

SUMMARY OF ANALYSIS

I was able to find 4 apps that did similar things to what I envision GoDrive doing, so I downloaded all 4 and used Nielsen's 10 Usability Heuristics for UI design to help me think through what was successful and what could be improved. Below is a summary, and the following 5 pages are my notes on how I came to the conclusions I did for each app.



BMW'S "THE ULTIMATE DRIVE" & "GREATEST DRIVE"

Due to these two apps being nearly identical in many ways, both based on the "SocialNav, Inc." platform, I will cover them together. These suffered from UI that was confusing visually and once you were able to find routes to drive, you were only able to select them if you clicked on a pin placed on the map by a previous user. The routes were there, but if someone hadn't already taken that route and commented, you were unable to select it – or, in The Greatest Drive's case, you could select it, but first you had to find it in the list of 5-star unrated routes. The lack of intuitive interface coupled with the lack of help available made it very frustrating to do what the app is supposed to be used to do.



The BMW version also suffered from too many sales-focused tools which had the same weight as the driving tools. This was removed in "Greatest Drive", but wasn't replaced with anything of use, it was simply stripped away.



"ROADTRIPPER"

This was by far the most usable of the four apps I tested. The UI was clear, organized, aesthetically pleasing but in a way that helped you identify things quickly and easily using visual cues that were instantly recognizable. There was an ever-present navigation bar at the bottom of the screen and a simple <- arrow at the top of the screen whenever you navigated away from the map screen, which made it simple to know exactly what to do at any given moment.

On top of being easy to use, it allowed an experienced user to get right in to the features they wanted, but also gave beginners the opportunity to explore more information about trips that are available to them if they so choose.

Lots of best practices to be learned from RoadTripper



"SCENIC"

Scenic does a good job as a stripped down trip manager. It has some of the time, tracking and logging tools I'd like to use in GoDrive and keeps things simple and easy to use quickly for even the most beginner-level user. One of the strengths is how simple the interface is – all navigation is good sized and the brand orange-red. This also could be an issue for some colorblindness and could use some testing. Other than that issue, the controls are well done, albeit a little dated looking visually.

This app provides by far the most robust Help (actually, the only Help) on this list. By providing video tutorials, FAQs and a Feedback option, there are many ways for a user to find out whatever might be confusing. A good best practice to pick up.

COMPETITOR 1: THE ULTIMATE DRIVE

THE ULTIMATE DRIVE
Discover Roads by BMW Financial Services 12+

SocialNav, Inc. >

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Screenshots iPhone iPad

THE ULTIMATE DRIVE
PRESENTED BY BMW FINANCIAL SERVICES

Downloaded

This app is designed for both iPhone and iPad

★★★★☆ (7)
Rating: 12+

LINKS
Developer Website

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PLAN TRIP MY STUFF
TEST DRIVE NEWS

Mulholland highway
Twisty, mountainous road that winds up and down the reddish countryside.
Length: 12.9 mi. Type: TOURING
Duration: 31 mins
Date: 2013-06-03
Submitted by: [deefixd](#)

OVERALL ★★★★★
FUN ★★★★★
TWISTY ★★★★★
SCENIC ★★★★★
TRAFFIC ★★★★★
ADD RATING

ADD TO FAVORITES
SHARE ON FACEBOOK
DELETE
EMAIL THIS

STRETCHES
Mulholland highway
Twisty, mountainous road that winds up and down the reddish countryside.
Total: 145

HEURISTIC ANALYSIS

1. Visibility of system status

The only thing I could see was that the top of each screen was labeled with a black arrow button with the label of the previous screen on it. Perhaps just an arrow with “Back” might suffice to do the same thing and be more instantly recognizable.

2. Match between system and the real world

There seems to be an effort put into using conversational words, but it’s inconsistent. (See 4 below for example) Main functionality is split between top and bottom of the screen as well as some buttons are labeled “Routes” and “Places” and others are a circle with + in it and a list icon that doesn’t take you to a menu, it takes you to a favorites section with no explanation within it. There is also a complex icon for traffic next to a photo graphic map icon and the map centering icon that matches a different icon at the top of the screen, while this icon is at the bottom.

