



User Experience Onsite Testing Results

Pangea

Introduction

Overview

Maps are the backbone of the Weather Channel's User Experience. How the user interacts with weather through maps is key in creating the best user experience. Users expect to customize views, set preferences, track and monitor weather conditions in areas that are relevant to them.

Goals

To improve the over all user experience and design by incorporating user's feedback and providing clarity around the Basic UI, Layers and Settings Panel and Search and Save features.

These tests are based from prototype C:

<https://deidrebain.proto.io/share/?id=576745b6-0ed1-4567-ad13-32102692a22b&v=3>



Introduction

Our Strategy

THE BREAKDOWN

Seven (7) users were observed taking three (3) tests, each focusing on specific features: 1. Basic UI 2. Layers and Settings Panel, 3. Search and Save features. Users were also given five A/B tests that tested the Legend Icons, Zoom, Legend position, Layer Panel and the Menu Placement.

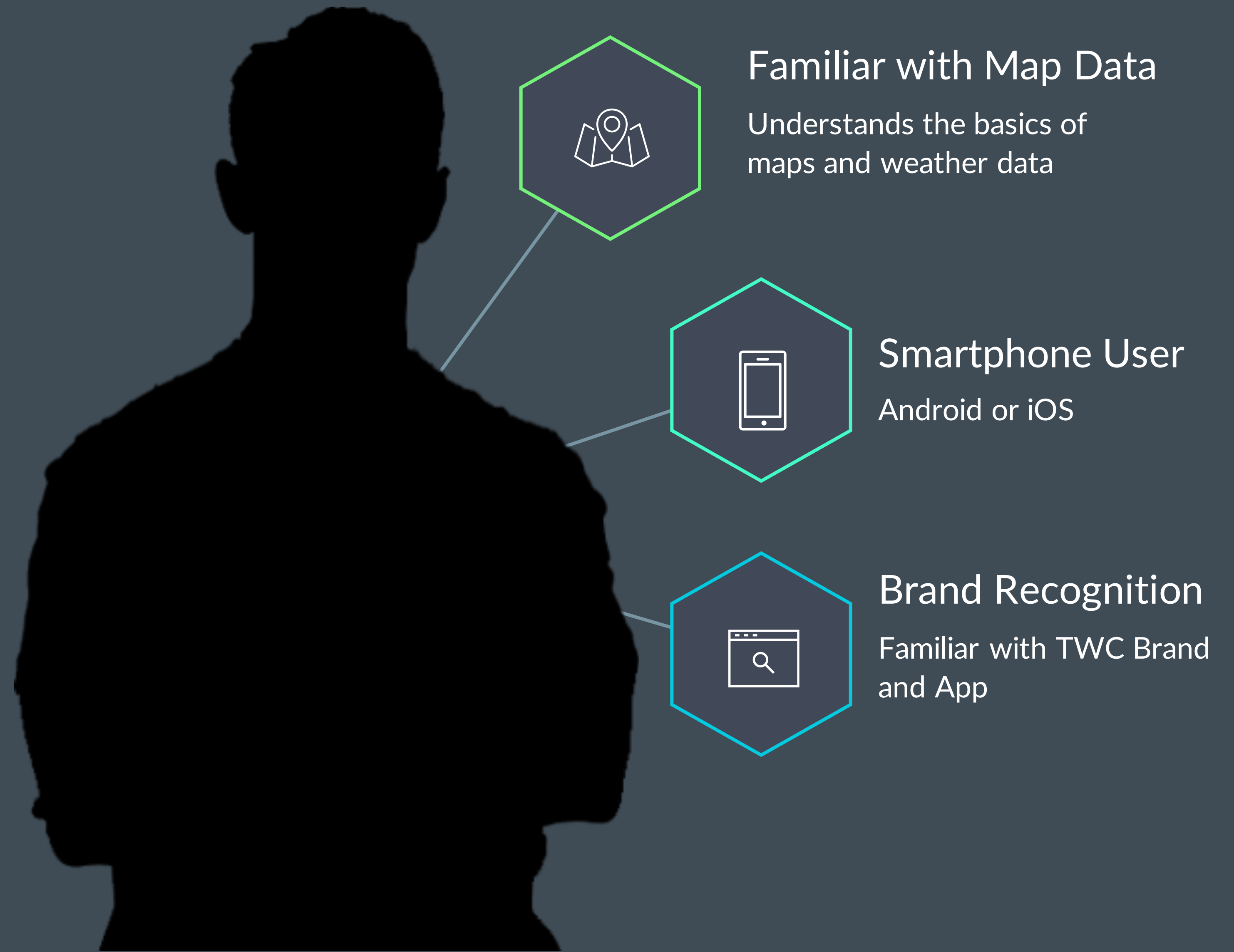
After users took the first test, they were given the option to proceed to the next test. Six of the seven users completed all three tests. On Thursday, January 11 and Friday, January 12, 2016, the users were selected from a broad demographic in two locations: Cumberland mall and Starbucks Camp Creek, in Atlanta Georgia. They were given Weather Channel swag as a gift for participating. Most of the users accessed The Weather Channel through the website on mobile devices or desktop.

Introduction

The User

PRELIMINARY QUESTIONS

1. How do you get your weather each day?
2. Are you familiar with the weather channel app?
3. What device do you use to access your weather?



3 Test Outline

How we Divided and Conquered Tasks



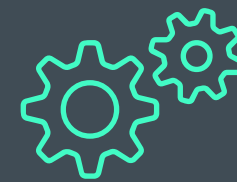
Basic UI

Map Screen UI Buttons

Playing Animation and Loop

Legend

Navigation



Map Layers and Settings

Map Layers Panel and Layer Opacity

Stacking layers

Settings Panel and Controls

Saved Location Panel



Search and Save

Saving Location

Searching

Zoom

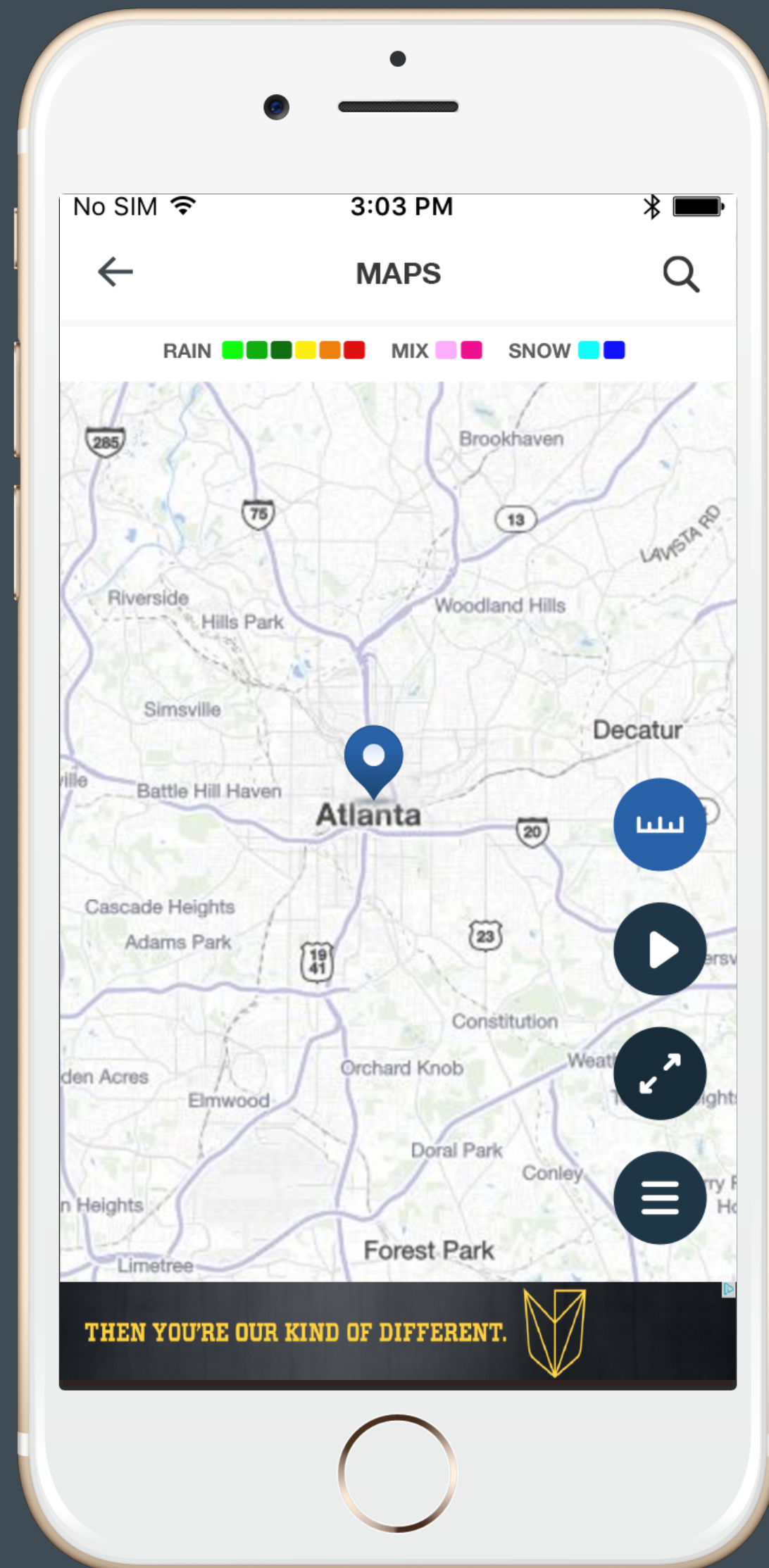
Quick Weather Data



User Test A

BASIC USER INTERFACE

Test A Script – Basic UI



Test:

1. Let's start with the basics. Go to your current location and play your radar.
2. You have just viewed the live radar but you want to see your map legend (or key) as well, how would you view that?
3. Now that you have the radar and legend on your screen, how would you hide them from view?
4. You still feel as though the screen is too crowded, how would you go about expanding/maximizing your map screen?

Follow Up Questions:

1. Describe what you see on this screen. Talk about what kind of tasks do you expect to be able to complete from this page?
2. On a scale of 0-10, 0 being hardest to understand and 10 being easiest, how clear was the radar continuous loop to you?
3. Hypothetically if it's currently flooding at your location would you want your maps to default to the most relevant weather layer? (*in this case flooding layer?*).
4. Are your buttons, especially, menu where you expected them to be?
5. Was the legend icon clear to you? (*Show Icon Options*)
6. How did you feel about the Legend placement? (*Show Horizontal View*)
7. What, if any, advantages does the expand button add?
8. What other feature would you find useful to have on your map and how would that feature help improve your experience?

