Learning Module 5: Problem Definition
App Point of Views

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
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As I explore different points of views on apps, and form POV statements, I chose 3 different apps from 3 different industries to work with: Bank of America, Spotify, and Uber Eats all in that order. "A Point Of view (POV) is a meaningful and actionable problem statement, which will allow you to ideate in a goal-oriented manner. Your POV captures your design vision by defining the RIGHT challenge to address in the ideation sessions. A POV involves reframing a design challenge into an actionable problem statement. (Rikke Friis Dam & Yu Siang Teo)

Bank of America

2 POV statements

- Users need the Bill Pay system to go back to the way it was before the latest update, because it was convenient for them as end users and they dislike the new system for that specific feature.

- Although convenient for many people, users need the app to function correctly without glitching because having crashes and glitches ruins the user experience no matter how well designed it may be.

From these comments we can see that the new update for the Bank of America app was not that popular, and that allowing for ease of use and older (yet popular) features would greatly benefit the UX and development teams in terms of app popularity and reception.

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App 1: Bank of America mobile

Positive comments

1. "The App is fine and works as well as you'd expect. It gives you the answers to questions the bank wants you to ask".

2. "I've used all the banks in my area and finally decided to trey BOA about 4 years ago. I'm so glad I did. The app is my brick and mortar bank now".

3. "I like the convenience of the mobile app. Especially when I don't want to go out to deposit a check".

Negative comments

1. "The new Bill Pay section is poorly designed trash that has ruined the app experience. Not only is it ugly, it does a poor job of visually integrating with the rest of the app. BOA has definitely taken steps backwards with this update".

2. "I have banked with BOA for over 20 years. The BillPay system was great. It made my life easier. – I am now looking at other bank systems. Their policies have ruined the best bank payment system".

3. "Hate it. Your app never seems to work. Every time I go to open it, it no longer recognizes my user ID or password".

Suggestive comments

1. "I am not sure why the notification button has to be out on its own on the upper left side of the screen".

2. "There are two things about this app that I would change if I could. 1: It would be easier if recent payment information was listed under each payee when you are in the online bill pay screen in the app. 2. I wish I did not have a monthly mobile deposit limit".

3. I think it's a little dated to think you can't change your due date with the app. Shockingly enough, you can't even do this in the online account.

Samples

New 'Bill Pay' is Horrible   Apr 19
★★★★★   JJstar

The new Bill Pay section is poorly designed trash
that has ruined the app experience. Not only is it
ugly, it does a poor job of visually integrating
with the rest of the app. Clunky and unintuitive,
to now make an online payment you must sift
through multiple screens, making multiple clicks
—all of which is very confusing to the consumer.
You now also have to manually assign a "pay by"
date to complete the process which is terribly
annoying. (The default should be set similar to
the pre-updated version that automatically sets
the earliest possible date for you. But, still allow
a user to manually set their own "pay by" date if
needed.) Overall, the former Bill Pay was MUCH
easier to utilize and MUCH nicer to look at.

To add to the problems, we no longer have the
ability to delete old "Pay To" accounts from
within the app the way we could previously.
Another oversight.

BOA has definitely taken steps backwards with
this update. If I had to guess, budget cuts forced
BOA to begin implementing new app updates via
internal junior-level design team, rather than
outsourcing to a professional UI/UX firm. As a
result, this update has a "beta" feel displaying
poor form, function and usability. Really
embarrassing for a big bank.

Hate it   1y ago
★★★★☆   Dahow

Your app never seems to work. Every time I go to
open it it no longer recognizes my user ID or
password. It doesn't even recognize the
fingerprint anymore. I have to reset things every
time by deleting and reinstalling. This is
ridiculous. I don't know what you did to the app
but whatever you did you ruined it because it
just doesn't work. I can assure you that I want to
use an app and if this thing does not start
working properly I will change all four of my
accounts over to another bank that has an app
that does work.

I'm updating my review. The stupid thing still
doesn't work right. I have to constantly re-do the
installation and place user names and
passwords in. Twice I've had to change the
password for no reason other than the stupid
app can't recognize it. Fire your IT people and
hire some new ones

Wanted to update. Working great after the
above problems finally resolved. My only
complaint is they still don't have a place for a
memo when you write a check in the app. Seems
like a logical thing to put there. I've requested it
several times but to no avail.

