



User Experience: The Ultimate Guide to Usability

Examples of student work: Red Routes

all of the time	-Sees value in print editions			-Stories that provide unique perspective -Journalistic integrity -Vetting process
most of the time	-Notes danger in giving untrained journalists free reign	-Want to see special interests of newspapers eliminated.	-Views medium as digitally based -Would not pay for subscription.	-Local issues as focus
some of the time	-Would pay for subscription	-Focus on OpEd pieces		
very little of the time	-Want to see submissions on a schedule as well as "pitch" days.			

Red Routes

few of the people

some of the people

most of the people

all of the people

Postcard User Journey

Write It

the image



- Find a shop that sells postcards
- Check out the range of options
- Hunt for card(s) with a stylish image that represents what I've seen look
- Pay for the postcard
- Ask if the shop sells stamps (if you remember)

the message



- Take the card back to my hotel room or a table
- Find a pen
- Write a message to each recipient
- Tell them about my trip
- Convey that I'm thinking of them
- Sign it

Send It

address



- Find addresses (I brought them with me, I have some memorized, some are in my phone)
- Address the card

stamp



- Find a shop that sells stamps or get out the ones I brought with me
- Pay for the stamp
- Affix it to the card

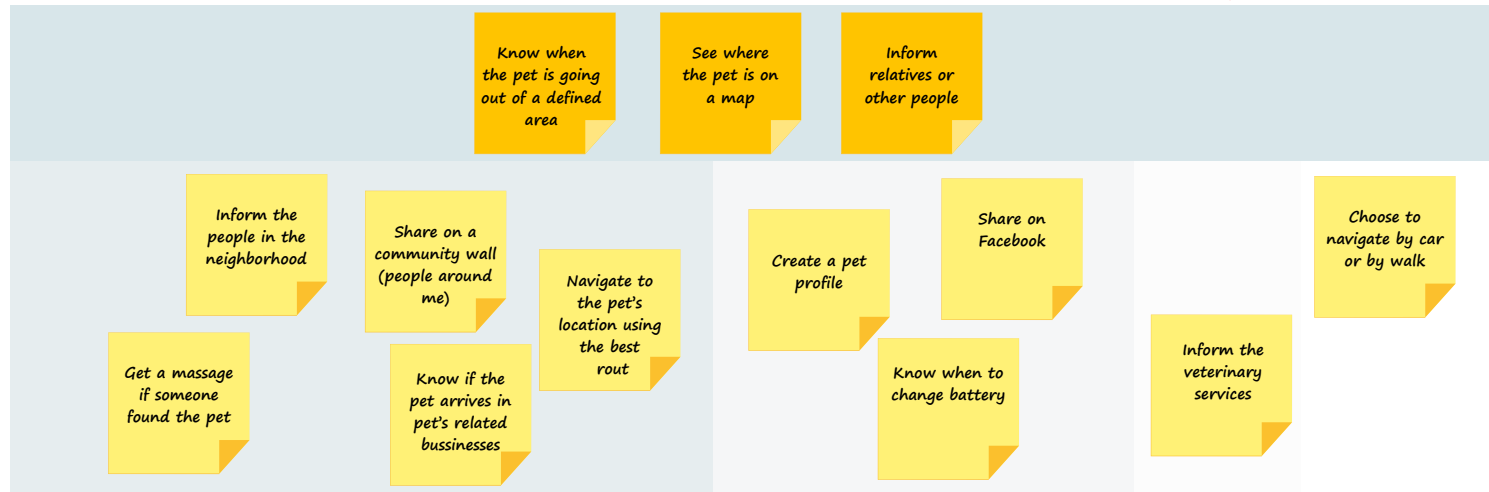
mail box



- Find a mail box
- Drop the card in the box

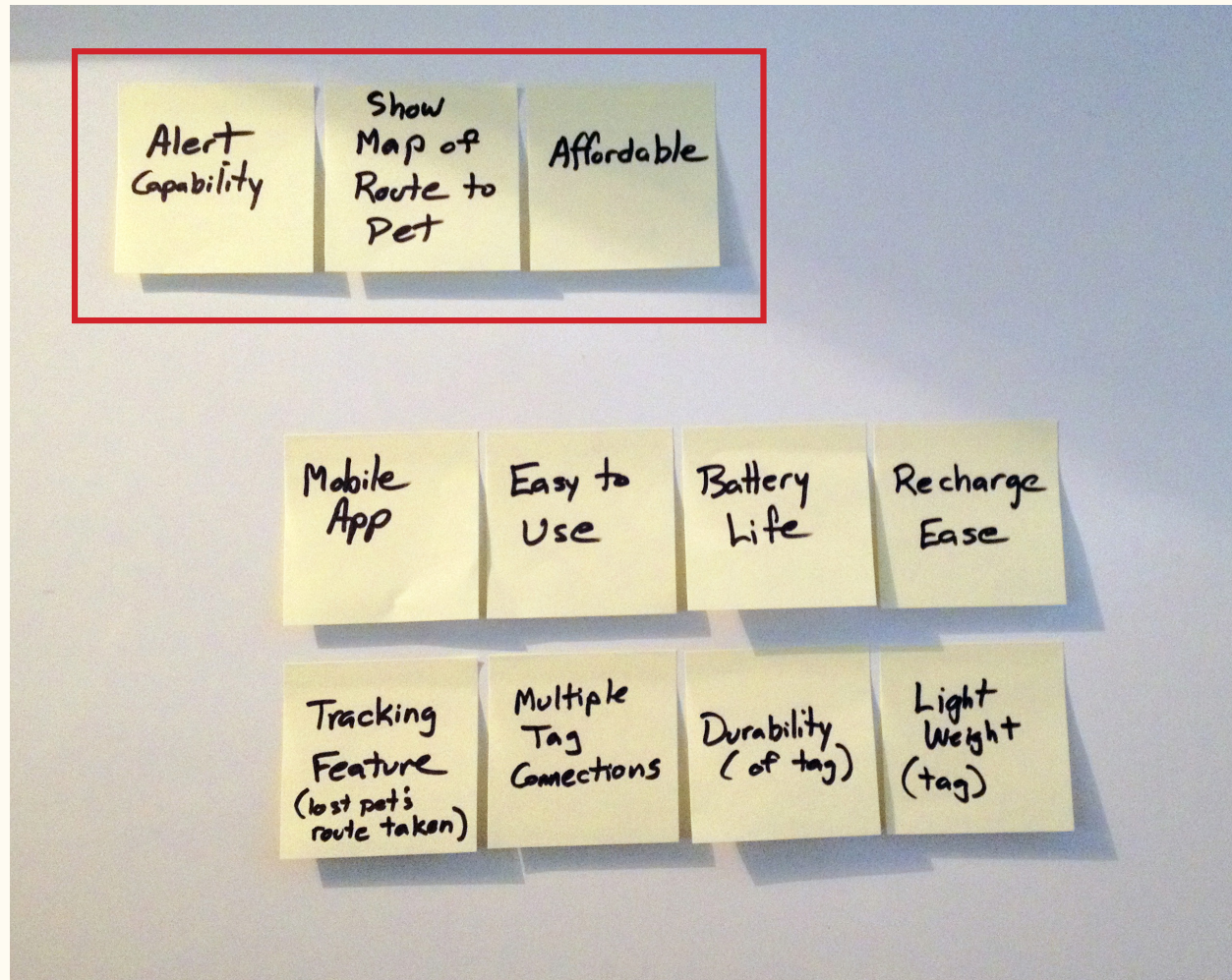


FIND MY PET RED ROUTS



All of the time			<ul style="list-style-type: none"> Inform relatives or other people 	<ul style="list-style-type: none"> Know when the pet is going out of a defined area See where the pet is on a map
Most of the time			<ul style="list-style-type: none"> Inform the people in the neighborhood Share on a community wall (people around me) 	
Some of the time		<ul style="list-style-type: none"> Inform the veterinary services 	<ul style="list-style-type: none"> Share on facebook 	<ul style="list-style-type: none"> Navigate to the pet's location using the best route Know if the pet arrives in pet's related businesses Get a message if someone found the pet
Very little of the time		<ul style="list-style-type: none"> Choose to navigate by car or by walk 		<ul style="list-style-type: none"> Know when to change battery Create a pet profile
	Few of the people	Some of the people	Most of the people	All of the people