Test A – Findings

1

Find Current Location and Play Radar

Majority of users found their locations and played the radar, but the text in the animation was small and they found the time stamp hard to read when moving.



85%



15%

2

Find Legend

Most users found it, but only by process of elimination. The Icon needs work. Users mistook it for a measurement tool.

85%

15%

3

Hide/Show Buttons (Legend)

Successful for the most part. Users used the expand button, or just tapped the icon again to hide the feature.

100%

0%

4

Expand Screen

Worked well users understood the concept although they may or may not have found it useful. Some wanted to have more functionality on this page.

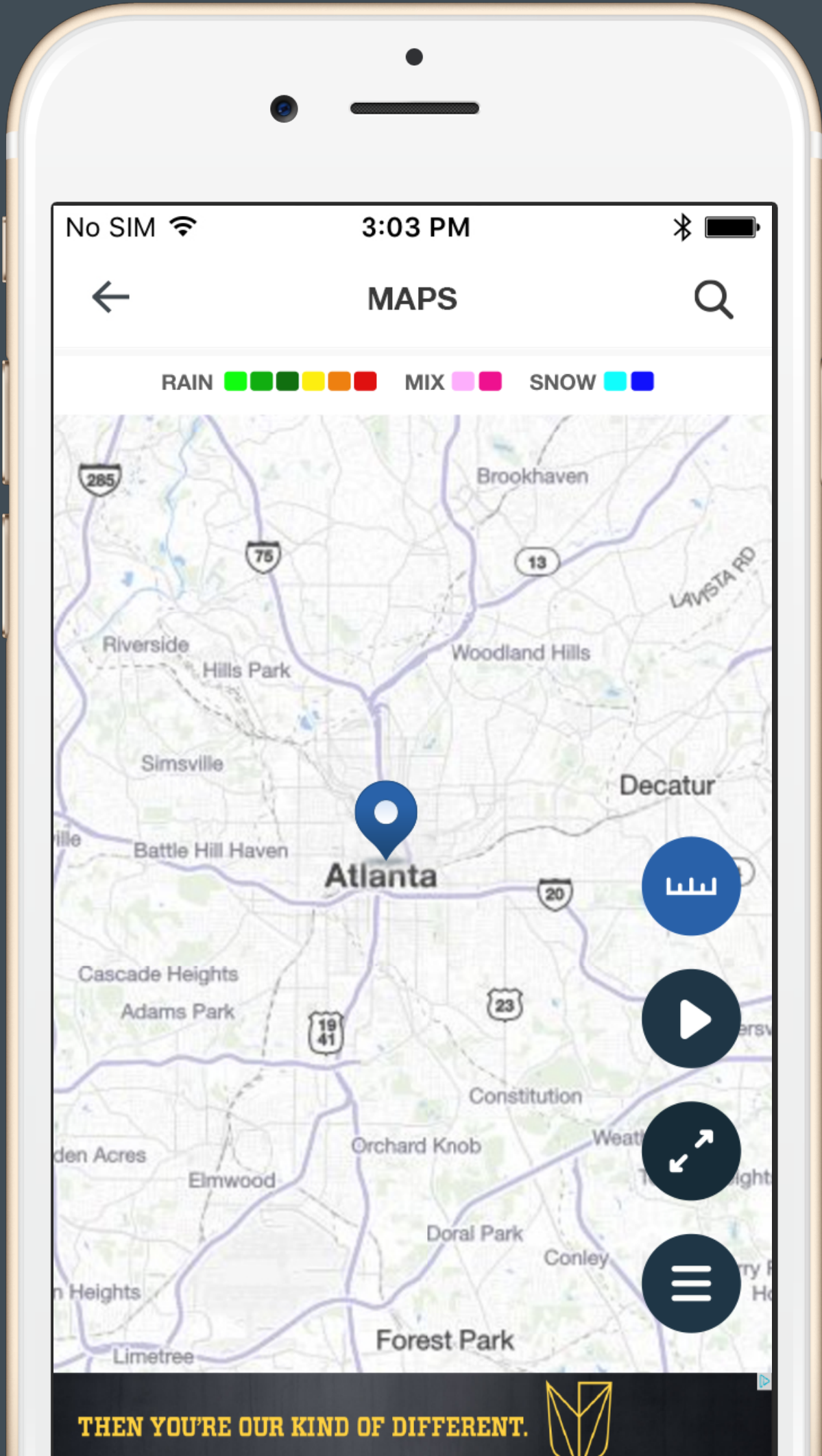
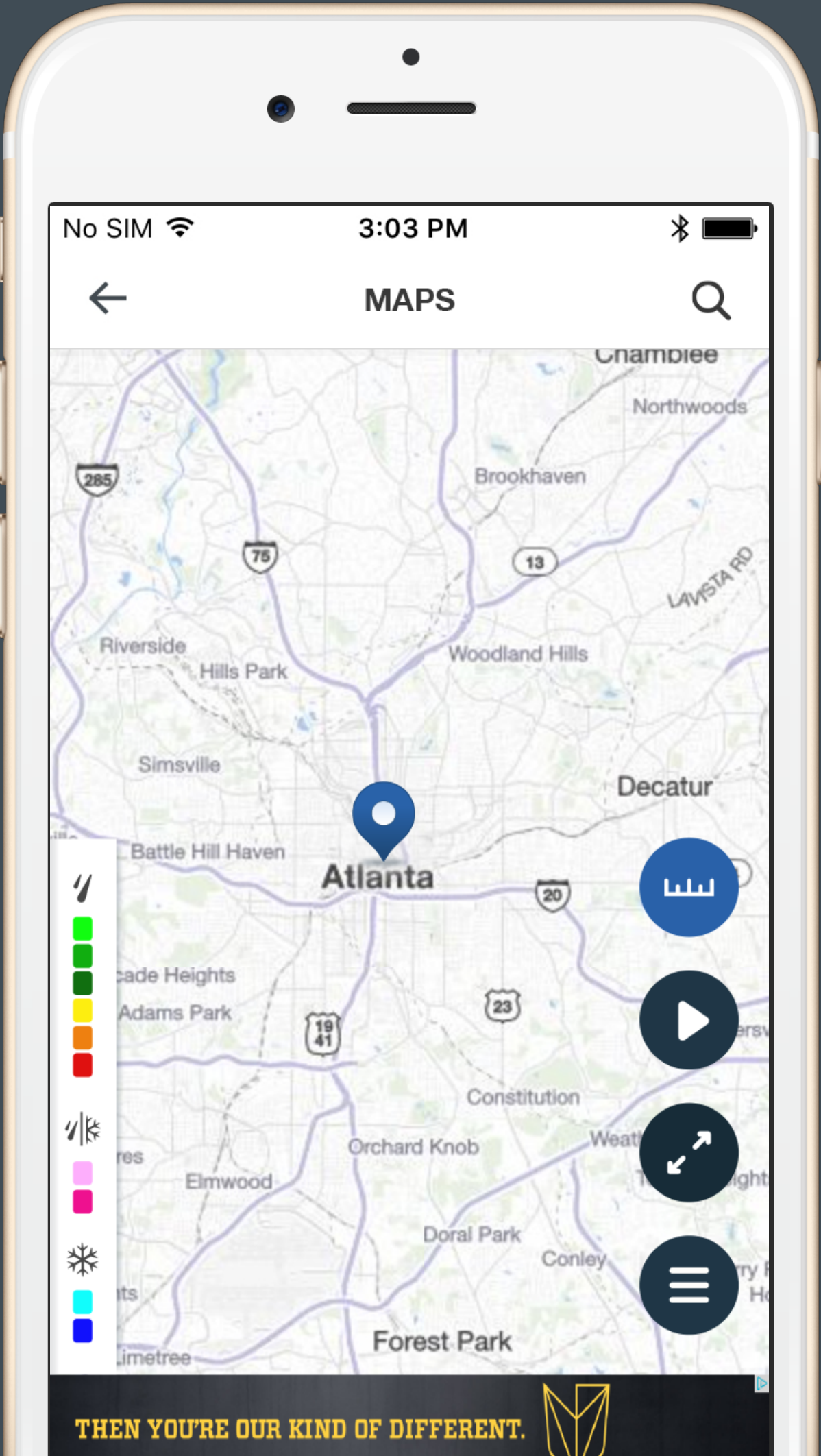
100%

