

# Product Critique: HEADOUT

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Part 1:

Analysis before the first  
use of the product

# Discoverability of the App

- **The discoverability of “Headout”**
- Honestly, I got to know about this app from the Description of the Problem Statement of this Assignment.
- Google Play store - App Title: **“Headout – Your City On Demand”**
- App discoverability is fine on play store as there are no other similar named applications.

User Design and Prototyping > Module 1 > Session 2

Product Critique Assignment



## Problem Statement

### OBJECTIVE

The objective of this assignment is to build an understanding of the key design fundamentals that impact the overall customer experience of a product.

### DESCRIPTION

Critiquing product design and features is one of the key skills that a Product Manager must possess. Also, product critique is a commonly asked question in PM interviews. So, in this assignment, you have to perform a product critique for the **Headout mobile application**, which is an app that enables travellers to book local tours, activities and experiences in different cities around the world. You have to provide a detailed analysis of the overall user interface (UI), user experience (UX) and the product features. Kindly note that you can consider any of the **iOS or Android** version of the Headout mobile application as per your convenience.

# Expectations from the App

- Also from the description,  
***“which is an app that enables travellers to book local tours, activities and experiences in different cities around the world.”***
- My expectations from the app were as follows:
  - We would select any destination city around the world that we are traveling to.
  - We would be able to see the scheduled happenings, events, fests etc.
  - We would be able to book tickets to the scheduled happenings, events, fests etc.
  - We would be able to hire local transportation to attend to any of the events.
  - Overall something like ‘Experiences’ on Airbnb.



## Part 2: Analysis of the Product

# Initial Impressions of the App

(From the novice perspective of taking steps each one at a time)

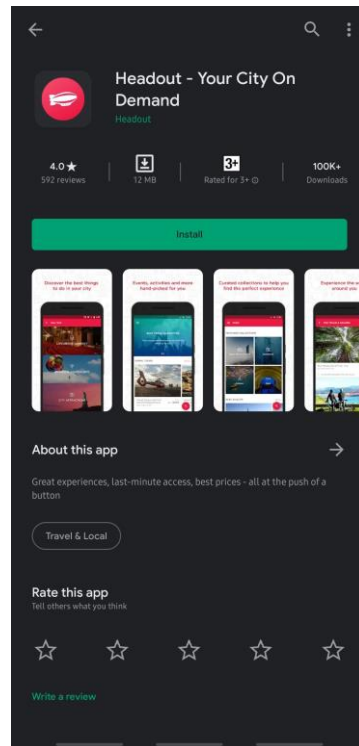
- App on Play store
- Installation on device
- Open the application
- Loading...
- Sign-in screen
- Pick your city – List of options
- View happenings

# Initial Impressions of the App

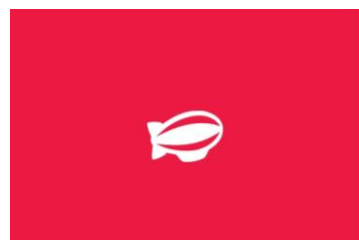
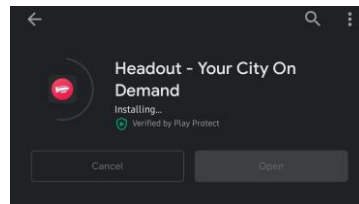
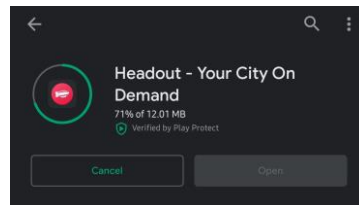
(Validate Expectations)

- “select any destination city around the world that we are traveling to” - **NO**
- “able to see the scheduled happenings, events, fests etc.” - **YES**
- “able to book tickets to the scheduled happenings, events, fests etc.” - **YES**
- “able to hire local transportation to attend to any of the events.” - **NO**
- “something like ‘Experiences’ on Airbnb.” - **NO**

