [Click for More Information >>](#)

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## Watercolors at The Museum of Art – \$17

The Watercolors exhibit is now on display at the Museum of Art. A watercolor is the medium or the resulting artwork in which the paints are made of pigments suspended in a water-soluble vehicle. The traditional and most common support... [Click for More Information >>](#)

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ed plastination  
[mation >>](#)

–or metal, glass,

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### Environment:

☐ Indoor ☐ Outdoor

### Type:

☐ Bar/Club ☐ Benefit  
☐ Class ☐ Comedy  
☐ Community ☐ Concert  
☐ Dining ☐ Fair/Festival  
☐ Fashion ☐ Fundraiser  
☐ Gallery ☐ Lecture  
☐ Literature ☐ Movie  
☒ Museum/Zoo ☐ Recreation  
☐ Shopping ☐ Social/Hobby  
☐ Sports ☐ Theater

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## No Cost

### A. Paintings by Ellie Beaupre Museum of Modern Art

1234 W. Street – (555)555-1234

### B. No Admission Day The Museum of Art

1234 W. Street – (555)555-1234

### C. Painted Mammals Franklin Park Zoo

1234 W. Street – (555)555-1234

### D. Bodies Alive! The Museum of Science

1234 W. Street – (555)555-1234

### E. Sculp-Tacular Exhibit Museum of Contemporary Art

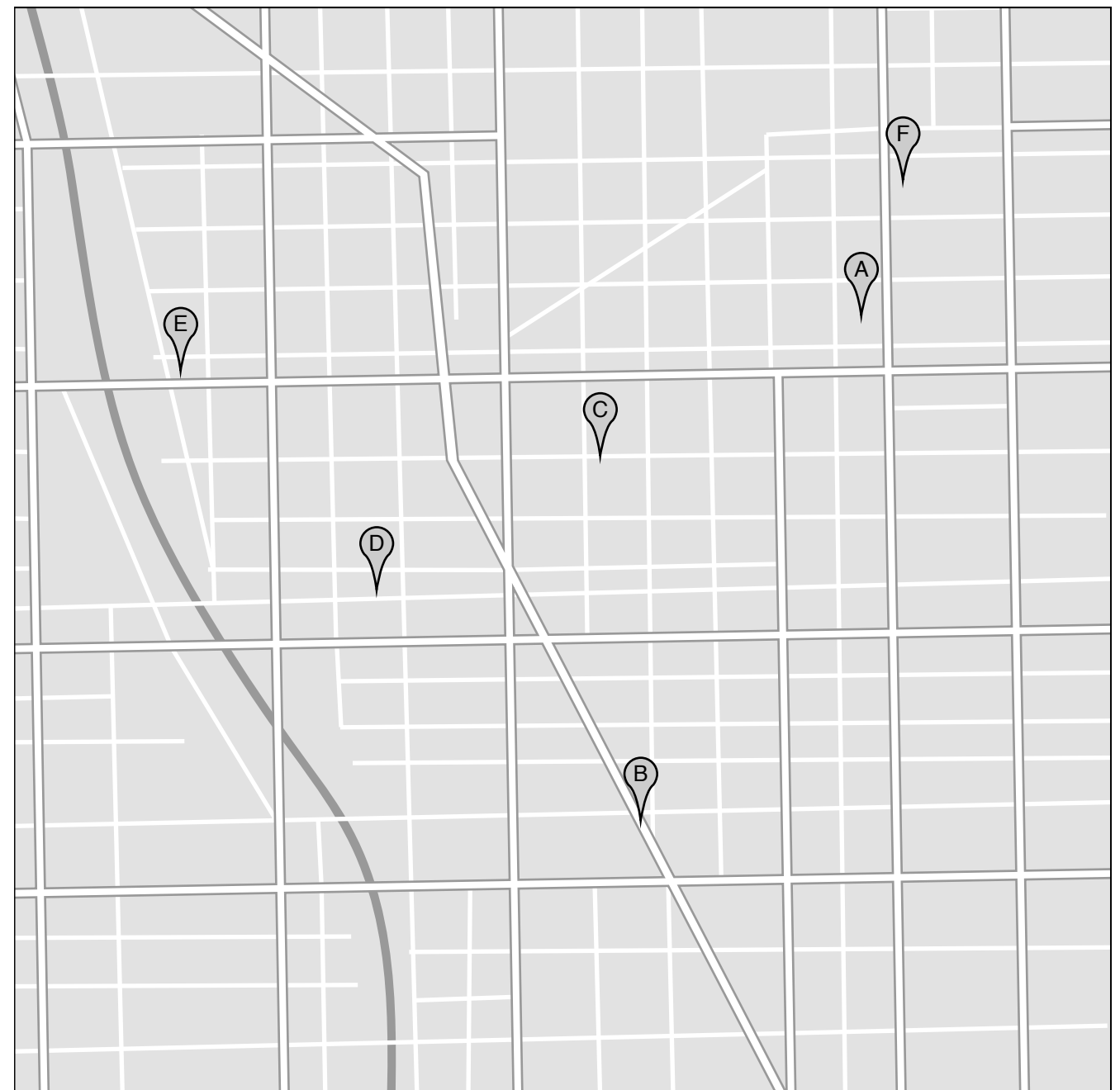
1234 W. Street – (555)555-1234

### F. Watercolors The Museum of Art

1234 W. Street – (555)555-1234

## Paid Activities

## All Activities Map





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## Painted Mammals, Franklin Park Zoo

Come to the zoo and see the animals. They are just like they were last time you visited, but we've added a new coat of paint to all of our mammals! Now they are all shiny and new – no more chipping, peeling and cracking.

The painted mammals exhibit will be on exhibit until the end of the year. Hurry to see them soon!

Address: 1234 W. Street

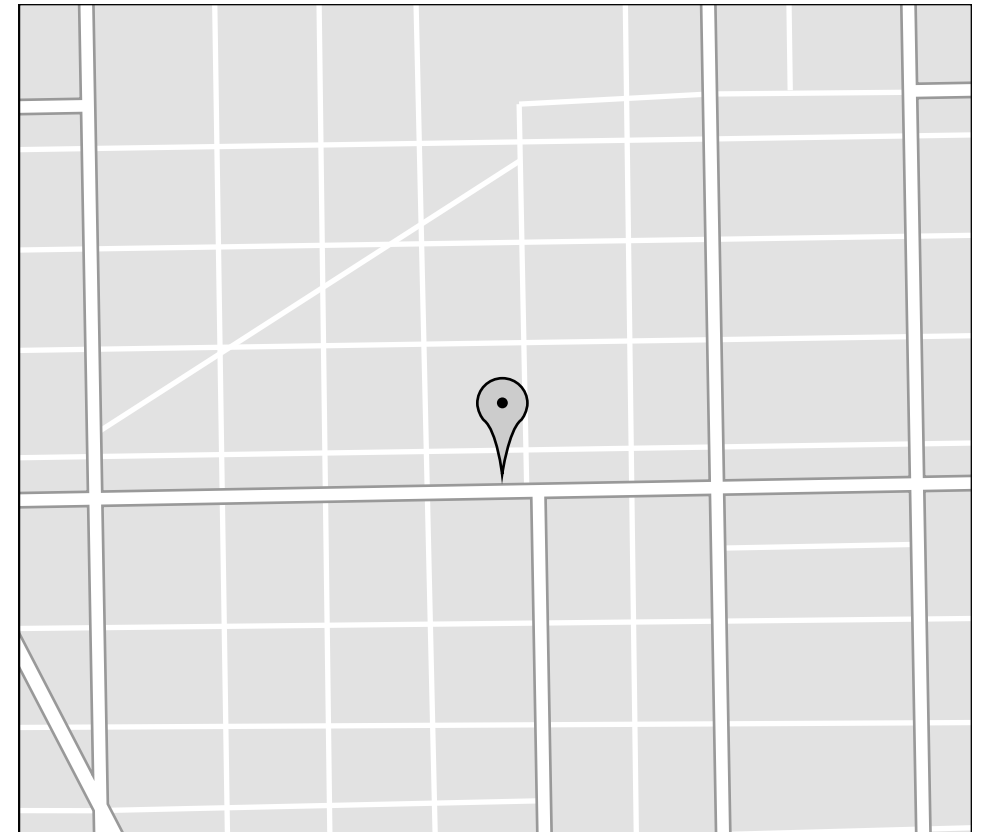
Web: [www.franklinparkzoo.com](http://www.franklinparkzoo.com)

Phone: (555)555-1234

Cost: \$25

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# Painted Mammals, Franklin Park Zoo

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The painted mammals eat them soon!

Address: 1234 W. Street

Web: [www.franklinparkzoo.org](http://www.franklinparkzoo.org)

Phone: (555)555-1234

Cost: \$25

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## Bodies Alive!, The Museum of Science

Bodies Alive! is a traveling exhibition of preserved human bodies and body parts that are prepared using a technique called plastination to reveal inner anatomical structures. The exhibition's developer and promoter is German anatomist Gunther von Hagens, who invented the plastination technique in the late 1970s at the University of Heidelberg.

Address: 1234 W. Street

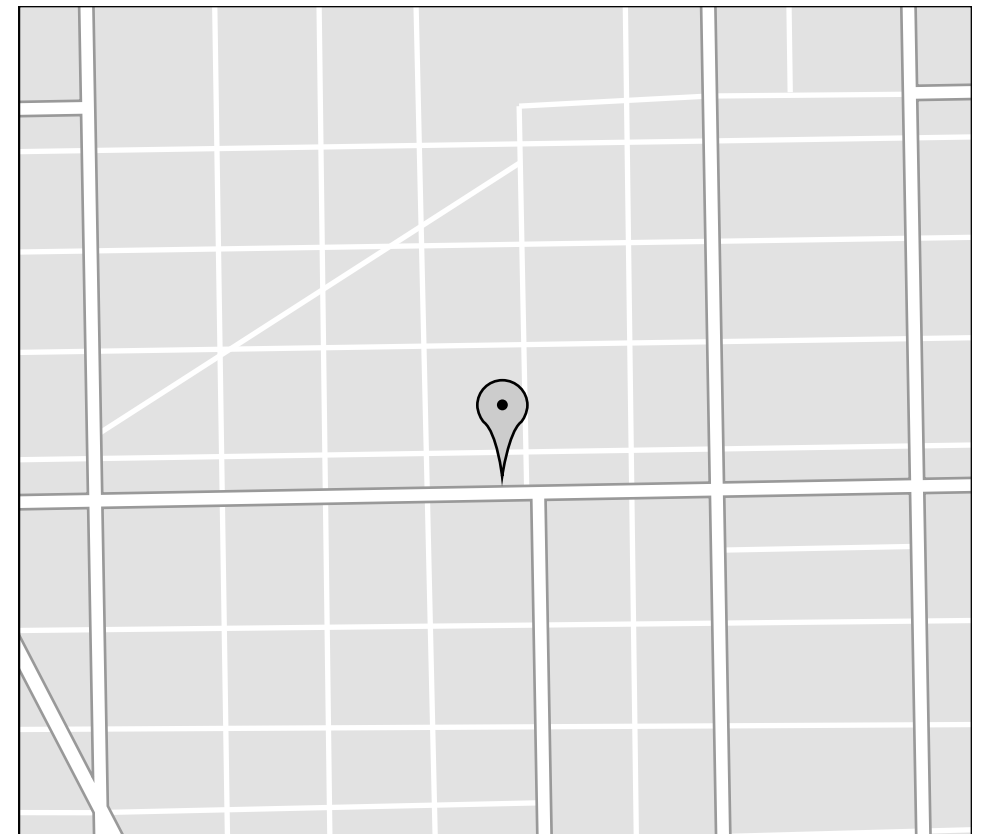
Web: [www.museumofscience.com](http://www.museumofscience.com)

Phone: (555)555-1234

Cost: \$20 Admission

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## Bodies Alive!, The Museum of Science

Bodies Alive! is a traveling exhibition of anatomical models that are prepared using a technology called cryopreservation. The exhibition is by Dr. Peter Hagens, who invented the technique. The exhibition is currently in Heidelberg.

Address: 1234 W. Street

Web: [www.museumofsc](#)

Phone: (555)555-1234

Cost: \$20 Admission

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## Sculp-Tacular Exhibit at Museum of Contemporary Art

Sculpture is three-dimensional artwork created by shaping or combining hard materials—typically stone such as marble—or metal, glass, or wood. Softer ("plastic") materials can also be used, such as clay, textiles, plastics, polymers and softer metals[citation needed]. The term has been extended to works including sound, text and light.

Address: 1234 W. Street

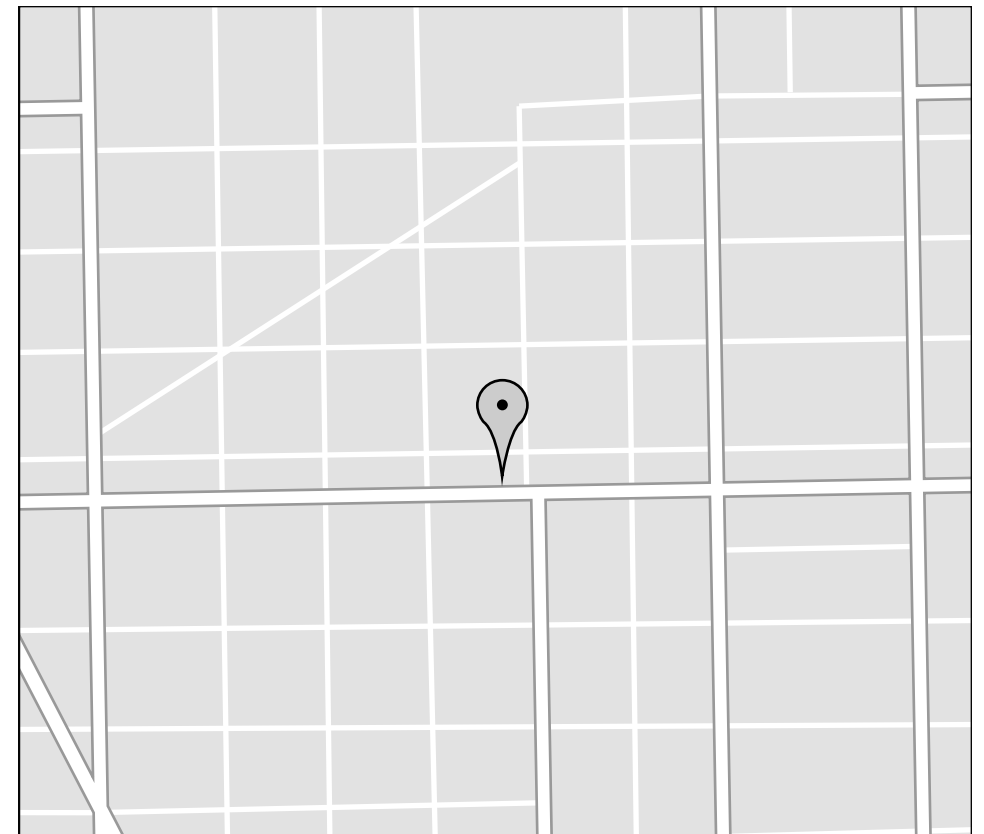
Web: [www.moca.com](http://www.moca.com)

Phone: (555)555-1234

Cost: \$10

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## Sculp-Tacular Exhibit at Museum of Contemporary Art

Sculpture is three-dimensional art made from a variety of materials—typically stone or wood. Modern materials can also be used, such as plastics, metals[citation needed], and light.

Address: 1234 W. Street

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## Watercolors at The Museum of Art

The Watercolors exhibit is now on display at the Museum of Art. A watercolor is the medium or the resulting artwork in which the paints are made of pigments suspended in a water-soluble vehicle. The traditional and most common support for watercolor paintings is paper.

The work of the Museum of Art reflects the global scope of its collections and extends across the world through a variety of initiatives and programs including exhibitions, excavations, fellowships, professional exchanges, conservation projects, and traveling works of art.

Address: 1234 W. Street

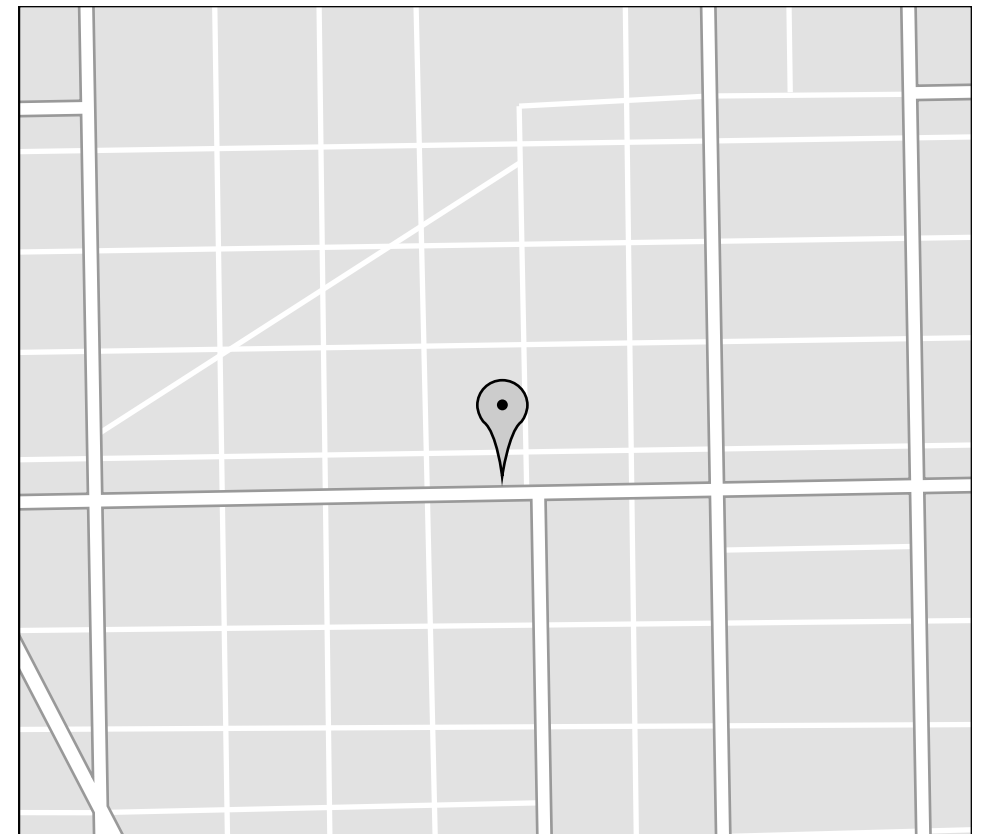
Web: [www.museumofart.com](http://www.museumofart.com)

Phone: (555)555-1234

Cost: \$17

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## Watercolors at The Museum of Art

The Watercolors exhibit is a collection of watercolor paintings in various media. The watercolor is a painting medium or the resulting painting. The watercolor is painted in a water-soluble vehicle. The watercolor painting is on paper.

