CS346: User Interface Design

User Interface Usability Design Document

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Colorado Technical University Online

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Highlights: Technical Requirements, Human Interface Requirements, Prototypes, Usability Testing

Programs Used: Photoshop, Microsoft Word

Instructor Feedback: Excellent work! This is a beautiful interface. It's elegant, clean, and expresses the heart of Minneapolis visually. Your mobile version pulls design cues from the kiosk, but is simpler and cleaner. Both your kiosk and mobile interfaces were excellent from the beginning. Great job this session.

Final Grade: A
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Project Outline

Tourist City

   Minneapolis/St Paul Metro Area in Minnesota, USA

Tourist Attractions

   Mall of America and Water Park of America
   Target Field and Center
   Guthrie Theater and State Theater
   Minneapolis Sculpture Garden
   Mill City and Science Museums
   Minnesota Orchestra
   Como Park Zoo and Minnesota Zoo

Major Categories

   Lodging
       Minneapolis, St Paul, South Metro, North Metro, East Metro, West Metro
       Four star, Three star, Two star, One star

   Dining
       Minneapolis, St Paul, South Metro, North Metro, East Metro, West Metro
       Five star, Four star, Three star, Two star, One star
       American, Italian, Mexican, Chinese, French, Greek, Thai, Indian, Steakhouse

   Attractions
       Minneapolis, St Paul, South Metro, North Metro, East Metro, West Metro
       Art Museums, Science, Zoo/Parks, Architectural, Landscapes, Historical, Theme
       Parks, Family/Kids, Indoor, Outdoor, Seasonal, Free, Low cost

   Shopping
       Minneapolis, St Paul, South Metro, North Metro, East Metro, West Metro
       Malls, Department, Clothing, Boutiques, Specialty

   Events
       Concerts, Sporting Events, Theater, Special Museum Collections, State Fair

   Transportation
       Minneapolis, St Paul, South Metro, North Metro, East Metro, West Metro
       Airport Shuttle, Taxi, Limo, Bus, Train, Rentals, Trolleys
User Interface Technical Requirements

Technical Requirements - Kiosk

The kiosk will have a screen size of 18” and will have touch screen capabilities as well as a mouse and keyboard. There will also be an accessibility option with headphones for screen readers for those visually impaired. It will also include voice recognition for selections to be made. The kiosk screen will be positioned on a stand and will start at 36” from the ground. The screen will tilt slightly and will be available for all users whether short or tall, or even in a wheelchair. The kiosk will be connected to the internet to pull current information which can be programmed from an off-site location. There will be a printer inside the machine that will print out receipt size paper with addresses, phone numbers, and directions if requested.

Technical Requirements – Mobile Device

The mobile screens will vary in size from the smallest cell phone screen to the largest iPad size. It will be created using an interactive design from a grid system that can resize itself depending on the screen size. This will eliminate the need for horizontal scrolling. The application will use touch selection and a visual keyboard for some features. This application can be accessed by QR tags that can be printed in various locations throughout the Twin Cities. The application can be downloaded and then information can be stored locally on the memory for quick access even when no service is available.

Interaction Capabilities for Disabilities

The capabilities for disabilities will include the optional sound for visually impaired users. It will also accept voice recognition for hands-free selections. The kiosk is also located at a height that will accommodate all users regardless of height so it can be accessed by those in wheelchairs. The hearing impaired will not need any additional capabilities as all selections can be accessed via visual selection. Kiosks will be located near hotel lobby front desks and help desks at malls and tourist locations. This will allow for personnel to assist those who need further modifications than what is available.
User Interface Human Interaction Requirements

Interaction Access and Navigation - Kiosk

The navigation for the interface will be very easy to understand and will remain consistent throughout. The first screen will have language choices which can be selected by touch screen, mouse, or voice recognition. The main navigation will consist of the six major categories which can be accessed in the same way and will be consistently located at the top of the screen. The sub pages will run down the left side of the screen so a user can select any sub category at any time. There will also be breadcrumbs that allow for quick navigation to other places. Each link will be available by touch, click, or voice.

Interaction Access and Navigation – Mobile

The navigation for the mobile will be by voice or touch. The keyboard will also be an option for the search field and also other fields which require user input. The navigation will be consistent and simple to use. The user can also make selections by using voice commands if they require hands-free navigation.
User Interface Design Prototypes

Brief Explanations of Screen Types

Main/Home Screen

The main page is a welcome screen where users can select the language they would like to use, and also a list of the main categories to select from. If a different language is selected the home screen will refresh with the new language. A user can return to this home screen by clicking on the logo in the upper left corner of the screen.

Second Level Screens

Every page in the design will include check boxes next to possible solutions so that multiple selections can be made. The results will then be displayed on the right of the screen with up to six vendors per screen before user will next to click to go to the next page. The default is to display featured vendors in that category. The page may be printed using a simplified CSS for printing purposes. The mobile design offers call features to quickly dial the vendor directly.

Third Level Screens

Each vendor may be clicked on to reveal a full screen with more detail and photos. The user can touch the photo or the business name to redirect to this page. This page will include hours of operation, costs, directions/maps, and additional locations if applicable. There is a breadcrumb trail on this page and also a previous and next button for easy navigation. The page may be printed using a simplified CSS structure for printing purposes, and the mobile design offers call features to quickly dial the vendor directly. Kiosk reservations are not available at this time.

