

DEVELOPMENT OF A MOBILE NAVIGATION APPLICATION FOR SENIOR CITIZENS IN URBAN AREAS

USER FEEDBACK SURVEY RESULTS



4/27/2018

Summary (Pre-screening Part)

2

- 42% of participants preferred to answer surveys in Spanish
- All of participants were smartphone users
- All of the smartphone or tablet users have Android operating system in their device
- All of participants were assisted to demonstrate the application during survey

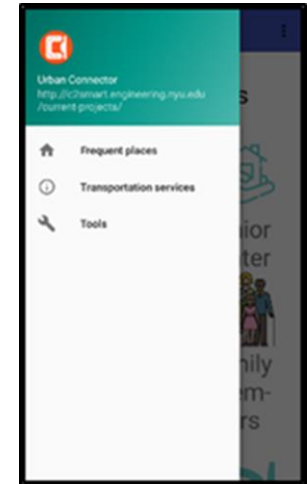
Summary (Part 1: About Yourself)

- 79% of participants age were 65 or over.
- 79% of participants were female.
- 100% use a smartphone, followed by a tablet at 42% and home computer at 42%.
- 55% do not need assistance with their electronic device(s).
- Smartphones are mainly used for calling with 100%, followed by 89% texting, and 84% taking photos. 61% of participants use their smartphone for navigation purposes.

Summary (Part 2: About the Urban Connector Application in General)

4

- 92% of the participants used the application at least once per week.
- 34% of participants strongly agree that the “home screen menu” is easy to use. 3% of the respondents strongly disagreed and they mainly asked to increase the font size.
- 66% of participants strongly agreed it was easy to understand, 16% of participants agreed that the “frequent places menu” is easy to use, there was 5% disagreement.



Summary (Part 2: About the Urban Connector Application in General)

5

- 66% of participants strongly agreed that, the graphic images are easy to understand, 10% of participants disagreed.
- 66% of participants strongly agreed that, entering their preferences was easy, no participants disagreed.
- 53% of the participants' fear of getting lost reduced by using the application.
- 52% of the participants believed that they avoided traffic congestion by using the application.
- 53% of the participants agreed that their concern for arriving late reduced by using the application.

Summary (Part 3: Application Design Features)

- 58% of participants strongly agreed, 42% of participants agreed that the names of the menus accurately reflect their functions. No participants disagreed.
- 58% of participants strongly agreed that, size of buttons and text met their visual needs. 3% of participants disagreed.
- 63% of participants strongly, 29% of participants agreed that the colors used in the application met their visual needs. There is no disagreement.

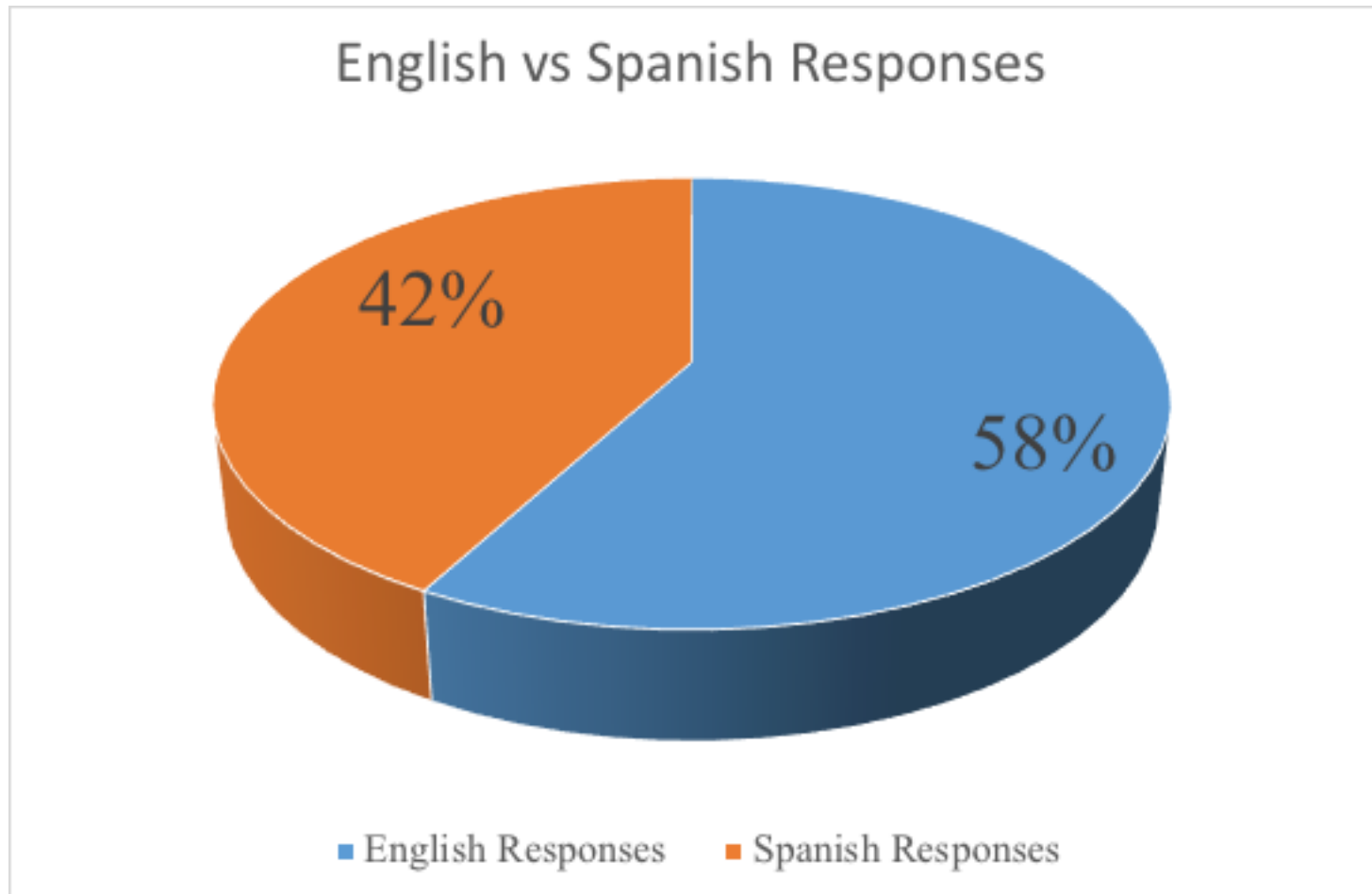
Summary (Part 4: Final Evaluation)

7

- Participants gave the application score of 3.47 stars in average over 5.00.
- 68% of participants would like to recommend the application to a friend.
- Suggestions for improvements can be listed as:
 - Functional icons
 - Name of places instead of addresses
 - Easier to write addresses
 - More icon options (Doctors, Malls, Movies, Casinos, Parks)
 - Voice command
 - Easier to use
 - Events happening in the city
 - Make application not crash and work properly

Pre-screening

8

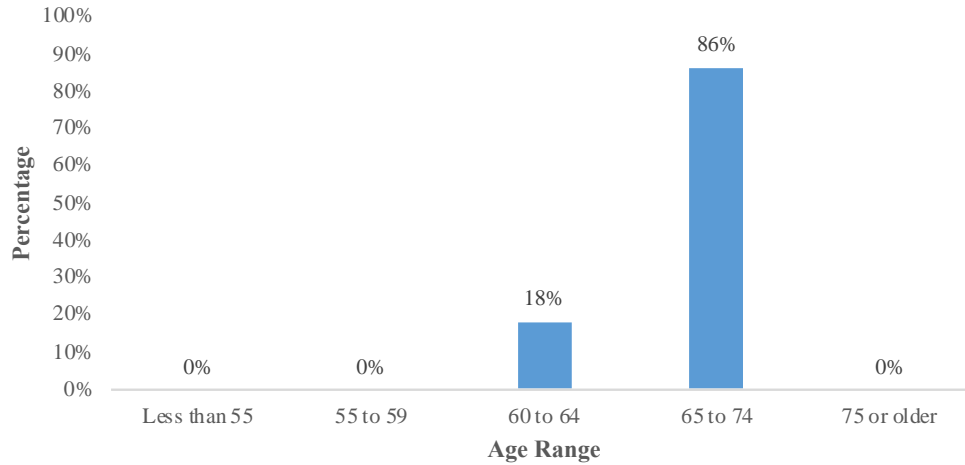


Total Number of participants : 38

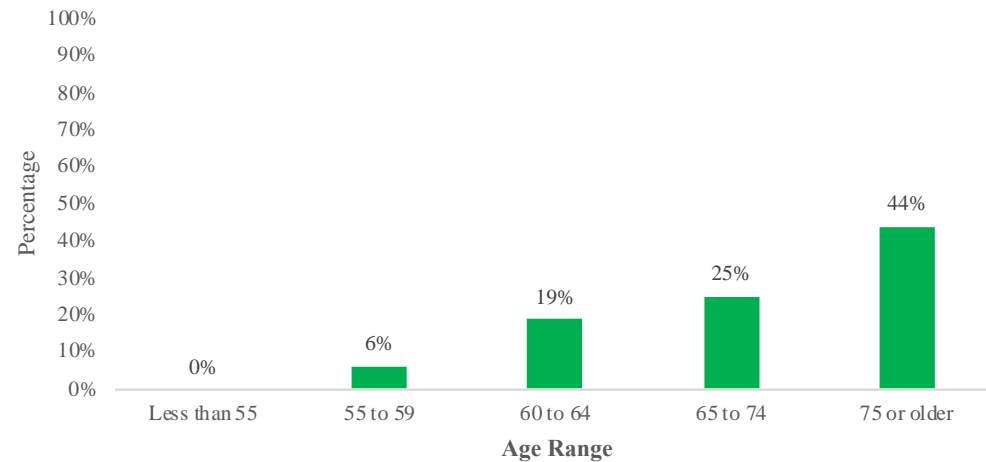
Question 1: What is your age range?

9

Age Range [English responses]

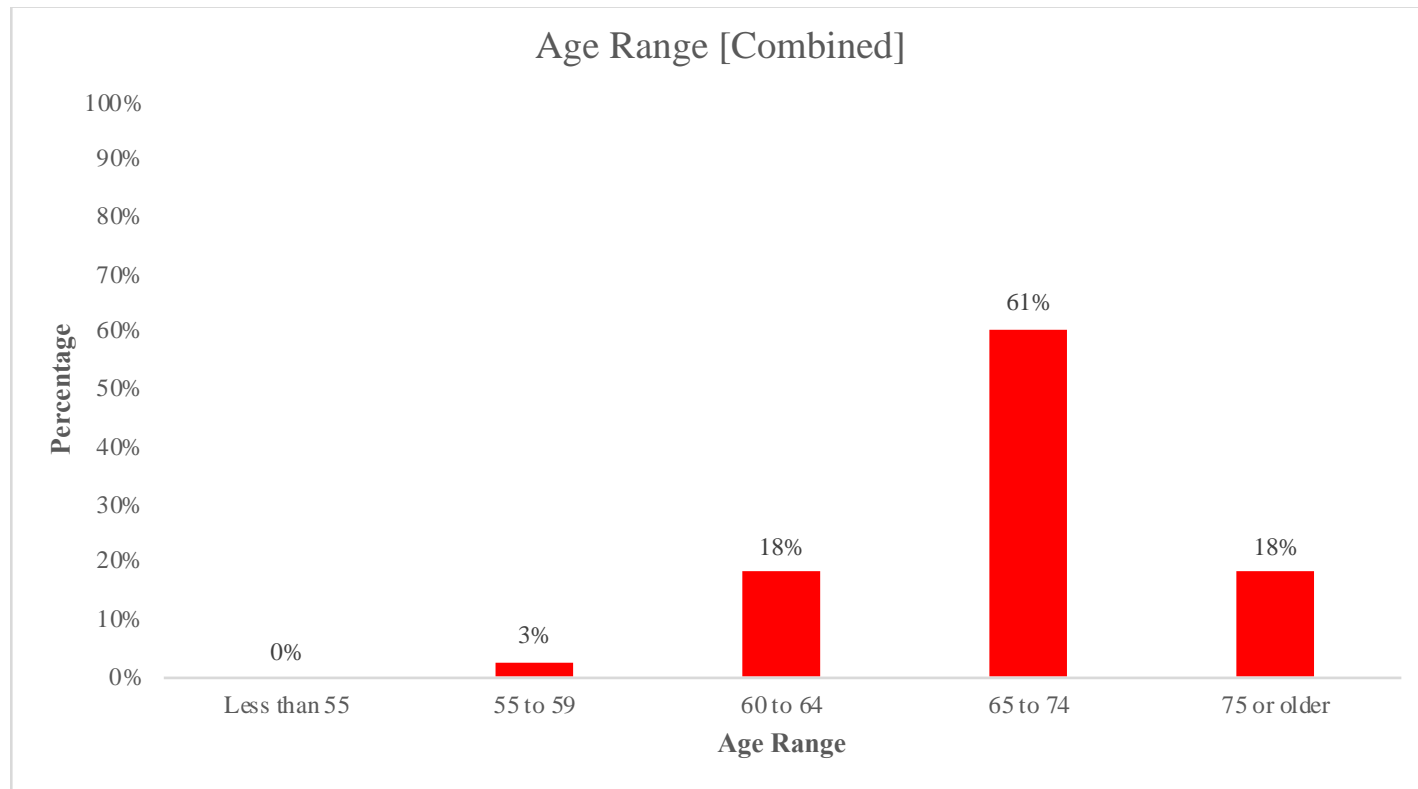


Age Range [Spanish responses]



Question 1: What is your age range?

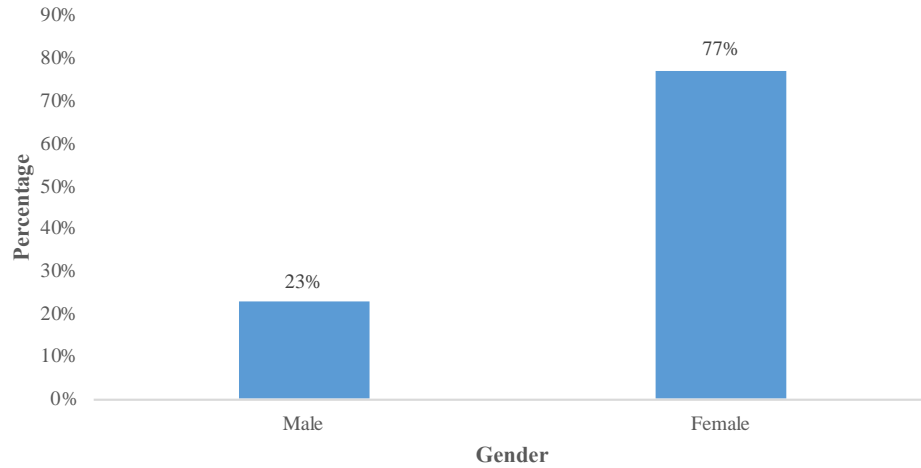
10



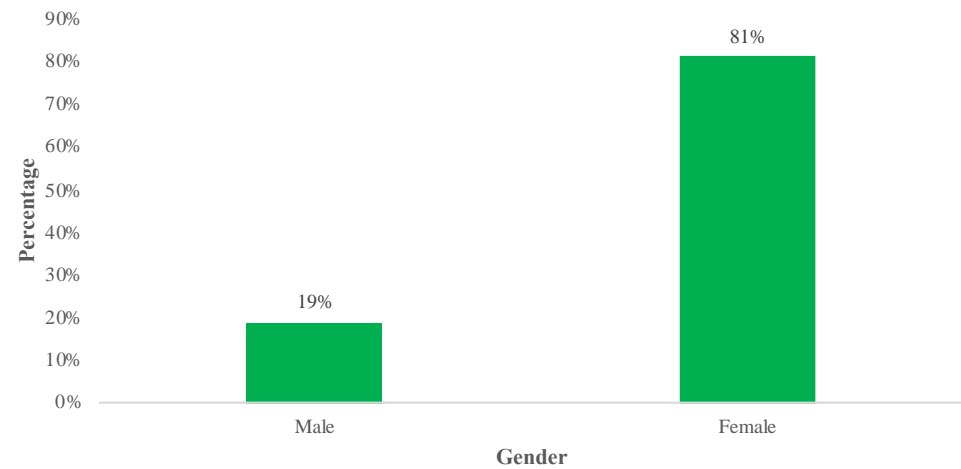
Question 2: What is your gender?

11

Gender [English responses]

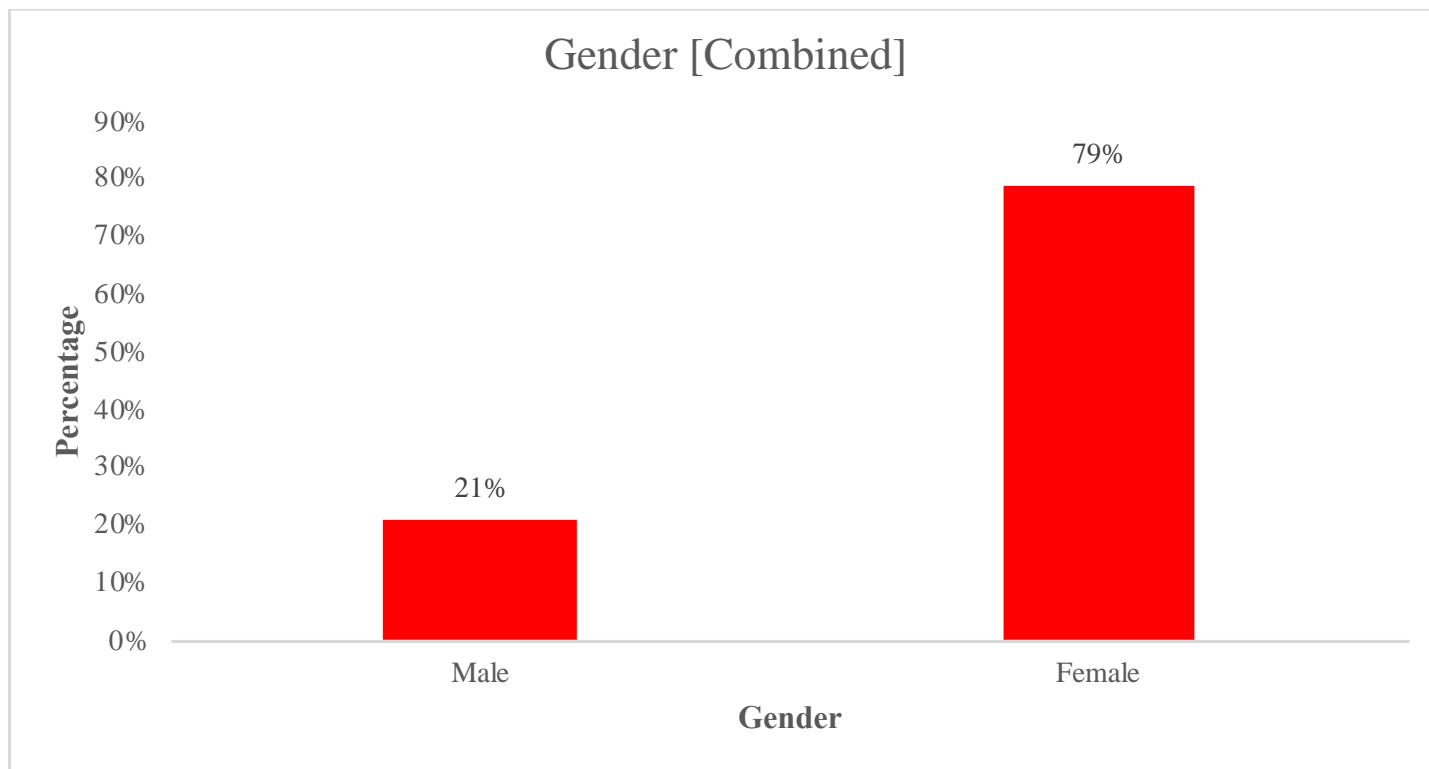


Gender [Spanish responses]



Question 2: What is your gender?

