

AllTrails Interface and Usability Evaluation

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Project: AllTrails Interface and Usability Evaluation

Product: AllTrails mobile app

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Report	
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Overall Rating:	<ol style="list-style-type: none">1. Exceptional2. Very Good Work3. Good4. Acceptable5. Need Improvement

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Introduction

The Bureau of Economic Analysis put the outdoor recreation economy at 2% of the United States gross domestic product—a whopping 373 billion dollars—in 2016 (Bureau of Economic Analysis, 2018). This type of spending should not come as a surprise when it is estimated almost half of United States citizens “participated in an outdoor activity at least once in 2017” (The Outdoor Foundation, 2018). Additionally, there is much crossover between the activities people participate in: bird watchers may also be hikers; people who fish may also hunt; kayakers may also go camping. It naturally follows that so many people interested in exploring and interacting with the great outdoors will have a need for information and that they would turn to their most easily accessible device to learn more.

Product Description

AllTrails is currently the most popular mobile app to explore trails with more than 12 million downloads and a 75,000 trail database (AllTrails, 2019). The app is clearly targeting hikers, mountain bikers, and trail runners as its primary user group, but it also provides information for off-road vehicle enthusiasts, horseback riders, and other related activities. While the company was founded in 2010 and received a 75 million dollar equity fund late 2018, the application’s design has many flaws and has not seen a redesign or major feature update since August 2018 (Clark, 2018).

The main features of the app include searching national parks for trails, filtering trails based on user-selected criteria (e.g. trail difficulty, type of activity, items of interest, dog friendliness, etc), recording a hike, and reading user reviews of trails. There is both a free and paid version of the app; the free version contains ads and lacks the ability to download maps to the user’s phone—a feature that is considered to be a necessity in more remote locations where cell service may be lacking. The paid “Pro” version also includes map overlays, the ability to print maps, and the Lifeline feature which informs a user’s contacts of their outdoor plans and the time their hike should end, thus keeping them informed as to when the hiker should be returning.

User Profiling

There were 38 responses to a survey distributed directly to known users of AllTrails as well as posted on a local hiking Facebook group. Three of the responses were deemed invalid and removed as the users stated they had not used AllTrails and were not familiar with it, leaving 35 valid responses. Knowing that the hiking population is very large and diverse, we supplemented our survey responses with an analysis of approximately 500 user comments found on Google Play and AllTrails Facebook reviews, as well as the data generated by the Outdoor Foundation’s 2018 Recreation Participation report. By using a combination of this data we generated three personas.

Hank, the “pro” user



“Spending time outdoors helps me recharge”

HANK WONG

- ★ 28 years old
- 📍 San Francisco, CA
- 👔 Program Manager
- 👤 Single, no kids

MOTIVATION

Wants a challenge, to push himself, and get exercise outdoors since he’s usually stuck in an office.

FRUSTRATION

When the tech doesn’t keep the same pace he does.

APP USAGE INFO

A planner who wants to know all about the trail before he goes, particularly interested in tips from other hikers, the weather, and photos. He also enjoys the recording functionality so he can see where he has already been.

Sarah, the solo-casual user



“I’m so much more comfortable going alone when I can see where each path leads”

SARAH COOK

- ★ 34 years old
- 📍 Morgan Hill, CA
- 👔 HR Recruiter
- 👤 Married, no kids

MOTIVATION

To get exercise for herself and her dog, and to discover new scenery around her so she doesn’t have to take the same route all the time.

FRUSTRATION

Having to check more than one app for information.

APP USAGE INFO

Is interested in immediate information like weather and length/difficulty of the trail. She doesn’t want to invest a lot of time researching; she’s more interested in local paths that she can use immediately. Information involving dogs is very important to her.

Josh, the social user



“It’s fun to share the experience with everyone”

JOSH MILLER

- ★ 24 years old
- 📍 San Jose, CA
- 🎓 Student
- 👤 Single, no kids

MOTIVATION

Mostly to hang out with friends and to take photos to post to his social media accounts. He sometimes goes on organized hiking trips with people he hasn’t met before.

FRUSTRATION

The planning involved in getting his friends together.

APP USAGE INFO

Likes that the app tells him exactly where the trail starts, particularly when he’s checking out trails in other states/countries, and that it’s easy to get driving directions via integration with his phone’s native map application.

Interface Evaluation

Feature Evaluation

The heuristic feature evaluation of the AllTrails app was based on the user interface design of the application and its usability. The previously generated personas were used to ground the evaluation by considering the predominant age range of the users, their expertise in hiking, and the minimum features they would expect to have in a hiking application.

Consistency

The user interface design of the AllTrails app is inconsistent across the application. There is a logo on the initial splash screen (Figure 1.1) that is missing on many other screens such as the login screen (Figure 1.2), sign up screen, and “Explore” screen. The filter functionality is also inconsistent as an “X” to allow deselection of an option is only provided for some options on the “Filter” screen and not others. For instance, the options under the “What to Do” or “What to See” headers show the “X” but the options under “Route Type” and “Trail Traffic” do not (Figure 1.3); still the user can deselect the option by clicking on it again.