Mobile Screens

The mobile screens are similar to the kiosk screen, but are very simplified. The application can be downloaded onto the mobile device using QR (Quick Response) tags that are located on the kiosks throughout the metro area.
Main/Home

The main/home screen welcomes visitors and gives a brief introduction to the Twin Cities. The screen also allows for users to use sound or translate into a different language. If a different language is selected the home screen will refresh with the new language. A user can return to this home screen by clicking on the logo in the upper left corner of the following screens.
Dining

The dining page features restaurants throughout the metro and are searchable by location, star rating, and cuisine type. Each restaurant may be clicked on to reveal more detail and photos. The page may be printed and in the mobile design the phone numbers may be clicked on to call the restaurant quickly and directly.

- **Baja Sol**
  - 6551 Flying Cloud Drive
  - EDIN PRAIRIE, MN 55344
  - (See additional locations on detail page)
  - Phone: 952-943-9622
  - Baja Sol is yours “taste of Mexico home.” Free chips and salsa with purchase of any entree. Enjoy 9 different salsas at our salsa bar, each are made fresh daily! Try our Fira De Chiles or featured Cranberry Salsa and taste the difference that only finest fresh ingredients make.

- **Don Pablos**
  - 11347 Viking Drive
  - EDIN PRAIRIE, MN 55344
  - (See additional locations on detail page)
  - Phone: 952-943-2877
  - Don Pablos is a Tex-Mex Mex. A whole other kind of restaurant which proudly serves outrageously tasty food - Big, bold flavors including your traditional favorites and all the “kick” and quality food that Texans have been creating for hundreds of years.

- **Panchero’s Mexican Grill**
  - 500 West 54th Street
  - BLOOMINGTON, MN 55425
  - (See additional locations on detail page)
  - Phone: 952-767-8844
  - Fresh Mexican grill featuring fresh pressed tortillas and mixed burritos. Burritos are freshly made with giant flour tortillas, filled with your choice of marinated and grilled meats or veggies, whole pinto or black beans, rice, cheese, and salsa.

- **Chevy’s Mexican Restaurant**
  - 2291 Kellerbrook Drive
  - BLOOMINGTON, MN 55425
  - (See additional locations on detail page)
  - Phone: 952-876-0222
  - At Chevy’s Fresh Mex, we love watching people try our food for the first time. Fresh salsa blended throughout the day from fire-roasted tomatoes, onions and jalapeños. Soft tortillas made from scratch for each order and served hot. Fresh avocados smashed fresh at your table.
Lodging

The lodging page allows selections between city/area and hotel star rating. The list will be displayed with the matching hotels. There is also a sound button, print button, and help button. The hotels can be viewed in more detail by selecting the hotel name. The full detail page can be viewed on the next screen.

Minneapolis/St Paul

DINING  LODGING  ATTRACTIONS  SHOPPING  EVENTS  TRANSPORTATION

- MINNEAPOLIS
  - ST PAUL
  - SOUTH METRO
  - NORTH METRO
  - EAST METRO
  - WEST METRO

- 5 stars
- 4 stars
- 3 stars
- 2 stars
- 1 star

**601 Graves Hotel**
601 1st Avenue North
MINNEAPOLIS, MN
TOLL FREE: 666-728-1100
DIRECT: 612-677-1100

Rising 25 stories above the pulse of the city, you will find a Minneapolis hotel with a history of excellence. Located at the confluence of business, theatre and entertainment districts, in the heart of Minneapolis. Connected by skyway to the entire shopping and business districts.

**Le Méridien Chambers**
901 Hennepin Avenue
MINNEAPOLIS, MN
TOLL FREE: 800-243-4300
DIRECT: 612-377-8900

In the heart of Minneapolis, steps from the Hennepin Theater District and Nicollet Mall. Le Méridien Chambers is an art-lover’s ideal, boasting a chic design and over 300 art pieces. Spacious guest rooms define modern luxury with walk-in rain showers, flat screens, and heated floors.

**W Minneapolis - The Foshay**
821 Nicollet Avenue
MINNEAPOLIS, MN
TOLL FREE: 666-739-0000
DIRECT: 612-375-6400

Raring Twenties, Meet Modern Cool. Stay on top of the surging urban scene with spectacular views of the skyline and lush landscapes. Indulge in world-class dining at Manny’s, sip freely in the sky high Prohibition bar, cozy up in the Living Room, and relax at the Bliss Spa.

**The Grand Hotel Minneapolis**
619 Second Avenue South
MINNEAPOLIS, MN
TOLL FREE: 666-739-0000
DIRECT: 612-375-6400

The Grand Hotel Minneapolis offers timeless elegance and warm Hampton hospitality. With its own award-winning restaurant and full service spa, the hotel offers an ideal urban retreat, whether you are here for business or pleasure. Connected to the climate-controlled Skyway in downtown.
Attractions

The attraction page follows the same layout as the previous pages and includes search options for location and attraction type. This particular screen shows what a default page might look like when no options have been selected and only featured vendors are available.

**WEISMAN ART MUSEUM**
333 East River Parkway
MINNEAPOLIS, MN 55401
PHONE: 612-375-9616

Housed in a striking stainless steel and brick building designed by architect Frank Gehry, the Weisman Art Museum offers an educational and engaging museum experience. The museum’s collection features early twentieth-century American artists, focusing on University of Minnesota.