The work of the Museum of Art is displayed across the world through excavations, fellowships, and works of art.

Address: 1234 W. Street

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## Book Reading, Reader's Nook

Reading is a complex cognitive process of decoding symbols in order to construct or derive meaning (reading comprehension). It is a means of language acquisition, of communication, and of sharing information and ideas. Like all language, it is a complex interaction between the text and the reader which is shaped by the reader's prior knowledge, experiences, attitude, and language community which is culturally and socially situated. The reading process requires continuous practice, development, and refinement.

Admississon is free, so come early and find yourself a seat!

Address: 1234 W. Street

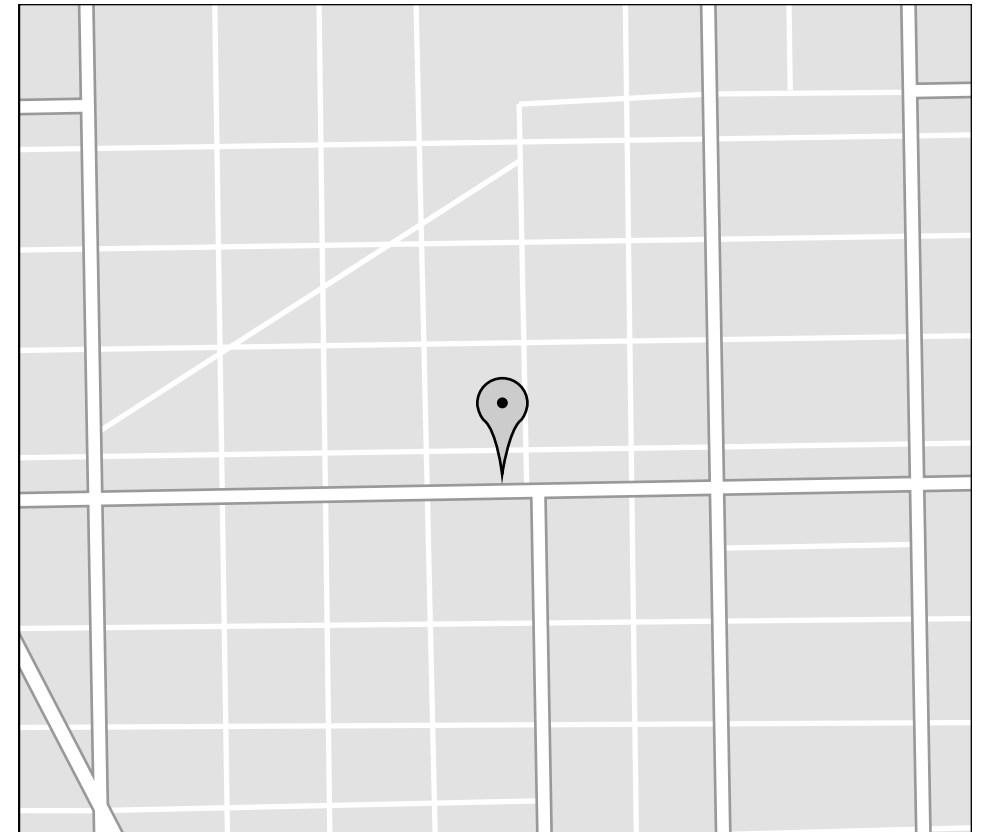
Web: [www.readersnook.com](http://www.readersnook.com)

Phone: (555)555-1234

Cost: FREE

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## Book Reading, Reader's Nook

Reading is a complex cognitive activity that involves the use of language to derive meaning (reading comprehension) and to communicate (reading aloud). It is a social interaction between the reader and the text, and it is a process that involves the use of knowledge, experiences, and social skills. The reader's role is to refine and refine.

Admississon is free, so...

Address: 1234 W. Street

Web: [www.readersnook.com](#)

Phone: (555)555-1234

Cost: FREE

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## Cycling, Anywhere

Cycling, also called bicycling or biking, is the use of bicycles for transport, recreation, or for sport.[1] Persons engaged in cycling are cyclists[2] or bicyclists.[3] Apart from ordinary two-wheeled bicycles, cycling also includes riding unicycles, tricycles, quadracycles, and other similar human-powered vehicles (HPVs).

Bicycles were introduced in the 19th century and now number about one billion worldwide.[4] They are the principal means of transportation in many regions.



Address: Anywhere

Web: [en.wikipedia.org/wiki/Cycling](http://en.wikipedia.org/wiki/Cycling)

Phone: (555)555-1234

Cost: FREE

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Share this Activity: [!\[\]\(f1c5da15572e3e09d343161be98f508d\_img.jpg\)](#) [!\[\]\(2a30f8f4aa91bd6e751eede05a6a74ad\_img.jpg\)](#) [!\[\]\(3cb8dd9de164802dfb6b7698e4da59f4\_img.jpg\)](#) [!\[\]\(774a69b516cf49fa0a68dfd0afbbc1c4\_img.jpg\)](#)

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## Cycling, Anywhere

Cycling, also called bicycling or biking, is the use of bicycles for transport, recreation, or for sport.[1] Persons engaged in the activity are called cyclists or bikers. More recently, the term cycloists has become popular among those who prefer to use bicycles for transport. Bicycles have many varieties, ranging from utility types to specialized types such as mountain bikes, road bikes, racing bikes, hybrid bikes, cruisers, trikes, quadracycles, and others.

Bicycles were introduced to the world in the mid 19th century and have become a worldwide.[4] They are the most popular method of personal transport for many people and are second only to walking in popularity.

Address: Anywhere

Web: [en.wikipedia.org/wiki/Bicycle](http://en.wikipedia.org/wiki/Bicycle)

Phone: (555)555-1234

Cost: FREE

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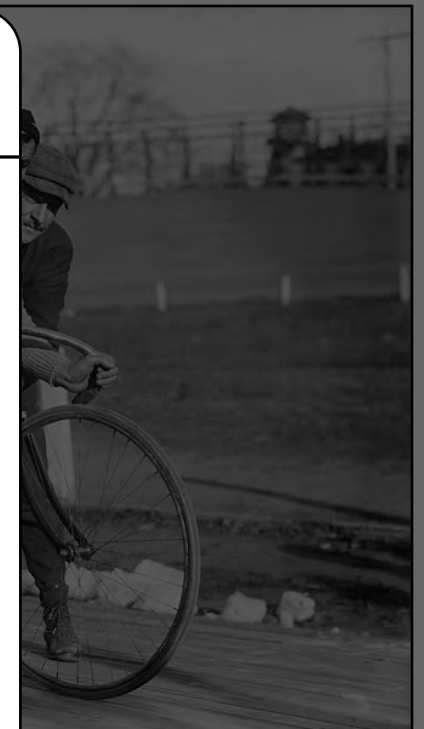
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## No Admission Day, The Museum of Art

The work of the Museum of Art reflects the global scope of its collections and extends across the world through a variety of initiatives and programs including exhibitions, excavations, fellowships, professional exchanges, conservation projects, and traveling works of art.

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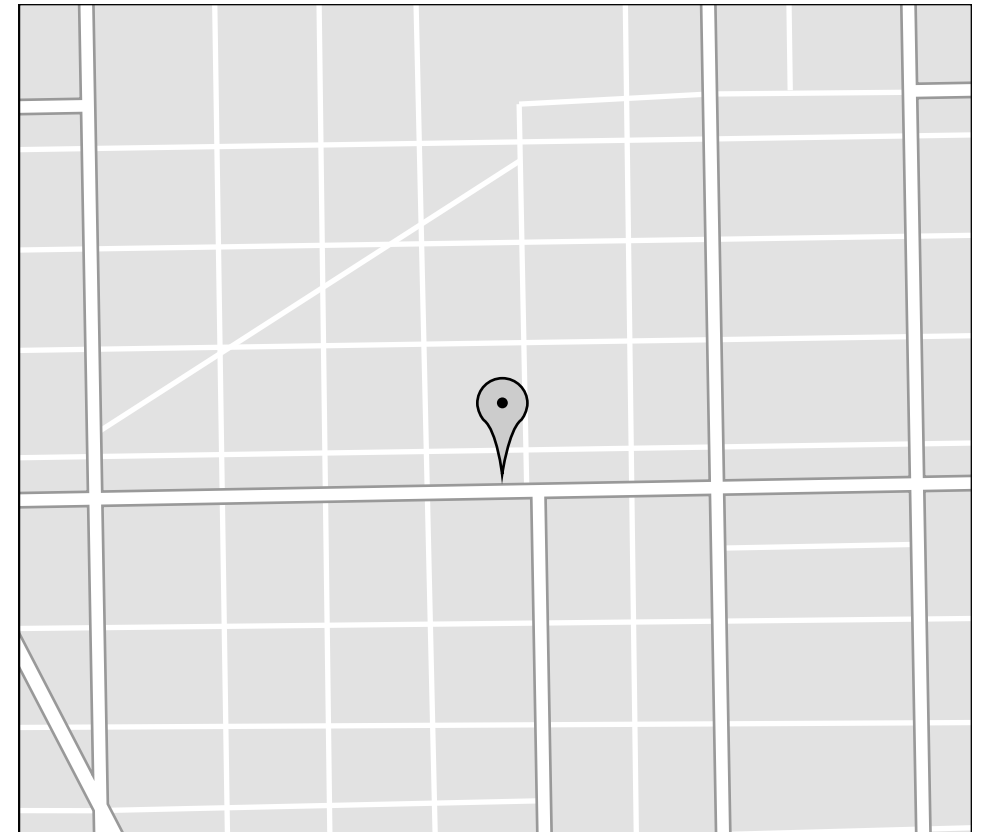
Web: [www.muesumofart.com](http://www.muesumofart.com)

Phone: (555)555-1234

Cost: FREE

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## No Admission Day, The Museum of Art

The work of the Museum of Art is to share the world's finest art with everyone, across the world through excavations, fellowships, and works of art.

Address: 1234 W. Street

Web: [www.muesumofart](#)

Phone: (555)555-1234

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## Feed Our Friends, Local Soup Kitchen

Volunteering is generally considered an altruistic activity, intended to promote good or improve human quality of life, but people also volunteer for their own skill development, to meet others, to make contacts for possible employment, to have fun, and a variety of other reasons that could be considered self-serving. Volunteerism is the act of selflessly giving your life to something you believe free of pay. Although if a person volunteers they may not earn money, it produces a feeling of self-worth and volunteers earn respect and Favors instead of money.

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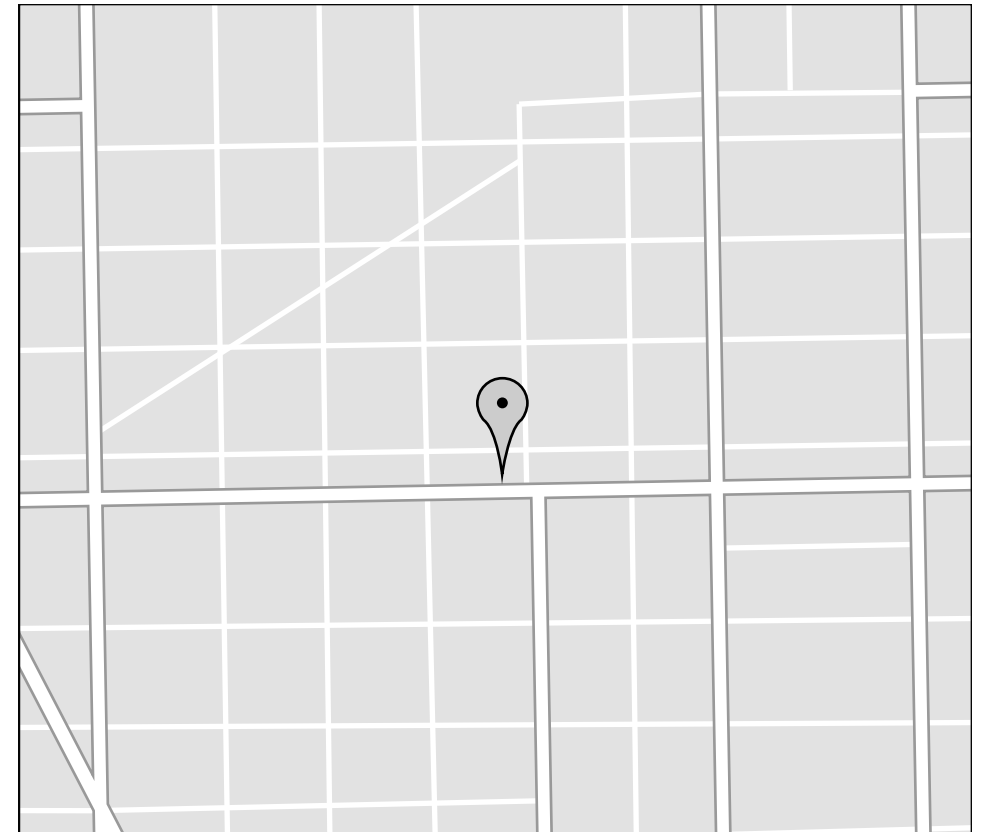
Web: [www.localsoupkitchen.org](http://www.localsoupkitchen.org)

Phone: (555)555-1234

Cost: FREE

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## Feed Our Friends, Local Soup Kitchen

Volunteering is generally a good way to improve human quality of life. It can be a chance to meet others, to make a difference, for other reasons that could be selfless or selfish. Volunteering is a selflessly giving your life to help others. Volunteers they may not earn respect and Favors

Address: 1234 W. Street

Web: [www.localsoupkitchen.org](#)

Phone: (555)555-1234

Cost: FREE

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## Remembering Carl Sagan, Cosmos Theater

Carl Edward Sagan ( /ˈseɪɡən/; November 9, 1934 – December 20, 1996) was an American astronomer, astrophysicist, cosmologist, author, science popularizer and science communicator in astronomy and natural sciences. He published more than 600 scientific papers[2] and articles and was author, co-author or editor of more than 20 books. He advocated scientifically skeptical inquiry and the scientific method, pioneered exobiology and promoted the Search for Extra-Terrestrial Intelligence (SETI).

Address: 1234 W. Street

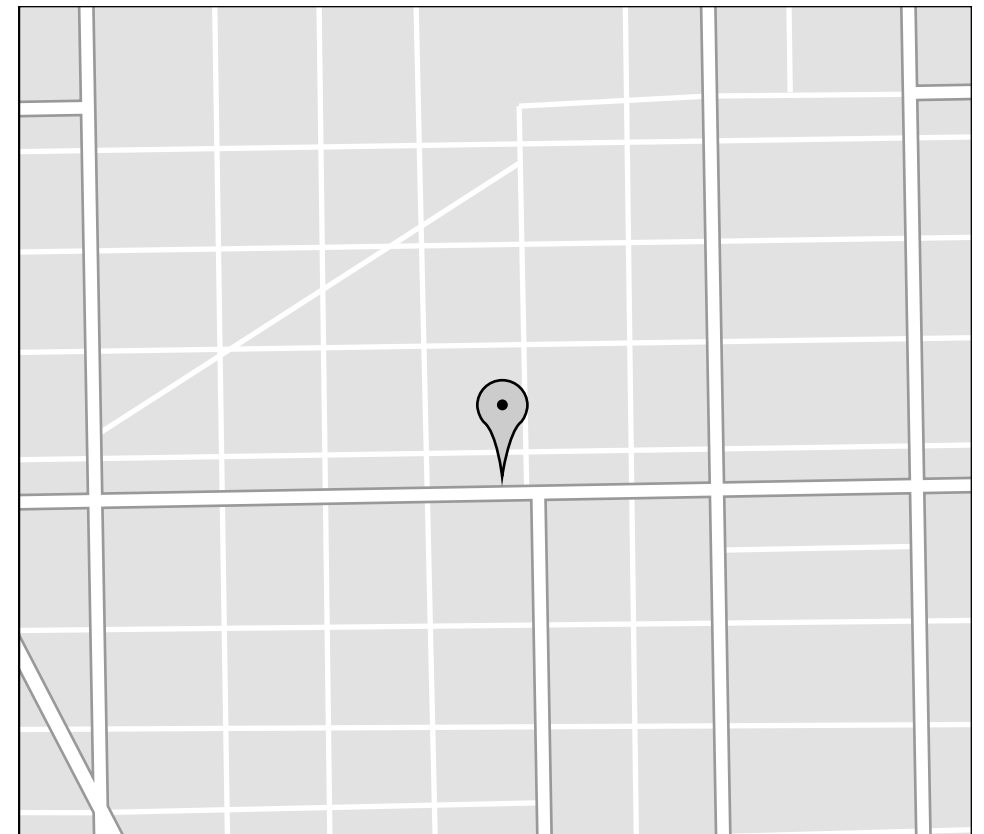
Web: [www.cosmostheater.com](http://www.cosmostheater.com)

Phone: (555)555-1234

Cost: FREE

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# Remembering Carl Sagan, Cosmos Theater

Carl Edward Sagan ( /ˈseɪɡən/; November 9, 1934 – December 20, 1996)

American astronomer, and science communicator in scientific papers[2] and books. He advocated science and pioneered exobiology and

Address: 1234 W. Street

Web: [www.cosmostheat.it](http://www.cosmostheat.it)

Phone: (555)555-1234

Cost: FREE

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## Craft Fair, Liberty Square

Historically, craftsmen tended to concentrate in urban centers and formed the guilds. Trade occupation and the need to be permanently involved in the exchange of goods also demanded a generally higher level of education and in societal hierarchy the craftsmen were usually in a more privileged position than the peasantry. The households of the members of the society occupied in trade professions were not as self-sufficient as of those engaged in agricultural work and, as such, had to rely on exchange of goods.