3. User control and freedom

These are pretty evident, for every action there is a “Cancel” or “Continue” and other buttons are similarly marked. All the controls are tiny, making it difficult to read unless it’s in hand.

4. Consistency and standards

Uses “Routes” on the button, but “Stretches” as the title of the screen at the top. Has “Places” button that only brings up a dialog box that you have to enter information within, rather than showing you places surrounding your current location or offering a user flow of categories to select from easily. You have to already be aware of what you’re looking for and type it in the form field.

5. Error prevention

Instead of providing feedback, touches and presses were just ignored.

6. Recognition rather than recall

Due to the navigation being inconsistent, and functions only being discoverable if you play with the app, it seems like this could be done better.

7. Flexibility and efficiency of use

This was problematic. Nothing was intuitive and you had to figure out how to select a route by trial and error. I couldn’t figure out how to select a route at all unless it had a “pin” in it with some information. Once you clicked on a pin, only then could you select that route. So, if it didn’t have a pin, you couldn’t select the route, even though it

was shown on the map.

8. Aesthetic and minimalist design

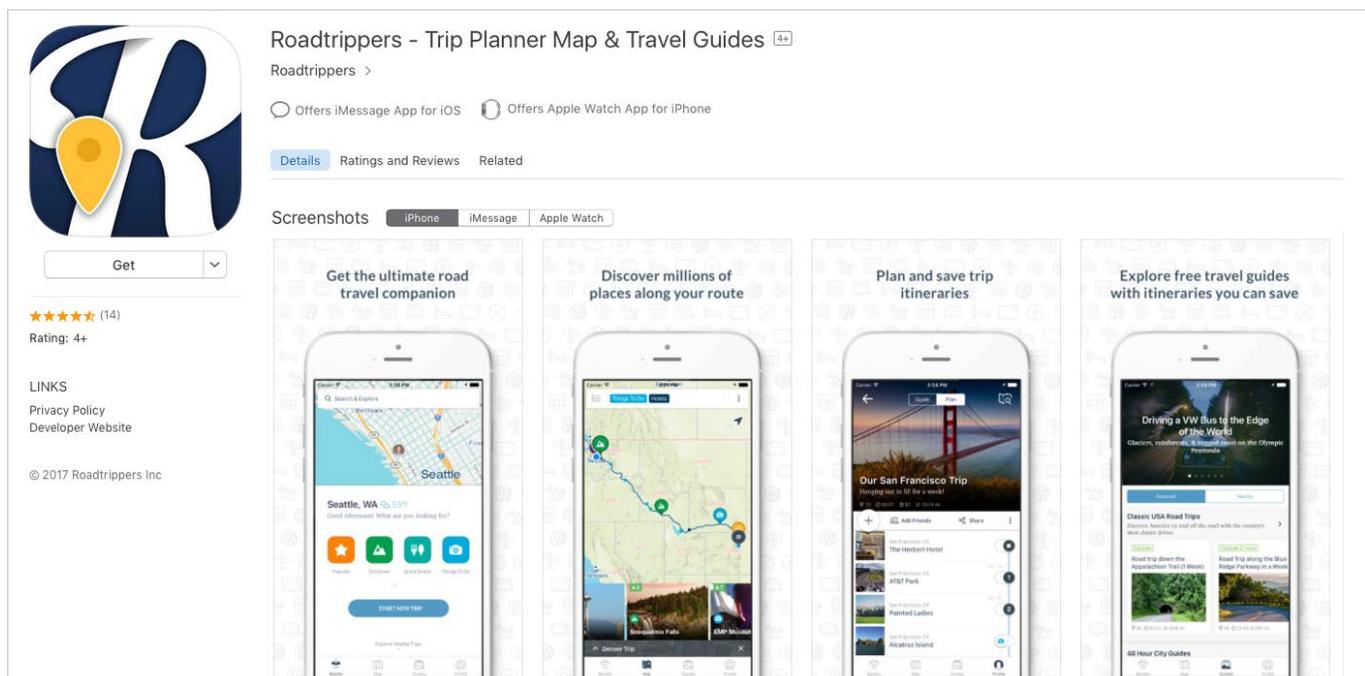
The design is generally pleasant, albeit overly busy. Equal weight is given to BMW News and scheduling a test drive of a car at a dealer as “Plan Trip” and “My Stuff,” the latter of which is much too vague to understand without going into that section.