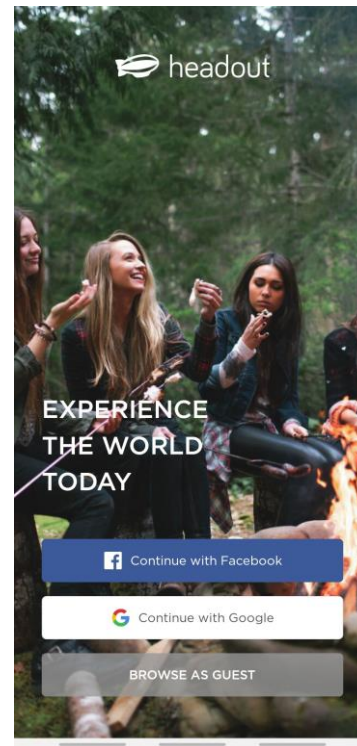
# Initial Impressions of the App



Discover



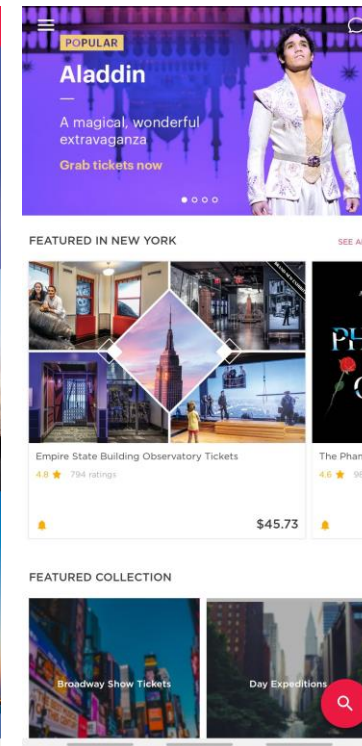
Download – Install – Open



Sign-in



Pick your city



Explore



# Initial Impressions of the App

Initial impressions based on the sequence of operations performed:

- App Store Title: **“Headout – Your City On Demand”**
- App discoverability is fine on play store as there are no other similar named applications.
- Very few reviews (approximately 600 reviews) but ratings stand at **4.0★**
- The overall flow of the application is straight-forward.
- No **Sign-up** option
- Either choose ‘browse as guest’ or **Sign in** using Facebook or Google, menu **“Pick your city”** is confusing
  - as a first-time user I didn’t know that it has specific cities only.
- No **“Welcome”** or **“Home”** screen – is bit jumping out into the territory instead of taking step at a time.
- App revisit to the last visited page or city is not a good scenario, would be better if asked to the user, **“Last viewed”** or **“Previous explored”** or something like that.
- **Duplicated content** – multiple times withing the page across different layouts like cards, grid, tiles, slides etc.

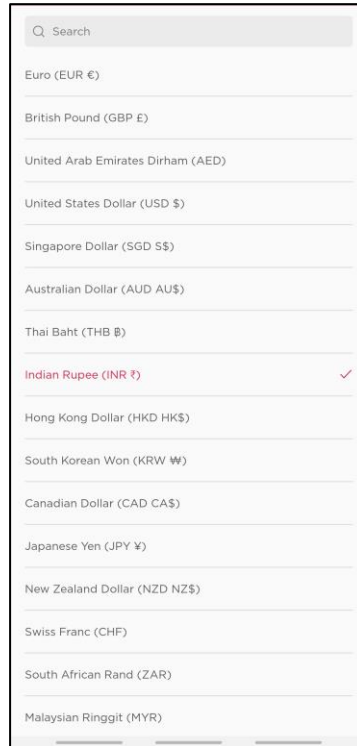
# UI/UX Analysis

- Sign in options are limited to facebook and google, **email sign-up** option is not considered.
- Sign in process could be more **engaging with couple of slides** about the app and features.
- 'Pick your city' page is a **poor** implementation of **visual design**.
- There are **no separators** to differentiate between one city and another.
- No preference or **order** of listings of **cities**.
- From the name **Headout – Your City On Demand** it suggests “*any city*” but if a user’s destination city is not listed and this is realized only after installation and sign-up<sub>(mostly)</sub> process or browse as guest.
- That is bad user experience when the limitations are not presented appropriately.
- Selected city – page is filled with **multiple UI components**.
- It makes the page complete and appealing with good images, texts and styling.
- With all the **Slides, Cards, Grids, Tiles** etc. the content is repetitive.
- Too many components in less real estate.
- The select event page is clean and the colours of the background and text are readable.