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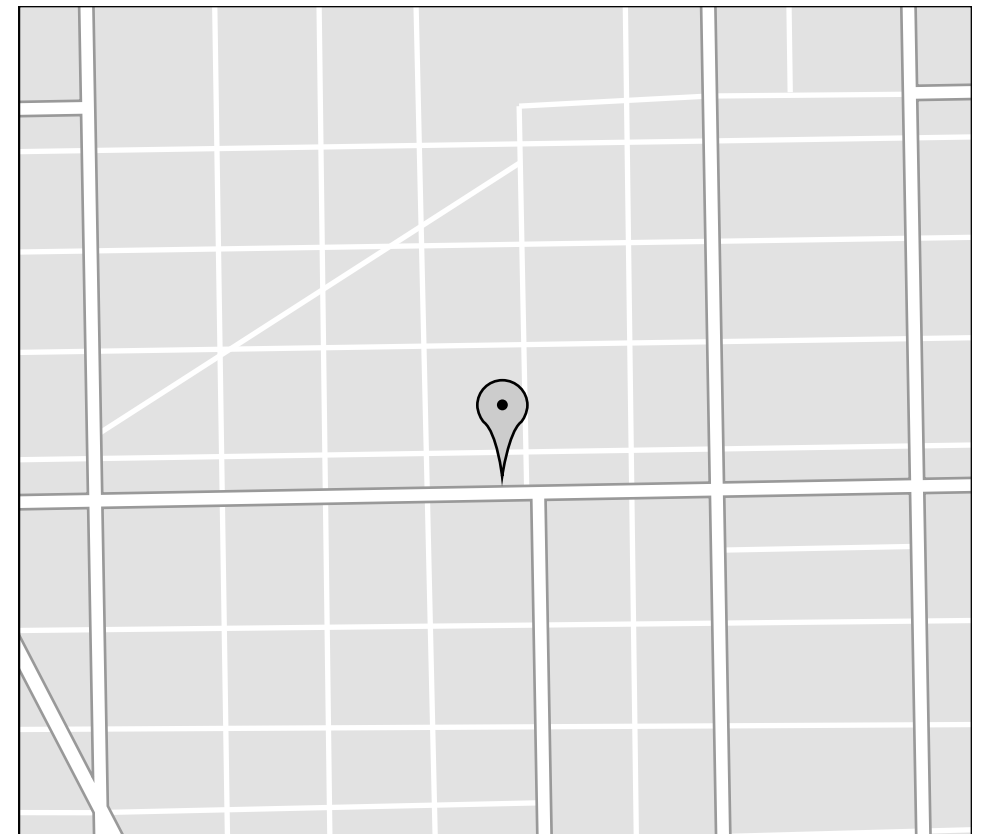
Web: [www.libertysquarebb.com](http://www.libertysquarebb.com)

Phone: (555)555-1234

Cost: FREE

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[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Craft Fair, Liberty Square

Historically, craftsmen tended to be self-sufficient, but the rise of the middle class and the demand for specialized goods led to the development of the craft fair. Trade occupation and the demand for specialized goods also demanded a general market where craftsmen were usually in direct contact with the households of the members of the community. The craft fair was self-sufficient as of those who exchanged goods.

Address: 1234 W. Street

Web: [www.libertysquare.com](#)

Phone: (555)555-1234

Cost: FREE

[Get Directions](#)

Share this Activity:    

### Share this Activity

"I found something to do on Activities 4 Us! I'm going to \_\_\_\_\_. You should come along!"

Select Social Media

☐  ☐  ☐  ☐  ☐ Email

*Clicking the 'Share' button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*

Share >



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Paintings by Ellie Beaupre, Museum of Modern Art

World renowned finger-painter, Ellie Beaupre, known best for her simplistic style and use of color in favorite pieces such as , 'Cat' (2011) and 'Mess' (2010) is now being displayed at the Museum of Modern Art. It took years to procure this exhibit and it will only be displayed for two short weeks.

Make your plans today to come visit the MOMA. You won't want to miss this experience!

Address: 1234 W. Street

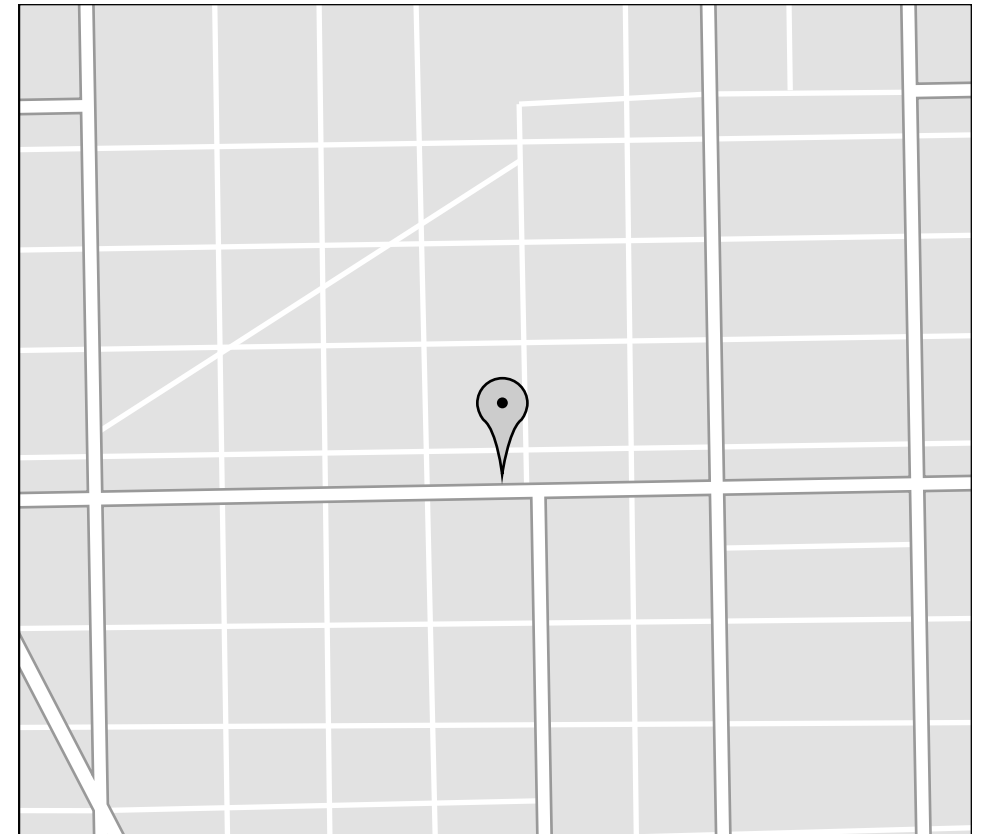
Web: [www.localmoma.com](http://www.localmoma.com)

Phone: (555)555-1234

Cost: \$5 Admission

[Get Directions](#)

Share this Activity: [!\[\]\(b4eeff342f60cc7bcd67d869b4fedca2\_img.jpg\)](#) [!\[\]\(7cbfaf281ed50ce10ba1259f16ecca5e\_img.jpg\)](#) [!\[\]\(45e19980741702820171ea460fc10e37\_img.jpg\)](#) [!\[\]\(d5565f5b32d64844d571aa3a4ff5174e\_img.jpg\)](#)



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Paintings by Ellie Beaupre, Museum of Modern Art

World renowned finger-painter Ellie Beaupre has been exhibiting her vibrant use of color in favorite paintings for over 50 years. Her work is currently displayed at the Museum of Modern Art in New York City. The exhibition will only be displayed for two weeks.

Make your plans today to experience!

Address: 1234 W. Street

Web: [www.localmoma.com](#)

Phone: (555)555-1234

Cost: \$5 Admission

[Get Directions](#)

Share this Activity:    

### Share this Activity

"I found something to do on Activities 4 Us! I'm going to \_\_\_\_\_. You should come along!"

Select Social Media

☐  ☐  ☐  ☐  ☐ Email

*Clicking the 'Share' button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*

Share >

[Search 4 Activities](#) >> [Results](#) >> Activity Details

## The Elephants v. The Baboons, Renfield Park

Baseball is a bat-and-ball sport played between two teams of nine players each. The aim is to score runs by hitting a thrown ball with a bat and touching a series of four bases arranged at the corners of a ninety-foot diamond. Players on the batting team take turns hitting against the pitcher of the fielding team, which tries to stop them from scoring runs by getting hitters out in any of several ways.

Address: 1234 W. Street

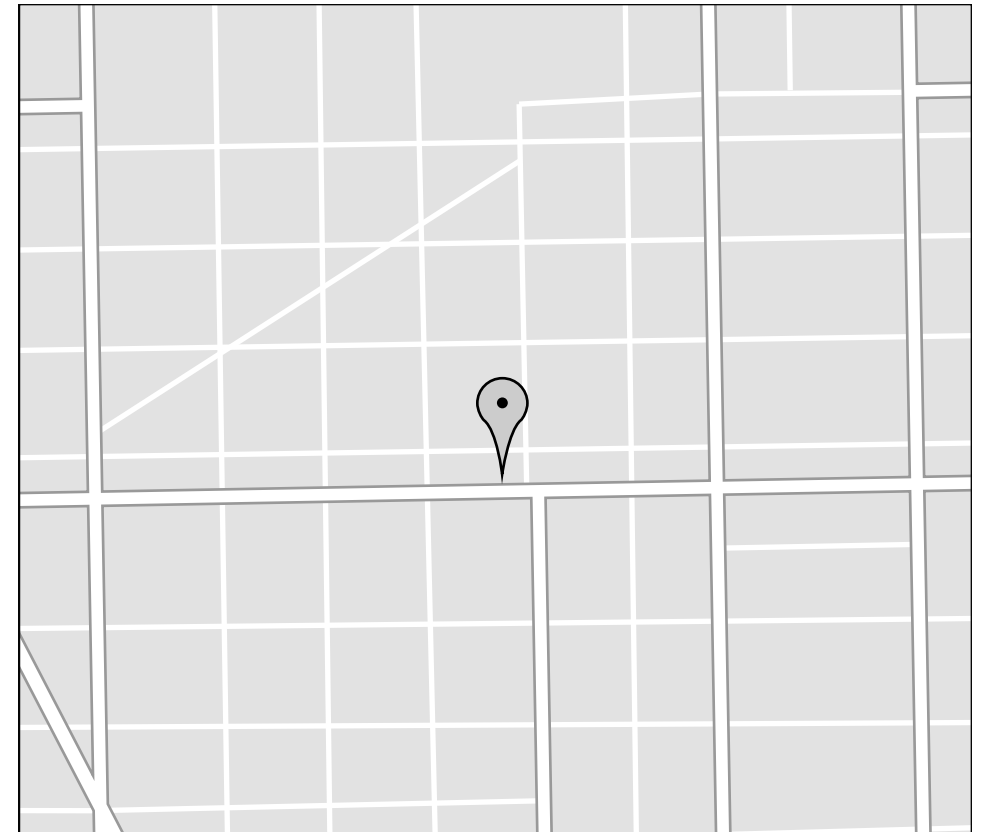
Web: [www.elephantsmlb.com](http://www.elephantsmlb.com)

Phone: (555)555-1234

Cost: Ticket from \$35

[Get Directions](#)

Share this Activity: [!\[\]\(b792654f2cef9719eabeb6c5be00811e\_img.jpg\)](#) [!\[\]\(7da9a585536d56657fa124d7eaae44e7\_img.jpg\)](#) [!\[\]\(16657531f18b089b0efe8565e1d0533c\_img.jpg\)](#) [!\[\]\(6ad7d4a5b464168e88645d903daee261\_img.jpg\)](#)



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## The Elephants v. The Baboons, Renfield Park

Baseball is a bat-and-ball game played between two opposing teams who have the goal of scoring runs by hitting a ball into the field which the other team is defending. There are nine innings in a game, with each team alternating between offense and defense. The aim is to score runs by hitting the ball into the field of play between the bases arranged at the corners of a diamond shape. The team that is batting takes turns hitting against the team that is fielding. The team that is fielding scores runs by getting the ball into the hands of the fielders.

Address: 1234 W. Street

Web: [www.elephantsmlb.com](#)

Phone: (555)555-1234

Cost: Ticket from \$35

[Get Directions](#)

Share this Activity:    

### Share this Activity

"I found something to do on Activities 4 Us! I'm going to \_\_\_\_\_. You should come along!"

Select Social Media

☐  ☐  ☐  ☐  ☐ Email

*Clicking the 'Share' button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*

Share >



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Stand-Up Night, D&F Jokes

Comedy (from the Greek: κωμωδία, kōmōidía), as a popular meaning, is any humorous discourse or work generally intended to amuse by creating laughter, especially in television, film, and stand-up comedy. This must be carefully distinguished from its academic definition, namely the comic theatre, whose Western origins are found in Ancient Greece. In the Athenian democracy, the public opinion of voters was remarkably influenced by the political satire performed by the comic poets at the theaters.[1] The theatrical genre can be simply described as a dramatic performance which pits two societies against each other in an amusing agon or conflict.

Address: 1234 W. Street

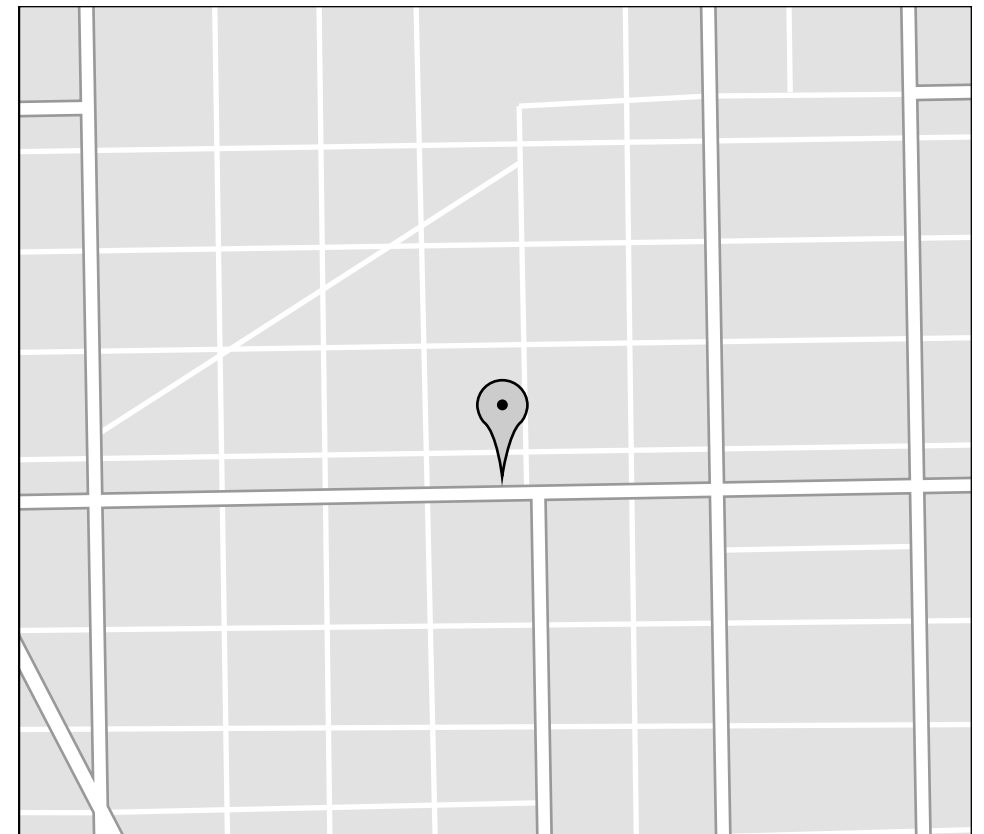
Web: [www.dfjokes.com](http://www.dfjokes.com)

Phone: (555)555-1234

Cost: \$10 Admission

[Get Directions](#)

Share this Activity: [!\[\]\(95b425611cbd2b8716a140cf67c81822\_img.jpg\)](#) [!\[\]\(98475352b625a273242ad989dd0cabc3\_img.jpg\)](#) [!\[\]\(116076dec7d8ea5879a528db6ccb1b4b\_img.jpg\)](#) [!\[\]\(685418701da331caa157259fe4627617\_img.jpg\)](#)



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Stand-Up Night, D&F Jokes

Comedy (from the Greek *κωμική*) is a humorous discourse or a witty remark, especially in television, far from its academic definition found in Ancient Greece remarkably influenced by theaters.[1] The theatrical which pits two societies

Address: 1234 W. Street

Web: [www.dfjokes.com](#)

Phone: (555)555-1234

Cost: \$10 Admission

[Get Directions](#)

Share this Activity:    

### Share this Activity

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Select Social Media

☐  ☐  ☐  ☐  ☐ Email

*Clicking the 'Share' button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*

Share >

[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Amit Gupta Fundraiser, FastForward

I got a call from my doctor, who I'd gone to see the day before because I'd been feeling worn out and was losing weight, and wasn't sure why. He was brief: "Amit, you've got Acute Leukemia. You need to enter treatment right away."

I was terrified. I packed a backpack full of clothes, went to the hospital as he'd instructed, and had transfusions through the night to allow me to take a flight home at 7am the next day. I Googled acute leukemia as I lay in my hospital bed, learning that if it hadn't been caught, I'd have died within weeks. I have a couple more months of chemo to go, then the next step is a bone marrow transplant. South Asians are severely under-represented in the bone marrow pool, and I need help.

