
Urban Scout

Smart City Mobile Application
Information Architecture

Amelia Bauer, Ann Junker, Brandon Welch

Navigating a city can be difficult and confusing, especially for people unfamiliar with the area. Locals can also feel overwhelmed by the numerous dining options, events, and sources of entertainment found around their city. Additionally, people with accessibility needs and families looking for appropriate activities often need extra help finding suitable experiences.

Urban Scout is a smart city application that uses “urban informatics,” social sharing, and user preferences to help people enjoy their visits to the city and avoid crowds, poor services, travel headaches.

Overview

Personas

To understand the user's expectations, wants, and needs of **Urban Scout**; we created 4 personas to describe the different types of users we are designing for.

The city is an extension of my daily life. My local neighborhood in my lifeline. I want to be notified of shopping, entertainment, and food options that meet my preferences.

City Dweller
CHI

I go to events with my family and visit local color. I need help keeping up with new things in town, avoiding construction, and finding parking.

Suburban Weekender
MKE

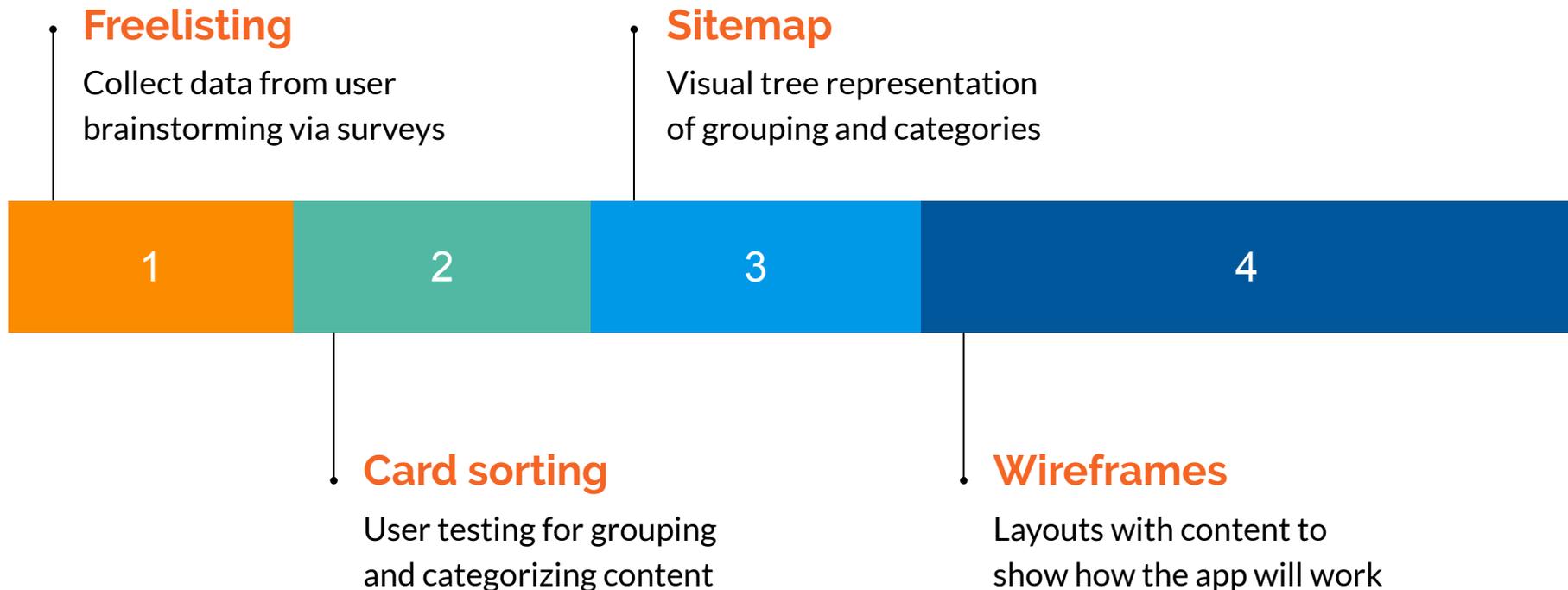
I visit for a few days and want to find nice places to eat and visit places I heard about. I generally rent a car or use car services, and expense my meals and entertainment.

Business Traveler
NYC

I want to see as much of the city as I can in a week. Not just the usual tourist stuff, but also hole-in-the-wall places. I want to create memories to share with my friends and family.

Tourist
PHX

IA Milestones



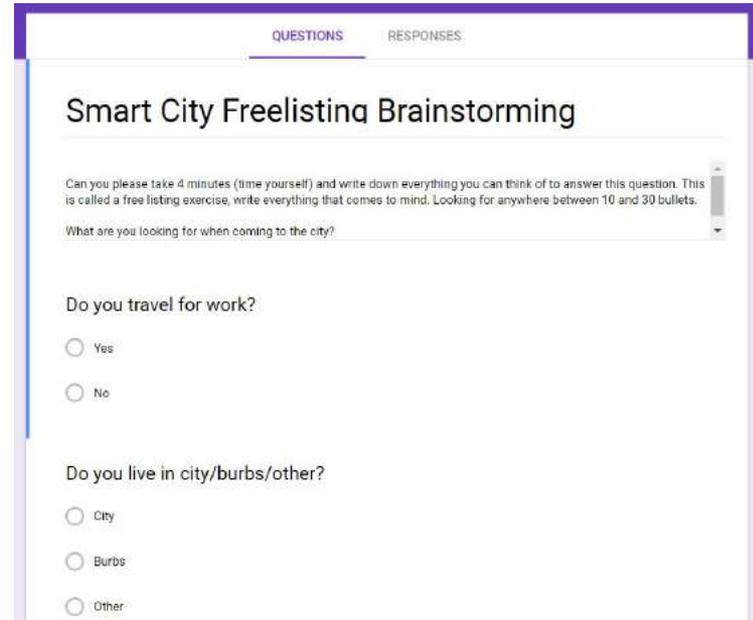
Freelisting

Purpose

Freelisting is a brainstorming process where several topic experts coming up as many terms that can be applied to the the domain. These terms will be reviewed, culled, and used for the card sorting exercise.

Process

- Surveyed 19 users
 - Eliminator questions
 - Brainstorming of terms
- Removed redundant responses
- Analyzed common terms
- Reviewed frequency and position of terms
- Looked for co-occurrences



The screenshot shows a survey interface with a purple header. At the top, there are two tabs: 'QUESTIONS' (selected) and 'RESPONSES'. The main title is 'Smart City Freelisting Brainstorming'. Below the title, there is a text box with instructions: 'Can you please take 4 minutes (time yourself) and write down everything you can think of to answer this question. This is called a free listing exercise, write everything that comes to mind. Looking for anywhere between 10 and 30 bullets.' Below the instructions is a question: 'What are you looking for when coming to the city?'. There are two radio button questions: 'Do you travel for work?' with options 'Yes' and 'No', and 'Do you live in city/burbs/other?' with options 'City', 'Burbs', and 'Other'.

Freelisting

What we learned

Users came up with terms related to:

- Tourism
- Entertainment
- Food
- Fitness
- Relaxation
- Getting around town

	P1	P2	P3	P4	P5	P6	P7
Do you travel for work?	N	Y	Y	Y	Y	N	N
Do you live in city/burbs/other?	Burbs	City	City	City	City	Burbs	Burbs
How often do you visit the city?	For work, weekdays, m	Every weekend	Daily	Daily	Twice a week	Twice a month	< 1/month
	P1	P2	P3	P4	P5	P6	P7
Cleanliness		restaurants	Restaurants	transportation	Food	a parking place	. Destinations th
safe cheaper parking		bars	History	food	Restaurants	nice place to eat	- Convenient traf
safe neighborhoods		public transpo	Bars	culture	Bars	sporting event to attend	- Uniquely Chice
good restaurants		neighborhood information	Sports	people i know there	Friends	Billy Goat Tavern	
Familiar Place		tourist spots	Girls	air bnb	Social	Lou Mitchell's	
View of the Lake		coffee shops	Tours	walking	Water	my old office	
Candy Store		parks	Wildlife	selfie sticks	Views	crowded bar	
		cultural attractions	Golf	museums	Activity	museums	
		historical buildings	Friends who live there	money	Good weather	lake front	
		pop culture references	Sights	travel	walking around	tall buildings	
		ride sharing	People	memories	getting drinks		
		running trails	Beaches	drinking	meeting new people		
		local favorites	Bodies of water	views	seeing old friends		
		free gym					
		memberships/trials	Public transportation	no sleep	seeing family		
		nearby water features like lakes/oceans	Hiking	currency	taking pictures		
		hikes	Roofs	walking	taking snapshots		

Card Sorting

Purpose

Understanding the project's features and content, the next step was to group and categorize content. We conducted a card sorting exercise to test our assumptions, having users shows us when we were incorrect. The benefit of a card sort is to learn how the user organizes content in a way that is useful to them.

Process

- Created 80 cards, as determined in freelisting exercise
- Created 10 categories
- Closed remote card sort using OptimalSort online
- Completed by 12 users who fit our 4 personas

Categories

- Active
- City Help
- Entertainment
- Events
- Food/Drink
- Nature
- Shopping
- Social
- Tourism
- Transportation

Card Sorting

What we learned

While there was some consistency in card placement, there was still quite a bit of variation on other cards.

