GeoUI Off the Hook!
improving the user experience in our geo-mobile apps

OCTOBER 2, 2013

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geo + mobile + UX = challenge
user experience

Noun

the overall experience of a person using a product such as a website or computer application, esp. in terms of how easy or pleasing it is to use.

"if a website degrades the user experience too much, people will simply stay away"
1 - Fail
2 - Fail
3 - Fail
4 - Fail
5 - Fail
6 - Basically Fail
7 - Passing
8 - Good
9 - Great
10 - Excellent
“To provide the best user experience (UX) for rating things, you should present the user with a small set of clear-cut actions.”
The UX of field data collection
Hi, Admin | Logout

Surveillance | Gypsy Moth | Cankerworm

Search

My Surveillance Appointments

<table>
<thead>
<tr>
<th>Site Visit</th>
<th>ADC</th>
<th>Reported on</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-0004</td>
<td>5396</td>
<td></td>
</tr>
<tr>
<td>2011-0002</td>
<td>5898</td>
<td></td>
</tr>
<tr>
<td>2011-0005</td>
<td>500-A4</td>
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My Site Visits

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My Saved Forms

<table>
<thead>
<tr>
<th>Form</th>
<th>Created on</th>
<th>Edit</th>
<th>Submit</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveillance</td>
<td>09/20/2011</td>
<td>Edit</td>
<td>Submit</td>
<td>Delete</td>
</tr>
<tr>
<td>CankerWorm</td>
<td>09/22/2011</td>
<td>Edit</td>
<td>Submit</td>
<td>Delete</td>
</tr>
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</table>
Site 3856

Last status: Wet
Previously treated: 06/12/2013
Scheduled treatment: 07/10/2013
Habitat: Dry stream bed

Larvae count:
less than 5

Instar:
1st

Area Treated:
2

Units:

Chemicals Used:

<table>
<thead>
<tr>
<th>Chemical Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>VectorLex WDG (liquid oz)</td>
<td>23</td>
</tr>
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</table>

Next
The UX of public facing mobile apps
Dick Cross (formerly Elm Hill) Wildlife Management Area is located in Mecklenburg County, along the north side of the Roanoke River just below John H. Kerr Dam.

- Deer: 5 harvested per square mile
- Turkey: 3 harvested per square mile

Best Bets: Squirrel, Groundhog

Sunrise: 6:20am, Sunset: 9:33pm.

Regulations: (Standard WMA Rules and Regulations)

What's Nearby?  Get Directions
“It's not a web app...
It’s an app you install from the web...
WR# 4695681
Office 44 - Radio/TV Interference Inquiry
1910 HNFR N HOLLY RIDGE DR N
103 MC LEAN VA
Priority score: 141 | Customers out: 78

Device details
- Grid address: C0619VO6700
- Device number: 619 F56
- Construction: OH

Work details
- Work description: 20 NOLGTS,
- ETR: Aug 28, 03:46 AM - Sep 12, 05:46 AM
- Outage confirmation: D
- Outage date & time: Apr 01, 07:45 AM
the facebook effect

biggest mistake?
Install this web app on your iPad: tap ↗️ and then Add to Home Screen.
The UX of our mobile maps
creating a good mobile

“the first design hardly ever wins”
**NATIVE APPS**

**PROS**
- Allow function with no Internet connection
- Offer access to the underlying device platform for improved performance and additional functionality (push notifications, device camera, etc.)
- Distributed via app stores (Apple iTunes, Google Play, Windows Store, etc.)

**CONS**
- Developing only one native app excludes users on other platforms
- Can require considerably more time and money to develop for multiple platforms
- Require users to download and install updates

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**WEB APPS**

**PROS**
- Allow a single version to be developed and run on multiple platforms (Android, Apple iOS, Windows Mobile)
- May be updated instantly on the server side for rapid deployment

**CONS**
- Require Internet connection to function, and may perform erratically on low quality data connections
- HTML5 adoption is fragmented across platforms and web apps may not render consistently
- Do not support Digital Rights Management (DRM), background processing, or secure storage and push notifications.
Responsive Design vs. Mobile Sites
ITERATE

Sketch → prototype → deploy → test → discuss until it works.
FAST ENOUGH FOR YOU?
MDC Feral Hog Beta

Version: Missouri Department of Conservation (2.0)
Size: 1.7 MB
Released: 06/18/2013 00:28:46

What's New:
Added reverse geocoding to auto-fill the county name.
Added ability to create observations by selecting map points.
Resolved reloading lists without losing selection.
Reduced size of captured photos by half.
Increased the default map zoom level.
Refactored UI code to improve performance and usability.

Reported By
Name: John Doe
Phone: 555-555-5555
Date: Sep 4, 2013
County: Chesterfield
Ownership: DNR
Hogs Observed (2)
Adults: 2
Piglets:
Documented: NO
Photos: 1
Actions
2014 trends in mobile UX
- Geo-events
- Geo-triggers
Questions?