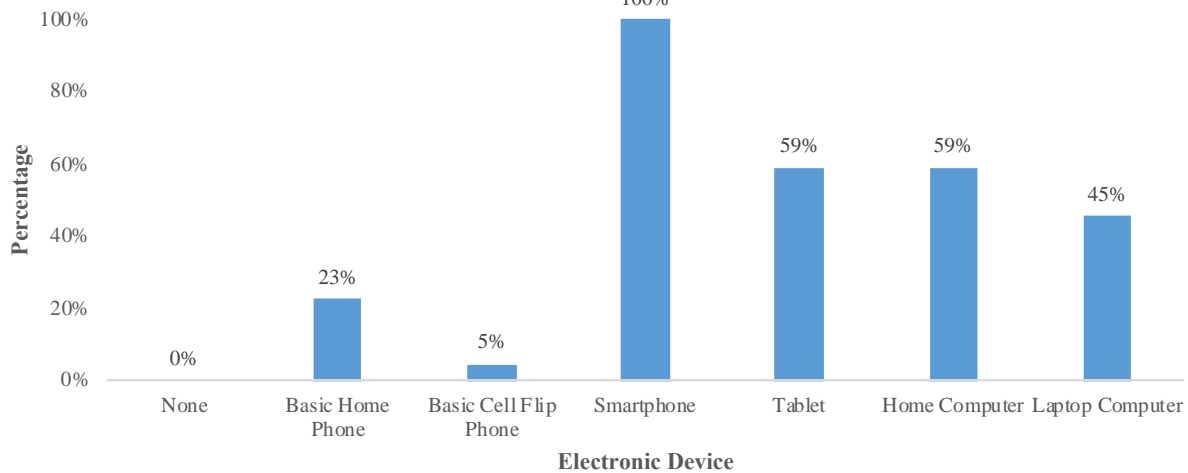
12



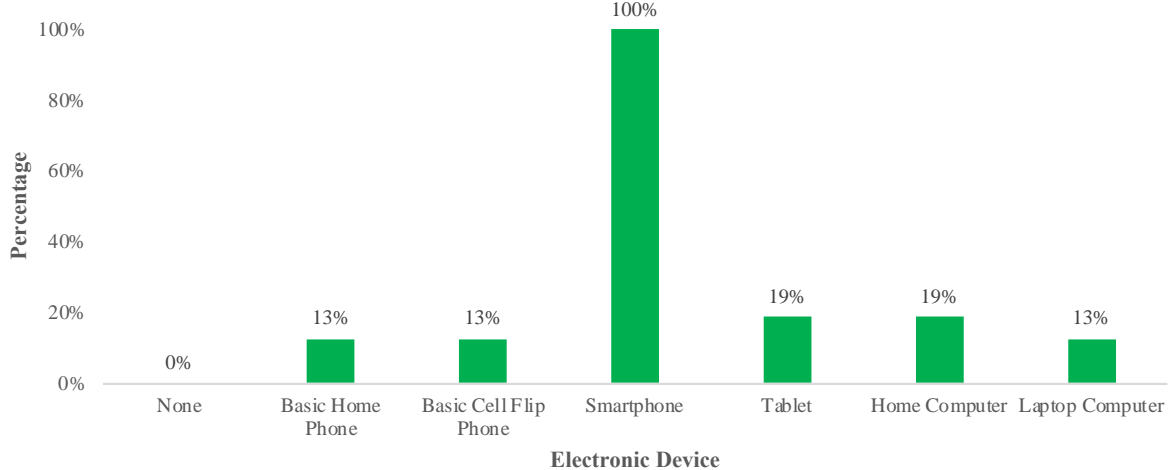
Question 3: Do you use any of the following electronic devices?

13

Electronic Device Used [English responses]

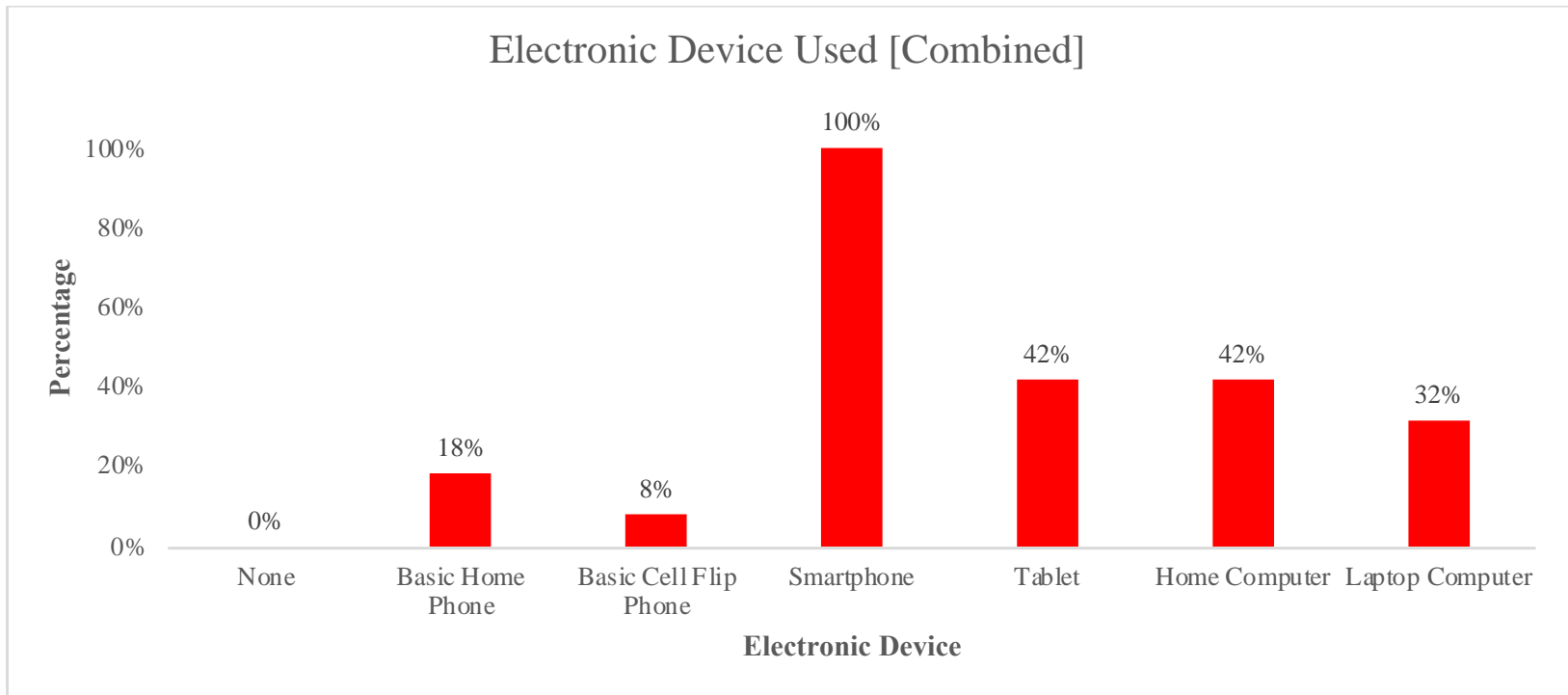


Electronic Device Used [Spanish responses]



Question 3: Do you use any of the following electronic devices?

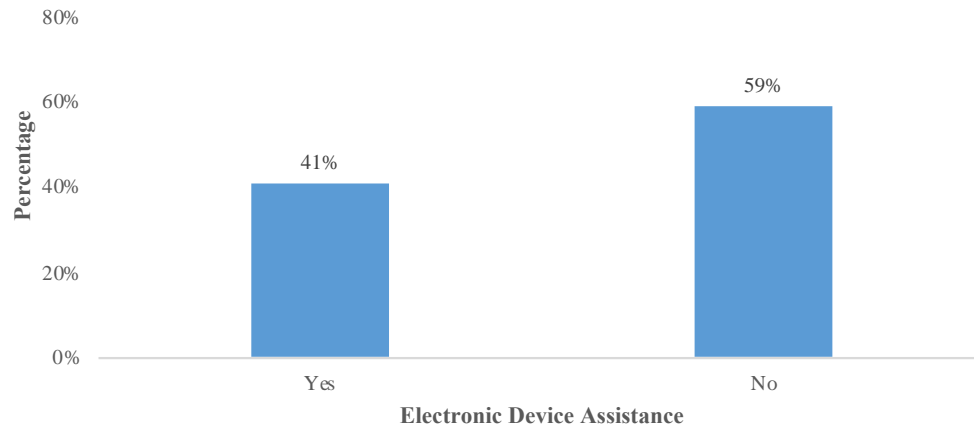
14



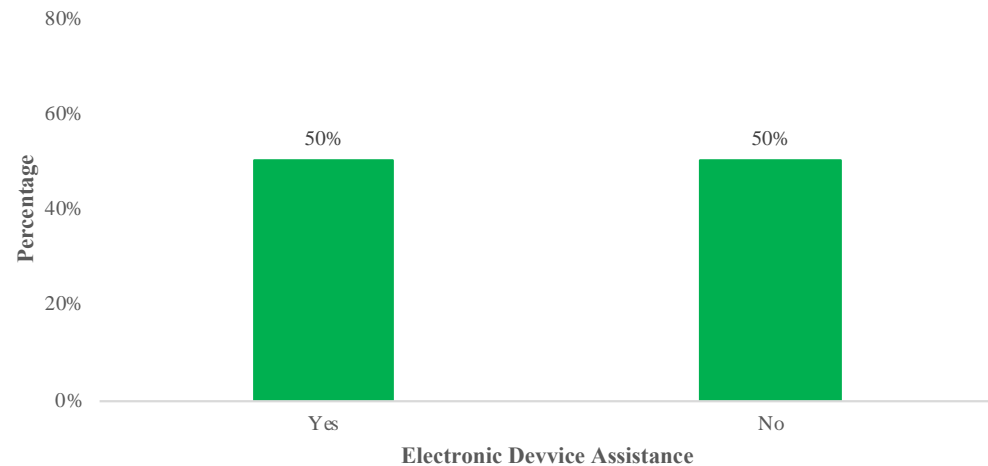
Question 4: If you selected one or more options, do you need assistance using these devices?

15

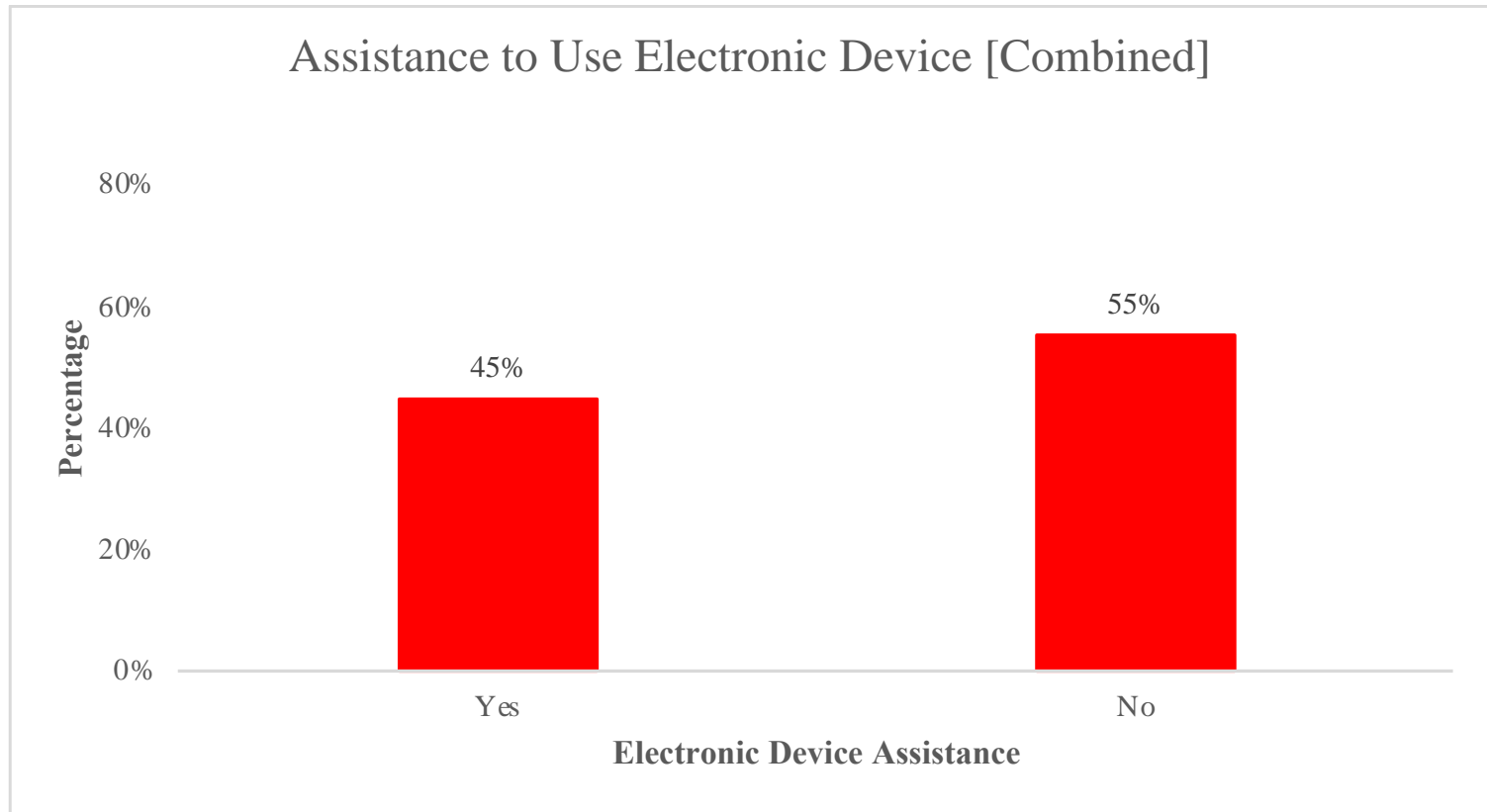
Assistance to Use Electronic Device [English responses]



Assistance to Use Electronic Device [Spanish responses]



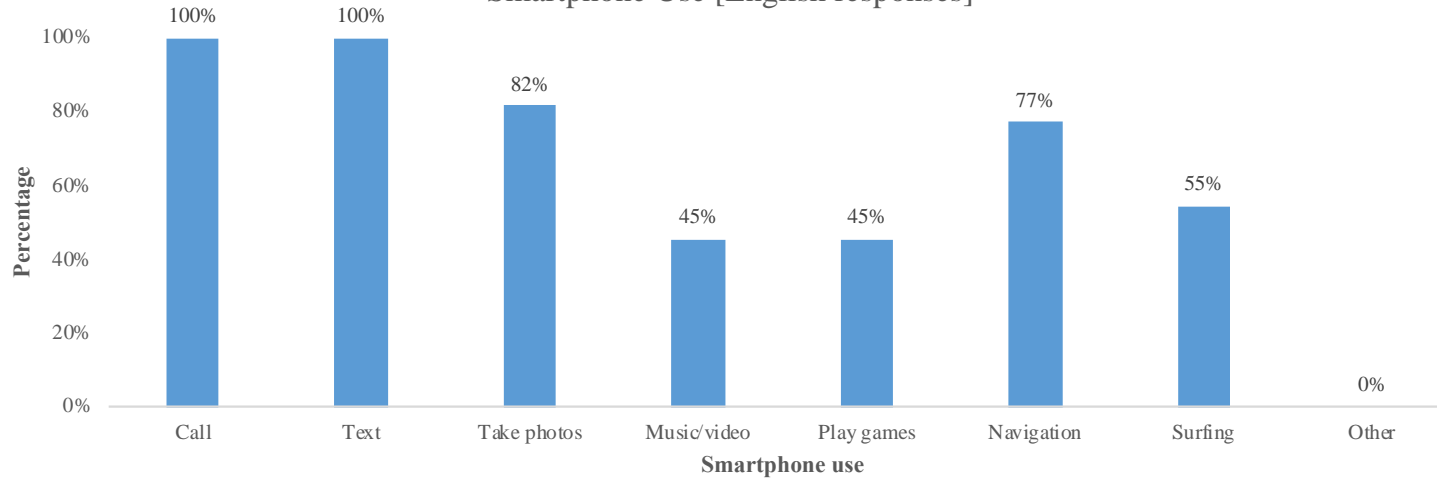
Question 4: If you selected one or more options, do you need assistance using these devices?



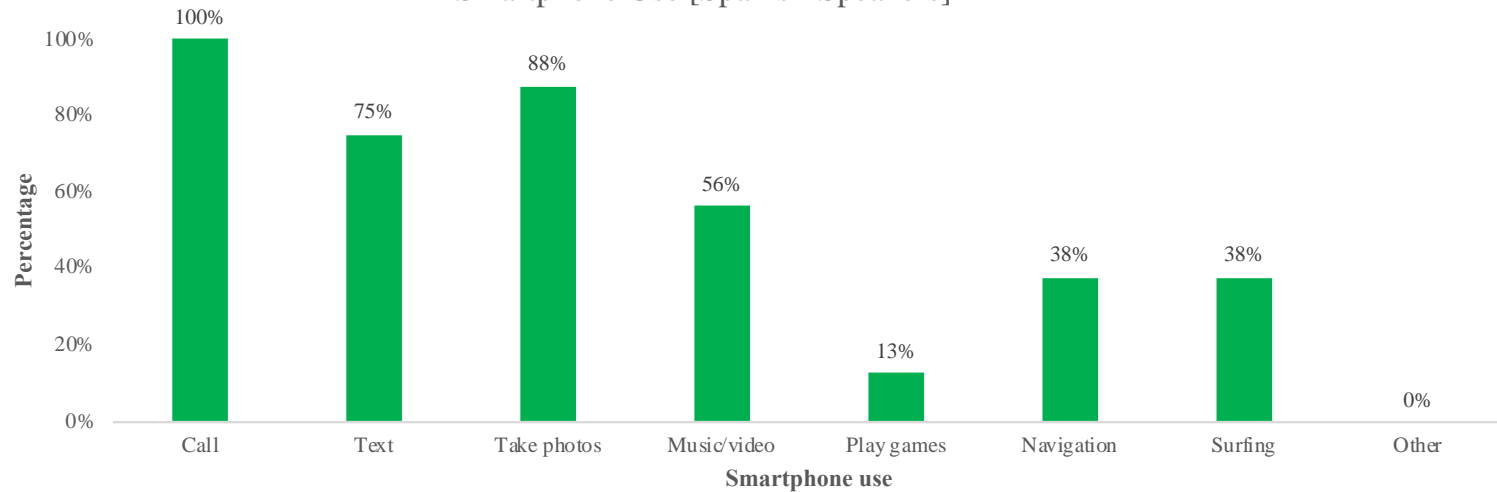
Question 5: What do you do on your smartphone?