- 47 of 80 cards had a level of 9 or more of consistent category placement
- Combining some categories could be useful
- Unsorted cards was an option, no one used it

	Social	Food/Drink	Tourism	Transportation	Entertainment	Events	Active	Shopping	Nature	City Help
Unique Traditions	5		3		2	1				1
Activities	2		1		2	5	2			1
Air BnB			8	3						2
Architecture			9		1				1	2
Art	1		6		6					
Atmosphere	4		3			1			4	1
Bars	1	11			1					
Baseball					4	3	6			
Beaches	1				1		1		9	1
Beer		13								
Book signings for famous authors					1	12				
Brunch	1	10	1		1					
Candy Store		8						5		
Cleanliness	1		2							10
Closed roads, construction				8						5
Coffee Shops	2	11								
Concerts					5	8				
Cultural attractions			9		3	1				
Comedy					10	3				
Culture	5		4		2	1			1	
Currency			1					3		9
Dog parks	2		1				4		5	1
Familiar/favorite Places	5		3		2					3
Festivals, street festivals		1			1	11				
Fireworks			1		4	8				
Food trucks		13								
Free gym memberships/trials	2						10			1
Friends	12									1
Games			1		6	3	3			

Sample of results

Sitemap

Purpose

Sitemaps visually represent the groups and categories discovered during card sorting. They show individual pages or groups of pages in a tree structure to show where in the website a page lives and its relationship to other content. We created a sitemap to show this organization and help shape the wireframe design.

Process

- Create sitemap based on categories and groupings found during user card sorting
- From the card sort, several categories were combined to simplify categories and ease wayfinding

Sitemap

What we learned

By color coding cards in the sitemap, we were able to see how many users placed those cards in that category - green cards had 9+ users place it in that category.

We knew from the card sort that many cards were split almost evenly between a couple categories. This made us think about combining categories.



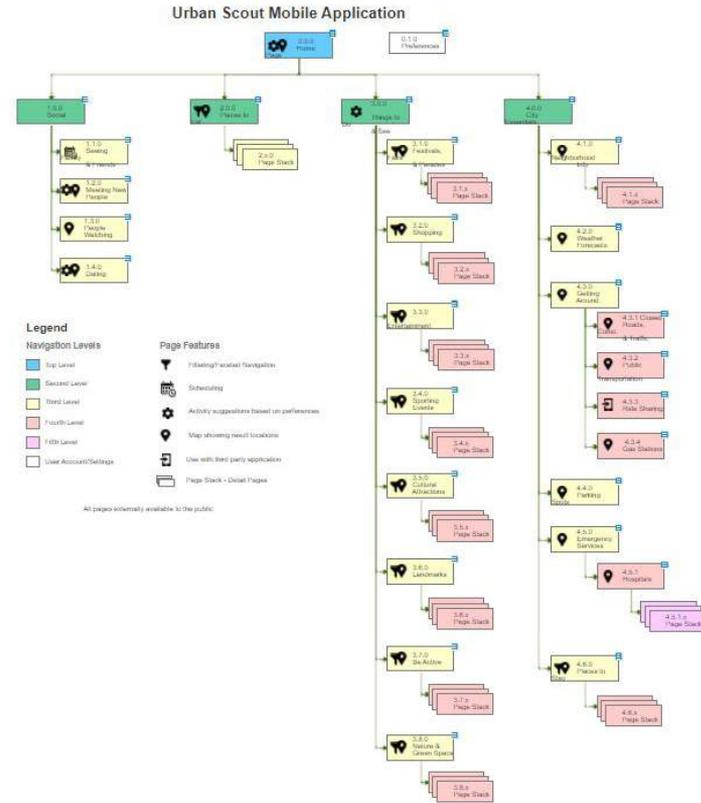
Revised sitemap after combining categories and color coding cards

Sitemap

What we learned

With further combining of categories, we refined the category names and created additional levels of navigation.

We indicate the features and functions of pages. Filtering pages provide suggestions for faceted navigation so the user can quickly find results they are looking for.



Sitemap

First and second level navigation annotations

0.0.0 Home Page

If the user has preferences set up, the home page is personalized for them. It lists in chronological order the things that match their preferences. Perhaps a map that marks where these things are. If the user has no preferences it reminds them that preferences would be a great thing to have.

Home page also has links to get the user to the other areas of the site - to the top level navigation.

0.1.0 Preferences

Users can set up preferences.
They will get notifications of things that match preferences.

1.0.0 Social

This is a landing page that will contain icons to direct users to the different subpages. These include; meeting family & friends, meeting new people, people watching, and dating.

2.0.0 Places to Eat

This is a filtering page with a map to help you locate places to eat that match your filters.

3.0.0 Things to Do & See

Calendar of upcoming events - based on preferences - if no preferences set it lists local events chronologically.

4.0.0 City Essentials

List of links plus some basic quick view city information like currency and weather.

Treejack User Test

Purpose

A treejack is used to test out tasks with the sitemap. It helps us quickly test the Sitemap before creating wireframes.

Process

- Reviewed tasks that can be tested for treejack and wireframe testing
- Set up 7 tasks and added the sitemap tree to the testing software
- Recruited 20 users
- 15 tests completed

Tasks

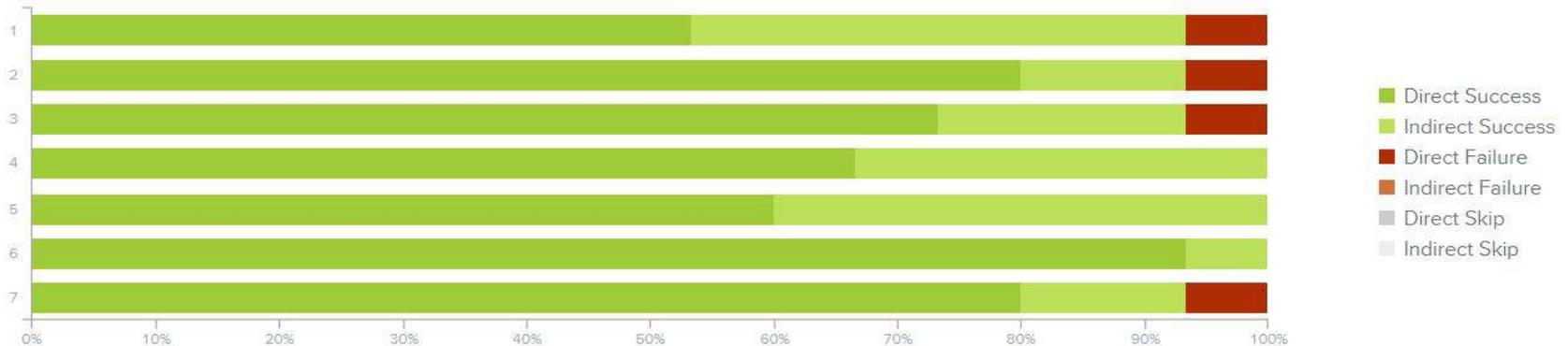
1. Find a list of nearby beaches
2. Find a place to have brunch with friends
3. Find out a list of upcoming street festivals
4. Look up a listing of art museums
5. You are in the Bay View neighborhood and want to find a Mexican restaurant
6. Find the when the bears are playing the packers in Chicago
7. You are in town and need to find a parking space

Treejack User Test

What we learned

- All tasks have at least 90% success rate
- Users mentioned things were familiar and fairly easy to find where they think things would be
- Tasks 1, 4 & 5 had a fair amount of traversing the navigation to find the right page

Tasks



Wireframes

Purpose

Wireframes adds layout visualization to the pages identified in the sitemap. They add real or placeholder content to show where content will be placed on each page. They also help us test how users expect to navigate through the pages.

Process

- Wireframes created for the identified 2 Tasks for user testing (note, additional 2 tasks included to highlight wire-framing and other navigation but were not tested by users)
- Tasks chosen based on user feedback and types of features that are most wanted
- Create slides for annotated wireframes

Wireframes

Task 1

You are visiting Chicago to meet friends for lunch. You decide driving would be faster than taking the train. You want to find out what parking is available downtown. You open the Urban Scout app on your phone to find out more information.

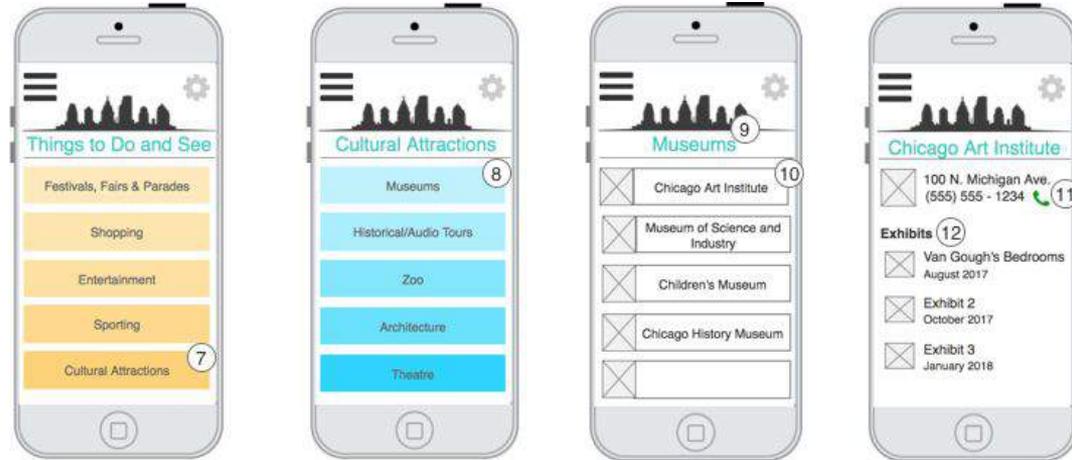
- 1 A user can log in and store their preferences in their account
- 2 A user clicks the city Essentials button to view information about the city, including neighborhood information, weather, directions, parking and emergency services.
- 3 The user can click the horizontal menu to get back to the main menu or navigate directly to another one of the home page categories.
- 4 Drill down navigation style allows the user to select parking.
- 5 The map can be manipulated to show alternative parking options in addition to the displayed suggestions based on the user's phone location.
- 6 Available parking options contained within the map display are sorted based on proximity and ascending price.



