

Google Maps



Cognitive Walkthrough

Report prepared:

- ❖ for COMD Intro to UX Research
- ❖ by Anath-EI
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Executive Summary

If executive stakeholders only read this slide, what would you want them to take away from your study?

- How much of an impact does Google Maps have on how we navigate throughout our globe?
- Why do people prefer to use Google Maps?

Study Context

How do Google Maps users interact with the app?

- Can users successfully find their destinations on the map?
- How do users find their routes? What shortcuts, if any, do they use?
- What elements in the map encourage users with their travels?
- What elements in the map diminish any interest for users?

Study Details

Study Design

Users comfotability interacting with the interface.

Methods

- 5-10 min
- Cognitive Walkthrough
- Usability testing
- Concurrent think aloud
- Retrospective think aloud

Participants

There were 5 participants from the Communication Design department in the New York City College of Technology

Key Insights & Recommendations

- Navigating with the app can be buggy as more and more elements are introduced to the app
- App caters more to those who have a Google account than to those who do not
- Simplifying the interface of Google Maps would further enhance the user experience.
- Prioritize key elements in locations to avoid overwhelming users
- Further adapt to user's needs for a more satisfying experience

Detailed findings

In the Clouds

Users are able to retrieve data saved into the map through their existing account. This allows them to utilize certain elements as ‘shortcuts’.

Instead of typing his destination on the search tab, Darius’ directions were saved from the data entered within his Google account.

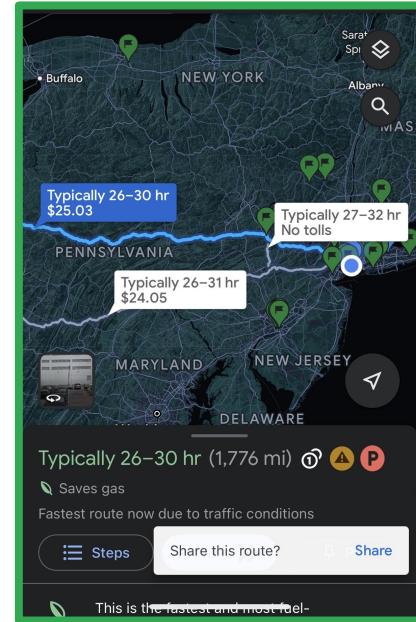
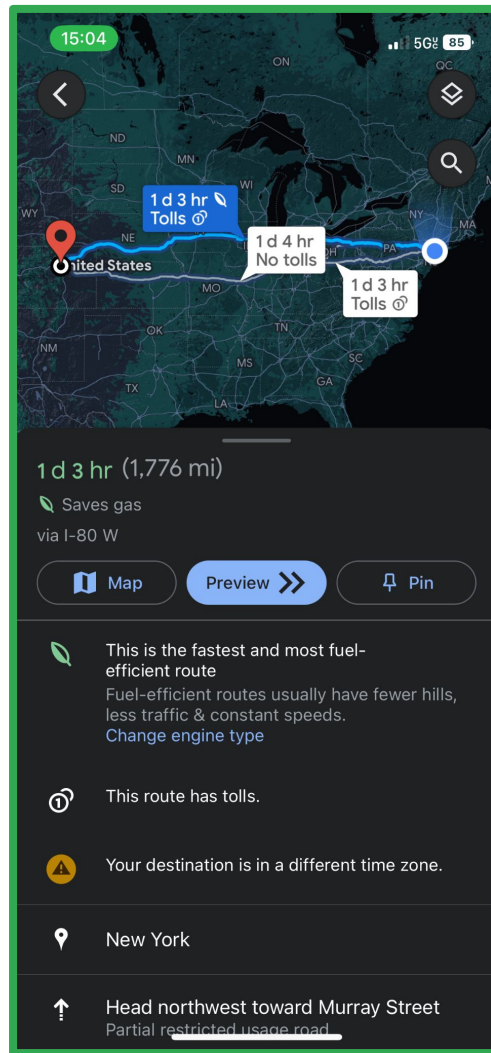
“I already have my home, school, work and other locations saved in my Google account so I don’t really ever have to type anything in the search bar.”

Darius

Map and Me

Navigational elements within the app create an ease of use and confidence for users.

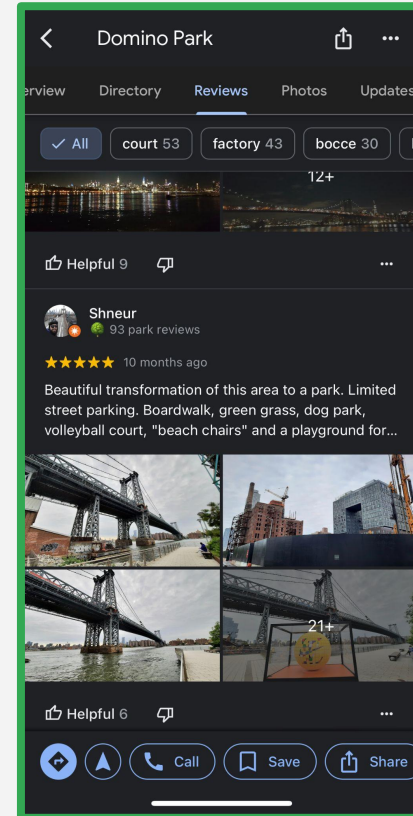
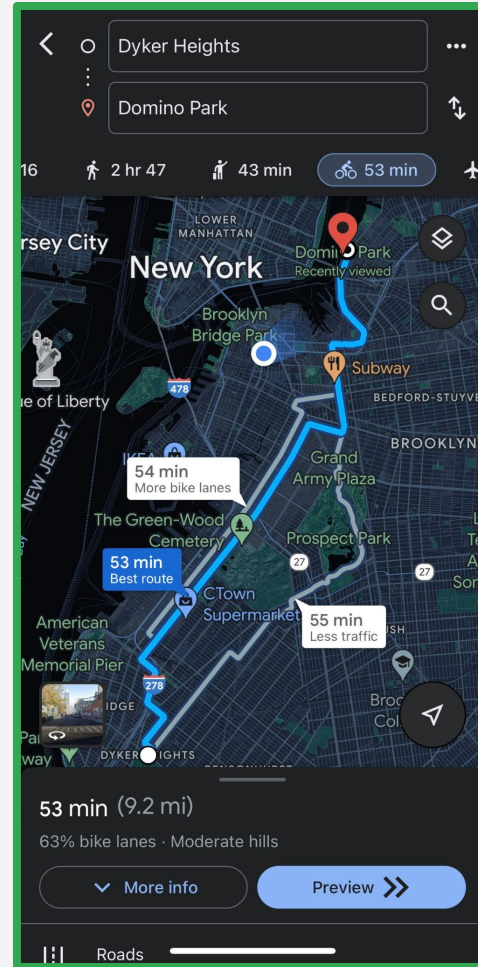
The listed potential estimates for gas money needed, time spent, fuel type, and distance traveled helped Jayla feel more comfortable planning her road trip from New York to Denver.



Help Me Help You

Features of the app allow users for social interaction in multiple ways.

Although the distance was quite far, Nathalie found it safe to cycle from home to Domino Park due to the most recent customer reviews that she read.



Left on Scene

While some navigational elements create an ease of use, other elements might cause users to trip up on what they're looking at.

“I don't like how inaccurate the little blue icon is when I am trying to locate myself in a place I am not familiar in.”

“I don't like how out of date the live view is. Some of the pictures inside these locations are really old.”

Nathalie

Thank you!

*Please contact me with any
follow-up or clarifying questions.*