ART 40638 - PRINCIPLES OF USER EXPERIENCE (UX)

HOMEWORK 4 : MODELING, HIERARCHICAL TASK INVENTORY

October 19 2016

Google Maps

Google Maps is a website and application developped by Google. It offers satellite imagery, street maps, panoramic views of streets, traffic conditions, business listings, adress saving, and route planning for traveling by foot, car, bicycle, plane, or public transportation.

Hierarchical Task Inventory

Google Maps is a highly complex system, so in order to do the HTI in fig. 1 on the following page, I have focused my design study onto the business listing and route planning functions.

At the highest level, the tasks refers to the system administator, but I didn't focused much on these work roles. I looked through the tasks and actions that a application user could perform. I intend the "Find adress" to encompass every resulting actions for route planning and business contact.

Missing functions

Google Maps is a complex system, yet it seems really simple when we use it. It appears to know everything, and knows in advance what we are planning to do. Thus it is hard to look for user actions, as they are minimized.

The function I think is missing the most, is the ability to purchase a public transport ticket directly from the app. When an itinerary is found, the estimated price is already shown, and the public transport companies are already known. Most of those companies already offer an application ticket buying service, but then you have to re-enter your itinerary in this app.
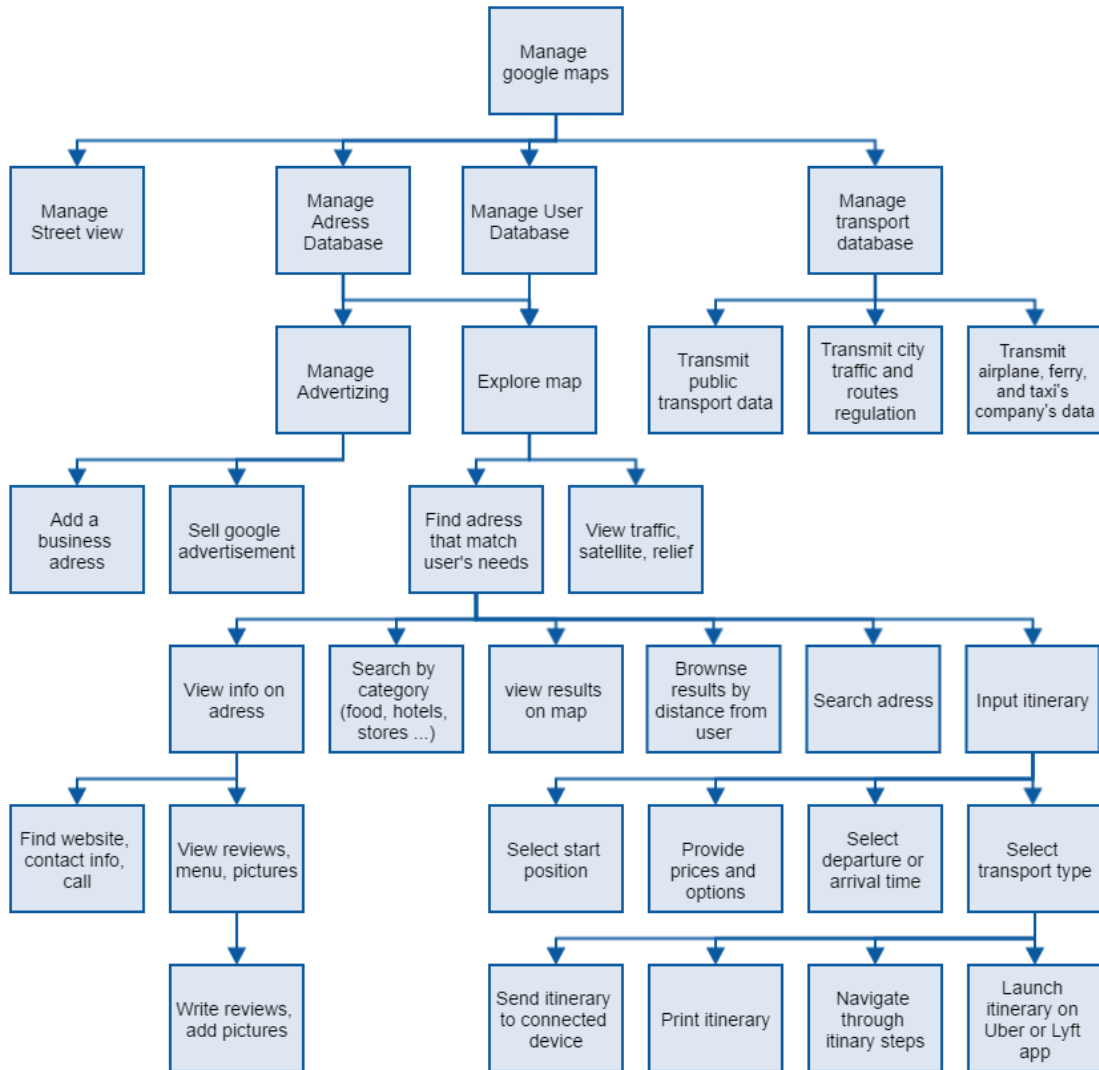
Figure 1 – Google Maps HTI diagramm
Focused on the app user role