0%

Test A - A/B Testing

A

B ✓



Legend Placement

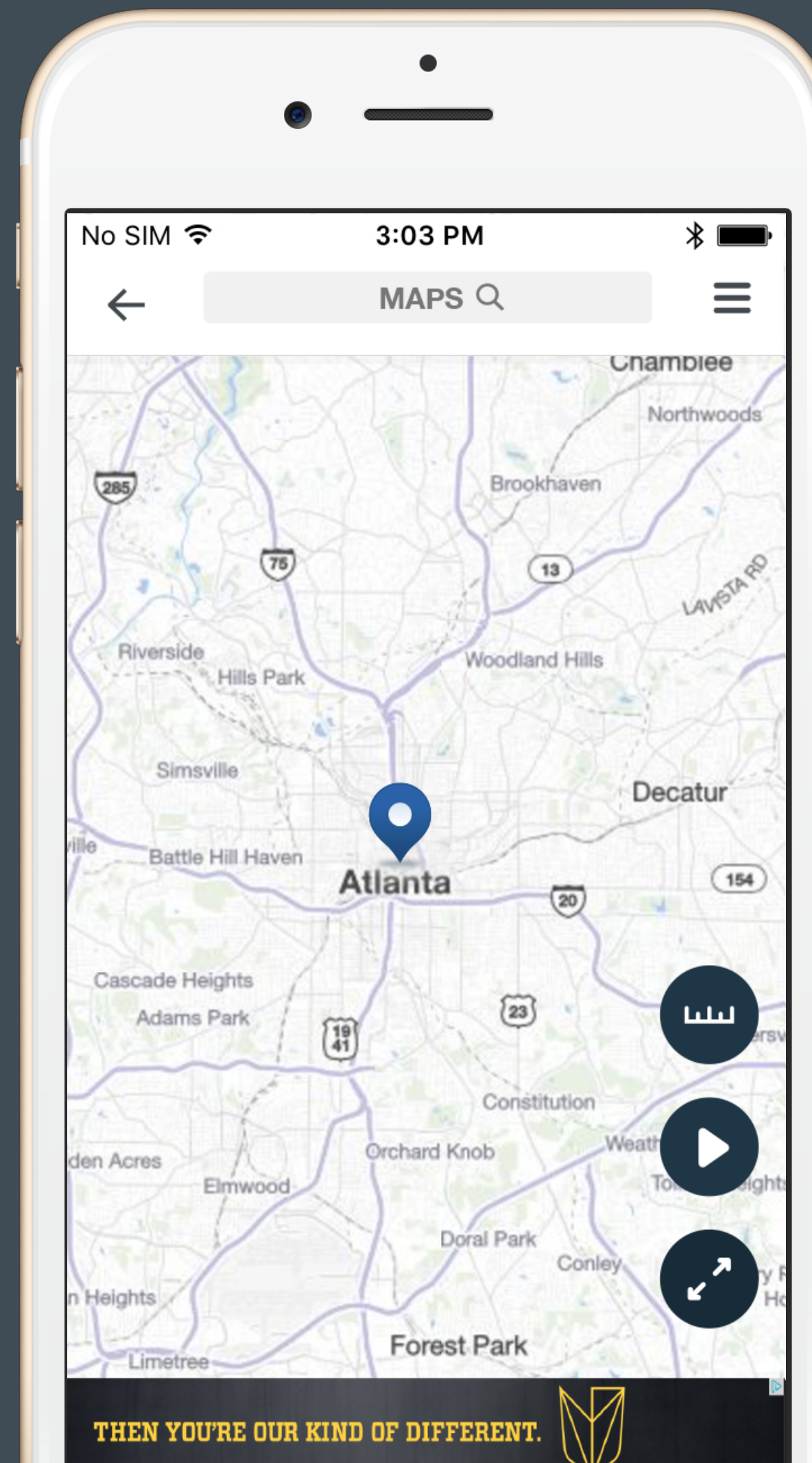
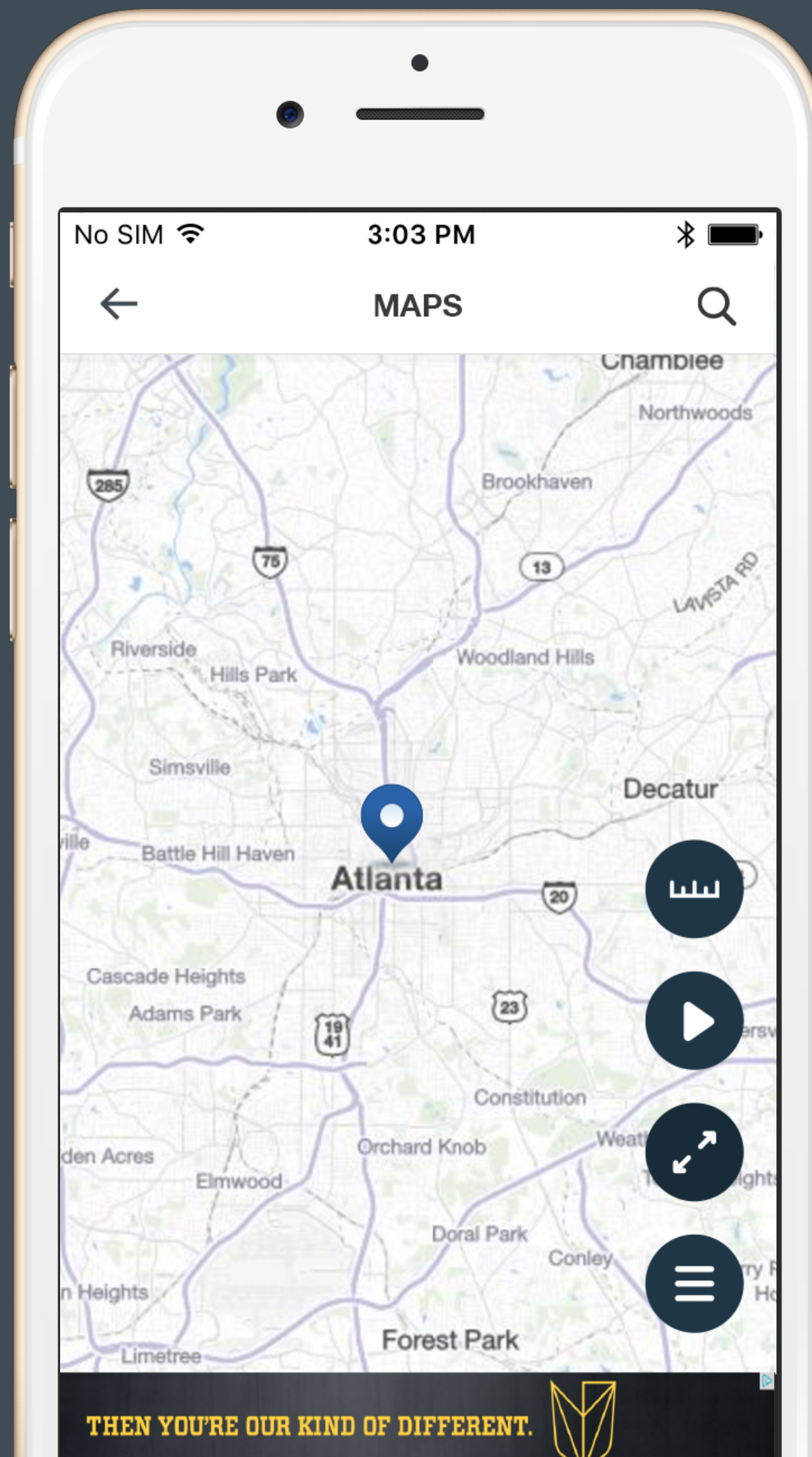
TOP VIEW

71%

Test A - A/B Testing

A

B ✓



Menu Placement

TOP RIGHT - IN HEADER

85%

Test A - A/B Testing

A ✓

B

C



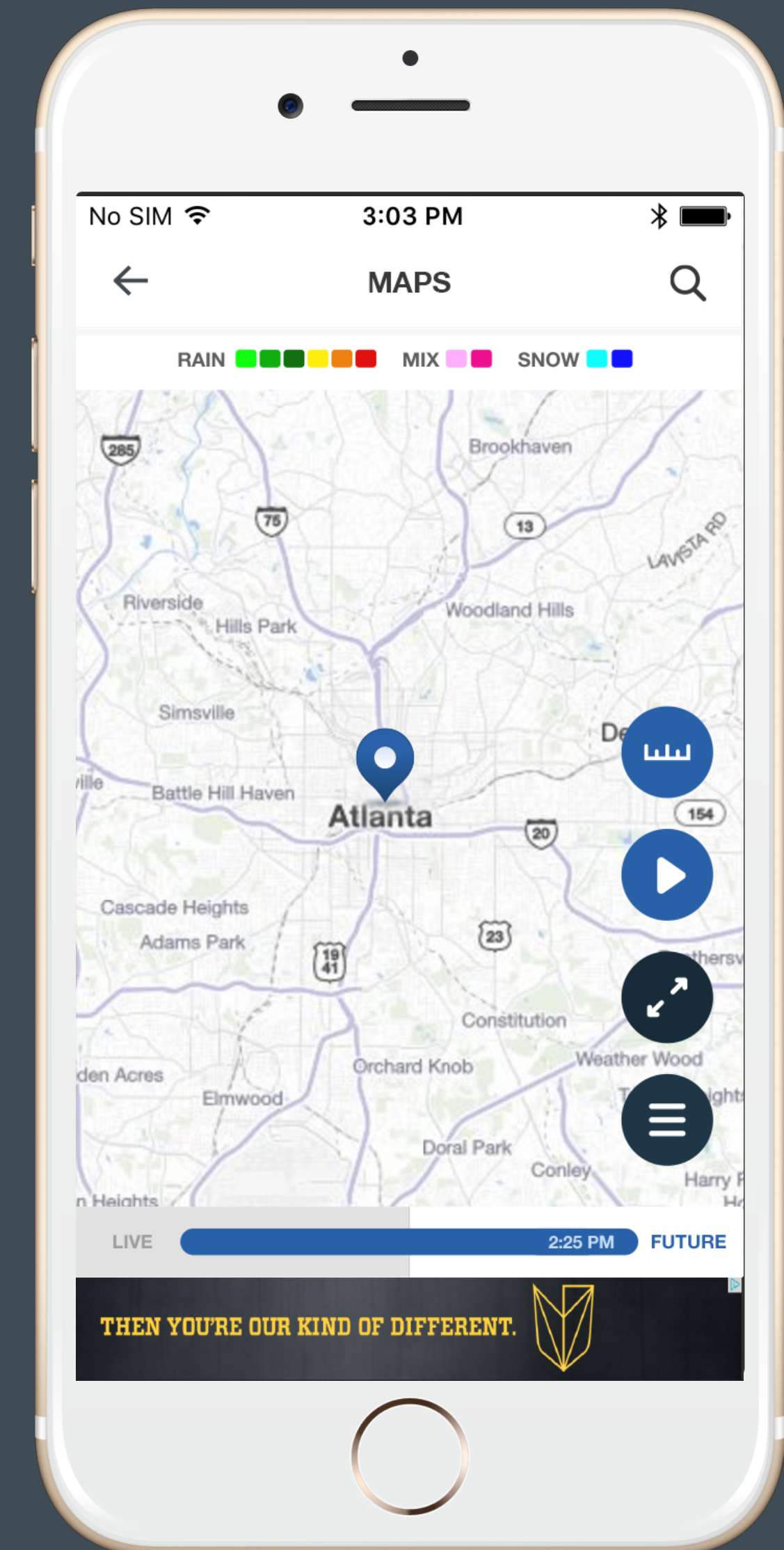
Legend Icon
RULER ICON

43%

.....

