



# UX Design Final Project

## Take a Seat App

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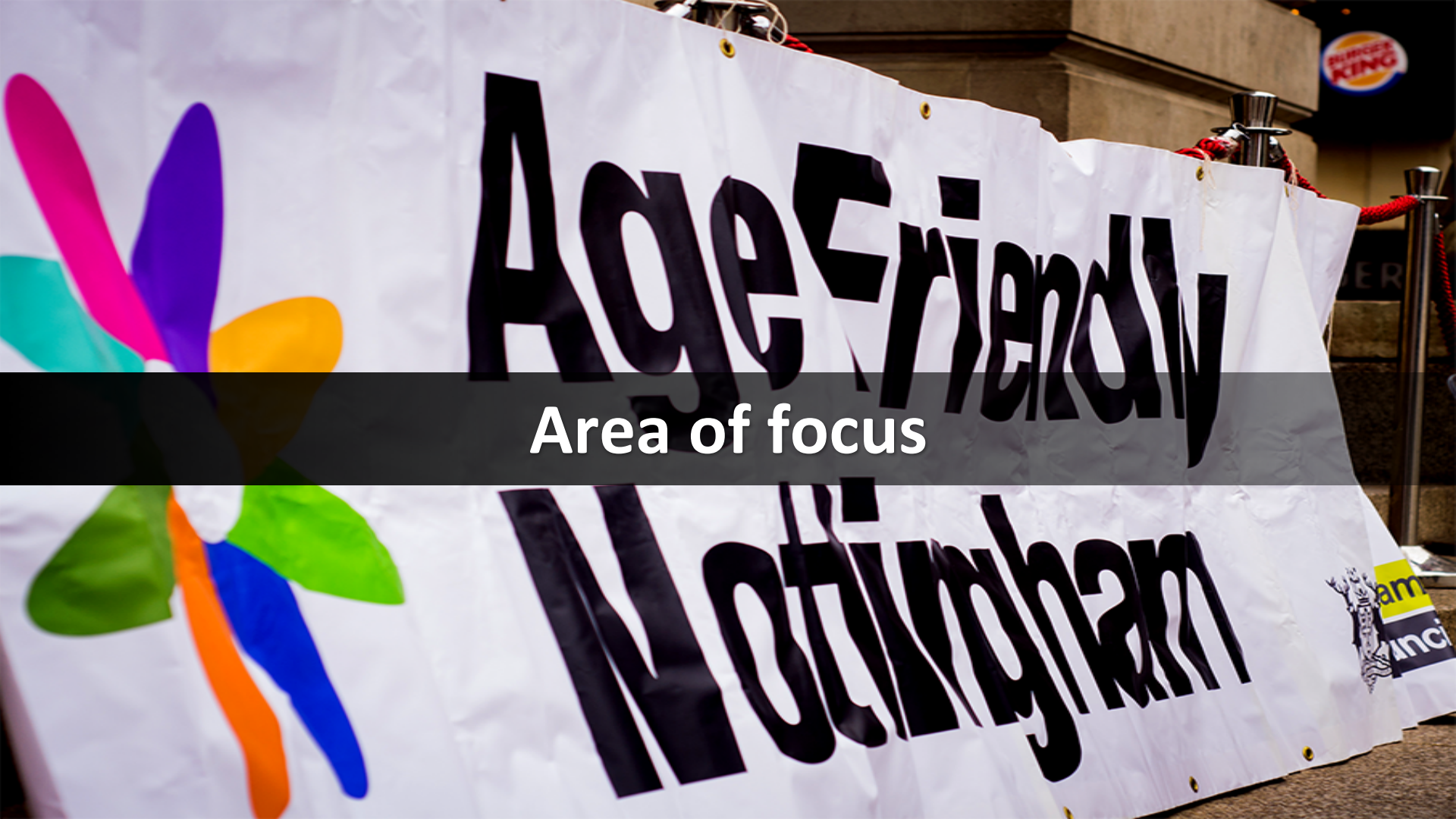
by Helen Roberts

27 March 2018

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Age Friendly

Area of focus

Wolverhampton





# Area of Focus



## ‘Take a Seat’ campaign

Nottingham has a ‘real-world’ campaign called **Take a seat** which aims to create more age-friendly high streets and tackle social isolation.

Set up by **Age-friendly Nottingham**, **Take a Seat** encourages local shops, businesses, and public service providers, to offer a seat to older people and anyone else less able to stand. This motivates them to keep fit, stay independent and play an active role in their local community.

Since it launched in 2015, **TAS** has attracted more than 300 members across the city. Participating members receive ‘*We are age-friendly*’ window stickers, a branded fold-up chair, and training to help them promote the scheme – all funded by the City Council. It’s simple, low cost, and has a real impact on local communities.

*\* Age-friendly Nottingham is led by Nottingham City Council. It’s a partnership of local citizens, businesses, academics and public service providers who work together to ensure the wellbeing of older people.*



ge Friendly  
ottingham



# User objectives



## Wants and needs

The user objective is to build a product which solves the following a **core problem** for its **primary target audience**:

- Older people need to find places to sit down and ‘take a seat’ when they’re out and about in Nottingham if they can’t walk long distances or stand up for too long.
- They need to be able to do this quickly and easily.
- They want to feel confident about getting out and about in their community
- Continue to socialising
- Take exercise
- Stay independent.



# Business objectives



## Reach and impact

The main business objective is to build a product which supports the 'Take a seat' campaign and measurably increases its reach and impact through digital engagement. The key goals are to:

- Bring older consumers back into the **local economy** by making shops, businesses, and public services **more accessible**.
- Provide a **low-cost** means of delivering tangible results in the face of budget cuts and **rising social care bills**.
- Create a **'tech for good'** blueprint for social innovation which could be blue-printed by other age-friendly towns and cities across the UK.
- Make Nottingham *'a great place to grow old in'*.

# Take a Seat app



## The proposal

To build an app which will support the campaign's target audience of users who are **older people aged 55+**, as well as their **families and carers**.

The end product will also satisfy Nottingham City Council's business objectives and measurably increase the impact of its **Take a Seat** campaign.

## The problem statement

Fiona needs to find **places to sit down and 'take a seat'** when she's out and about in Nottingham because she can't walk long distances or stand up for too long. She wants to be able to do this quickly and easily so that feels confident about getting out and about in her community, so that she can continue to socialise, take exercise, and stay independent.







## Research findings



# Methodology: user interviews

1

Nottingham City  
Council

2

Retailers,  
businesses,  
public service  
providers

3

Older people  
aged 55+

## Identifying the target audience

For my **user research** I identified and interviewed three potential user groups:

1. Nottingham City Council employees (Age-friendly Nottingham Team)
2. Retailers, businesses, public service providers
3. Older people aged 55+ and carers

Initially, I thought **user group 2** would be the **primary audience** because the sign-up process is offline and requires a lot of time and resource from **user group 1** to deliver. In reality **group 2** found the sign-up process easy and **group 1** said the face-to-face sign-up was key engaging members.

## The primary and secondary target audience

So, as my interviews progressed it became clear that **user group 3** are the primary audience. Plus, family members, friends, and acquaintances are often key to teaching older people how to use smartphones.

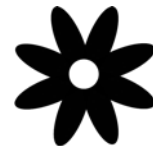


# The 3 user groups I interviewed...



Interviewee	Profile	Relationship to product
<b>1. Nottingham City Council employees (Age-friendly Nottingham Team)</b>		
<b>Sharan</b>	Public Health Specialist, Nottingham City Council	<b>Subject matter expert</b> Sharan is the TAS campaign sponsor and advocate for Age-friendly Nottingham.
<b>2. Retailers, businesses, public service providers</b>		
<b>Gemma</b>	Sales Manager, Debenhams	<b>Influencer</b> Gemma launched TAS at her store and organised staff training to implement the campaign.
<b>Alison</b>	Volunteer, British Heart Foundation Shop	<b>Influencer</b> Alison helps deliver TAS to charity shop customers.
<b>3. Older people (aged 55+) and carers</b>		
<b>Fiona</b>	Teacher, retired (aged 69)	<b>Wannabe app user</b> Fiona is an advocate for TAS in her community and is about to buy a smartphone. She is a carer for her husband.
<b>Roy</b>	Librarian, retired (aged 79)	<b>Should-be app user</b> Roy hasn't heard of TAS, has limited mobility and uses a smartphone.

# What the 3 user groups said...



*"We're working with the **GIS Team** to create datasets for our **Take a Seat** locations."*  
**Sharan Nottingham City Council**

*"I have to think about how long I'll be queuing or standing up when I'm out."*  
**Fiona, retired teacher, aged 68**

The sign-up process was easy. We filled out the forms, got approved by the Council. They gave us a welcome pack, promotional stuff, and training.  
**Alison, Charity Shop volunteer**

*"It's about more footfall and customers feeling good about their experience – it's all good for business."*  
**Gemma, Sales Manager Debenhams**

*"Older people hear about **Take a Seat** via friends family, community groups, and they see the window stickers."*  
**Claire Age-friendly Nottingham**

*"There's so much stuff you don't have to hand if you don't have a smartphone."*  
**Roy, retired Librarian aged 79**

*"My friend is 93. Her grand-daughter taught her how to use her smartphone. She's really confident now."*  
**Joan, retired shop assistant aged 89**



# User research findings

## Surprises?

### Smartphone user demographics

Older people want to use smartphones because they see them as useful tools and have clear cut goals such as using **Google maps**, **messaging** family and friends, **checking local transport**, planning and **organising trips**, or buying theatre tickets so they don't have to queue and stand up for too long. This prompted me to do some additional **desk research**.

### Smartphone adoption by 55-75 year olds

Further **desk research** revealed a recent study [Global Mobile Consumer Survey 2017](#) – by Deloitte which confirms **smartphone adoption among 55-75 year olds** in the UK currently stands at 14 million people.

### Business case

There is a business case for **Nottingham City Council** to build a Take a seat app. This was demonstrated by a feasibility study carried out in 2017 by **Nottingham Trent University**, which focused on older people as the target user. The Council are also working with their **GIS & Mapping team** to map out all 300+ Take a Seat locations across the city. What they don't have is the funding and resource to develop an app.

*“My friend is 93.  
Her grand-daughter taught her  
how to use a smartphone. She's  
really confident now.”*

**Joan, retired shop assistant  
aged 89**

*“We're working with the **GIS  
Team** to create datasets for our  
Take a Seat locations.”*

**Sharan Nottingham City Council**

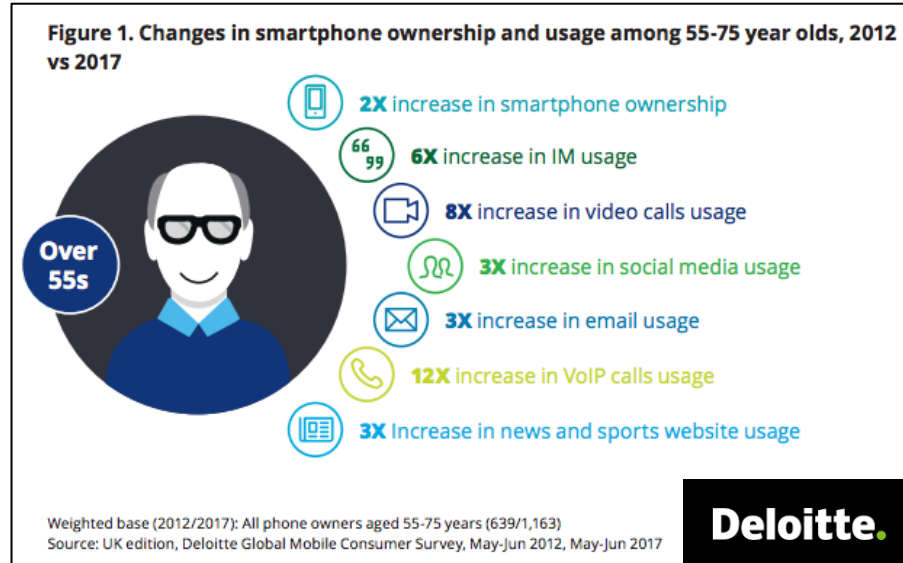
*“There's so much stuff you don't  
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**Roy, retired Librarian  
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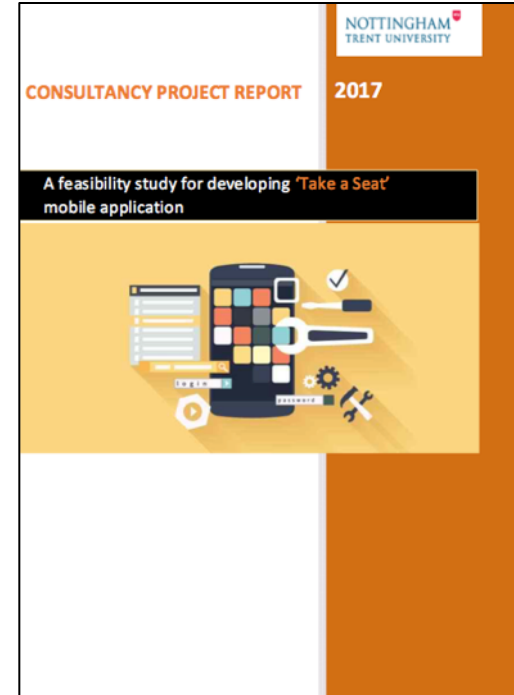
# Methodology: desk research



14 million people aged 55-75 years old are using smartphones in the UK. They are predicted to become more tech literate, more numerous, and spend more on devices, airtime and mobile commerce.






