

Product Critique: HEADOUT

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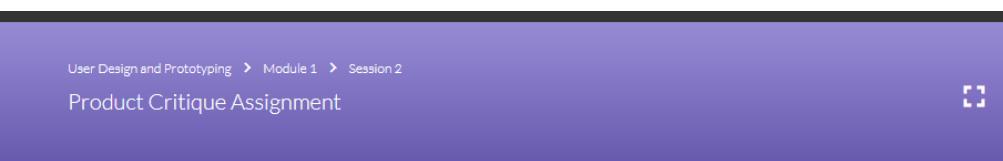
Part 1: Analysis before the first use of the product

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)

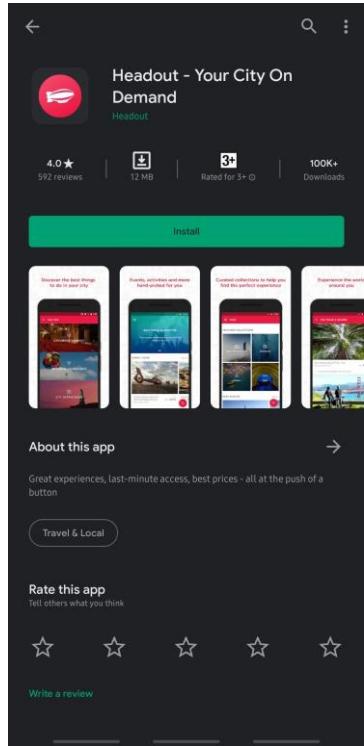
- App on Play store
- Installation on device
- Open the application
- Loading...
- Sign-in screen
- Pick your city – List of options
- View happenings

Initial Impressions of the App

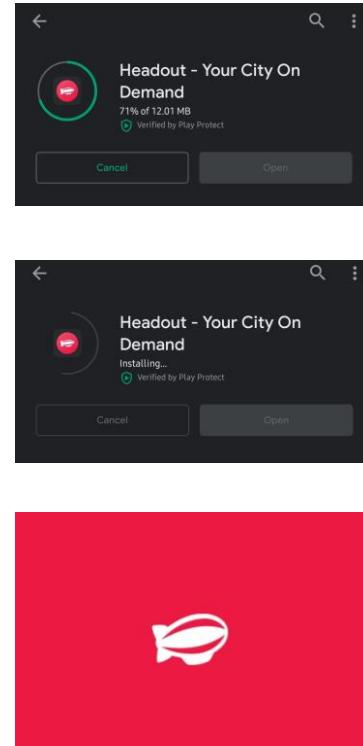
(Validate Expectations)

- “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**

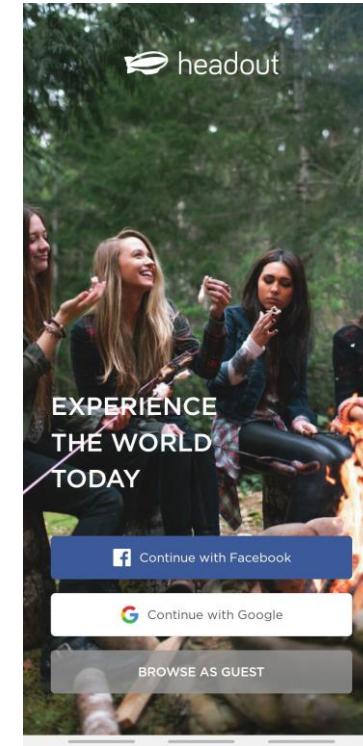
Initial Impressions of the App



Discover



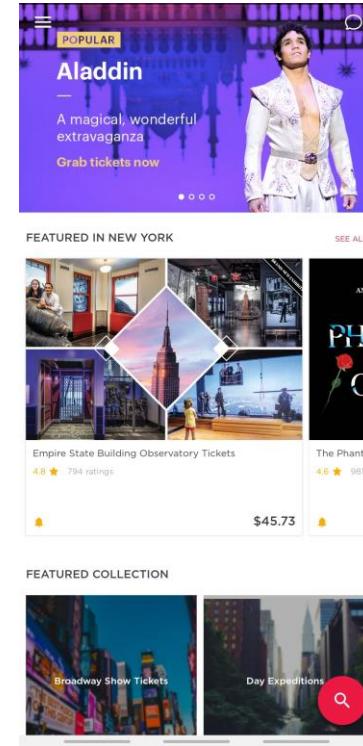
Download – Install – Open



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.