**MINNEAPOLIS SCULPTURE GARDEN**
706 VINELAND PLACE
MINNEAPOLIS, MN 55401
PHONE: 612-375-7600

The Minneapolis Sculpture Garden is one of Minnesota’s crown jewels and its centerpiece, the Spoonbridge and Cherry, has become a Minnesota icon. The Sculpture Garden is essentially a free museum in a park, uniting two of Minnesota’s most cherished resources - its green space and culture.

**CATHEDRAL OF ST. PAUL**
239 Selby Avenue
ST. PAUL, MN 55102
PHONE: 651-220-1766

Tours of the Cathedral of St. Paul are offered and focus on the history, art, and significance to the Cathedral as the architectural presence of the Catholic Church in the larger civic, social, and business community. Group tours are available by reservation.

**MINNESOTA ZOO**
1300 Zoological Blvd.
APPLE VALLEY, MN 55124
PHONE: 651-431-9200

The Minnesota Zoo is an AZA accredited zoo which exists to connect people, animals, and the natural world. Education programs and an IMAX theatre provide additional experiences to the exhibits found providing homes for species from around the globe.
Shopping

The shopping screen allows users to choose from options in various locations as well as shopping experience type. This includes malls, outlet stores, specialty stores, department stores, and more. This example screen shows what would happen at the bottom of the page if additional vendors were found on following pages.
Events

The events screen will allow users to select from location as well as event type. These include sporting events, concerts, museum collections, theatre shows and more. This screen shows the concerts available for the next 30 days. It also allows users to select a different time frame.

- The Lion King
  - Orpheum Theatre
  - Minneapolis, MN
  - January 24 – February 12
  - Disney’s The Lion King comes alive on stage with musical soundtrack by international singer/songwriter and performer Elton John. Tickets may be purchased by calling Ticketmaster at 1-866-222-3104.

- Lenny Kravitz
  - State Theatre
  - Minneapolis, MN
  - Tuesday, February 07, 2012
  - 7:30 PM
  - Lenny Kravitz tickets can be purchased by calling Ticketmaster at 1-866-222-3104.

- O.A.R./King
  - State Theatre
  - Minneapolis, MN
  - Saturday, February 11, 2012
  - 8:00 PM
  - O.A.R. takes the listener on a journey to discover what they have been looking for all along was there from the beginning. Tickets may be purchased by calling Ticketmaster 1-866-222-3104.

- Green Day’s American Idiot (Touring)
  - Orpheum Theatre
  - Minneapolis, MN
  - February 21 – 26
  - Direct from Broadway, the smash-hit musical AMERICAN IDIOT tells the story of three lifelong friends, forced to choose between their dreams and the reality of suburban. Tickets may be purchased by calling Ticketmaster at 1-866-222-3104.

- Minnesota State Fair
  - State Fairgrounds
  - September 7 – 16
  - The Minnesota State Fair is one of the largest state fairs in the United States. Tickets may be purchased by calling Ticketmaster 1-866-222-3104.
Transportation

The transportation screen allows users to search by location or type of transportation. This screen shows what happens when a selection with only two options are available. The screen will retain empty white space at the bottom.

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**Minneapolis/St Paul**

**DINING**  **LODGING**  **ATTRACTIONS**  **SHOPPING**  **EVENTS**  **TRANSPORTATION**

- Minneapolis
- St Paul
- South Metro
- North Metro
- East Metro
- West Metro
- Airport Shuttle
- Taxi Cab
- Limousine
- Bus
- Train
- Rental
- Trolley

**Renee's Royal Valet**

3521 Industrial Park Blvd
Minneapolis, MN 55441

(320) 313-6939

Our authentic San Francisco style, 12 passenger Trolley was built with endless upgrades that will ensure comfort and elegance. The trolley is equipped with air conditioning and heating. The trolley features a front brass headlight, brass Trolley bell, spiral ladder and dome lighting.

**Twin City Trolleys**

317 29th Avenue Southeast
Minneapolis, MN 55414

612-487-4489

Twin City Trolleys provides one-of-a-kind chartered transportation with our fleet of unique, vintage-styled Trolleys. Historical tours provide a unique way to see Saint Paul, Grand Avenue, the Mississippi Riverfront, and various other historically significant architectures and landscape.
Detail Level – Lodging Property

This second level lodging page shows the details for this property. It gives more information about location and directions, dining and guest room options, additional features and larger photos. The breadcrumb trail allows users to return to the category page and additional navigation allows users to move forward and back through the additional properties.
FAQ/Help Screen

The FAQ/Help screen will provide the answers to the most common questions and can be accessed via a secondary navigation.

1. **How can I make reservations?**
   At this time reservations can be made by calling the phone number on the vendor listing.

2. **Where can I find directions?**
   Maps are provided on the detail pages. For step-by-step instructions, please use the print (  ) button and a receipt will be printed for you to take along.

3. **Should I leave a tip?**
   Tips are appreciated for all service staff including, but not limited to, drivers, valet, servers, bartenders, and spa and concierge personnel. Tips are typically in the range of 15% to 20% and are based on quality of service.
Print Receipts

There are two types of receipts that may be printed. Both receipt types will print on a standard receipt width on a high quality white with black print via a laser printer inside of the kiosk.