**Deloitte (2017):** Global Mobile Consumer Survey (UK)



**Nottingham Trent University (2017):** A feasibility study for developing a *Take a Seat'* Mobile App.

# Methodology: competitive analysis


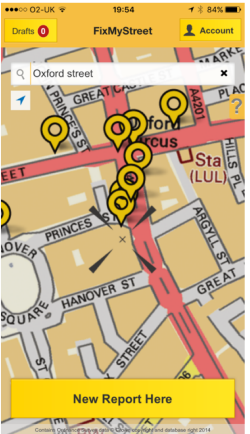
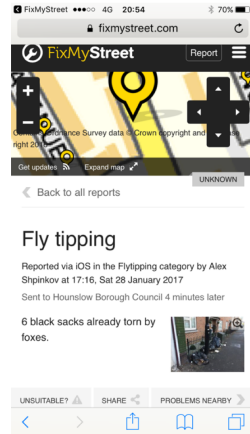
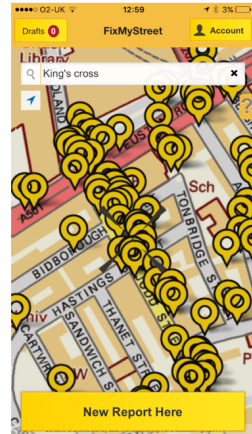
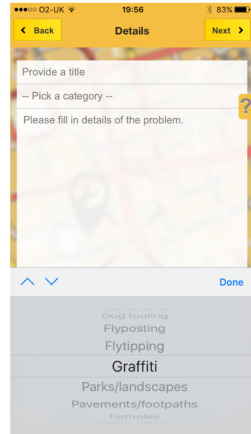


Competitor	Copy?	Improve?
<p><u><b>FIX MY STREET</b></u></p> 	<ul style="list-style-type: none"><li>• Social shares</li><li>• Locates user automatically</li></ul>	<ul style="list-style-type: none"><li>• Ordnance Survey Maps</li><li>• Lacks familiar design patterns</li><li>• Accessibility – colour contrast</li></ul>
<p><u><b>ROBIN HOOD</b></u></p> 	<ul style="list-style-type: none"><li>• Google Maps API</li><li>• Favourites</li><li>• Journey Planner</li><li>• Send feedback, improve product</li><li>• <i>Search + autosuggest</i></li></ul>	<ul style="list-style-type: none"><li>• Design patterns</li><li>• Accessibility</li><li>• Taxonomy</li></ul>
<p><u><b>FLUSH TOILET FINDER</b></u></p> 	<ul style="list-style-type: none"><li>• Users can add new toilet locations</li><li>• <i>Works offline</i></li><li>• <i>Toilets by category</i></li></ul>	<ul style="list-style-type: none"><li>• Locate user</li><li>• Accessibility</li><li>• Users suggests locations</li></ul>




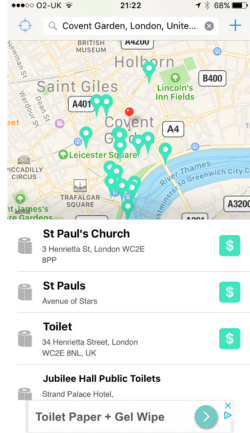
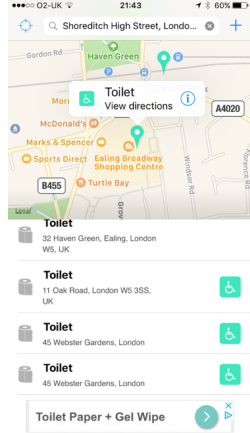
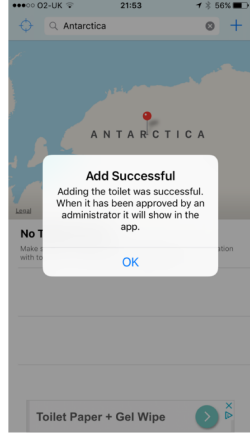
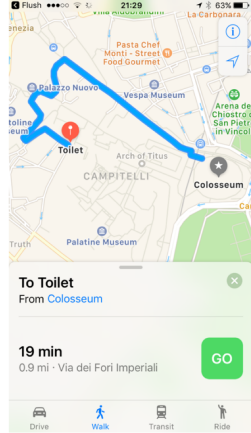


# Competitive analysis: Fix My Street

Competitor	What problem do they solve?	Strengths	Weaknesses	Key features			
<b>FixMyStreet</b> <i>by mySociety</i> 	Gives people the tools to report problems that need fixing to local council such as potholes, graffiti, abandoned cars, and fly tipping. Helps residents and councils work together to improve their local communities.	<ul style="list-style-type: none"><li>• User can sign up for local <b>RSS feeds</b> and <b>email alerts</b> for a particular location.</li><li>• <b>Privacy</b> - user can choose to remain anonymous when submitting a report.</li><li>• <b>FixMyStreet Goodies</b> - users can download community group toolkits, schools and kid's pack, posters, flyers etc.</li></ul>	<ul style="list-style-type: none"><li>• Uses <b>Ordnance Survey maps</b> which don't follow the same UI patterns as Google maps.</li><li>• Map is cluttered and <b>difficult to navigate</b> when populated by a large number of location pins, even when zoomed in to the max.</li><li>• <b>Accessibility</b> – insufficient contrast between top nav buttons and nav bar (yellow vs. orange).</li></ul>	<ul style="list-style-type: none"><li>• Locates user automatically or lets you designate postcode.</li><li>• Powered by <b>user-generated content</b> – users can upload photos, designate category and submit reports.</li><li>• Multiple users can contribute to existing reports.</li><li>• <b>Social shares</b> for published reports to maximise reach (Twitter, Facebook).</li></ul>			
	<i>Report problems</i>		<i>Fly tipping report</i>		<i>Too many pins!</i>		<i>User designates category</i>


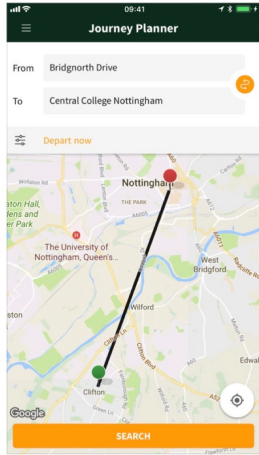
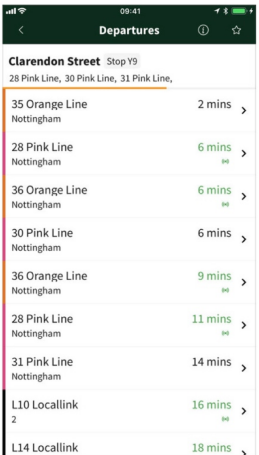
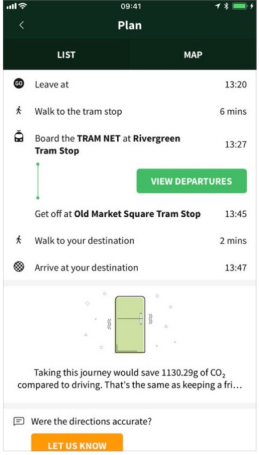
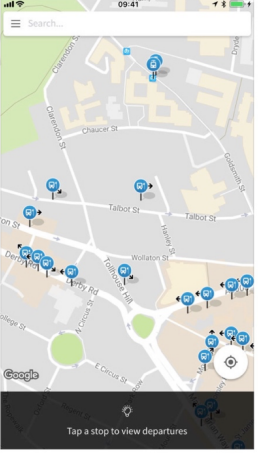


# Competitive analysis: Flush Toilet Finder

Competitor	What problem do they solve?	Strengths	Weaknesses	Key features
<b>Flush Toilet Finder</b> by jRushonApps 	<p>Based on a global database of 190,000 public toilets - Flush uses the owner's GPS location to find the nearest public toilet and also flags if they are free, offer disabled access, need a key, and are in working order. Handy for tourists and parents with small children as well as travellers who don't speak the local language.</p>  <p><i>Toilets around Covent Garden</i></p>	<ul style="list-style-type: none"><li>• Open the app and it automatically displays the nearest toilet.</li><li>• Works offline, avoiding extra charges for data roaming.</li><li>• Free-to-use iOS and Android versions.</li><li>• Toilets flagged by category.</li><li>• <b>UI patterns</b> and location pins are easy on the eye.</li></ul>  <p><i>View directions</i></p>	<ul style="list-style-type: none"><li>• Free-to-use version comes with <b>ads which are distracting</b>.</li><li>• <b>Search result filters</b> aren't very intuitive – how do they work?</li><li>• <b>Users can add random toilets</b> not already included on the app (like Antarctica?)</li></ul>  <p><i>Users can add toilets anywhere!</i></p>	<ul style="list-style-type: none"><li>• <b>Locates user automatically</b> or lets you designate postcode.</li><li>• <b>Get directions from current location</b> to nearest toilet (drive, walk, transit, ride).</li><li>• Mapping is <b>iOS Maps</b> (iPhone version).</li></ul>  <p><i>Get directions</i></p>



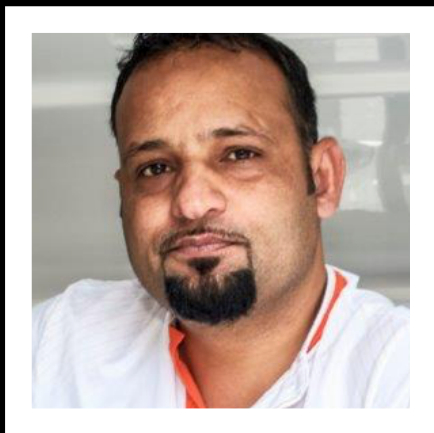
# Competitive analysis: Robin Hood Network

Competitor	What problem do they solve?	Strengths	Weaknesses	Key features
<p><b>Robin Hood Network</b> by Nottingham City Council</p> 	<p>The Robin Hood Network is a Nottingham public transport partnership offering easy, accessible, travel across a network of bus, tram and train operators across the city.</p>  <p><i>Journey planner</i></p>	<ul style="list-style-type: none"><li>• <b>Timetables</b> - see times for every route at a glance in real-time.</li><li>• Lets you save <b>favourite stops</b>, timetables and regular journeys.</li><li>• Easy and <b>intuitive navigation</b> with nice clear micro-content labelling.</li><li>• User can <b>send feedback</b> through the app, helping to improve the product.</li></ul>  <p><i>Tram departures</i></p>	<ul style="list-style-type: none"><li>• Asks for <b>user feedback</b> at frequent intervals – can get annoying and intrusive.</li></ul>  <p><i>Journey detail</i></p>	<ul style="list-style-type: none"><li>• Browse and tap on bus stops to explore upcoming departures.</li><li>• Use <b>multi-modal journey planner</b> to plan your trip throughout the entire network.</li><li>• Check out the routes from a stop to see where you could travel next (anticipates user intent nicely).</li><li>• Uses <b>Google Maps API</b>.</li></ul>  <p><i>Tap a stop to view departures</i></p>

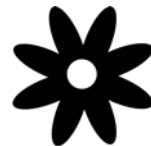




# Personas



## Target audience - personas



Based on my user interviews, I added a secondary persona to represent **families and carers**. This persona will have a strong interest in motivating older family members to learn and use smartphones.

So, the two personas who will represent the target audience for the Take a Seat app are:

1. **Fiona**, an older person, aged 68.
2. **Sandip**, a family member and carer, aged 42.





**Persona 1 - Fiona**



Nottingham  
City



## Persona 1: Fiona - older person (68)

*"I have to think about how long I'll be standing up when I shop locally, go into town, or queue up at my bank."*

### About

- Retired teacher, **aged 68** has lived in Nottingham all her life.
- Lives in suburbs with husband George, a retired carpenter.
- Has three grown up children (Tom, Jack, Sarah), five grandchildren living close by.