Wireframes

Task 2

You are in Chicago for a business trip and come across some free time. You want to visit the Art Institute of Chicago and see the Van Gogh's Bedroom exhibit. You open the Urban Scout app on your phone to find out more information.

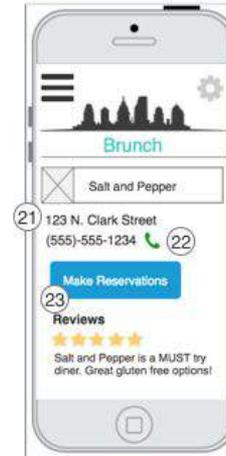
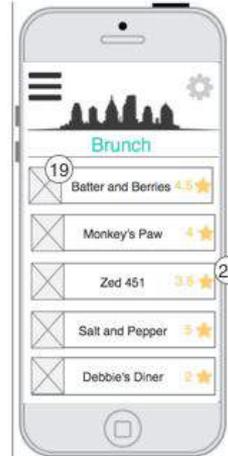


- ⑦ Under Things to Do and See, a user views a listing of tourism events, including cultural attractions
- ⑧ A user selects Museums to see a detailed list of museums in the area.
- ⑨ The application uses the location of the user's phone to determine what city the user is located in, and provides a listing of museums in the city.
- ⑩ A user clicks on any museum name to get more information on the museum.
- ⑪ The museum name is displayed along with address and phone number. User can click the phone icon to directly dial the museum.
- ⑫ Any other relevant museum information, such as exhibit information, is displayed below.

Wireframes

Task 3

You love trying new restaurants, especially brunch. You know that in Chicago, brunch places fill up fast, especially on the weekends. Make a brunch reservation for 2 at Salt and Pepper Diner. (Note: This task was not tested by our users)



- 18 Places to Eat gives a user suggested options for common dining requests.
 - 19 Based on user preferences, a listing a suggested brunch options are displayed.
 - 20 Ratings are given for each of the dining options. Detailed reviews are available if clicked into.
 - 21 Address and phone number are provided for convenience.
 - 22 If a user has a specific question for the restaurant, they can dial the front desk directly by clicking the phone icon.
 - 23 Click Make Reservation to confirm a spot at the restaurant directly in the application.
 - 24 Click on the calendar icon to select the brunch date directly from a calendar view.
 - 25 Enter desired time for reservation.
 - 26 Click Confirm Reservation. Error will be given if there are no reservations at that time, along with suggested available times.
- Supporting documents: Wireframes @ <http://x1t1l7.axshare.com>

Wireframes

Preferences Annotations

In addition to the tasks for testing, we created screens to show that users can set up their own preferences. Based on their preferences, they will be notified of things that match what they like. Preferences were not tested with users.



- 13 Under user's preferences, we see settings that the user is able to tweak to personalize their account.
- 14 Favorites is where a user can enter their personal favorites which then lead to advanced suggestions on other areas of the application.
- 15 There are many categories which a user can enter their favorites for. A user can click Neighborhoods to enter their preferences based on where they live or enjoy spending time.
- 16 A user can scroll through a listing of neighborhoods and select all of their favorites.
- 17 Click select neighborhoods to confirm selection.

Wireframes

What we learned

Using the sitemap and concept naming decision, we generated the wireframes. Our general wireframing structure is a depth rather than breadth functionality, requiring the user to drill-down to navigate to their task. This requires a higher click and more pages in the wireframes, but was ultimately an approach that user's responded well to.

We gave the users 2 main tasks - to find parking and to look up a museum's exhibits. We found that in our testing, the wireframes we generated were successful and generally intuitive for the user's navigation with the two tasks that were provided. Further information on the user's testing and results is included in the chalkmark testing section.

Chalkmark User Testing

Purpose

Chalkmark tests use the wireframes that were created for the user tasks. These tests show us how users how the users completed the tasks. They give us quick feedback on actual screens and show us where we need to make changes.

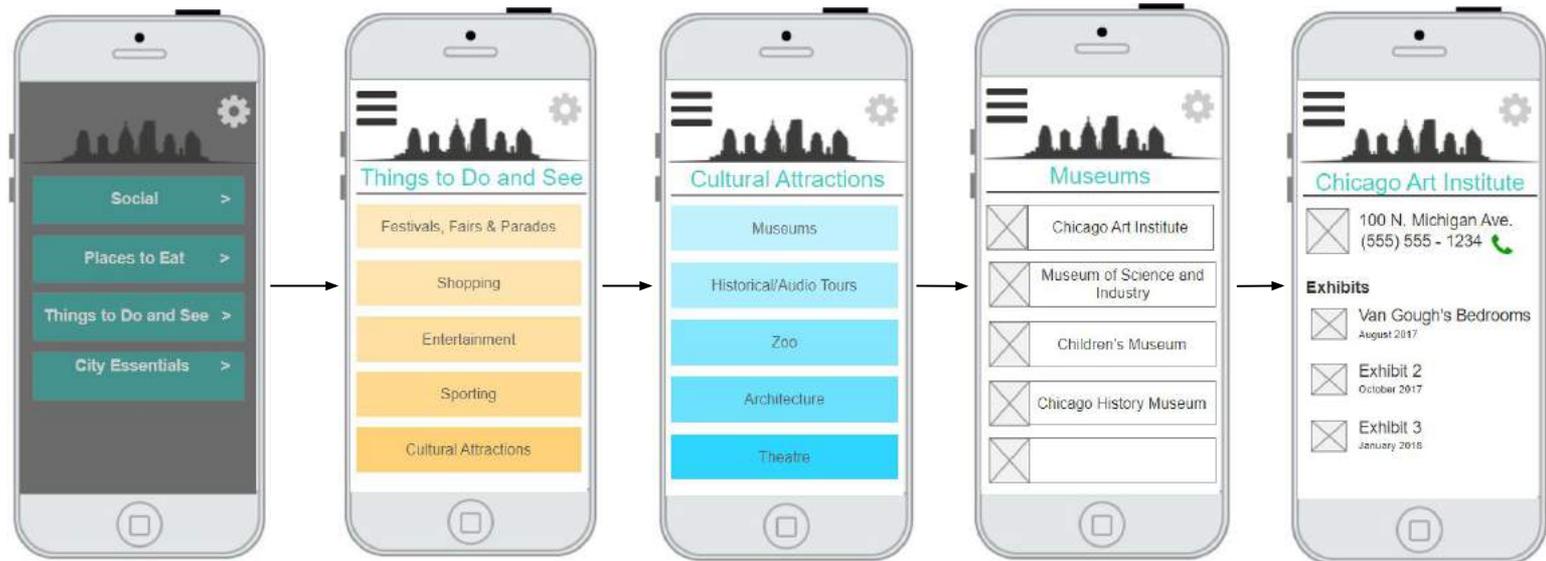
Process

- Set up online Chalkmark tests for 2 tasks
- Recruited 15 users
- 13 completed tests

Chalkmark User Testing

Task 1

You are in Chicago for a business trip and come across some free time. You want to visit the Art Institute of Chicago and see the Van Gogh's Bedroom exhibit. You open the Urban Scout app on your phone to find out more information.

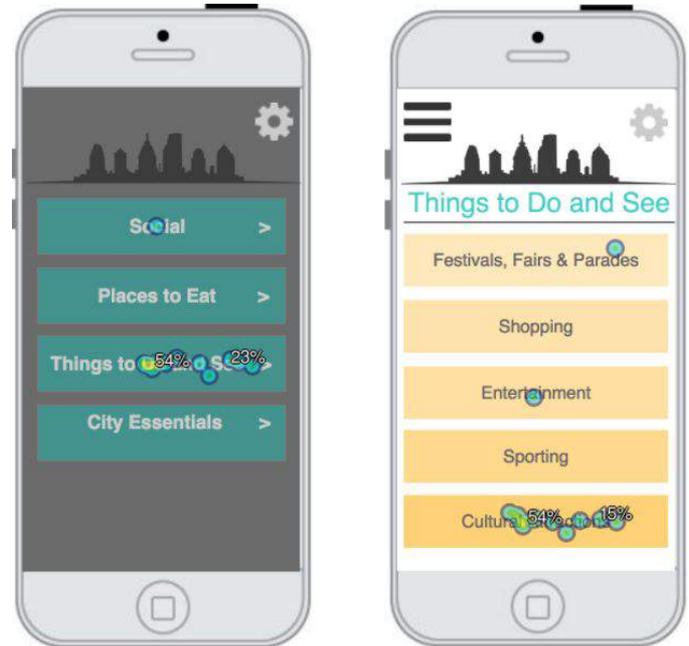


Chalkmark User Testing

What we learned

Task 1

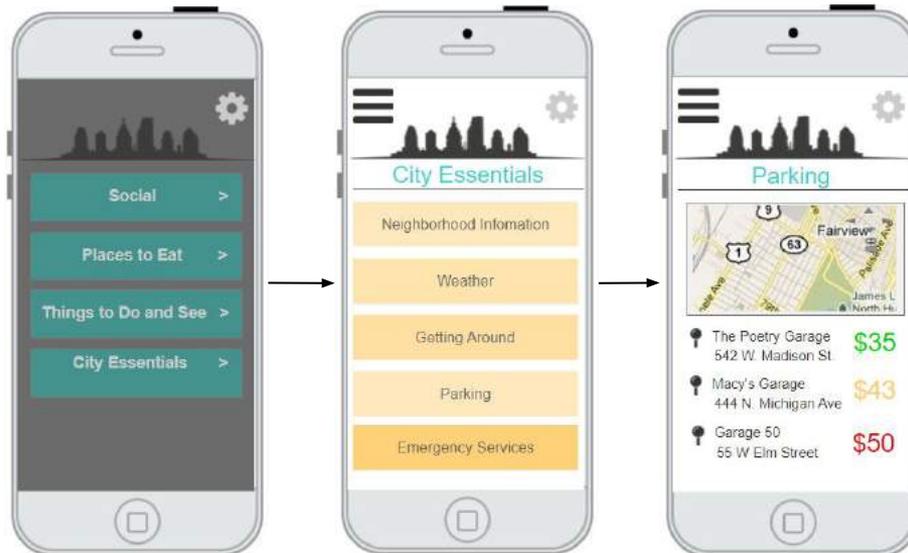
- Success rate of 85% or better on all pages
- Lowest success was on the Things to do and See screen to decide where museums would be
- Every screen took less than 8 second to complete
- The longest times were on the Home (7.22 sec) and the Things to Do and See (7.82 sec) screens.