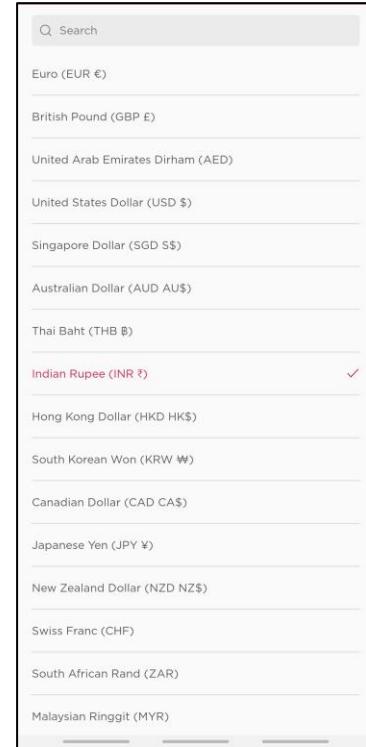
UI/UX Analysis

- 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_(mostly) 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



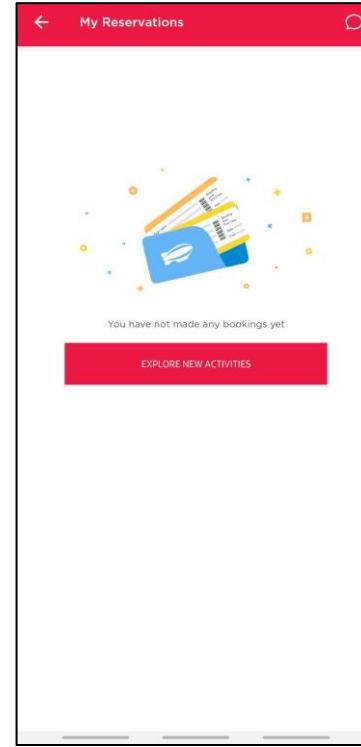
Pick your city



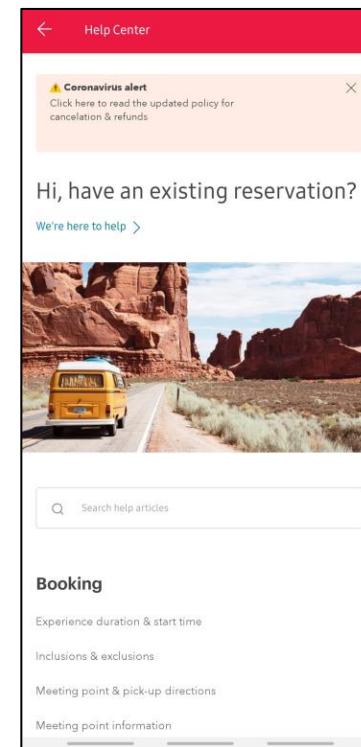
Currency



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

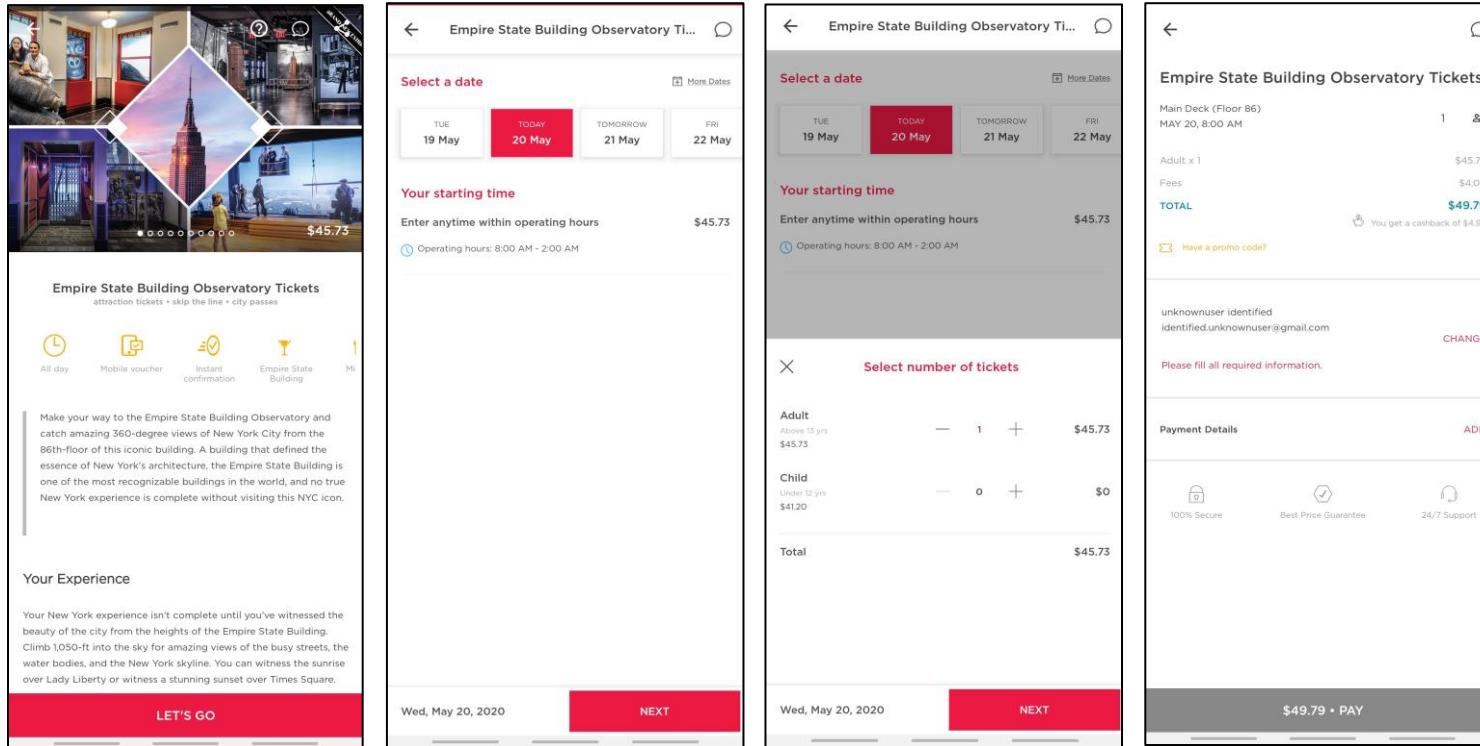
- “**pick your city**” – could be made better functionally by having different UI approach
- **Chat** – the icon is present in the top right corner of the screen
- The chat icon is not intuitive and non-responsive on the explore page
- The chat error message is stuck on the screen and fixed in the scope 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

Empire State Building Observatory Tickets
attraction tickets • skip the line • city passes

Highlights

- Visit one of NYC's tallest open-air observatories at the Empire State Building and enjoy the surreal sights from its 86th-floor
- Enjoy unobstructed 360-degree views of New York and spot the Brooklyn Bridge, Times Square, Statue of Liberty and more
- Peer through the high-powered binoculars from the heart of New York City and get a closer look at the street level
- With access to the observatory as well as the ESB interactive museum, enjoy two attractions at the price of one