The first receipt type is from the category page. This will print the list of all vendors with and their contact information. The second receipt type is from the detail page and prints out the contact information, small map and directions.
Mobile Design

The mobile application can be downloaded by QR (Quick Response) tags that are located on the kiosks throughout the metro. The mobile design will be very similar to the kiosk in style, but will have a simplified appearance. The design will fit the width of the screen and then scroll vertically as needed. An additional step will be needed for selecting options on the screen to maximize screen space on the results page. The full detail page will scroll vertical with the contact information first, description second, photos third and the map and directions last. The design on every screen allows the user to call the vendor with a click on the phone number.
Usability Test Questionnaire

This usability test has been designed to test the effectiveness of an application that is available for tourists traveling to Minneapolis/St. Paul. The program will be found on kiosks throughout the cities that are located in highly populated tourist areas, for example; hotel lobbies, airports, shopping malls, etc. The application may also be downloaded on to smart phones using QR (quick response) tags which are located on the kiosk itself as well as print media such as posters, magazine ads, etc. This application needs to be easy to navigate and use. It should be helpful in guiding tourists to attractions, dining, lodging, and other events in the area.

Please take a few minutes to answer the following questions. Honest feedback is greatly appreciated as it helps to develop the most effective application possible. Questions are divided into sections and each section will have instructions for that set of questions. There is also a “Comments” section at the end for any additional feedback you wish to provide. Please be assured that all information you enter will be confidential. No personal information will be disclosed to any third parties. The questionnaire must be returned within four days (2/3/2012). You will be compensated for your time. If you have any problems or questions while taking the questionnaire, please contact Trina VanderLouw at TVanderLouw@Yahoo.com. Thank you.
Demographics

This section will provide information based on user group. All information will be kept confidential and is used for statistical purposes only.

Please select your age group:
- 0 - 21
- 22-45
- 45-65
- 65+

Please select your gender:
- Male
- Female

Please select your education level:
- High School Diploma/GED
- Some College Completed
- Undergraduate Degree
- Graduate Degree
- Doctorate Degree

Please select your household income:
- 0-$25,000
- $25,000 - $50,000
- $50,000 - $75,000
- $75,000 - $100,000
- $100,000+

Please select your household size:
- 1
- 2
- 3
- 4
- 5+

Please select the age range(s) of your children:
- 0 – 2
- 3 – 5
- 6 – 8
- 9 – 11
- 12 – 15
- 16 – 18

Please select how often you travel with children:
- All of the time
- Most of the time
- Some of the time
- Very little of the time
- Never
Please select the closest amount of time you spend traveling for business and pleasure:

- Business 0%, Pleasure 100%
- Business 25%, Pleasure 75%
- Business 50%, Pleasure 50%
- Business 75%, Pleasure 25%
- Business 100%, Pleasure 0%

Please select your travel budget preference:

- I’m on vacation and there is no budget
- I like to have a set budget before traveling, but it is generous
- I like to have a set budget before traveling and it is conservative
- I only travel on great deals and spend as little as possible, but I still have a great time doing the free and low cost activities

**Usability**

The following section will ask about the ease of use and effectiveness of the presented design. Please rate each criteria based on a scale of 1 to 5, with 1 being “Strongly Disagree” and 5 being “Strongly Agree.” (The more you agree with the statement the higher the rating.)

<table>
<thead>
<tr>
<th>Visual Design</th>
<th>Strongly Disagree</th>
<th>Disagree Somewhat</th>
<th>Neutral</th>
<th>Agree Somewhat</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like the way the program looks</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I like the colors used</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I like the graphics used</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The images are good quality</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The images are too small</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The images are too large</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The navigation is easy to read</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The paragraph text is easy to read</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The layout is organized and makes sense</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The space on screen is used wisely</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The screen is too cluttered</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The screen is too bare/simple</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category Design</th>
<th>Strongly Disagree</th>
<th>Disagree Somewhat</th>
<th>Neutral</th>
<th>Agree Somewhat</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The category options are useful</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The categories make sense to me</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the dining page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>----------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>I would use the lodging page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the attractions page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the shopping page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the events page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the transportation page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>All the information I need as a tourist can be found on one of the available pages</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Additional categories should be added</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Please provide ideas for additional categories if applicable:

<table>
<thead>
<tr>
<th><strong>Menu Design</strong></th>
<th>Strongly Disagree</th>
<th>Disagree Somewhat</th>
<th>Neutral</th>
<th>Agree Somewhat</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The menu is easy to use</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I can easily navigate from one category to another</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I am able to customize the results on a category page easily</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The options in the side navigation allow me to find exactly what I am looking for</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I know I can select a vendor on the category list to see more details</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Once I am on a detail screen I know how to get back to a different page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Detail Page Design</strong></th>
<th>Strongly Disagree</th>
<th>Disagree Somewhat</th>
<th>Neutral</th>
<th>Agree Somewhat</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The detail page is easy to read</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>All the information I need is on the page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I can easily navigate to the next page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The map is useful</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The additional images are useful</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Application/Functionality

This part of the survey asks about how you would use the program. Please provide 2-3 sentences that describe how you would complete each task.