Chalkmark User Testing

Task 2

You are visiting Chicago to meet friends for lunch. You decide driving would be faster than taking the train. You want to find out what parking is available downtown. You open the Urban Scout app on your phone to find out more information.

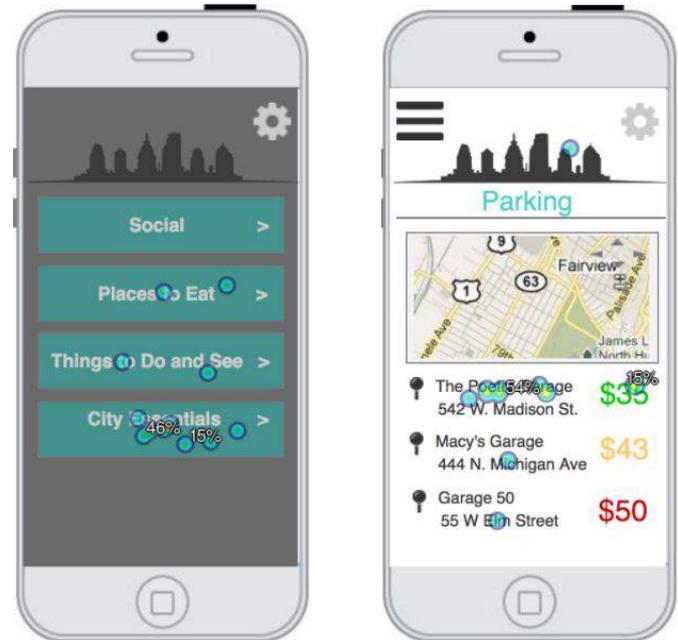


Chalkmark User Testing

What we learned

Task 2

- Success rate of 69% or better on all screens
- Lowest success was on the Home screen - assumption is the wording City Essentials is confusing
- The longest time was 12.76 sec on the last page in the task, assumption is that this is a listing page and end destination, so people did not click further
- The Home page took 8.36 sec - adding to the assumption that City Essentials should be reworded



Retrospective

Throughout this process, we gained invaluable experience from beginning to end. Most significantly, the practice testing with several types of testing. From the beginning, we used free listing to determine what users would actually want to see in a city app, instead of just deciding concepts on our own - this further enforced the idea that we are the designers and not necessarily the end users. Card sorting is a basic skill, but learning how to conduct and evaluate the tree jack and chalk mark tests, hands on, was valuable.

There are several pieces of the project that we would have done differently:

- Our card sort could have been done with a more hybrid approach. While we believed that we, as designers, were able to title certain categories, feedback from our users said otherwise. A more hybrid approach of including an open card sort would have increased our visibility into how users would name titles and buttons in the app.
- Wireframing was started too early (before treejack testing), therefore making it hard to go back and make changes in an already interactive wireframing design.
- User testing (treejack and chalkmark) showed the navigation is good, though some refinement is needed. If we could continue working, our next step would be observational testing. This would be a good next step to be able to watch and hear the users as they navigate through the wireframes. In those tests, we can ask the user questions about their choices and what could be done for improvements.

Appendix

Appendix - Freelisting

User input

Can you please take 4 minutes (time yourself) and write down everything you can think of to answer this question. This is called a free listing exercise, write everything that comes to mind. Looking for anywhere between 10 and 30 bullets.

User 1

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city?

For work, weekdays, maybe once a month for personal

Terms:

Cleanliness
safe cheaper parking
safe neighborhoods
good restaurants
Familiar Place
View of the Lake
Candy Store

User 2

Do you travel for work? Y

Do you live in city/burbs/other? City

How often do you visit the city? Every weekend

Terms:

restaurants
bars
public transpo
neighborhood information
tourist spots
coffee shops
parks
cultural attractions
historical buildings
pop culture references
ride sharing
running trails
local favorites
free gym memberships/trials
nearby water features like
lakes/oceans
hikes
volunteer opportunities

walking tours
historical/cultural audio tours
rent-a-bikes
Dog parks
Baseball teams

Appendix - Freelisting

User input

User 3

Do you travel for work? Y
Do you live in city/burbs/other? City
How often do you visit the city?
Daily

Terms:

Restaurants	Friends who live there
History	Sights
Bars	People
Sports	Beaches
Girls	Bodies of water
Tours	Public transportation
Wildlife	Hiking
Golf	Roofs
	Weed

User 4

Do you travel for work? Y
Do you live in city/burbs/other? City
How often do you visit the city? Daily

Terms:

transportation	travel	vacation
food	memories	work
culture	drinking	meeting new people
people i know there	views	
air bnb	no sleep	
walking	currency	
selfie sticks	walking	
museums	people watching	
money	coffee shops	

Appendix - Freelisting

Request user input

User 5

Do you travel for work? Y

Do you live in city/burbs/other? City

How often do you visit the city? Twice a week

Terms:

Food	new clothes	sunshine
Restaurants	walking around	outdoor food and drinks
Bars	getting drinks	excitement
Friends	meeting new people	pizza
Social	seeing old friends	food trucks
Water	seeing family	shopping
Views	taking pictures	being social
Activity	taking snapchats	brunch
Good weather	geotags	travel
	exercise	high energy

User 6

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? Twice a month

Terms:

- a parking place
- nice place to eat
- sporting event to attend
- Billy Goat Tavern
- Lou Mitchell's
- my old office
- crowded bar
- museums
- lake front
- tall buildings

Appendix - Freelisting

User input

User 7

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? < 1/month

Terms:

- Destinations that are both educational & cultural experiences
- Convenient transportation options
- Uniquely Chicago Traditions (i.e. Billy Goat, Weiner Circle, Walnut Room, Xmas Trees from Around the World at MSI)

User 8

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? Everyday

Terms:

- Wacky drivers
- museums
- Yeasty Smells
- German Fest
- Lake
- Pot holes
- parking spot
- hospital
- traffic
- work
- pedestrians
- Polish Fest

User 9

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? 5-10x a month

Terms:

- restaurants
- Parks
- Music
- Bars
- Sporting Events
- Kid activities
- gas stations
- shows
- movies

Appendix - Freelisting

User input

User 10

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? 6x year

Terms:

Art Museum	zoo
Theater	closed roads,
Music	construction
Architecture	detours
Lake	bad weather
Taking Photos	bad drivers
Shopping	medical care
parking	
parks	
hobby activities	
restaurants	
weather report	

User 11

Do you travel for work? N

Do you live in city/burbs/other? City

How often do you visit the city? Daily

Terms:

food	festivals
culture	architecture
women	conversation
coffee	political bribes
games	money
tea	hotdogs
shows	kimchi
baseball	
movies	
jazz	
music	

User 12

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? few times year

Terms:

Entertainment
Food
Beer
Music
Baseball
New Experiences

Appendix - Freelisting

User input

User 13

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? few times month

Terms:

restaurants

atmosphere

shopping

bars

museums

lake

architecture

art

theatre

User 14

Do you travel for work? N

Do you live in city/burbs/other? City

How often do you visit the city? Daily

Terms:

My home

Fun activities

Good food

Live Music

Museums

Street festivals

Good bars

Meeting new people

Sight-seeing

Shopping

Having fun

Sporting Events

User 15

Do you travel for work? Y

Do you live in city/burbs/other? Burbs

How often do you visit the city? few times month

Terms:

Work

Visit Friends

See Entertainment

Eat Food

Have Drinks

Shop

See Landmarks

Appendix - Freelisting

User input

User 16

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? few times month

Terms:

Pokémon

Poke Stops

Pokéballs

A nice evening with family and friends

Cool restaurants or bars

Interactive experiences (Escape the Room,

Nintendo Summer of Play, Microsoft VR Events)

Navy Pier

Fireworks

Concerts for famous musicians

Book signings for famous authors

Sporting Events

Winter Events (Ice skating at the Pier, etc)

Swimming at the Beach

Board game nights with friends

Niche stores

User 17

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? few times year

Terms:

food

dinner

baseball game

sporting event

concerts

music

see a show

meet Nicole for lunch

doctor visit

see friends

shedd

shopping

Appendix - Freelisting

User input

User 18

Do you travel for work? N

Do you live in city/burbs/other? Burbs

How often do you visit the city? A few times a year

Terms:

booze

fun

brother

code

jobs

food

music

museums

baseball

lake

culture

plays

art

women

break

taxes

corruption

comedy

date night

fireworks

football

hockey

beach

boats

events

User 19

Do you travel for work? Y

Do you live in city/burbs/other? City

How often do you visit the city? Daily

Terms:

restaurants

dog friendly stores/bars/restaurants

shopping

parks

museums

architecture

bars

nice scenery

tourist attractions

the beach

places for work functions

local cuisine

new experiences

Appendix - Card Sort

Remove duplicates, redundant, and look for co-occurrences from Freelisting to create cards