### Behaviours and habits

- Likes to get out and about, enjoys socialising with friends and family.
- Has an iPad at home (son Jack taught her the basics).
- Uses it to see what's on, search for travel deals, look at tram timetables, browse Facebook.

### Stories, scenarios, frustrations

- Had knee replacement last year, walks with a stick (hates it).
- Gets frustrated when she can't find somewhere to sit down when she's out.
- Some days she has to turn back and struggle home if her knee gives way (again).

### Needs, problems and goals

- Wants to feel confident when doing errands in her neighbourhood or city centre.
- Plans to buy a smartphone so that she can access apps she needs when to.
- Wants to know where she can find 'Take a seat' places so that she easily find somewhere to sit down and 'catch her breath'.





**Persona 2 - Sandip**



## Persona 2: Sandip family member



*“I wish I could encourage my mum to get out and about more – it would do her good. She can’t walk very far and get’s out of breath.”*

### About

- Born in Nottingham, aged **42**, lives in suburb of Ilkeston with wife Kirti, two daughters (aged 8 and 10), and mother **Rupa** (aged 75).
- **Sandip** does shift work as an Uber driver and also runs his own mobile ice cream van business in the summer. Kirti works as a teaching assistant at her daughters’ school.

### Behaviours and habits

- Works flexible hours, can spend time at home if need be.
- Bought Rupa a **smartphone** and is teaching her how to use - she’s quite good at using **WhatsApp** and **Facetime**.

### Stories, scenarios, frustrations

- Rupa has angina and is reluctant to leave the house on her own. She says she’s not very steady on her feet. Worries about getting tired if she has to walk too far.
- Rupa’s doctor has said she needs to lose some weight. The exercise would do her good.
- She used to be very sociable. Sandip and Kirti are worried she’ll end up housebound and lose her independence.

### Needs, problems and goals

- Sandip needs to encourage Rupa to get out and about in her local neighbourhood.
- Has heard about **‘Take a seat’** and knows that many of the neighbourhood shops and businesses have signed up.
- He wants to reassure Rupa she’ll be able to sit down when she’s out and about.



A woman is sitting at a wooden desk, looking at a laptop. The laptop screen displays a software interface for creating sitemaps and taxonomies. The interface includes sections for 'MY FAVORITES', 'LOCATION', and 'PLAN JOURNEY'. There are various input fields and buttons. To the right of the laptop is a brown mug with a logo. The woman is wearing a dark long-sleeved top. The background shows a wooden desk with some papers and a sticky note.

# Sitemap and taxonomy





# Card sorting

## Offline card sort

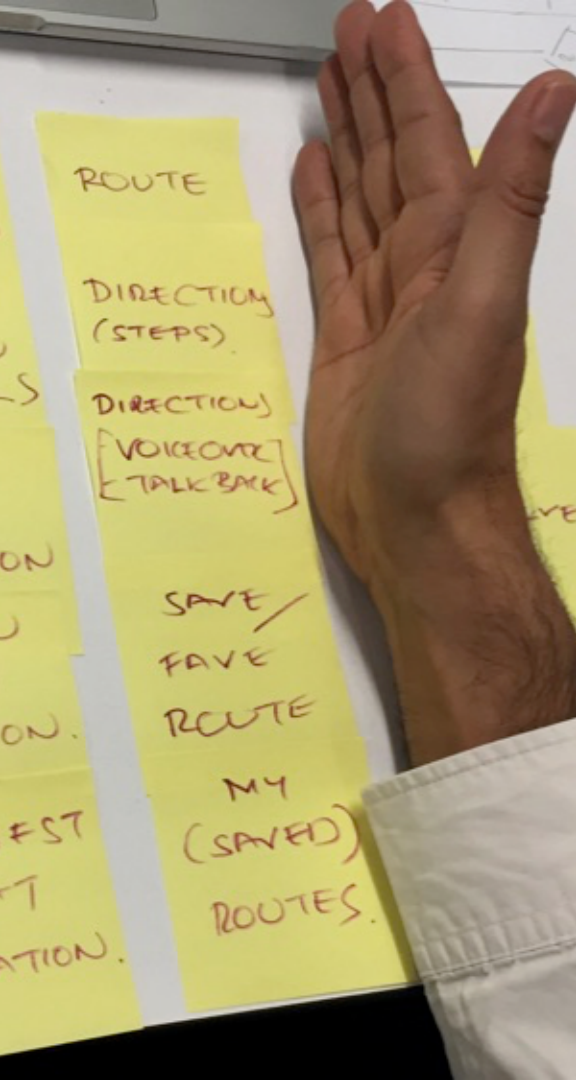
I did an initial manual card sort (using post-it notes) with feedback from one user.

## Online card sort

I also did an online card sort using **OptimalSort** with three people from my target audience. The users were provided with categories and invited to rename these or add new categories that made sense to them.

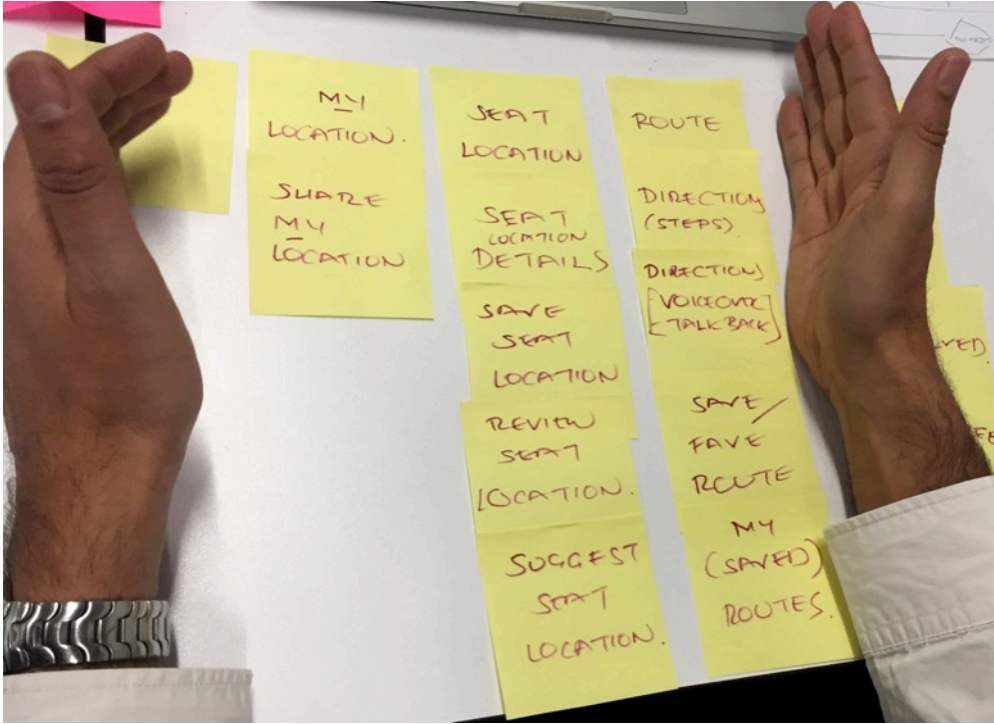
## End result = sitemap

The end result differed quite a bit from the initial ideas I had for the categories and labels of the **Take a Seat sitemap**. The labels and language they used seemed more natural and the categories much clearer.





# Offline card sort examples



# Online card sort – using OptimalSort



OptimalSort

View instructions | Leave a comment | **Finished**

**EXPLORE**

Explore

1 item

**ABOUT**

About Take a Seat

Contact us

About age-friendly Nottingham

Give feedback

4 items

**PLAN JOURNEY**

Plan Journey

Journey (written instructions)

Journey (voice instructions)

3 items

**LOCATIONS**

Take a Seat location details

Share my location

2 items

**MY FAVOURITES**

My locations

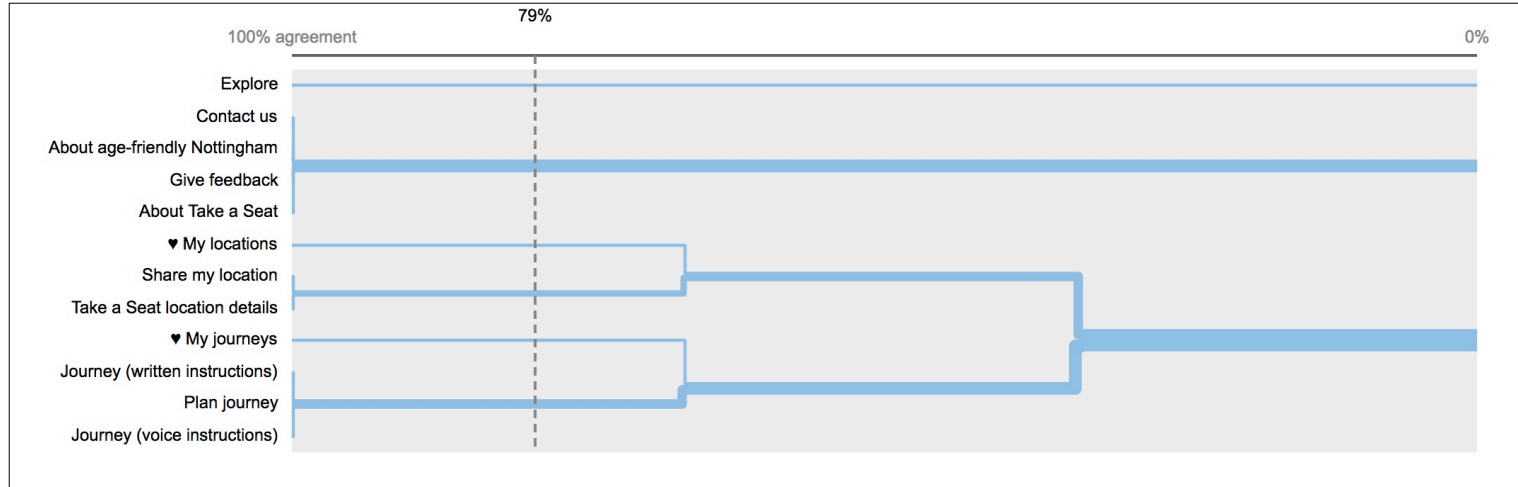
My journeys

2 items

0 of 12 remaining

This is an example of a hybrid card sorts using **OptimalSort** with 3 target audience users. Participants were provided with suggested categories (based on feedback from the manual card sort). They were then invited to rename, delete or create new categories. Two users thought **Contact Us** could be merged with **Give feedback**. One user agreed with **My Favourites**, two did not.