Figure 1.1: Splash screen with AllTrails logo

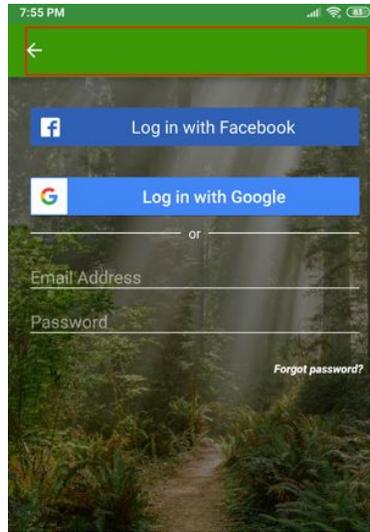


Figure 1.2: Login screen without AllTrails logo

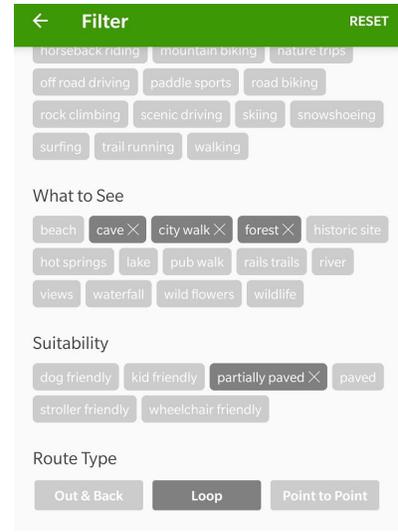


Figure 1.3: Filter option inconsistency

Feedback

Through the AllTrails app, users can create a profile and become a part of the community by sharing their profile and photos, and following other users. On a user's profile there is no indication provided whether the profile is private or public (Figure 2.1). If the account is private, other AllTrails members cannot see that member's photos and recordings. If a user tries to access the photos of a private member a blank page will be displayed (Figure 2.2) instead of a proper message notifying the user that the account is private.

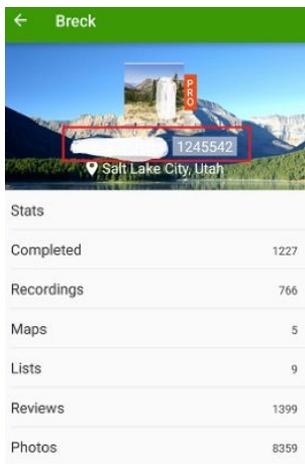


Figure 2.1: A user with a private profile



Figure 2.2: The result of clicking on a private user's photo link

Universal Usability

It is a common expectation that the ability to perform operations specific to a user's details such as change password, logout, edit profile picture, etc should be provided under a "Profile" option. In AllTrails users are supposed to traverse to the "Settings" menu to logout (Figure 3.1 and 3.2). To conform to the principle of universal usability the logout option should be provided under the profile menu.

The map interface is one of the interactive features provided by AllTrails so users can find hiking trails by panning the map. A "plus" button is provided on the map interface (Figure 3.3) but a "plus" is typically used for zoom-in functionality on maps. If we click on the "plus" symbol here it expands to list more options (Figure 3.4).

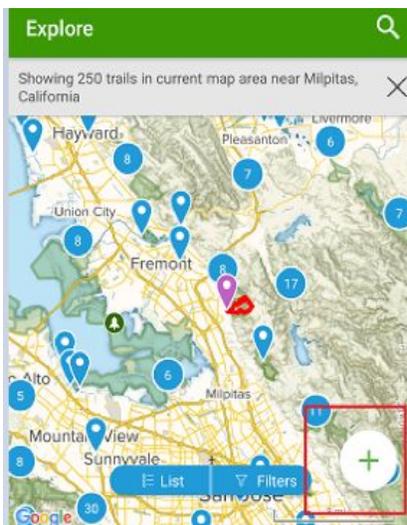


Figure 3.3: Explore using map screen

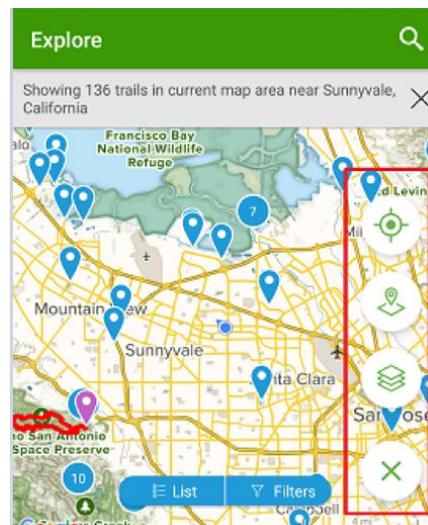


Figure 3.4: Map options after clicking the "plus"

Guidelines

There is an option to record the trail when the user starts hiking. This feature gives additional information about the hiking trail like trail length and elevation, time spent to complete the trail, and an overview of the trail's path. Unfortunately there is no information provided to users to understand how to use the features effectively. Many AllTrails users expressed their disappointment in this feature by giving the app poor reviews.

Affordance

Users can add a profile picture and change their current location in their profile. No affordance is provided for users to know that they are allowed to change these options. Additionally, a random, uneditable number is provided for every user account and no information is given as to what this number is or what it is used for.

Gestalt Principle of Similarity

When users leave ratings and reviews for a trail they are also given the option to select from a variety of trail conditions (Figure 4.1). Since the “Activity” and “Condition” sections are so similar most users would think there are no options apart from “Hiking” and believe it is just a preset tag for the trail. However, it turns out that it is a drop-down list where users can select any of the options provided. It is likely that most users are unaware of this functionality as the design is too similar to the options provided under the “Condition” section.