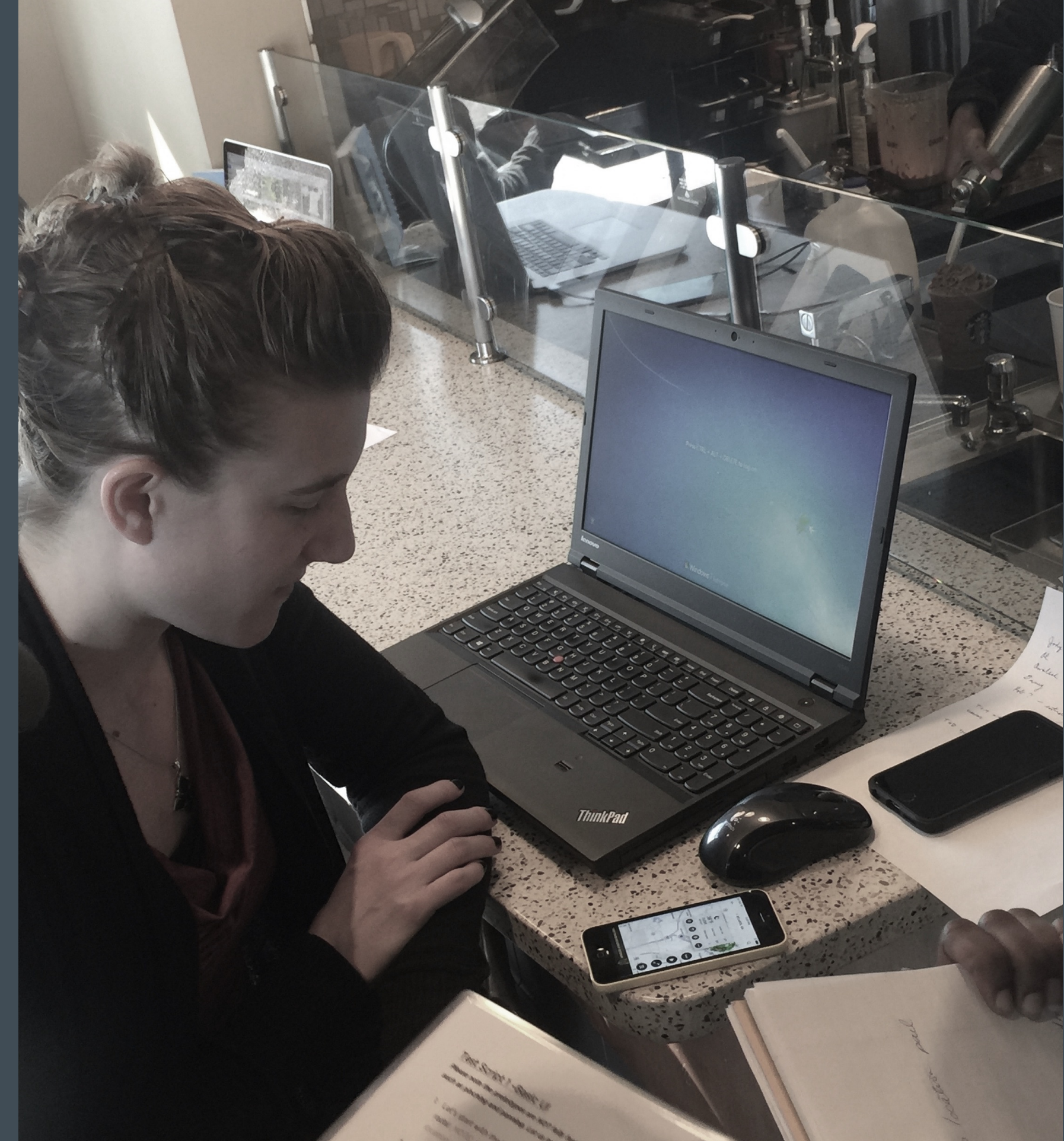
Test A – Conclusion

Users expectations of this screen was accurate, and they understood the basics of showing the legend, playing the radar, and gathering information from it. Generally, the buttons are where they are expected to be, however some icons (Legend) still needed clarity.



Test A – Recommendations

- 📄 **Legend** - One idea is to have the legend open on default, but either tap to close, or pull to open - this will avoid the need for an icon.
- 📄 **Radar Animation** – Make text (timestamp) stand out more.
- 📄 **Expanded View** – Add a play radar option to this view.
- 📄 **Layer suggestion** – Alert user when to turn on a layer based on current conditions.

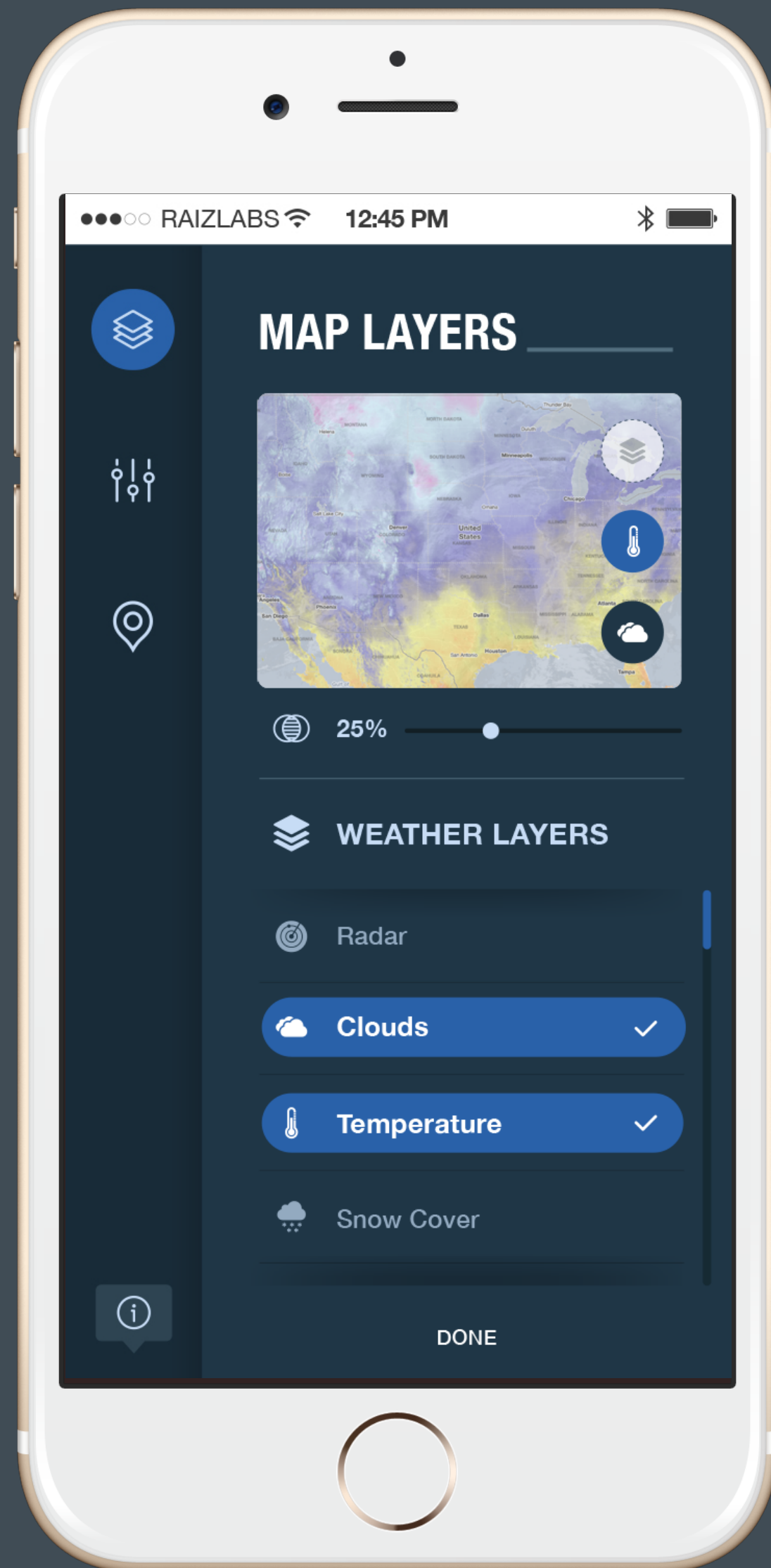




User Test B

MAP LAYERS AND SETTINGS

Test B Script – Map Layers & Settings



Test:

1. Let's start with the basics. Go to your current location.
2. You heard that it was going to be a windy day, how would you find your *wind speed* map layer?
3. Can you adjust the opacity of your wind speed layer to 25%?
4. You have probably noticed by now that your radar layer was selected by default, but you just added your wind speed layer – how would you deselect your radar layer to only show your wind speed layer?
5. A family member has just told you that tornados have been spotted in a near by county, which map layer would you select next to give you relevant weather data?
6. Now you would like to customize how the layers are seen in the preview: can you decrease the opacity of the “*alerts*” part of this grouping to 25%?
7. Return to your map screen. Now you would like to remove the legend button altogether from your screen. How would you do that?
8. Can you now, change your map to the satellite view?

Follow Up Questions:

1. Did you like the look and feel of the Map Layers Panel?
2. How difficult was the layers panel to find?
3. Did you understand the concept of stacking the layers, if so, how useful is this concept to you?
4. How useful is having preset layer groups to you?
5. How easy is the concept of the settings panel to you, and do you find it useful?
6. Was changing the map style a difficult task to complete, if so, why?
7. What other feature would you find useful to have on your map and how would that feature help improve your experience?

Test B – Findings

		✓	✗
1	Find Current Location Users did not have to complete this task if they continued from Test A. All of the users were able to bypass this task.	100%	0%
2	Find Wind Speed Map Layer Very successful task. All users were able to complete this, although some users always defaulted to the menu.	100%	0%
3	Adjusting Opacity (Single Layer) Very successful task, all users were able to complete it. Some users thought it should have a larger footprint.	100%	0%
4	Deselecting Layers Very successful task, all users were able to complete it.	100%	0%

Test B – Findings Continued

5

Preset Layers

The reason why the users were not able to complete this task was simply due to poor scrolling cues. However, in the follow up, users saw this option as very useful.



42%



58%

6

Adjusting Opacity (One Layer in the Preset Group)

Users who were not able to complete task 5 did not move onto task 6. However, the persons who moved to this task found understanding the concept was challenging.

42%

58%

7

Settings Panel – Remove Buttons

Successful for the most part, but users wanted to tap and hold the buttons to either swipe off the page or delete (like in the native iOS platform).

100%

0%

8

Settings Panel – Satellite View

Worked well, but users consistently looked for the satellite view in the maps layers panel.