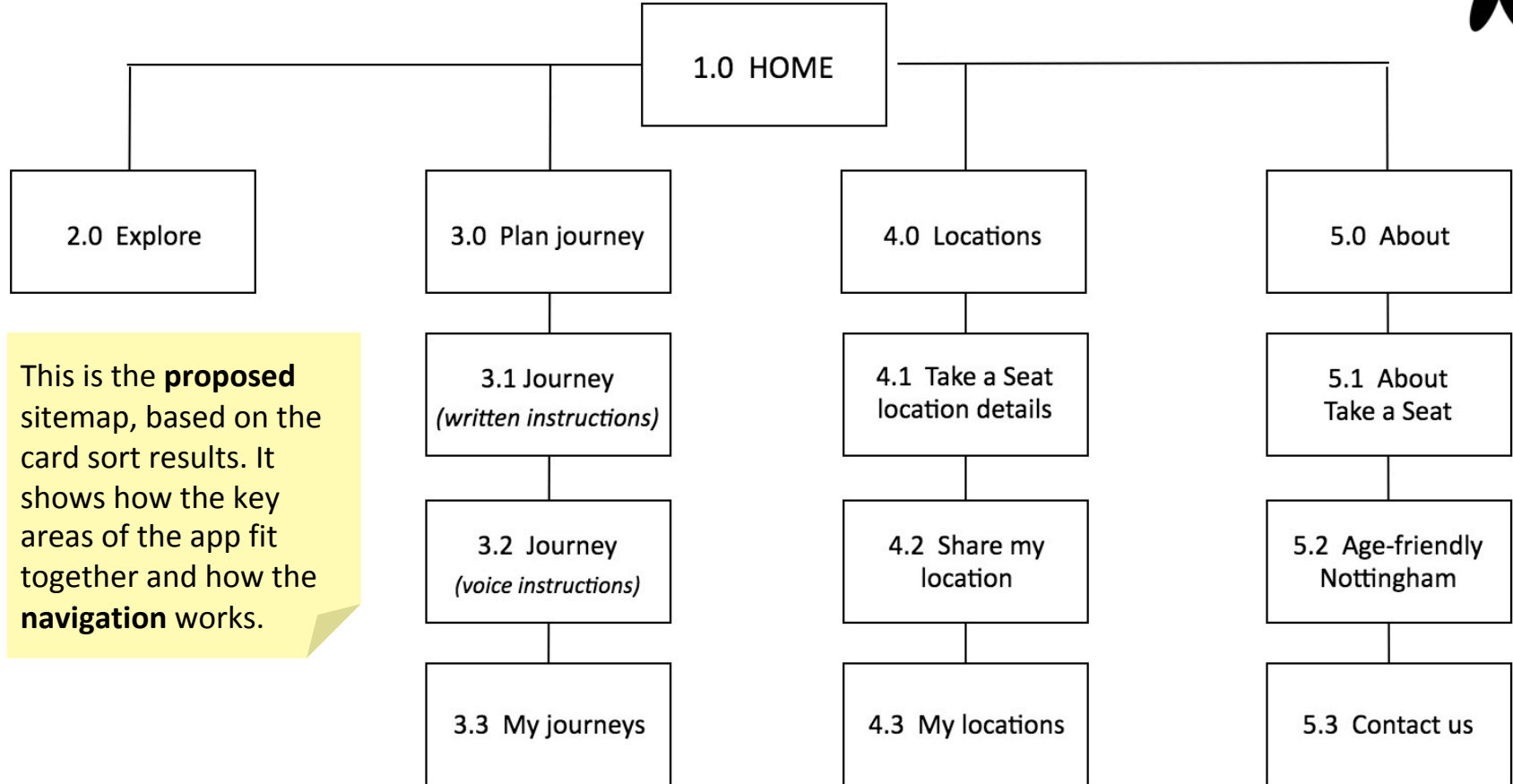
# Online card sort results



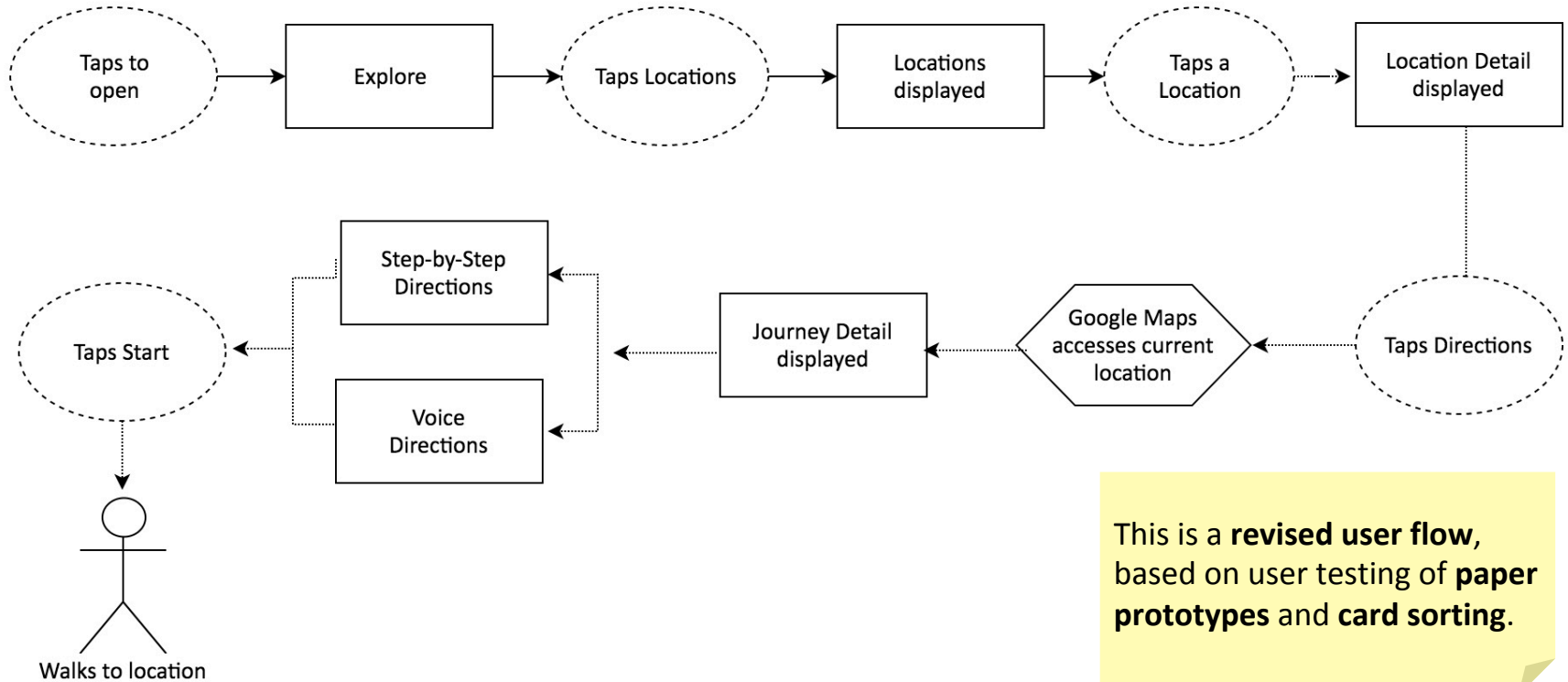
This **dendrogram** shows the outcome of the **card sort** and where clusters of **user feedback** form distinctive patterns.

This information has been used to inform the **Take a Seat sitemap** on the next page.

# Take a Seat app - sitemap (version 1)



# Take a seat - user flow (version 1.1)



This is a **revised user flow**, based on user testing of **paper prototypes** and **card sorting**.



HIGH IMPACT

SEARCH

MAP

MY LOCATION

SAVE TAZ LOCATION

SAVE TAZ ROUTE

GET DIRECTIONS (MY NEAREST TAZ LOCATION)

DISPLAY ROUTE ON MAP (FROM 'A' TO 'B')

TAZ ADDRESS - HOURS OF BIZ - PEAK TIMES

OFFLINE MODE (AVOID DATA ROAMING)

VOICE-OVER OPTION (FOR VISUALLY-IMPAIRED)

SHARE MY LOCATION (WITH FRIEND, FAMILY, COLLEGE)

EXPECTED

UNEXPECTED

# Minimum Viable Product

REVIEW TAZ SUGGEST A LOCATION

TAZ ATTACHED TO TAZ LOCATION (NOTIFY MAP USER WHEN CLOSE BY)

NOTIFICATION ON LOCK SCREEN (USER DOESN'T HAVE TO UNLOCK PHONE)

VIBRATE ON NOTIFICATION (WHEN MAP USER IS CLOSE BY)

GET INVOLVED (RECRUIT VOLUNTEERS AS TAZ 'CHAMPIONS')

LOW IMPACT

# Minimum viable product (MVP)

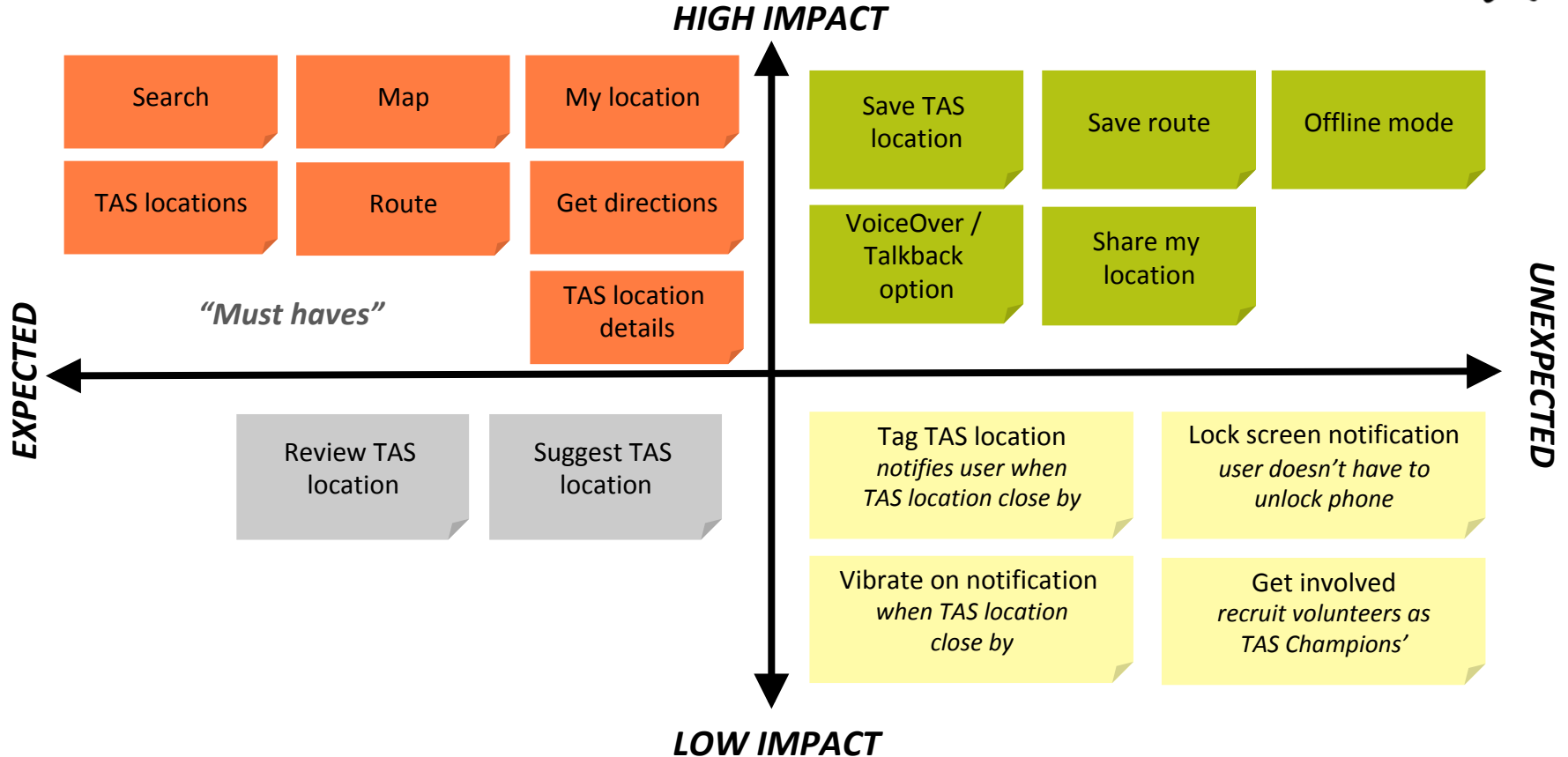


- The MVP is “*the smallest thing*” which can be built and released to validate the original problem statement and support the **Take a Seat app** user wants and needs.
- The MVP solves the **user’s core problem** and has just the features (and no more) that allow product to be shipped so that it resonates with early adopters.
- The MVP product comprises the ‘*high impact*’ features which the target users would expect to find in this first release. These are shortlisted in the next section.