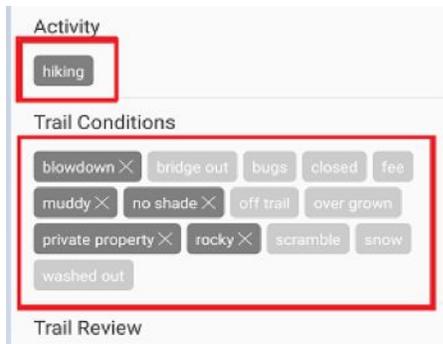


Figure 4.1: Two separate sections that look the same but have different functionalities

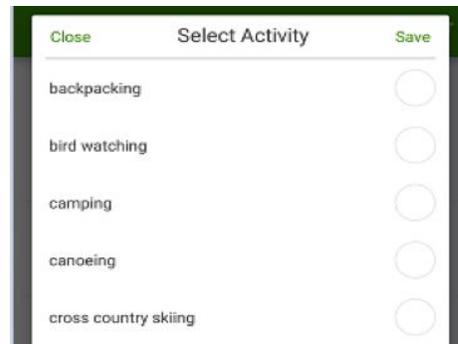


Figure 4.2: Options that can be selected for the “Activity” tag

Tasks

Based on our projected use cases of the app, five main tasks were established as predictors of user goals and overall functionality for both the cognitive walkthrough of the interface and usability study.

Task: Searching for a trail with specific criteria and saving it.

Hank has decided to go hiking this upcoming weekend. He could find a large number of trails via Google Maps but he would rather quickly find a difficult trail to tackle so he logs onto the AllTrails app. On the home screen there is a search icon to the right of the words “Explore” and he clicks on the icon to bring up the search bar wherein he types the keyword “San Francisco” since he does not want to travel very far from home (Figure 5.1). A large number of results appear and he does not want to scroll through each one so he clicks the blue “Filters” button at the bottom of the page. On the “Filter” screen he chooses “Hard” for the trail difficulty, “hiking” under the “What to Do” header, and “wildlife” under the “What to See” header. He then clicks the large blue “Apply” button to see his results (Figure 5.2). Even though Hank is a frequent user of AllTrails he still forgot to change the “Sort” option to “Closest” since the contrast on the unselected options is low and can be difficult to read. The first result on the page, the “Rodeo Valley Trail,” catches his eye but on closer inspection he realizes it is too far from home. With a small amount of annoyance he goes back to the Explore screen to view other results. After scrolling and investigating a number of trails he finally realizes that the

“Rodeo Valley Trail” is actually the closest one and he resigns himself to the drive. He saves the trail by pressing the heart-shaped button just beside the trail name (Figure 5.3).

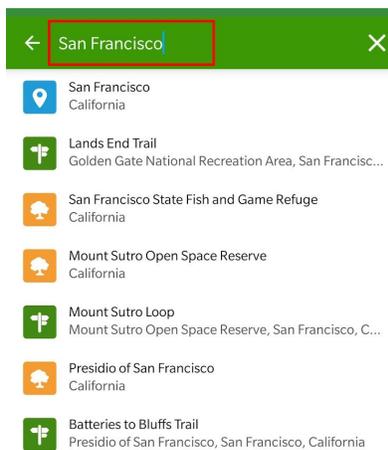


Figure 5.1: Searching for trails by entering location

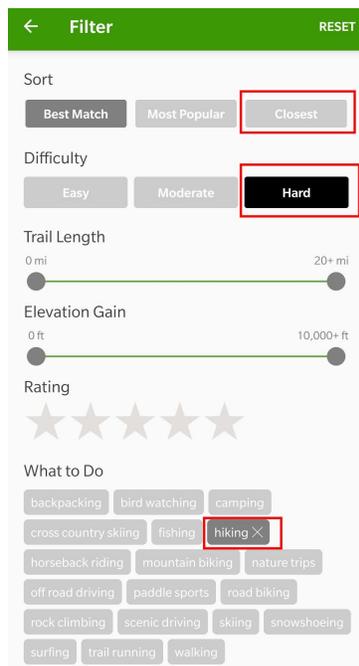


Figure 5.2: Using filters to find a trail with specific criteria and overlooking one of the options

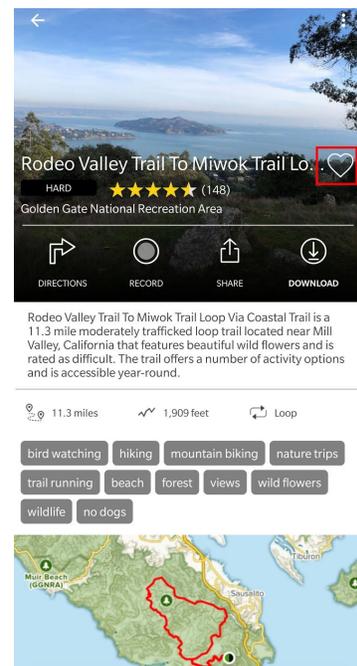


Figure 5.3: Saving the trail for later

Task: Finding details specific to a trail like weather and facilities

Sarah is an HR recruiter in a consulting firm. She does spur-of-the-moment, short hikes with her dog so she is primarily interested in immediately relevant information like weather and facilities of the trail. She doesn't want to invest a lot of time researching.