Unique Traditions	Currency	Movies	Shopping
Activities	Dog parks	Museums	Shows
Air BnB	Familiar/favorite Places	Music	Sights / sight-seeing
Architecture	Festivals, street festivals	Navy Pier	Sporting Events
Art	Fireworks	Neighborhood Info	Taking Photos
Atmosphere	Food trucks	Outdoor food and drinks	Tea
Bars	Free gym memberships/trials	Parking	Theater
Baseball	Friends	Parks	Tourist spots
Beaches	Games	People watching	Tours
Beer	Gas stations	Poke Stops / Pokémon / Pokéballs	Traffic
Book signings for famous authors	Geotags	Pop culture references	Views / Scenery
Brunch	Golf	Pot holes	Volunteer Opportunities
Candy Store	Hiking	Public transportation	Walking tours
Cleanliness	Historical/cultural audio tours	Rent-a-bikes	Weather
Closed roads, construction	Hospital	Restaurants	Wildlife
Coffee Shops	Interactive experiences	Ride sharing	Winter Events
Concerts	Kid activities	Rooftop restaurants and bars	Dating
Cultural attractions	Lake / Body of Water	Running trails	Zoo
Comedy	Local favorites	Landmarks	Shedd Aquarium
Culture	Meeting new people	Seeing family	Dog friendly stores/bars/restaurants

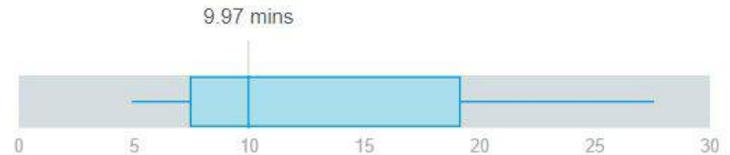
Appendix - Card Sorting

Categories

- Social - friends, conversation
- Food/Drink - all food/drink/restaurants in theory will be placed here
- Tourism - historical, cultural, walking tours, sightseeing
- Transportation - parking, construction, rideshare, gas stations
- Entertainment - concerts, shows, theatre, art
- Events - upcoming sports, concerts, other?
- Active - ie hiking, gyms, golf
- Shopping - shopping
- Nature - parks, lakes, beaches, wildlife
- City Help

This OptimalSort card sort study was launched on Jul 27 2017 and is still active.
The latest response was received on Jul 29 2017.
13 completed and 13 abandoned.
26 people have participated and 13 (50%) of those people sorted all 80 cards.

Time Taken



Lowest observed time:	4.92
Lower Quartile:	7.46
Median:	9.97
Upper Quartile:	19.15
Highest observed time:	27.58

Appendix - Card Sorting

Categories

- Social - friends, conversation
- Food/Drink - all food/drink/restaurants in theory will be placed here
- Tourism - historical, cultural, walking tours, sightseeing
- Transportation - parking, construction, rideshare, gas stations
- Entertainment - concerts, shows, theatre, art
- Events - upcoming sports, concerts, other?
- Active - ie hiking, gyms, golf
- Shopping - shopping
- Nature - parks, lakes, beaches, wildlife
- City Help

- This OptimalSort card sort study was launched on Jul 27 2017 and is still active
- The latest response was received on Jul 29 2017
- 13 completed and 13 abandoned
- 26 people have participated and 13 (50%) of those people sorted all 80 cards

Time Taken ?



Supporting documentation:

<https://www.optimalworkshop.com/optimalsort/meliador/wra12i5g/shared-results/ma17apz5eir55onyize13tz64el8qge2#/t/overview>

Appendix - Card Sorting

CATEGORY NAME	↑	NUMBER CARDS	↓	CARDS	AVERAGE	COUNT
Active		20		Winter Events (ice skating at the Pier, etc)	2.0	2
				Taking Photos	2.0	1
				Geotags	3.0	2
				Show 17 more		
City/History		33		Friends	1.0	1
				Unique Traditions	2.0	1
				Signs / sight-seeing	2.0	1
				Show 30 more		
Entertainment		38		Signs / sight-seeing	1.0	1
				Familiar/favorite Places	1.5	2
				Taking Photos	2.0	1
				Show 35 more		
Events		28		Unique Traditions	2.0	1
				Cultural attractions	2.0	1
				Book signings for famous authors	2.8	12
				Show 25 more		
Food/Drink		13		Coffee shops	3.4	11
				Brunch	4.2	10
				Rooftop restaurants and bars	4.9	11
				Show 10 more		
Nature		18		Pop culture references	1.0	1
				Taking Photos	1.0	1
				Signs / sight-seeing	2.0	1
				Show 15 more		
Shopping		4		Shopping	1.3	13
				Carly's Store	1.8	5
				Dog-friendly stores/bars/restaurants	2.0	3
				Show 1 more		

Appendix - Card Sorting

Social	31	Art	1.0	1
		Outdoor food and drinks	2.0	1
		Coffee Shops	3.0	2
		Show 28 more		
Tourism	33	Neighborhood Info	1.0	1
		Theater	2.0	1
		Games	4.0	1
		Show 29 more		
Transportation	11	Gettags	2.0	1
		Traffic	2.7	9
		Rent-a-bike/s	2.8	5
		Show 8 more		

Appendix - Card Sorting

The Results Matrix [?](#)

	Social	Food/Drink	Tourism	Transportation	Entertainment	Events	Active	Shopping	Nature	City Help	unsorted
Unique Traditions	6		3		2	1				1	
Activities	2		1		2	5	2			1	
Air Bnb			8	3						2	
Architecture			9		1				1	2	
Art	1		6		6						
Atmosphere	4		3			1			4	1	
Bars	1	11			1						
Baseball					4	3	5				
Beaches	1				1		1		9	1	
Beer		13									
Book signings for famous authors					1	12					
Brunch	1	10	1		1						
Candy Store		8						5			
Cleanliness	1		2							10	
Closed roads, construction				8						5	
Coffee Shops	2	11									
Concerts					5	8					
Cultural attractions			9		3	1					
Comedy					10	3					
Culture	5		4		2	1			1		
Currency			1					3		9	
Dog parks	2		1				4		5	1	
Familiar/favorite Places	5		3		2					3	
Festivals, street festivals		1			1	11					
Fireworks			1		4	8					
Food trucks		13									
Free gym memberships/trials	2						10			1	
Friends	12									1	
Games			1		6	3	3				
Gas stations				9						4	

Appendix - Card Sorting

Geotags	5			1	1		2		2	2
Golf	1				3		9			
Hiking							8		5	
Historical/cultural audio tours			12			1				
Hospital										13
Interactive experiences (Escape L...	2				8	2	1			
Kid activities	3				3	4	3			
Lake / Body of Water									13	
Local favorites	2	1	5		3					2
Meeting new people	12									1
Movies					12	1				
Museums			6		6	1				
Music					11	2				
Navy Pier			10		1	1			1	
Neighborhood info	1		1	1						10
Outdoor food and drinks	1	11							1	
Parking			1	8						4
Parks							2		10	1
People watching	9				3					1
Poke Stops / Pokémon / Pokéballs	1				5	1	6			
Pop culture references	4		1		4	1			1	2
Pot holes				5						8
Public transportation				12						1
Rent-e-bikes				5			8			
Restaurants		12			1					
Ride sharing			1	10						2
Rooftop restaurants and bars	1	11			1					
Running trails							13			
Landmarks			12							1
Seeing family	10					2				1
Shopping								13		
Shows					8	5				

Appendix - Card Sorting

Sights / sight-seeing		10		1				1	1	
Sporting Events				2	10	1				
Taking Photos	2	7		1		1		1	1	
Tea		13								
Theater			1	8	4					
Tourist spots		13								
Tours		12			1					
Traffic			9							4
Views / Scenery		2						11		
Volunteer Opportunities	6					2				5
Walking tours		12				1				
Weather								8		5
Wildlife								13		
Winter Events (ice skating at the P...				1	10	2				
Dating	13									
Zoo			4	8					1	
Shedd Aquarium			10		3					
Dog friendly stores/bars/restauran...	1	9					3			

Appendix - Card Sorting

Popular Placements Matrix 

	Social	Food/Drink	Tourism	Transportation	Entertainment	Events	Active	Shopping	Nature	City Help	unsorted
Dating	100%										
Friends	92%									8%	
Meeting new people	92%									8%	
Seeing family	77%					15%				8%	
People watching	69%				23%					8%	
Unique Traditions	46%		23%		15%	8%				8%	
Volunteer Opportunities	46%						15%			38%	
Culture	38%		31%		15%	8%			8%		
Familiar/favorite Places	38%		23%		15%					23%	
Geotags	38%			8%	8%		15%		15%	15%	
Atmosphere	31%		23%			8%			31%	8%	
Pop culture references	31%		8%		31%	8%			8%	15%	
Beer		100%									
Food trucks		100%									
Tea		100%									
Restaurants		92%			8%						
Bars	8%	85%			8%						
Coffee Shops	15%	85%									
Outdoor food and drinks	8%	89%							8%		
Rooftop restaurants and bars	8%	89%			8%						
Brunch	8%	77%	8%		8%						
Dog friendly stores/bars/restoran...	8%	69%						23%			
Candy Store		62%						38%			
Tourist spots			100%								
Historical/cultural audio tours			92%			8%					
Landmarks			92%							8%	
Tours			92%			8%					
Walking tours			92%				8%				
Navy Pier			77%		8%	8%			8%		
Shedd Aquarium			77%			23%					

