

Formative User Study Mental Model

Group 10



Why using “Uncovering the Mental Model” ?

Wizard of WOZ

Think Aloud with WOZ


- Route Planning & Mobility Apps are quite common for users
- therefore functionality and interaction is rather obvious
- WOZ & Think Aloud with WOZ concentrate on step-by-step not necessary / suitable

Uncovering the Mental Model

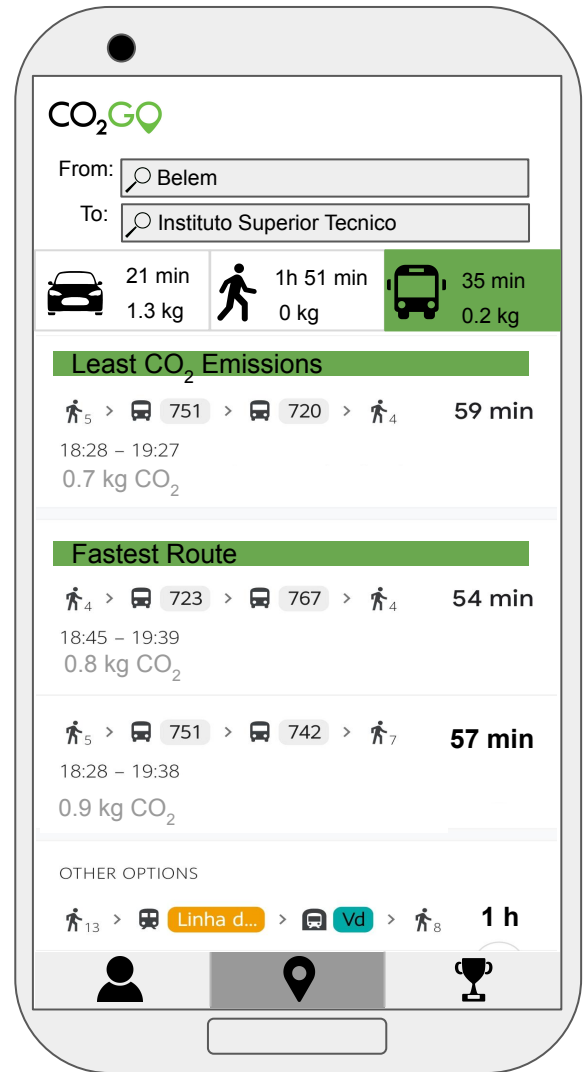
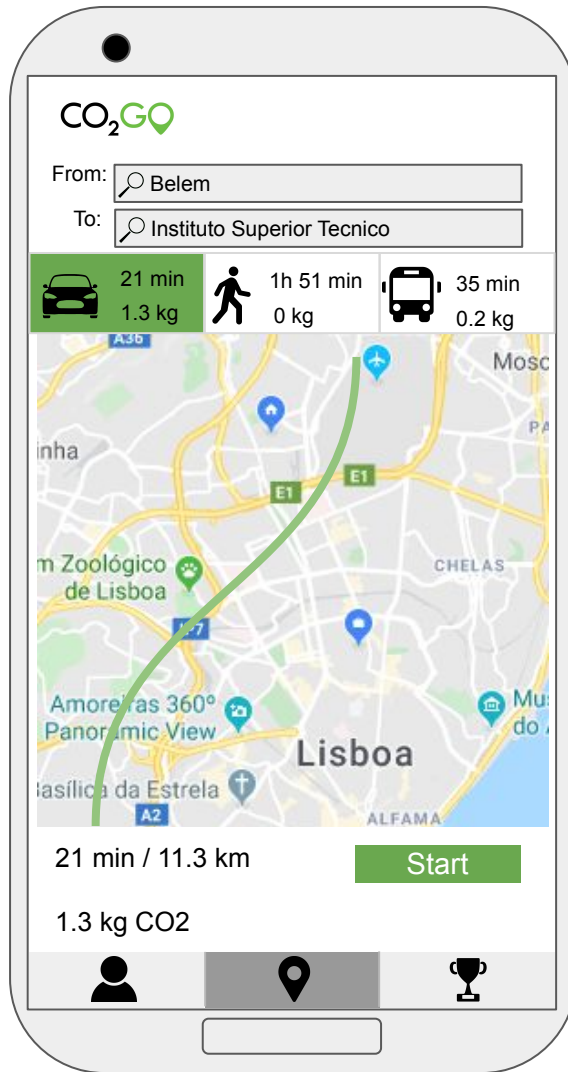
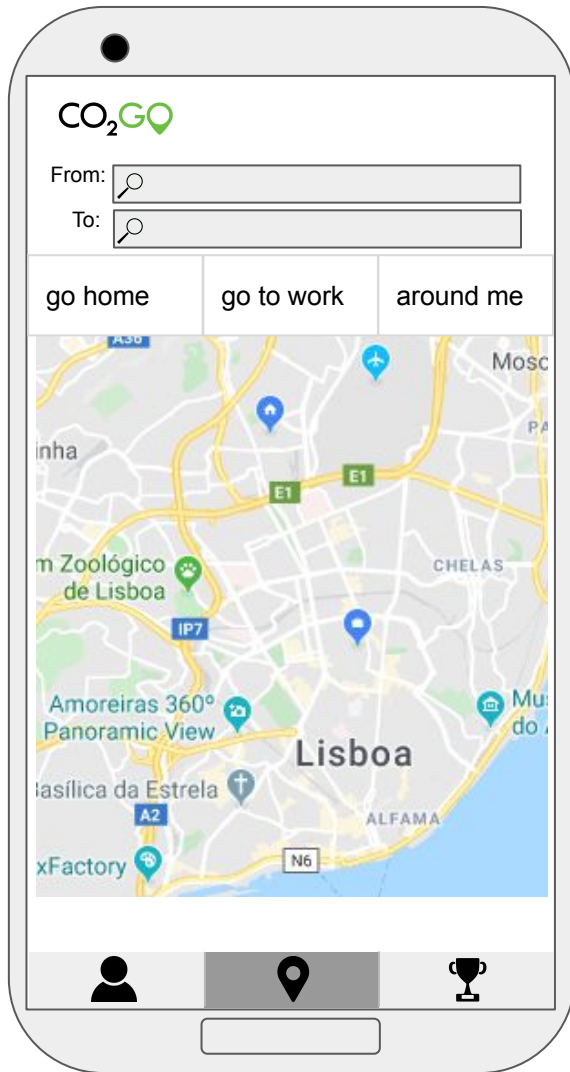
- Get in-dept feedback on the different elements of each screens is more helpful