Red Routes for 'Find My Pet' Product



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FIND MY PET APP

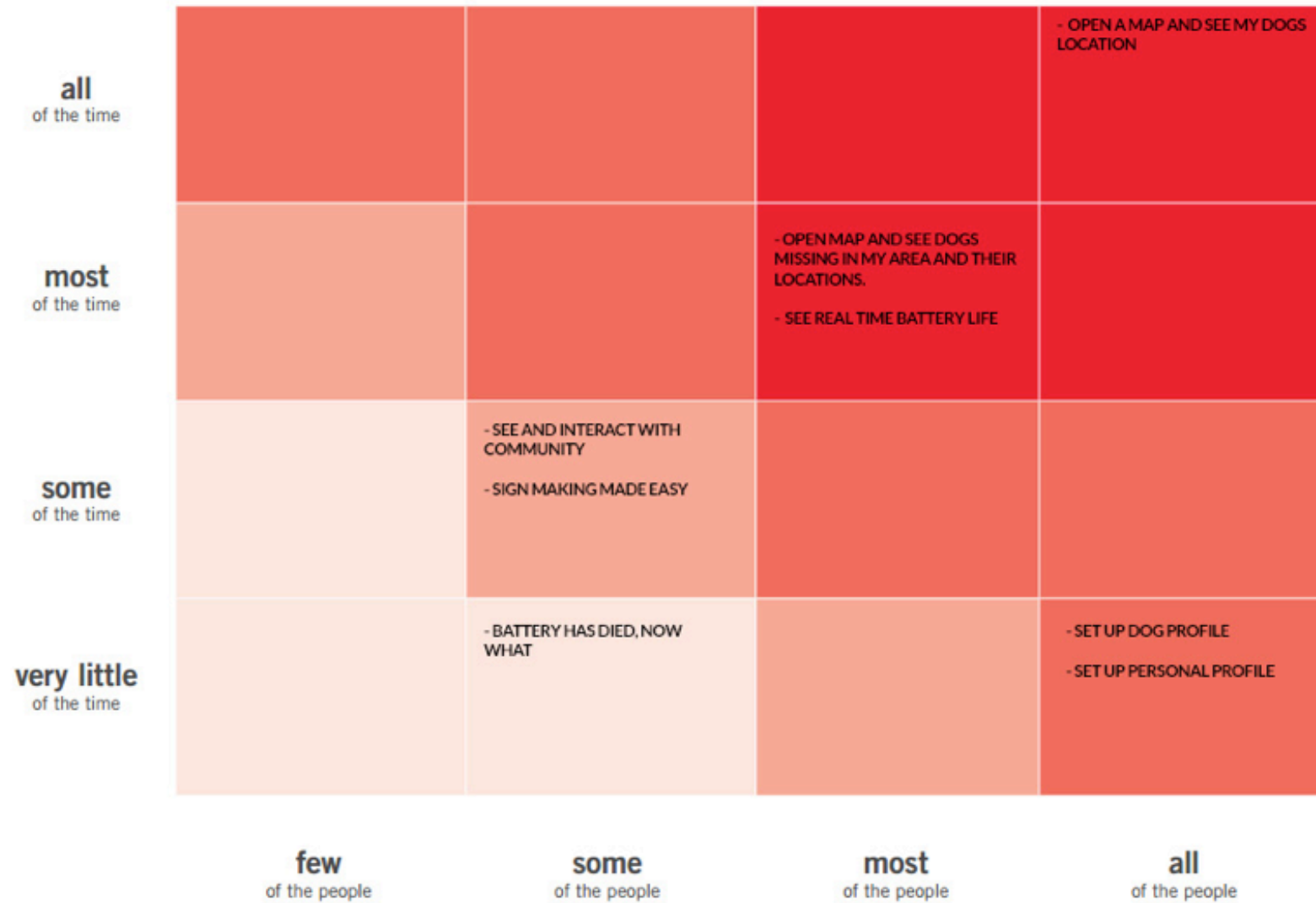
USER RESEARCH ANALYSIS: RED ROUTES

<p>all of the time</p> <p>most of the time</p> <p>some of the time</p> <p>very little of the time</p>		<p>set account preferences (public or private)</p>	<ul style="list-style-type: none"> post missing pet on social media get real-time notifications of comments/feedback/updates to your post from other users 	<ul style="list-style-type: none"> confirm receipt of app and tracker sound alert if pet is outside a safe zone choose the best route between your current location and your pet's location view activity feed of tracker
			<ul style="list-style-type: none"> create/post/print 'missing pet' flyers add another pet's tracker 	<ul style="list-style-type: none"> alert friends, family and neighbors
	<ul style="list-style-type: none"> post reward use tracking feature for kids 	<ul style="list-style-type: none"> register as search party volunteer in neighborhood get notifications if missing pets of other users were found complete account profile 	<p>organize a search party</p>	<ul style="list-style-type: none"> check shelters/pet hospitals connect with nearby pet owners and view posts of other missing/found pets check battery of tracker
	<p>check with police</p>			<p>logout</p>
	<p>few of the people</p>	<p>some of the people</p>	<p>most of the people</p>	<p>all of the people</p>