9. Help users recognize, diagnose, and recover from errors

Didn't encounter any errors.

10. Help and documentation

There was a multi-step introduction on how to use the app before you could even get into it the first time, subsequently it wasn't shown. No other help was available within the app.



COMPETITOR 2: ROADTRIPPER

HEURISTIC ANALYSIS

1. Visibility of system status

It's very clear where you are and how to navigate to and from the different sections. Everything that needs to be visible is available and clearly labeled. Simple step by step process that takes you back after you select what you want instead of waiting for another input.

2. Match between system and the real world

A good amount of effort seems to have been put into making the interaction fun – which makes sense considering the app seems to target those who are traveling for leisure and/or sightseeing. Takes you through the process of planning a road trip logically.

3. User control and freedom

Very clear <- arrow to allow you to go back to where you were, but the bottom navigation bar is consistent throughout the app no matter where you are to give you easy access to another section at any time.

4. Consistency and standards

Everything is very clear and easy to identify. All navigation and icons match thematically. Good best practices to learn from here.

5. Error prevention

Since everything was clear, I didn't run into any errors – everything was simple and intuitive.

6. Recognition rather than recall

Bottom navigation, top <- button and the list icon for menu all were super clear on where things were and what was used for each interaction. Anything that could be misunderstood or confusing had a text label below it. Also, main interactions were larger and color-coded while the secondary options were small, gray and positioned slightly away from the button, to keep you from accidentally touching the wrong thing.

7. Flexibility and efficiency of use

Each main screen was completely uncluttered and focused on one thing, but a small label prompted you to swipe down to see more options if you wanted something but weren't sure exactly where you wanted to go. It was a nice way to keep the interface organized, but then offer more to someone who might not be as sure of themselves (i.e. a beginner user).

8. Aesthetic and minimalist design

Fun, vibrant design. All the color-coding and button-y things to click help to bring the interface to life. Instead of everything being monotone or branded, the colors represented different aspects: Outdoors were green icons with mountains, points of interest were blue with a camera icon and sightseeing is orange with an eye icon. Clear and easily distinguishable from each other.

9. Help users recognize, diagnose, and recover from errors

Didn't encounter any errors.

Help and documentation

There was a multi-step introduction on how to use the app before you started, but no other help was readily visible or available.

Greatest Drive GPS Road and Trip Finder 9+
SocialNav, Inc. >

Details Ratings and Reviews Related

iPhone Screenshots

Downloaded

★★★★☆ (9)
Rating: 9+

LINKS
Developer Website

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Zion to the Colorado
This is a beautiful drive with stretches of great winding roads and long straights. Amazing views.
Submitted by: Rdtriper 2011-10-26
Length: 242.0 mi. Type: SPORT
Duration: 5 hours 12 mins
OVERALL ★★★★★

Skyline Run
Submitted by: Chopper 2010-02-17
Length: 23.9 mi. Type: SPORT
Duration: 42 mins
OVERALL ★★★★★
FUN ★★★★★
TWISTY ★★★★★
SCENIC ★★★★★
TRAFFIC ★★★★★
Add Rating Flag
Add to Favorites
Email This
Add Photo

So Cal Coastal Mountains
Stunning ocean views from many vista p...

PLAN TRIP MY STUFF
Powered by SocialNav, Inc.

Go to Prev Next ROUTES PLACES

HEURISTIC ANALYSIS

(Continued on next page)

1. Visibility of system status

Buttons were similar to BMW app, slight revisions and larger button size.

2. Match between system and the real world

Slightly more clear than the BMW version, at least in size and consistency, but for the most part same.

3. User control and freedom

These are pretty evident, for every action there is a “Cancel” or “Continue” and other buttons are similarly marked.

4. Consistency and standards

Same as BMW app.

5. Error prevention

Same as BMW app.