Technique: Uncovering the Mental Model

Steps for the user feedback

1. Explain the idea
 2. Users explained what they see / what is clear / not clear to them
- 
3. Summarize and discuss the results in group
 4. Draw conclusions on elements

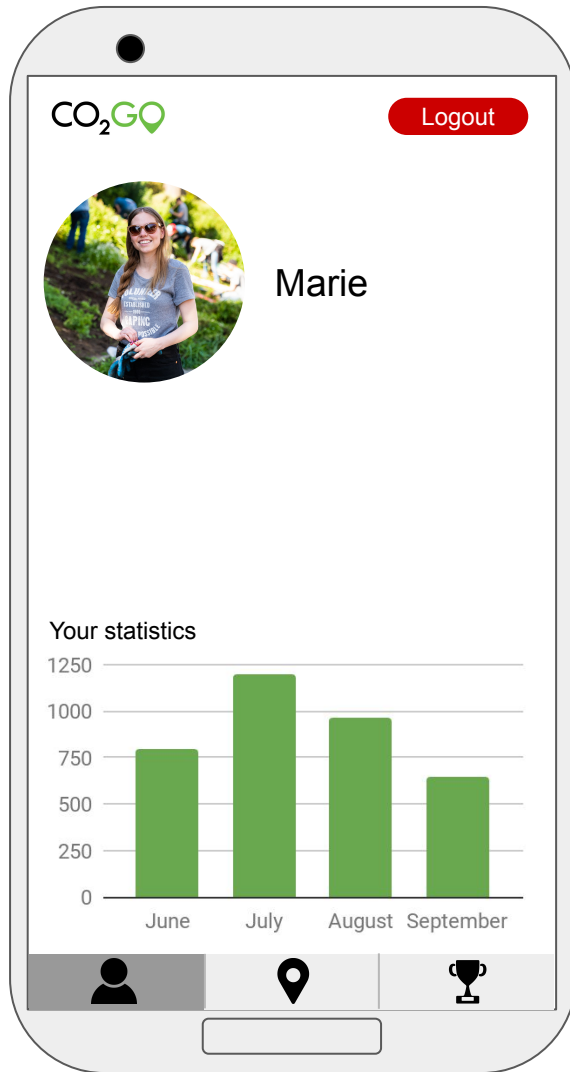
Overview of the app



CO₂GO

Login





CO₂GO

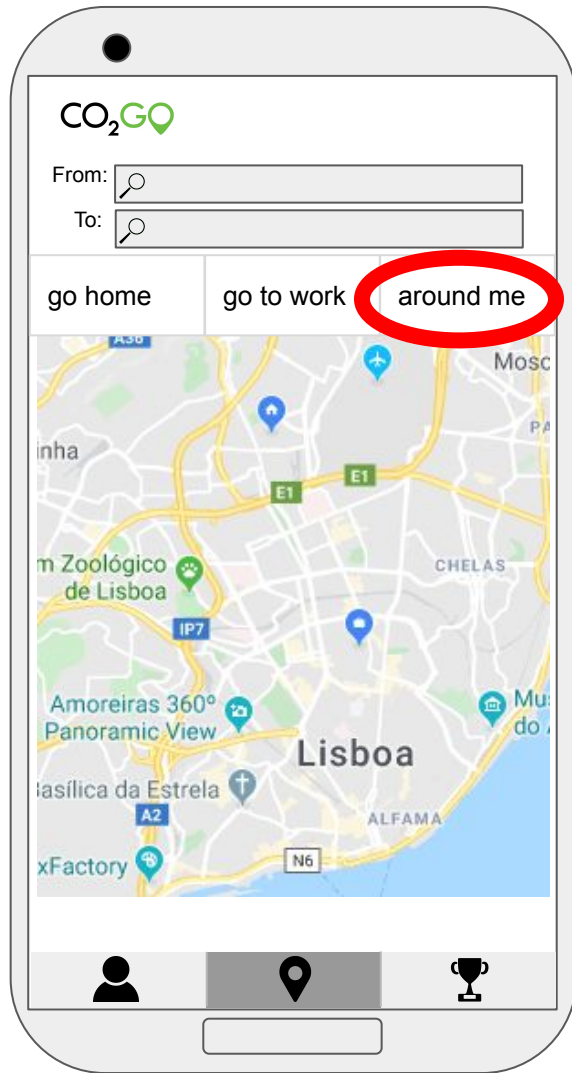
You've saved
4678
kg CO₂

1	Anna
2	Max
3	Kim
4	Chris
5	Bernard

Results

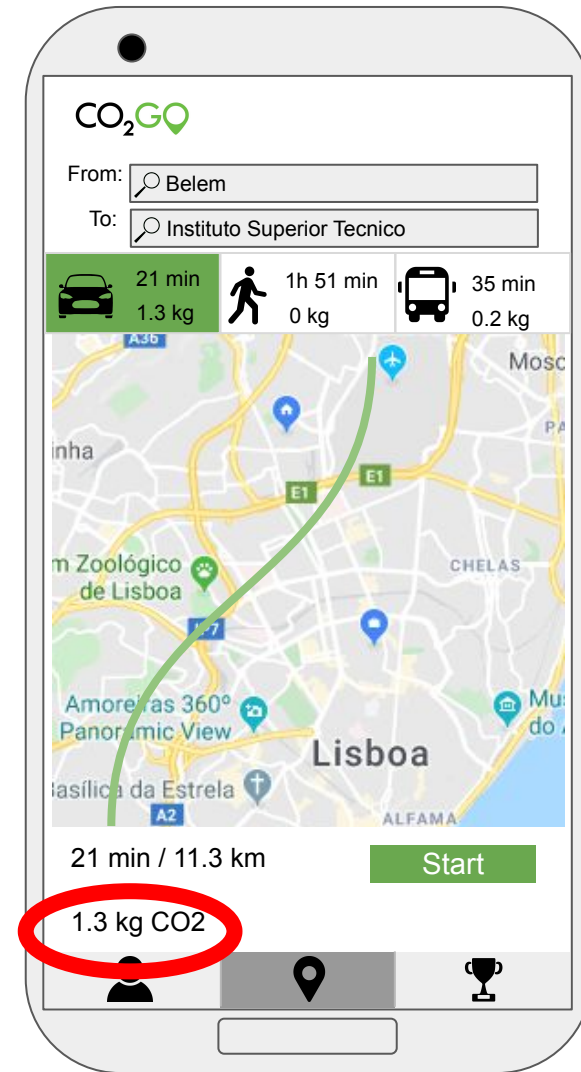
Home Page