RED ROUTES

Red Route	All Users/Part of Users	How Often
Installing in pet's collar	All	Once/Rarely
Changing/Charging battery	All	Some of the time
Being able to check battery status	All	All of the time
Having a tracking app working together with the device	All	All of the time
Quickly learning/refreshing how to use device and connected app	All	Once/Rarely
Registering device on producer's website for guarantee and support	All	Once
Being able to use device+app for kids too (not in a collar of course :))	Part	All of the time
Creating pet/kid profile and editing it when necessary	All	Once/Rarely
Quickly locating pet/kid on a clear map in the mobile app	All	Most of the time
Getting clear directions -to reach it if necessary - via mobile app	All	Some of the time
Setting a distance range to be alerted if pet/kid runs, or is taken, too far from home	All	Some of the time
Setting safe zones or danger zones on the app map	All	Some of the time
Getting immediate alert if pet runs out set range/safe zone or enters danger zone	All	Some of the time
Relying on good battery life	All	All of the time
Not spending much	Part	All of the time
Being able to network with other pet owners,	Part	Some of the time

volunteers, pro-pet organisations, to support each other, exchange ideas, good advice, experiences, etc...		
Being able to share help requests on social media platforms, such as Facebook and Whatsapp	All	Some of the time
Keep a log/history of pet's movements, to set an overall view of its favourite places and routes (could be useful to know where to search for it first)	All	All of the time
Being able to track more than a pet/kid on the same device	Part	All the time



Red routes

More important	Less important
<ul style="list-style-type: none">• Locate my missing pet on a map• Recharge/replace the battery when needed• Register the device on the website/app	<ul style="list-style-type: none">• Install the GPS transmitter on the pet's collar• Learn how to use the device• Check whether the device is working• See where my pet currently is (out of curiosity or to check on kennel staff)• See the history of where my pet has been• Get some advice on preventing my pet from becoming lost• Get some advice on finding my lost pet• Create a missing pet poster• Find links to relevant organisations (e.g. the SPCA)• Get updates on missing pets in my area

2. Red Routes

More Important

Locating my pet on a map

Using an instinctive (not over complicated) device

Going towards the direction of my pet (Itinerary)

Being notified about the evolution of the search

Being informed if my pet is found

Less Important

Having the dog tag installed on my pet's collar

Making sure the GPS Transmitter is working

Editing an alert

Sharing an alert via Twitter, FB, WhatsApp, etc. ..

Alerting the police

Alerting relevant organisations (RSPCA, Vets, Kennel, etc..)

Alerting anyone on FMP App

Alerting Friends and Family

Sharing the location of my pet on a map with other people

Notifying about the evolution of the search

RED ROUTES

All of the time	<ul style="list-style-type: none"> * calculate total cost of the created list 	<ul style="list-style-type: none"> *Show discounts on the created product list *Scan products to reduce checkout time 	<ul style="list-style-type: none"> *Create a shopping list *Sort the list of products into an efficient route + navigate.
Most of the time	<ul style="list-style-type: none"> *Check alternative products based on selected item *Inspire with recipes based on products 	<ul style="list-style-type: none"> *Show discounts on alternative products 	<ul style="list-style-type: none"> *Select / adapt a previously used shopping list
Some of the time	<ul style="list-style-type: none"> *Check for NEW products based on specific diet (food intolerance) 		
	Some people	Most people	All people

TOMORROW'S TROLLEY

User Research Analysis

Red Routes

The frequent and/or critical activities meeting customer and business objectives

ALL of the TIME	Compare similar items by health importance	Look for specific sale or coupon items	Shop for non-specific items by type (e.g. meat) and price	Purchase all items brought to checkout
MOST of the TIME	Compare similar items by quality importance	Create meal recipe plans on the fly while shopping	Compare similar items by price importance	Shop for specific items from a written or memorized list
SOME of the TIME	Calculate total cost while getting items		Compare item price of competitors	
VERY LITTLE of the TIME	Look up recipes and items required while shopping	Asks for assistance if can't find item		
	FEW of the PEOPLE	SOME of the PEOPLE	MOST of the PEOPLE	ALL of the PEOPLE

Note: See Appendix A for research data supporting the above claims

TOMORROW'S TROLLEY: USER RESEARCH ANALYSIS

RED ROUTES

More Important

Upload the shopping list to quickly know where my products are.

Get real time notifications on products, coupons special offers while walking through the aisle.

Scan the products and calculate the total purchase on the trolley before going to checkout.

Pay the products through an express checkout.

Less Important

Log in with my ID number and check my previous purchase, shopping list, coupons and offers I have bought.

Get new recipes and weekly products recommendations.

Show the total amount I am saving on each purchase.

Search for special needs products or any product that is not on my list.

Show you the way through the aisle by using a map.

Update information through an app that sync with the trolley device.

Get personalize products recommendations according to my recurrent purchases.

WENDY VIVERO - UX ARCHITECT

RED ROUTES

More important



Less important