57%

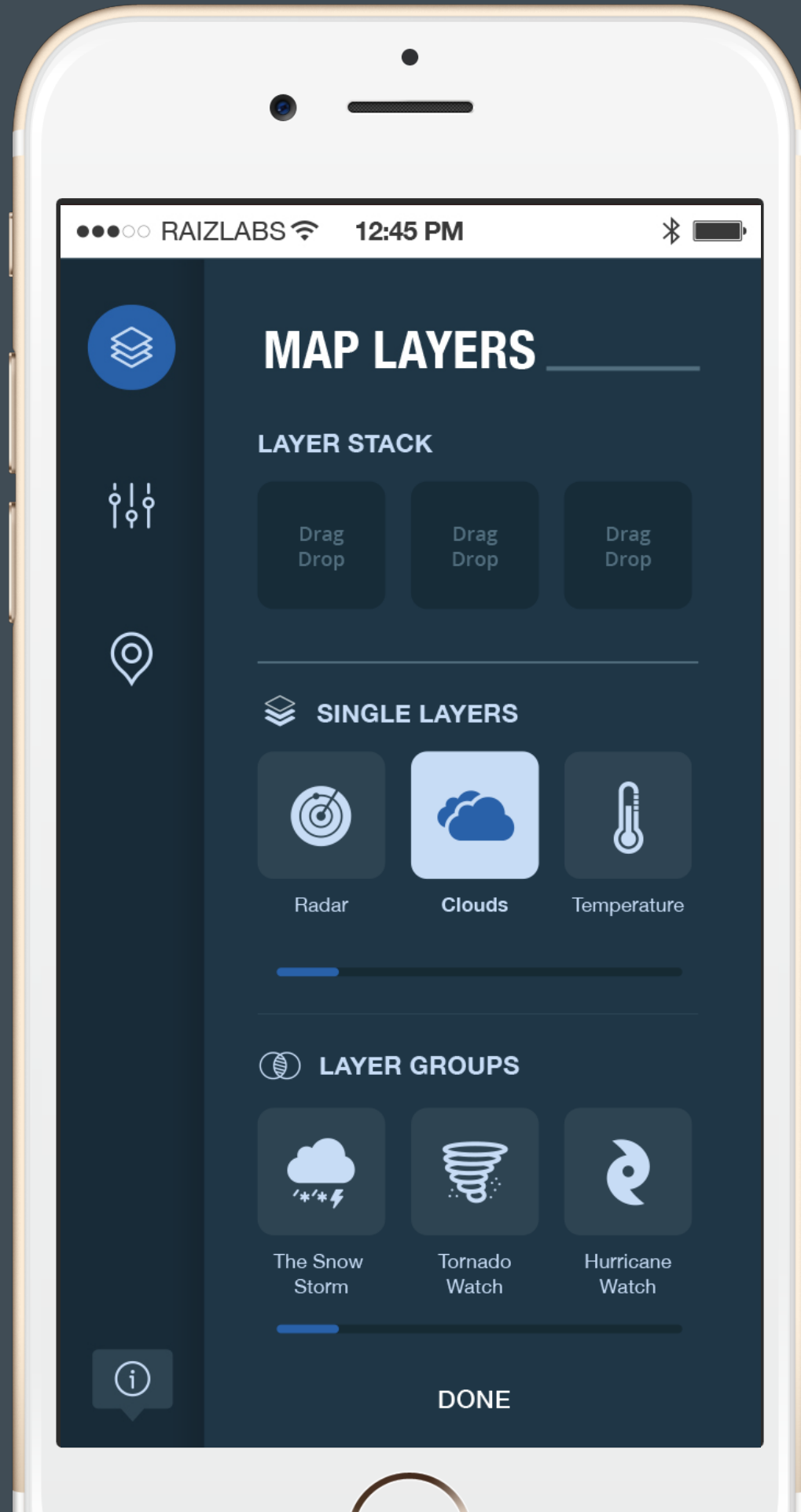
43%

Test B - A/B Testing

A ✓

B ✓

C



Map Layers Panel

OPTION A

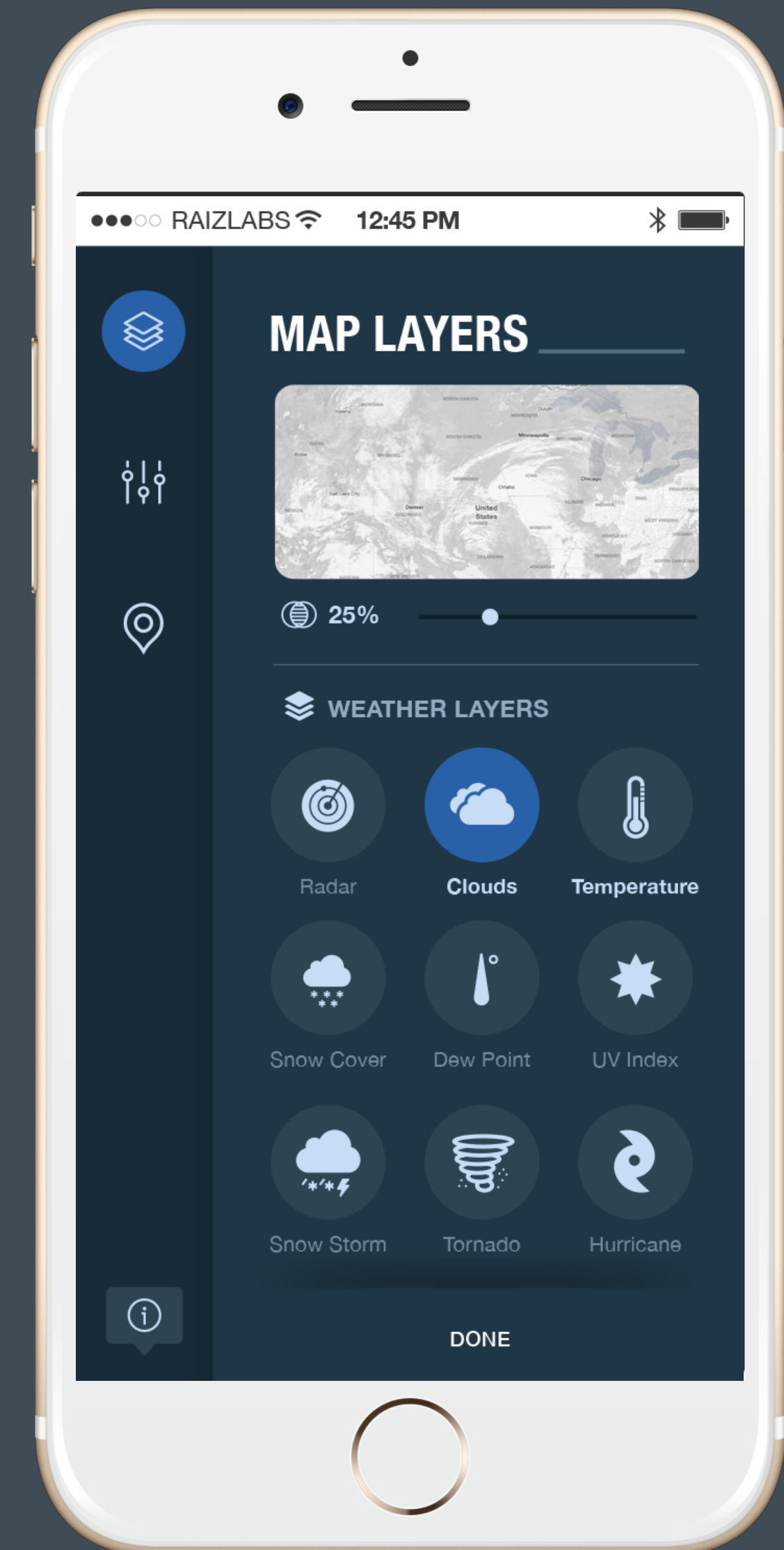
57%

OPTION B

43%

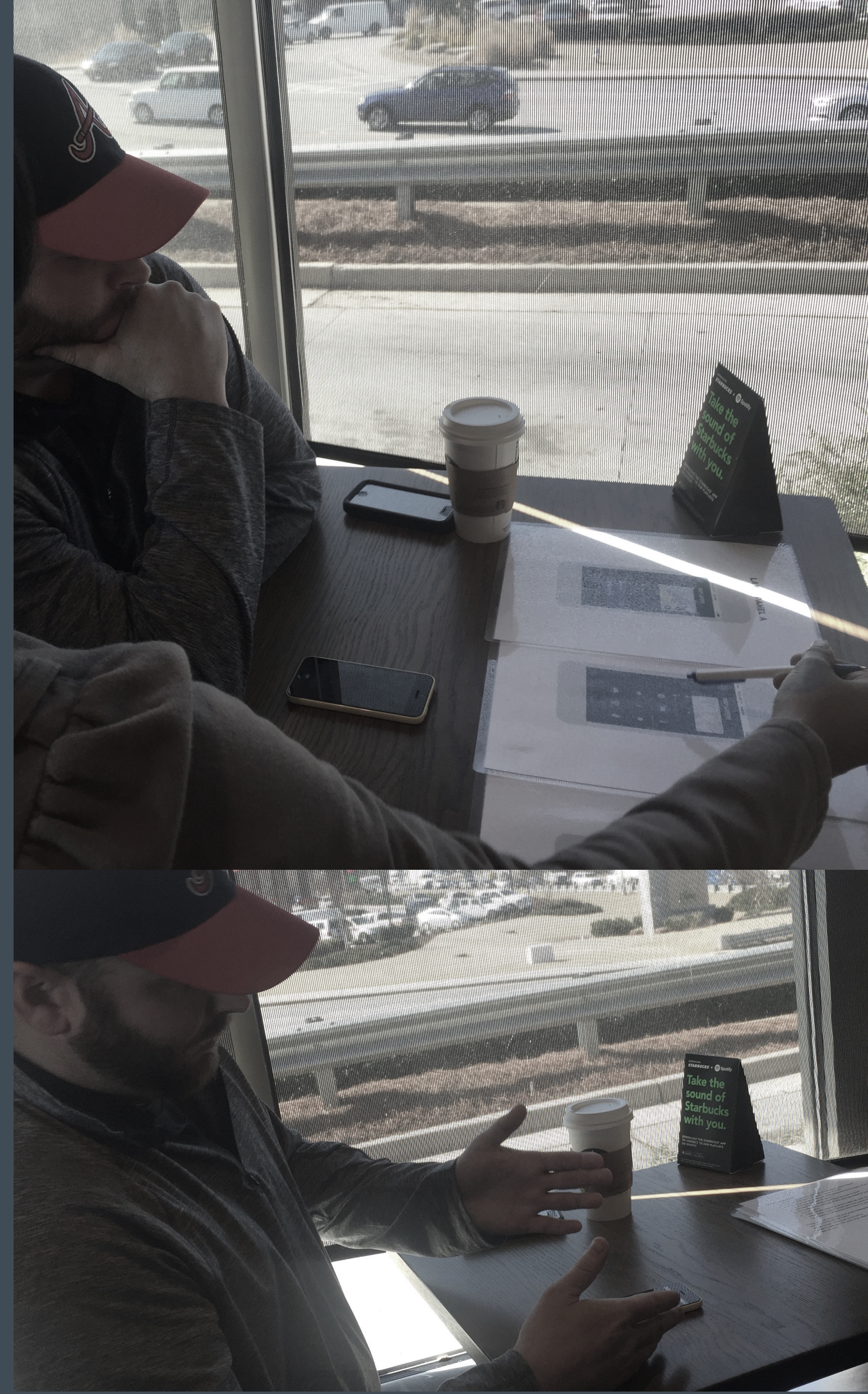
Test B – Conclusion

Overall, the users found selecting and adjusting a single layer task easy. The necessity of this feature is questionable. As for preset groups, this feature seemed to resonate with users especially for severe weather conditions. Also, the need to explore which panel the maps styles will reside under is obvious, especially for the satellite option.