Sarah opens the AllTrails app and begins her search. She considers herself a novice user since she has only used the app a handful of times. This time she notices the very easily missed “Filters” option and is excited to see the tag “dog friendly” under the “Suitability” heading (Figure 6.1). After applying the filter she clicks the first result since she is not very picky about where she goes as long as her dog is allowed to join her. She is curious about where the trail begins so she clicks on the trail name to see information specific to that trail. There she skims the description where she learns that dogs must be kept on a leash and scrolls down to see if there is other helpful trail information. She reads through a few of the user reviews but does not find anything particularly relevant as nothing related to dogs or the start of the trail is mentioned. When she scrolls back up she realizes that there is a small box with “Description,” “Weather,” and “Facilities” (Figure 6.2). At first she thinks that it is just a truncated description from the one above but she accidentally clicks on the “Weather” text and is surprised to see

the weather forecast for the current day and the next three days inside the box. Since it looks to be a nice day, she decides she will take a quick jaunt with her dog after work.

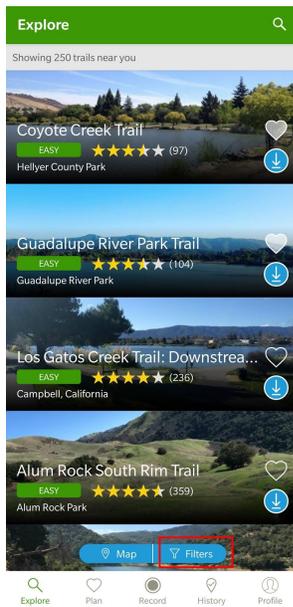


Figure 6.1: Searching for trails by filtering

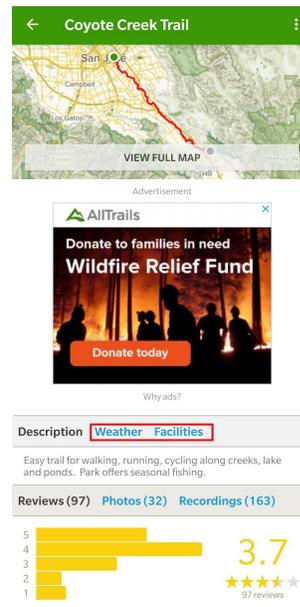


Figure 6.2: Weather and facilities information

Task: View/upload photos

Josh is a social butterfly and an amateur photographer who loves to maintain his portfolio on various media platforms like Instagram and Flickr; for Josh, hiking allows an opportunity to hang out with friends and be creative.

The weekend is coming up so Josh opens the AllTrails app and browses the list of trails that appear on the “Explore” screen. He scrolls by a few trails and clicks on a trail he went on a few weeks ago because he really likes the header photo. He clicks on it hoping to see a bigger version and also to upload his own photos. After clicking it he gets redirected to a gallery displaying all of the photos uploaded by other members. After browsing for a bit, Josh becomes disappointed when he realizes that that the upload photo functionality is not present in the photo gallery (Figure 7.1). He clicks the back button to return to the detailed trail screen. He scrolls down the page where he finds the text “Photos” in a blue color. After clicking on that he sees a photo gallery and discovers “Add Photos” text inside a box the same size as the photo thumbnails (Figure 7.2). After clicking on “Add Photos” he is redirected to his phone’s stored images where he selects multiple photos and finally is able to upload his own photos to the trail’s photo gallery.

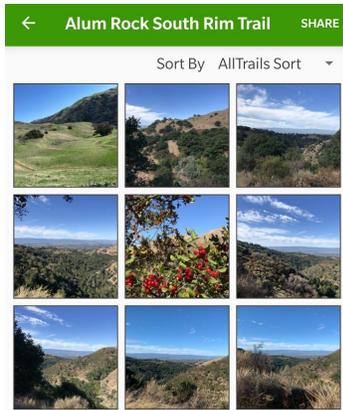


Figure 7.1: Trail image gallery

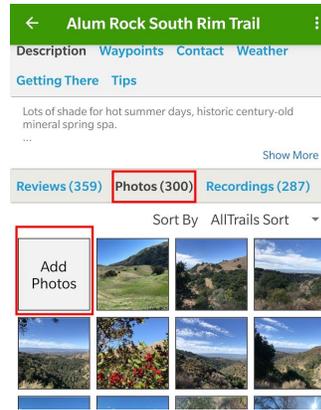


Figure 7.2: Hidden photo tab and location to add photos

Task: Read and Write Review

Sarah had a great time on the new trail she found and decides to share her feedback in the reviews section. Sarah opens the AllTrails starts searching for the trail she went on. She remembers the unique name so she types it into the search bar. After clicking on “her” trail, she is sent to the detailed trail screen. She remembers she saw reviews at the bottom of the page so she scrolls all the way down and begins looking for a way to add a review (Figure 8.1). After spending a significant amount of time scrolling up and down the page, and on the verge of giving up and just not bothering to leave a review, she finally discovers that clicking on the stars under the review section sends her to the add review functionality. There she selects from the preselected trail conditions and writes a brief review about how dog-friendly the trail was before submitting it, not noticing that she could change the “hiking” option to something else (Figure 8.2).