17

Smartphone Use [English responses]

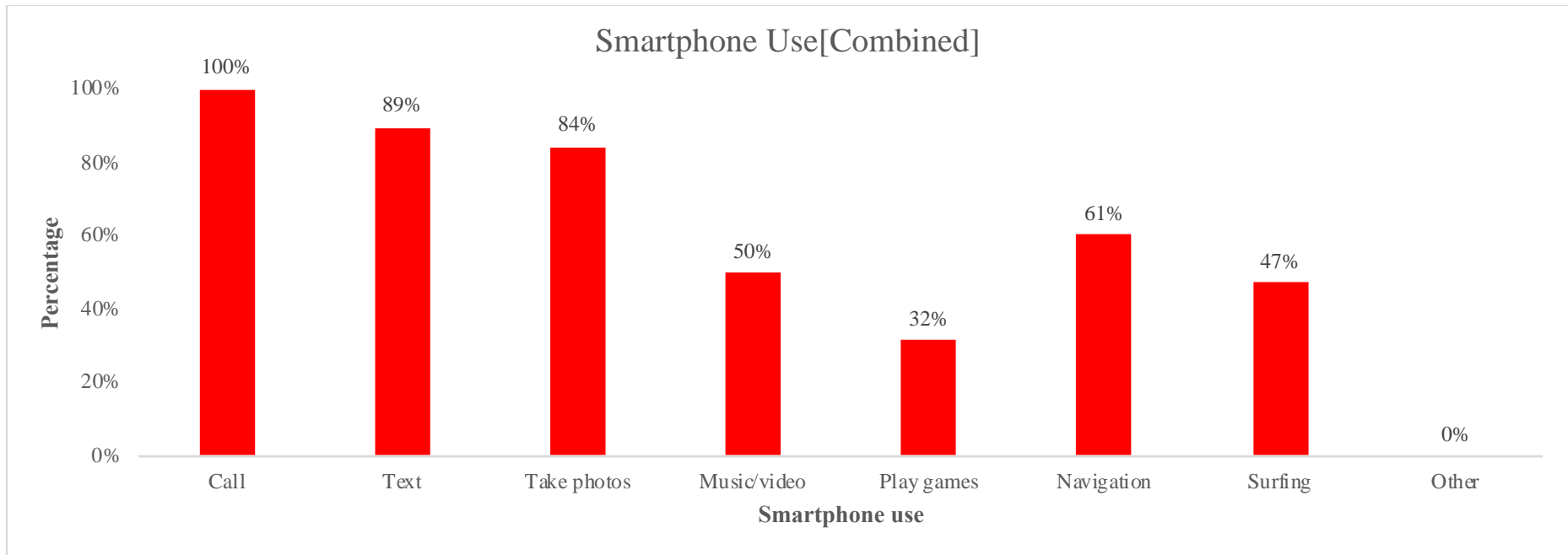


Smartphone Use [Spanish-Speakers]



Question 5: What do you do on your smartphone?

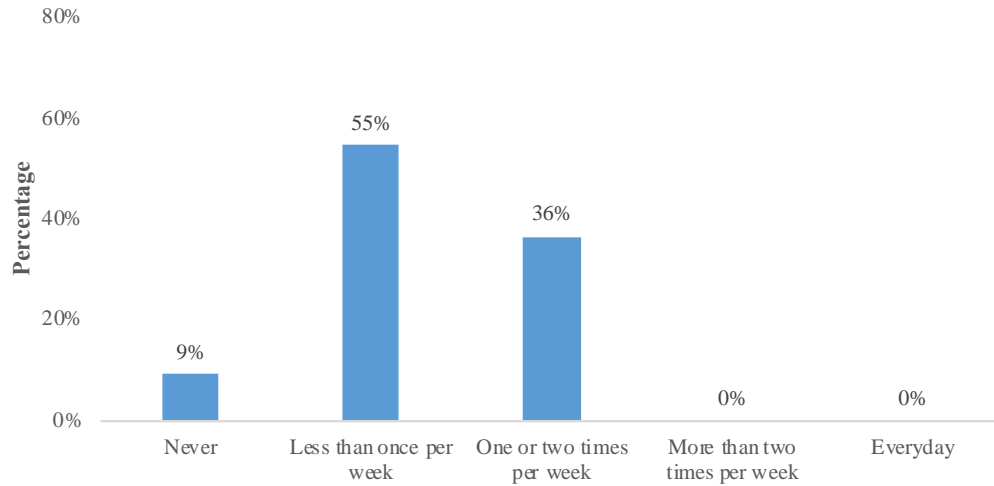
18



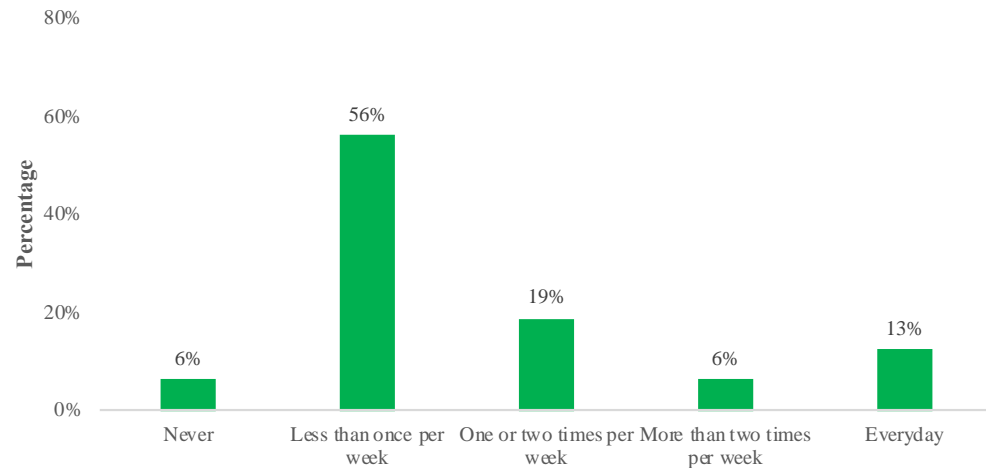
Question 6: How often did you use the Urban Connector Application since the installation?

19

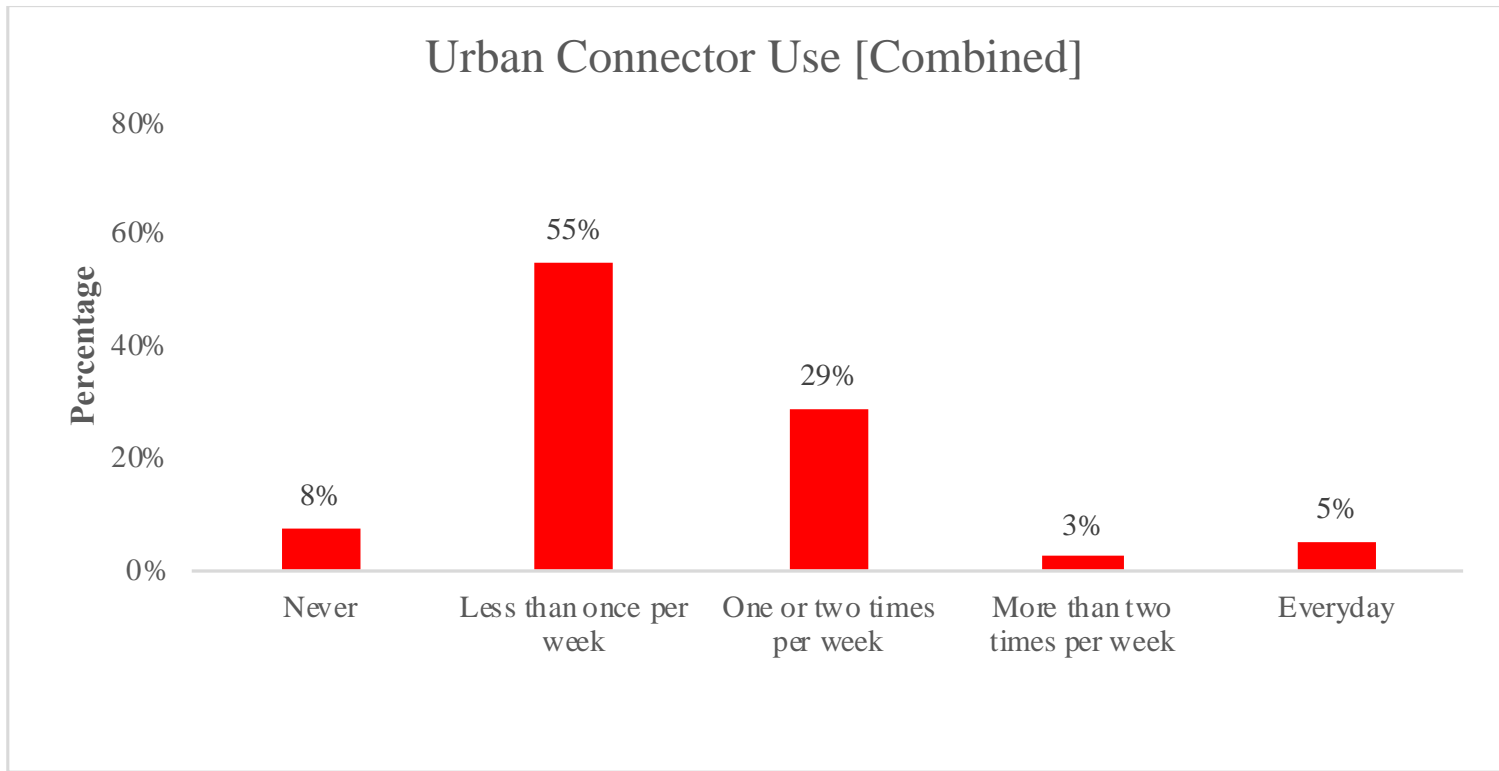
Urban Connector Use [English responses]



Urban Connector Use [Spanish responses]



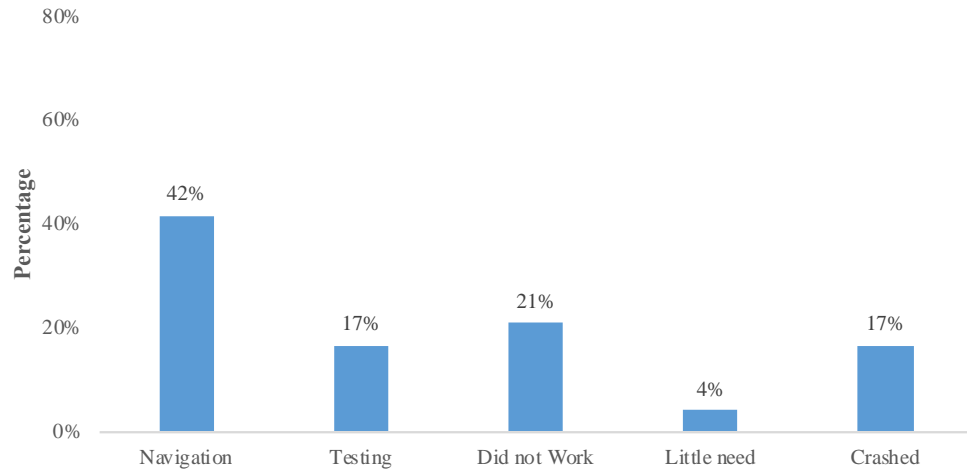
Question 6: How often did you use the Urban Connector Application since the installation?



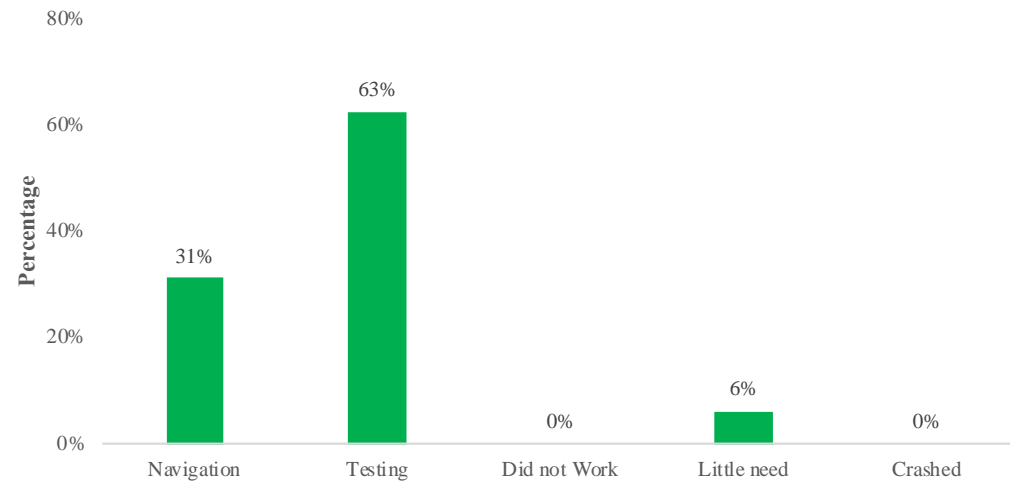
Question 7: What was the reason you used/did not use the application?

21

Reason of use/not use [English responses]

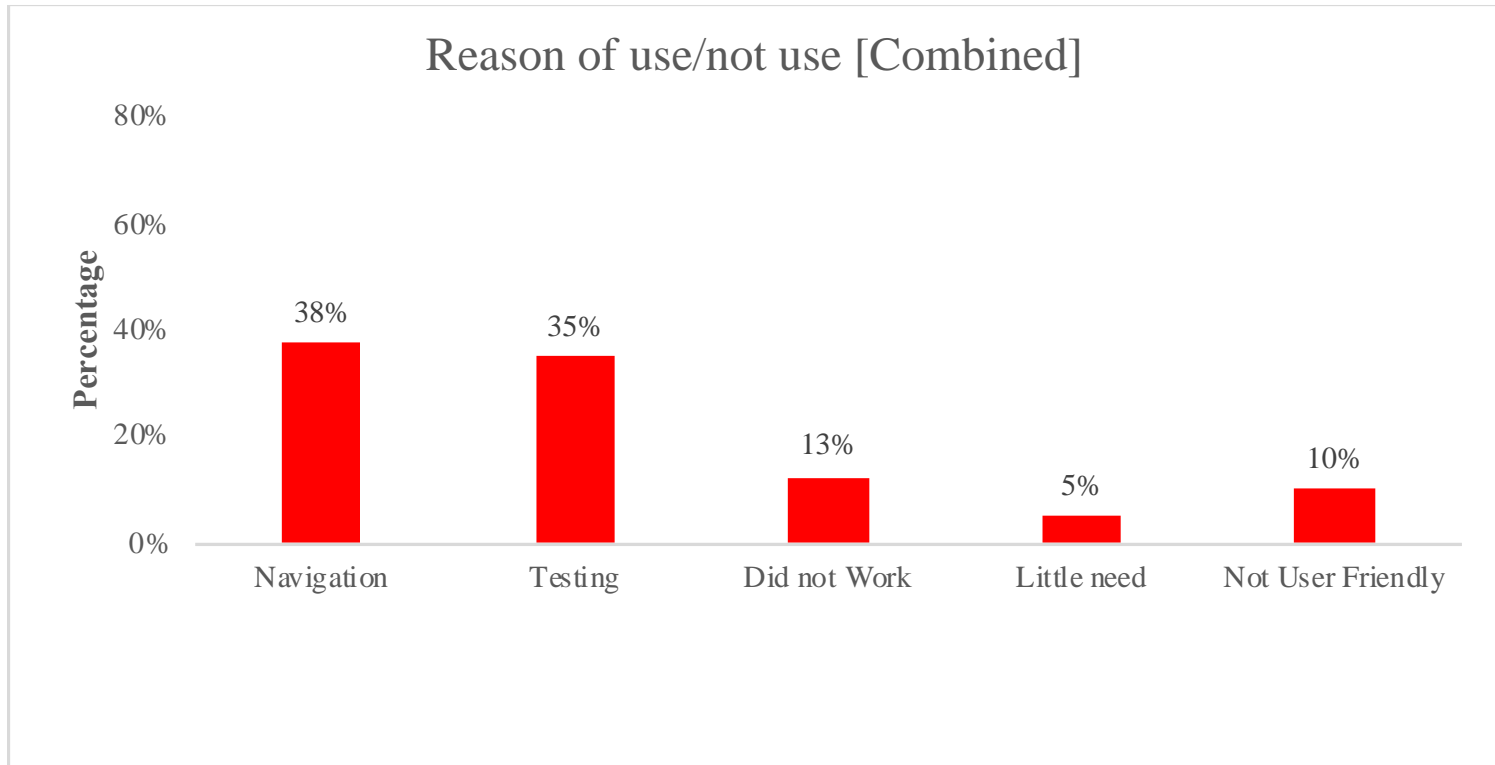


Reason of use/not use [Spanish responses]



Question 7: What was the reason you used/did not use the application?

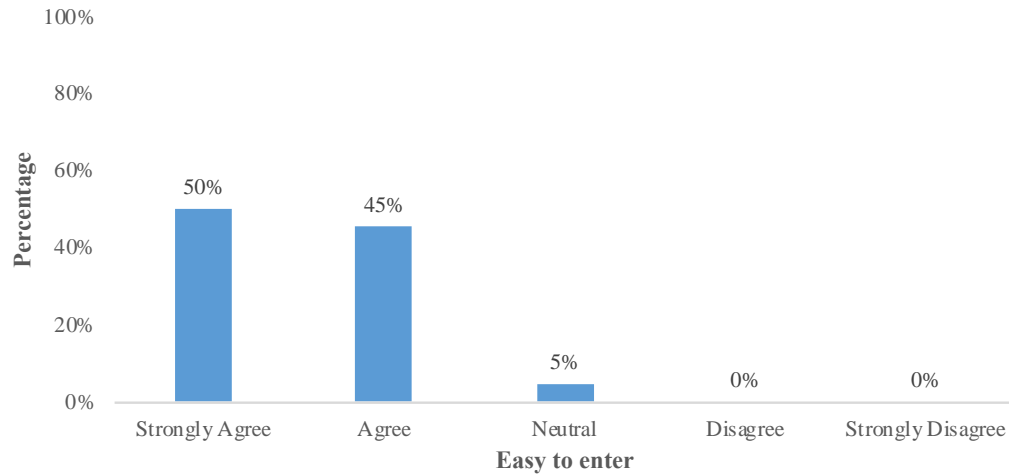
22



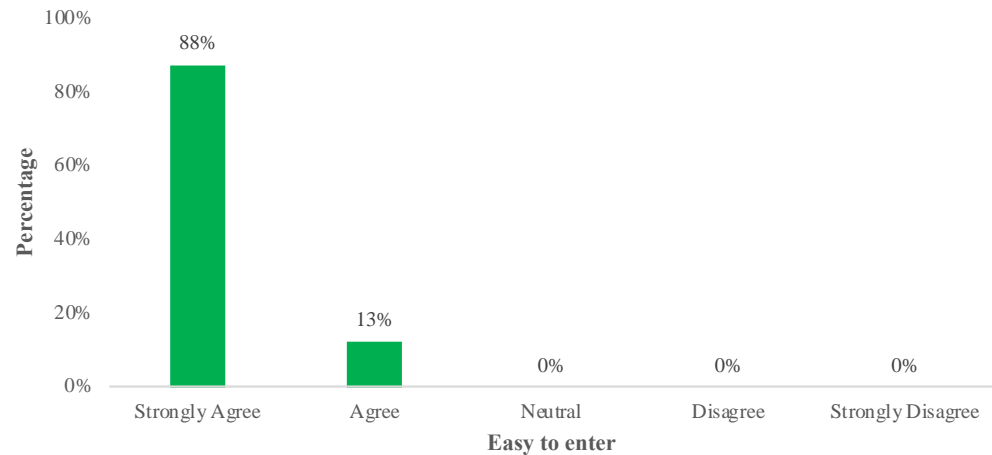
Question 8: When you started using the application, entering your preferences (selecting the font size, language and impairments) and your home address were easy.