# Feature prioritisation – for MVP



# Features mapped to user goals



## HIGH IMPACT – EXPECTED FEATURES

Feature	User Goal
Google map	Competitor analysis showed alternative non-Google/ iPhone Map solutions had limited route functionality
Search	<i>I need to find somewhere to sit (now)</i>
My location	<i>Where am I now?</i>
Take a seat locations	<i>What TAS locations are near me?</i>
Route	<i>How do I get to my chosen TAS location?</i>
Get directions	<i>...give me instructions on how to get there?</i>

# Features mapped to user goals



## HIGH IMPACT – UNEXPECTED FEATURES

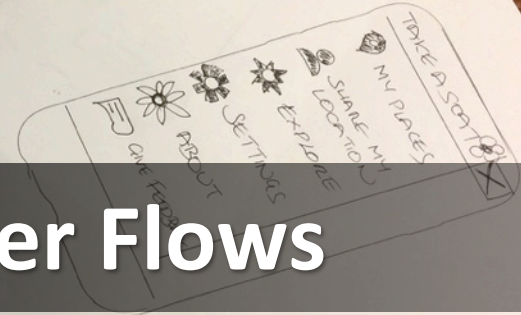
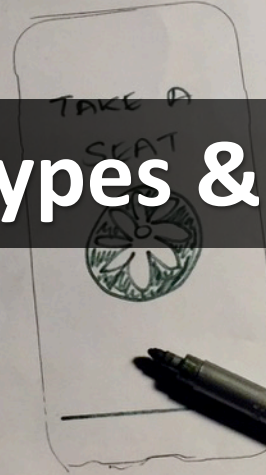
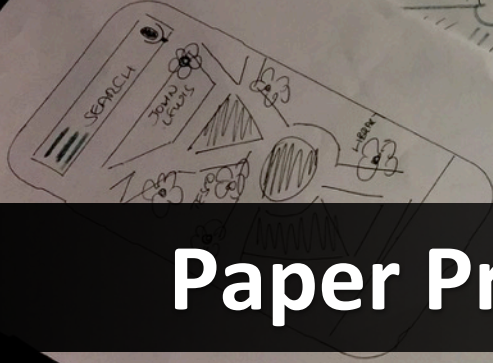
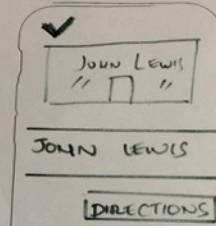
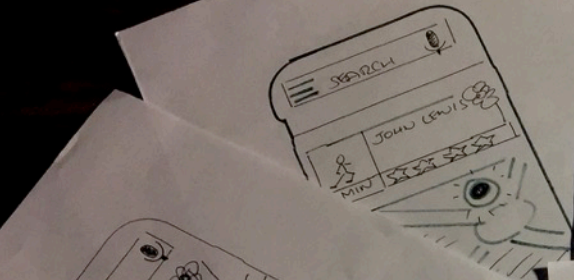
Feature	User Goal
Save TAS location	<i>I want to save and use this TAS location again</i>
Save route	<i>I want to save and use this particular route again</i>
Offline mode	<i>I want to access maps offline so that I don't have to pay data roaming fees</i>
Voice-over/Talkback option	<i>I want a hands-free option to use if my hands aren't free (I use a walking stick)</i>
Share my location	<i>I want to share my location with a friend or family member</i>

# Feature constraints



<b>Accessibility</b>	Compliance with Web Content Accessibility Guidelines (WCAG) 2.0 – consider needs of users with different visual, hearing, motor or cognitive abilities
<b>Learnability</b>	Technophobia could be an obstacle to older users with limited (or no experience) of using a smartphone, They could be taught how to use by trusted friend, family member, carer.
<b>Data roaming cost</b>	Many users will rely on free WiFi to avoid excessive costs. Could consider offline solution for maps.
<b>Devices &amp; OS</b>	iPhone, iOS / Samsung, Android
<b>Maintenance</b>	Think about process for activating/deactivating TAS locations - Need to make sure only active locations are show on the app.

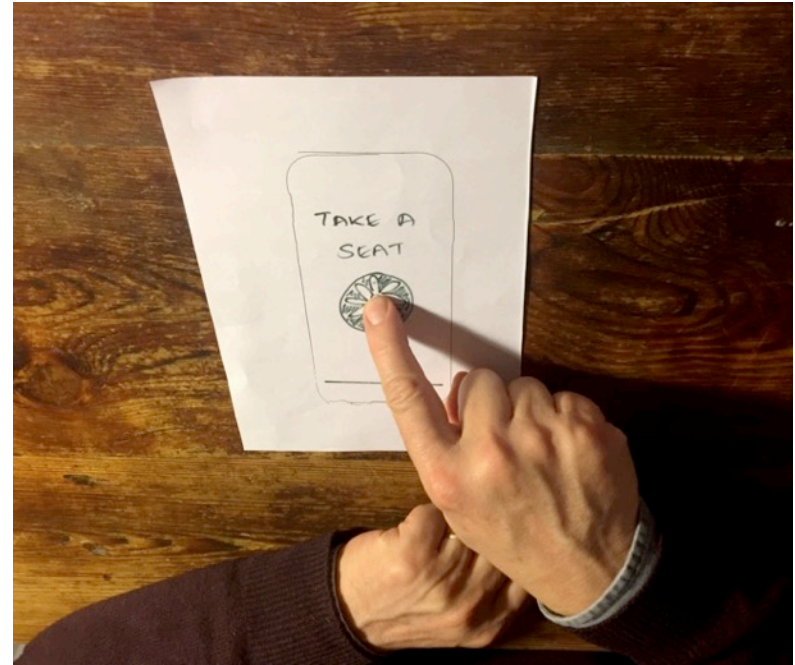
# Paper Prototypes & User Flows



# Lo-fi paper prototype testing



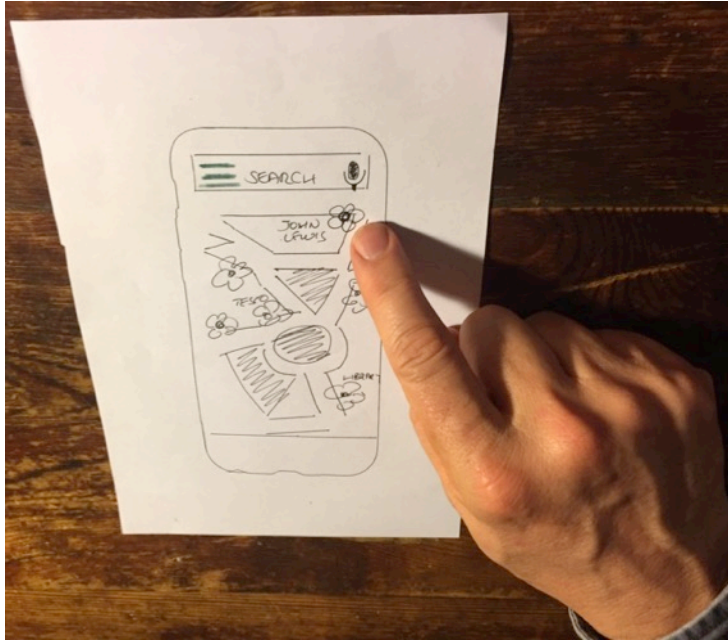
- Six **Take a seat** app screens were tested with two users.
- **Task?** Find **Take a Seat** location and navigate to destination.
- Based on user feedback, prototypes and user flows were amended.



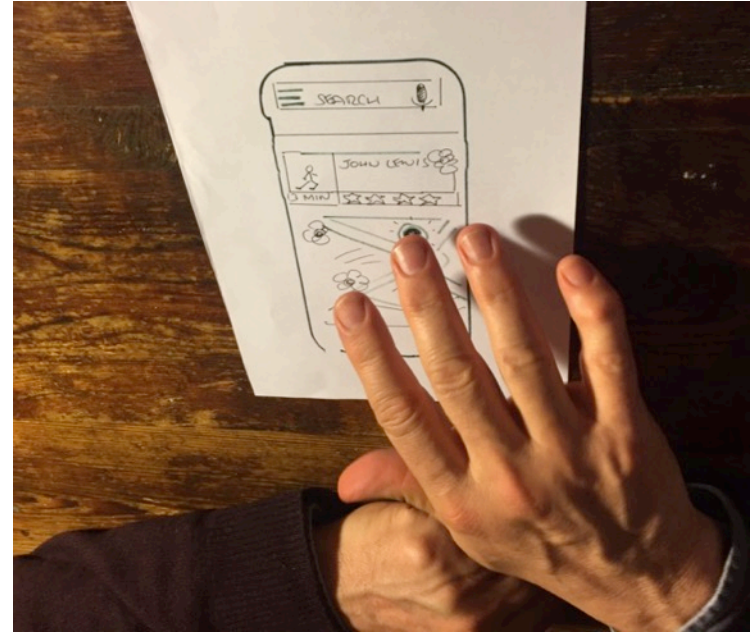
*1 - User taps the logo, opens the app...*



# Lo-fi paper prototype testing

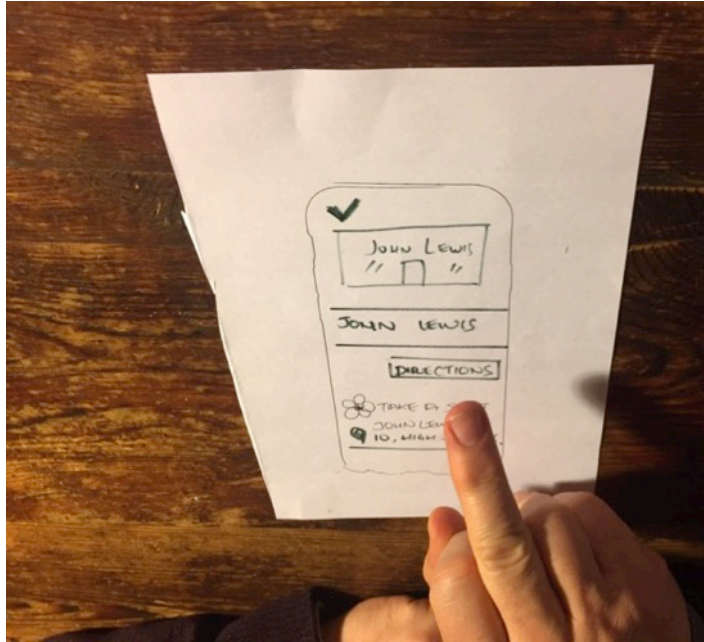


2 - User finds John Lewis, taps the TAS logo to see more details.

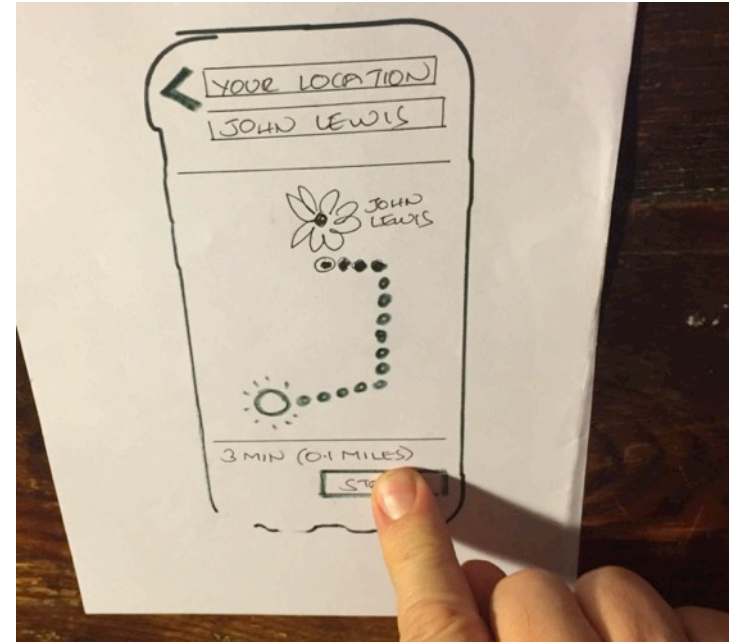


3 - Reads John Lewis label, and taps again to display full details.