Love, love, love Bank Of America & th...   1y ago

★★★★★   Biged68

I've used all the banks in my area and finally decided to try BOA about 4 years ago. I'm so glad I did. The app is my brick and mortar bank now. I rarely have to go to the actual bank now because the app is so convenient and has so many services I can complete online. So I've opened a credit card, transferred my savings, my business, along with my checking and now my family and friends are too. I have to give a shout out to their customer service at the actual bank as well. People complain about not having a local "down home" type bank, well surprisingly, BOA employees always treat me like I'm a friend or neighbor, and I'm hardly ever there.

The other banks charge money for things that are simply everyday transactions at BOA. Plus, the limits on things like transfers, sending money are higher (thus more convenient) than the other banks, and they're mostly FREE! I've watched my friends and family complain about paying for simple stuff and I keep saying,"go to BOA." I have the ability to transfer cash for free to anyone just by using their cell phone or email and it's totally free. I have saved so much money in gas and time because I can pay someone to start a job for me without having to wait to drop off or mail a check. Phenomenal stuff!!!

No due date change?   1y ago

★★☆☆☆   Jeyshaw

I think it's a little dated to think you can't change your due date with the app. Shockingly enough you can't even do this in the online account. They make you call there customer service line for this. I hope BOA crawls out from the Stone Age. The app and he o line banking portal seem outdated. The "payment due" notification doesn't communicate with whether you already paid the bill and if can scare you when you say "past due" in the reminder section when really you just didn't do the extra step to mark it as completed. Also I'm noticing almost all banks now offer a customer loyalty for making on-time payments and such to allow customers to apply for a credit line increase without a hard pull. Many of the other banks use a soft pull as if you yourself are checking your free FICO if they really want to look at your credit but even that is very rare most companies base it on good account history and customer loyalty. Just waiting for BOA to catch up with their competition. Hopefully someone with authority sees this review and makes a difference to bring the company to the competitive playing field

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2 POV statements

- Users really love this app, but it needs to not be so limiting in certain functions such as options for playing songs and playlists.

- As great as the app is, Users need the app to work properly, and easier to use when on different plans or free plans because right now it is very confusing.

The popularity of the Spotify app is never one would consider in question. The app is however difficult to navigate and use for beginners and from the data gathered, it seems that a more simplified UI with additional options for playing music would be ideal for users.

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App 2: Spotify

Positive comments

1. "All I can say is this app is positively amazing".

2. "I love this app so much. I use it every day almost constantly. It always works for me and has all the music I want".

3. "I immediately fell in love with this app when I got it! The pros of this app are that the large variety of songs and artists are spectacular".

Negative comments

1. "I've been a premium user for at least 5 years, almost 10 probably, but this new update is enough to make me want to switch platforms if it's not fixed".

2. "I think the idea of the app was spot on. I think the execution was terrible. The app is up to date and on top of these songs but is a pain to work with".

3. "The queueing system is really buggy and causes headaches".

Suggestive comments

1. "Love the app. I love the algorithm. I love how easy it is to discover new music. But I don't like how the home screen triggers my OCD. It feels cluttered and unorganized".

2. "I love this app. So much music is available, you can download for offline listening – However I really wish is could take a lead out of Windows Media Player's book and figure out the whole temporary playlist/que thing".

3. "This app is very easy to use and, obviously, the content is fantastic. I would give it 5 stars if not for one significant problem: the app's inability to effectively control shuffle mode and repeat mode".

Samples

Love, but...   Feb 8
★★★★★   sadandblujee

Yuh so I love the app. I love the algorithm. I love how easy it is to discover new music. No complaints there. But, I don't like how the home screen triggers my OCD. It feels cluttered and unorganized. Like an episode of tidying up with marie kondo. There's too much. It's become tiring. I'm not a fan of the square icons. Maybe a rounded corner icon would look more aesthetically pleasing. I'm just not vibing with the design of the app anymore. I'd like a more minimal, simple aesthetic to it. Also the podcast tab? I have absolutely nothing for that tab. Why is it there lol. And why get rid of the songs tab? Everyone hated that you got rid of it and changed it to liked songs smh. It was fine the way it was. Y'all have been losing my interest lately. And I'm not gonna front... I explored my options. I hung out with Apple Music for a while. And it was exciting and new. It made a good first impression. The design caught my eye. I was intrigued by the simplistic design and aesthetic of the app. It was fun the first few weeks. But it was difficult finding new music that I liked. I disliked that aspect. So here I am again. Giving you another chance. It's 2020. New year new me right? Let's switch things up a little. Try new and exciting things. This is our year to shine!