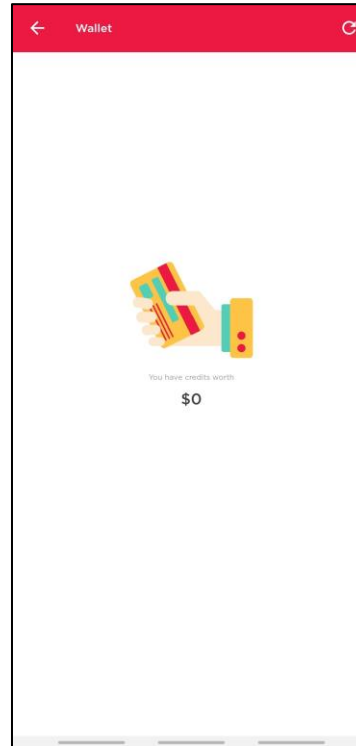
# Analysis of the App Features



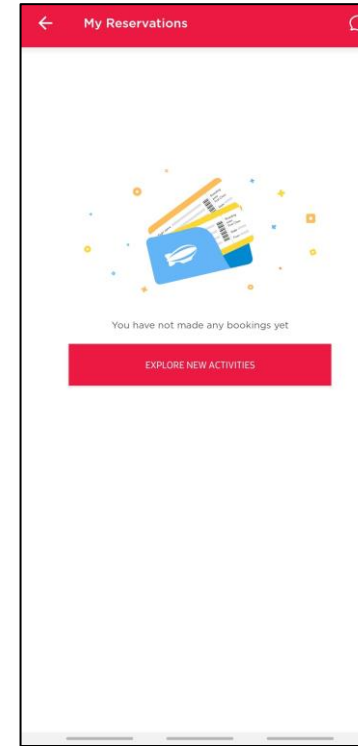
Pick your city



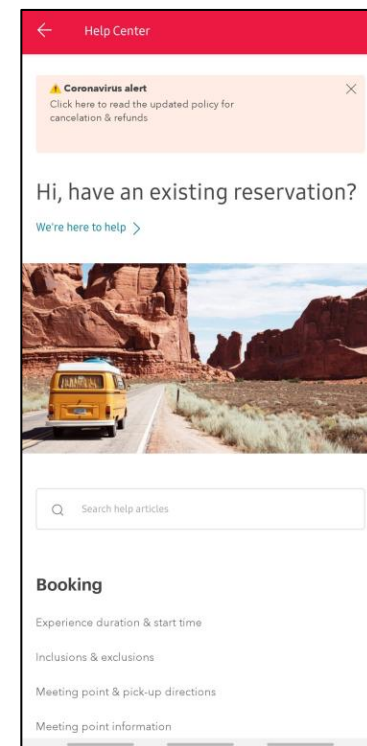
Currency



Wallet



My Reservations



Help

# Analysis of the App Features

- **City**, the selected city name with suggestive text “CHANGE” and redirects to “pick your city”
- It shows the city name and option to change
- **Currency** option with no suggestive text “CHANGE” like we have for city
- Shows list of available currency options with a search bar on top
- After changing the currency, a pop-up shows updated but doesn't roll back to explore page
- **Wallet** with ZERO value and default currency USD
- **My Reservations** to show the list of reservations
- Couldn't get into more UI/UX of this feature as there are no past or scheduled reservations
- **Help** is organised into various categories and sub-categories in proper **structured listing**
- Help screen has a greeting and user friendly with a **search bar**
- **Articles** of Help are very well documented using perfect **infographics** and **screenshots**
- Asking user about the article helpful or not using a “**thumbs up**” and “**thumbs down**” emojis