My Tickets

- Your voucher will be emailed to you instantly
- Please display your mobile voucher along with a valid photo ID at the ticket redemption point
- If you have purchased reduced-price tickets, please carry your valid photo ID proof for verification

Ticket Redemption Point

- Your ticket redemption point is at the Empire State Building, 20 W 34th St, New York, NY 10001, United States
- To locate the meeting point on Google Maps, simply search for - Empire State Building [Get Directions to the Meeting Point](#)

Getting There

- The closest subway station is 33rd St., from where it is a 4-minute walk to the Empire State Building via East 33rd St

Validity

Your ticket is valid for 1 year from the date of purchase

LET'S GO

Empire State Building Observatory

Strict Cancellation policy

These tickets cannot be cancelled, amended or rescheduled

Reviews ★★★★★ (794)

Rich Nicorvo ★★★★★ Ease of use 29 Feb 2020

Chris ★★★★★ This app keeps everything organized for you. Also great prices and deals. If I've... [Read more](#) 27 Nov 2019

Dave ★★★★★ Excellent service, quick and very easy to use and super quick to confirm passes. Thanks 16 Jun 2019

Address
Empire State Building
20 West, 34th Street

Address
Empire State Building
20 West, 34th Street

Inclusions

- Access to the 86th Floor Observation Deck
- High-power binoculars on 86th Floor
- Art Deco Lobby
- Audio guide (app download)
- Free high-speed Wi-Fi in the building

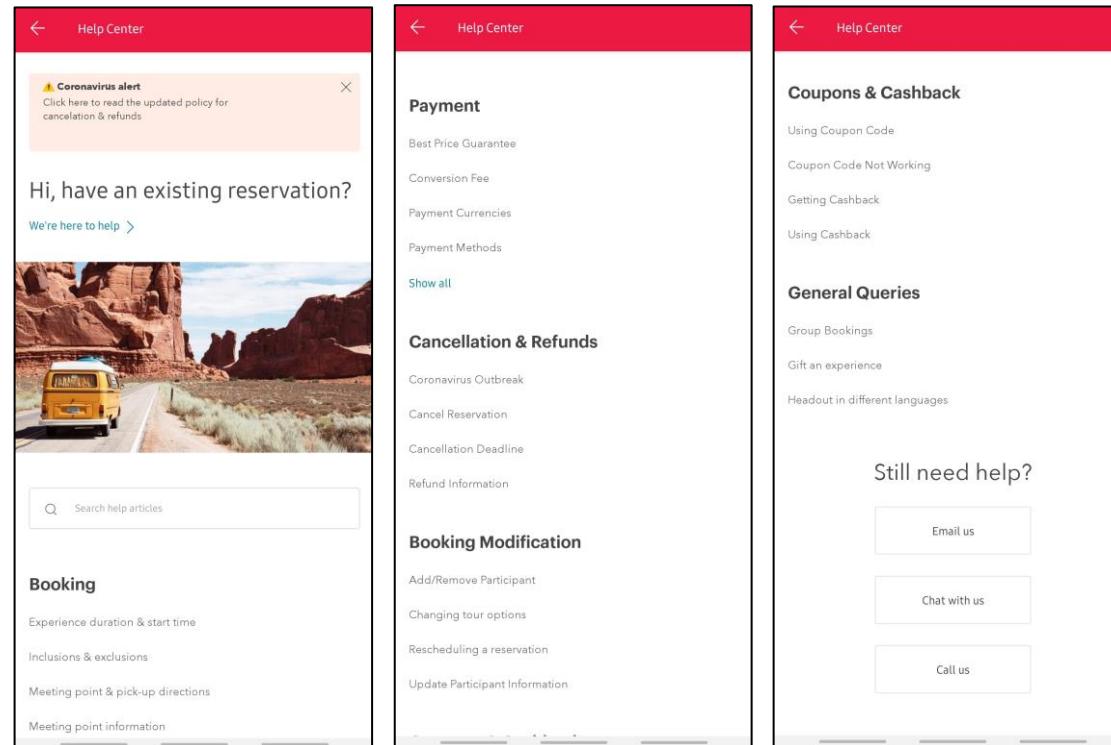
Exclusions

- Hotel Transfers
- Additional gratuities (optional)