# Lo-fi paper prototype testing

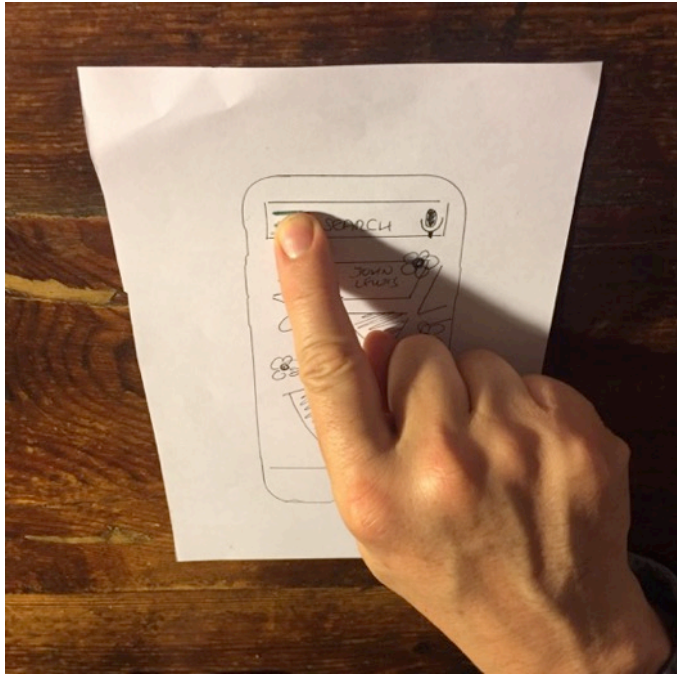


4. Full John Lewis description is displayed. User taps **DIRECTIONS** button.



5. Route is displayed. User taps **START** button to begin journey.

# Lo-fi paper prototype testing

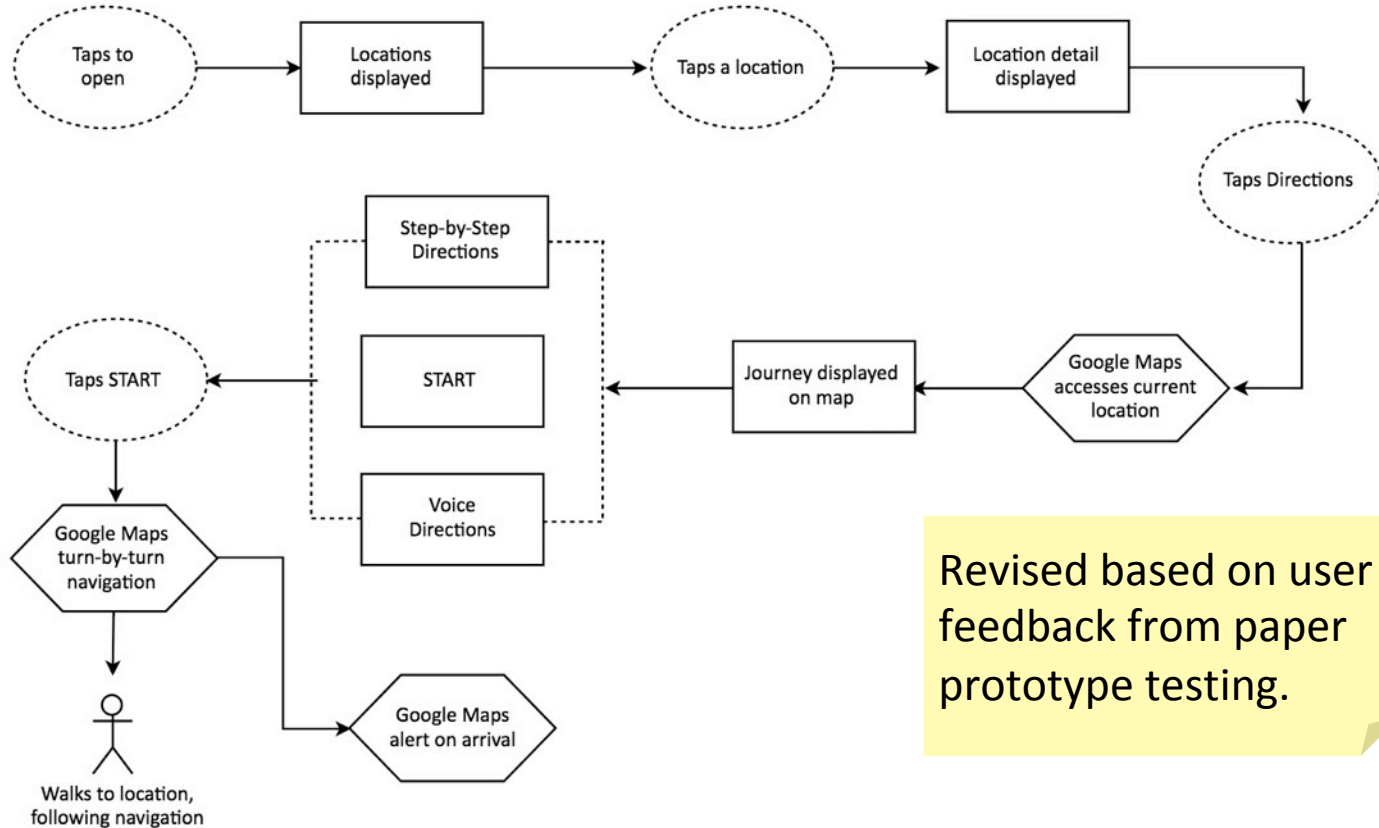


2 - User finds John Lewis, taps the TAS logo to see more details.



3 - User reviews menu, understands content but misunderstands the X symbol to close.

# User flow 'happy route' (2<sup>nd</sup> iteration)

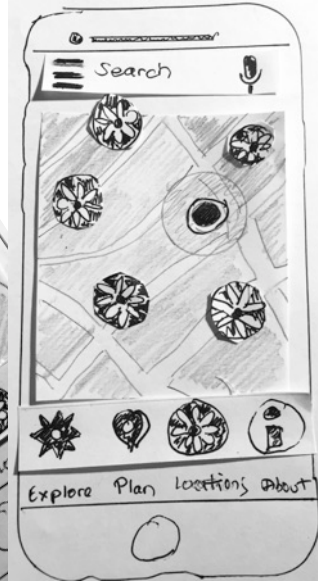




# Key screen sketches



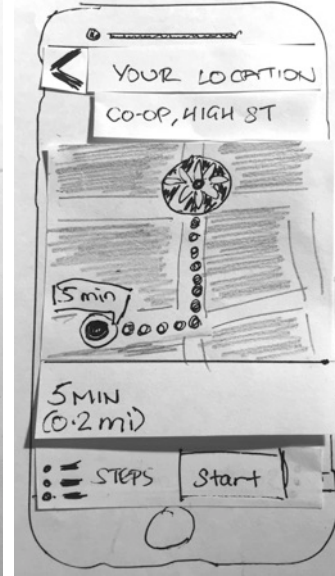
Explore



Locations



Location Detail



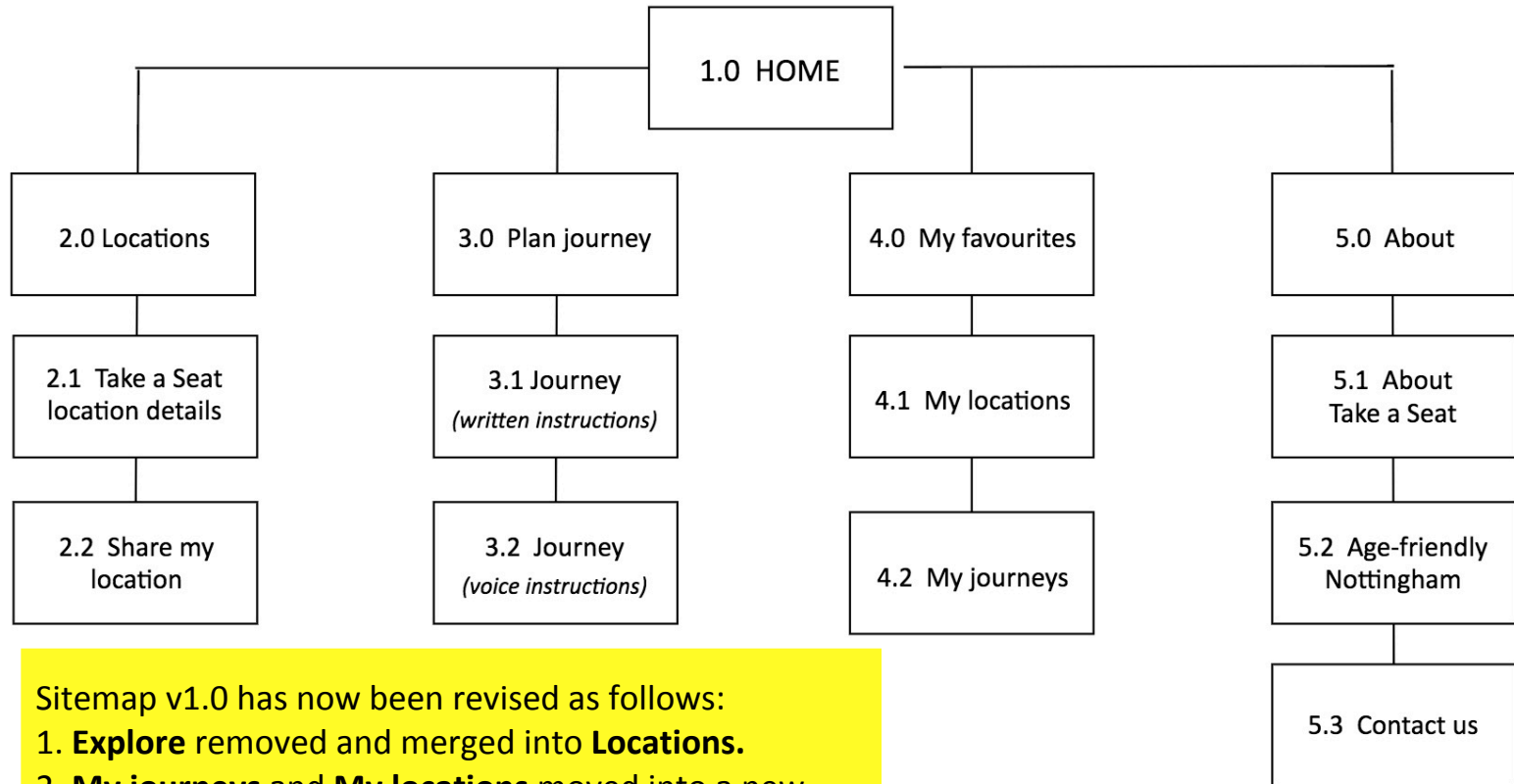
Plan Journey



About



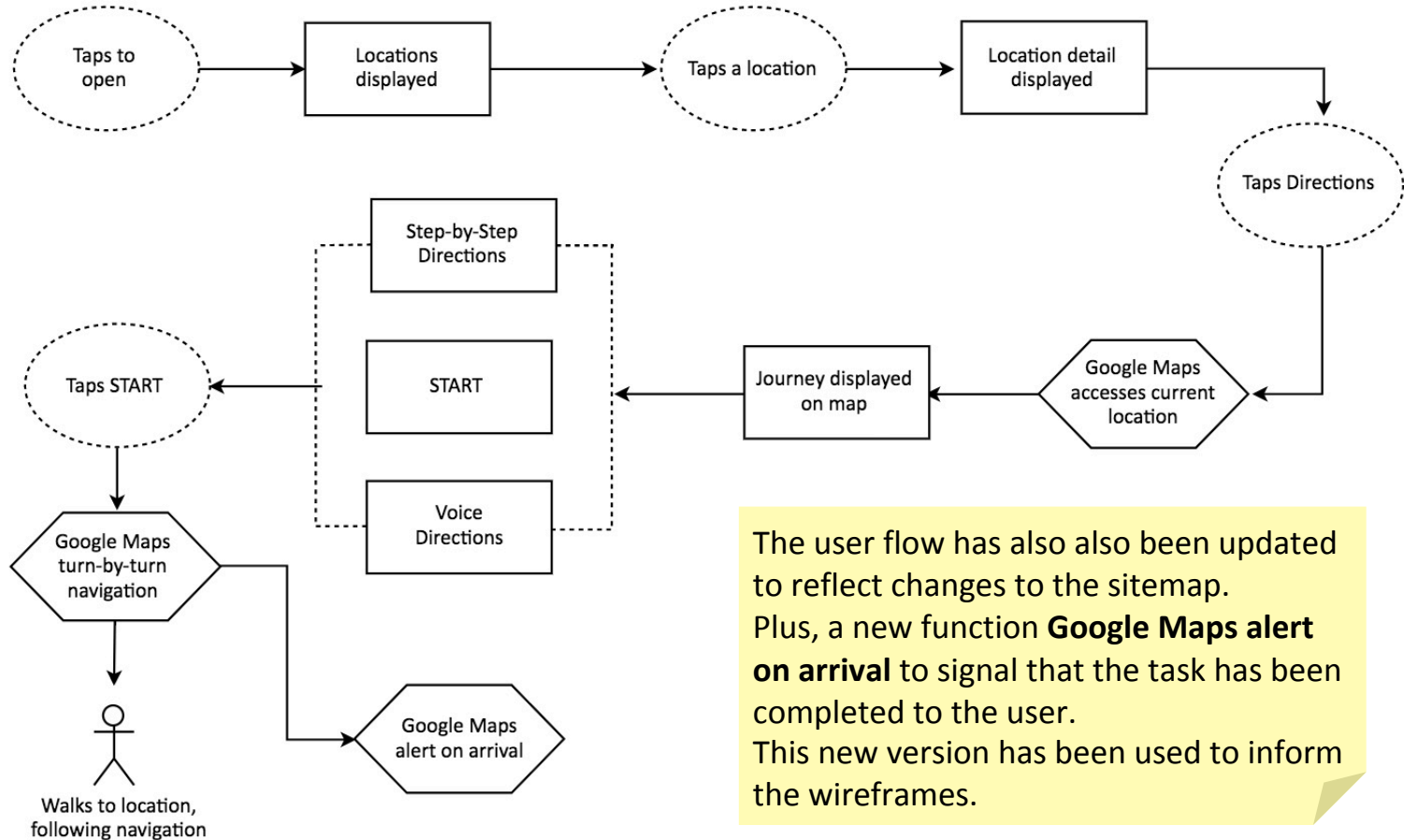
# Take a seat sitemap version 1.1 (revised)



Sitemap v1.0 has now been revised as follows:

1. **Explore** removed and merged into **Locations**.
2. **My journeys** and **My locations** moved into a new category: **My favourites**.