Address: 1234 W. Street

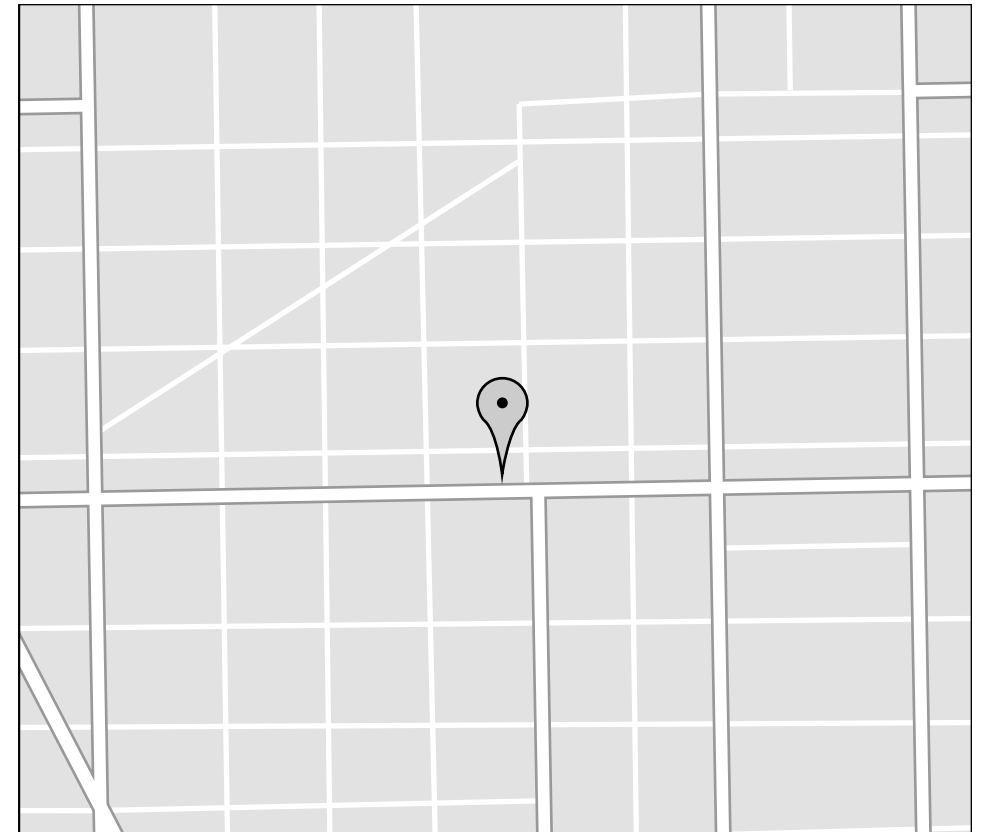
Web: [www.fastforward.com](http://www.fastforward.com)

Phone: (555)555-1234

Cost: \$100, includes meal

[Get Directions](#)

Share this Activity: [!\[\]\(7d1d6890825e83a6a4a51febe2dcc7f3\_img.jpg\)](#) [!\[\]\(5b78f4d8e2942ab203be44f938cc0a7c\_img.jpg\)](#) [!\[\]\(1f09aec1483927ae51093bfc72ceaa0e\_img.jpg\)](#) [!\[\]\(c702199a36cbde2949382280b60f9b03\_img.jpg\)](#)



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Amit Gupta Fundraiser, FastForward

I got a call from my doctor that I had a 10% chance of surviving. I was  
worn out and was losing weight. I was diagnosed with  
Acute Leukemia. You need to be strong. I was terrified. I packed and  
I was instructed, and had transportation 7am the next day. I Google  
it hadn't been caught, I'd have chemo to go, then the next day  
severely under-represented.

Address: 1234 W. Street

Web: [www.fastforward.org](#)

Phone: (555)555-1234

Cost: \$100, includes meal

[Get Directions](#)

Share this Activity:    

### Share this Activity

"I found something to do on Activities 4 Us! I'm going to  
\_\_\_\_\_. You should come along!"

#### Select Social Media

☐  ☐  ☐  ☐  ☐ Email

*Clicking the 'Share' button will take you to your selected Social Media account  
and prompted to log in. Sharing is done externally. Your password and login are  
unseen by Activities 4 Us. There is no association with Activities 4 Us and your  
selected social media.*

Share >



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Kid's Film in 3D, Movie House IMAX

IMAX is a motion picture film format and a set of proprietary cinema projection standards created by the Canadian company IMAX Corporation. IMAX has the capacity to record and display images of far greater size and resolution than conventional film systems. Since 2002, some feature films have been upconverted into IMAX format for display in IMAX theatres and some have also been partially shot in IMAX.

Address: 1234 W. Street

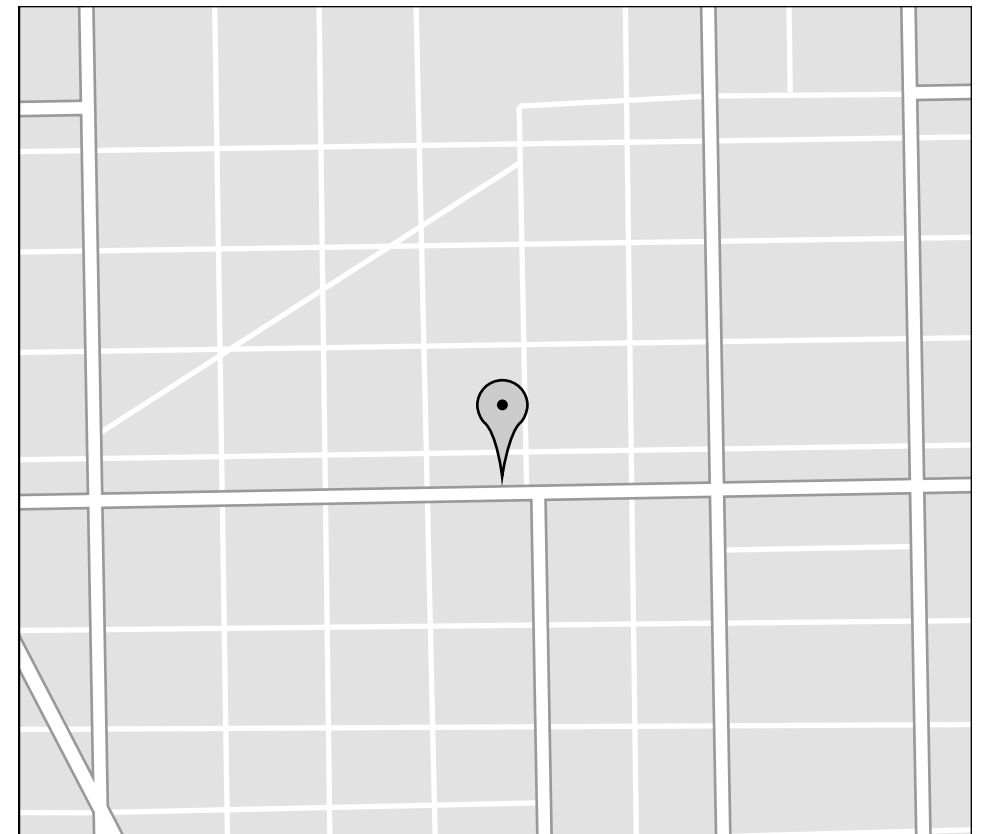
Web: [www.moviehouse.com](http://www.moviehouse.com)

Phone: (555)555-1234

Cost: \$17 Admission

[Get Directions](#)

Share this Activity: [!\[\]\(95b425611cbd2b8716a140cf67c81822\_img.jpg\)](#) [!\[\]\(98475352b625a273242ad989dd0cabc3\_img.jpg\)](#) [!\[\]\(116076dec7d8ea5879a528db6ccb1b4b\_img.jpg\)](#) [!\[\]\(685418701da331caa157259fe4627617\_img.jpg\)](#)



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Kid's Film in 3D, Movie House IMAX

IMAX is a motion picture film format that uses high resolution technology to record and display images. IMAX systems. Since 2002, so display in IMAX theatres

Address: 1234 W. Street

Web: [www.moviehouse.](#)

Phone: (555)555-1234

Cost: \$17 Admission

[Get Directions](#)

Share this Activity:    

### Share this Activity

"I found something to do on Activities 4 Us! I'm going to \_\_\_\_\_. You should come along!"

Select Social Media

☐  ☐  ☐  ☐  ☐ Email

*Clicking the 'Share' button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*

Share >

[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Snow, Glass, Apples, The Chariot

"Snow, Glass, Apples" is a 1994 short story written by Neil Gaiman. It was originally released as a benefit book for the Comic Book Legal Defense Fund and was reprinted in the anthology Love in Vein II, edited by Poppy Z. Brite.

"Snow, Glass, Apples" is included in Gaiman's collection, Smoke and Mirrors. It was adapted by the author into an audio drama, which was produced by Seeing Ear Theatre in 2001, starring Bebe Neuwirth. This was the second of two collaborations between Gaiman and Seeing Ear Theatre, following Murder Mysteries, and the two adaptations have been released together on CD under the title Two Plays for Voices.

Address: 1234 W. Street

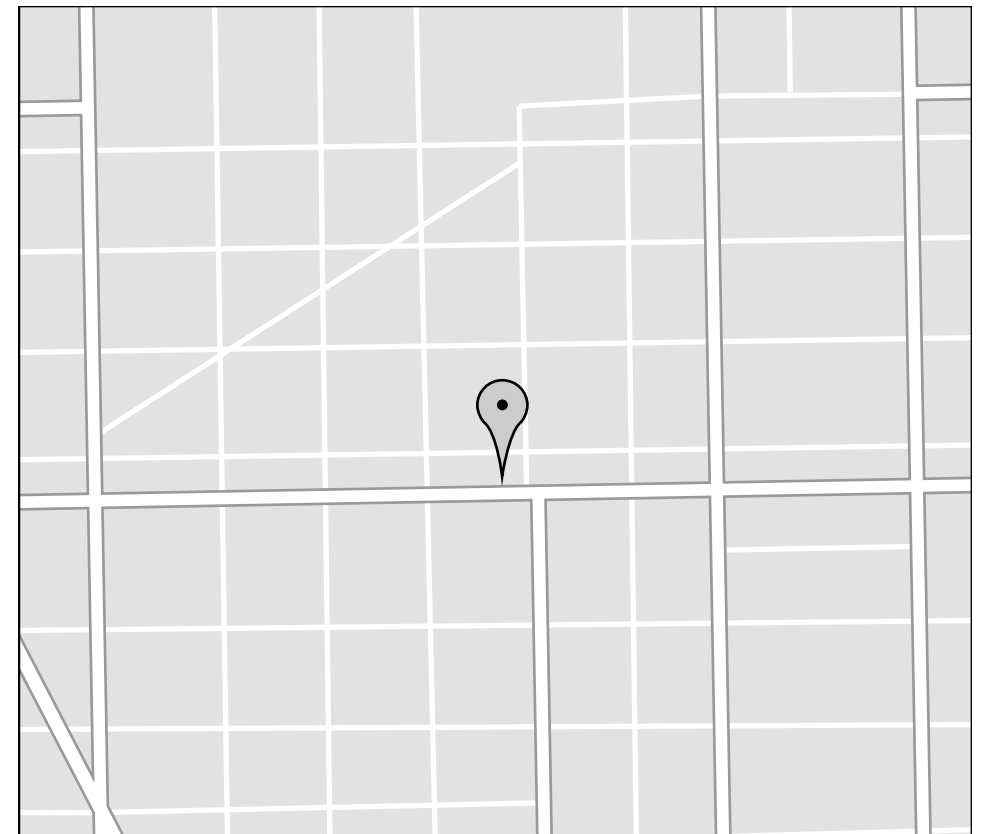
Web: [www.chariottheater.com](http://www.chariottheater.com)

Phone: (555)555-1234

Cost: \$50

[Get Directions](#)

Share this Activity: [!\[\]\(7d1d6890825e83a6a4a51febe2dcc7f3\_img.jpg\)](#) [!\[\]\(5b78f4d8e2942ab203be44f938cc0a7c\_img.jpg\)](#) [!\[\]\(1f09aec1483927ae51093bfc72ceaa0e\_img.jpg\)](#) [!\[\]\(c702199a36cbde2949382280b60f9b03\_img.jpg\)](#)



[Search 4 Activities](#) >> [Results](#) >> Activity Details

## Snow, Glass, Apples, The Chariot

"Snow, Glass, Apples" is a 1994 children's play by Neil Gaiman. It was first released as a benefit book for the National Theatre in 1994, and later in the anthology Love in the Dark in 1995.

"Snow, Glass, Apples" is a play by Neil Gaiman. It was adapted by the author for the National Theatre in 2001, starring Gaiman and Sean Pertwee. Adaptations have been made for film and television.

Address: 1234 W. Street

Web: [www.chariottheatre.com](#)

Phone: (555)555-1234

Cost: \$50

[Get Directions](#)

Share this Activity:    

### Share this Activity

"I found something to do on Activities 4 Us! I'm going to \_\_\_\_\_. You should come along!"

### Select Social Media

☐  ☐  ☐  ☐  ☐ Email

*Clicking the 'Share' button will take you to your selected Social Media account and prompted to log in. Sharing is done externally. Your password and login are unseen by Activities 4 Us. There is no association with Activities 4 Us and your selected social media.*

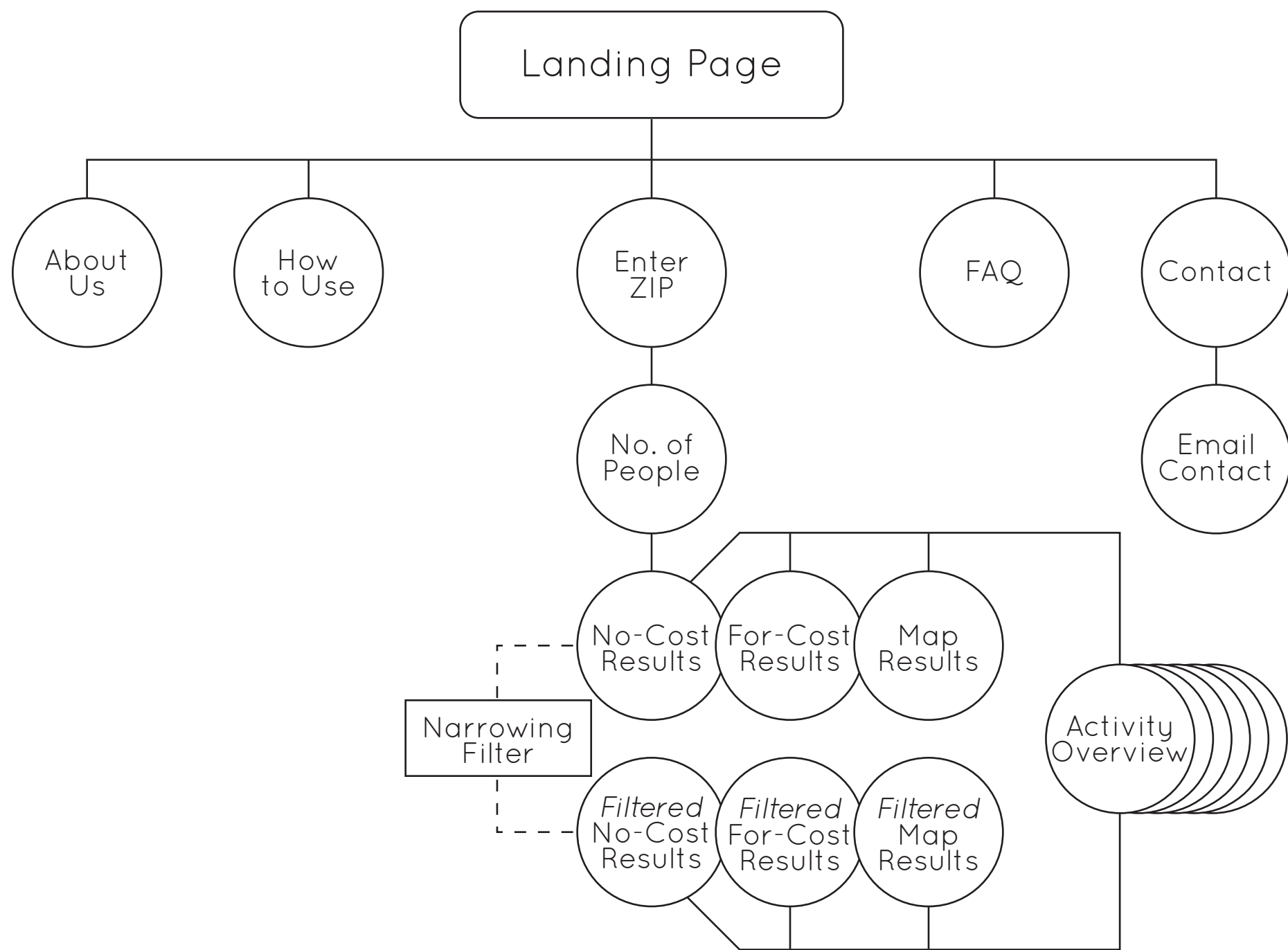
Share >



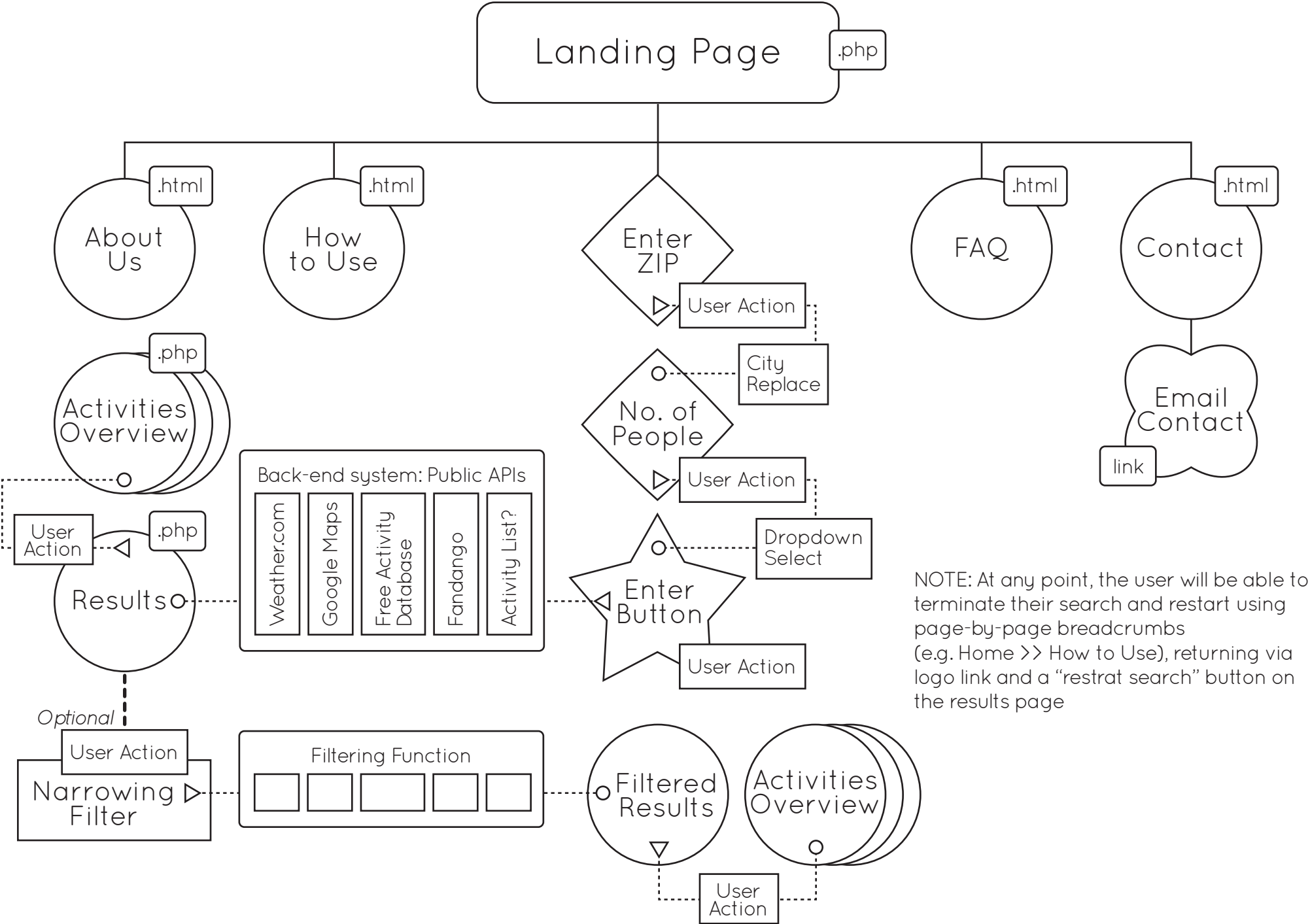
# **APPENDIX II**

*Updated Flowcharts*

# Front-End System Design Flow Chart



# Back-End System Design Flow Chart



# M5: Evaluation

The following report is the overview of the user testing for the system Activities 4 Us. This report is the culmination of over 40 hours of work, not including the creation of the prototype (M4).