Test B – Recommendations

- 📄 **Opacity** – Increase the size of slider (make more prominent).
- 📄 **Scrolling Cues** – Give the Map Layers options a scroll bar or cue.
- 📄 **Map Layer Panel** – Need a hybrid design between option A & B. Smaller preview with larger buttons and scrolling cues necessary.
- 📄 **Preset Layer Groups** – Add as a feature.
- 📄 **Tap Hold and Swipe to Remove** – Explore quick removal options for buttons from screen.
- 📄 **Map Styles** – Explore which panel the Settings or Layers will reside under.

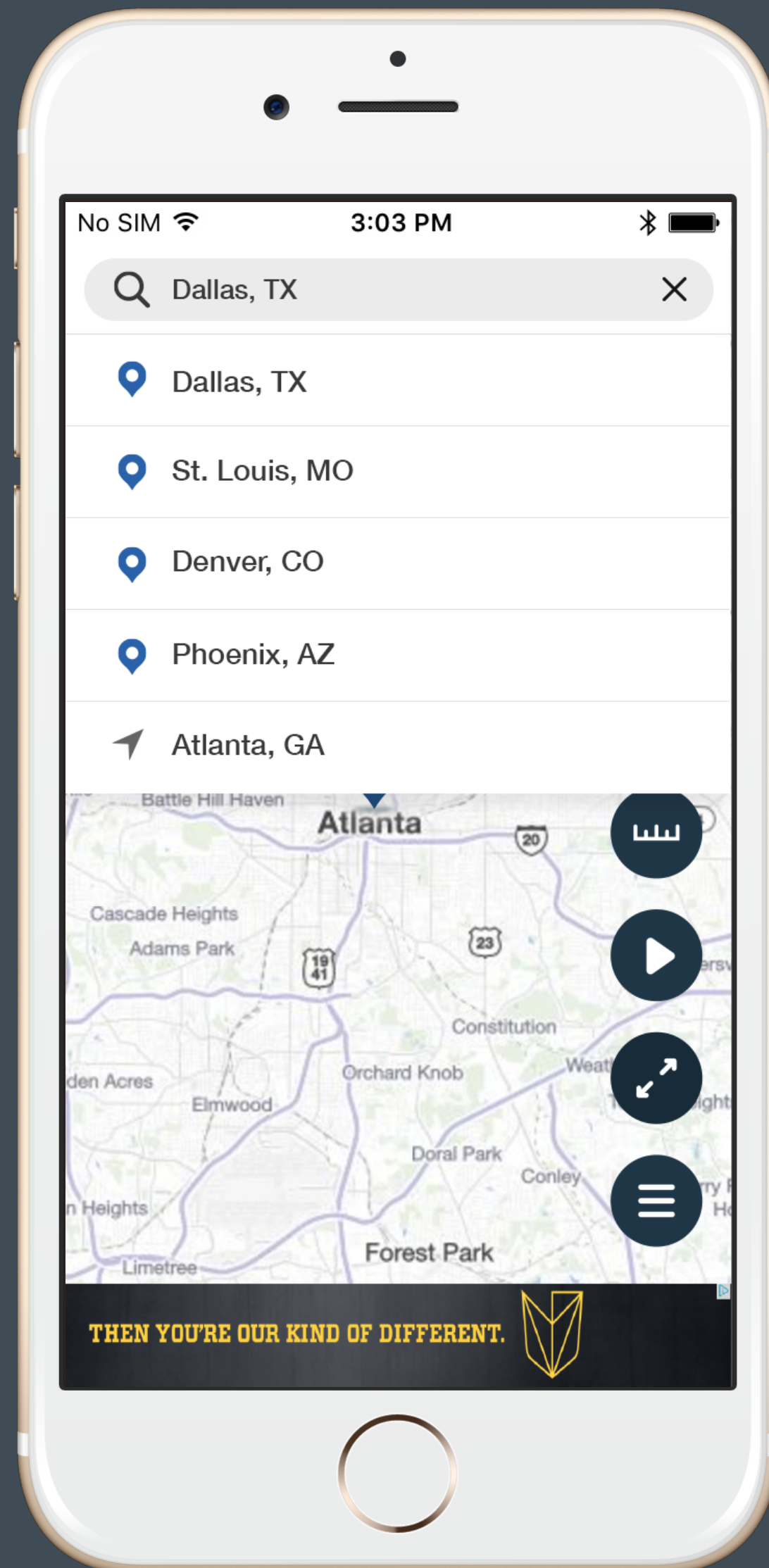




User Test C

SEARCHING AND SAVING

Test C Script – Searching & Saving



Test:

1. Your elderly mother lives in Dallas, TX and you want to see if there are any weather conditions in her area, how would you do that?
2. After you see that the weather conditions are good in her area how do you navigate back to your current location, in Atlanta, GA.
3. How would you view the temperature for your current location?
4. You have also just realized you would like to save your current location to your map. How would this be done?
5. You have a few saved locations on your map and you would like to see all the locations and their weather conditions at once. Where would you likely find a feature like this?
6. You would like to quickly add a pin to the “Bellwood” area (located in the bottom right of the map). How would you do that?

Follow up Questions:

1. Which zoom level do you prefer on your start screen? (Show different zoom levels)
2. Were you able to quickly navigate to and from different locations on the map?
3. How important is the search function on your map (rate 1-10)?
4. Were you able to find relevant weather data for your current location quickly?
5. Would you prefer your location pin to pop up with:
A) Weather data about your current weather condition i.e. show precipitation data if its currently raining?
B) Show data only pertaining to the currently selected weather layer, i.e. show precipitation data because you have your precipitation layer selected?
6. How important is it to be able to save a location from the map 1-10 rating?
7. What other feature would you find useful to have on your map and how would that feature help improve your experience?

Test C – Findings

1

Find Alternate Location

It was overwhelmingly obvious that users wanted to pan and pinch to search. However, in spite of that, the search is still a helpful feature to include.



100%



0%

2

Find Weather Data (Alternate Location)

Because the pin pop-up opens by default, most users passed – however when the pin closed they did not utilize the pin pop-up again and expected the information to be static on the page.

85%

15%

3

Navigation back to Current Location

Users looked for the geo-location button or tried to tap the location name in the header. Most found the search bar and was able to navigate back.

100%

0%

4

Find Weather Data (Current Location)

Once again the pin pop-up was not intuitive - most users looked for a static view or went to the menu.

43%

57%

Test C – Findings Continued

5

Saving Current Location to Map

Most users passed - some tapped and held the dot for an auto save function. Users asked for a saved location confirmation. Users agree this is an important feature.



100%



0%

6

Viewing Saved Locations in Panel

Some found the panel and used it as navigation back to maps. This was only on discovery.

43%

57%

7

Saving Pin to New Location

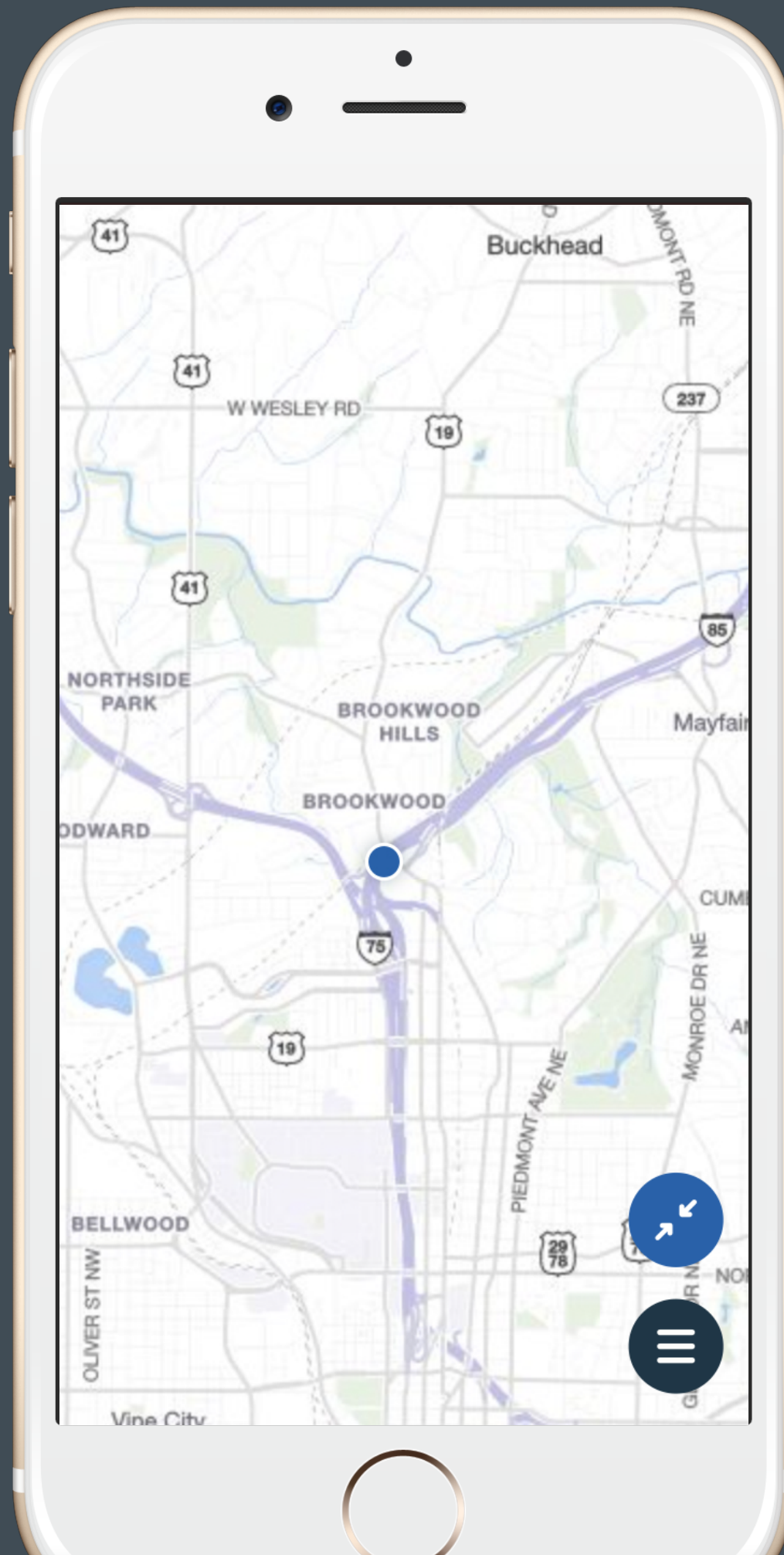
Successful for the most part. Some users expected to tap and hold while others tapped once. Users agree this is an important feature.