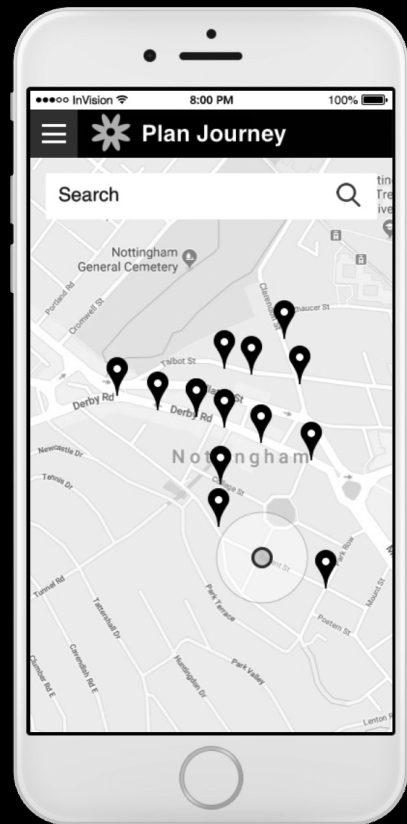
# Take a seat - user flow version 1.1 (revised)





# Wireframes & Clickable Prototypes

# Clickable prototype workflow



- Created **Take a Seat** prototype [version 1](#).
- Conducted usability tests.
- Outlined action items.
- Based on user feedback - iterated on wireframes and clickable prototype.
- Replaced prototype version 1 with [version 2](#).



# Usability tests – prototype version 1



## Task 1

You are a **Take a Seat (TAS)** user. Today you are out shopping in the centre of Nottingham.

You want to visit **Debenhams** (a TAS location) so you pull out your smartphone and open the **Take a Seat** app.

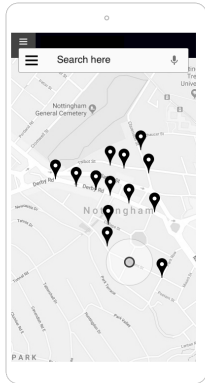
Your task is to find your way to Debenhams **and** add this Take a Seat location to **Favourites** so that you can easily access this next time.

## Task 2

You really like **Take a Seat** and want to give feedback about the campaign.

Using app, find out who are the sponsors and **send them feedback** about your experience.

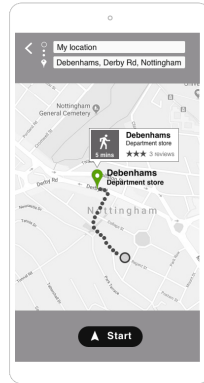
# Wireframes version 1.0



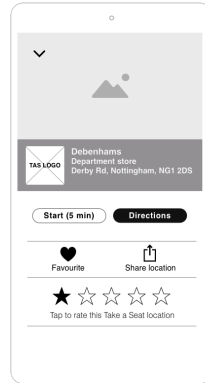
Screen 1.1



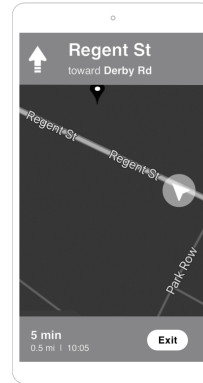
Screen 1.2



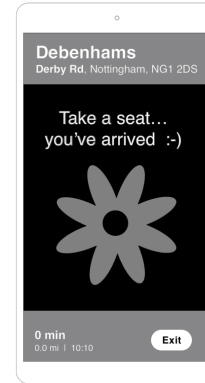
Screen 1.3



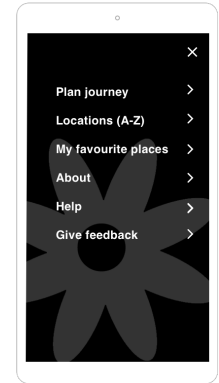
Screen 1.4



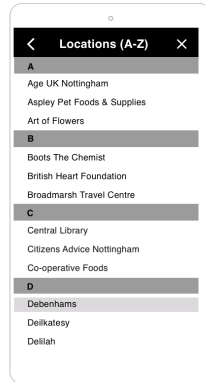
Screen 1.5



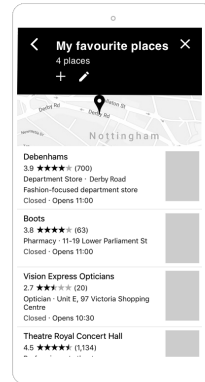
Screen 1.6



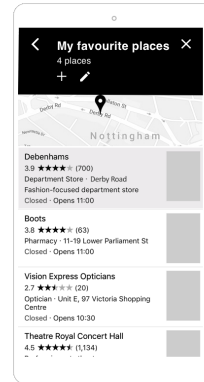
Screen 1.7



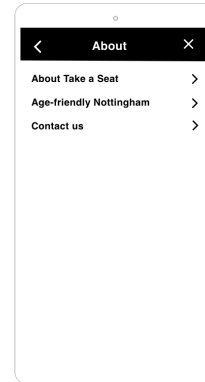
Screen 1.8



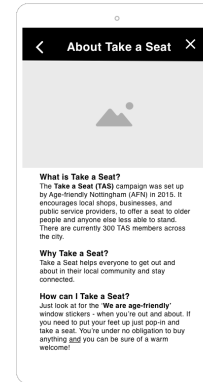
Screen 1.9



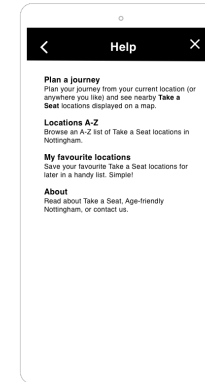
Screen 1.10



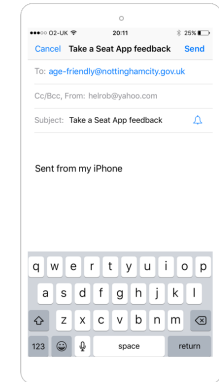
Screen 1.11



Screen 1.12



Screen 1.13



Screen 1.14



# Usability tests - prototype version 1

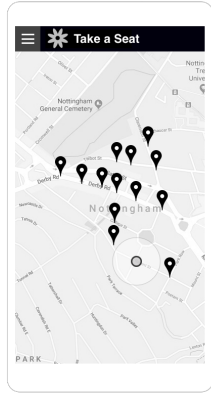
Task 1 - Find TAS location	What went well?	What could be improved?
User 1	<ul style="list-style-type: none"><li>• <b>Screen 1.1</b> - Taps <b>Search</b> box to enter <b>Take a Seat location</b> without hesitation.</li><li>• Navigates easily to Debenhams.</li><li>• <i>"It's pretty simple to use, my mum could cope with this."</i></li></ul>	<ul style="list-style-type: none"><li>• <b>Screen 1.2</b> – Tries to tap <b>Search</b> button (it's too far down the screen).</li><li>• <i>"I think I'd remember where the TAS places were anyway. So why would I keep using an app?"</i></li><li>• <i>"I'd like to be able to rate the Take a Seat places I use."</i></li></ul>
User 2	<ul style="list-style-type: none"><li>• Same again – navigates easily to <b>Debenhams</b>.</li><li>• <i>"Like the concept. Everyone knows how to use Google Maps."</i></li><li>• <i>"It's functional and easy to use."</i></li></ul>	<ul style="list-style-type: none"><li>• <b>Screen 1.1</b>– Notices voice icon. <i>"Can I use that? Maybe a bit noisy if I'm outside though?"</i></li><li>• <b>Screen 1.2</b> - Taps search, next screen taps <b>My location</b> (<i>"Where does this go? What's it for?"</i>)</li><li>• <b>Screen 1.3</b> - Tries to tap <b>Back</b> icon <i>"It doesn't work"</i>.</li></ul>
Task 2 - Give feedback	What went well?	What could be improved?
User 1	<p><b>Screen 1.1</b> – Locates hamburger menu. <b>Screen 1.7</b> – Easily locates <b>Give feedback</b> in main menu.</p>	<p><b>Screen 1.14</b> – <i>"It doesn't tell me who the sponsors are?"</i> Tries to tap <b>Return</b> button on keyboard (but link is too far down the screen.).</p>
User 2	Same as User 1.	<ul style="list-style-type: none"><li>• <b>Screen 1.14</b> – Clicks <b>Send</b> <i>"Did that work?"</i> User confused because this takes him back to hamburger menu - <b>Screen 1.7</b>.</li><li>• <i>"Hamburger menu is confusing because it disappears when you don't expect it to."</i></li></ul>

# Action items - prototype version 1

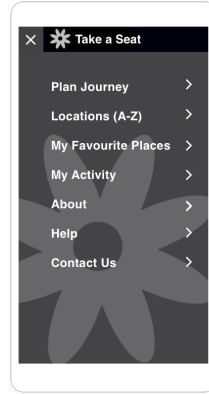


ITEM	ACTIONS	DONE
Screen 1.1	Remove <b>voice icon</b> .	X
Screen 1.2	Remove <b>My location</b> link and <b>Location icon</b> .	X
Screen 1.3	Remove <b>Back icon</b> .	X
Screen 1.14	<ul style="list-style-type: none"><li>• Move keyboard higher up the screen.</li><li>• After this screen need a <i>'Thank you for your feedback'</i> confirmation screen.</li></ul>	X
Screen 1.7	<b>Screen 7</b> –Move <b>Give Feedback</b> to within <b>Contact Us</b> .	X
Screens 1.7 thru 1.14	Remove <b>Back icon (&lt;)</b> and replace with Hamburger Menu icon on all screens.	X
Additional Screens	<ul style="list-style-type: none"><li>• Need to encourage re-use of <b>Take a Seat</b> app. This could be achieved by adding <b>My Activity</b> encourage users to measure their steps, seats and distance each day.</li><li>• Allow users benchmark the seats they use - enable <b>Take a Seat ratings</b></li></ul>	X