Terrible update   Jun 24
★☆☆☆☆   Faint366

I've been a premium user for at least 5 years, almost 10 probably, but this new update is enough to make me want to switch platforms if it's not fixed. Your saved artists are listed in a completely random order (based on how much you listen to them or something, I don't know) and it is impossible to search the list to find the artist you're looking for. As in, the search function in the artists tab simply doesn't exist. Unless of course you follow the artist, like this is some wannabe social media app. Just want to listen to music? Too bad. This is Twitter now. You can no longer search for your music by the album, instead the album tab only displays the albums if you've saved them entirely. Want to listen to that album you love but skip the instrumental intro? Too bad. Unless you have every song you can't play the album.
But the issues don't stop there. You can no longer scroll through your complete list of saved music by the letter. You can't even search by a letter or the start of a song and expect it to give you songs that start with that letter. Want to listen to "home" by Breaking Benjamin? Well type in "home" and the results will be anything from "coming home" by Avenged Sevenfold to the "thoughtless" cover by Evanescence (which doesn't even have home in the title) before the actual song you're looking for. The system is absolutely atrocious for anyone who isn't just trying to play all of their music on shuffle.

Amazing App!

★★★★★

1y ago

Raveiin (SM)

All I can say is this app is positively amazing. It is made very nicely, and although it does have an occasional advertisement, that does not possibly amount to the overall amazing quality. Definitely worth getting the premium membership feature (I don't own it, but have used it before with a close friend of mine.) This app is a must-have if you have a busy lifestyle and love listening to music!

One of my favorite features is the playlist option. You can make customized playlists to your music preference. It's positively amazing!

You can also add certain artists you like, and it customizes your daily mixes.

Another great feature is the daily mixes! The app gives you daily playlists based on your favorite songs and artists, and makes a personal playlist based on the aforementioned favorite songs and artists.

Altogether, it is a spectacular app that has MANY amazing features, and I'm not surprised it is so popular and successful. I hope everyone can notice the amazing quality and effort that was put into the making of this AMAZING app!

Great App!

★★★★☆

1y ago

Penguindayday

I immediately feel in love into this app when I got it! The pros of this app are that the large variety of songs and artist, which is spectacular! I also enjoy listening the fact that you can save as many songs as you'd like. The fact that you are allowed to have the free trial for premium is magnificent, but I have not tried it yet. I also like the fact that you can watch an ad to get rid of advertisements for a half an hour, so I can listen to music without interruptions.

However, there are quite a few cons. First, you can't listen to a thirty second preview of new songs, which saved lots of time. Then, there's also the fact that unsaved songs of yours can randomly start playing, which is great for discovering some new songs and artist, but gets irritating when I want to listen to my songs.

Other than that, this app is great for playing any song while out of the app, and I'm sure I will still be a user in the future! Keep improving the app to make it better and better!

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UBER EATS

2 POV statements

- Users expect customer service for an app that deals with food delivery because of the logistics involved and the errors that could be made.

- While the app is very popular and has many satisfied customers. Users need to understand that service may vary from restaurant to restaurant and driver to driver because while Uber Eats may have a strong service, it works with other services that may not have the same service standards.

Uber Eats is one of those hit and miss apps when it comes to user experience, but the most interesting idea from the data collected suggest that if customers/users understand that Uber Eats is not the only company at play here and that errors can and will happen, it will allow consumers to view the service differently as long as customer care is of the highest quality.

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App 3: Uber Eats

Positive comments

1. "Like the regular Uber car service, your experience with Uber Eats will mostly vary with the quality of driver you get. I like the fact that I can see where my driver is so that I can meet them out front so that the dogs don't go crazy when the doorbell rings".

2. "Uber Eats is my favorite app, whether I'm ordering food at home in Miami, or to my hotel in Bangkok Thailand, I can always rely on Uber Eats to find me good, fresh made lunch & dinner".

3. "I have ordered from Uber Eats about 7 times now. I have ordered full hot dinners, gourmet burgers, desserts, ice cream. – Happy customer".

Negative comments

1. "If you are hungry, do not use this app. I have had problems in one form or another with every single one of my orders".

2. "The app itself is honestly trash it has the same bugs it had months ago, and I can't even use it anymore".