Appendix - Card Sorting

Sights / sight-seeing			77%		8%				8%	8%
Architecture			69%		8%				8%	15%
Cultural attractions			69%		23%	8%				
Air Bnb			62%	23%						15%
Taking Photos	15%		54%		8%		8%		8%	8%
Art	8%		46%		46%					
Museums			46%		46%	8%				
Local favorites	15%	8%	38%		23%					15%
Public transportation				92%						8%
Ride sharing			8%	77%						15%
Gas stations				69%						31%
Traffic				69%						31%
Closed roads, construction				62%						38%
Parking			8%	62%						31%
Movies					92%	8%				
Music					85%	15%				
Comedy					77%	23%				
Interactive experiences (Escape t...	15%				62%	15%	8%			
Shows					62%	38%				
Theater			8%		62%	31%				
Zoo			31%		62%				8%	
Games			8%		46%	23%	23%			
Book signings for famous authors					8%	92%				
Festivals, street festivals		8%			8%	85%				
Sporting Events					15%	77%	8%			
Winter Events (ice skating at the P...					8%	77%	15%			
Concerts					38%	62%				
Fireworks			8%		31%	62%				
Activities	15%		8%		15%	38%	15%			8%
Kid activities	23%				23%	31%	23%			
Running trails							100%			
Free gym memberships/trials	15%						77%			8%
Golf	8%				23%		69%			

Appendix - Card Sorting

Hiking					62%		38%		
Rent-a-bikes			38%		62%				
Baseball				31%	23%	46%			
Poke Stops / Pokémon / Pokéballs	8%			38%	8%	46%			
Shopping							100%		
Lake / Body of Water							100%		
Wildlife							100%		
Views / Scenery		15%					85%		
Parcs					15%		77%	8%	
Beaches	8%			8%		8%	69%	8%	
Weather							62%	38%	
Dog parks	15%	8%				31%	38%	8%	
Hospital								100%	
Cleanliness	8%	15%						77%	
Neighborhood Info	8%	8%	8%					77%	
Currency		8%					23%	69%	
Pot holes			38%					62%	

Sitemap - Annotations

0.0.0 Home Page

If the user has preferences set up, the home page is personalized for them. It lists in chronological order the things that match their preferences. Perhaps a map that marks where these things are.

If the user has no preferences it reminds them that preferences would be a great thing to have.

Home page also has links to get the user to the other areas of the site - to the top level navigation.

Legend

Navigation Levels

-  Top Level
-  Second Level
-  Third Level
-  Fourth Level
-  Fifth Level
-  User Account/Settings

Page Features

-  Filtering/Faceted Navigation
-  Scheduling
-  Activity suggestions based on preferences
-  Map showing result locations
-  Use with third party application
-  Page Stack - Detail Pages

All pages externally available to the public

Sitemap - Annotations

1.0.0 Social

This is a landing page that will contain icons to direct users to the different subpages. These include; meeting family & friends, meeting new people, people watching, and dating.

1.1.0 Family & Friends

Make plans with family/friends to meet up somewhere. Reminds you of events you have scheduled and connects with your other calendars to push/pull plans with friends.

1.2.0 Meeting New People

Find and meet new friends with similar interests as you. The app will suggest something to do near your current location, based on each other's interests.

1.3.0 People Watching

Find great places to people watch - uses a map.

1.4.0 Dating

Find and meet that special someone with similar interests as you. The app will suggest something to do near your current location, based on each other's interests.

Sitemap - Annotations

2.0.0 Places to Eat

This is a filtering page with a map to help you locate places to eat that match your filters.

Filters types of food:

Beer	Bars
Brunch	Tea
Candy Store	

Filters price point:

\$	\$\$
\$\$\$	\$\$\$\$+

Filters types of atmosphere:

Coffee Shops	Food trucks
Outdoor food and drinks	Restaurants
Rooftop restaurants and bars	
Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	

Filters cleanliness levels:

Dirty	Average
Really clean	

Sitemap - Annotations

3.0.0 Things to Do & See

Calendar of upcoming events - based on preferences - if no preferences set it lists local events chronologically.

3.1.0 Festivals, Fairs & Parades

This is a filtering page with a map to help you locate places that match your filters.

Filters can include:

Parades	Block Parties
Street festivals	Fireworks

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

Filters price point:

\$	\$\$
\$\$\$	\$\$\$\$+

3.2.0 Shopping

This is a filtering page with a map to help you locate places that match your filters.

Filters can include:

Shopping Malls	Specialty Stores
Department Stores	Superstores

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

Filters price point:

\$	\$\$
\$\$\$	\$\$\$\$+

Sitemap - Annotations

3.3.0 Entertainment

This is a filtering page with a map to help you locate places that match your filters.

Filters can include:

Concerts	Movies
Theater	Comedy

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

Filters price point:

\$	\$\$
\$\$\$	\$\$\$\$+

3.4.0 Sporting Events

This is a filtering page with a map to help you locate places that match your filters.

Filters can include:

Games	Baseball
Football	Soccer

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

Filters price point:

\$	\$\$
\$\$\$	\$\$\$\$+

Sitemap - Annotations

3.5.0 Cultural Attractions

This is a filtering page with a map to help you locate places that match your filters.

Filters can include:

Shedd Aquarium	Book signings
Historical/cultural audio tours	
Zoo	Art
Museums	Architecture

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

Filters price point:

\$	\$\$
\$\$\$	\$\$\$\$+

3.6.0 Landmarks

This is a filtering page with a map to help you locate places that match your filters.

Filters can include:

Navy Pier	Tours
Sights/sightseeing	Tourist spots
Walking tours	

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

Filters price point:

\$	\$\$
\$\$\$	\$\$\$\$+

Sitemap - Annotations

3.7.0 Be Active

This is a filtering page with a map to help you locate places that match your filters.

Filters can include:

Free gym memberships	Running trails
Dog parks	Winter events - skating
Hiking	Interactive experiences
Golf	Pokemon

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

3.8.0 Nature & Green Space

This is a filtering page with a map to help you locate places that match your filters.

Filters can include:

Free gym memberships	Lake / Body of Water
Parks	Wildlife
Views / Scenery	Beaches

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

Sitemap - Annotations

4.0.0 City Essentials

List of links plus some basic quick view city information like currency and weather.

4.1.0 Neighborhood Info

Map and list of neighborhoods that link to a detail page for each neighborhood.

4.2.0 Weather Forecasts

List the weather forecast in the city for up to 7 days, this also includes a hourly view. It will also alert the user of any dangerous weather conditions that may be happening in the area. Map current location..

4.3.0 Getting Around

This is a landing page that will contain icons to direct users to nearby; available parking, public transportation, ridesharing, closed roads/traffic, and gas stations. Map as a quick guide to show things in current location.

4.3.1 Closed Roads, Construction/Traffic

Maps to help user navigate the city. Can also give a pothole report, like worst roads for potholes.

4.3.2 Public Transportation

Maps and route information for public transportation, like bus and train.

Sitemap - Annotations

4.3.3 Ridesharing

This page will have icons to direct the user to the App Store to download Uber and/or Lyft, or open the app if they have it installed already. The page will also describe what ridesharing is and how it can be more beneficial than a taxi.

4.3.4 Gas Stations

Map of local places to get gas and prices.

4.5.0 Parking spots

To help users find a parking space near a venue.

4.6.0 Emergency Help

List of emergency phone numbers for police, fire department, poison control, hospitals, animal control, etc.

4.6.1 Hospitals

Lists of local hospitals in the area, including their phone numbers, address, and a map to help find the hospital easier.

4.7.0 Places to Stay

List of places to stay that are in close proximity to the user's current location..

Filters types of place:

Hotels	Motels
Inns	Airbnb sponsored places

Filters types of atmosphere:

Dog friendly	Family Friendly
Accessible Friendly	Large crowds
Quite	Great for taking photos

Filters price point:

\$	\$\$
\$\$\$	\$\$\$\$+

Sitemap - Annotations

0.1.0 Preferences

Users can set up preferences.

They will get notifications of things that match preferences.

Ex. They like Mexican food and eating in particular neighborhoods, the app will notify them of the Mexican restaurant in the River West Neighborhood.

Treejack

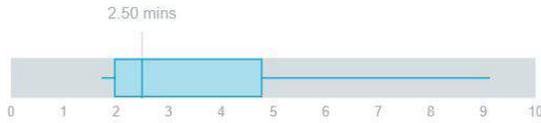
This Treejack tree test study was launched on Aug 10 2017 and closed on Aug 12 2017.

The latest response was received on Aug 11 2017.

15 completed and 5 abandoned.

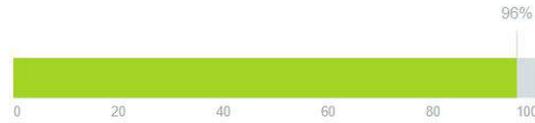
20 people participated and 15 (75%) of those people completed all 7 tasks.

Time Taken ?

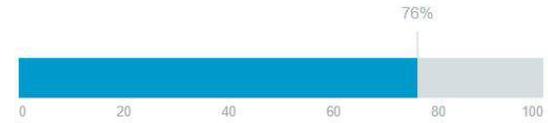


Lowest observed time:	1.73
Lower Quartile:	1.98
Median:	2.50
Upper Quartile:	4.78
Highest observed time:	9.13

Success ?



Directness ?