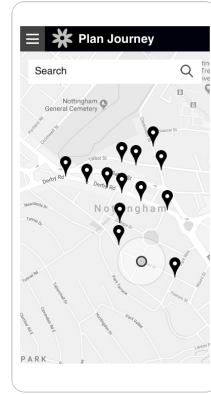
# Wireframes version 2.0



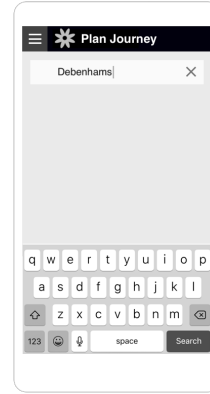
Screen 2.1



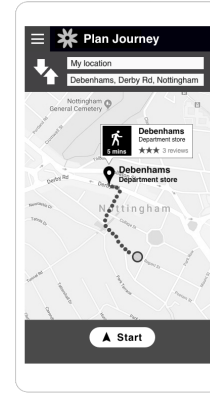
Screen 2.2



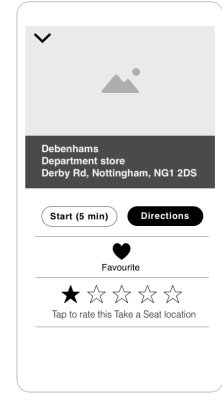
Screen 2.3



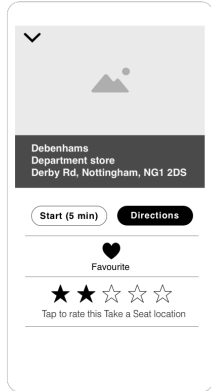
Screen 2.4



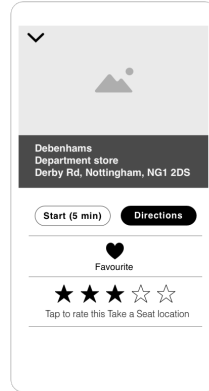
Screen 2.5



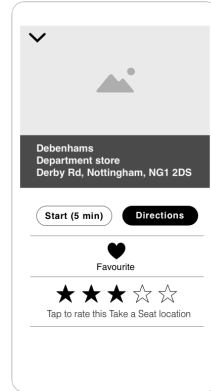
Screen 2.6



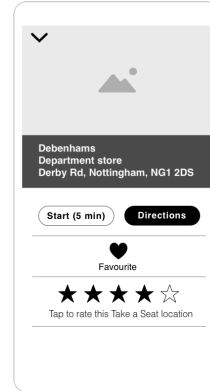
Screen 2.7



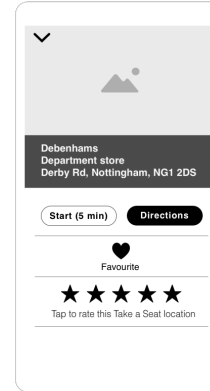
Screen 2.8



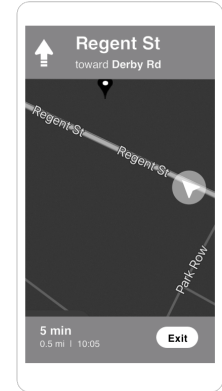
Screen 2.9



Screen 2.10



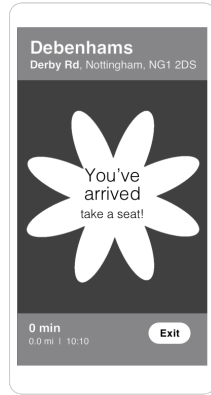
Screen 2.11



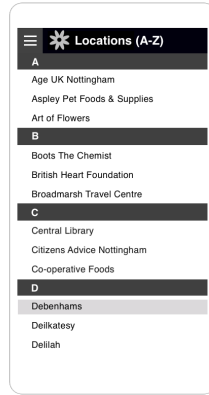
Screen 2.12



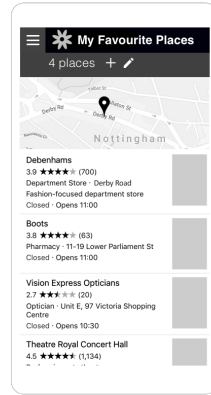
# Wireframes version 2.0



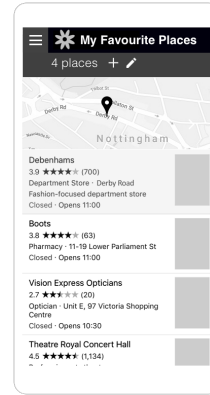
Screen 2.13



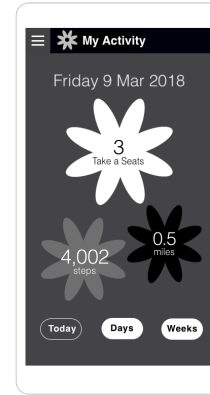
Screen 2.14



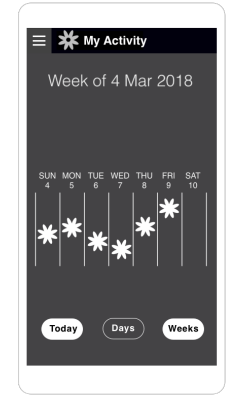
Screen 2.15



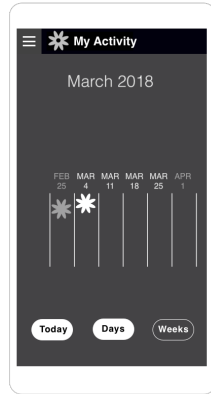
Screen 2.16



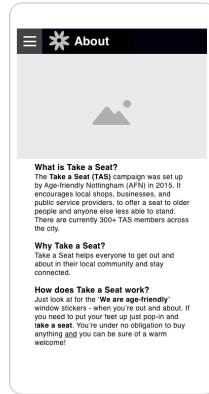
Screen 2.17



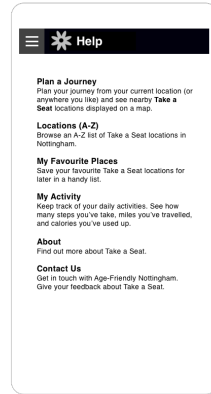
Screen 2.18



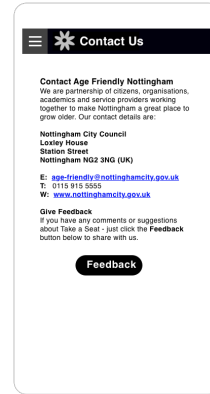
Screen 2.19



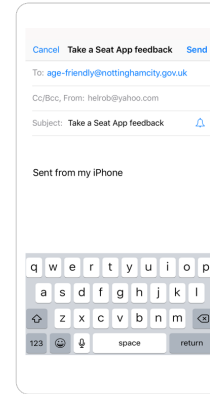
Screen 2.20



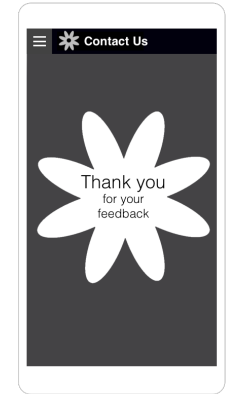
Screen 2.21



Screen 2.22



Screen 2.23



Screen 2.24

# Usability tests - prototype version 2.0



## Task 3

Today is **Friday 9 March 2018** and you've had a busy day shopping in the centre of Nottingham.

Using the Take a Seat app – find out:

- **how many steps** you've walked
- **How far** you've walked
- **How many Take a Seat** locations you visited

## Task 4

- You've just been to Debenhams and used their **Take a Seat**.
- Using the app, **find a list** of all the Take a Seat locations and give Debenhams a 5-star rating.

# Usability tests - prototype version 2.0



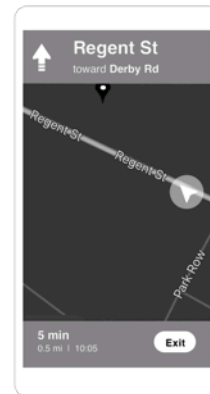
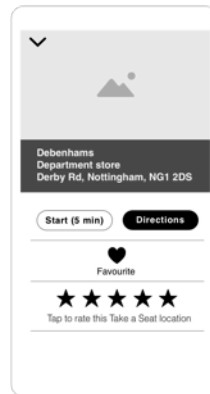
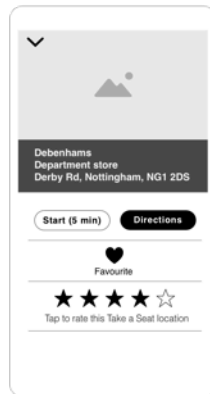
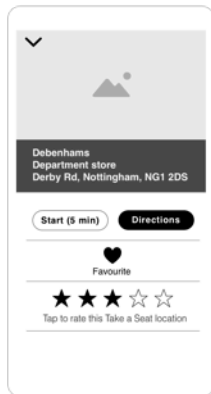
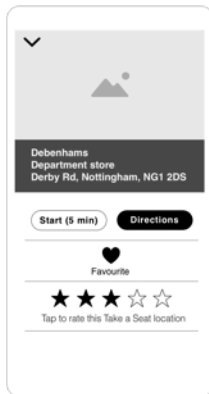
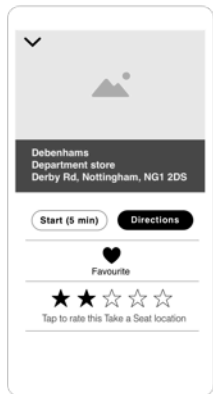
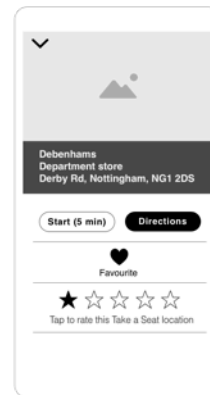
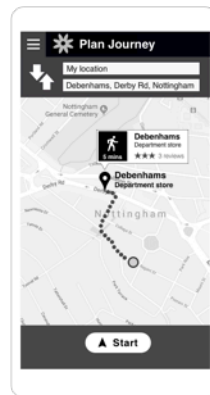
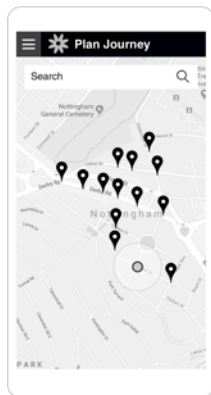
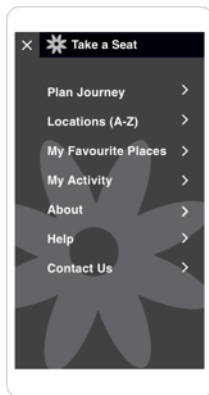
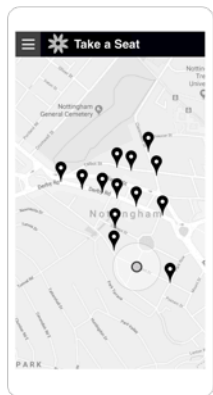
Task 3 – My activity	What went well?	What could be improved?
User 3	<ul style="list-style-type: none"> <li>• <b>Screen 2.1</b> - User immediately taps hamburger menu icon.</li> <li>• <b>Screen 2.2</b> – Immediately finds <b>My Activity</b>.</li> </ul>	<b>Screen 2.17</b> – User is confused by buttons <b>Days</b> and <b>Weeks</b> – “Which days and which weeks?”.
User 4	Same as above.	<b>Screen 2.17</b> – User again is confused, clicks on <b>Days</b> and <b>Weeks</b> buttons ( <b>Screens 18, 19</b> ) and asks “What’s this?”
Task 4 – Rate Take a Seat location	What went well?	What could be improved?
User 3	<ul style="list-style-type: none"> <li>• <b>Screen 2.1</b> - User immediately taps hamburger menu icon.</li> <li>• <b>Screen 2.15</b> - Easily locates Debenhams and gives <b>5-star</b> review.</li> </ul>	<b>Screen 2.2</b> - User struggles with word <b>Locations</b> but clicks anyway.
User 4	<ul style="list-style-type: none"> <li>• <b>Screen 2.1</b> – Remembers hamburger menu icon.</li> <li>• <b>Screen 2.15</b> - Easily locates Debenhams and gives <b>3-star</b> review.</li> </ul>	<b>Screen 2.2</b> – Gets confused about <b>My Favourite Places</b> vs. <b>Locations (A-Z)</b> – “That must be something different?”



# Action items – prototype version 2.0

ITEM	ACTIONS	DONE
Screen 2.2	Replace <b>Locations (A-Z)</b> label with <b>Places (A-Z)</b> .	X
Screen 2.17	Replace <b>Days</b> button with <b>Week</b> and <b>Weeks</b> button with <b>Months</b> .	X

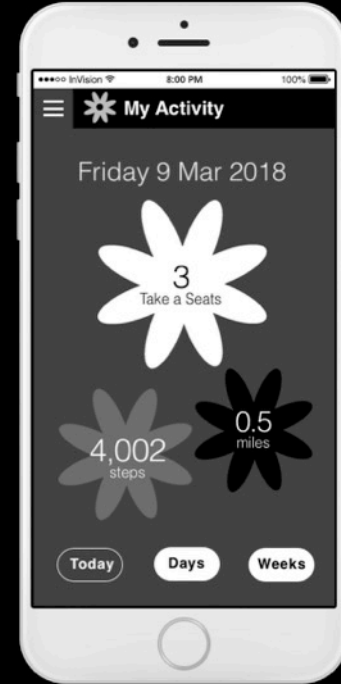
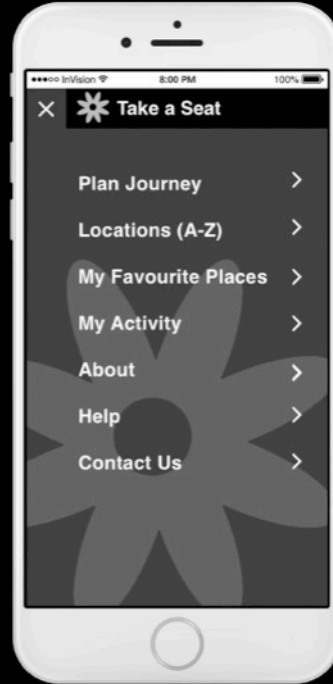
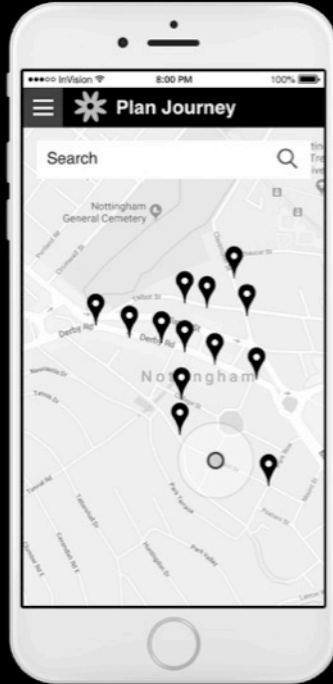
# Revised wireframes version 2.0





# Clickable prototype - version 1

in



<https://goo.gl/6yddj9>



# Take a Seat - App Demo

# Take a Seat – app demo



Clickable prototype

[https://invis.io/EAGIJV6CYMN#/287183062\\_Onboard\\_1](https://invis.io/EAGIJV6CYMN#/287183062_Onboard_1)