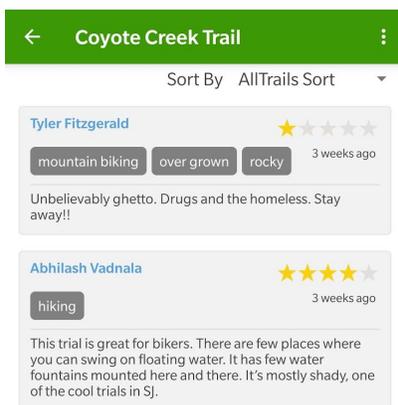


Figure 8.1: Reading trail reviews

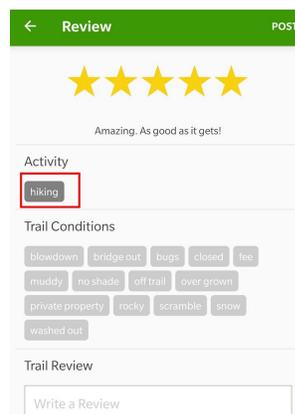


Figure 8.2: Review screen with unknown button functionality under “Activity”

Task: Record a Hike

Hank is a competitive person so the record functionality helps him compare his pace and performance with previous data. After logging onto the app a bottom navigation bar appears below the home page with the “Record” option in the middle of the bar. Hank clicks what he thinks is a button that will begin to record his hike, but he is instead redirected to screen displaying a map with a big red button at the bottom center. After clicking on this big red button Hank will be able to record his hike, as a timer starts along with a distance and speed counter. This same red button also serves to end the recording by clicking it again.

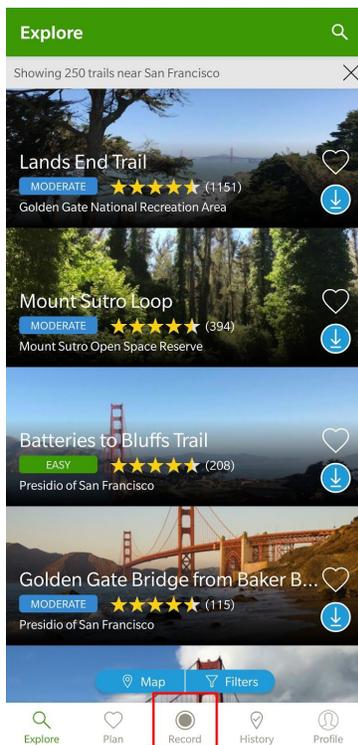


Figure 9.1: Record button on home screen that does not actually record

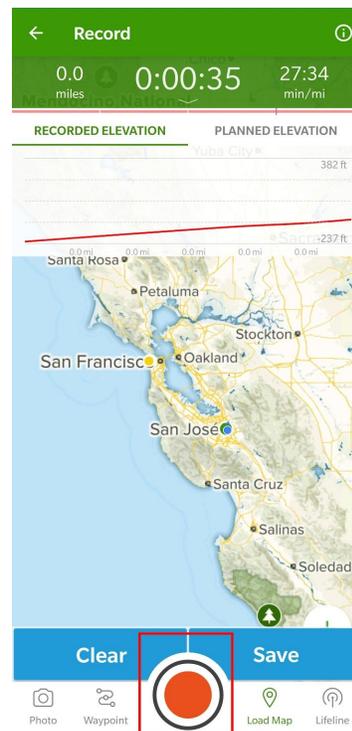


Figure 9.2: Record button on “Record” screen

Usability Methods and Techniques

We conducted a usability evaluation of the AllTrails mobile application in order to determine usability issues, inconsistencies and other violations of HCI principles that impacted how useful or how satisfied users are with the product. Users were asked to complete the tasks chosen in the task-based evaluation with both the AllTrails and its top competitor Hiking Project in order to compare functionalities and establish a context for the market niche.

Five participants were selected via convenience recruitment who roughly matched our three personas in terms of demographics, geographic location, and motivation. Participants varied in skill, hiking experience and knowledge of AllTrails. Participant 3 was the least tech savvy

and had the least experience using mobile applications, while participant 5 had the most experience using AllTrails.

An in-person moderated usability test was conducted in leisure environments for each participant, either home or public location. The tasks each participant was given to perform were based on the interest of all three personas.

The order the apps were tested was randomized in order to account for any learning transfer that could have occurred from one app to the other. After testing one app or the other, participants were given a survey via SurveyMonkey to determine the satisfaction and usefulness. Responses were recorded using a 7 point Likert scale where 1 = completely dissatisfied, 7 = completely satisfied.

Usability Metrics

In addition to documenting comments and behaviors, we chose five metrics on which to quantitatively analyze the AllTrails user interface. These metrics were based partly on the ISO 9241-11 recommended metrics for usability. The five metrics chosen were:

Metrics	Measurements
Task success rate	Were the participants able to complete the task? Success was measured by determining whether or not a participant had actually completed a task when they stated they had finished.
Time on task	How long did it take users to complete each task? This was measured with a stopwatch while the researcher reviewed test video.
Number of errors	The number of errors that occurred while a user was competing each task. Errors are defined as any selection that deviates from the correct path to completion. Excessive scrolling is not considered an error but was documented by the moderators and subjectively evaluated.
Satisfaction scale	How satisfied a participant was with the product based on their interaction with it during the usability test. Satisfaction was measured using a five question survey with responses given on a Likert scale.
Usefulness scale	How useful a participant believes the product is based on their interaction with it during the usability test. Usefulness was measured using a five question survey with responses given on a Likert scale.