23

Entering Preferences [English responses]

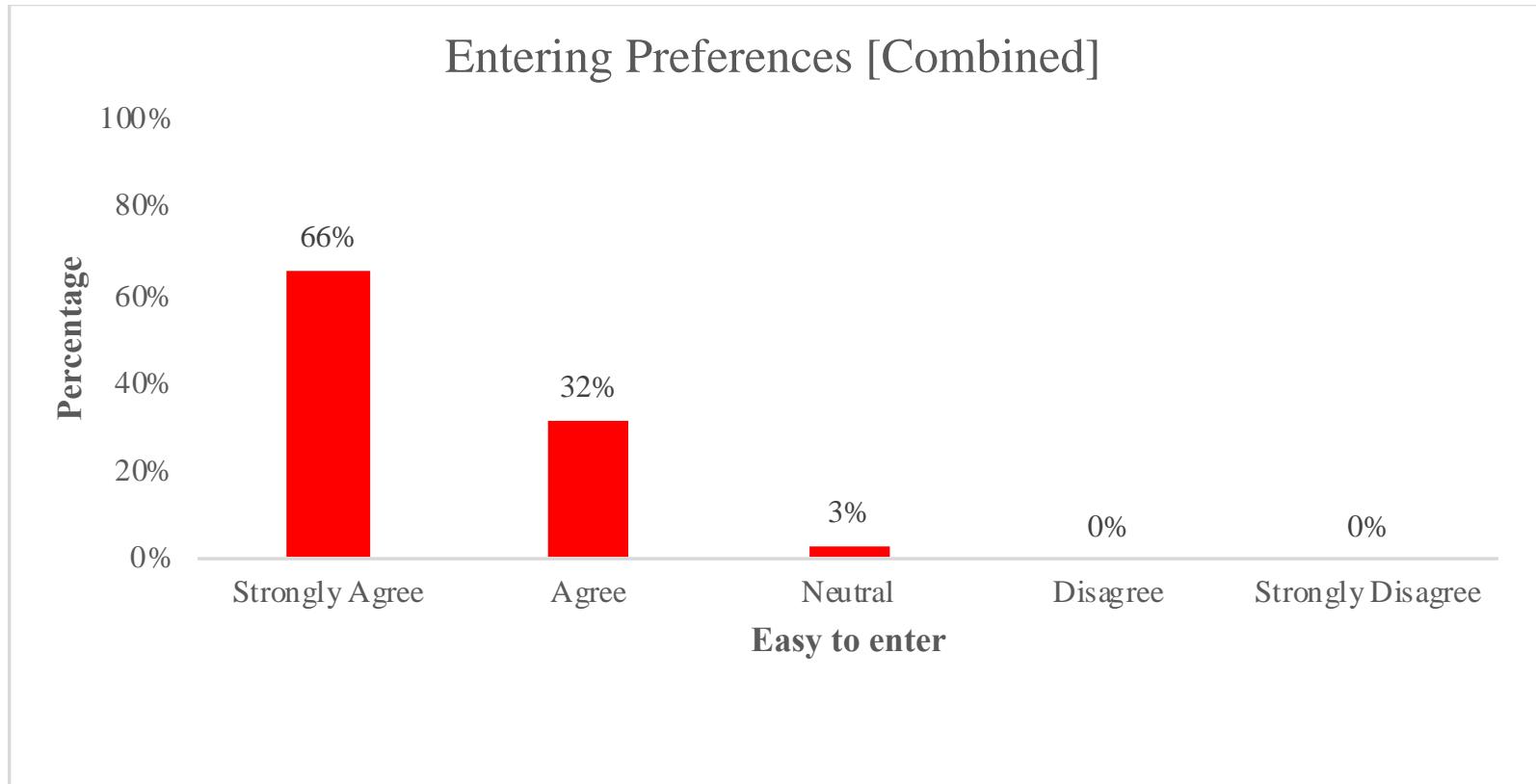


Entering Preferences [Spanish responses]



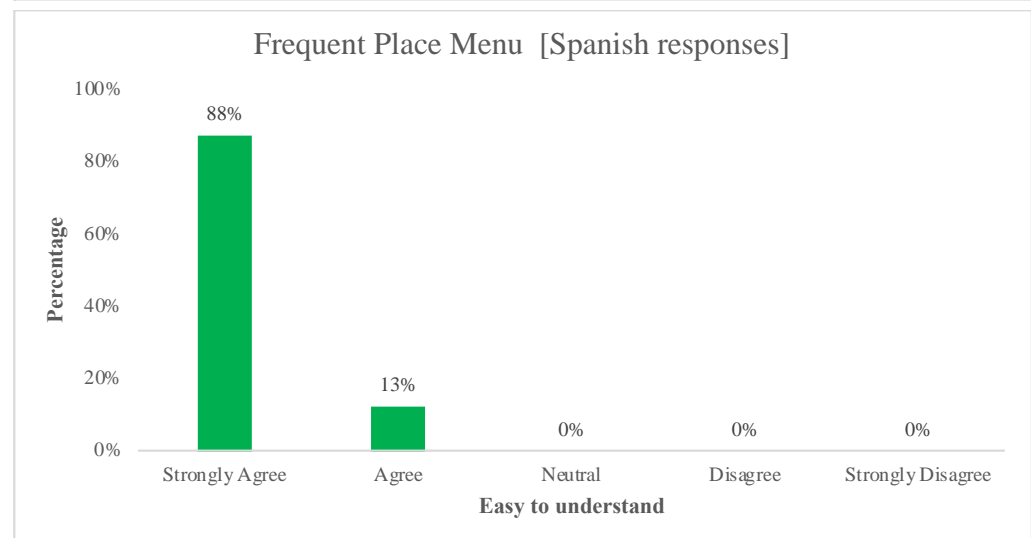
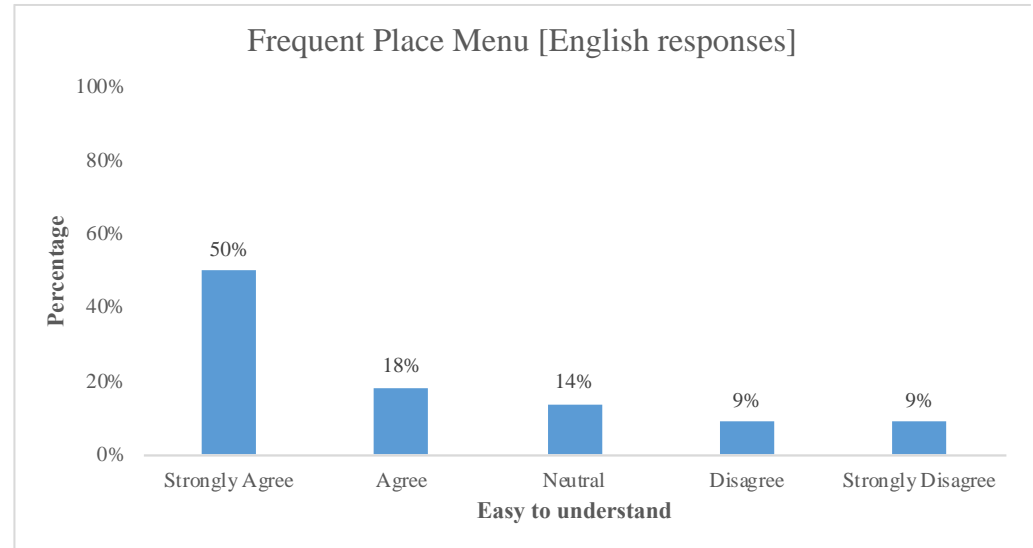
Question 8: When you started using the application, entering your preferences (selecting the font size, language and impairments) and your home address were easy.

24

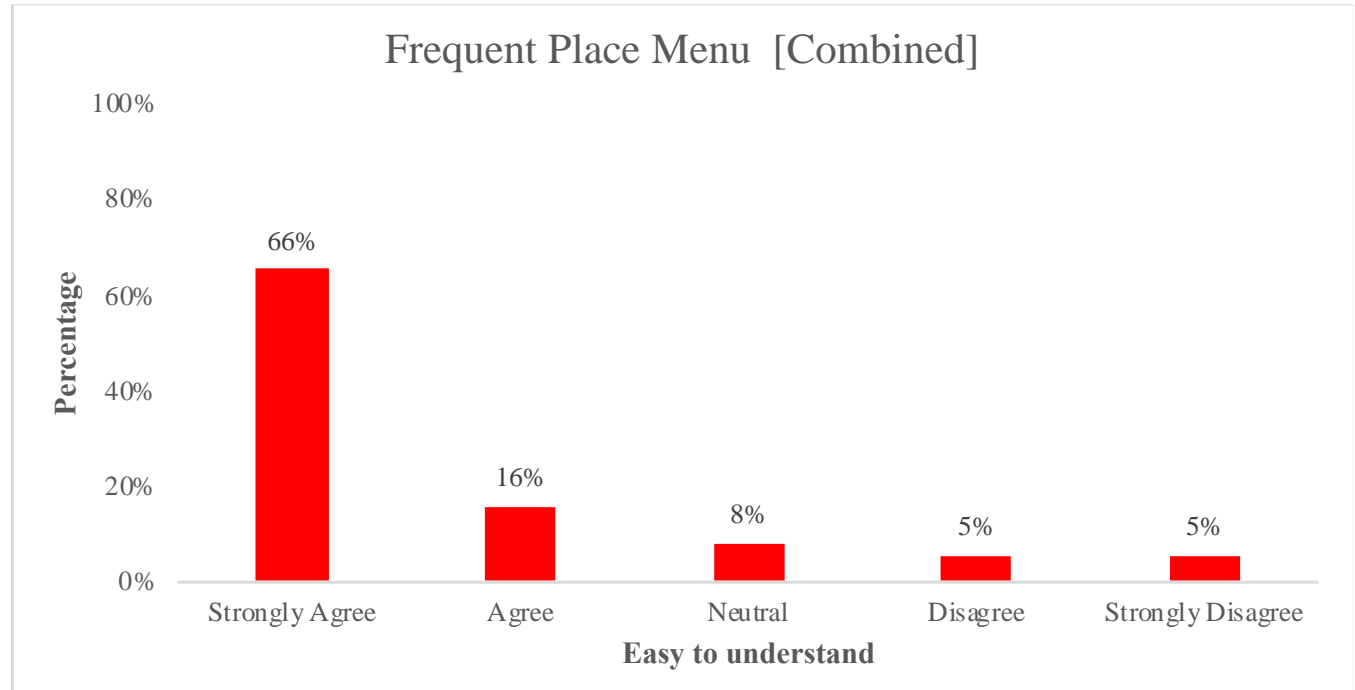


Question 9: The screenshot on the right is the Frequent Places menu. This menu is easy to use

25



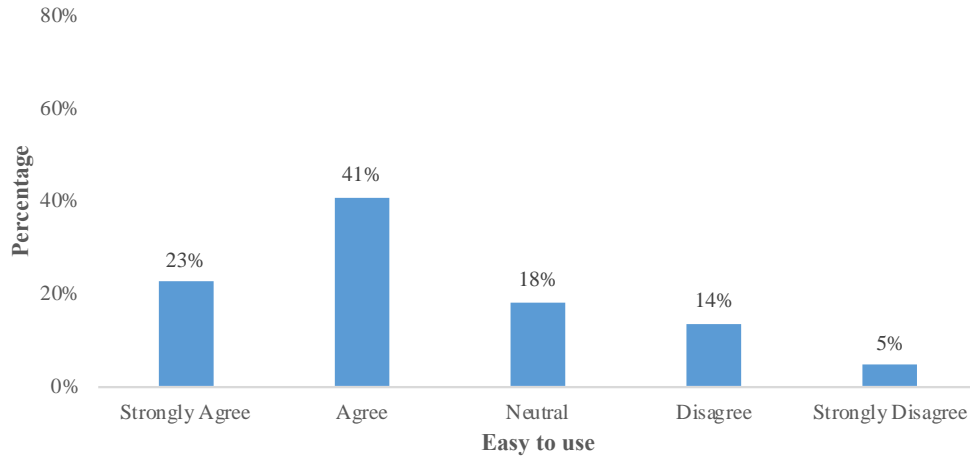
Question 9: The screenshot on the right is the Frequent Places menu.
This menu is easy to use



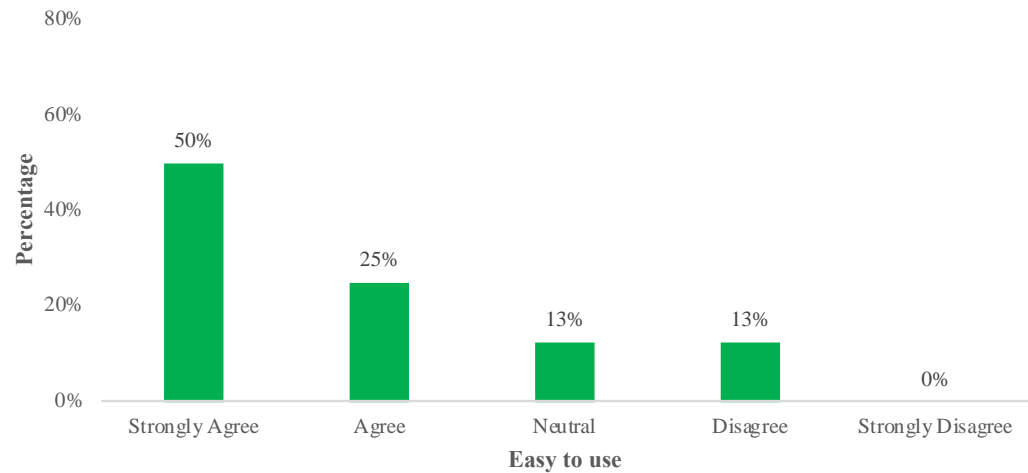
Question 10: The screenshot on the right is the Home Screen menu. This menu is easy to use

27

Home Screen Menu [English responses]

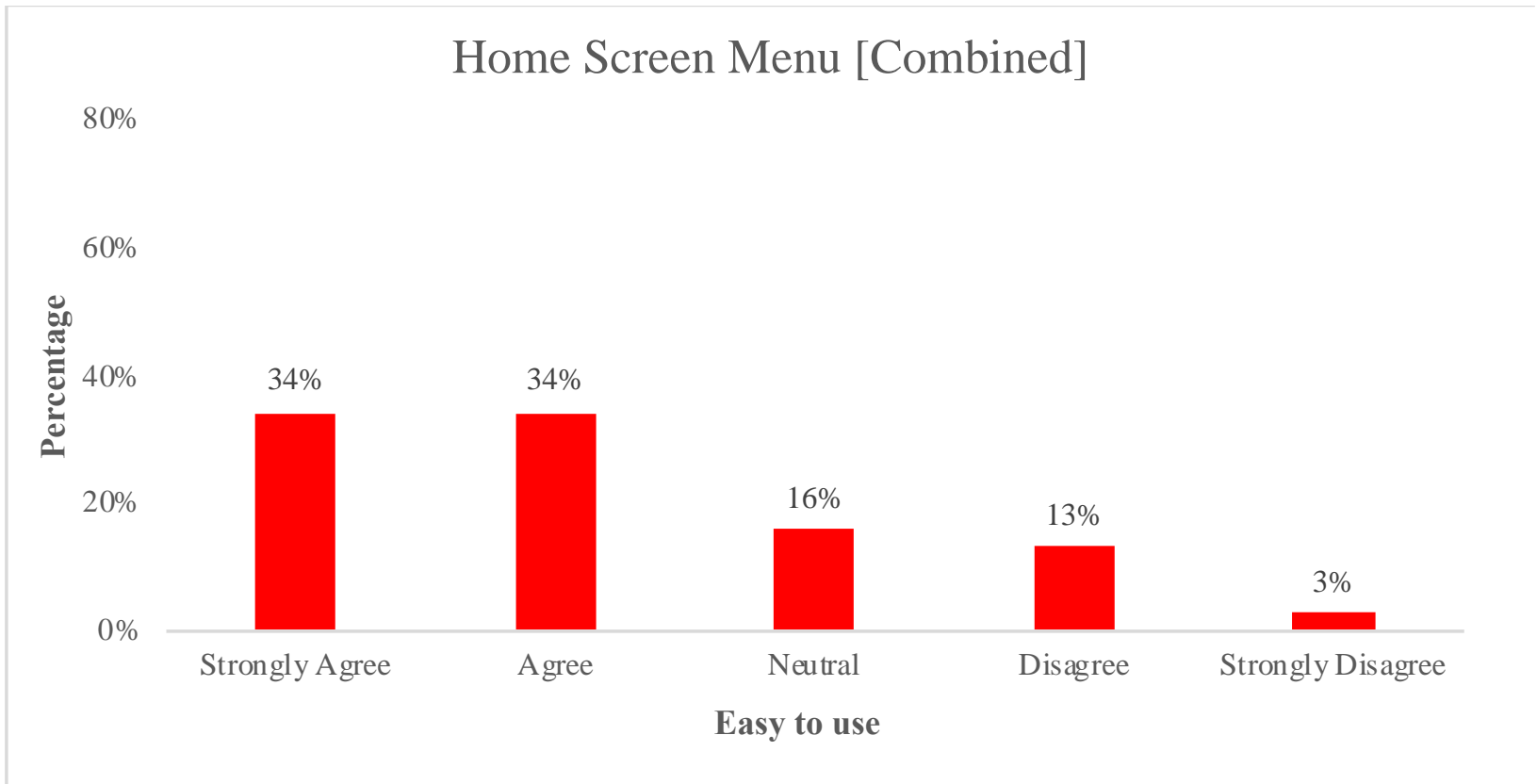


Home Screen Menu [Spanish responses]



Question 10: The screenshot on the right is the Home Screen menu.
This menu is easy to use

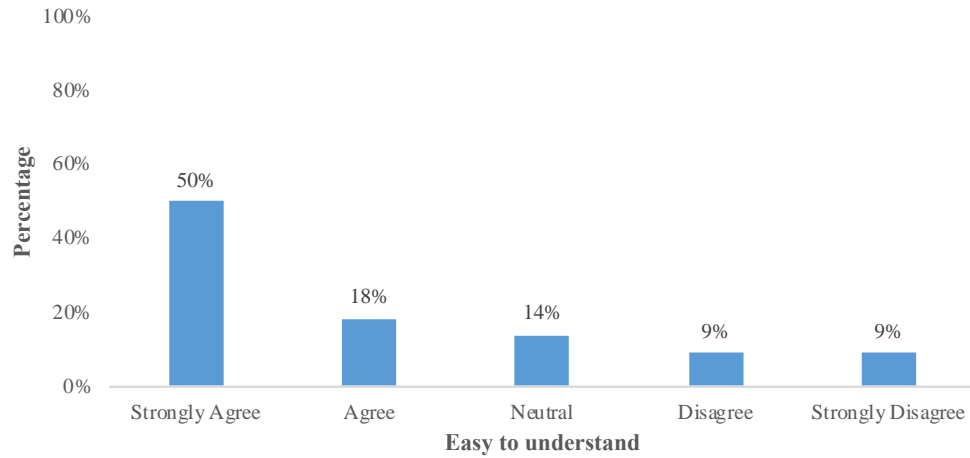
28



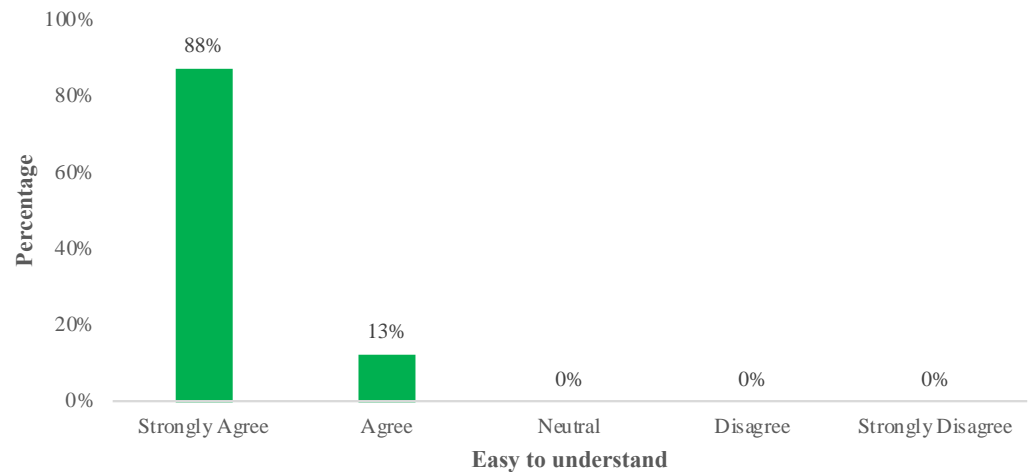
Question 11: The graphic images (buttons, icons) of the application are easy to understand.