1. How would you go about making a dinner reservation at an Italian restaurant in St. Paul?

2. If you would like the options to be read out loud to you how would you do this?

3. If you would like to view the program in another language how would you translate the information?

4. If you would like step-by-step driving instructions to a location where would you find them?

5. If you were in a detail screen for a Chinese Restaurant in Minneapolis and decided to view more Chinese restaurants in the whole area how would you do this?

6. What should you do when you are finished using the kiosk?

Additional Comments

Please use the space below to provide any additional comments or thoughts on the application.

Thank you for taking the time to complete this survey. Your feedback is extremely helpful and will provide insight on making the best possible application for tourists.
Usability Test Instructions Guide

This usability test has been designed to test the effectiveness of an application that is available for tourists traveling to Minneapolis/St. Paul. The program will be found on kiosks throughout the cities that are located in highly populated tourist areas, for example; hotel lobbies, airports, shopping malls, etc. The application may also be downloaded on to smart phones using QR (quick response) tags which are located on the kiosk itself as well as print media such as posters, magazine ads, etc. This application needs to be easy to navigate and use. It should be helpful in guiding tourists to attractions, dining, lodging, and other events in the area.

Please take a few minutes to answer the following questions. Honest feedback is greatly appreciated as it helps to develop the most effective application possible. Questions are divided into sections and each section will have instructions for that set of questions. There is also a “Comments” section at the end for any additional feedback you wish to provide. Please be assured that all information you enter will be confidential. No personal information will be disclosed to any third parties. The questionnaire must be returned within four days (2/3/2012). You will be compensated for your time. If you have any problems or questions while taking the questionnaire, please contact Trina VanderLouw at TVanderLouw@Yahoo.com. Thank you.
Usability Test Results

Demographics Results

Please select your age group:
- 0 – 21: 1
- 22 – 45: 2
- 45 – 65: 2
- 65+: 1

Please select your gender:
- Male: 3
- Female: 3

Please select your education level:
- High School Diploma/GED: 2
- Some College Completed: 1
- Undergraduate Degree: 1
- Graduate Degree: 1

Please select your household income:
- 0-$25,000: 0
- $25,000 - $50,000: 2
- $50,000 - $75,000: 2
- $75,000 - $100,000: 1
- $100,000+: 1

Please select your household size:
- 1: 1
- 2: 3
- 3: 0
- 4: 0
- 5+: 2

Please select the age range(s) of your children:
- 0 – 2: 0
- 3 – 5: 2
- 6 – 8: 2
- 9 – 11: 2
- 12 – 15: 2
- 16 – 18: 0

Please select how often you travel with children:
- All of the time: 1
- Most of the time: 1
- Some of the time: 0
- Very little of the time: 1
- Never: 3

Please select the closest amount of time you spend traveling for business and pleasure:
- Business 0%, Pleasure 100%: 1
- Business 25%, Pleasure 75%: 1
- Business 50%, Pleasure 50%: 1
- Business 75%, Pleasure 25%: 3
- Business 100%, Pleasure 0%: 0

Please select your travel budget preference:
I’m on vacation and there is no budget: 1
I like to have a set budget before traveling, but it is generous: 3
I like to have a set budget before traveling and it is conservative: 1
I only travel on great deals and spend as little as possible, but I still have a great time doing the free and low cost activities: 1

Demographics Analysis

I found it interesting that the people using the program vary in education level and type of travel. The highest paid person was also the one who travels alone on business most of the time and makes a lot of last minute travel decisions. The families traveling with small children did a lot more leisure travel but also would spend less time using travel kiosks as the vacation would be mostly planned ahead of time online. The people in their pre-retirement years did both business and leisure travel, but like to take tours when they visit a new city. The income levels and type of travel related a lot to the budget for travel. It is important when revising the kiosk that all income levels and types of travel are reflecting in the feeling of the kiosk design.

Usability Results

The following section will ask about the ease of use and effectiveness of the presented design. Please rate each criteria based on a scale of 1 to 5, with 1 being “Strongly Disagree” and 5 being “Strongly Agree.” (The more you agree with the statement the higher the rating.)

<table>
<thead>
<tr>
<th>Visual Design</th>
<th>Strongly Disagree</th>
<th>Disagree Somewhat</th>
<th>Neutral</th>
<th>Agree Somewhat</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like the way the program looks</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I like the colors used</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I like the graphics used</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The images are good quality</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The images are too small</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The images are too large</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The navigation is easy to read</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The paragraph text is easy to read</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The layout is organized and makes sense</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The space on screen is used wisely</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The screen is too cluttered</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The screen is too bare/simple</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Category Design</td>
<td>Strongly Disagree</td>
<td>Disagree Somewhat</td>
<td>Neutral</td>
<td>Agree Somewhat</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------------</td>
<td>-------------------</td>
<td>---------</td>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>The category options are useful</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The categories make sense to me</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the dining page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the lodging page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the attractions page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the shopping page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the events page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I would use the transportation page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>All the information I need as a tourist can be found on one of the available pages</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Additional categories should be added</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Please provide ideas for additional categories if applicable: Group Tours - City/Land/Water/Dinner Cruise, etc.