100%

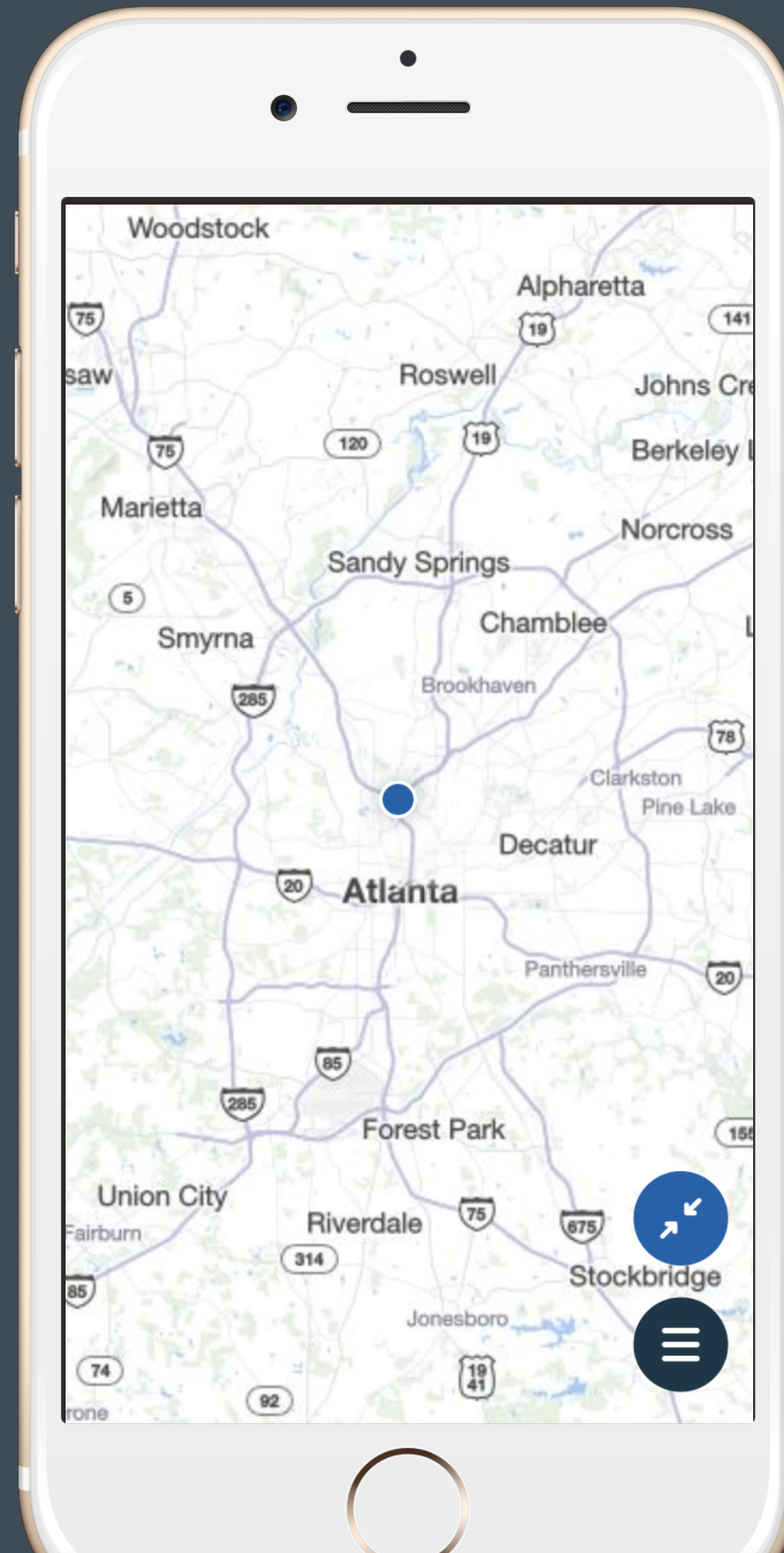
0%

Test C - A/B Testing

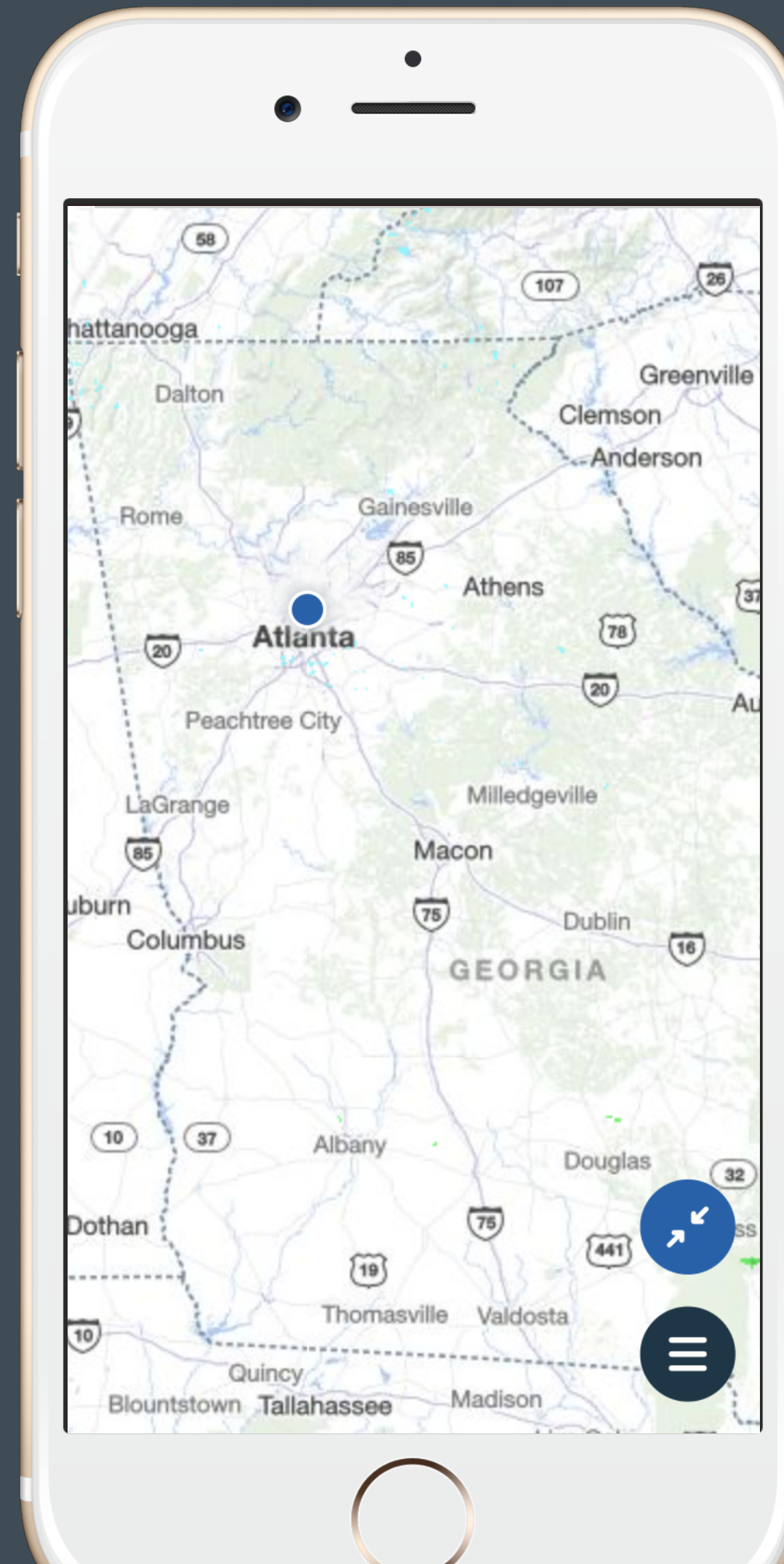
1



3 ✓



4



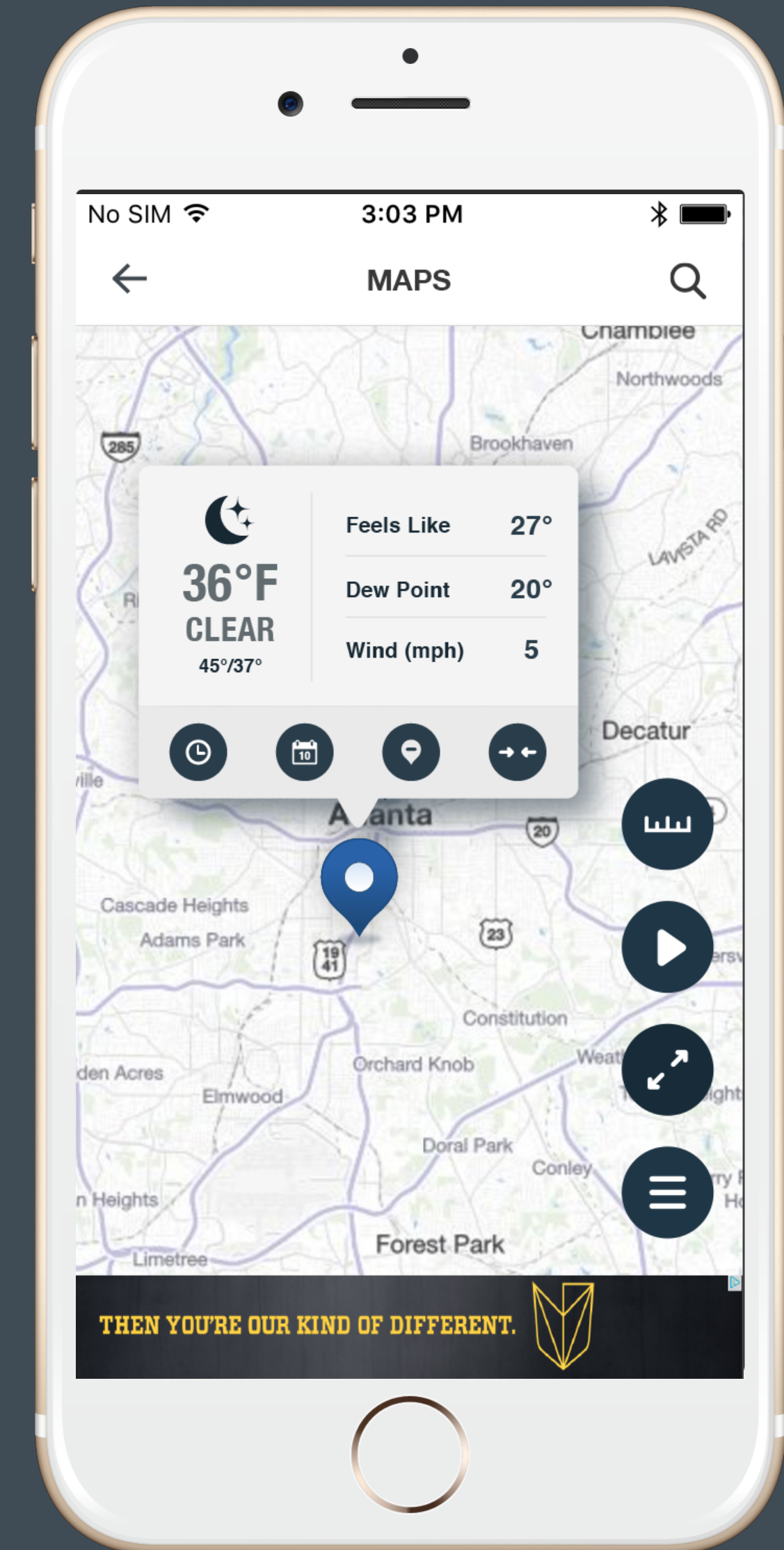
Zoom Level

ZOOM OUT - MORE LOCAL

85%

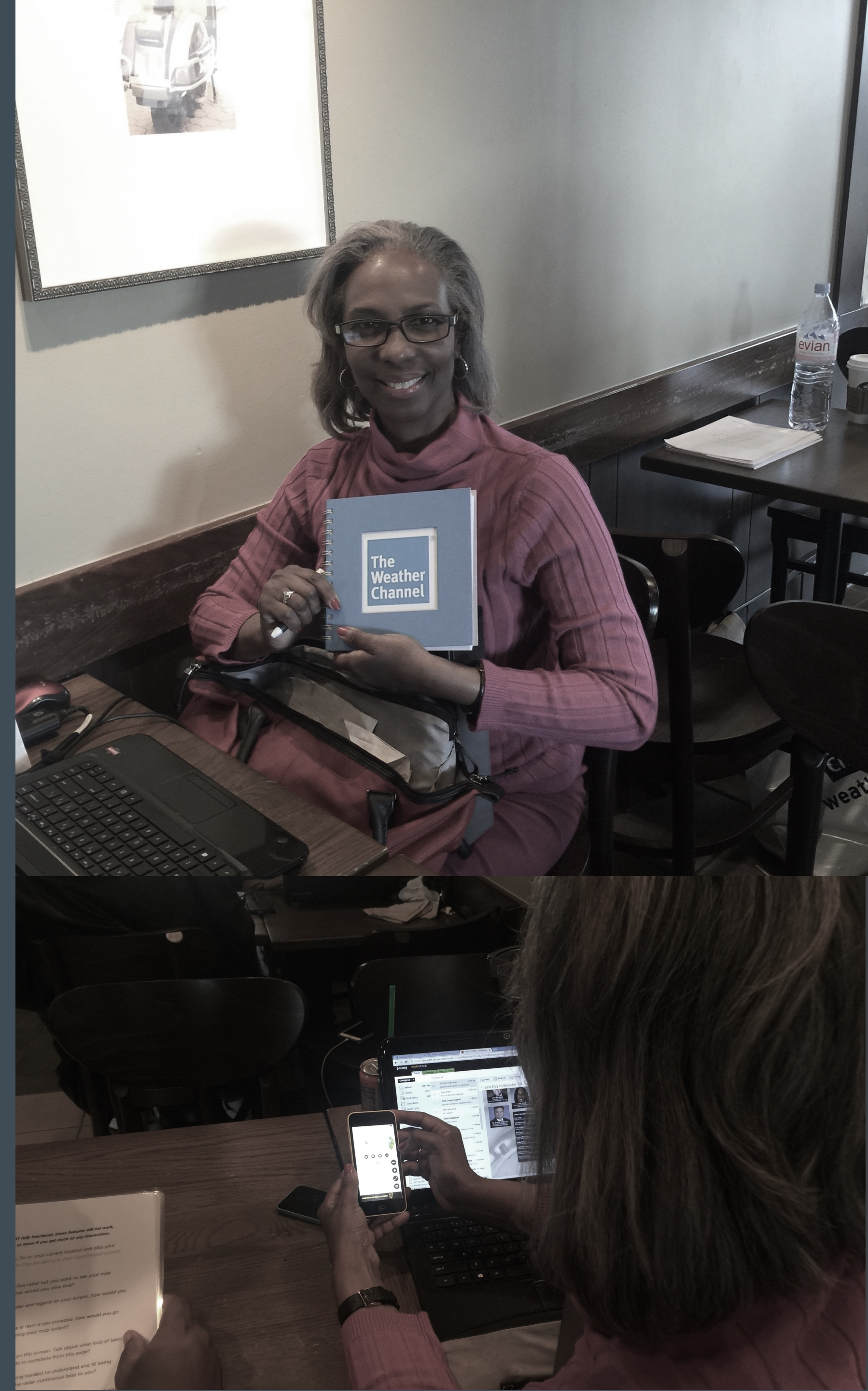
Test C – Conclusion

We observed that the #1 way users preferred to search was panning and pinching. The search function was useful when navigating further away from the current location. All the users however came to a unanimous decision that saving a pin to the map was an important feature to include.



Test C – Recommendations

- 🗨 **Pin Pop-Up** – Revisit this concept. Options include more contrast between pop-up and map, or create a static view. Users also wanted a quick 3 day forecast.
- 🗨 **Search Bar** – Add as a feature. Users thought it is useful overall. It came second to panning and pinching. Also, the location name was tapped to see if a dropdown would appear.
- 🗨 **Geo Location Default** – When the user navigates away from the current location, it defaults to the geolocation button on.
- 🗨 **Saving Location & Confirmation** – Saving location is an important feature to include. Give the user a confirmation when they successfully add a pin. Explore tap vs. tap and hold.



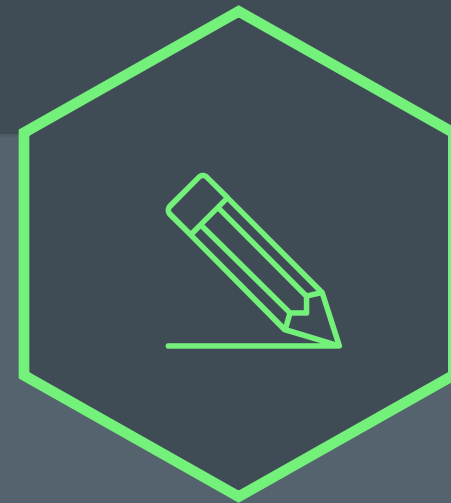
