

Moderator's Guide and Consent Form

Consent Form

The purpose of this study is to evaluate and compare the designs of the MapQuest and Google Maps. We are interested in determining if people can accomplish common tasks and easily find a particular destination with both applications while walking. We would also like to identify the applications' weaknesses and assess how it could be further improved to better meet the needs and expectations of users. The session will not 'test' you or your ability, rather it will test the applications to determine which is better out of the two. Please be advised that there are no risks associated with participation in this session.

During this session, you will be asked to complete some tasks using the application and answer some questions at the beginning and the end of the study. As you complete the tasks, members of the User Experience Group will observe and take notes.

If for any reason you are uncomfortable during the session and do not want to complete a task, you may say so and we will move on to the next task. In addition, if you do not want to continue, you may end the session and leave at any time.

Results from all sessions will be included in a usability report for a Human Computer Interaction course at DePaul University. Your name will not be included in the report nor will your name be associated with any session data collected.

You must be age 18 or older to participate in this study.

If you wish to speak with someone about your participation in this study, or if you feel you have any concern or complain, please contact the moderator, [student name, phone, email] or the course instructors, Gavin Lew at gavin.lew@gfk.com and Carl Beien at carl.beien@gfk.com.

I, _____, have read and fully understand the extent of the study. I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator. All of my questions, if any, have been answered to my satisfaction. My signature below acknowledges my understanding of the information provided in this form and indicates my willingness to participate in this user testing session involving the MapQuest and Apple Maps mobile applications. I have been given a blank copy of this consent form for my records.

Signature: _____

Date: _____

Introduction

Thank you for taking the time to talk with us today. My name is _____ and I'm the moderator today. The purpose of this usability evaluation is to determine if Google Maps is better for traveling in a new part of town or city than the MapQuest mobile application, in terms of easiness of use, accuracy, and time. Thus, we will be evaluating and comparing the strengths and weaknesses of the MapQuest and Google Maps designs to determine if people can accomplish common tasks and meet the expectations of its users with regard to finding a particular destination with each application while walking.

The first thing I want to make clear right away is that we're testing the applications, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

I am a current DePaul student and I am not involved with the designs or companies that created these two applications. So, please don't worry that you're going to hurt our feelings. We're doing this to solely evaluate the applications, so we need to hear your honest reactions. I just want to learn about your experience with the applications and hear what you have to say.

I will be right by your side giving you specific task/s to perform in MapQuest and Google Maps. I will observe you as you attempt to carry them out. I'll have a few follow-up questions as well after each task and after the whole usability evaluation.

The evaluation should take about 25 minutes and the debriefing at the end another 10 minutes. The data we collect will be used for our team project in HCI 460. The data gathered will be kept and stored securely. Your information will be combined with information from other people taking part in the study. We will not include your name or any information that will directly identify you. Only the team members and the instructor will see the data we gather. Do you have any questions or concerns before we begin?

[if yes] Answer questions and proceed.

I would like your permission to audio record this evaluation for my note-taking purposes only, is that okay? (wait for response)

(if yes) Great, I appreciate that. If at any time, you feel uncomfortable and need me to stop, just let me know.

(if no) Not a problem. Would it be alright if I took some notes during our discussion?

(if yes) Great, before we get started, may I please have your signed consent form?

Thank you. Let's start.

Warm-up Questions

1. How do you get around the city?
 - a. If walking, how often do you commute by walking? Can you describe your navigating experience? (Do you usually know how to reach your destinations?)
 - b. If other methods, have you ever had to get around on foot? Can you describe your navigating experience? (Do you usually know how to reach your destinations?)

2. Have you ever been lost while trying to find a destination on foot?
 - a. Can you describe that experience?
 - b. What are some reasons you get lost?

3. When was the last time you used a mapping application?
 - a. Which one?
 - b. How useful did you find it/them?
 - c. Did you take note of the ETA the application gave you?