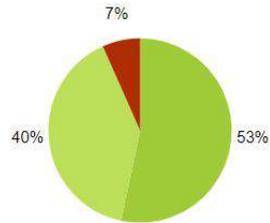
Supporting documents:

<https://www.optimalworkshop.com/treejack/meliador/mrteco2s/shared-results/8nmgzc620xwa44542zf8dog34plh6vb4>

Treejack

1. Find a list of nearby beaches.

✓ *Things to Do & See > Nature & Green Space > Beaches*



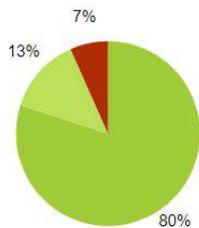
■ Success	Direct Indirect	8 6	14	53% 40%	93%
■ Fail	Direct Indirect	1 0	1	7% 0%	7%
■ Skip	Direct Indirect	0 0	0	0% 0%	0%

- 1 ■ > Things to Do & See > Nature & Green Space > Beaches
- 2 ■ > Things to Do & See > Cultural Attractions < Things to Do & See > Nature & Green Space > Beaches
- 3 ■ > Things to Do & See > Cultural Attractions < Things to Do & See > Nature & Green Space > Beaches
- 4 ■ > City Essentials > Neighborhood Info < City Essentials > Getting Around < City Essentials < Home > Things to Do & See > Be Active < Things to Do & See > Be Active < Things to Do & See > Nature & Green Space > Beaches
- 5 ■ > Things to Do & See > Be Active < Things to Do & See > Landmarks < Things to Do & See > Cultural Attractions < Things to Do & See > Nature & Green Space > Beaches
- 6 ■ > Things to Do & See > Nature & Green Space > Beaches
- 7 ■ > City Essentials > Neighborhood Info < City Essentials < Home > City Essentials > Getting Around < City Essentials < Home > Things to Do & See > Nature & Green Space > Beaches
- 8 ■ > Things to Do & See > Nature & Green Space > Beaches
- 10 ■ > Things to Do & See > Nature & Green Space > Beaches
- 11 ■ > Things to Do & See > Nature & Green Space > Beaches
- 12 ■ > Things to Do & See > Nature & Green Space > Beaches
- 13 ■ > Things to Do & See > Nature & Green Space > Beaches
- 14 ■ > Things to Do & See > Be Active < Things to Do & See > Nature & Green Space > Beaches
- 16 ■ > Things to Do & See > Landmarks > Tourist spots
- 20 ■ > Things to Do & See > Nature & Green Space > Beaches

Treejack

2. Find a place to have brunch with friends

✓ *Places to Eat* > *Places for Brunch*



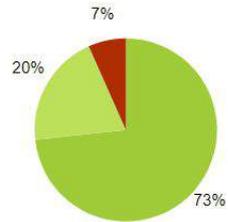
■ Success	Direct Indirect	12 2	14	80% 13%	93%
■ Fail	Direct Indirect	1 0	1	7% 0%	7%
■ Skip	Direct Indirect	0 0	0	0% 0%	0%

■	1	> Places to Eat > Places for Brunch
■	2	> Places to Eat > Places for Brunch
■	3	> Places to Eat > Places for Brunch
■	4	> Places to Eat > Places for Brunch
■	5	> Things to Do & See < Home > Places to Eat > Places for Brunch
■	6	> Places to Eat > Places for Brunch
■	7	> Things to Do & See > Festivals, Fair & Parades > Parades
■	8	> Places to Eat > Places for Brunch
■	10	> Places to Eat > Places for Brunch
■	11	> Social < Home > Things to Do & See < Home > City Essentials > Neighborhood Info > Third Ward < City Essentials < Home > Places to Eat > Places for Brunch
■	12	> Places to Eat > Places for Brunch
■	13	> Places to Eat > Places for Brunch
■	14	> Places to Eat > Places for Brunch
■	16	> Places to Eat > Places for Brunch
■	20	> Places to Eat > Places for Brunch

Treejack

3. Find out a list of upcoming street festivals

☑ [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)



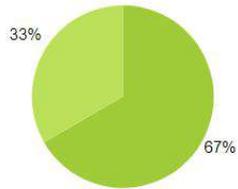
■ Success	Direct Indirect	11 3	14	73% 20%	93%
■ Fail	Direct Indirect	1 0	1	7% 0%	7%
■ Skip	Direct Indirect	0 0	0	0% 0%	0%

- 1 > [Social](#) < [Home](#) > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 2 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 3 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 4 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 5 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 6 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 7 > [Places to Eat](#) > [Rooftop restaurants and bars](#)
- 8 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 10 > [Social](#) < [Home](#) > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 11 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 12 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 13 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 14 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 16 > [Places to Eat](#) < [Home](#) > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)
- 20 > [Things to Do & See](#) > [Festivals, Fair & Parades](#) > [Street festivals](#)

Treejack

4. Look up a listing of art museums

✓ *Things to Do & See > Cultural Attractions > Art museums*



■ Success	Direct Indirect	10 5	15	67% 33%	100%
■ Fail	Direct Indirect	0 0	0	0% 0%	0%
■ Skip	Direct Indirect	0 0	0	0% 0%	0%

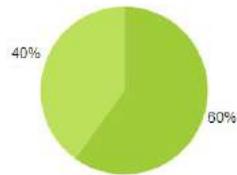
- 1 > Things to Do & See > Cultural Attractions > Art museums
- 2 > City Essentials < Home > Things to Do & See > Cultural Attractions > Art museums
- 3 > Things to Do & See > Cultural Attractions > Art museums
- 4 > Preferences < Home > Things to Do & See > Cultural Attractions > Art museums
- 5 > Things to Do & See > Cultural Attractions > Art museums
- 6 > Things to Do & See > Cultural Attractions > Art museums
- 7 > City Essentials > Getting Around < City Essentials > Neighborhood Info < City Essentials < Home > Things to Do & See > Cultural Attractions > Art museums
- 8 > Things to Do & See > Cultural Attractions > Art museums
- 10 > Things to Do & See > Entertainment < Things to Do & See > Cultural Attractions > Art museums
- 11 > Things to Do & See > Entertainment < Things to Do & See > Cultural Attractions > Art museums
- 12 > Things to Do & See > Cultural Attractions > Art museums
- 13 > Things to Do & See > Cultural Attractions > Art museums
- 14 > Things to Do & See > Cultural Attractions > Art museums
- 16 > Things to Do & See > Cultural Attractions > Art museums
- 20 > Things to Do & See > Cultural Attractions > Art museums

Treejack

5. You are in the Bay View neighborhood and want to find a Mexican restaurant

✔ *City Essentials* > *Neighborhood Info* > **Bay View**

✔ *Places to Eat* > **Ethnic Restaurants**



	Direct	Indirect	Total	Success %	Fail %	Skip %
Success	9	6	15	60%	40%	100%
Fail	0	0	0	0%	0%	0%
Skip	0	0	0	0%	0%	0%

1	> Places to Eat > Ethnic Restaurants
2	> Places to Eat < Home > Things to Do & See < Home > City Essentials > Neighborhood Info > Bay View
3	> Places to Eat > Ethnic Restaurants
4	> Places to Eat > Ethnic Restaurants
5	> Places to Eat > Ethnic Restaurants
6	> Places to Eat > Ethnic Restaurants
7	> Places to Eat > Ethnic Restaurants
8	> Places to Eat > Ethnic Restaurants
10	> Places to Eat < Home > Things to Do & See < Home > Preferences < Home > Social < Home > Places to Eat > Ethnic Restaurants
11	> Places to Eat > Rooftop restaurants and bars > Places to Eat > Ethnic Restaurants
12	> Places to Eat > Ethnic Restaurants < Home > Places to Eat < Home > Social < Home > City Essentials > Neighborhood Info > Bay View < City Essentials < Home > Places to Eat > Ethnic Restaurants
13	> Places to Eat > Ethnic Restaurants
14	> Places to Eat > Ethnic Restaurants
16	> Places to Eat > Outdoor food and drinks Restaurants < Places to Eat > Coffee Shops < Places to Eat > Ethnic Restaurants
20	> Places to Eat > Ethnic Restaurants < Places to Eat > Outdoor food and drinks Restaurants < Places to Eat > Ethnic Restaurants

Treejack

6. Find the when the bears are playing the packers in Chicago

☑ *Things to Do & See > Sporting Events > Football*



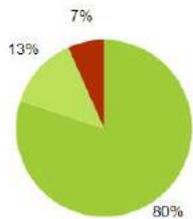
■ Success	Direct	14	15	93%	100%
	Indirect	1		7%	
■ Fail	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%
■ Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

■	1	> Things to Do & See > Sporting Events > Football
■	2	> Things to Do & See > Sporting Events > Football
■	3	> Things to Do & See > Sporting Events > Football
■	4	> City Essentials < Home > Things to Do & See > Sporting Events > Football
■	5	> Things to Do & See > Sporting Events > Football
■	6	> Things to Do & See > Sporting Events > Football
■	7	> Things to Do & See > Sporting Events > Football
■	8	> Things to Do & See > Sporting Events > Football
■	10	> Things to Do & See > Sporting Events > Football
■	11	> Things to Do & See > Sporting Events > Football
■	12	> Things to Do & See > Sporting Events > Football
■	13	> Things to Do & See > Sporting Events > Football
■	14	> Things to Do & See > Sporting Events > Football
■	16	> Things to Do & See > Sporting Events > Football
■	20	> Things to Do & See > Sporting Events > Football

Treejack

7. You are in town and need to find a parking space

City Essentials > Parking Spots



Success	Direct Indirect	12 2	14	80% 13%	93%
Fail	Direct Indirect	1 0	1	7% 0%	7%
Skip	Direct Indirect	0 0	0	0% 0%	0%