29

The Graphic Images [English responses]

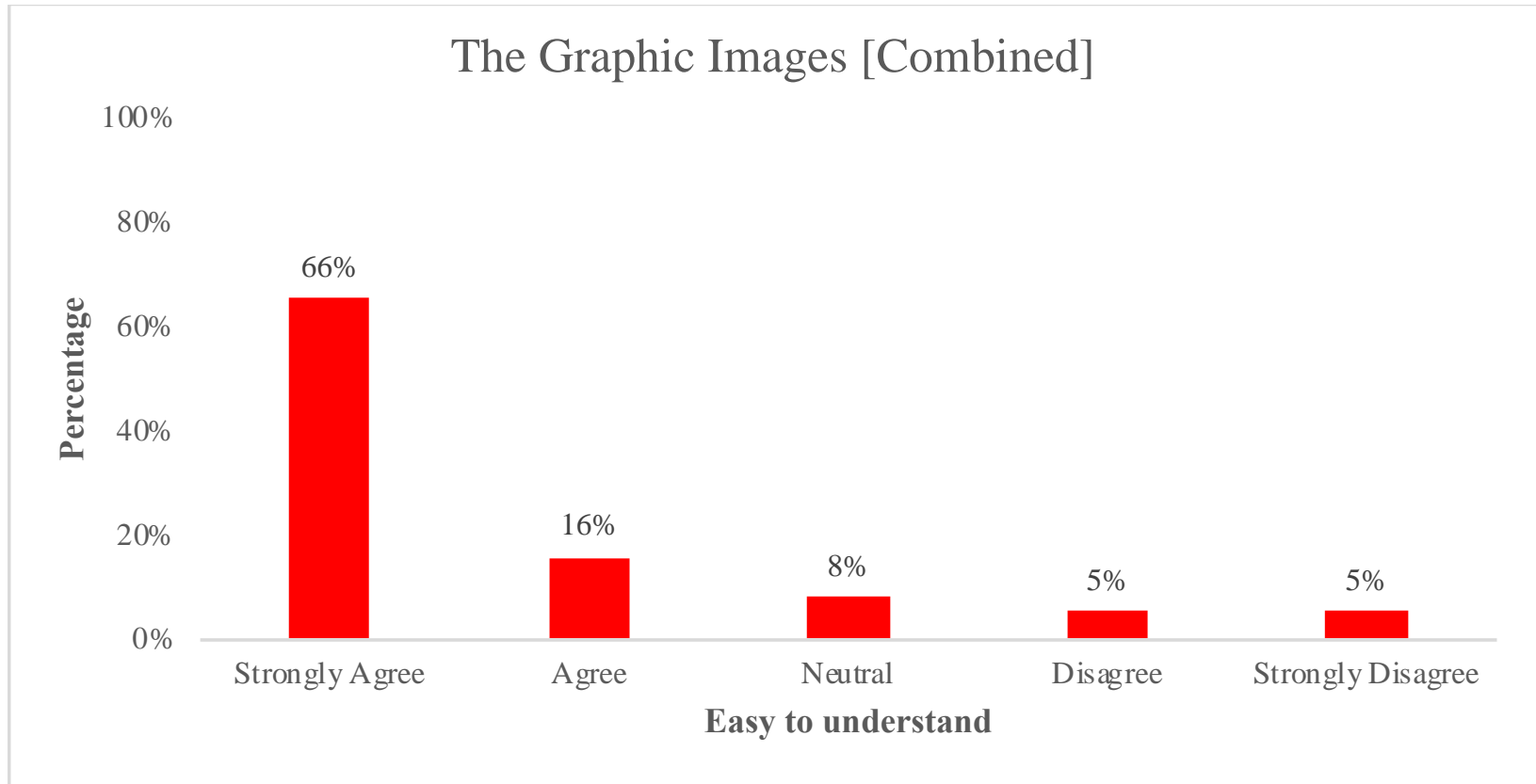


The Graphic Images [Spanish responses]



Question 11: The graphic images (buttons, icons) of the application are easy to understand.

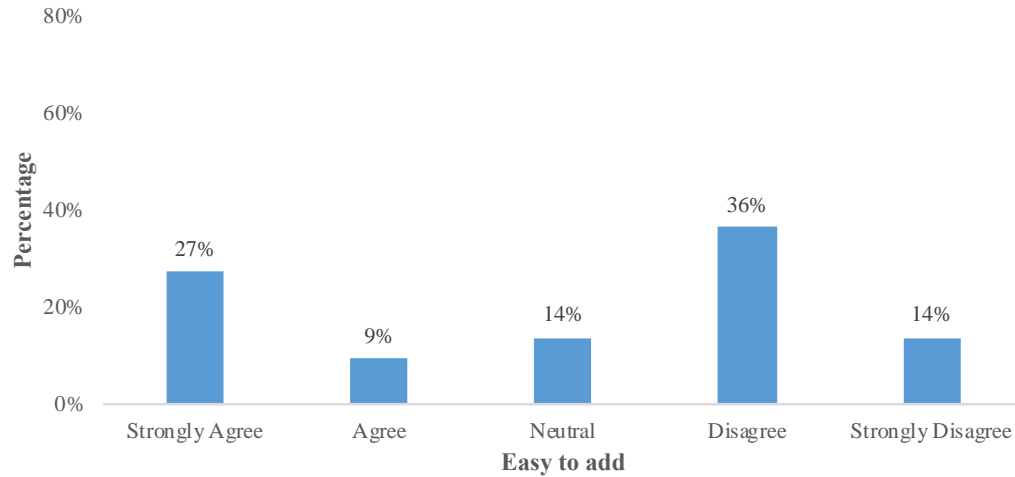
30



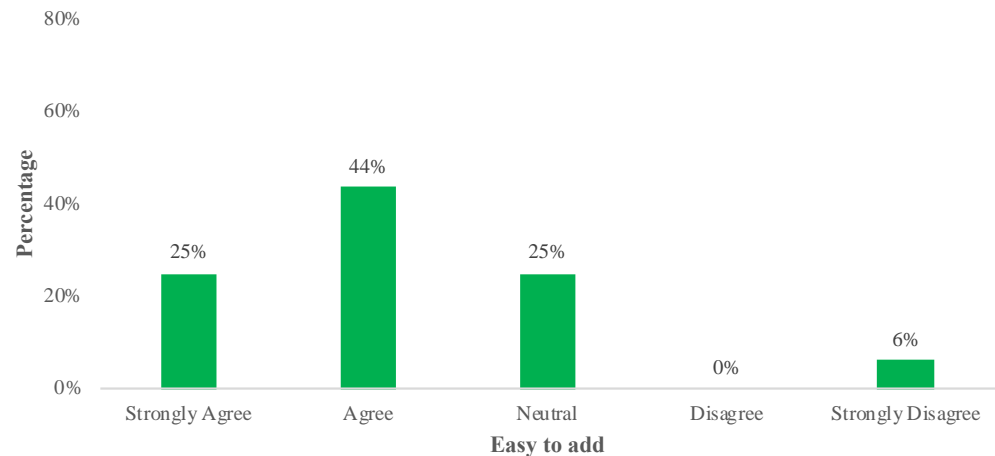
Question 12: The graphic images (buttons, icons) of the application are easy to understand.

31

Family Members and Friends Addresses [English responses]

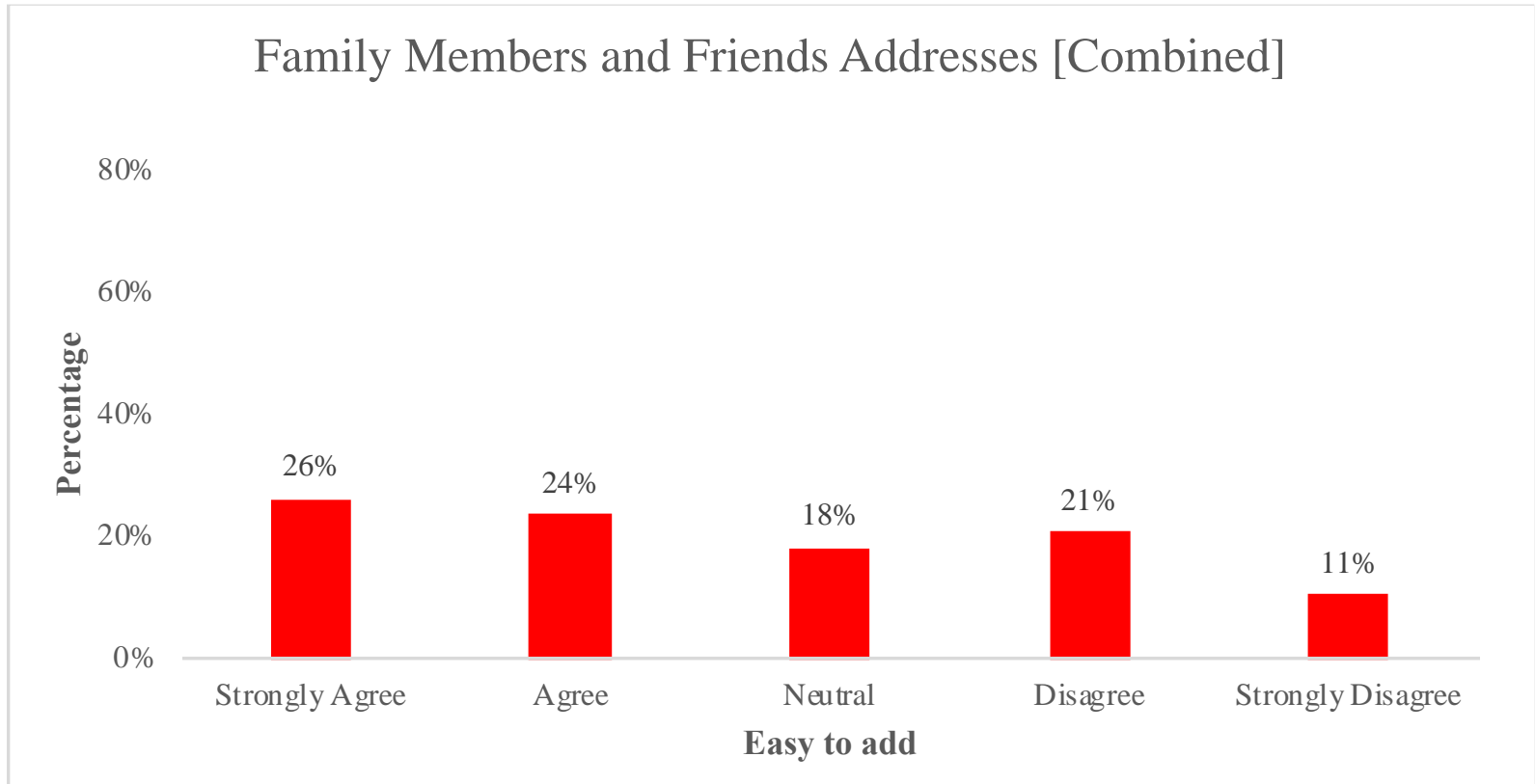


Family Members and Friends Addresses [Spanish responses]



Question 12: The graphic images (buttons, icons) of the application are easy to understand.

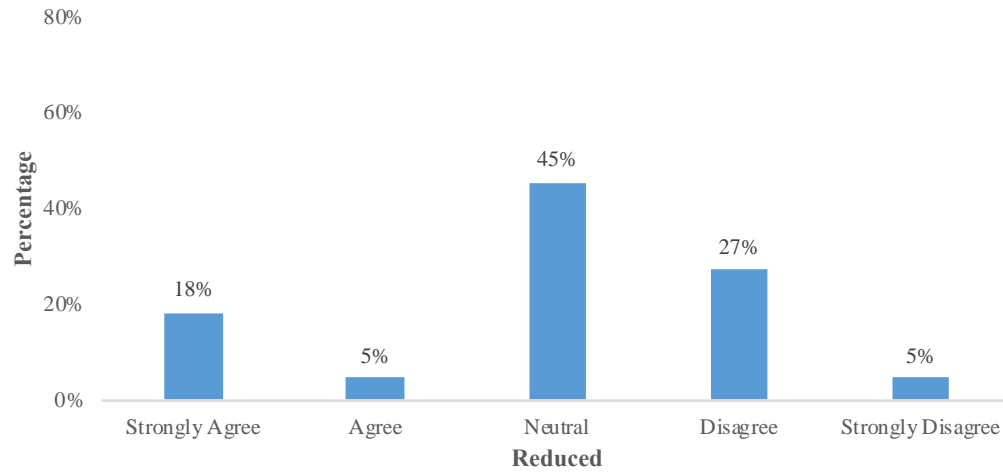
32



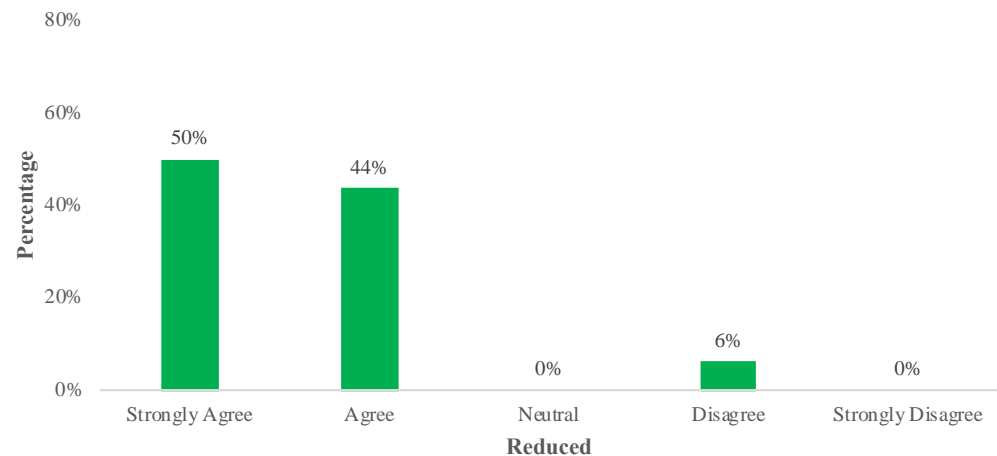
Question 13: Your fear of getting lost is reduced with the use of the application.

33

Fear of Getting Lost [English responses]

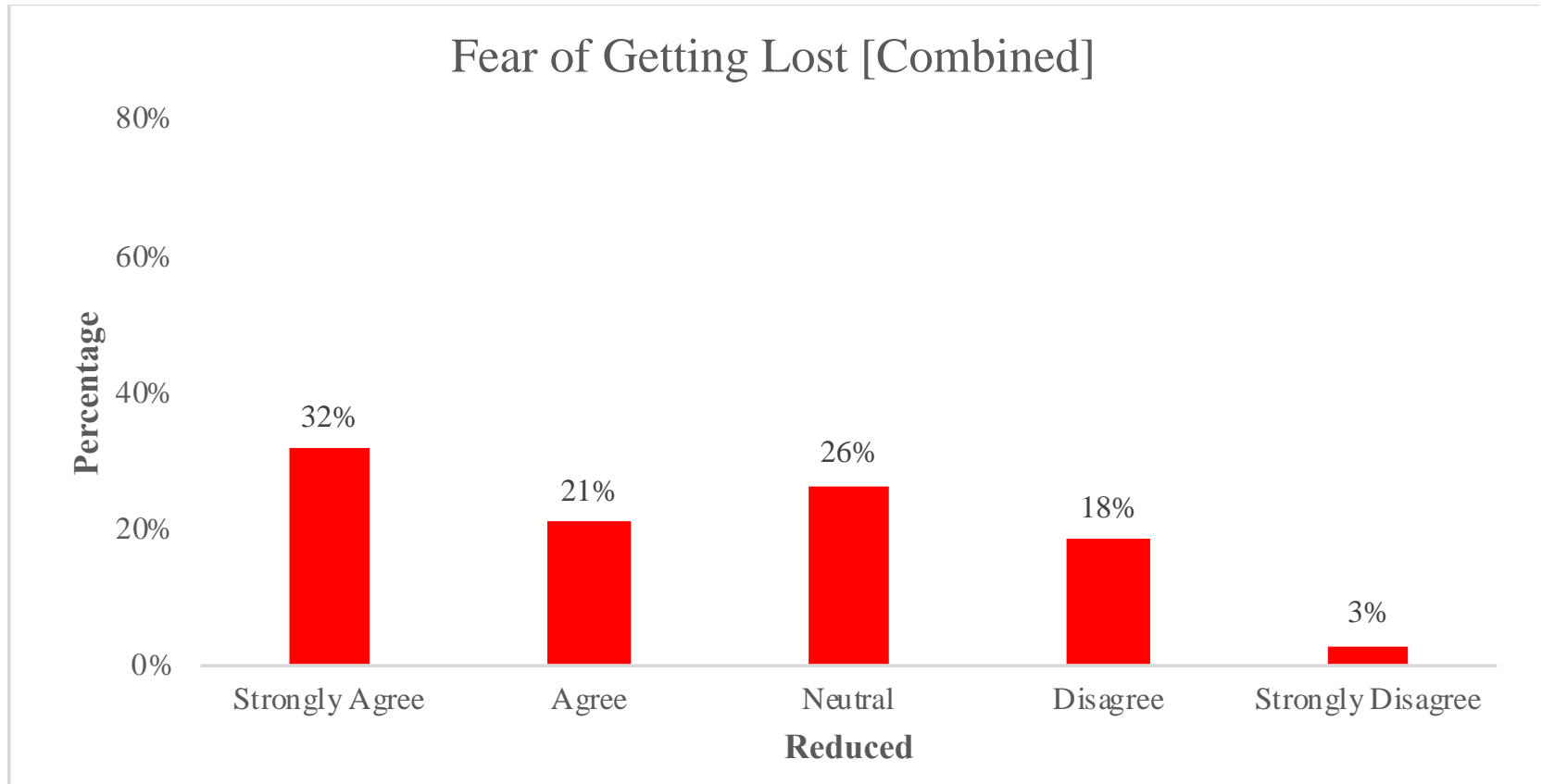


Fear of Getting Lost [Spanish responses]



Question 13: Your fear of getting lost is reduced with the use of the application.

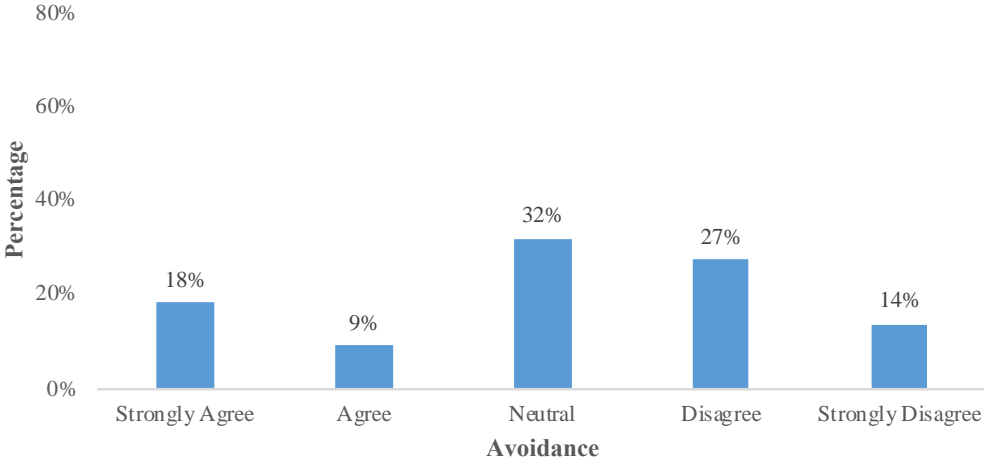
34



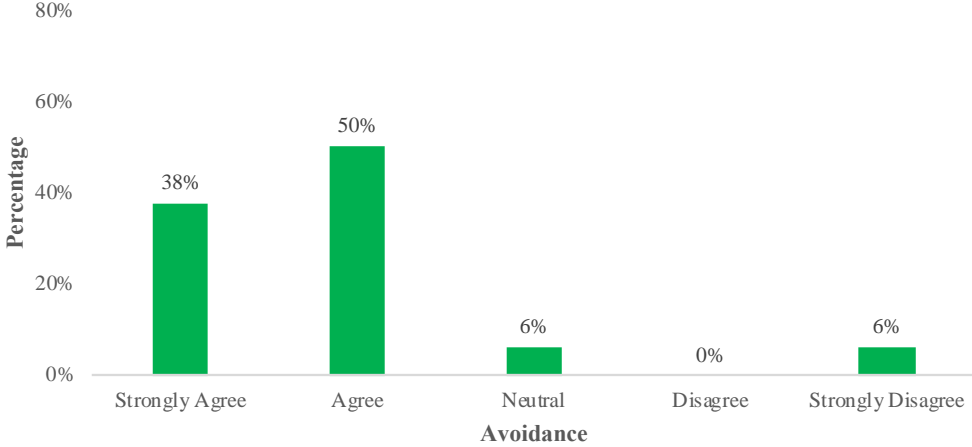
Question 14: The Urban Connector application helped you to avoid the traffic congestion.