<table>
<thead>
<tr>
<th>Menu Design</th>
<th>Strongly Disagree</th>
<th>Disagree Somewhat</th>
<th>Neutral</th>
<th>Agree Somewhat</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The menu is easy to use</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I can easily navigate from one category to another</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I am able to customize the results on a category page easily</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The options in the side navigation allow me to find exactly what I am looking for</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I know I can select a vendor on the category list to see more details</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Once I am on a detail screen I know how to get back to a different page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Detail Page Design</th>
<th>Strongly Disagree</th>
<th>Disagree Somewhat</th>
<th>Neutral</th>
<th>Agree Somewhat</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The detail page is easy to read</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>All the information I need is on the page</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Application/Functionality Results and Analysis

This part of the survey asks about how you would use the program. Please provide 2-3 sentences that describe how you would complete each task.

7. How would you go about making a dinner reservation at an Italian restaurant in St. Paul?
   a. Most users could easily find the Italian Restaurants in St Paul but did not know how to make a reservation. This is possibly because the kiosk does not have capabilities of processing dinner reservations. Reservations must be made over the phone at this time. If users are looking for a place to make a reservation they will not find it.
   b. I will fix this by adding a statement that says “For Reservations Please Call:” by the phone number. Many restaurants do not accept reservations so those words will not be on those restaurant pages. The kiosks will be located near concierge desks and customer service. The users may use those services if needed to help them with reservations.

8. If you would like the options to be read out loud to you how would you do this?
   a. All users knew to click the icon on the top right of the screen for sound. The sound icon is in a good placement and is also recognizable.
   b. No changes will be made to this feature in the kiosk.

9. If you would like to view the program in another language how would you translate the information?
   a. All users knew the languages were found on the home/welcome screen. There was no confusion on this part but they found it might be helpful to have a button on subpages that allows the user to easily go back to the home page. The icon could be a flag button that goes back to the home with all the choices available.
   b. I will make changes by adding in a translate button on the subpages that will link back and allow users to know that translation is possible. This would be helpful if a previous user did not “Start Over” or the screen had not reset and a subsequent user did not know about the home screen.

10. If you would like step-by-step driving instructions to a location where would you find them?
    a. None of the users knew how to find it on the screen and only 2 users knew it would print on the receipt because they saw it on the help screen and on the printed receipt mock-up.
b. I will fix this by adding a link that says “Get Directions” near the map. It will open up a small pop-up screen on that page with the directions. It will also have the option to print the directions from that screen. This will be helpful too in case the paper roll for the receipts ever runs out and people cannot print at least they can write down the directions until the machine is stocked properly.

11. If you were in a detail screen for a Chinese Restaurant in Minneapolis and decided to view more Chinese restaurants in the whole area how would you do this?
   a. Two users said they would go back to the restaurants page and start the process over to finding a Chinese Restaurant in Minneapolis, three users said they would use the crumb trail to go back to the search results, and one user said they would just continue through the detail pages of restaurants using the links at the bottom of the screen.
   b. I will not make any changes to this process. The users used different means to accomplish the same task, but they were all able to figure it out using a method that was comfortable to them.

12. What should you do when you are finished using the kiosk?
   a. All users said they would just walk away.
   b. This is okay, but I would like to include a button that says “Start Over” or something like that. This will reset the screen to the home page for the next user. The screen can have a timer that will reset the screen automatically after a period of time, but if there is a line people may be using the kiosk prior to it resetting. This reset button allows users to see the Welcome and translation screen.

Additional Comments Results and Analysis

Please use the space below to provide any additional comments or thoughts on the application.

   All users felt the Dining page would be used by them when traveling. Only 1 person thought they would use the lodging and the others believed they would make reservations prior to leaving on a vacation. The person who would use lodging was a business traveler who may be used to making last minute reservations and travels alone most of the time. The attractions and shopping were used a little but not much since most people felt they would have already looked these things up online prior to travel. The events and transportation were good choices for last minute decisions while on vacation.

   One suggestion to add a category was for Group Tours. This category would include information on city tours, land tours, water/cruise tours, etc. There could be subsections of Historical Tours, Architectural Tours, Museum Tours, etc. The people who suggested this are in their 50s and felt that was what they would most likely do on a vacation. They do not travel with small children and feel they get the most out of a vacation when they go on guided tours with knowledgeable tour guides. They like hearing the information and also not stressing about where to go/what to see and how to get there. I think I will add tours in somewhere on the kiosk.
Another comment was to add a Home button. I have a general aversion to this because many people know to click the logo in the left corner to go to home, but I will add some other ways to get to the home page. Possibly a “Start Over” button or something that will let the user know they can return to the home page. I think the biggest reason people would need to get back to the home page is because they would like a different language. This can be implemented by using a flag image/icon to show the user there is another choice.

Also the users felt it would be good to include a message that step-by-step instructions are available. They did not want to have to go to the help screen to know that and if they did not know it could be printed they may not choose to print the receipt. Likewise if they did know they could chose to print it for the instructions. I will fix this by adding a link with a pop up screen. This will give the information on the screen with the added benefit of printing it out.

Some users felt it would be a nice feature to be able to make dinner reservations. I am hesitant to add this feature, but will consider it. At this time they can use a cell phone to make a reservation or they can use a concierge or customer service desk. There are many logistical problems with creating a customized application for reservations because of integration problems, but it might be possible to contract with a third party so systems are fully integrated to avoid over booking (such as OpenTable). The downside to this is the cost of paying to the third party. Most reservation systems will require monthly subscription costs in addition to per reservation costs either by flat rates or percentages. I will continue to research this possibility.