- “Around me” button created some confusion
- We have decided that we will skip “Around me” for now



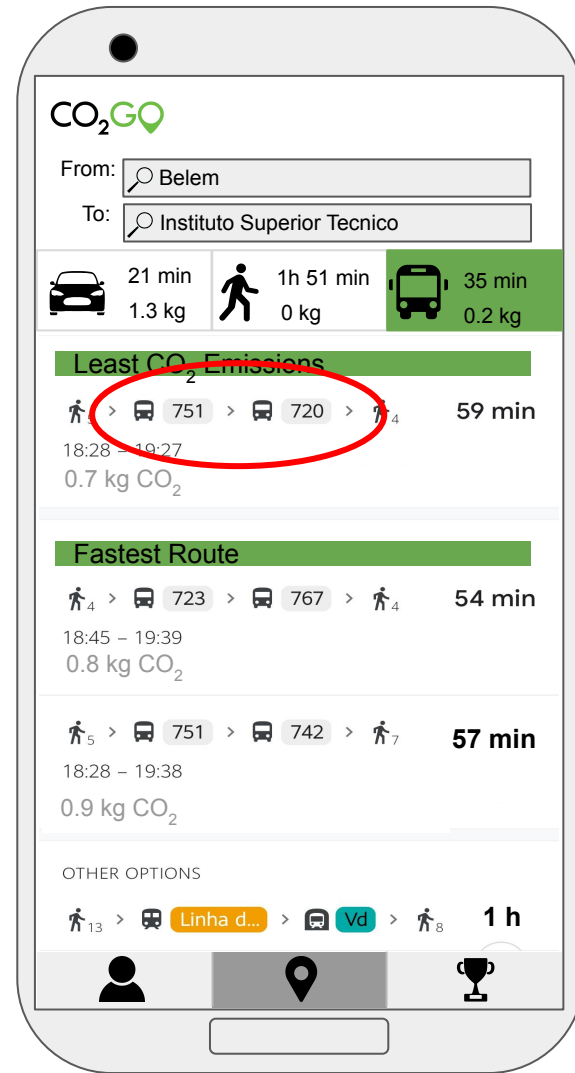
Search Page

- The measuring of CO₂ is confusing since it seems abstract, maybe use a different measure
- We have since looked into using other measure such as number of plastic straws for measurement: One plastic straw is **1.46 grams of carbon dioxide emissions**
- There was also a request to add options for arrival and departure time
- This is something we have decided to implement



