

Comparing 2 Mobile "Location Sharing Systems"

Sharing one's geographical location with friends.

Arjun Bhattacharjee
David Resnick
Jackie Doong
Raminder Singh Goraya



The Bigger Picture

- **Primary Objective:**

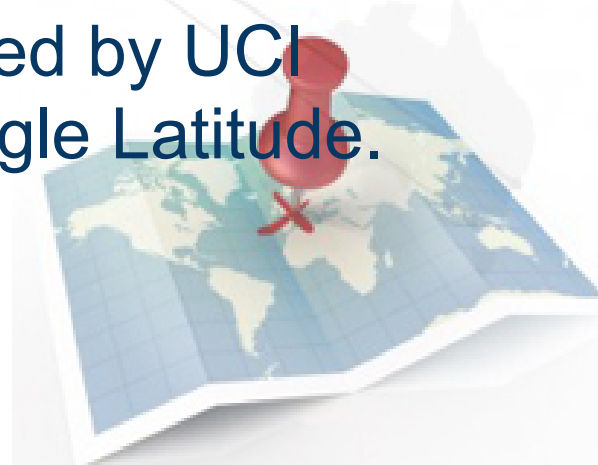
- Identify privacy concerns and social issues relating to location-sharing applications.

- **Method:**

- Test users' reactions to privacy concerns and social issues by using two prototype applications that are conceptually different from each other in these areas.

- The two applications are Longitude (developed by UCI research team) and a modified version of Google Latitude.

- Name changed to Alpha



Our Contribution

- **Complete all tasks necessary, within a specific set of concerns, to prepare the two applications for a formal usability study**



- **Analyze results of pilot studies in terms of:**
 - Privacy concerns
 - How do users perceive friends?
 - What are the social pressures at play?
 - Reciprocation



Project Tasks

- **Longitude Analysis and Revision:**

Revising the existing Longitude scenarios and refining the Script and Prototype accordingly

- **Latitude Synthesis:**

Creating the Latitude counterparts and setting the stage for usability testing up to pilot testing

- **Pilot Studies:**

2 Rounds of pilot user testing

- **Results Analysis:**

Reporting results and findings



Longitude Analysis and Revision

- **Conceptual Analysis:**

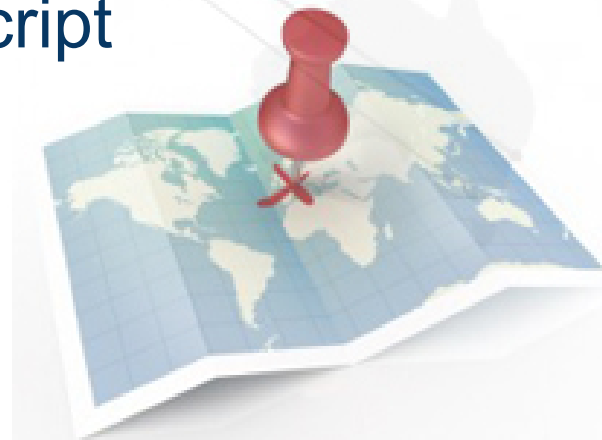
- Revision of and shortlisting from a broad list of user scenarios
- Identifying major concerns/advantages represented by these scenarios