There were no other comments made, but I have thought of a few revisions on my own. I wonder if the image in the top left corner of the header should change on each page instead of staying consistent. I don’t know if it is more complementary or more distracting though. The images of the vendors are high quality and really grab a person’s interest and attention. The top images may be competing with that instead of letting the user focus on the featured information.

I also wondered about the choice in color scheme. I personally love the night life in a big city and love the dark and light contrast and fancy looking hotels and transportation. Others may not feel the same however. Preferences may be very different for someone who only travels on budget deals and stays in small, cheap local hotels. I also wondered about the fact that Minneapolis is known as the “City of Lakes” and the kiosk does not reflect anything about the lakes even though Minnesota is known for their “10,000 Lakes.” I might play with different colors/feeling of the program just to see. I know what my personal preference is, but it does not necessarily reflect the city in the most universal way.

I am excited to incorporate the changes into the kiosk design and to see what impact it has on the user experience. I could make changes and then run another usability test to compare the results. I think I would not have a final program until I ran at least one or two more tests.
Final User Interface Design

Main/Home - Updated

The main/home screen was updated to incorporate a more outdoors feeling. Minneapolis is known as the “City of Lakes” and Minnesota is known for its 10,000 lakes and beauty. The first design really captured the heartbeat of the nightlife in the city, but this design is more universal and true to the metro as a whole.
Dining - Updated

The dining page has been updated to reflect the style change of the kiosk. The layout is simplified and uses the blue, green and white color palette. A “Home” icon has also been added to help users return to the main welcome screen. The home screen can still be accessed by touching the logo in the top left corner. The right corner has an image that reflects the category.

Baja Sol
8261 Flying Cloud Drive
Eden Prairie, MN 55344
(See additional locations on detail page)
Phone: 952-943-9322

Baja Sol is your “Taste of Mexico home.” Free chips and salsa with purchase of any entree. Enjoy 9 different salsas at our salsa bar, each are made fresh daily! Try our Picante Gallo or featured Cranberry Salsa and taste the difference that only finest fresh ingredients make.

Don Pablos
51347 Viking Drive
Eden Prairie, MN 55347
(See additional locations on detail page)
Phone: 952-943-2077

Don Pablos is Big Tex Bold Tex-Mex. A whole new kind of restaurant which proviides services outpace easy tasty food - Big, bold flavors including your traditional favorites and all the "kick" and quality food that Texans have been creating for hundreds of years.

Pancheros Mexican Grill
5200 West 54th Street
Bloomington, MN
(See additional locations on detail page)
Phone: 952-767-2844

Fresh Mexican grill featuring fresh pressed tortillas and mixed burritos. Burritos are freshly made with giant flour tortillas filled with your choice of marinated and grilled meats or veggies, whole pinto or black beans, rice, cheese, and salsa.

Chevy's Mexican Restaurant
2521 Kelletmew Drive
Bloomington, MN 55425
(See additional locations on detail page)
Phone: 952-876-0222

At Chevy's Fresh Mex, we love watching people try our food for the first time. Fresh salsa blended throughout the day from fire-roasted tomatoes, onion, jalapenos. Soft tortillas made from scratch for each order and served hot. Nost avocados smashed fresh at your table.
Lodging - Updated

The lodging page follows the same style as the dining and other category pages. The home icon was added and the image in the top right corner was replaced to complement the category theme.
Attractions - Updated

The attraction page follows the same style as the dining and other category pages. The home icon was added and the top right image was updated. I also added an option for Group Tours for those who would like a list of tours available for site seeing.

<table>
<thead>
<tr>
<th>Dining</th>
<th>Lodging</th>
<th>Attractions</th>
<th>Shopping</th>
<th>Events</th>
<th>Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minneapolis</td>
<td>St Paul</td>
<td>South Metro</td>
<td>North Metro</td>
<td>East Metro</td>
<td>West Metro</td>
</tr>
<tr>
<td>Art Museums</td>
<td>Science</td>
<td>Historical</td>
<td>Zoo/Parks</td>
<td>Theatre</td>
<td>Landmarks</td>
</tr>
<tr>
<td>Theme Parks</td>
<td>Group Tour</td>
<td>Family/Kids</td>
<td>Indoor</td>
<td>Outdoor</td>
<td>Year-Round</td>
</tr>
<tr>
<td>Winter</td>
<td>Spring</td>
<td>Summer</td>
<td>Fall</td>
<td>No-Charge</td>
<td>Under $10</td>
</tr>
</tbody>
</table>

**Weisman Art Museum**

333 East River Parkway

Minneapolis, MN 55455

Phone: 612-625-6494

Housed in an airbrushed stainless steel and brick building designed by architect Frank Gehry, the Weisman Art Museum offers an educational and friendly museum experience. The museum’s collection features early twentieth-century American artists. Location: University of Minnesota.

**Minneapolis Sculpture Garden**

726 Vineland Place

Minneapolis, MN 55403

Phone: 612-375-7960

The Minneapolis Sculpture Garden is one of Minnesota’s crown jewels and its centerpiece, the Spoonbridge and Cherry has become a Minnesota icon. The Sculpture Garden is essentially a free museum in a park, uniting two of Minnesota’s most cherished resources - its greenspace and culture.

**Cathedral of St. Paul**

239 Selby Avenue

St. Paul, MN 55102

Phone: 651-228-1756

Tours of the Cathedral of Saint Paul are offered and focus on the history, art, and significance to the Cathedral as the architectural presence of the Catholic Church in the larger civic, social, and business community. Group tours are available by reservation. 

