

Design & Interactive Experiences

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Final Project

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User Experience Report - SuperBos

Report Limitations

Due the complexity and the amount of content that should be created to successfully complete the project, as a group, we decided to focus our work in the last two weeks on the content of our page as well as on the drawing process of each icon that will be displayed throughout the whole webpage. Therefore, all our user experience tests were based on our first prototype and various sketches both drawn and computerized for us to improve the design and the overall user experience of Superbos' website.

Target of the Report

We tried to test our website with people from different nationalities and backgrounds as our main target audiences are internationals looking to experience Boston in a different way as well as visitors planning on staying a short period of time in Boston.

First 5 Tests

Katia, 22 years old.

Originally from Turkey.

She has been living in Boston since 2015.

At the beginning, Katia was a little bit confused and overwhelmed by the amount of information she was seeing. Therefore, she asked us to briefly explain the project and its purpose. In a way, this gave us the impression that the first messages were still not very clear for the user to understand the purpose of our website. In addition, she said that by having a sunglasses icon to represent the "Outdoor Enthusiast" section made her think that it was a "movies" category. Moreover, she thought that the home page had so many things going on due the amount of the text we had put.

However, her overall experience with the website was good, she really liked the colours we have chosen and the overall purpose of the website

Samira, 24 years old.

Originally from Switzerland.

She has been living in Boston since January 2017.

Samira's first impression of our website were very positive. However, as she started jumping around she thought that for a foreigner that is not familiar with the different regions of Boston it is very difficult to choose among the options we have listed. Thus she suggested us to put the activities (Photography lover, Culture vulture, Foodie & Outdoor enthusiast) before the four different regions (Backbay, Downtown, Fenway & Cambridge). In addition, she thought that it would be interesting if the tour guide has a name in order for users to create a sort of connection with him while making the platform even more user friendly. To conclude, Samira's experience with the website was good and she said that she would have loved to have access to this kind of website when she first came to Boston.

Miji Park, 21 years old.

Originally from South Korea.

She has been living in Boston since January 2017.

At the beginning Miji seemed to be a little confused as for her there was too many things going in the webpage; making it difficult for her to clearly understand all the information written. When Miji jumped into Downtown's page, and saw The Boston Common Icon with the "Photography lover" icon under it, she thought that by clicking on it, the website would show her all places around Boston Common in which she could take pictures. Thus, we had to intervene in her interaction with the website by explaining that by clicking on this icon, she would jump into a new list of places around Boston in which she could take pictures. Thus, it is clearly that we should create a sort of tagline for users to understand that the icons below every Attraction are for them to know all the different activities they can do at that specific place.

Miji also liked the idea of the tour guide changing its appearance according to the chosen activity. Moreover, Miji suggested that for the "Foodie" section we could include an input button in which users could write some reviews about the places we have suggested as well as provide other suggestions for new users. By doing this, our website would, in a way, create it's own community of people sharing their experiences around Boston.

Hedy, 24 years old.
Originally from Italy.
She has been living in Boston since September 2016.

After jumping around the different pages and understanding how users were supposed to interact with the page, Hedy, just like Miji got confused with the icons under the attractions. However, Hedy's experience was good as she felt in love with the guy guiding her throughout the whole experience as well as the colour palette we used to illustrate the icons and the background.

Maria, 20 years old.
Originally from Boston.

For a local perspective, Maria seemed to be very enthusiast and happy about our webpage as she hasn't seen anything similar for the city of Boston. However, due the amount of information we have included so far, she got a little bit confused with the whole idea of jumping around the pages just by clicking into the icons. Maria also suggested us to include a section like "Today's suggestion is to do this and that". In other words, this section would change according to the current Boston's weather and according to the events that are happening around the city at the time user's are visiting Boston. Maria also suggested us to make the SUPERBOS icon a little more colourful and friendly in order to be more aligned and consistent with the other icons we have drawn.

Therefore, based on all the suggestions given by the first five people we have tested, these are the changes we will be making for us to improve users' experience with SuperBos' website

1. Give the character a name: Ben. Ben is a Bostonian name as an online research showed that "Ben" is ranked as one of the most popular name in Massachusetts in 2014. Also, Ben is easy to be pronounced, making it easy for international to pronounce and connect with the character.
2. Change SuperBos' colour from pure white to white and yellow for example as until now the logo looks flat and a little bit boring. By doing this, the logo would create a sense of 3D effect.
3. Switch the order from the region first to the activities first on our homepage. Because if they are new to Boston, they wouldnt know anything about Boston and they would have a hard time to choose which region they want to go first. Thus, having the activities first would create a more user friendly website. Also, the activities first version is more compelling, even for people who are familiar to

Boston. This is because most people know what they want to do first instead of which places they want to go.

4. Furthermore, people were confused with the activities icon. So we plan to add a tagline which could reduce possible user's misunderstandings.

Last 5 Tests

Peter, 20 years old.

Originally from China.

He has been living in Boston since September 2015.

He said the concept is great, maybe shopping is another option for the activities. I showed him the illustrations we made, he can't recognize some of them. He also said we add the review section to the "foodie" part. Maybe we need to consider that adding reviews to each place, since people need some reviews about galleries too.

John, 19 years old.

Originally from New York.

He has been living in Boston since September 2016.

He said the design is user-friendly, he will never get lost and he can always jump to different pages flexibly. Because we create a lot of buttons. But some of pages are too similar, because when he jumped from "Photography Lover" to "Downtown," he didn't notice that the page changed. He said we need a big icon for these activities icons, which can differentiate from the "region" page. He knows a little bit about the web design. Thus he was worrying about the responsive design, He said it looks really great on mobile, but when people open on wide screens. The layout will be totally different to the mobile version.

Nico, 21 years old.

Originally from China.

She has been living in Boston since September 2013.

She likes the theme and the design. She said it would be better if we add an animation on loading page, instead of showing "loading..." Also, she said we need to change the current museum icon, it looks like a temple. Maybe we can use the palette, it looks more artsy. She said she really like the museums and galleries we put our website. This is because she stayed in Boston for 4 years, but she didn't visit most of the galleries. She

said it would be better if we can connect to the google map, and she can get the direction directly.

Jason, 21 years old

Originally from Thailand.

He has been living in Boston since September 2014.

He said it' s user-friendly and the design is amazing, and he said he would love to try it.

Clide, 22 years old

Originally from China.

He has been living in Boston since September 2013.

Clide 22 He said that' s a great idea, and if we have a chance to make an app, it would be better.