- **Revising Longitude script**

- Iterative

- **Redesigning Longitude Prototype**

- based on conceptual analysis and revised Script
- Iterative



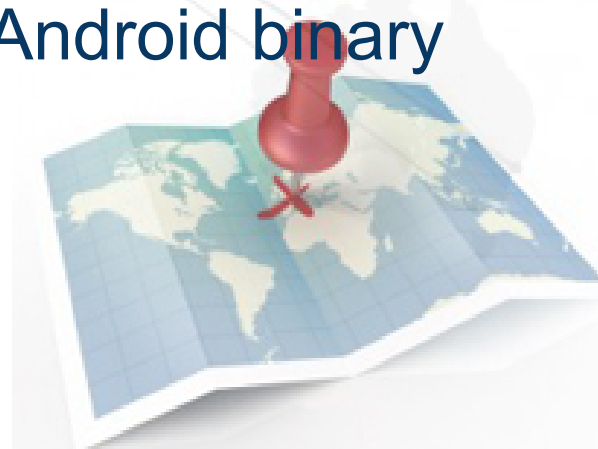
Latitude Synthesis tasks

- **Creation of a parallel Latitude Script:**

- A new script covering all the scenarios for Latitude
- Iterative

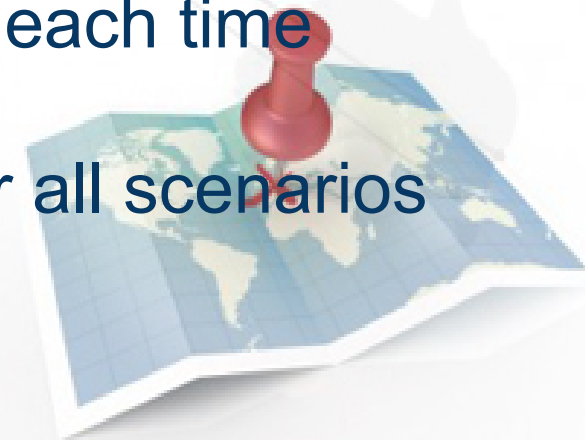
- **Creation of a parallel Latitude prototype:**

- Taking the screenshots from real Latitude Application
- Creating HTMLs having references to the screenshots through image maps
- Sequencing HTMLs as per the latitude script
- Packaging these sequenced HTMLs into an Android binary
- Iterative



Challenges

- Non parallel features between the two
- Non parallel user interfaces
- Latitude is buggy
- Updates to google Maps and Latitude
- Iterative process brought about new scenarios, script changes and prototype modifications each time
- Maintain parallel user experience and cover all scenarios



User testing(pilot) tasks

- **First Pilot Test:**

- A preliminary usability test with 2 users each for Longitude and Latitude
- Screen recording of users for visual usability feedback
- Note-taking during testing
- Asking users specific questions during and after task
- Survey

- **Script & Prototype Revision:**

Based on pilot testing feedback

- **Pilot Test Round 2:**

After script and prototype revision based on the first pilot



Results Analysis

- **Final Write-Up & Analysis:**

- Two pilots conducted
- Multiple iterations of scripts and prototype
- Sum up and report everything that we learned and did



Progress Report

Final Write-Up & Analysis

Pilot Test Round 2

Script & Prototype Revision

Pilot Test Round 1

Creation of a parallel Latitude prototype

Creation of a parallel Latitude Script

Redesigning Longitude Prototype

Revising Longitude script

Conceptual Analysis



Time-line for Pending tasks

Task	Timeline	Logistics	Assigned to
Finish Latitude Prototype	11/19	N/A	Arjun, David
Pilot Test 1: Longitude	11/22-11/23	Subjects - Arjun Scheduling - Arjun	Interviewer - Arjun, Raminder Notetaker - Arjun, Raminder
Pilot Test 1: Latitude	11/22-11/23	Subjects - David Scheduling - David	Interviewer - Jackie, David Notetaker - Jackie, David
Script & Prototype Revision	11/24-11/28	N/A	As in the revision and synthesis phases
Pilot Test2: Longitude	11/29-12/30	Subjects - Jackie Scheduling - Jackie	Interviewer - Jackie, David Notetaker - Jackie, David
Pilot Test 2: Latitude	11/29-12/30	Subjects - Raminder Scheduling - Raminder	Interviewer - Arjun, Raminder Notetaker - Arjun, Raminder
Final Write-Up & Analysis	12/01-12/05	N/A	All



The image features a large, light gray world map as a background. A central point in Europe is the origin for a dense network of thin, dark gray lines that radiate outwards to various locations across all continents. In the bottom right corner, there is a smaller, more detailed map of the world, colored in shades of blue and green, with a prominent red pushpin stuck to it, marking a specific location in Europe.

Questions?