**Minnesota Zoo**

13000 Zoo Boulevard

Apple Valley, MN 55124

Phone: 952-431-9200

The Minnesota Zoo is an AZA-accredited zoo which exists to connect people, animals, and the natural world. Education programs and an IMAX theater provide additional experiences to the exhibits found providing homes for species from around the globe.
Shopping - Updated

The shopping screen incorporates the new style. It also has the home icon and an updated photo in the top right corner.
Events - Updated

The events screen reflects the new style/theme and also has a home icon and new image in the top right corner that shows the interior of the State Theatre where many events take place.
Transportation - Updated

The transportation follows the style of the dining screen and all other category pages. The screen has a different color scheme and is more simplified, but adds a home icon to return to the welcome screen. The logo still links to the home page as well. It also has a nice picture of a beautiful Bentley in the top right corner to reflect the transportation theme.

- **Renee's Royal Valet**
  12813 Industrial Park Blvd
  Plymouth, MN 55441
  (See service routes on detail page)
  Phone: 763-551-4191

  Our authentic San Francisco style, 22 passenger Trolley was built with endless upgrades that will ensure comfort and elegance. The trolley is equipped with air conditioning and heating. The trolley features a front brass headlight, brass Trolley bell, spiral handles, and dome lighting.

- **Twin City Trolleys**
  117 27th Avenue Southeast
  Minneapolis, MN 55414
  Phone: 612-297-6489

  Twin City Trolleys provides one-of-a-kind chartered transportation with our fleet of unique, vintage styled Trolleys. Historical tours provide a unique way to see Saint Paul, Grand Avenue, the Mississippi Riverfront, and various other historically significant architectures and landscapes.
Detail Level – Lodging Property - Updated

The detail pages stay consistent with the updated color scheme and I have added a line of text that reads “For Reservations Please Call” and also a link to the Driving Directions. I still think I would add a reservation screen in the future, but for now the kiosk budget doesn’t allow for it. The feature will be added after the kiosk has recouped its initial ROI.
FAQ/Help Screen - Updated

The FAQ screen has the updated theme and the new home icon. The image in the top right is the same image as before.

1. HOW CAN I MAKE RESERVATIONS?
   At this time reservations can be made by calling the phone number on the vendor listing.

2. WHERE CAN I FIND DIRECTIONS?
   Maps are provided on the detail pages. For step-by-step instructions, please use the print (🖨️) button and a receipt will be printed for you to take along.

3. SHOULD I LEAVE A TIP?
   Tips are appreciated for all service staff including, but not limited to, drivers, valet, servers, bartenders, and spa and concierge personnel. Tips are typically in the range of 15% to 25% and are based on quality of service.
Print Receipts - Updated

No changes were made to the printed receipts. I love these! I actually got the idea from a tourist kiosk I used many, many years ago in an Embassy Suites just outside of Chicago. I remember printing out several restaurants to check out.

601 Graves Hotel
601 1st Avenue North
Minneapolis, MN
Toll Free: 866-925-1100
Direct: 612-677-1100

Le Méridien Chambers
901 Hennepin Avenue
Minneapolis, MN
Toll Free: 800-445-4300
Direct: 612-767-6900

W Minneapolis - The Foshay
821 Marquette Avenue
Minneapolis, MN
Direct: 612-215-3700

The Grand Hotel Minneapolis
615 Second Avenue South
Minneapolis, MN
Toll Free: 866-529-9000
Direct: 612-373-4400

Minneapolis/St. Paul

From Minneapolis/St. Paul International Airport (MSP)
Follow MN-5 eastbound to MN-55.
Follow MN-55 westbound to MN-62.
Follow I-35W northbound and follow signs for Downtown East.
Take the 9th Street exit. It is on the left.
Turn left on 9th Street.
Take the 10th Street exit. Turn right on 10th Street. The hotel is on the right.

From St. Paul (East)
Take the I-94 exit to the 11th Street exit.
Continue on 11th Street for 2 blocks.
Turn right on Marquette Avenue.
Follow Marquette Avenue for 2 blocks, and the hotel is on the right past 9th Street.

From West
Follow I-94 East towards downtown Minneapolis.
Take the 12th Street exit and follow to Marquette Avenue.
Turn left on Marquette Avenue and proceed to 9th Street.
The hotel is located on the right between 8th and 9th street.

From Northwest
Take I-94 east to the downtown Minneapolis exit at 4th Street.
Follow 4th Street to 2nd Avenue South and take a right.
Continue on 2nd Avenue South to 9th Street before taking a right.
Turn right at Marquette Avenue. The hotel will be on the right.

From South
Take I-35W to the downtown Minneapolis exit at 11th Street.
Continue on 11th Street and turn right on Marquette Avenue.
Follow Marquette Avenue, the hotel will be on your right.
Mobile Design - Updated

The mobile application is basically the same as before but updated with the new color scheme. The layout still works well and includes all the information that is necessary for the program to be successful. All users were able to follow the flow of the design easily.

I had a lot of fun with this assignment. I am going to test the new layout and see how people like it. I do not like it quite as much as the first design, but the new layout is more universal. The first design was definitely a reflection of my personal preferences and my love of the city lights.