# Analysis of the App Features

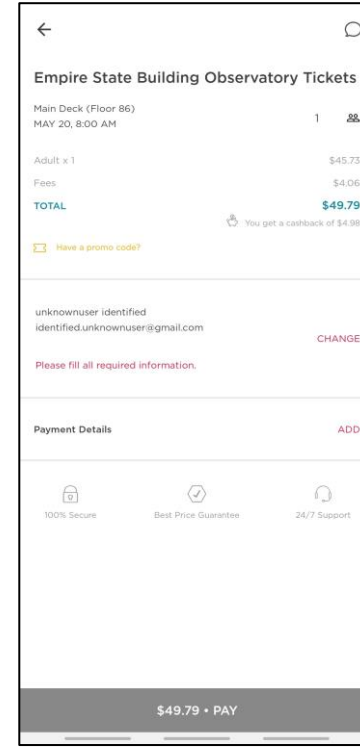
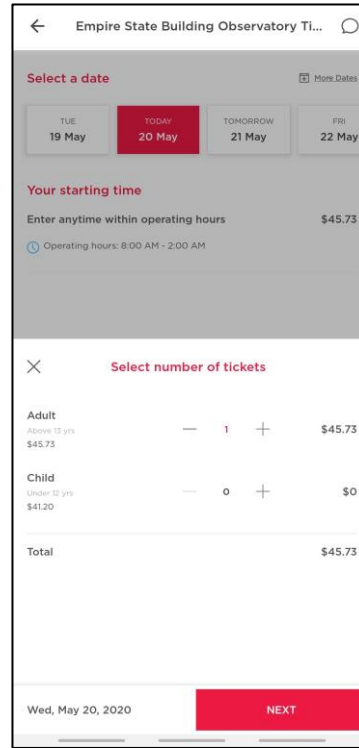
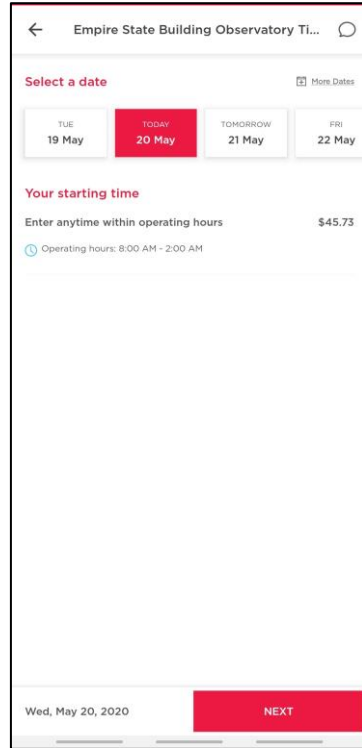
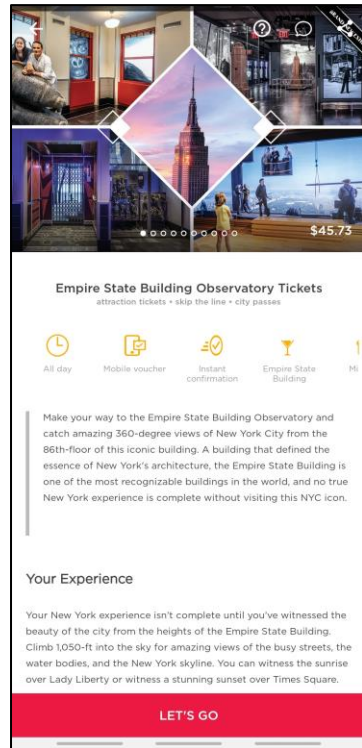
- **“pick your city”** – could be made better functionally by having different UI approach
- **Chat** – the icon is present in the top right corner of the screen
- The chat icon is not intuitive and non-responsive on the explore page
- The chat error message is stuck on the screen and fixed in the scope of scroll and menu
- Only option is to close and re-open the app
- Slides on the explore page are not moving automatically
- Users expect the same behaviour as that is the usual as per most of the apps design and working.
- No **“back to top”** option for users ease to reach to top of the page after an extensive scroll.
- Issue with top bar on the explore page, the top bar stays sometimes and sometimes it doesn't
- There is a bell icon at the left bottom corner for each card but not sure of its intention and functionality
- No traditional features like **“search”** / **“filter”** / **“sort”** on the explore page