## SUMMARY

### Project Overview

My project, Activities 4 Us ([www.activities4.us](http://www.activities4.us)), is a web-based system (human-machine) designed to assist its users in seeking out activities – individual as well as for two, three and four or more people. Activities 4 Us is for anyone seeking something to do.

Users begin their search by inputting their location by zip code, how many people will participate in the activity and then starting a query. They are then presented with a list of results; activities in their area, displayed depending on local weather (no Frisbee in the park option offered if it is currently raining or calling for rain), date accessed (no picnic suggestions if it is winter) and separated by low-to-no cost activities and activities requiring money. Additionally, at this point, users can also select a set of filters to narrow down the type of activity in which they might want to take part.

### User Profile

I decided that it would be best to focus on a narrower age group (21–55) to start development of the first phase of the system. Although I do see value in the 56–70 and 71+ range markets, as well as a younger market (18-20 and possibly younger), I feel that they are, at this current time, secondary markets for this system. This is not to say anything ill of either demographic – The future intention of this system is to be available for anyone seeking activities. However, in addition to time constraints for this project, I thought it best to focus on one age group to start with and tailor the system to then meet the needs of a wider audience later.

#### Persona Hypothesis [Cooper]

Age: 21–55 years (Average: 38 years)

Gender: No bias

Race/Color/Ethnicity: No bias

Education: Minimum High School degree

Income: \$20,000–\$100,000/year (Average: \$60,000/year)

Technology: Internet-proficient, tend to use social media

Disabilities: No specific limitations

Family: Single or married

### Basic User Needs

Users want to interact with systems that have a clean and intuitive design, that is quick and easy to access, allows them to filter results per their current need/desire, and provides them with the information they need to inform their decision for activities in which they are interested. Sharing activities via social media is an additional user interest.

### Final Product Supported Tasks

The following is a list of tasks a user might do using the completed system and the possible steps they would take to complete each task.

#### Search for activities by location (per user-entered ZIP code)

To begin the interaction with the system, users will start the results query process by entering their ZIP code, or the ZIP code of the location in which they are looking for an activity. For example, John lives in Manhattan (10001). He is planning a night out with Anita in Williamsburg (11211).



**Search for activities for just you to do (individual user)**

Users will be able to narrow search results starting from the first filtering system. The first is mentioned above, the other is “Number of Participants”. This is so users can find solo activities, activities for two people as well as group activities (see next task). If Damien wanted to do something by himself this afternoon, he would first enter the ZIP code of the area in which he wanted to do the activity, then select ‘1’ from the “Number of Participants” dropdown menu.

**Search for activities for two or more users**

This is similar to the last task, but for multiple participants. To continue the example of John and Anita’s night out above, after entering the ZIP code, John would continue by selecting ‘2’ people from the “Number of Participants” dropdown menu.

**Search for an activity you are interested in that does not cost anything to participate in**

This task speaks specifically to manipulating the results query. Conceptually, there will be different tabs for ‘Free’ and ‘For Cost’ activities. For example, Samantha is looking for something to do with her friends this afternoon that doesn’t cost anything. After getting her search results, she would then narrow those results by clicking on the “Free Activities” tab.

**Search for an activity you are interested in that costs money to participate in**

Similar to the prior task, the user would interact with the “Activities for a Cost” tab. For example, Chris and Melanie just recently starting dating. Chris is taking Melanie out tonight and wants to impress her. After getting his search results, he would then narrow those results by clicking on the “Activities for a Cost” tab.

**Share an activity you would like to take part in using social media**

Once finding an activity to participate in, a user can then announce to their preferred social media outlet (or multiple) that they are taking part in that activity. For example, Stephanie has decided to go to the Dave & Busters in Old Towne. She then clicks on the “Share this Activity” button, is prompted to select what social media outlet she wants to share to (e.g., Twitter, Facebook, G+, email, etc.), prompted to log in to that (or those) outlets and her activity is shared.

**Find information about an activity you would like to take part in**

While still deciding on an activity to participate in, a user can then get more information than what is provided by clicking on the “More Info” or, if available, activity location website. For example, together, Henry and Kat are searching for brunch ideas for tomorrow morning. They have found a few ideas, but would like to know more about the activity (possibly what they have on the menu). They click on the “More Info” link and are taken to the activity location’s website (opened in a new window/tab) to find out more specific details on the activity.

**Find directions to an activity you would like to take part in**

Once finding an activity to participate in, a user can then get directions to the event by clicking on the “Get Directions” link or clicking on the map of the activity location. For example, Charles has found an activity to do for the evening. He clicks on the map for the activity location, enters his current location, and is then provided with directions (via Google Maps API) offering him the ability to select from driving, public transit or walking directions.

**Final Product Task Environment**

The environment in which my users would use the system is quite broad – It could be at their desk at work, in any room of their dwelling or anywhere their media interface allows. The media interface would include any internet-enabled device (e.g., desktop/laptop computer, tablet, internet-enabled cell phone). Since the environment could potentially be anywhere, the system design should consider that the user has a good chance to encounter distractions (e.g., phone calls, work, kids, outside street environment, other computer activity, other phone activity, etc.).

# EVALUATION METHODS

## Prototype Fidelity

I did not want to sit my users in front of a product that looked like a final product. To do this I stripped out the color, gloss and shadows – reverting back to a wireframe design. My intent was to attempt to limit design feedback during my user testing, allowing users to focus more on the substance of the system during testing phase [Wickens, Unger]. Returning to the wireframe conveys the concept of the system allowing the user to interact with the “shell” of the product while still staying within the same design and layout. The design is more of a low fidelity but the interaction is high-end digital – it closely simulates the intended final design.

## Approach

My approach was a Think Aloud Protocol, Critical Response [Nielsen] or Key Task Testing [Krug]. I thought it best for my users to relate what their thoughts were while performing predetermined tasks (listed below). Through the Think Aloud Protocol I was able to gain insight into the users’ mental model of the system and also able to find out if the interface is simple to use (verses being convoluted). This approach tends to yield more qualitative results [Unger]. Out of my 4 users, there was only one instance of needing to remind a user to verbalize their thoughts. I found it frustrating to not respond to a question or to help direct a user when they were performing a task incorrectly, but I feel that for the most part I did not intervene. However, at times I could have been more redirective – meaning I could have asked a question back rather than confirming a users’ question.

## Proof Test

I started my testing with a Proof Test, which went so well that I am including them as my first user test (HCI 0313-001) as well. The intent of the Proof Test was to make sure the prototype and tasks were issue free. This also gave me a chance to test the screen capture program, audio levels and video quality. In my proof test I discovered that the breadcrumb for the ‘How 2 Use’ page was incorrect (it said “About”). During my proof test I also noticed that returning to the home page without the aid of a browser ‘back’ button was unclear to my proof test user. I did not think that these were large enough issues to consider fixing before the rest of my user testing. I don’t think it significantly disrupted the evaluation process or prevented me from getting important feedback on other aspects of the system [Gilbert]. Once giving the user instruction on how to return to the home page, the proof test was flawless. Someone did come to my door about two-thirds into the test. The video (<http://youtu.be/953VMTDUBL4>) was paused and picked up at the same place we left off.

## Prototype Limitations

For purposes of scale, the prototype has limited offerings in comparison to the intended final product. I don’t feel that this is a major limitation to the prototype, as long as the right questions are asked in the Usability study [Garrett].

## Prototype/User Testing Supported Tasks

In addition to the tasks below, I will be asking users about wording and placement of links, wording of the filter titles and general layout of the pages (although this was explored to some extent in the iterative design process of M3).

### Find out how to use the system

Users will be able to access the ‘How 2 Use’ and ‘FAQ’ pages (in a limited fashion).

### Search for activities for just you to do (individual user)

Users will be able to narrow search results starting from the first filtering system. This is so users can find solo activities, activities for two people as well as group activities (see next task).

### Search for activities for two or more users

This is similar to the last task, but for multiple participants.

**Search for an activity you are interested in that does not cost anything to participate in**

This task speaks specifically to manipulating the results query. There are different tabs for 'No Cost' and 'Paid Activities' activities.

**Search for an activity you are interested in that costs money to participate in**

Similar to the prior task, the user would interact with the 'Paid Activities' tab.

**Limit the search results (Narrowing Filter)**

For the purpose of this prototype, users can limit their search results to only "Museums/Zoos". To include all of the filters would have increased the scale of the prototype by hundreds of pages.

**Share an activity you would like to take part in using social media**

Once finding an activity to participate in, a user can then announce to their preferred social media outlet (or multiple) that they are taking part in that activity. However, for the purpose of the prototype, this step can only be simulated to the point that the users would submit the activity to be shared – there is no external communication with any social media with this prototype.

**Find information about an activity you would like to take part in**

While deciding on an activity to participate in, a user can then get more information by clicking on the title of the activity, the "Click for More Information" link, Map link or the map itself.

## **Prototype/User Testing Unsupported Tasks & Features**

**Scrolling**

Due to the nature of Keynote, the pages are static and do not scroll vertically to provide additional content.

**User Input**

Due to limitations of Keynote, users will not be able to input their ZIP code. Instead the location is populated/simulated when the user attempts to enter their location information.

**Narrowing Filter**

This is also listed under Supported Tasks because it is supported, as stated above, but limited to only one filter for the scope of the prototype. To include all of the filters would have increased the scale of the prototype by hundreds of pages.

**Search for activities by location (per user-entered ZIP code)**

To begin the interaction with the system, users will start the results query process by entering their ZIP code, or the ZIP code of the location in which they are looking for an activity. Due to the limitations of the prototype, users will click the ZIP code entry area and it will be populated with '00000' for the purpose of the user testing.

**Find directions to an activity you would like to take part in**

Once finding an activity to participate in, a user can then get directions to the event by clicking on the "Get Directions" link or clicking on the map of the activity location. This feature is not included in the prototype and the tasks will not support this feature.

## **Interview Dialogue & Questionnaire**

I began my interviews by providing a standard Statement of Consent and Confidentiality Agreement. These are similar to the forms I used in my M2 project. As in my M2, they were created using samples from Understanding Your Users [Courage & Baxter]. Samples of these documents can be found in Appendix I.

My interview script was a modified version of the 'Usability Test Script' published in Don't Make Me Think and posted on [www.sensible.com](http://www.sensible.com) for download, edit and use [Krug]. I added four questions to the end of the script about wording of links, placement of links, layout of pages and wording of the narrowing filter titles. The script I used can be found in Appendix II.

Users were asked to perform the tasks on a 15" MacBook Pro. A wireless mouse and mouse pad were provided. The computer was powered up and open to the Keynote presentation mode. After receiving their signature on the user testing forms, I started the screen recording and collected their basic information (from the user testing script). This information was collected at the top of their User Notes form, then the form was provided to the user for them to take notes on, if needed. User Notes forms can be found in Appendix I.

After collecting the basic user background information, I clicked on the Activities 4 Us logo on the screen of the MacBook Pro, bringing the user to the landing page of the prototype. At this point I read aloud the first task and handed them the task card. After the completion of each task I would read the next task and hand the user the task card. This was repeated until all the task cards were complete. The layout of my task cards can be found in Appendix III. The eleven tasks presented were:

1. Find out how to use the system.
2. Start a search for activities for you and a group of friends to take part in location '00000'.
3. Find an activity you and your friends would be interested in that costs money to do.
4. Share the activity you would like to take part in using some form of social media.
5. Start a search for activities to do alone in location '00000'.
6. Find an activity you would be interested in that does not cost anything to do.
7. Find detailed information about that activity.
8. Start a search for activities for you and one other person to take part in location '00000'.
9. Have the system display only museum related activities.
10. Find a for-cost museum-related activity to take part in.
11. Send an email to the creators of the system about the website.

After the user completed the first task, potentially bringing users to either the 'How 2 Use' or the 'FAQ' link, I gave instruction as to how to navigate to the 'Home' page using the logo or the breadcrumb and instructed them that the pages did not scroll. These instructions were given to all the users because I gave them to the first user (proof test) and did not want one user to have different information than the others tested.

After asking all eleven tasks I asked the user the four questions related to: wording of links, placement of links, layout of pages and wording of the narrowing filter titles. After collecting that data at the bottom of their User Notes page, I asked if they had any questions or comments for me. If they had any questions or comments I noted them at the bottom of the User Notes, gave the user a \$10 bill as an incentive and stopped the recording. At that point I then presented them with the Exit Survey.

My Exit Survey asked the key questions from the M5 requirements, provided by Professor Gilbert – [sites.google.com/site/hci598capstone/design-project?pli=1#TOC-M5:-Evaluation](http://sites.google.com/site/hci598capstone/design-project?pli=1#TOC-M5:-Evaluation).

- Did you like the system? (Ask for elaboration if possible.)
- What parts were confusing?
- Do you have suggestions for improvement?
- If the system worked well, how much would you pay to buy it and use it?

The Exit Survey can also be found in Appendix I.

## Testing Environment

The interviews were conducted in my dining room, which is an isolated room in my home, with a long conference-like table and ample seating. The interviews were scheduled at a time when there was no foot traffic through my apartment,



limiting interruptions. I did my best to create a quiet and relaxing atmosphere for the interviews, although neighbor and street noise were unavoidable. The interviewees sat at the south end (one side of the long end) of the table, while I sat in a chair beside them to observe and take notes. This layout was decided upon because it was best for recording (audio) purposes as well as comfort and accessibility (it would be difficult to have two people sitting at my desk in my office). Interviewees were provided with two ballpoint pens and a clipboard to write on – the need for the clipboard is that the table is difficult to write on. I also had a clipboard, two pencils to take notes, a folder of all the forms for the present interview, and a stack of task cards. Photos of the Testing Environment can be found in Appendix IV.

## About the Users

Interview participants were selected from my network in Chicago. Email and text invitations were sent out to a group of 10 people ranging in age from 26 to 37. Gender was divided 50% female 50% male. Race/color/ethnic background was varied, however did include a wider population of Caucasians. Three people initially responded to my request – 1 Latino male, age 33, 1 Caucasian female, age 32 and 1 African-American male, age 36. Within three days of confirming their interest, all three responders backed out for various reasons (work, social and general ‘busy’). I recast my net to 5 additional people – gender was split at 50%, all were Caucasian. This was not my ideal audience and not a good representation of my overall user group, however, I was eager to complete my user testing.

My users were:

### **HCI 0313-001**

Age: 29

Gender: Female

Race/Color/Ethnicity: Caucasian

Education: Masters Degree in Clinical Mental Health Counseling

Occupation: Therapist/Social Worker

Income: \$35,000/year

Technology: Uses computers all day for work, fast typing speed, navigates technology well, does not consume technology (e.g., SMARTphone, Tablet, etc.) but does read on her Kindle

Disabilities: Wears glasses.

Family: Single, no children

Link: <http://youtu.be/953VMTDUBL4>

### **HCI 0313-002**

Age: 30

Gender: Female

Race/Color/Ethnicity: Caucasian

Education: Masters Degree in Arts & School Counseling

Occupation: Guidance Counselor

Income: \$54,000/year

Technology: Internet-proficient, moderate use of social media, SMARTphone user, occasionally plays video games

Disabilities: Crohn's Disease, Contacts, sometimes glasses

Family: Married, no children

Link: <http://youtu.be/6NIRjBCy9-c>

### **HCI 0313-003**

Age: 31

Gender: Male

Race/Color/Ethnicity: Caucasian

Education: Bachelors Degree in Computer Science

Occupation: Software Developer

Income: \$85,000/year

Technology: Highly Internet-proficient, works with computers daily, SMARTphone user, social media user, to some degree technologically dependent

Disabilities: Wears contacts or glasses, Colorblind (mildly red-green and yellow-blue)

Family: Single, no children

Link: <http://youtu.be/GCAKajTCLNY>

#### **HCI 0313-004**

Age: 33

Gender: Male

Race/Color/Ethnicity: Caucasian

Education: PhD in Economics

Occupation: Education Policy Researcher

Income: \$90,000/year

Technology: Highly Internet-proficient, works with computers daily, SMARTphone user, social media user, heavily technologically dependent

Disabilities: Wears glasses

Family: Single, no children

Link: [http://youtu.be/-IcSmln\\_GAQ](http://youtu.be/-IcSmln_GAQ)

Redacted user completed forms are provided in Appendix V.

## **RESULTS**

### **Overview**

For my user testing I observed 4 different users. I felt that each gave useful feedback about the system, both positive in the sense of appeal and negative in the sense of finding issues and new feature requests.

### **Qualitative Data:**

#### **Summary of Overarching Themes**

Design Fits Product – All Users, although I personally think that User 002 did not understand what the system was until they began interacting with it. Their comments sounded as if they thought it was a scheduling or calendar system. Even during the task of finding out how to use the system, User 002 appeared to hold to their original belief about the system and added the information learned from this task.

Overall: Simple, Easy to Use – All Users

Overall: Easy to Navigate – All Users, however in my Proof Test (User 001) it became clear that returning to the main 'Home' page was not clear. I can speculate that, if in a browser-based scenario, most users would have used the 'back' button within the browser to return to the main search page, however, relying on an external source for your navigation is poor design. The breadcrumbs will need to be improved for future use.