35

Traffic Congestion [English responses]

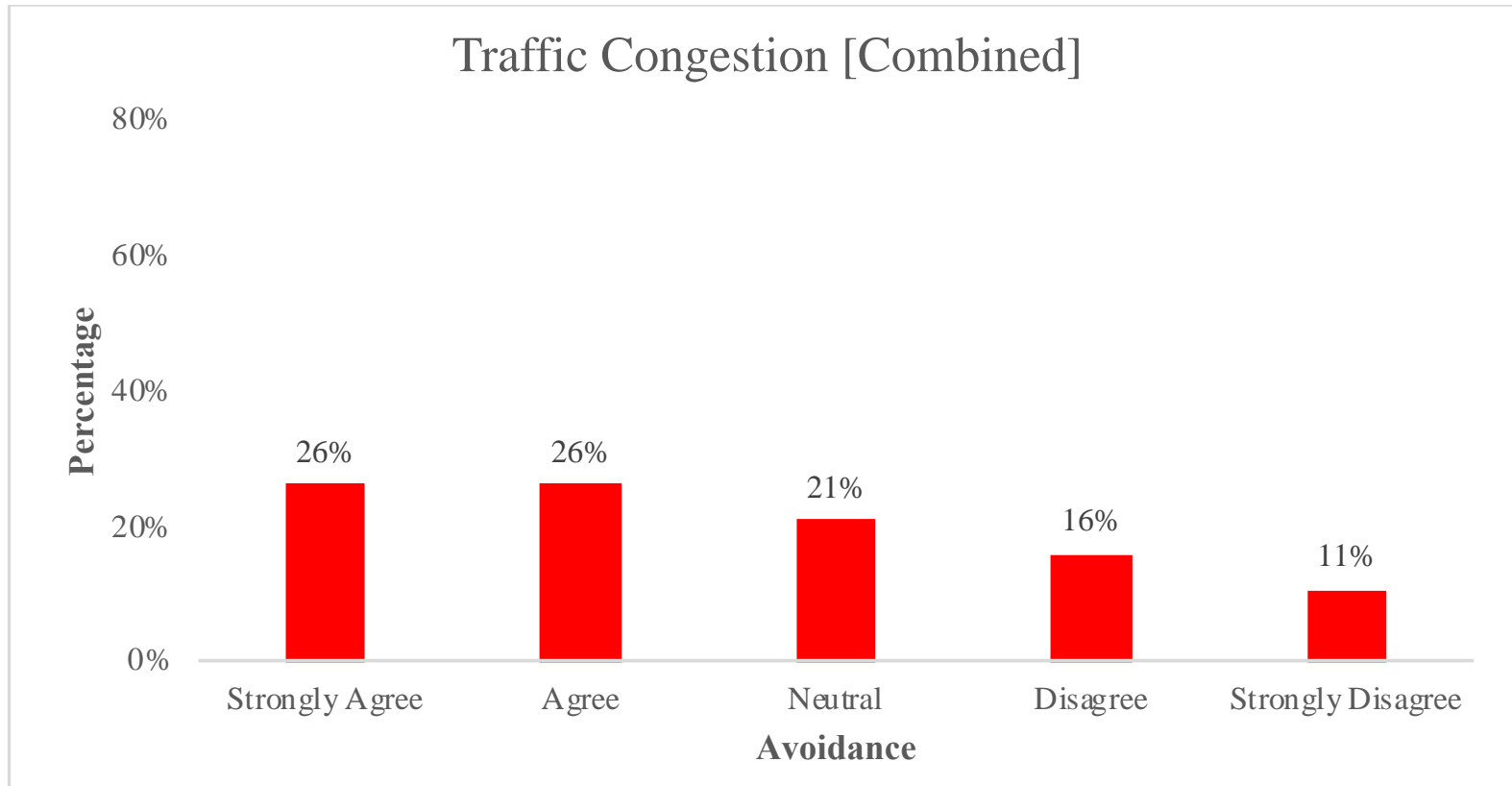


Traffic Congestion [Spanish responses]



Question 14: The Urban Connector application helped you to avoid the traffic congestion.

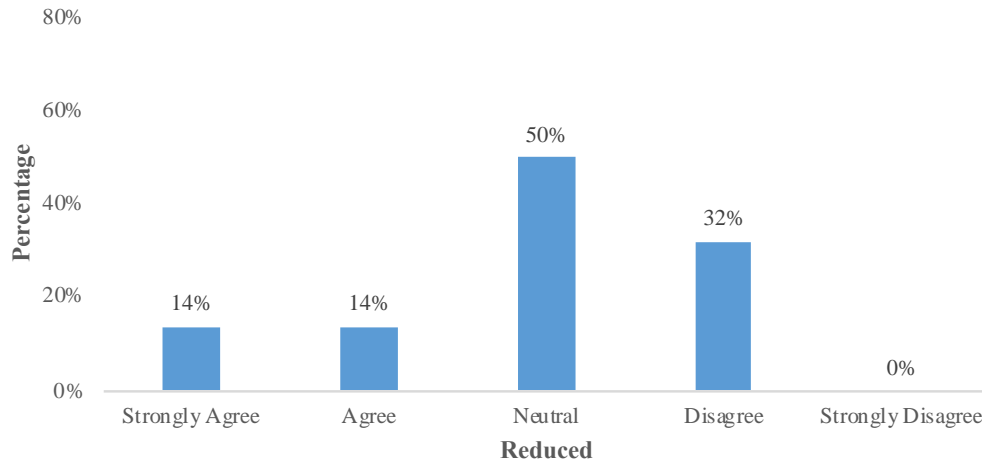
36



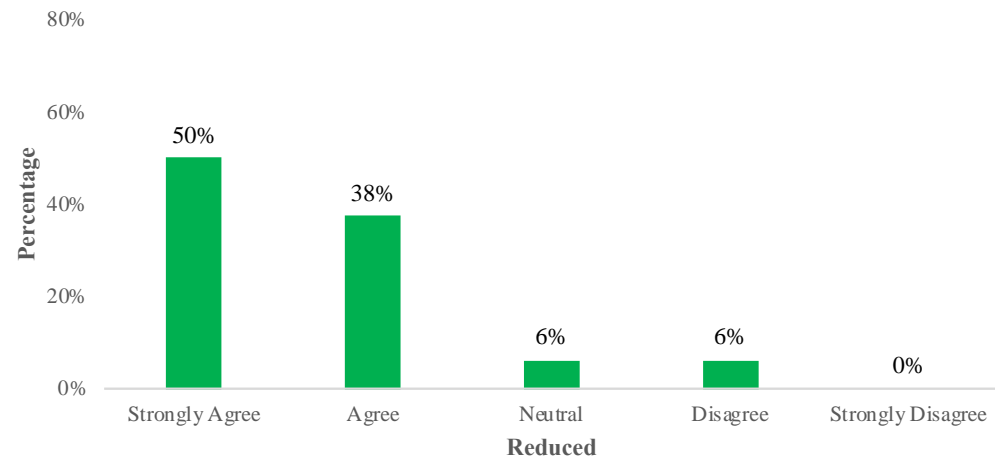
Question 15: Your concern for arriving late for an appointment is reduced with the use of application.

37

Concern for arriving late [English responses]

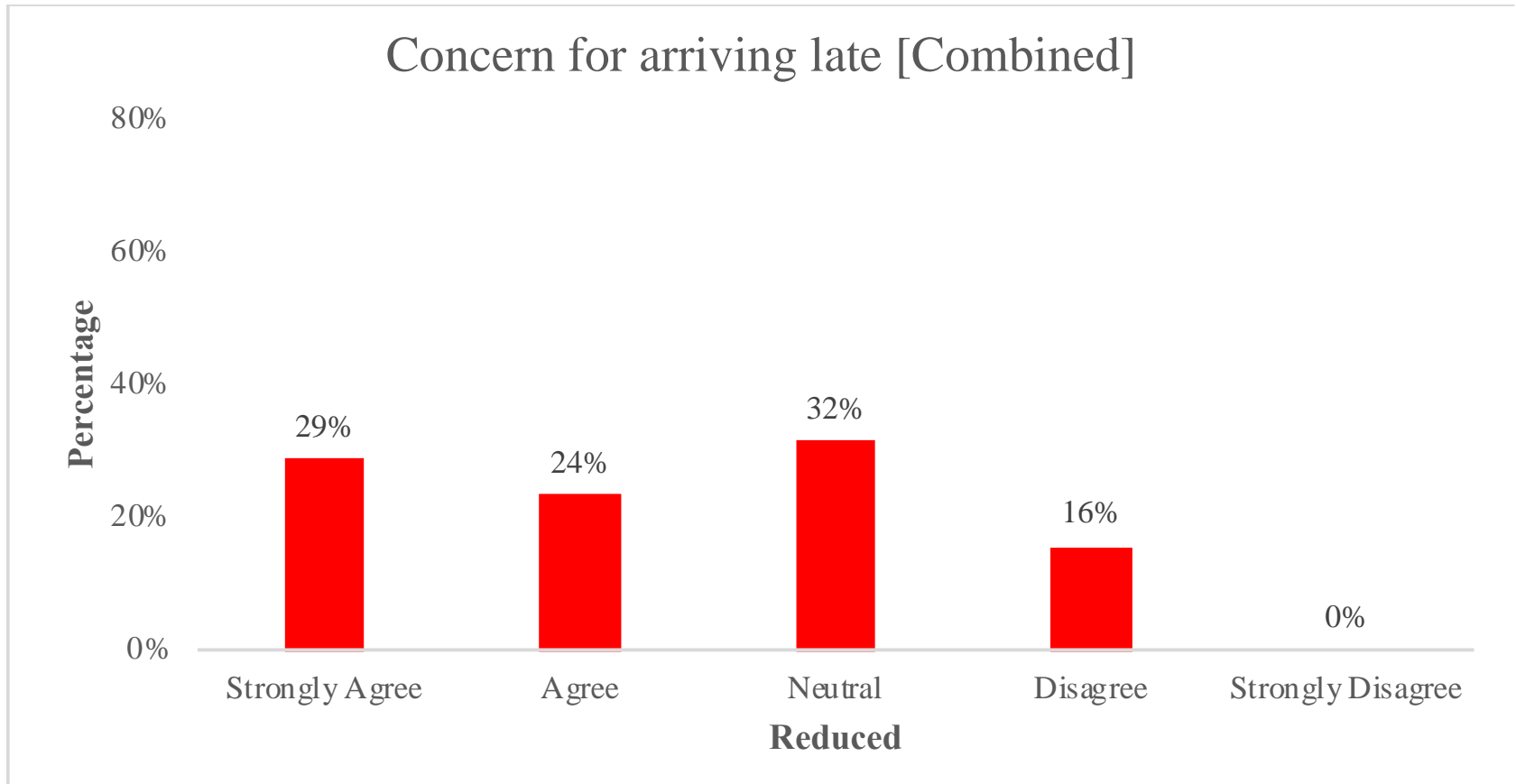


Concern for arriving late [Spanish responses]



Question 15: Your concern for arriving late for an appointment is reduced with the use of application.

38

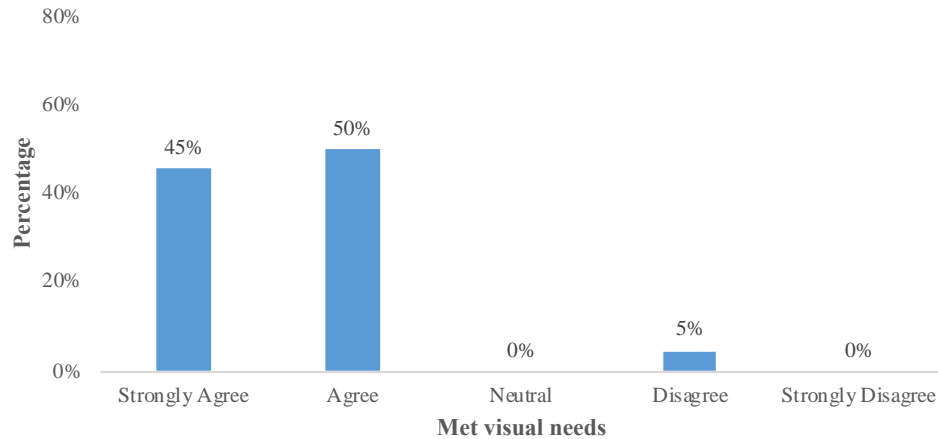


Reduced

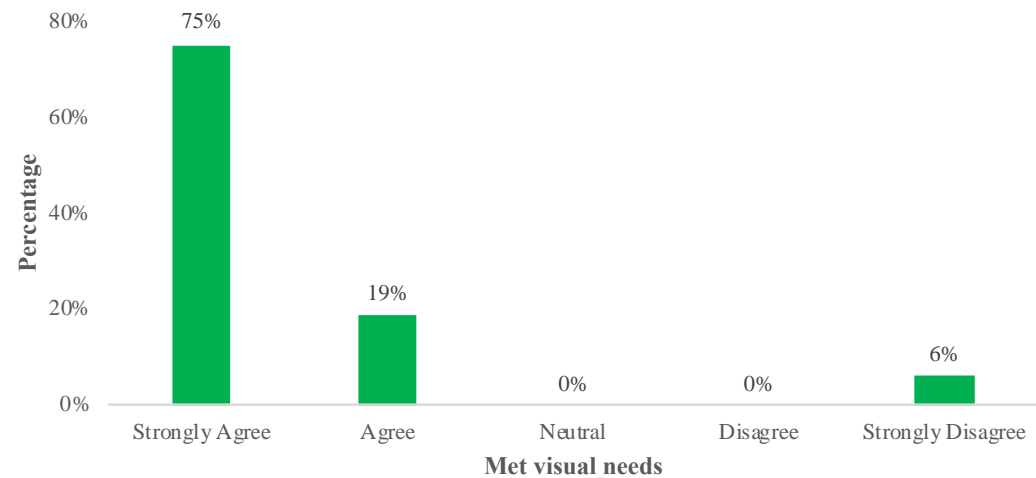
Question 16: The size of buttons and text met your visual needs.

39

Size of Buttons [English responses]

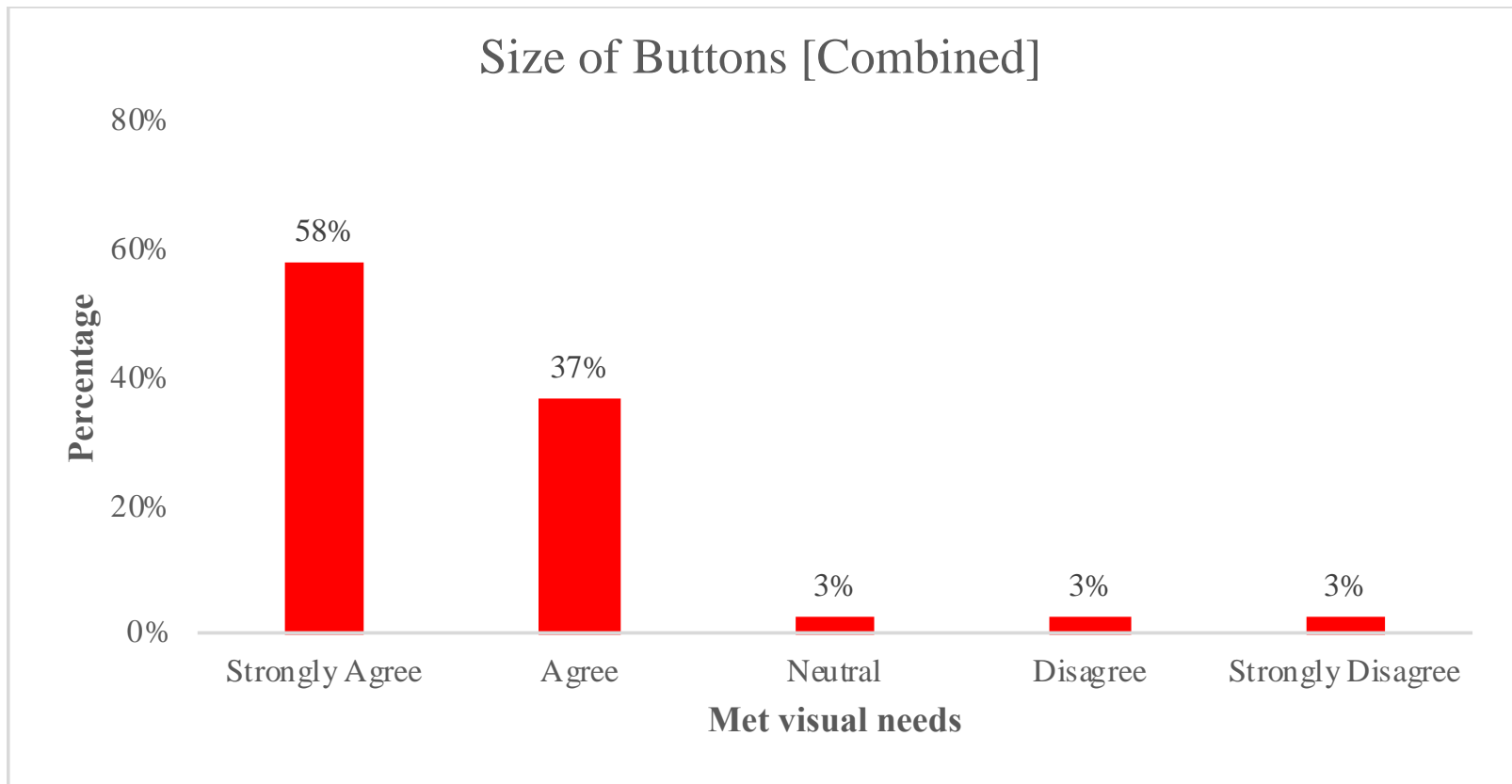


Size of Buttons [Spanish responses]



Question 16: The size of buttons and text met your visual needs.

