

Exploring Intuitive Ways To Recognize Escalators' Directions

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Part 3

Design Plan

In A1, I observed people often made mistakes when recognizing the directions of escalators in Water Tower Place, I also pointed out that this happens mainly because in a certain location of the shopping mall, the 3D escalators will appear to be 2D, and the missing dimension contains the information of directions, people have no clue to infer which escalators they should head for.

However, in A2, I found that the main reason that people make mistakes is not because of the loss of dimensions, instead, it's because they are always socializing with friends and they actually didn't pay attention to judge the correct escalator.

While the conclusion in A1 still works, the final design should be focused on how to deal with this social property.

Schedule

Sequence	Estimated Dates	Methods	Resouces	Notes and Comments
1	Week 1: 5/22 - 5/23	personas	—	Use personas to model the two behavior modes identified in A2: the Mover, the Judger. Revisit Water Tower Place and find the two kinds of customers to base the personas
2	Week 1: 5/25	Additional round of observation	—	Mainly observe the building structure of Water Tower Place, identify the difference of escalators between different floors
3	Week 1: 5/24 - 5/26	Storyboarding	—	Use storyboard to illustrate the entire process people experience when looking for escalators
4	Week 1: 5/25 - 5/27	Requirements	—	Use to identify users' needs
5	Week 2: 5.27 - 6/2	Iteration 1: prototype and evaluation	cardboard, construction paper, pins, tapes, glue, scissors, knife	Use to rough out the physical model of solution, test the idea with friends, and find out potential chance to improve it
6	Week 3: 6/3 - 6/10	Iteration 2: prototype and final evaluation	—	Fine tune prototype, complete A4 final report

Personas

Persona 1:

Name: Kelly

Background:

Age: 20

Gender: Female

User role: Mover

Education: BS in Accounting

Familiarity with shopping malls: go to shopping malls at least twice a month

Frustrations and pain points:

Talking with friends is so interesting that she often forgets to look for escalators.

Narrative:

Kelly is an undergraduate student in Accounting. Like other peers, she loves fashion, she always goes shopping with her friends on weekends, they talk about assignments in school, new people they've met, and rumors about some celebrities. Kelly doesn't care too much about whether she could come by beautiful clothes, she just enjoys the time with her friends. When walking around the shopping malls, they often go to the wrong escalators, sometimes Kelly feels annoyed by this situation, but in other cases, it also seems interesting to make such a mistake with her friends.

Persona 2

Name: Brown

Age: 30

Gender: Male

User role: Judger

Education: BS in Marketing

Familiarity with shopping malls: only go to shopping malls when he wants to buy something

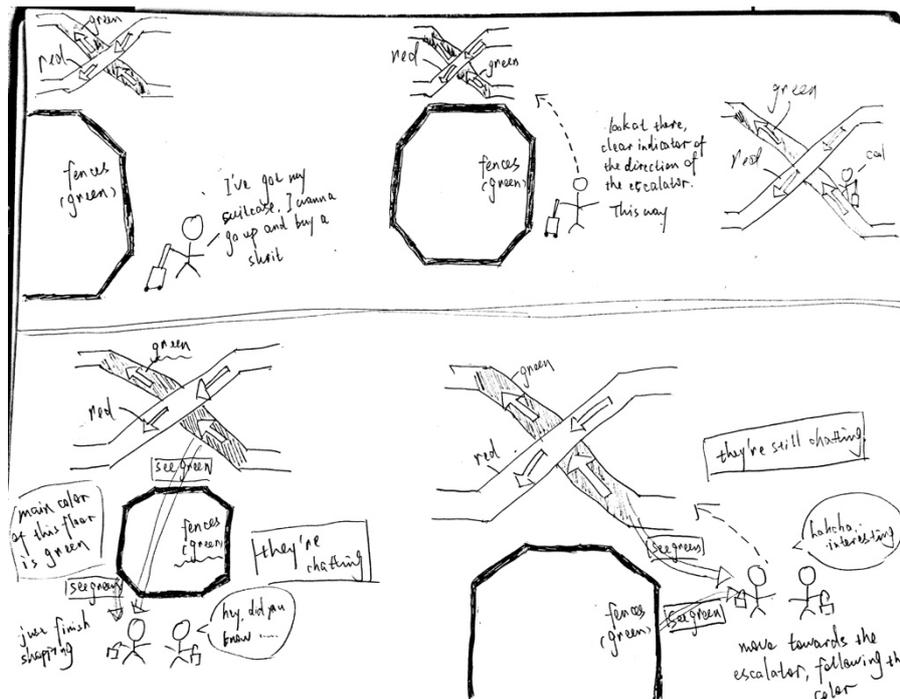
Frustrations and pain points:

Looking for the correct escalators often requires too much effort.

Narrative:

Brown works for a marketing department in a corporation. He has a tight schedule on weekdays and often travels to see different clients. He likes to hang out with friends when he has time. He doesn't often go to shopping malls unless he has to buy a new suit, or a new suitcase for certain business cases. When looking for a suitcase, he often searches for suitcase shops in the shopping mall and head for the shops directly. "I don't have a lot of time, I'll do it quick.". Sometimes Brown also finds it difficult to recognize the directions of escalators, he may have to walk extra ways so that he can judge which escalator he should take. He hopes there is a better way to recognize the escalators directions.

Storyboard



Requirements

- As a customer who will look for escalator actively, I want more obvious cues so that I can find out the directions easily.
- As a customer who will look for escalator actively, I want a way to find out the escalators going from my floor easily so that I don't have to spend many efforts distinguishing among others.
- As a customer who mainly chat with friends and walk around, I want a method to guide me to the correct escalator so that I don't have to look for it proactively.
- As a customer who mainly chat with friends and walk around I want to be prevented from making mistakes in looking for my escalator so that I won't walk extra ways to the correct one.