Information Easy to Find – All Users

Easily Found System Help ('How 2 Use' and/or 'FAQ') – All Users

Prototype Lacking in Color – Users 001 and 002 noted the lack of color for the prototype and mentioned that color might help the product. User 004 thought the prototype was an early 'in progress' mock-up, which was the intention of reverting back to the wireframe design for the prototype. User 003 did not mention the lack of color.

### Dislike of Numbers Replacing Words – Users 001, 003, 004

Would Use in Real World Setting – Users 001, 002, 004. User 003 did not explicitly say that they would or would not use the system and was difficult to read about their like or dislike of the system.

Would Pay for Service – User 002 (\$50 for 6 months), User 004 (\$5 per month). The other two users noted that they would prefer advertising on the website to a pay service. This is opposing to what I learned in my User Needs Interviews (M2).

### Average Time to Complete User Interview – 00:21:04

Internal Issues During Testing – Users 003 seemed to want to interact with the system freely. After being given Task No. 3 User 003 began trying out filters, which was not part of the current task. User 004 clicked on the 'Escape' key to back out of the 'lightbox' effect in the prototype ('Share This Activity' pop-up). This is a known method when using a web browser, however, the 'Escape' key shuts down Presentation Mode in Keynote, the delivery method for this prototype.

External Issues During Testing – During User Test 001 someone came to my door interrupting the test. During User Test 002 the batteries in the wireless mouse needed to be replaced.

## **User Test 1 – Review Notes**

*"I'm assuming this is helping you look for things to do in your area, since it has a ZIP code thing and number of people and it's called 'Activities 4 Us'."*

*"There's no color on the page which at first I was a little put off by it but there's also something about it that reminds me, in a good way, of Shel Silverstein books. There's something about that that I kind of like."*

*"I'm a person who doesn't necessarily like using numbers instead of the actual words - it kinda bothers me a bit."*

*"The font at the bottom is sorta hard to read. Not the font, but the brightness of it – it looks kinda of greyish/brownish against the white. It looks more crisp in the box where you press – the name thing."*

*"It looks really... It's very simple and easy to navigate. I hate websites when you go to them and there are 800 things coming on and scrolling and all that stuff. It's very straightforward and clean which I do like a lot"*

**Task 1:** Went directly to the How 2 Use link and read the content.

*"It seemed pretty obvious, but I'm kinda a... I'm just a go ahead and do it person, more so than reading all the directions beforehand – it seems pretty simple so I think I have a pretty good idea of how to use it."*

Went to 'About' to find out more information and then discussed that they thought they could also go to 'FAQ', but does not usually go to those unless they are stuck.

**Task 2:** Did the task very easily.

**Task 3:** Went directly to 'Paid Activities'.

**Task 4:** Wanted to be able to click on the "Share this Activity" text at first, but quickly found the social media icons to click.

Note: The radio buttons in the Share this Activity window did not work in the prototype. User found this confusing. A 'close window' or 'X' prompt might be helpful.

**Task 5:** Returned to the main page and completed the task.

**Task 6:** Chose the reading activity.

**Task 7:** Clicked on the 'Click for More Information' link to find more information.

**Task 8:** Quickly went through querying another activity

**Task 9:** Used the filter effectively. Was enthusiastic about the ability to do so.

**Task 10:** Clicked on the 'Paid Activities' tab. *"Oh, and it keeps the filter on? That's cool."* Played with the filter by toggling it on and off.

**Task 11:** Went directly to the Contact link and used it as someone might expect.

**Question 1:** *"They are very simple and straightforward. I mean, it's very just like, I know what 'About' means and 'How 2 Use', 'Frequently Asked Questions' and 'Contact', I mean it's very simple. I like that it says 'Click for More Information', I mean it's very user friendly. 'Share this Activity' and you click on it. And I guess that makes sense, because there was no breadcrumbs as you call them, under 'Share this Activity' you can just change to the hand symbol over those things (social media icons)."*

*"I like that when you click on it's very simple – it's like phone, cost, you can click on getting directions, the address it's all very straightforward. It's not cluttered which I really like. I hate when there is too much information and it's all globbed up together."*

*"I like at the top how you have it in gray and then black so you know where you are."* Speaking to breadcrumbs and results tabs.

*"I really liked the filter and I know we might be getting into different questions but, I like that with the filter you can just click on it."*

*"I like how simple it is like where they each have their own contained things."* Speaking to the query results.

**Question 2:** *"I like that (the links) are at the top and bottom. It's sorta like typical websitey."*

*"I feel that they are very well placed. They are in places I would normally look. It's right there and straightforward." "The tabs are very simple to navigate between."*

**Question 3:** *"Some pages are wordy but good for explanation." Likes the simple layout. "Not cluttered." Likes the brief explanation below the activities titles. "I really like clicking on the 'Activities 4 Us' logo to get back to the home page, but I don't think I would have figured that out without being told." "If you added 'Click Here' to get back to the homepage it might be helpful."*

**Question 4:** *"I'm not quite sure what 'Community' means, but I think they are all quite straightforward."*

**Questions/Comments:** *"With the 'Share this Activity' at the bottom is said that, but I was surprised that you didn't log in. Just wondering if you create an account with them and it saves your information or save certain... like it would save my ZIP code so I wouldn't have to enter it in every time – it would just pop up automatically or something like that. So I was surprised by that, but at the same time too you have to sign in to so many places that sometimes I feel like 'Uh, What was my password' or 'What was my username' and all that kind of junk. So, I guess it was nice that you could use it without that. I don't know if you could make it an option or not. Like you could maybe you could have a sign in thing and people could use it without signing in or people could use it with signing in. That was something that struck me."*



*"Just as a comment and being a therapist slash social worker, I have a lot of people that don't have money and are always looking for things to do. And so the fact that there are no cost activities that are local is really great. I feel like this could be a resource for me. Where I could just... because I have clients are like 'I don't know what to do' or 'I don't know' or 'I don't know where to go'. I try to point them in the direction, but this is something simple that I could do with them in my office. Pull up activities, print it off and give them a list of things to do in the community or ideas or whatever, so it's pretty cool. I thought that was neat and useful."*

## User Test 2 – Review Notes

Looks like the page is for event planning. *"It looks like it a company that you can use it like an Outlook type thing where you can use it to set up things for yourself and invite others."*

*"It is very simplified which is good for people who aren't interested in far more intricate websites."*

**Task 1:** *"It is pretty obvious that there is a 'How 2 Use' link."* User wanted to watch the video first before reading text. At this point I needed to remind the user to think aloud.

At this point in the interview, the batteries in the mouse ran out – I replaced them and the task continued.

**Task 2:** User completed task without issue.

**Task 3:** User immediately noticed the 'Paid Activities' Tab.

**Task 4:** User went into the detailed view of the event and clicked on the Facebook icon, clicked on the radio button and clicked share.

**Task 5:** User completed the task without issue.

**Task 6:** User scanned the page and chose the Museum of Art activity

**Task 7:** User clicked on the event title and entered the event details page.

**Task 8:** User completed the task without issue.

**Task 9:** After scanning the page for a minute, user found the Activity Filter and filtered to Museum/Zoo results.

**Task 10:** User clicked on the 'Paid Activities' and chose 'Bodies Alive'.

**Task 11:** Went to the Contact link and walked through the email form process

**Question 1:** *"Very straightforward." "I can definitely appreciate that it is not too wordy – you know exactly what you are getting." "It is kind of interesting because, it being so simple from the beginning, it's kinda cool that it leads you to all the extra information so that you are not getting bombarded right off the bat you know exactly what you are going to get once you hit 'Find Activity'."*

**Question 2:** *"It is right in your face – I don't think you are going to miss anything. It is to the point."*

**Question 3:** *"It is very much set up how you would get information like reading a paper." "When you find an activity you know exactly what you are doing."*

**Question 4:** *"I think it pretty much covers – you don't want it to be too wordy, for instance if I was looking for something like 'food' I would click 'Dining. I appreciate that it is not too wordy."*

**Questions/Comments:** *"Do you think that by adding color for the use of differentiation would be helpful for the site?"* I then explained the point of the wireframe for testing.

*"I think people would use this for sure – especially with the use of social media – it is such an easy way to say 'I'm doing this, who's going with me.' So you can post it and see who responds."*

## User Test 3 – Review Notes

*"This site belongs to Activities 4 Us. It looks like it is a registration or intro wizard with three steps. If I wasn't sure where to go I could go to a 'How 2 Use'. There are a About, Contact and FAQ – those all seem to be the same level of information. There is something along the bottom but I don't know if it is the resolution of the screen... Oh, it is just text links mirroring the links at the top."* NOTE: The footer links were difficult to read in black and white (wireframe) and the resolution of the screenshots placed into Keynote.

**Task 1:** *"For finding out how to use, I would click on 'How 2 Use', the second menu item. It brings up a... It gives me a breadcrumb of sorts and gives me text describing how to use it. There is a stand in for a video that I would assume would describe to me how to use it."* *"If I were confused on the first page, but the first page was pretty straightforward, but if I were to look at this page I would definitely watch the video over reading this text."*

**Task 2:** *"I expect the first page to be 'Home'."* Speaking to the first breadcrumb. User noted that they would have preferred to tab through the first three steps. They typically don't change focus using the mouse.

**Task 3:** *"The first thing to do would be to divide the activities to the Paid Activities tab – although I first looked for a paid verses unpaid filter. It wasn't until that I didn't see it in the filter that I looked at the tabs at all."* *"Passive and Active are not types of activities they are not activities they are just descriptors."* User then proceeded to try to filter before choosing an activity. Was confused by the filters being applied instantly. Then clicked on New Search, which returned them to the home page. *"I'm used to a delay that an action happened or something visually that something disappeared."* User chose 'Bodies Alive'.

**Task 4:** User chose to share with MySpace. *"Oh, it doesn't look like those are causal things, those are modal."* User was disturbed that the fake radio buttons did not respond to their clicks. NOTE: The radio button that the user clicked initially should automatically be selected in the finished version.

**Task 5:** User completed task without issue.

**Task 6:** User went directly to the filter they knew worked (Museum/Zoo) and filtered the results before looking at any results. Then user clicked on the activity The Museum of Art for the details, completing the next task before it was asked.

**Task 7:** User clicked on the activity details prior to being given the task.

**Task 8:** User completed task without issue.

**Task 9:** *"Right now I'm already limited to No Cost. I can click on Paid, but I can't see a mix of them – only on the map."*

**Task 10:** User clicked on the Paid Activities and chose the sculpture activity.

**Task 11:** *"So I'm going to go up to the Contact – Gone are the days of the webmaster at the bottom of the page. So I went to the contact and there doesn't seem to be any division between like marketing, webmaster or owner."*

**Question 1:** *"The thing I notice first, you've got this breadcrumb and its root is 'Search 4 Activities' but the site is called 'Activities 4 Us' and nowhere on the 'Search 4 Activities' pages says the words 'Search 4 Activities' so it just seems like a message out of place." I prompted the user to what he would call that breadcrumb. "I'm not sure, maybe just 'Activities 4 Us' or 'Home'."*

*"The 'All Activities Map' seems out of place to me because it's 'No Cost', 'Paid Activities' and then 'All Activities Map' whereas the other two don't have maps. Like, why is this one a map instead of just all activities and I can turn on a map?"*

*"How 2 Use' I get replacing the 'to' especially because of 'Activities 4 Us'."*

**Question 2:** *"They are in a place that I kind of I expect, I mean, there is a very simple flow. The home being in the middle, like right square in the middle is different. It's not actually a problem for me – it's distinguished from the 'About', 'How 2 Use', 'FAQ' and 'Contact'. I'm not confused by it."*

*"I know this is more about the labeling... I would have liked to have seen... in the results, where it says 'Results' it would be nice if I have some sort of indication of... The breadcrumb changes from 'Results for Location 00000' to just 'Results'. It would have been nice to just keep some information."*

**Question 3:** *"You've got this guided navigation on the left, which is pretty standard. The tabbed results are pretty interesting... that is where I expect to see them."*

*"The layout is fine."*

Speaking to a results detail page - *"This feels like a separate page. I kind of wish I could see more without (the results) going away. Just so I wouldn't have to go away from my results list."*

**Question 4:** *"The 'New Search' button confused once at the beginning me because I felt like it was an 'Apply'."*

*"I get the divisions, they seem fine. It would be nice... there is no 'Distance from Me'. I gave it my location and it is just telling me everything that is near me, but not how far. If I could filter it by what I consider it to be 'near'."*

**Questions/Comments:** 'No' was the answer in the recording, however when I was walking this user out he began talking about the system again. He mentioned that the company he works for created the filtering system that the system is using, called 'Guided Navigation'. The purpose is to always return a result for a user – so, for example, if the user checked the Museum/Zoo filter other filters would gray-out or disappear and only those that were associated with the remaining results would remain. He mentioned that they hold a patent on this technology, so this should be considered when moving forward.

## User Test 4 – Review Notes

*"I started looking at the dropdowns for what I might be filling out. So it looks like you're going to be participating in something. It's going to be local or some locality. It sorta looks like things to do in your neighborhood."*

**Task 1:** *"I'm going to go to 'How 2 Use', which I noticed up at the top." "I just clicked on 'How 2 Use'. Frankly I'd probably just look at the video – you know, depending on how much extra text there was. I might skim the text."*

**Task 2:** User completed task easily.

**Task 3:** *"There is the top tab, which is good."* User chose Paintings by Ellie Beaupre.

**Task 4:** User completed the activity as expected.

At this point the user clicked the 'Escape' key, which backed out of Keynote Presentation mode. I had to back out and restart the user from the home screen.

**Task 5:** User completed task without issue.

**Task 6:** User selected the cycling activity.

**Task 7:** User clicked on the activity details prior to being given the task.

**Task 8:** User completed task without issue.

**Task 9:** User used the filtering system as expected. *"It's nice, the little flitering guy. It was the other thing that caught my attention along with the tabs at the top."*

**Task 10:** User chose the Bodies Alive! activity.

**Task 11:** *"OK, I'd go to Contact and fill in my information here."*

**Question 1:** *"Well, for one thing, this is just personal preference, it kind of bugs me when numbers are substituted for words. So, the 'Activities 4 Us' – I mean, I think that is fine, you know, as a logo. But it makes it feels like it is for a kid or someone ten years younger than I am with the texting. It's not my taste."*

*"'No Cost' sounds fine, but I think 'Free Activities' would be a little more parallel with 'Paid Activities' and 'All Activities'. 'Paid Activities' sounds good and neutral I think."*

**Question 2:** *"I think it is was really intuitive. It was really easy to navigate. It feels slightly odd, but this might be because it is out of the browser context, I don't know, it kinda seems like and odd placement, like it kinda catches my attention. Maybe if I had the rest of it – the header, toolbar for my browser it might actually be in place."*

**Question 3:** *"I think the font size is good for me. So I wear glasses but it is good on the left side. I like there are a lot of options for filtering because when I'm looking for something in Chicago and there is just a lot of stuff to narrow down. I like having a lot of options and then being able to drill down. I like that there is a reasonable amount of room for a sentence or two below each on of the activities. I like having it both ways, to be able to drill down – the filter on the left and the tabs on top. I usually feel like that is what is ominous about buying something – the sorting, looking through options the finding what I'm looking for in the first place."*

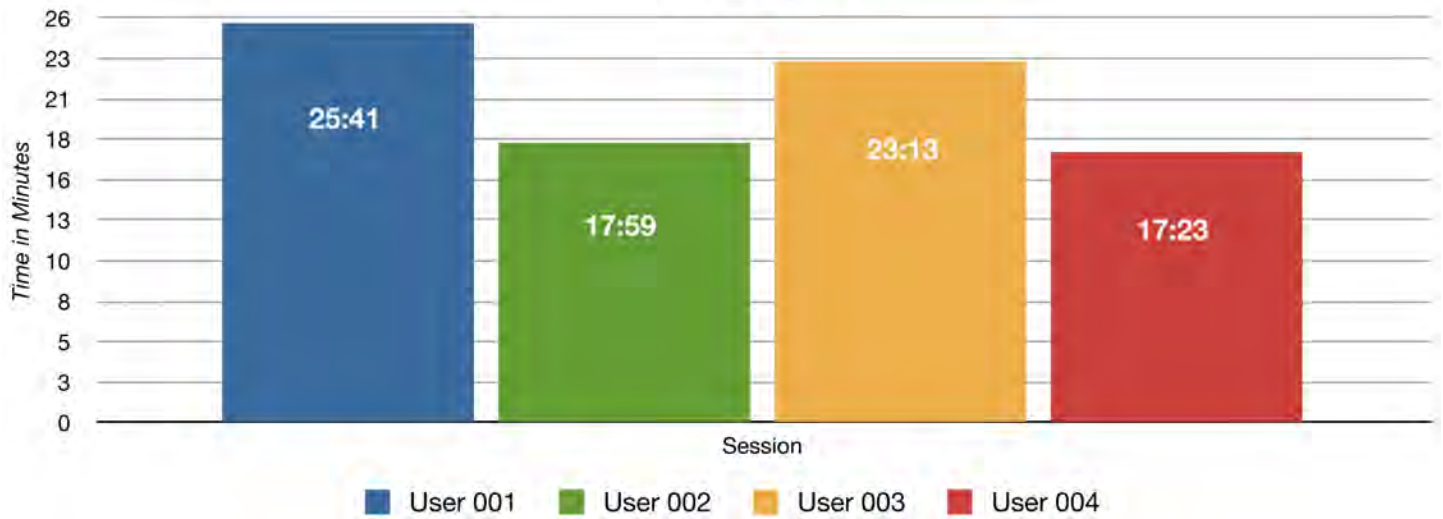
**Question 4:** *"It all looks really good. The only thing that does seem a little – I Guess uncertain – is whether something is 'Passive' or 'Active". I mean, 'Passive' sounds, you know, a little stigmatized. It's got a little stigma with that. And I'm also, you know, I kinda have a sense... Actually, I mean, honestly I've never really seen that type of distinction. I'm curious the see what would fall in to each. I think it is a really helpful distinction. But I'm not sure if there is a better way to word it. 'Passive' seems odd."*

**Questions/Comments:** *"I'm just curious – what is the status of the project? It is something that you would pitch?" "It looks... it genuinely looks great."*