Tools

Tool	Purpose
MacBook Pro	To store and tabulate data.
Cell Phone	For participants to use the AllTrails app.
Voice Recorder	To record participants as they used the app.
GoPro	To record participants as they used the app.
Survey Monkey	For capturing participants' satisfaction and usefulness scores.
Timer	To time participants as they attempted tasks.

Usability Evaluation Results

The following table (Table 1) shows both the time-on-task and success rate for each participant on each task. Participants without a number on a given task line did not successfully complete the task.

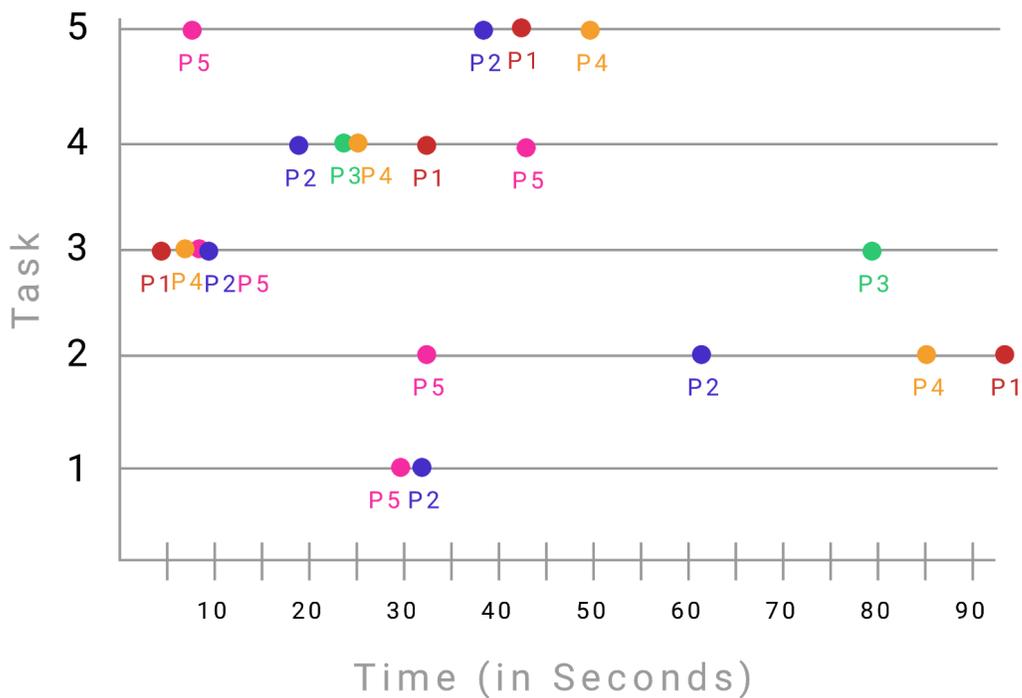


Table 1: Success rate and time-on-task for each participant on each task

Task one had the lowest success rate with only two out of five participants completing their objective. Task one involved finding a trail that matched multiple criteria and saving it for

later. No participants thought to use the “Filters” option, opting instead to scroll through the featured list on the home page. This resulted in a trial and error process where participants ended up selecting trails that were missing some of the stipulated criteria. Furthermore, some participants had frustration finding the “heart” icon needed to save the trail.

Task two had the longest and most varied completion time. This task involved finding three different elements on a trail page. Participants mostly struggled to find the tabs titled weather and facilities. This resulted in some participants frantically scrolling all the way to the bottom and back up multiple times.

Other issues were found inside task four, with participants stating that they were unsure whether or not leaving a star rating would let them write a review. Additionally, participants consistently had trouble finding where to go in order to post a photo: most participants clicked the main photo gallery or the “share” icon expecting to find it there.

Unfortunately, the Hiking Project mobile app had broken functionality which prevented the team from directly comparing tasks. Users were still able to report their satisfaction and usefulness via a post-test survey using SurveyMonkey. However, using this method meant the research team was unable to determine individual responses and as a result data is represented as an average of all participant responses. As a whole, AllTrails performed very well compared to Hiking Project, with most participants agreeing that the AllTrails app was both useful and satisfactory.

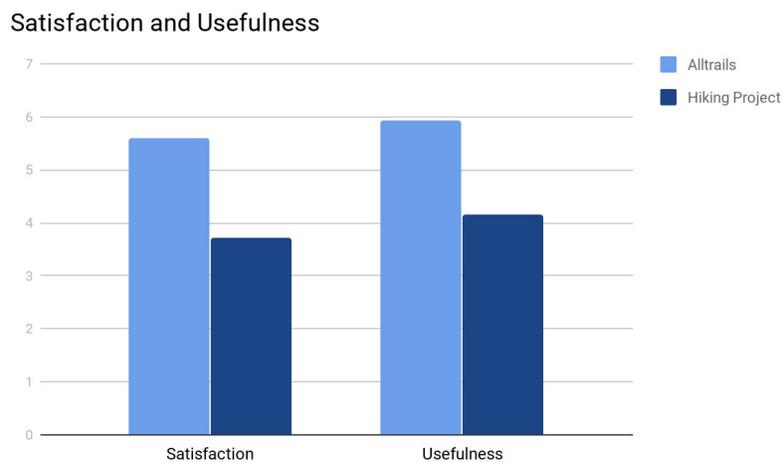


Figure 10: Satisfaction and usefulness ratings by users for both AllTrails and Hiking Project