1	> City Essentials > Parking Spots
2	> Preferences < Home > City Essentials > Parking Spots
3	> City Essentials > Parking Spots
4	> City Essentials > Parking Spots
5	> City Essentials > Parking Spots
6	> City Essentials > Parking Spots
7	> Social > Seeing Family & Friends
8	> City Essentials < Home > City Essentials > Parking Spots
10	> City Essentials > Parking Spots
11	> City Essentials > Parking Spots
12	> City Essentials > Parking Spots
13	> City Essentials > Parking Spots
14	> City Essentials > Parking Spots
16	> City Essentials > Parking Spots
20	> City Essentials > Parking Spots

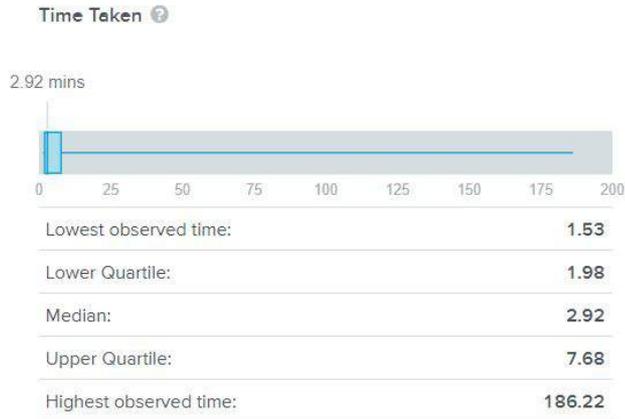
Chalkmark Test

This Chalkmark first-click test study was launched on Aug 11 2017 and closed on Aug 13 2017.

The latest response was received on Aug 11 2017.

13 completed and 2 abandoned.

15 people participated and 13 (86%) of those people completed all 8 tasks.



2 Tasks

Task 1 over 5 screens

Task 2 over 3 screens

One user commented:

"I finally realized there was info above clickable area that leads me thru the tasks. I pretty much missed hints on prior challenges."

This may affect their testing results.

Chalkmark Test

Task 1

You are in Chicago for a business trip and come across some free time. You want to visit the Art Institute of Chicago and see the Van Gogh's Bedroom exhibit. You open the Urban Scout app on your phone to find out more information. Tasks: In tasks 1 – 5 you will be presented with a picture of the app opened on a phone. You will start on the home screen and then navigate through 4 additional subpages. Click anywhere on the picture that best matches the action you would take to find out more information about the Art Institute of Chicago and the Van Gogh's Bedroom exhibit. There is no right or wrong answers. Just choose what comes naturally to you.

Chalkmark Test

Task 1 - screen 1- Home page



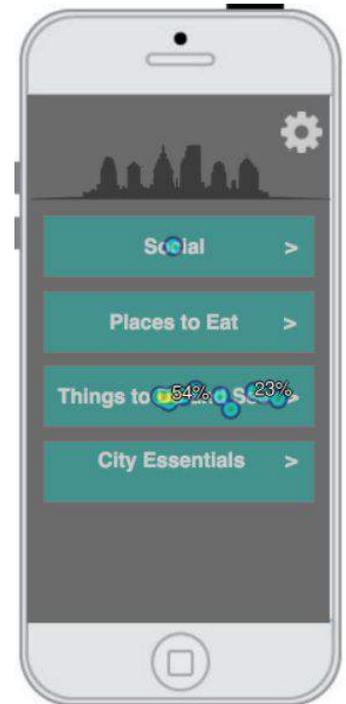
Success



Time Taken

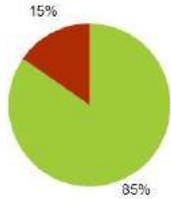


■	Success	12	92%	⌵
	Correct Answer	12	92%	⌵
■	Failure	1	8%	⌵
■	Skip	0	0%	⌵



Chalkmark Test

Task 1 - screen 2- Things to Do & See



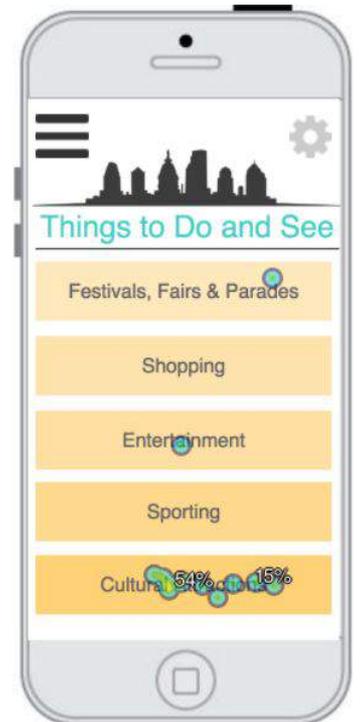
Success



Time Taken



Success	11	85%
Correct Answer	11	85%
Failure	2	15%
Skip	0	0%



Chalkmark Test

Task 1 - screen 3 - Cultural Attractions



100%



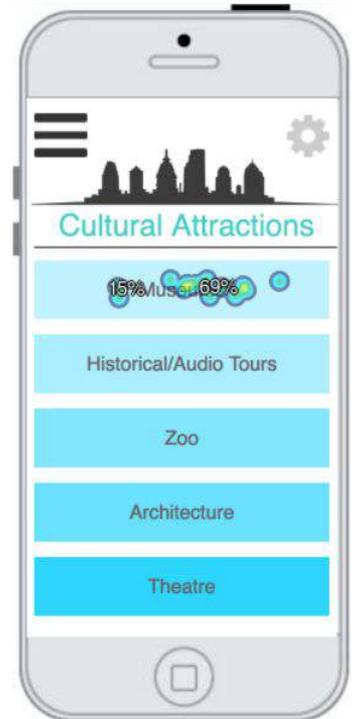
Success



Time Taken



■	Success	13	100%	⌵
	Correct Answer	13	100%	⌵
■	Failure	0	0%	⌵
■	Skip	0	0%	⌵



Chalkmark Test

Task 1 - screen 4 - Museums



100%



Success



Time Taken



■	Success	13	100%	⌵
	Correct Answer	13	100%	⌵
■	Failure	0	0%	⌵
■	Skip	0	0%	⌵

Chalkmark Test

Task 1 - screen 5 - Chicago Art Museum



Success



Time Taken



Success	12	92%
Correct Answer	12	92%
Failure	1	8%
Skip	0	0%



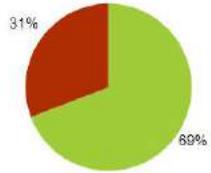
Chalkmark Test

Task 2

You are visiting Chicago to meet up with some friends for lunch. You decide driving would be faster than taking the train. You want to find out what parking is available downtown. You open the Urban Scout app on your phone to find out more information. Tasks: In tasks 6 – 8 you will be presented with a picture of the app opened on a phone. You will start on the home screen and then navigate through 2 additional subpages. Click anywhere on the picture that best matches the action you would take to find out more information about what parking is available downtown. There is no right or wrong answers. Just choose what comes naturally to you.

Chalkmark Test

Task 2 - screen 1 - Home page



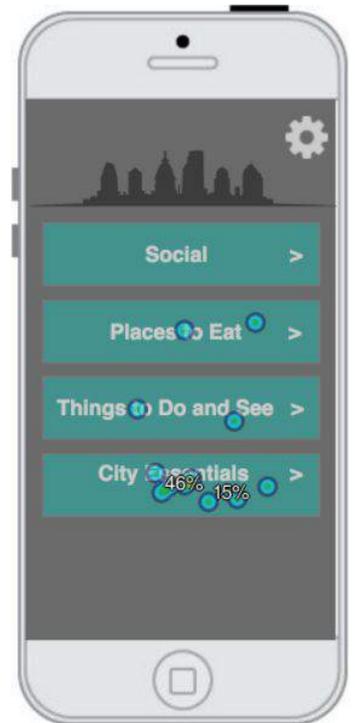
Success



Time Taken

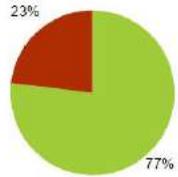


■	Success	9	69%	▼
	Correct Answer	9	69%	▼
■	Failure	4	31%	▼
■	Skip	0	0%	▼



Chalkmark Test

Task 2 - screen 2 - City Essentials



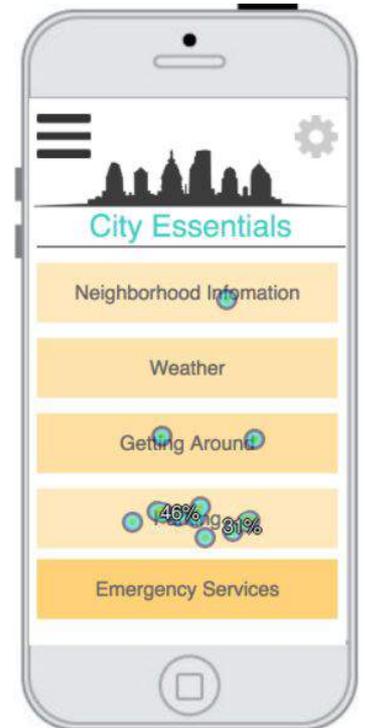
Success



Time Taken



■	Success	10	77%	▼
	Correct Answer	10	77%	▼
■	Failure	3	23%	▼
■	Skip	0	0%	▼



Chalkmark Test

Task 2 - screen 3 - Parking



Success



92%

Time Taken



12.76 sec

Success	12	92%
Correct Answer	12	92%
Failure	1	8%
Skip	0	0%