6. Recognition rather than recall

Some of this was improved from the BMW app – a few more labels are used that buttons, and the only icon is one that most users will recognize to center the map on your location. An improvement.

7. Flexibility and efficiency of use

Organization was treated differently for this app – every route was organized by rating, however, there were only 1 or 2 ratings out of 159 total routes in my area and all were default rated to 5 stars, so there really wasn't any way to sort the routes.

8. Aesthetic and minimalist design

This is a more simplified version of what BMW has done, however, the UX choices seem arbitrary rather than researched. I feel that some decisions were made to make it different from the BMW app rather than better.

9. Help users recognize, diagnose, and recover from errors

Didn't encounter any errors.

10. Help and documentation

Same as BMW app, introduction screens and then nothing else.

Scenic - Touring Planner, Navigation and Tracking 4.4

Guido van Eijdsen >

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Screenshots iPhone iPad

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Offers In-App Purchases
This app is designed for both iPhone and iPad

★★★★☆ (9)
Rating: 4+

TOP IN-APP PURCHASES

1. year access to Premium Features	\$10.99
2. month access to Premium Features	\$0.99
3. Premium Forever	\$49.99
4. package of 5 Credits	\$2.99
5. package of 10 Credits	\$4.99
6. Premium	\$10.49
7. Premium Forever + Offline	\$79.99
8. package of 50 Credits	\$19.99
9. 1 Credit	\$0.99
10. package of 100 Credits	\$35.99

Description

Why spend hundreds of dollars on Motorcycle GPS Units while your phone can do the same and more? Find, Create, Import and Navigate the best Scenic Roads and track your Touring Adventures. App Video: sceniccapp.space

Scenic is especially designed for the motorcycle, but is also a great companion for bicyclists and car drivers who enjoy a day (or longer) of touring. As the only app of its kind Scenic can convert any GPX route or track into a navigable route with turn-by-turn and voice guidance. Unique!...

[more](#)

What's New in Version 1.36 Posted Dec 21, 2016
Runfixes for:

COMPETITOR 4: SCENIC

HEURISTIC ANALYSIS

1. **Visibility of system status**

Aside from the menu that slid out to cover the screen, the app kept you in one place and just would gray out the background and give pop up menus from whatever icon you touched. It was helpful not to leave the main screen unless I selected one of the icons. Once I selected from their pop up menus I was moved into that section and the map view changed accordingly.

2. **Match between system and the real world**

Icons were familiar, but not all were 100% clear until you touched them. After you saw the pop up menus it became immediately clear.

3. **User control and freedom**

Everything is clearly marked, labeled and easy to understand. Some menus got a little small once you were further drilled down within them, but for the most part clear.

4. **Consistency and standards**

Very clear, but overly monochromatic. Some color changes to show interactions would have been helpful.

5. **Error prevention**

See 9 below for more details, but overall the error prevention was well done.

6. **Recognition rather than recall**

Key information is kept on screen for you, but any extraneous information goes away which was helpful. Navigation varied a little from section to section, but it was clear it was navigation due to the color and icon selections used throughout the app.

7. **Flexibility and efficiency of use**

I think this app once used a couple times would become a breeze to use – much like how Google Maps has become for people. Simple one to two interactions to get where you want to go and started seem like it was their goal and it is nicely achieved.

8. **Aesthetic and minimalist design**

Design is simple but a bit heavy. The use of the orange-red might be an issue for people with some forms of colorblindness, and the icons could be refined to be less heavy and still be visually recognizable.

9. **Help users recognize, diagnose, and recover from errors**

Did a good job with dialog boxes that tell you what went wrong – for example: when I selected “Find a route” and there were no routes in the area, it grayed out the screen and put a circled ! with an brief explanation of “There are no routes in this area” and then offered two different solutions to the problem. This was consistent throughout the app – always making suggestions on how to fix whatever you weren’t able to do immediately.

10. **Help and documentation**

In the upper right icon menu, there is a robust set of “Settings” that includes many different things along with a Help section that allows a user to watch Tutorial Videos as well as read FAQs and give feedback. Pretty good practice, best of what I’ve seen from all these apps.