4. Have you ever find using mapping application difficult or confusing? why?

5. How often do you use you applications on your phone?

Tasks

To Destination B (Map Application 1)

1. Save current location and go back to the home screen.
 - a. Number of screens it takes to complete task:

- b. Completed task:
 - c. Moderator's Notes:
2. Imagine that you have to go to _____ (we will specify address). How would you do that using MapQuest?
- a. What is Estimated Time of Arrival as per the app?
 - b. Start time of pedestrian starting to walk:
 - c. Did the user use the visual map, listed directions, or verbal directions?
 - d. The number of times that the user walked in the exact opposite direction from what was listed on the application:
 - e. Number of traffic lights passed. Red # Green #
 - f. End time of pedestrian reaching destination:
 - g. Did actual travel time take more or less than 3 minutes of the estimated time? if yes, how much?
 - h. (Ask user to get out of the app and then ask) - What was the estimated time of travel as per the application?
 - i. Completed task:
 - i. Followed directions exactly?
 - j. Moderator's Notes:
3. Now that you reached your destination, you are hungry! Can you find the closest bar or restaurant near you? (objective 3)
- a. What feature did the user use (search bar or explore option)
 - b. Number of errors (e.g. incorrect taps or selections):
 - c. Completed task:
 - d. Moderator's Notes:
4. Locate the saved address (objective 3)
- a. Number of screens it takes to complete task:
 - b. Completed task:
 - c. Moderator's Notes:

To Destination C (Map Application 2)

Now, you decide you want to go to (name of second location that meets the path criteria) on _____ (name of street that the location is on). Can you follow the following tasks on Google Maps to go to get to this location?

- 1. Save current location and go back to the home screen.
 - a. Number of screens it takes to complete task:

- b. Completed task:
 - c. Moderator's Notes:
2. Imagine that you have to go to _____ (we will specify address). How would you do that using MapQuest?
- a. What is Estimated Time of Arrival as per the app?
 - b. Start time of pedestrian starting to walk:
 - c. Did the user use the visual map, listed directions, or verbal directions?
 - d. The number of times that the user walked in the exact opposite direction from what was listed on the application:
 - e. Number of traffic lights passed. Red # Green #
 - f. End time of pedestrian reaching destination:
 - g. Did actual travel time take more or less than 3 minutes of the estimated time? if yes, how much?
 - h. (Ask user to get out of the app and then ask) - What was the estimated time of travel as per the application?
 - i. Completed task:
 - i. Followed directions exactly?
 - j. Moderator's Notes:
3. Now that you reached your destination, you are hungry! Can you find the closest bar or restaurant near you? (objective 3)
- a. What feature did the user use (search bar or explore option)
 - b. Number of errors (e.g. incorrect taps or selections):
 - c. Completed task:
 - d. Moderator's Notes:
4. Locate the saved address (objective 3)
- a. Number of screens it takes to complete task:
 - b. Completed task:
 - c. Moderator's Notes:

Wrap-up Questions

1. Level of Difficulty for each task (1- 5 rating scale, 1 being very easy and 5 being very difficult)
- a. Saving current location : M_____ G_____
 - b. Navigating to location: M_____ G_____
 - c. Searching for near by location: M_____ G_____

d. Locating Saved Location M_____ G_____

2. Which one out of the three instruction styles (turn-by-turn, map view, list view) do prefer on MapQuest? Why?
3. Which one out of the three instruction styles(turn-by-turn, map view, list view) do prefer on Google Maps? Why?
4. Overall, which application would you continue to use? Why?
5. The overall ease of use of the **MapQuest** application was:

| Very Easy | Easy | Moderate | Hard | Very Hard |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> |

6. The overall ease of use of the **Google Maps** application was:

| Very Easy | Easy | Moderate | Hard | Very Hard |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> |

7. My level of satisfaction navigating the **MapQuest** application was:

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. My level of satisfaction navigating the **Google Maps** application was:

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. I found the level of detail in the **MapQuest** navigating instructions appropriate.

| | | | | |
|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|



10. I found the level of detail in the **Google Maps** navigating instructions appropriate.

| | | | | |
|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|



11. How important are the following features/elements of mapping applications to you?
(1 being not important, 5 being very important)

- a. Visual Map:
- b. GPS Location:
- c. Attractions near you:
- d. Traffic:
- e. Estimated Time of Arrival:
- f. Saving Locations:
- g. Search Bar
- h. Satellite View
- i. Audio Directions
- j. list view

12. Is there anything that you'd change about either of the apps or wish was different?

13. Is there anything else that you would like to say/add?

“Thank you for your time and participation. Your feedback is highly valuable to us.”