Comparative Analysis

Of the top 15 most downloaded apps related to hiking that are available in both Apple's App Store and Google Play the AllTrails app is number one with over 12 million downloads and a 4.6 rating on Google Play. REI's Hiking Project is also a popular app for hiking with almost 1 million users and a rating of 4.2 on Google Play. Traiforks was mentioned as an alternative to

AllTrails by a few users in online reviews and has a much smaller user base with only 500,000 downloads and a 4.4 rating on Google Play. All three apps are available on both the App Store and Google Play and each attempts to serve the hiking market by offering a large number of trails to browse, allowing users to upload and view photos, and helping users choose a trail based on some measure of popularity.

A perfunctory analysis of the three apps based on user comments and reviews in the Google Play store shows the AllTrails app to be the most user-friendly and to have the highest reviews and most positive feedback. Most of the negative comments left on AllTrails involve the recording feature: if the user's phone does not have service (common in remote areas) the recording will not function properly. Very few users had issues with other features in the app. Conversely, Hiking Project had a number of negative comments related to the app's performance in listing trails and poor UI design. Trailforks' negative comments were centered around basic app functionality like the inability to log in, incompatibility to some android version of devices and tracking feature using GPS.

While the features and functionalities advertised by the three apps sounded very similar, they ended up varying wildly. AllTrails has the biggest sense of community since community content is at the forefront: when a user loads the app they are dropped onto the "explore" page where user ratings are extremely visible; opening an individual trail also allows a user to see a multitude of reviews. Users are also encouraged to create a profile and to follow other hikers as well as record their hikes and share them with other users. Photo submissions were tied to trail reviews and utilized geotagging to place photos taken on the trail to their geographic location on the trail. Conversely, Hiking Project only shows a star rating and does not allow users to see in-depth reviews of individual trails. Hiking Project also only allows user submissions via the website, not the mobile app. Similarly, Trailforks has internal algorithms to determine "popular" trails but does encourage user submissions although the "add photos" functionality is hidden under "record" so most users are not likely to discover it.

The way each app allows users to navigate to trails differs as well. AllTrails initially shows a very graphic list of trails and gives the user the option to switch to an interactive map view. Hiking Project shows a slightly confusing map view with a variety of colored squiggles that are presumably trails; they do have an option for users to switch to a list view but unlike AllTrails it does not seem to be ordered based on proximity. Trailforks forces the user to download a map of their area of choice to be able to explore trails. Their "Discover" feature is similar to a list view but is more convoluted since the more useful "Top Trails" is located below the fold and thus difficult for users to find.

It is easy to understand why AllTrails is currently the highest rated hiking app after comparing it to two inferior products. As was discovered during the usability study and comparative

analysis, both Hiking Project and Trailforks had missing functionality or broken features which made AllTrails' deficits seem minimal by comparison.

Suggested Usability Enhancements

1. Make the "Filters" option more visible since it currently blends into the photos behind it. Perhaps have a simple filter option available directly on the home screen.
2. Make the favorite/like/save "heart" more visible. Change the icon because a heart does not necessarily associate with favorite or like.
3. Change the label of the "Plan" tab in the main navigation. Additionally the "Plan" functionality is confusing for users. They do not expect an item they previously chose to favorite to be under the "Plan" tab.
4. Make the "Facilities" and "Photos" tabs look more like a tabbed menu. They also need their visibility increased, particularly for free/non-paying users.
5. Add a comment box under the star rating so users know how to leave comments and can do so quickly and with less effort.
6. Allow users to add photos directly to the main gallery at the top of the page.
7. Move the "Share" and "Download" icons. These both do not function as users expect.
8. Icons over pictures at the top of a trail page are difficult to see. Change colors or use an opaque bar behind them that will allow them to stand out more from the image.
9. Allow users to sort reviews by tags to more quickly discern information about a particular interest (e.g. a runner may only want to read reviews tagged "trail running").
10. Modify the map interface to better display to users what options are available for overlays and base maps. Currently the only way to see photos where they were taken on a trail is via an overlay which is not intuitive to users.

Conclusion

AllTrails has a lot of value to offer its users: a massive database of trails, crowd-sourced reviews and tips, activity tracking, and more. However, as demonstrated through our evaluation, even the most popular apps can do better. AllTrails has a number of issues that could frustrate users and make using the app an unpleasant experience. By taking the time to address these concerns, AllTrails users will be able to find the information they need faster, more successfully and with fewer errors, as well as have higher user-perceived usefulness and satisfaction ratings. This will in turn increase the likelihood of positive user reviews and drive premium service purchases.

Lessons Learned

Lindsey Daugherty

- Data matters for creating personas! It is too easy to have preconceived notions about a user base so gathering data helps ground those thoughts.

- After spending so much time with a product and becoming an “expert” it is easy to forget the pain points that casual or new users may experience. Usability testing shows exactly where things can go wrong and what improvements should be made.