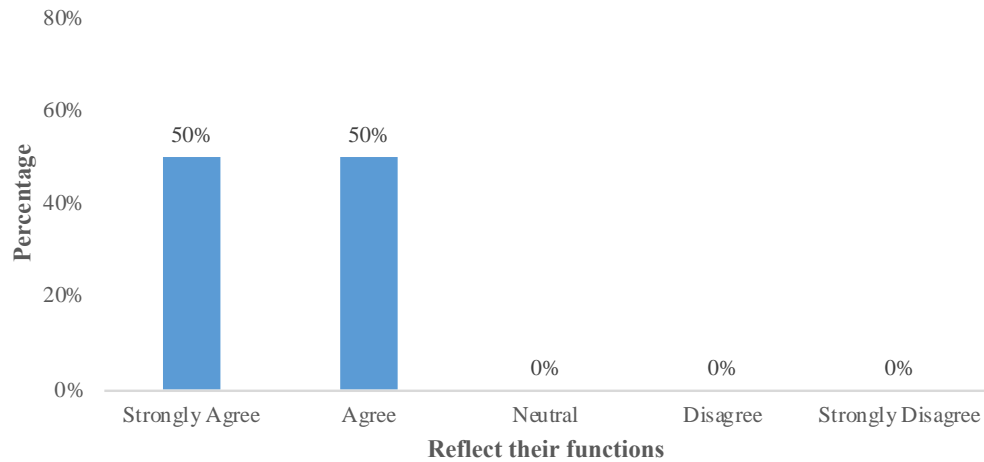
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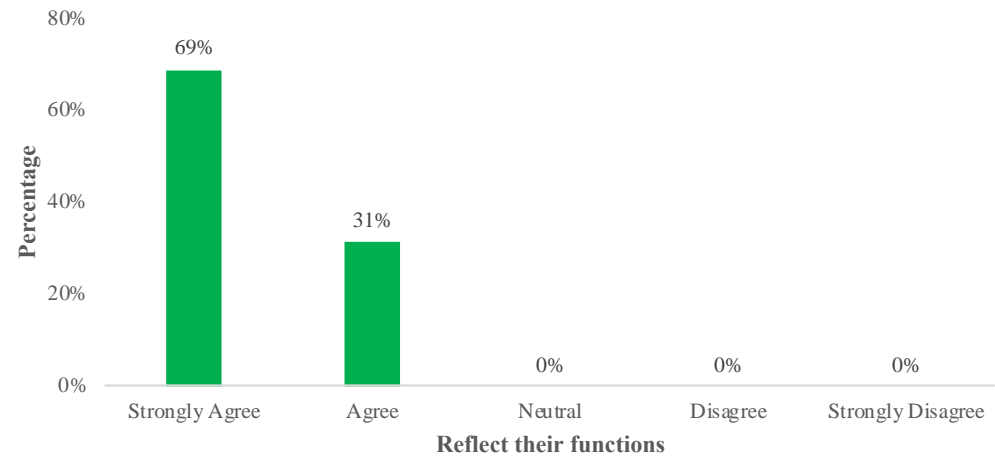
Question 17: The menu options accurately reflect their functions

41

Menu Options [English responses]

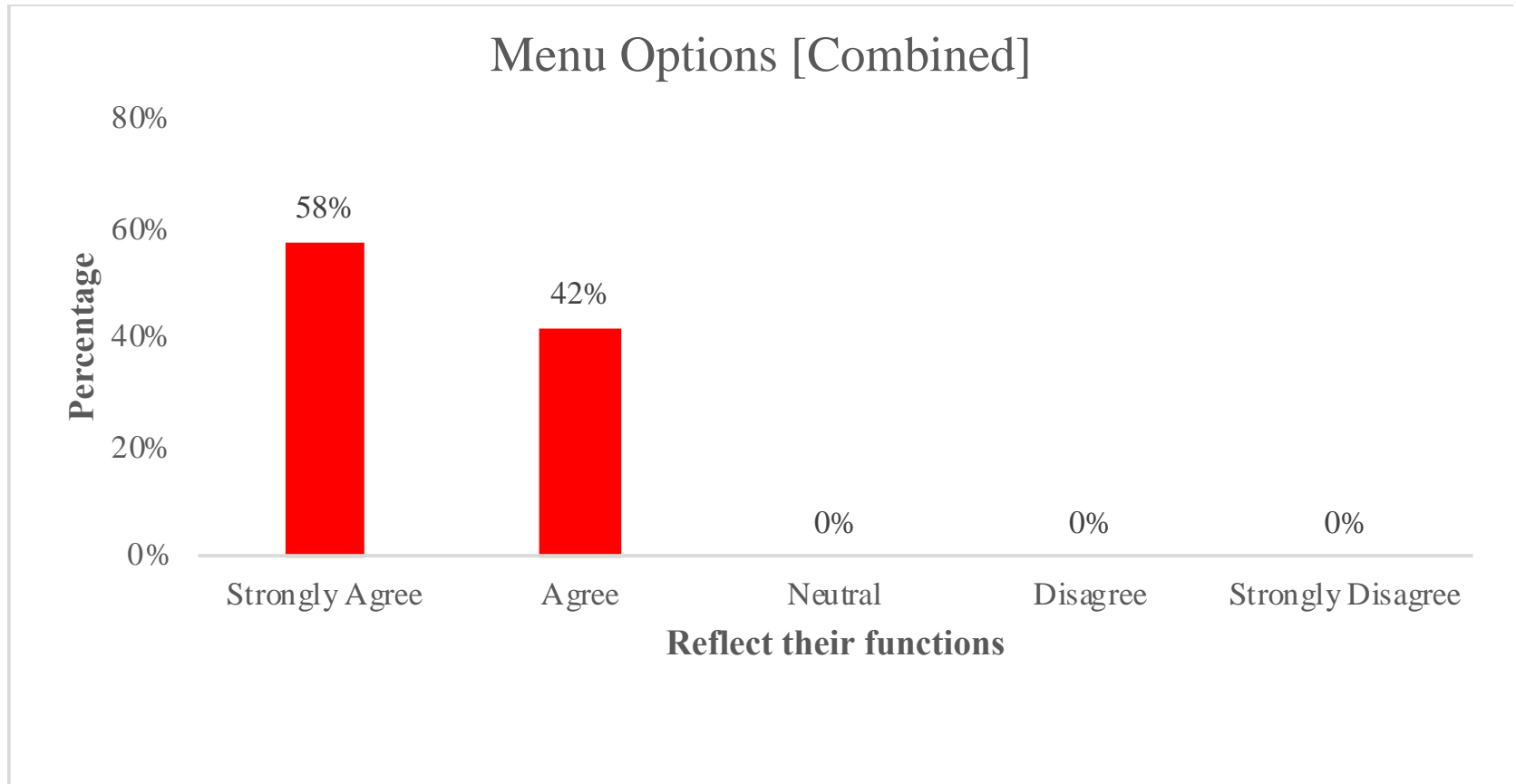


Menu Options [Spanish responses]



Question 17: The menu options accurately reflect their functions

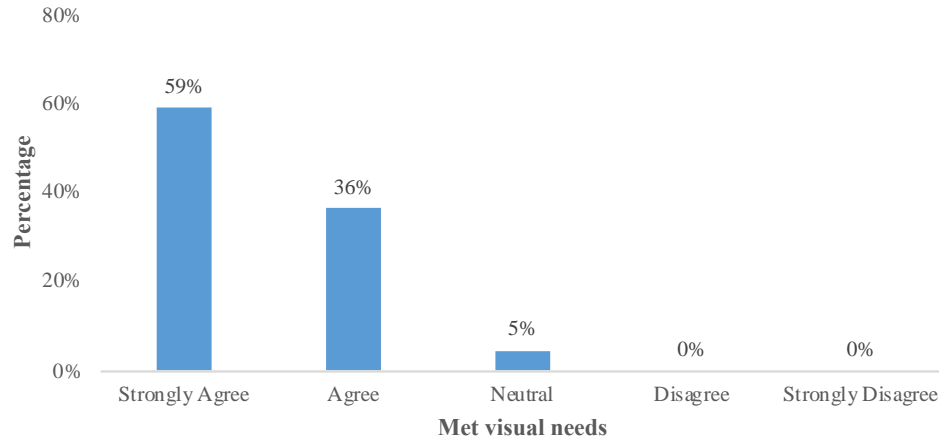
42



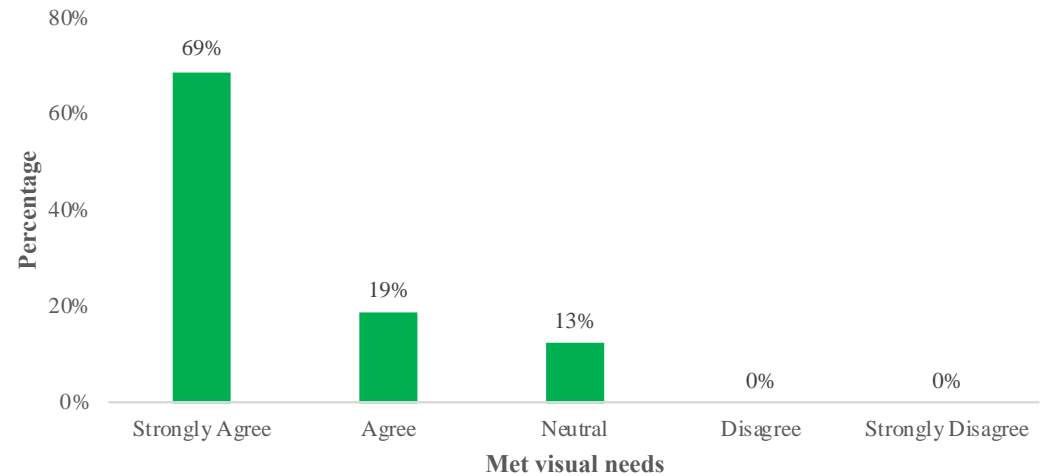
Question 18: The colors, labels and images used in the application met your visual needs.

43

Colors, Labels, and Images [English responses]

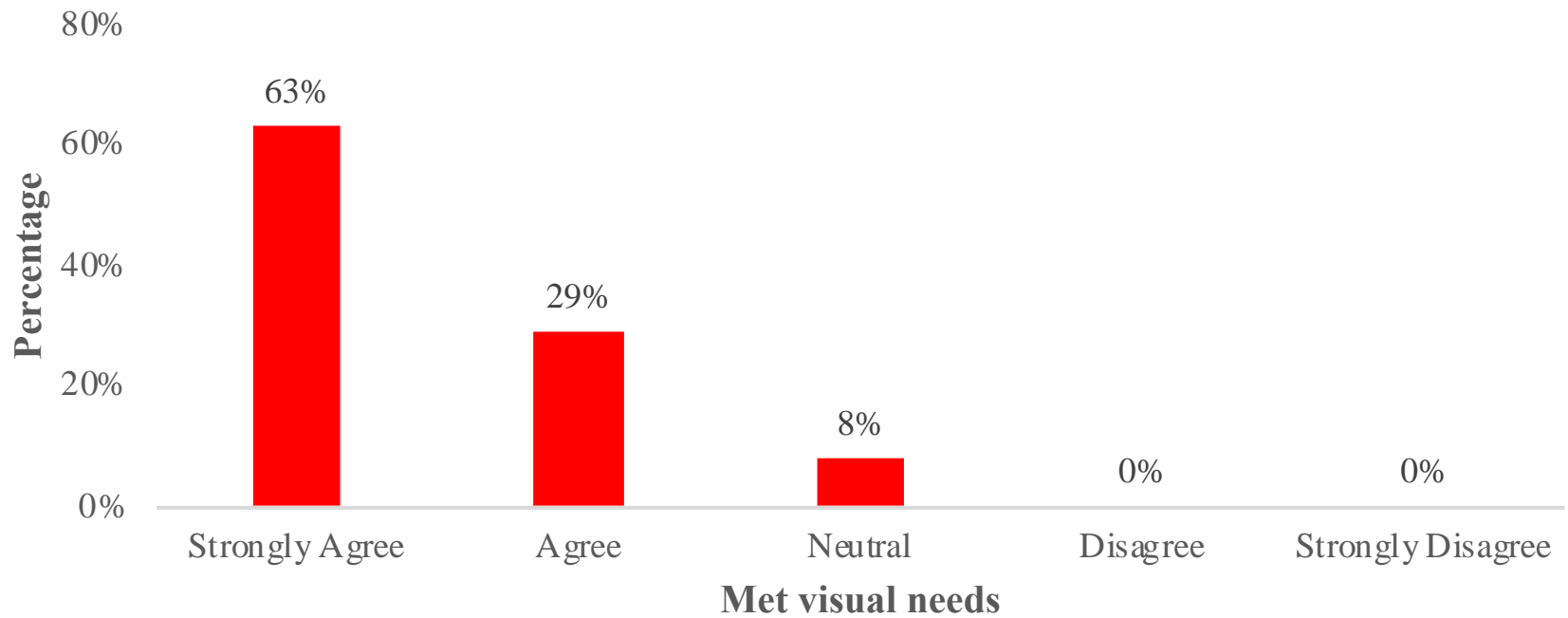


Colors, Labels, and Images [Spanish responses]



Question 18: The colors, labels and images used in the application met your visual needs.

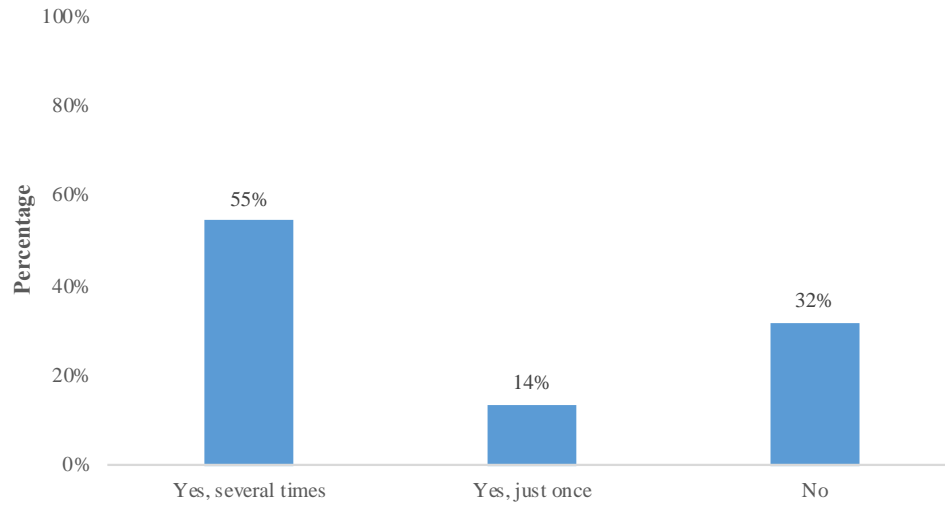
Colors, Labels, and Images [Combined]



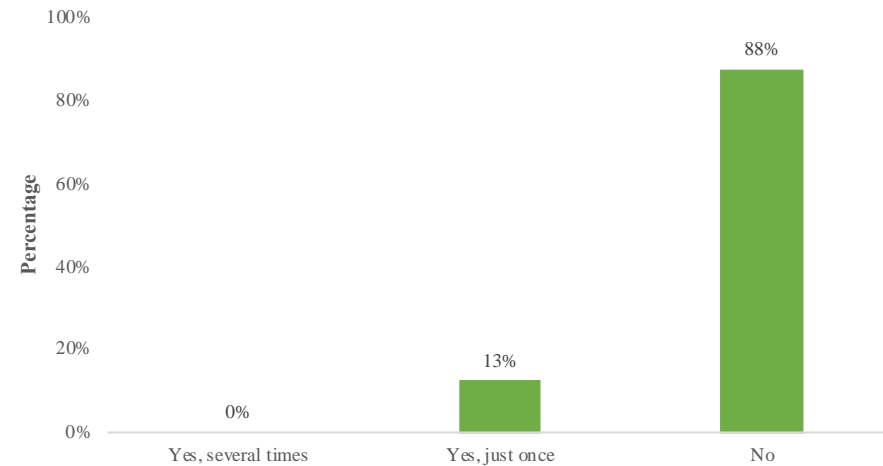
Question 19: Did Urban Connector Application crash or freeze during use?

45

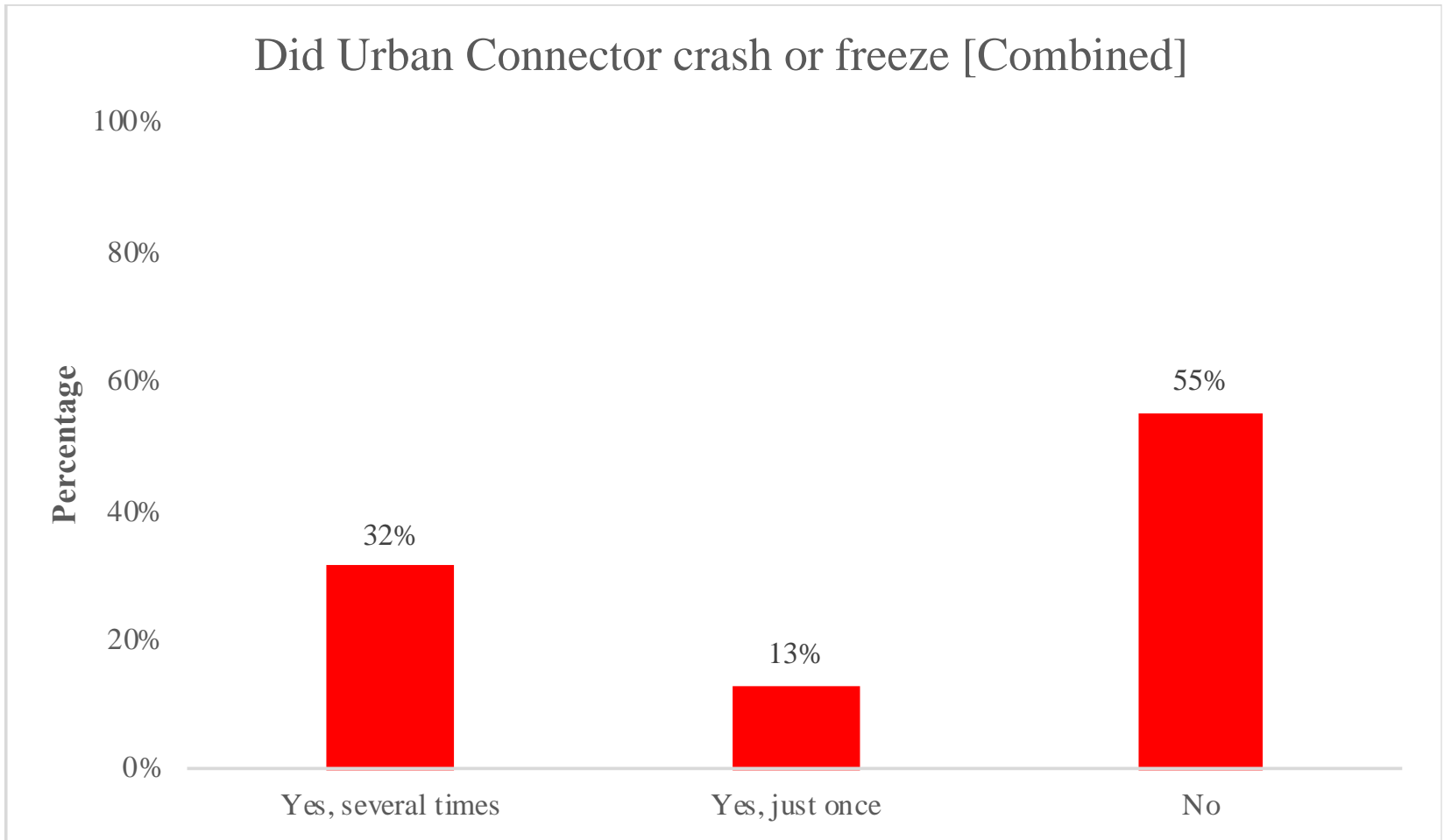
Did Urban Connector crash or freeze [English responses]



Did Urban Connector crash or freeze [Spanish responses]



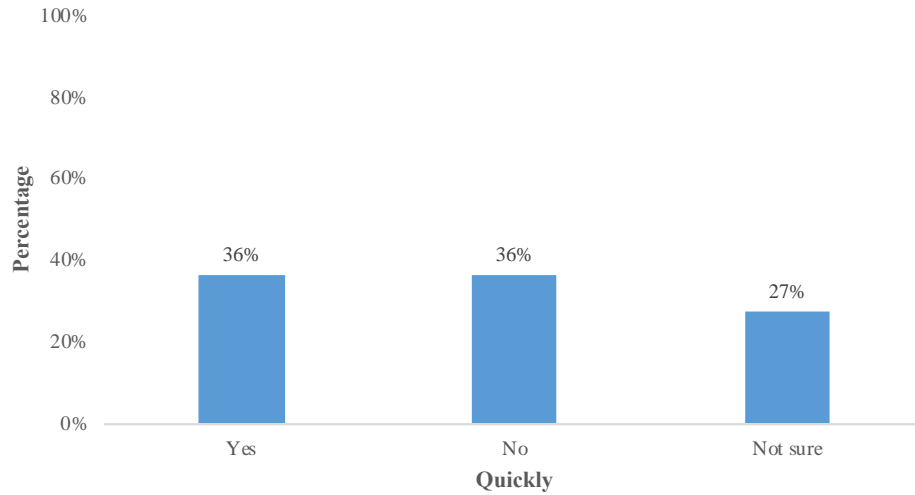
Question 19: Did Urban Connector Application crash or freeze during use?