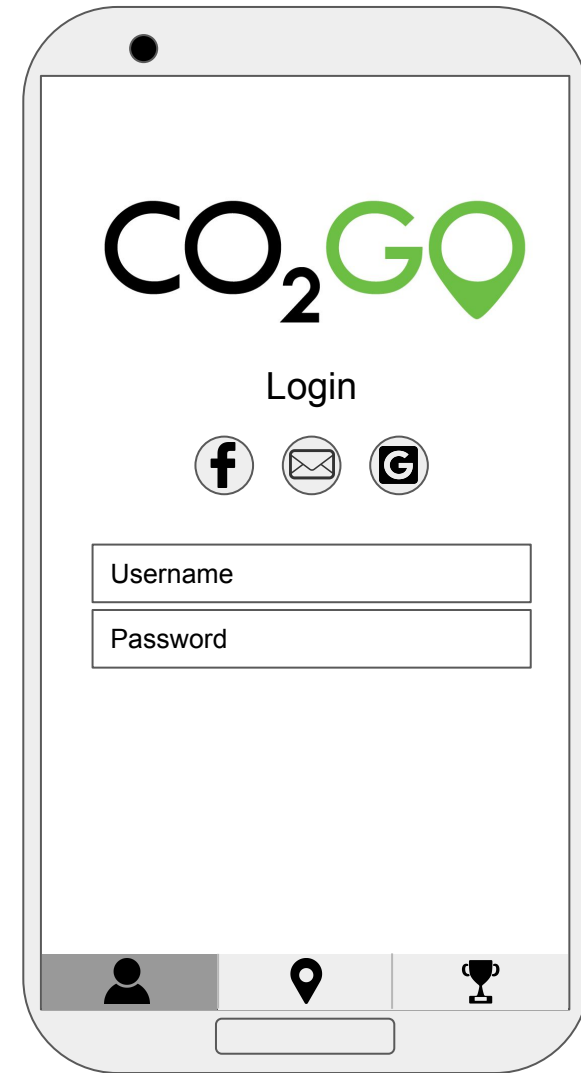
Routes Page

- “Too messy, a lot of information”
- Option to know which type of bus you are taking
 - Gas, Natural Gas, Electric



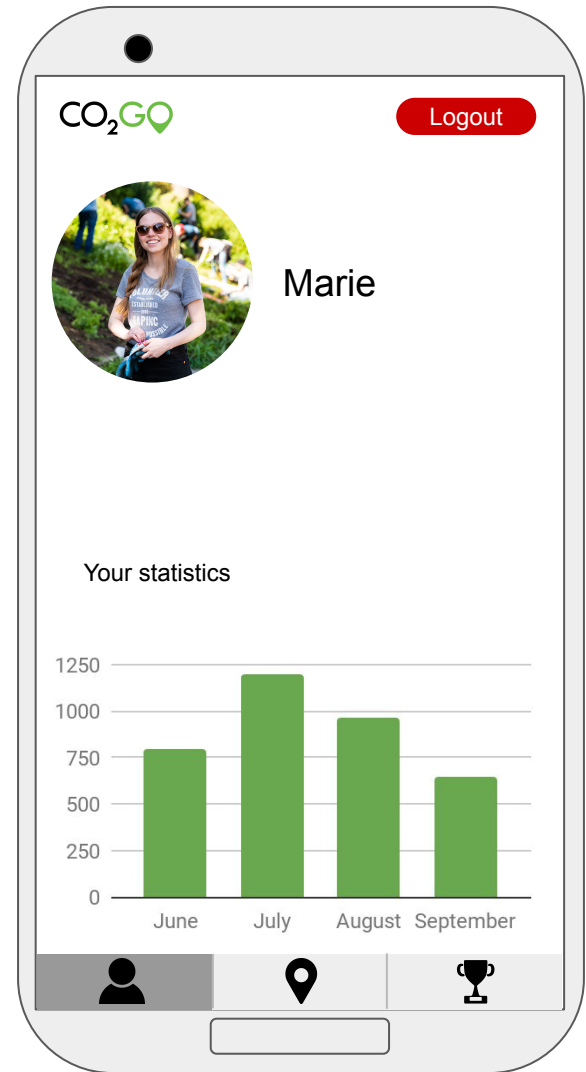
Login Page

- No Login button
- No In-app Registration



Profile

- This page Looks empty
- We will add something like tip of the day , Add labels to the graph and put historical direction



Scoreboard

- I would add the points of each person
- Put more color
- Always have user's position even if not in top 5
- Add ribbons for users based on goals
- Maybe have a progress bar that fills up for different levels
- Add a description of how the calculations are made