Final Results

Winners



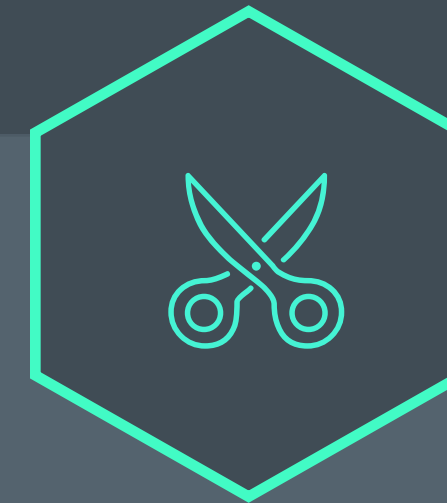
1. Layer Suggestions
2. Preset Layer Groups
3. Tap/Hold/Remove Buttons
4. Search Bar
5. Tap/Hold/Save Locations to Map
6. Geo-Location Default on scroll

Almost There



1. Legend Hide/Show
2. Radar Clarity/Size
3. Expanded View with Functionality
4. Map Styles – Panel Location
5. Static Weather Data

Get's Cut



1. Legend Icon
2. Custom Stacking Layers
3. Pin Pop-up

User Ideas



1. Speech for elderly and hands free driving
2. Add Weather to Google Calendar /Event
3. Traffic/Weather option i.e. Google Maps
4. Social Sharing



Next Steps

TIMELINE AND EFFORTS

Project Timeline

09:08:30

DAYS HOURS MINUTES

Q1-MVP Features

What's making this MVP and create roadmap of the remanding features.

REGROUP

17/02

Iterate Q1-MVP Features

Wireframe and test last round of changes before implementing design

TEST

19/02

Unify UI

Meet with platform leads to unify design efforts for consistency.

DESIGN

24/02

Cut Assets for Development

Start to create comps and assets for Development to get started with.

Spec and Style Guide

Create style guide for maps and menu.

ASSESTS

ASSETS

NEXT PHASE

25/02

01/03



Thanks!

If you know what Mammatus are,
you're in good company.

THE WEATHER COMPANY