# Likes

- Usage of **Google** app basic **template** that makes the app more user friendly.
- The User Journey is simple and complete
- The **Explore** page visual composition is good
- Having multiple currency settings is useful for users
- **Help** and help articles are on point very clear and **structured**
- No on-screen suggestion **pop-ups** or Ads to disturb

# Likes

## User Journey for booking



# Likes

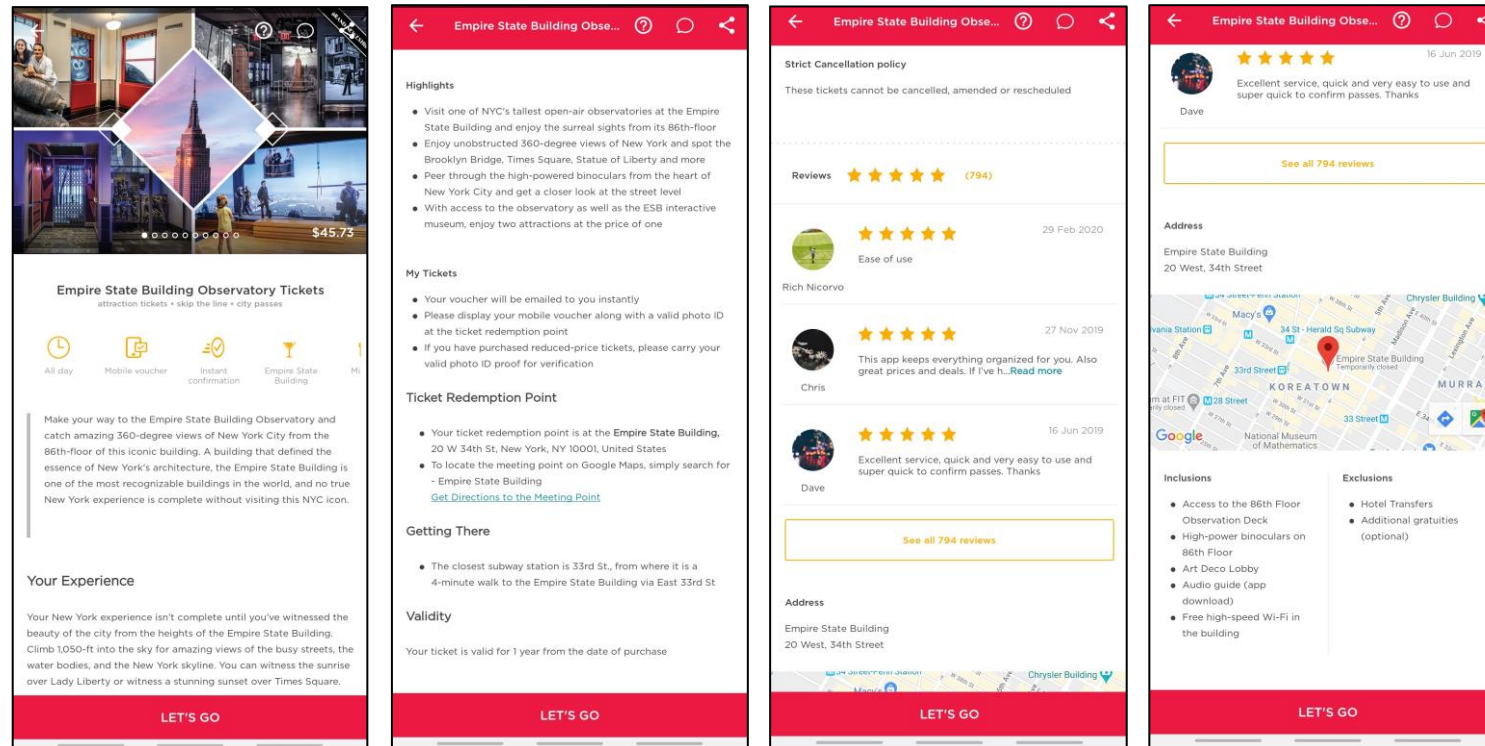
## Experience Details Page components

- The details and components on each listing is very detail with user reviews and rating
- Detailed explanation on experience
- Highlights mentioned in bullet points
- My Tickets – usage of tickets
- Ticket Redemption point
- Getting there
- Validity
- Cancellation Policy
- Map View and Address
- Inclusions & Exclusions