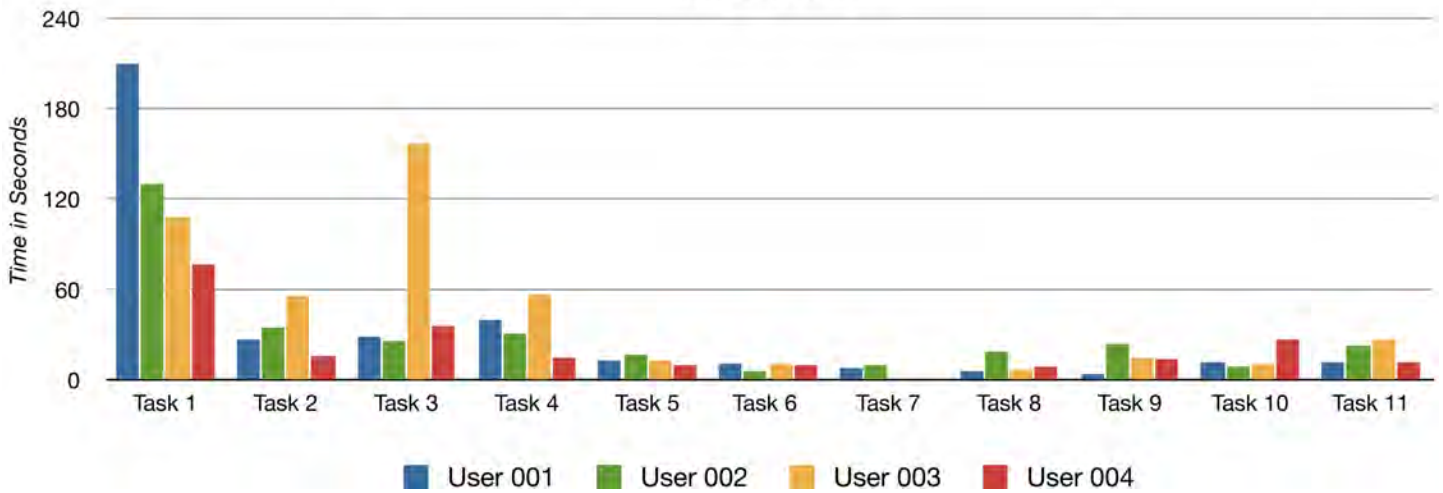
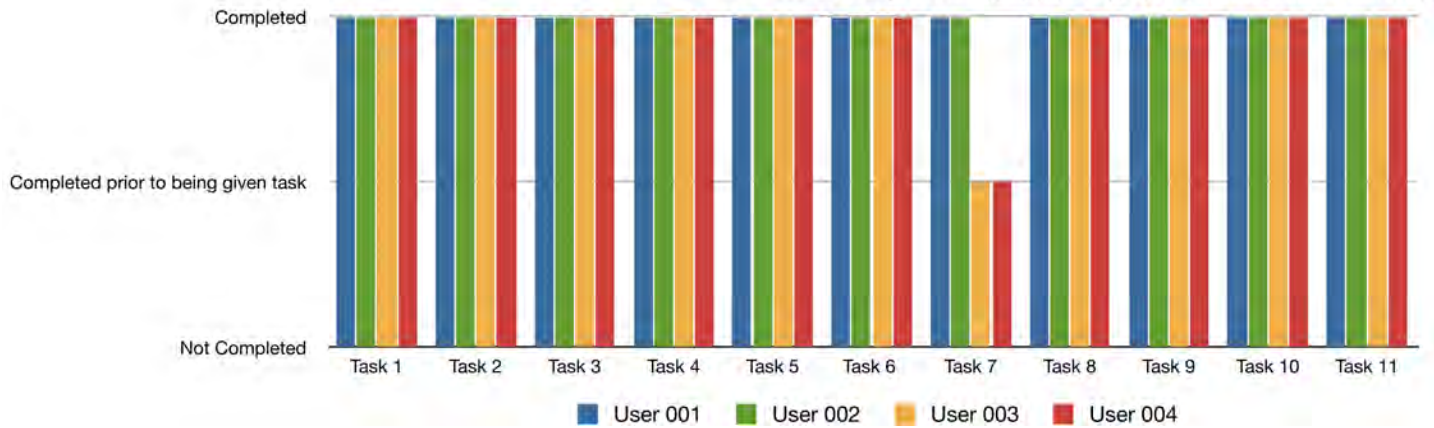
## Quantitative Data:

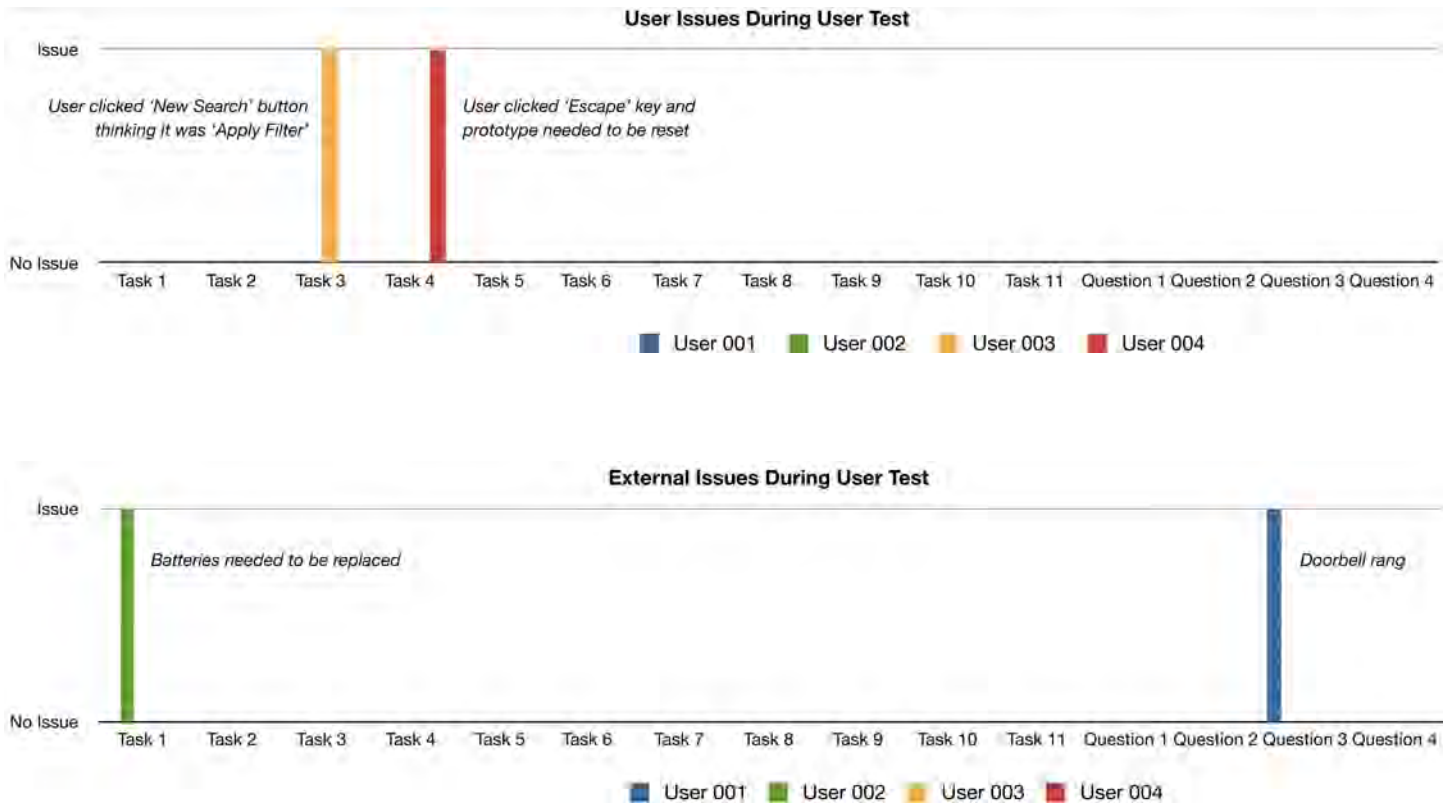


Time Per Session



Time Per Task

Task Completion *Users 003 and 004 both completed Task 7 within Task 6*



# DISCUSSION

## Data Analysis

### What Do You Conclude Based on the Data?

#### Major Problems

I do not think I found any usability disasters in my system, however, one major problem that I encountered in my user testing was that the system is unclear about how to return to the 'Home' or main search screen. I had built in a link in the logo, which is standard practice when designing websites, but I'm not sure if all the users would have understood that.

*"I really like clicking on the 'Activities 4 Us' logo to get back to the home page, but I don't think I would have figured that out without being told." – User 001*

*"If you added 'Click Here' to get back to the homepage it might be helpful." – User 001*

Additionally, I had created breadcrumbs, but again, I think those were unclear.

*"I expect the first page to be 'Home'." – User 003*

*"The thing I notice first, you've got this breadcrumb and its root is 'Search 4 Activities' but the site is called 'Activities 4 Us' and nowhere on the 'Search 4 Activities' pages says the words 'Search 4 Activities' so it just seems like a message out of place." "I'm not sure, maybe just 'Activities 4 Us' or 'Home'." – User 003*

This can be resolved by changing the breadcrumb wording to reflect 'Home' instead of its current 'Search 4 Activities'. Additionally, a 'Home' link could be added to the header and footer navigation. I do think that would create an aesthetic imbalance in the links (i.e, three on one side, two on the other) so perhaps some thought should go in to creating an additional link to balance them out.

Another major problem deals with the 'New Search' button below the filters. This was another way that I thought users could find their way back to the 'Home' screen, however, it proved problematic for User 003:

*"The 'New Search' button confused once at the beginning me because I felt like it was an 'Apply'." – User 003*

This is a very good point. If users are accustomed to clicking an 'Apply' button when filtering, they may reset the query accidentally. The 'New Search' button this is placed in a similar position to where an 'Apply' button normally would be.

### Cosmetic Problems

Speaking again to the 'Apply' button major issue I discussed above, this is also a cosmetic problem. The content of the 'How 2 Use' page notes that this would be the location of the 'Reset Filter' button. We don't want users making the same mistake with that button either. It would probably be best to disconnect the 'Reset Filter' button from the 'Activity Filter' box altogether, removing the grouping of the two items.

An additional cosmetic problem that I found was that the breadcrumb on the 'How 2 Use' page says 'About' and should say 'How 2 Use'. Although no user commented on this during testing, it appeared that User 001 noticed and gestured to it with their mouse.

Other places where clarification should be considered are in the section header 'No Cost', changing it to 'Free Activities'. It would be a good idea to keep all of the tab headers inline with each other.

*"'No Cost' sounds fine, but I think 'Free Activities' would be a little more parallel with 'Paid Activities' and 'All Activities'. 'Paid Activities' sounds good and neutral I think." – User 004*

And additionally, clarification for what the 'Passive' and 'Active' filters do should be added, but perhaps in the 'How 2 Use' and 'FAQ' pages.

*"Passive and Active are not types of activities they are not activities they are just descriptors." – User 003*

*"It all looks really good. The only thing that does seem a little – I Guess uncertain – is whether something is 'Passive' or 'Active". I mean, 'Passive' sounds, you know, a little stigmatized. It's got a little stigma with that. And I'm also, you know, I have a sense... Actually, I mean, honestly I've never really seen that type of distinction. I'm curious the see what would fall in to each. I think it is a really helpful distinction. But I'm not sure if there is a better way to word it. 'Passive' seems odd." – User 004*

For the 'Share this Activity' task, User 001 wanted to be able to click on the words 'Share this Activity' to share the activity. I think that is a great idea considering that 'Click for More Information' and 'Map' are both clickable and in the same vicinity. Additionally, a 'close window' or 'X' prompt might be helpful in the 'Share this Activity' pop-up. Users did not comment on this, but while observing, it was apparent that just clicking outside of the lightbox effect was not obvious.

### New Feature Requests

*"Take 'new feature' requests with a grain of salt." – Steve Krug, Don't Make Me Think*

User 001 brought up an interesting idea that I hadn't considered – to create an optional log in on the site that users would not have to sign up to use the system, but if they did it could track their activities, potentially suggest new activities and store information to populate the search fields.

My original intent was that location would be handled by the ZIP search, but is has been brought to my attention of the situations of locations on ZIP code dividing lines, where just a short distance from the user's current location may be a different ZIP. Something should be considered for situations like this so users wouldn't need to do multiple searches to find local activities.

User 003 also brought up a point that should be considered:

*“The ‘All Activities Map’ seems out of place to me because it’s ‘No Cost’, ‘Paid Activities’ and then ‘All Activities Map’ whereas the other two don’t have maps. Like, why is this one a map instead of just all activities and I can turn on a map?” – User 003*

The original intent for the ‘All Activities Map’ was to have an overview of the area and the activities to do. While there was only one user to bring up this issue, perhaps everyone would benefit from a tab that just listed ‘All Activities’. It might take the place of the query landing page and then users could use the tabs to filter between ‘Free Activities’ and ‘Paid Activities’. Or, to go a step further, perhaps the tabs could be eliminated completely and be replaced by additional filters in the ‘Activity Filter’.

### Numbers Instead of Words

Three users commented on using numbers in place of the similarly sounding words and two specifically voiced their dislike for that method.

*“I’m a person who doesn’t necessarily like using numbers instead of the actual words - it kind of bothers me a bit.” – User 001*

*“How 2 Use’ I get replacing the ‘to’ especially because of ‘Activities 4 Us’.” – User 003*

*“Well, for one thing, this is just personal preference, it kind of bugs me when numbers are substituted for words. So, the ‘Activities 4 Us’ – I mean, I think that is fine, you know, as a logo. But it makes it feels like it is for a kid or someone ten years younger than I am with the texting. It’s not my taste.” – User 004*

As the creator, I do agree with the users in this case. However, I thought it the best way to tie in the product name and website URL internally (e.g., ‘How 2 Use’). I don’t think that this would ultimately be a deterrent if the system were highly functional.

### Was Anything Surprising?

I was surprised by the user acceptance of the lack of design and color in the prototype. User 001 likened the look to that of Shel Silverstein:

*“There’s no color on the page which at first I was a little put off by it but there’s also something about it that reminds me, in a good way, of Shel Silverstein books. There’s something about that that I kind of like.” – User 001*

User 002 also liked the colorless wireframe design calling it “simplified” and didn’t question the lack of color until the end of their test:

*“Do you think that by adding color for the use of differentiation would be helpful for the site?” – User 002*

User 003 did not mention anything about the lack of color or design aspects, this may have been due to their colorblindness (not that I assume they could not perceive the complete lack of color) or that they seemed to be more fixated on functionality. User 004 also did not mention the lack of color, but I think they understood that this was an ‘in-progress’ product by their question about the status of the project at the end of their user test.

## Implications

### What Are the Main Implications of the Design?

*“It is practice that gives form and meaning to technology; the focus of ethnography is the ways in which practice brings technology into being. From this perspective, and drawing again on the notions of reflexivity raised earlier, we might suggest that what ethnography problematizes is not the setting of everyday practice, but the practice of design.”*

*– Paul Dorish*

I conclude that, after including the revisions noted above, both major and cosmetic problems; the system could be ready for production after a few more rounds of user testing. This is not to say that I am confident that I have a perfect system.



It would be ridiculous to believe that additional user testing wouldn't find additional system issues. However, hopefully with each test, the issue feedback would be less each time.

In addition, I think that there was enough positive user feedback in the first round of user testing that the concept of the system is something that people would be interested in using. User 001 immediately saw a use in their line of work:

*"Just as a comment and being a therapist slash social worker, I have a lot of people that don't have money and are always looking for things to do. And so the fact that there are no cost activities that are local is really great. I feel like this could be a resource for me. Where I could just... because I have clients are like 'I don't know what to do' or 'I don't know' or 'I don't know where to go'. I try to point them in the direction, but this is something simple that I could do with them in my office. Pull up activities, print it off and give them a list of things to do in the community or ideas or whatever, so it's pretty cool. I thought that was neat and useful."*

I think that it could be assumed that User 002, being a guidance counselor would also find use for this system as a resource. However, on a social note, User 002 said:

*"I think people would use this for sure – especially with the use of social media – it is such an easy way to say 'I'm doing this, who's going with me.' So you can post it and see who responds." – User 002*

User 004 also saw the social/active uses for the system:

*"I like there are a lot of options for filtering because when I'm looking for something in Chicago and there is just a lot of stuff to narrow down. I like having a lot of options and then being able to drill down." – User 004*

And User 004 sounded eager for this to be on the market when, at the end of their user test they asked, asked:

*"I'm just curious – what is the status of the project? It is something that you would pitch?" "It looks... it genuinely looks great." – User 004*

Additionally, an overview of the potential ethical implications of the system design, fully discussed in my Design report (M3), are:

- **Considering the Majority:** Appease the majority of the system users
- **Considering Potential Users:** Considering the disabled
- **Socioeconomic Implications:** Consider those without access
- **Results For Everyone:** Serve content about local activities to a wide audience
- **User Privacy:** Protect user privacy (information, etc.)
- **Considering the Results:** Offering a wide variety of results for a wide variety of tastes while trying to not limit or deny any individual tastes
- **Considering the Community:** Increasing local activity awareness

Future work on this project would include broadening the user demographic to include the 56–70 and 71+ range markets, as well as opening up the search for a younger (pre-21 audience). Additional considerations for the new demographics would need to be made. For example, there is a greater chance for degraded eyesight in an older population, so the system would need to support scalable text. Additionally, for users under the legal drinking age, there would be the need for the addition of an age filter or checker to limit alcohol related activities and other adult-specific activities. Perhaps a spin-off site 'Activities 4 Kids' might be a solution.

## Reflection

### Prototype

It was very useful to interact with this prototype as I was building it as much as it was helpful to observe users interacting with it. My interaction with the system prior to the prototype had been limited to the conceptual (flow charts and mental images). It was helpful to see the amount of time that went into researching, designing and creating the prototype system, was functional and interesting to use for a sample of its intended audience.

In addition to being helpful with the refinement of my system (pre and post user testing), it was also helpful in finding a new way to rapid prototype using Keynote. While the program is limited in ways, it is able to simulate semi-complex interactions and feels similar to a web interface – and it takes a very short time to produce.

**Was This a Useful Process for Refining Your System?**

The evaluation process was very helpful to the continuing design of my system. I gained insight into what real users thought about and how they would use my system. Much like the design process (M3), the user testing phase should be iterative. When continuing on with this project, it would be helpful to make the changes that I received from this round of user testing and retest several more times.