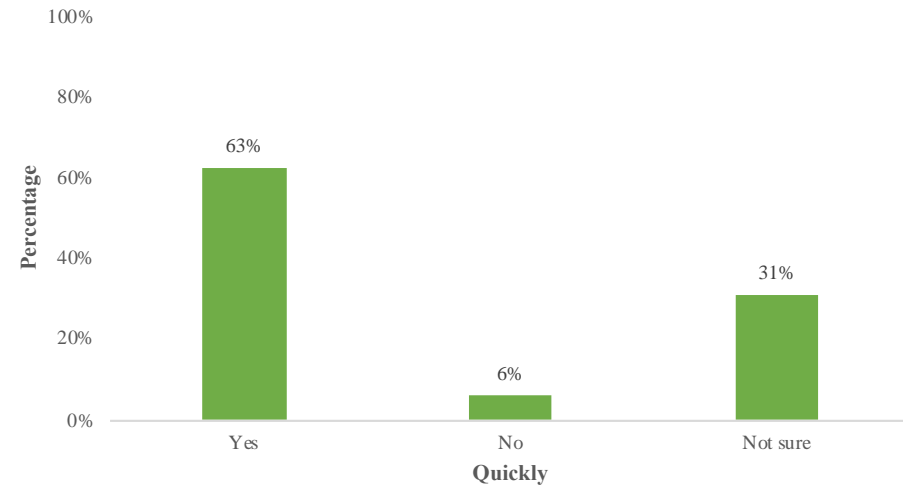
Question 20: Did you learn how to use the application quickly?

47

Learn How to Use Application [English responses]

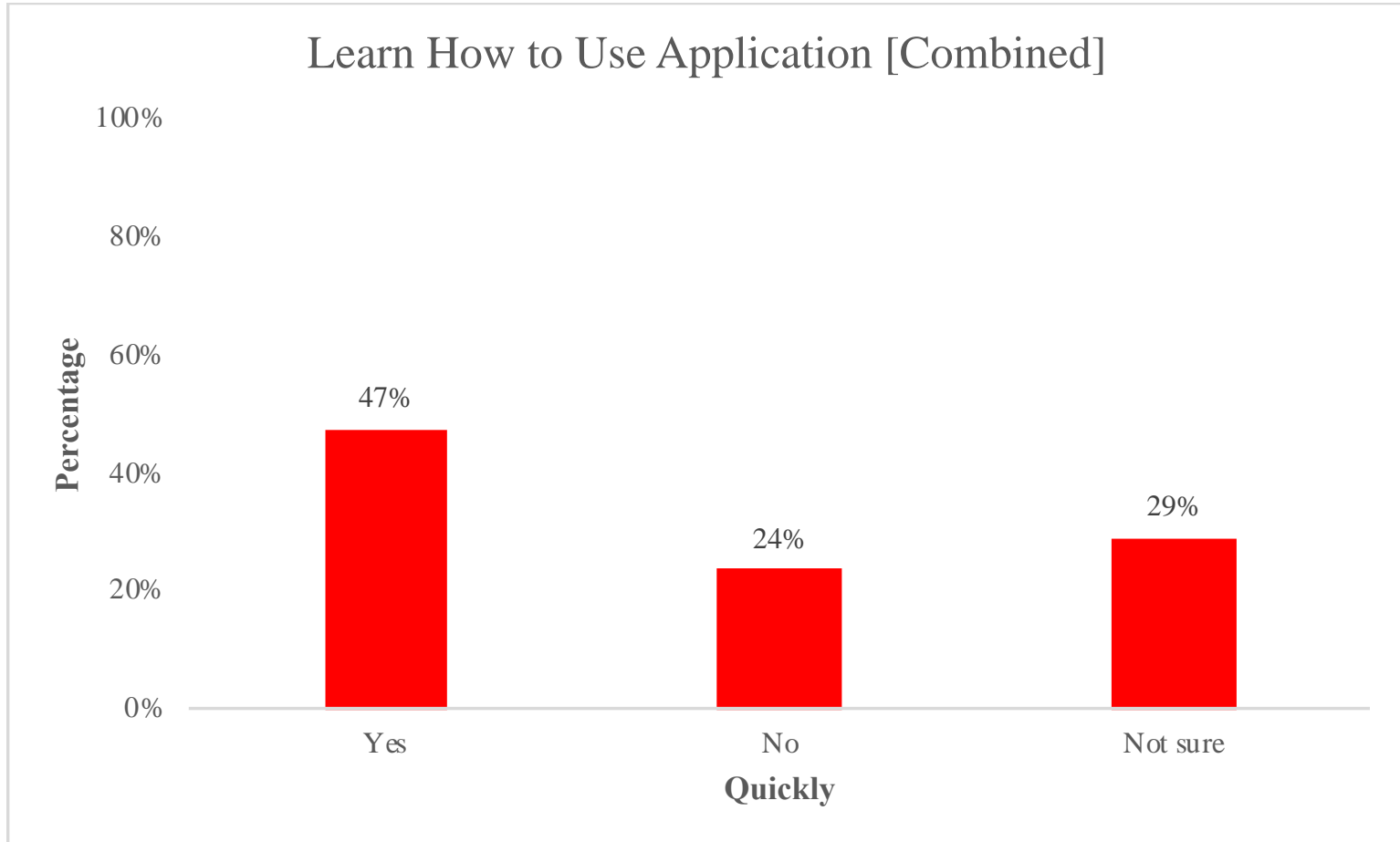


Learn How to Use Application [Spanish responses]



Question 20: Did you learn how to use the application quickly?

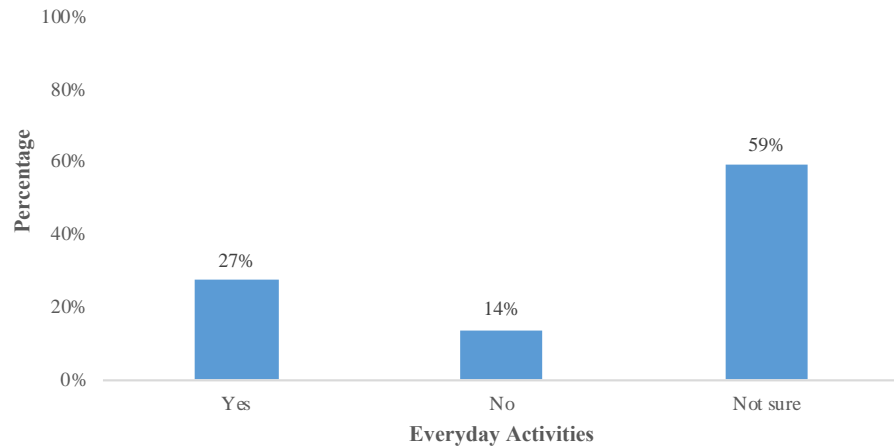
48



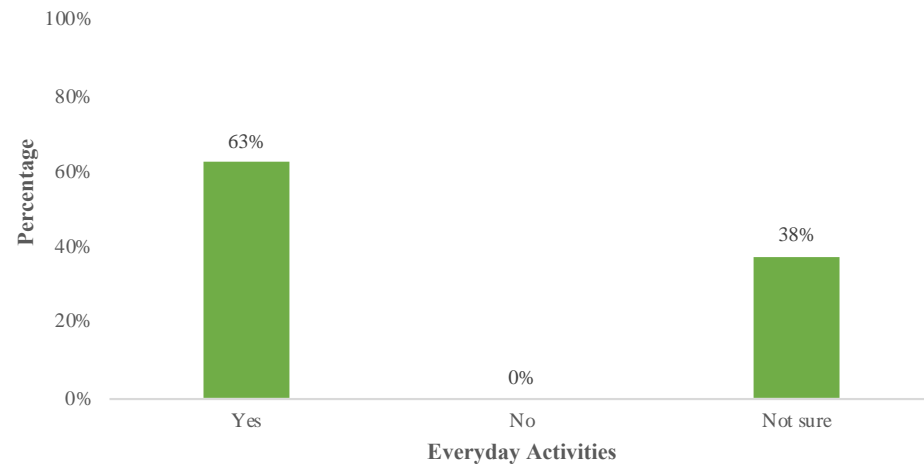
Question 21: Does this application help you to be more effective and productive in your everyday activities?

49

Help be Effective and Productive [English responses]

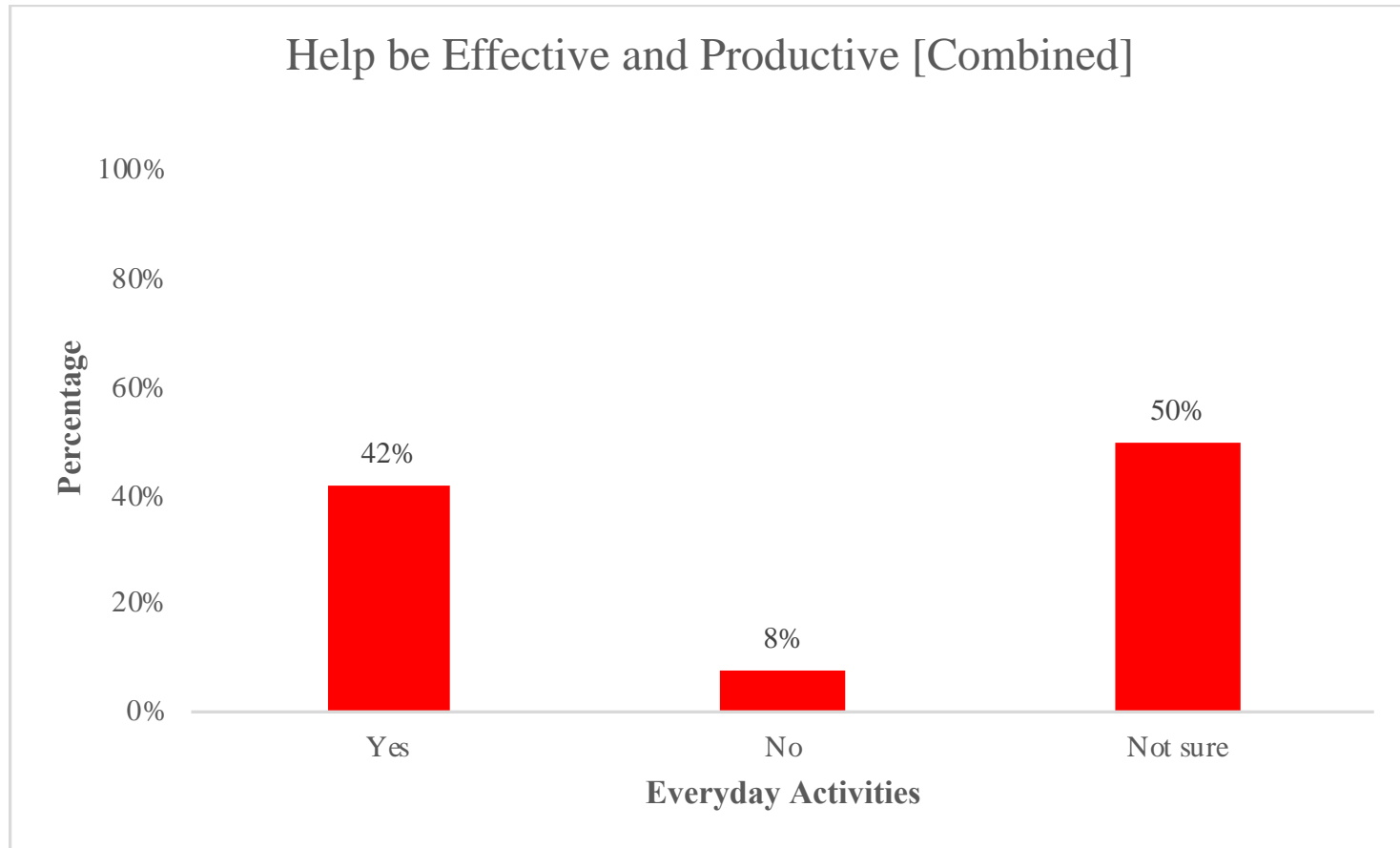


Help be Effective and Productive [Spanish responses]



Question 21: Does this application help you to be more effective and productive in your everyday activities?

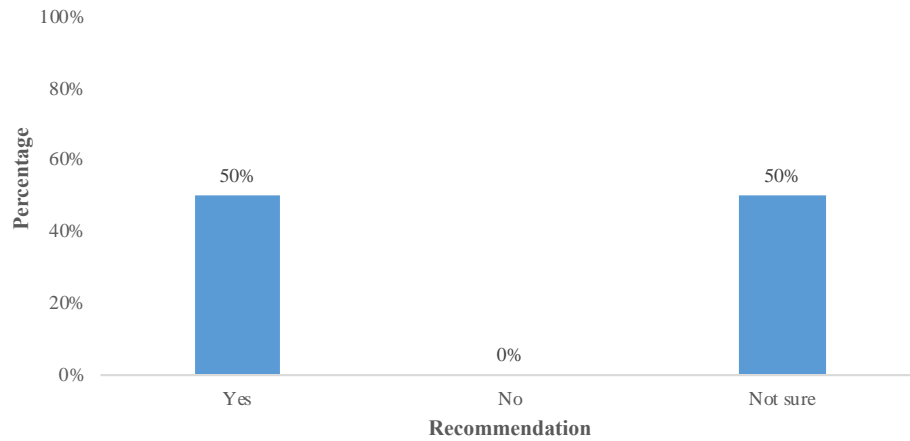
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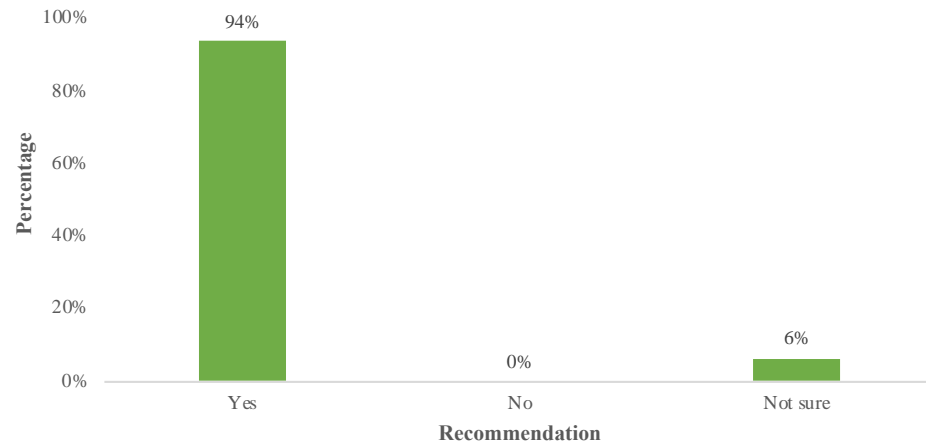
Question 22: Would you recommend the application to a friend?

51

I would recommend the app to a friend [English responses]

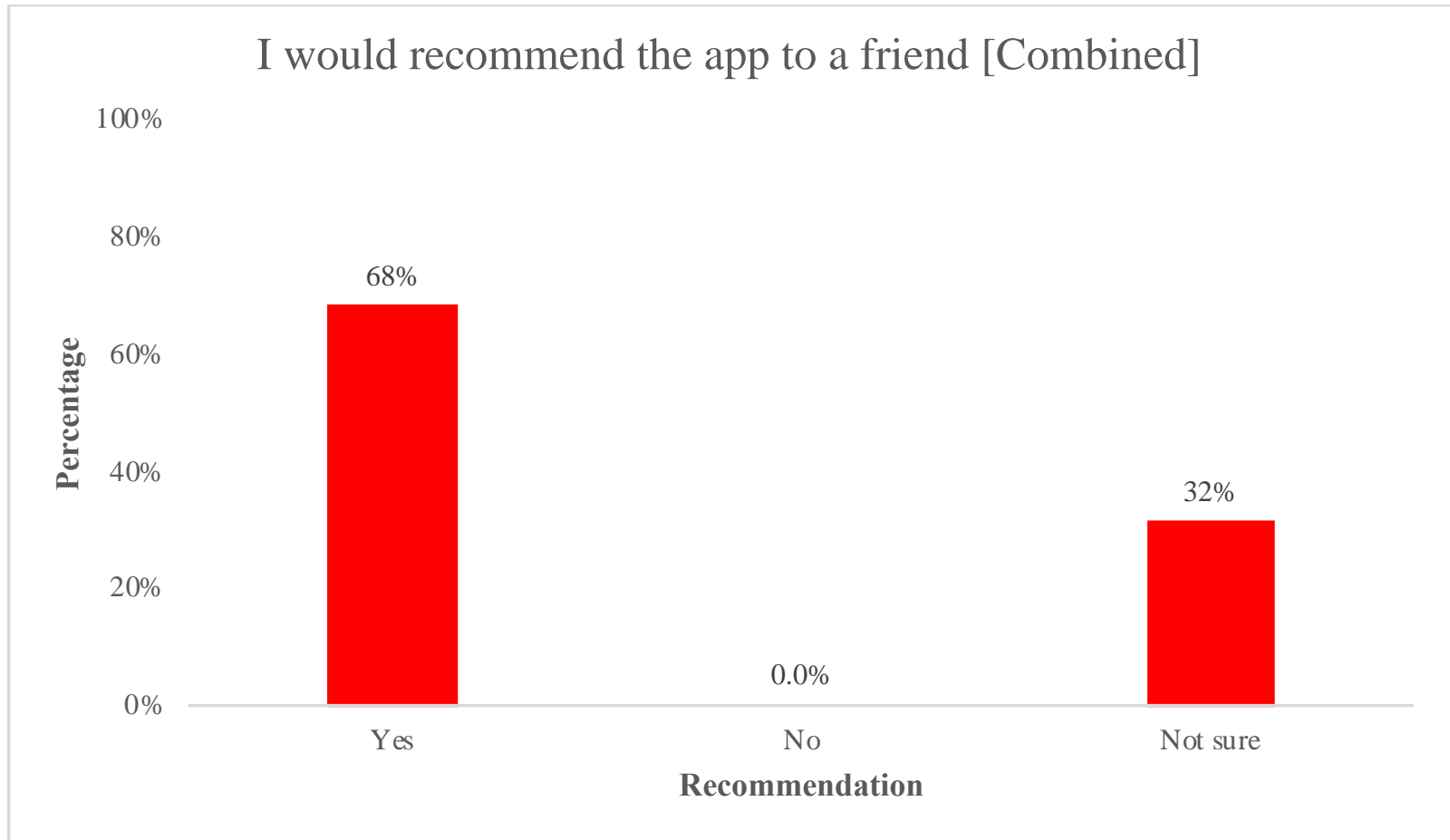


I would recommend the app to a friend [Spanish responses]



Question 22: Would you recommend the application to a friend?

52



Question 23: What would be your rating for the application?

53

English Responses

2.77 / 5.00



Spanish Responses

4.44 / 5.00



Combined Responses

3.47 / 5.00



Question 24: What are the features do you think we should add to the application?

54

English

- Make it easier to use
- Voice activation- like google microphone should send location (current location) to other people There are some icons inactive- they should be functional
- Make it simpler explain better how to use it fix the application
- Fix icons to make it work
- Fix application
- Make it work Name of places instead of addresses
- Modifying it to make it work fix icons
- Make it simpler
- Mimic other existing applications not user friendly make it easier
- Voice command more icons Emergency phone numbers contacts and 911 Be able to locate wherever they are
- Improve icons to work
- Map did not work. it did not open. it kept on crashing. Explain how to use it better
- Put name instead of addresses because it took me to new Mexico instead of Texas or make it easier to fill in the address in friends and family icon
- Safest not fastest Piggybacking google- it is making me use google maps
- Work on icons and it would even be more excellent
- Improve icons so they can work
- More icons
- Make it work could not get very far in the app
- We don't need familiar places

Spanish

- Events happening in the city, and parks
- Name the place instead of addresses More icons
- More icons like going to mall
- Write name of place instead of address More icons (doctor)
- Doctor icon
- Open the icons
- More options/ More icons such as fine arts, theaters, movies, events
- Fix icons make it easier to put addresses on friend and family Name of place instead of address voice activation
- Voice command
- Make it easier to see the buttons