Manjunatha Koni Gururaja

- While designing the user interface for an application, it is important to consider UI standards and efficient way of representing the application features to end users.
- Came to understand users thoughts and preferences they expect from a product and how it affects its market by receiving bad reviews on poor user design and lack of features provided while doing the comparative studies between the products which had the same objectives.

Matt Peel

- Usability tasks should be tested on one or two participants first prior to running the actual usability study. This will help validate the task and ensure that they test what you are intending to test.
- When measuring Time on Task, participants should be given tasks one at a time or with clear completion points. That way when a researcher is extracting data from video, it is easier to have a standard start and stop point.
- Avoid complex or compound usability test tasks.

Rachit Saxena

- Loading a product with multiple features and options does not ensure user satisfaction.
- Proper indentation, colors, margins and opacity avoids ambiguity resulting in better user experience.

References

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Appendix A

Alltrails Moderated Usability Test Plan for Mobile

Introduction

Test date: Friday, September 27, 2019 - Monday, October 11, 2019.

Test will be conducted in person by the Better, Faster, Cheaper team. Location to be announced.

Background

The Cheaper, Better, Faster team is conducting a thorough evaluation of the Alltrails mobile app in order to determine usability issues, inconsistencies and other violations of HCI principles. The team hopes to provide actionable suggestions that will improve the mobile UI and increase the overall efficiency, satisfaction and usefulness of Alltrails. Better, Faster, Stronger will be conducting a within subjects usability test to determine the comparative usability of the mobile apps Alltrails and Hiking Project. This test will help establish the current UI of the alltrails mobile app and provide feedback for future updates and iterations.

Goals

The goals of this usability test is to determine the current usability of the Alltrails mobile app compared to Hiking Project.

Test Objectives

- Determine whether users can quickly and efficiently accomplish the main tasks identified
- Determine user satisfaction via post usability test survey
- Determine usefulness via post usability test survey

Methodology

Moderated in-person usability test

Sessions

Five 10-15 minute sessions

Equipment

- Moderator Cell Phone, varying models
- Macbook Pro
- Cell phone screen/sound recording software
- Video recording device, (ex. GoPro.)
- Survey Monkey

Metrics

- Success Rate
- Number of errors
- Time on task
- Satisfaction scale

- Usefulness scale

Notes to Moderator:

- Please install both the hiking projects app and Alltrails app on test phone. In each app, locate the berry creek falls trail in big basin california. Favorite this trail. Participants will find it when completing tasks.
- Please note that the hiking project app has many broken functionality and users may not be able to complete each task. Move on to the next task if user is unable to complete the task.
- Because each participant is testing both apps, we must randomize which app the participant uses first.
- Participant should take the survey portion relating to the app they tested directly after using it, before using the second app.

Usability Test Script

Introduction

Hello, thank you again for participating in some usability testing with us. My name is _____ and I will be walking you through this session today!

Before we get started, I'd like to explain to you what we're going to be doing today so you know what to expect. I'll also give you some context about what we are testing and why.

Today, we are going to ask you to complete a few tasks in two mobile applications. Alltrails and Hiking project. Our main goal here is to compare the three applications and see what you like best and least. Please remember that we are testing the app and not you! We simply want to hear your honest thoughts and opinions.

We will start by asking you to complete tasks in the order listed on the document provided. We ask that you go at the normal pace you would if you were using the app on your own. At the completion of each task, indicate that you have finished by saying "done". When completed, I will switch the app on your phone and ask that you perform the same tasks on the second app.

As you navigate through each task, try to think out loud so that I can observe and understand your interactions better. For example, if you click on something but the information provided was different than what you expected.

After the tasks are completed, you will be given a short survey.

If at anytime you find yourself confused or unsure of what you are supposed to be doing, thats fine. Simply let me know and I will get you back on track. I may not always be able to answer questions during the session, but I will do my best to answer any questions you might have after the session has concluded.

Finally, before we get started. Would it be ok if we recorded your screen and voice during this testing session? Your recording will only be used by the project team to help us improve the design and functionality of the application.

Do you have any questions so far?

Are you ready to continue?

Okay, Let's start recording and begin.

After Tasks

Now we ask that you complete a short survey.

Survey link: <https://www.surveymonkey.com/r/H7MNMZR>

Wrap-Up

Thank you for your time and participation in the usability test. Your input and feedback is very valuable. Before ending this session, do you have any further questions or comments regarding this test.

Tasks

We will now begin the tasks. You will be given several scenarios/ tasks. As you complete each task, remember to think out loud and tell me what you're thinking and feeling as you navigate through the app.

1. You want to find a trail with a rating of at least 4 stars, moderate difficulty that is dog friendly and flag it for later viewing. Do that.
2. Locate Berry Creek Falls in your favorites section. Find:
 - a. Restroom facilities information. If this information is not present, say out loud what parts are not there and continue to the next step.
 - b. Weather information. If this information is not present, say out loud what parts are not there and continue to the next step.
 - c. The photo gallery of this location. If this information is not present, say out loud what parts are not there and continue to the next step.
3. Pretend you are about to start the Berry Creek Falls hike. Activate the hiking recorder to document your trip.
4. Pretend you have just completed the Berry Creek Falls hike and would like to leave a review. Go to the "write a review" screen but do not write or submit anything.
5. Where would you go if you wanted to upload a photo from your berry creek falls hike to the app for others to view? Go there.
6. Let your moderator know when you have reached this point.