Speaking to future user testing, it would also be helpful to test using a wider demographic (non-Caucasian users) to assure that the system is functional and meeting the needs of anyone seeking activities.

**Would You Repeat the Process for Future System Design Projects?**

User testing can be done inexpensively, in a short amount of time and effectively – there is no reason not to do user testing, even for projects with limited budgets and short timeframes. The benefits of user testing are far more valuable than what might be considered a loss in the time it takes to design and implement the user test. The potential for catching unseen errors and issues during a user test offsets the cost of correcting those same issues after a product launch, or the lost profits of launching a sub-par system.

Alternately, I would be very interested in trying more advanced user testing, such as eye tracking and other tools in the Usability Lab at Iowa State. I'm looking forward to my presentation visit (M6) in April to be able to see the lab.

---

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# **APPENDIX I**

*Clean User Documents/Forms*



# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new system 'Activities 4 Us'. By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way. If there is a problem during testing, it is not your fault, the issue is due to bad design.

## Evaluation Procedure

You will be asked to perform a series of tasks using the prototype system for 'Activities 4 Us'. You will be asked to think outloud so I can better understand the process of using the system. While you perform these tasks, I will record your system interaction on-screen as well as capture your comments using video and photographs.

## Confidentiality

We will use the data you give us, along with the information we collect from other participants, to continue to develop our product. To ensure confidentiality, you will be assigned an identification number. We will not associate your name with the video or data.

## Breaks

There are no scheduled breaks. However, you may request to take a break at any time.

## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Confidentiality Agreement

Thank you for agreeing to give us your feedback on our new system 'Activities 4 Us'. The concepts you will be exposed to, and the information concerning them, are confidential and have not been released to the public. In exchange for participating in our design process and for seeing these unreleased concepts, you agree to keep the information you see or hear confidential until Ryan G. Wilson releases that information to the public. You agree not to disclose this information to any third parties or use the information for any purpose other than this development process.

This agreement will cover discussions we intend to have with you on \_\_\_\_\_.

To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.

We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Ryan's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

ID\_\_\_\_\_

# Exit Survey

Did you like the system? ☐ Yes ☐ No

Please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Did you find any parts confusing? ☐ Yes ☐ No

If 'Yes', please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have suggestions for improvements? ☐ Yes ☐ No

If 'Yes', please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If the system worked well, how much would you pay to buy it and use it? \$ \_\_\_\_\_

ID\_\_\_\_\_

# Exit Survey

Did you like the system? ☐ Yes ☐ No

Please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Did you find any parts confusing? ☐ Yes ☐ No

If 'Yes', please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have suggestions for improvements? ☐ Yes ☐ No

If 'Yes', please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If the system worked well, how much would you pay to buy it and use it? \$ \_\_\_\_\_

ID\_\_

# Users Notes

*Please feel free to take any notes on this page during the user test. Your notes will be collected at the end of the interview and used to help improve the system.*



# **APPENDIX II**

*Interview Script*

# Usability test script

Reprinted from *Rocket Surgery Made Easy* © 2010 Steve Krug

☐ **Keynote should be open to “neutral” start page**

Hi, \_\_\_\_\_. My name is Ryan, and I’m going to be walking you through this session today.

Before we begin, I have some information for you, and I’m going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We’re asking people to try using a Web site that we’re working on so we can see whether it works as intended. The session should take about an hour.

The first thing I want to make clear right away is that we’re testing the *site*, not you. You can’t do anything wrong here. In fact, this is probably the one place today where you don’t have to worry about making mistakes.

As you use the site, I’m going to ask you as much as possible to try to think out loud: to say what you’re looking at, what you’re trying to do, and what you’re thinking. This will be a big help to us.

Also, please don’t worry that you’re going to hurt our feelings. We’re doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we’re interested in how people do when they don’t have someone sitting next to them to help. But if you still have any questions when we’re done I’ll try to answer them then. And if you need to take a break at any point, just let me know.

You may have noticed the microphone. With your permission, we’re going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won’t be

seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.

If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

- ☐ **Give them a recording permission form and a pen**
- ☐ **While they sign it, START the SCREEN RECORDER**

#### NON-DISCLOSURE AGREEMENT:

Also I'm going to provide you with a non-disclosure agreement that says that you won't talk to anybody about what we're showing you today, since it hasn't been made public yet. Could you please read over this and sign it?

- ☐ **Provide the NDA, give them time to read and make sure that it's signed**

Do you have any questions so far?

OK. Before we look at the site, I'd like to ask you just a few quick questions.

First, what's your occupation? What do you do all day?

Now, roughly how many hours a week altogether—just a ballpark estimate—would you say you spend using the Internet, including Web browsing and email, at work and at home?

And what's the split between email and browsing—a rough percentage?

What kinds of sites are you looking at when you browse the Web?

Do you have any favorite Web sites?

OK, great. We're done with the questions, and we can start looking at things.

☐ **Click button to enter the Home page.**

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative.

Please don't click on anything yet.

☐ **Allow this to continue for three or four minutes, at most.**

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy.

And again, as much as possible, it will help us if you can try to think out loud as you go along.



- ☐ **Hand the participant the first scenario, and read it aloud.**
- ☐ **Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated.**
- ☐ **Repeat for each task or until time runs out.**

Thanks, that was very helpful.

Please describe the wording of the links. Feel free to look around the site freely before answering.

Please describe the placement of the links. Again, feel free to look around the site freely before answering.

Please describe the layout of the pages. Again, feel free to look around the site freely before answering.

Speaking to an internal search page – How do you feel about the naming of the narrowing filter titles?

Do you have any questions for me, now that we're done?

- ☐ **Give them their incentive**
- ☐ **Stop the screen recorder and save the file.**
- ☐ **Thank them and escort them out.**

# **APPENDIX III**

## *Task Cards*

-1-

-11-

**Find out how to use  
the system**

**Send an email to the  
creators of the system about  
the website.**

-2-

-5-

**Start a search for activities  
for you and a group of  
friends to take part in  
location '00000'.**

**Start a search for activities  
to do by yourself in  
location '00000'.**

-3-

-6-

**Find an activity you and your  
friends would be interested  
in that costs money to do.**

**Find an activity you would be  
interested in that does not  
cost anything to do.**

-4-

-7-

**Share the activity you would  
like to take part in using  
some form of social media.**

**Find detailed information  
about that activity.**

**Start a search for activities  
for you and one other  
person to take part in  
location '00000'.**

**Have the system display only  
museum-related activities.**

**Find a for-cost  
museum-related  
activity to take part in.**



# **APPENDIX IV**

*Photos of User Testing Area*











# **APPENDIX V**

*Redacted User Forms*

# Statement of Consent

## Purpose

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## Evaluation Procedure

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## Confidentiality

We will use the data you give us, along with the information we collect from other participants, to continue to develop our product. To ensure confidentiality, you will be assigned an identification number. We will not associate your name with the video or data.

## Breaks

There are no scheduled breaks. However, you may request to take a break at any time.

## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

-----  
If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

3/13/12

# Confidentiality Agreement

Thank you for agreeing to give us your feedback on our new system 'Activities 4 Us'. The concepts you will be exposed to, and the information concerning them, are confidential and have not been released to the public. In exchange for participating in our design process and for seeing these unreleased concepts, you agree to keep the information you see or hear confidential until Ryan G. Wilson releases that information to the public. You agree not to disclose this information to any third parties or use the information for any purpose other than this development process.

This agreement will cover discussions we intend to have with you on 3/13/12.

To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.

We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_ Date: 3/13/12

Printed Name: \_\_\_\_\_

Ryan's Signature: \_\_\_\_\_ Date: 3/13/12

# Users Notes

Please feel free to take any notes on this page during the user test. Your notes will be collected at the end of the interview and used to help improve the system.

- THERAPIST. MENTAL HEALTH
- APPROX 24 HOURS
- EMAIL 30% / WEB BROWSING 70%
- FB, RESOURCES FOR WORK (SHELTERS, SOCIAL SERVICES), RESTAURANTS, READING (NEWS, PAY BILLS)
- NOT PARTICULARLY, FREQUENTS FB - USES GOOGLE ALL THE TIME, LISTENS TO PANDORA ALOT

WORDING OF LINKS - SIMPLE, STRAIGHTFORWARD, USER FRIENDLY

PLACEMENT OF LINKS - LIKES @ TOP & BOTTOM - STRAIGHTFORWARD PLACEMENT, TABS SIMPLE.

LAYOUT - SOME IS WORDY, BUT GOOD FOR EXPLANATION. SIMPLE & STRAIGHTFORWARD

NOT CLUTTERED, EASY TO NAVIGATE - LIKES ACTIVITY BLURBS, QUICK IN/REGUNG,

LIKES FILTERS & MAPS, & HOME PAGE RETURN

FILTERS NAMES - LOOK GOOD, UNSURE WHAT COMMUNITY MEANS, STRAIGHTFORWARD

COMMENTS - LOGIN FOR SHARE ACTIVITY QUESTION, LIKES ALSO USING W/O LOGIN  
POTENTIAL FOR OPTIONAL LOGIN / OR NOT.

THINKS THE CONCEPT OF THE NO-COST WOULD BE A GOOD RESOURCE FOR  
CLIENTS, ETC.



# Exit Survey

Did you like the system?

☒ Yes ☐ No

Please explain:

I found it simple to use, easy to  
navigate and useful on both a personal & professional  
level

Did you find any parts confusing?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

\_\_\_\_\_

Do you have suggestions for improvements?

☒ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

? color?

\_\_\_\_\_

If the system worked well, how much would you pay to buy it and use it? \$ I don't

think I would - there's too many other free things out there...

# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new system 'Activities 4 Us'. By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way. If there is a problem during testing, it is not your fault, the issue is due to bad design.

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## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

3/13/2012

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This agreement will cover discussions we intend to have with you on 3/13/12.

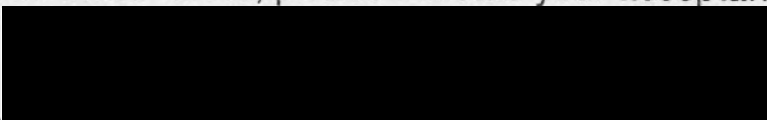
To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.


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Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature:  Date: 3/13/12

Printed Name:  \_\_\_\_\_

Ryan's Signature:  Date: 3/13/12

# Users Notes

Please feel free to take any notes on this page during the user test. Your notes will be collected at the end of the interview and used to help improve the system.

- SCHOOL COUNSELOR
  - INTERNET TOTAL 10 HOURS
  - EMAIL 10% / BROWSING 90%
  - WORK RELATED - WEBSITES - INFO FOR STUDENTS, MOST WORK IS WEB-BASED DEFINATIONS & SHOPPING.
  - FAVORITE WEBSITES - NO.
- 

RESERVE LINKS - STRAIGHTFORWARD, NOT TOO WORDY, YOU KNOW WHAT YOU ARE GETTING, LEADS YOU TO INFORMATION.

PLACEMENT - RIGHT IN YOUR FACE, TO THE POINT.

LAYOUT - INFORMATION IS LAID OUT WELL, CONTACT INFO CLEAR.

FILTER NAMING - COVERS - NOT TOO WORDY, APPROPRIATE NOT TOO WORDY.

---

QUESTION - IS IT GOING TO HAVE COLOR DESIGN?



# Exit Survey

Did you like the system?

☒ Yes ☐ No

Please explain:

~~I liked that it sent you exactly where you~~  
It took me exactly where I wanted w/o ~~me~~ taking me to multiple  
pages before my request.

Did you find any parts confusing?

☐ Yes ☒ No

If 'Yes', please explain:

Do you have suggestions for improvements?

☒ Yes ☐ No

If 'Yes', please explain:

Separation w/ color.

If the system worked well, how much would you pay to buy it and use it?

\$ <sup>6 mo</sup>  
50

# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new system 'Activities 4 Us'. By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way. If there is a problem during testing, it is not your fault, the issue is due to bad design.

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Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: 3/13/12

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We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

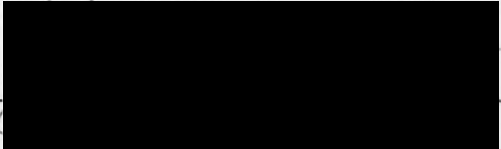
Thank you for your participation.

-----

If you agree to these terms, please indicate your acceptance by signing below:

Signature:  Date: 3/13/12

Printed Name: 

Ryan's Signature:  Date: 3/13/12

# Users Notes

Please feel free to take any notes on this page during the user test. Your notes will be collected at the end of the interview and used to help improve the system.

- ° SOFTWARE DEVELOPER - DEVELOPS PORTAL COMPONENTS FOR BIZ PLATFORM
- ° HOURS 25-30
- ° EMAIL 20% / BROWSING 80%
- ° TYPE OF SITES - GOOGLE READER, WHEREVER THAT TAKES - TECH BLOGS, REFERENCE MANUALS FOR WORK, ONLINE SHOPPING (AMAZON/EBAY)
- ° MAKE MAG. BLOG

WORDING OF LINKS - BREADCRUMB "SEARCH ~~FOR~~ ACTIVITIES" SHOULD BE RENAMED,  
- "ALL ACTIVITIES MAP" - WHY NOT JUST "ALL ACTIVITIES"?

PLACEMENT OF LINKS - EXPECTED PLACEMENT, FLAW - HOME LOCATED IN MIDDLE IS DIFFERENT - NOT CONFUSED BY IT.

BREADCRUMB SHOULD RETAIN INFORMATION

PAGE LAYOUT - LAYOUT IS FINE, WOULD LIKE TO SEE MORE WITHOUT ~~THE~~ LEAVING PAGE,

NARROWING FILTER TITLES - "NEW SEARCH" BUTTON CONFUSING THOUGHT IT WAS TO APPLY FILTERS, DIVISIONS SEEM FINE, WOULD BE NICE TO FILTER TO LOCATION

NO. FILTER RESULTS IN ACTIVITY LISTS, PRICERANGE FILTER & GET JUST ONE CENTER FILTER. FILTER BY COST OR DATE



# Exit Survey

Did you like the system?

☒ Yes ☐ No

Please explain:

SOLID START FOR ACTIVITY FINDER

Did you find any parts confusing?

☒ Yes ☐ No

If 'Yes', please explain:

THE "NEW SEARCH" FELT LIKE A

PART OF THE ACTIVITY FILTER.

Do you have suggestions for improvements?

☒ Yes ☐ No

If 'Yes', please explain:

ALLOW ME TO CHANGE ZIP &

# OF PEOPLE WHILE BROWSING. MAYBE FILTER ON COST or DATE

If the system worked well, how much would you pay to buy it and use it?

\$ 0 Ads?

# Statement of Consent

## Purpose

You have been asked to participate in an interview for a new system 'Activities 4 Us'. By participating in this activity, you will help us make our product easier to learn and use. This activity is meant to help us develop our product; it is not intended to test your individual performance in any way. If there is a problem during testing, it is not your fault, the issue is due to bad design.

## Evaluation Procedure

You will be asked to perform a series of tasks using the prototype system for 'Activities 4 Us'. You will be asked to think out loud so I can better understand the process of using the system. While you perform these tasks, I will record your system interaction on-screen as well as capture your comments using video and photographs.

## Confidentiality

We will use the data you give us, along with the information we collect from other participants, to continue to develop our product. To ensure confidentiality, you will be assigned an identification number. We will not associate your name with the video or data.

## Breaks

There are no scheduled breaks. However, you may request to take a break at any time.

## Freedom to Withdraw

You may withdraw from the activity at any time without penalty.

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If you agree to these terms, please indicate your acceptance by signing below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

3/14/12

# Confidentiality Agreement

Thank you for agreeing to give us your feedback on our new system 'Activities 4 Us'. The concepts you will be exposed to, and the information concerning them, are confidential and have not been released to the public. In exchange for participating in our design process and for seeing these unreleased concepts, you agree to keep the information you see or hear confidential until Ryan G. Wilson releases that information to the public. You agree not to disclose this information to any third parties or use the information for any purpose other than this development process.

This agreement will cover discussions we intend to have with you on 3/14/12.

To indicate your acceptance of these terms and your agreement to keep them confidential, please sign below.

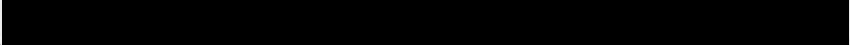
We greatly appreciate your participation in our design process. Only by learning the needs of people like you can we design systems that are useful.

Thank you for your participation.

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If you agree to these terms, please indicate your acceptance by signing below:

Signature:  Date: 3/14/12

Printed Name: 

Ryan's Signature:  Date: 3/14/12

# Users Notes

Please feel free to take any notes on this page during the user test. Your notes will be collected at the end of the interview and used to help improve the system.

- EDUCATION POLICY RESEARCHER @ UNIVERSITY OF CH
- 20 HOURS / PER
- EMAIL 50% / BROWSING 50%
- INFORMATIONAL CONTENT - RESEARCH (POLICY/ACADEMIC ARTICLES), ACTIVITY SEARCH  
NOT A LOT OF SOCIAL MEDIA
- NYT.COM, CBS SPORTS

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WORDING OF LINKS - BUGS WHEN #'S ARE SUBSTITUTED FOR WORDS -  
- "Free" over "NO COST" - "PAID ACTIVITIES" IS NEUTRAL

Placement - INTUITIVE - EASY TO NAVIGATE, BANNER SEEMS OFF - WEIRD PLACE-  
MENT MAY SEEM OK IN BROWSER.

LAYOUT - FONT SIZE IS GOOD (WEARS GLASSES), LIKES OPTIONS IN FILTER,  
LIKES THE CONTENT IN SEARCH

FILTERS TITLES - "PASSIVE/ACTIVE" - UNCERTAINTY - PASSIVE SEEMS odd

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# Exit Survey

Did you like the system? *I did!*

☒ Yes ☐ No

Please explain:

*Living in Chicago there's a lot to do, and I'm bad at finding new events. I think that the filtering features is great for finding what I have in mind, or searching for event types that I haven't tried!*

Did you find any parts confusing?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

Do you have suggestions for improvements?

☐ Yes ☒ No

If 'Yes', please explain: \_\_\_\_\_

*only small notes  
that I mentioned  
out loud*

If the system worked well, how much would you pay to buy it and use it?

\$ 5/mo