3. "The map on the app is not accurate either. It would say the driver is down the block, and the indicated driver would be there for a good 20 mins sitting down the block".

Suggestive comments

1. "The biggest problem I have with the app is when you open it, it does not default to your current location".

2. "The app usually leaves the address from the last place you ordered from; I disagree with this".

3. "I wish the company trained their staff to understand sometimes it's best to take a short-term loss for a long-term gain with retaining customers".

Samples

Horrible Customer Service and terri...   Dec 20
★☆☆☆☆   mindysuec

If you are hungry, DO NOT USE this app. I have had problems in one form or another with every single one of my orders. Most recently, I placed an order for a nearby restaurant while I was at work and unable to leave. After waiting for the order to be completed and picked up, I received a call that one of the items was not available. Instead of canceling that item they cancelled the entire order and when I went to the help section to contact customer service, I was shown a standard message with no one to reach out to. I then re placed the order and had to wait for a new delivery driver to drive across town, wait for the order to finish being prepared and then delivered. 2 hours later I received my order with no apology or credit. In addition, I was not able to order the ingredients that I wanted because there are no comments section and they did not have all items that are in stock listed. My order was from Subway which is only a block away, next time I will just order Jimmy Johns directly so I at least know that I will get me food and not have to wait around for hours.

App is good, but could be improved   Sep 24
★★★☆☆   Jbarkley13

The biggest problem I have with the app is that when you open it, it does not default to your current location. It defaults to your last location where you placed an order. This makes it easy to make the mistake of placing an order for food that may not even be in the same city as you. Not a big deal, if the cancellation policy wouldn't allow the restaurant to charge you full price for an order that you know you will not be able to receive, irregardless of how fast you realize your mistake and cancel the order. I cancelled an order IMMEDIATELY as it was placed because I noticed my mistake as the app was placing the order. It charged me full price for my order even though I cancelled within 2 seconds of the order being confirmed. When I called customer service, they were able to see that from the time I placed the order until it was officially cancelled was 12 seconds. They said the restaurant was already preparing my food. Give me a break...They ended up giving me a refund as a "one time courtesy", but I was told they would never extend that courtesy again. Simply ridiculous. The app should always default to your current location, or at least verify your address is correct when placing the order. I realize the mistake was my own, but why am I seeing menus from restaurants in another state when I open the app??? Please fix this....

Needs customer service improvement   Jul 13

★★☆☆☆   ChrissyKnowsAll

I use to be a very frequent customer and was always impressed by how diligent contacting customer service use to be whenever there was an issue with my order; however, the last time I did business with Uber eats I was very disappointed by the level of customer service I received when I reported an issue. My courier could not find me with me living a large community although I gave detailed instructions. I could tell the courier was lost and I tried to call the courier to further direct, but there was a language barrier since the courier did not speak English. I had to wait an additional 30-40 minutes before the courier finally found me. By the time the food arrived it was cold and soggy. I reported it to customer service and requested a refund, and the representative I was working with kept blaming the quality of the food on the restaurant and didn't issue me a refund. I find it hard to shift blame on the restaurant since had the food arrived at the expected time the food quality would have been in tact. That was months ago and I haven't done business with them since. I wish the company trained their staff better to understand sometimes its best to take a short-term loss for a long-term gain with retaining customers. Especially since I'm afraid to admit I was placing about 10 orders a week. Way to burn bridges Uber eats!

Uber Eats Is The Best!   May 4

★★★★★   EatGreatFood

I have ordered from Uber Eats about 7 times now. I have ordered full hot dinners, gourmet burgers, desserts, ice cream. The hot dinners from Carmine's NYC, Pieros and others were delivered hot, ice cream was totally frozen and delicious when it arrived. The drivers were right on time with a smile.
I used the others DD, GH, PM and I had a problem with almost every order. Twice my food wasn't in a bag, instead in the delivery persons dirty hand, the lid came off and my food was all over his hand! I waited 2 hours when I they gave me a 45 minute delivery time. That's an example of throwing money away. I'm thrilled to have a food delivery service. It gets very expensive and when I have to throw the food right in the garbage I feel taken advantage of. I reached out and they either offered me a 20% discount or didn't reply at all. I will definitely stay with Uber Eats! There is a large selection of restaurants and hope they get many more. Coming to Las Vegas from Manhattan, NY , I am happy to see all the great restaurants here. Many I frequented in NYC! Uber, please try to get them on your list. Happy Customer