LET'S GO

Likes

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



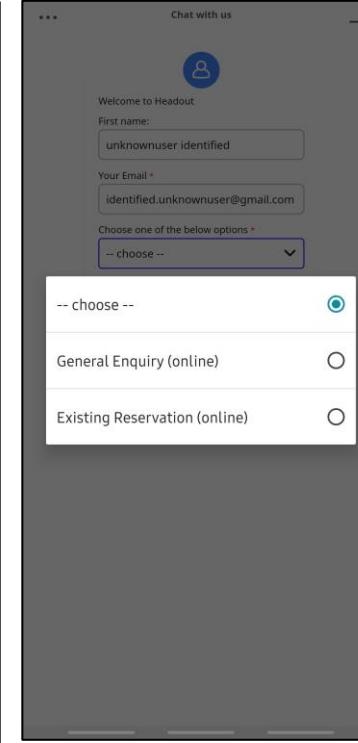
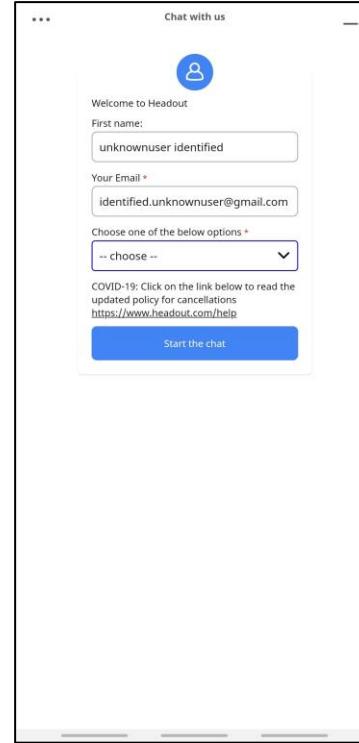
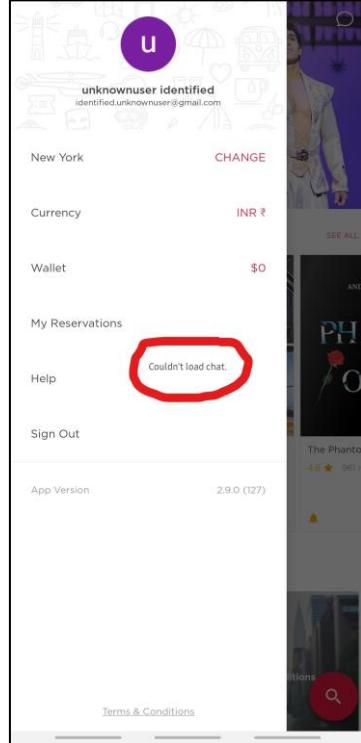
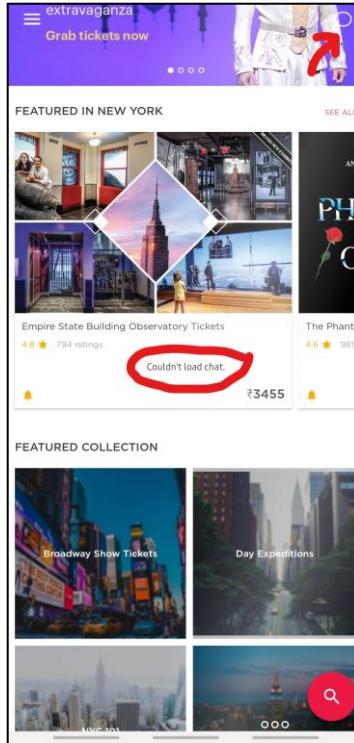
Dislikes

- 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!