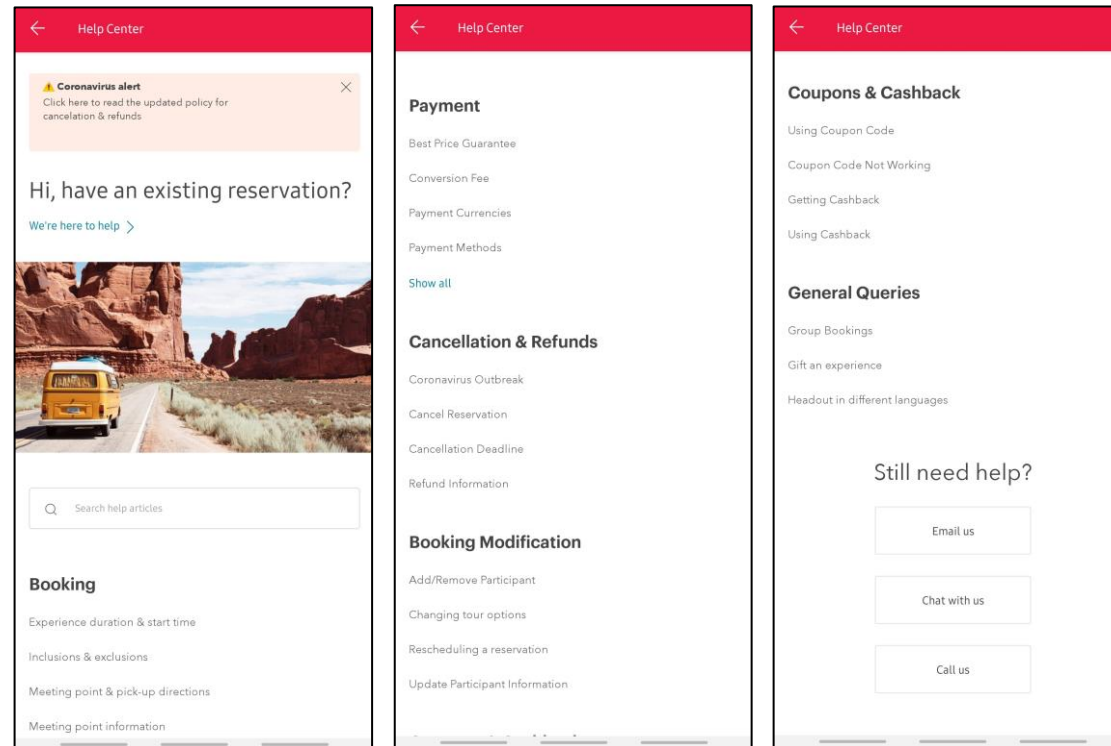
# Likes

## Experience Details Page components



# Likes

Help and articles on Help center are on point very clear and structured



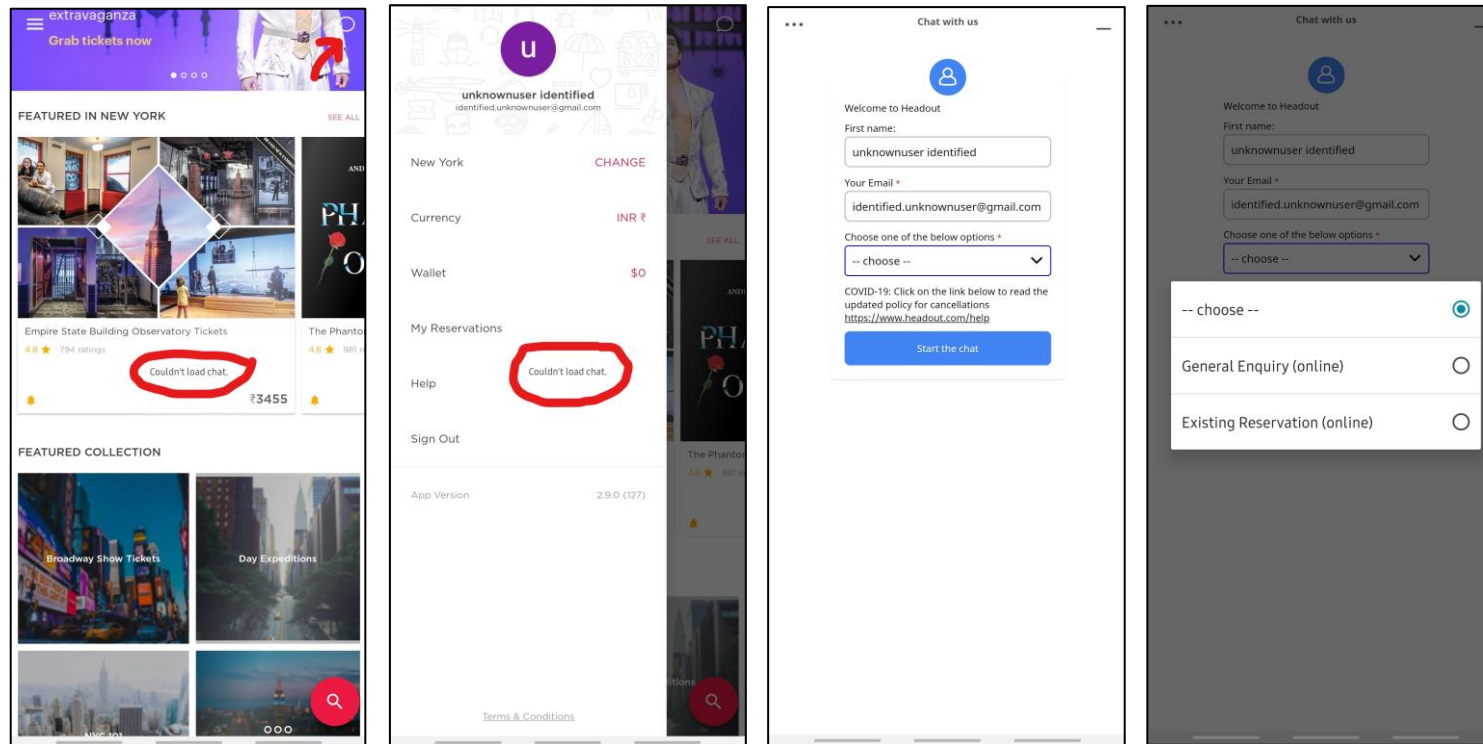
# Dislikes

- Lack of Home or Welcome screen
- “Pick your city” is not placed in the right spot of the user journey
- Chat option functionality issues
- Lack of User Profile page
- Lack of payment storage information
- Time zone issues on booking page
- There is a functionality issue for calendar based booking, based on the geographical location and destination city
- Not so intuitive in some cases

*e.g. After changing the currency, a pop-up shows updated but doesn't roll back to explore page*

# Dislikes

Chat feature – UI and functionality issue



# Business Model

## Assumptions:

- % commission from the traders posting on the app platform based on transactions
- Partnership with travel/tour agency



# Part 3: Further Considerations

# Recommendations for Existing Features

- Slides design to provide an introduction about the app before sign-in
- Redesign the flow for “Pick your city” with better visual design
- Try and reduce multiple UI components on a single page
- Fonts and Font sizes are to be considered for better readability
- Chat option icon change and functionality fix
- Wallet options to add credit
- Time Zone issue fix – Booking v/s Destination

# Suggestions for Additional Features

- HOME page and/or WELCOME screen
- User profile
- History – Calendar view
- User recommendations based on price, distance and popularity in the destination city
- Filter events based on price, distance, duration
- Information of the event owner
- Add a slider
- Back to top button
- Wallet - add credit option
- Payment modes or integration of Payment Gateways
- Wishlist or Bookmark feature
- Time Zone – Booking v/s Destination



Thank you!

