NEW FEATURE: MEASURE TOOL

CHALLENGE

1. The user needs to quickly figure out the distance between two points on a map in order to validate and complete their data. Currently they are using other apps and having to switch back and forth between Vitruvi.

2. A nice to have would be to include a running total of all measurements.

COLLABORATORS

CUSTOMER   CSM REP   SALES   PRODUCT OWNER

TIME FRAME

PHASE 1   **COLLECT FEEDBACK FROM USER**
We spoke with the customer that requires this and validated that it is a need among other customers as well.

PHASE 2   **RESEARCH**
See what other tools are out there doing something similar, get familiar with the current tool the customer is using.

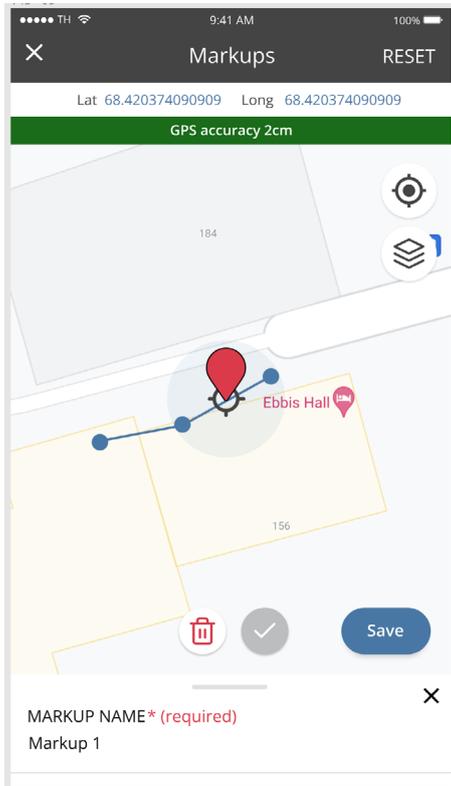**PHASE 3**   **BRAINSTORM & PROTOTYPE**
Create wireframes based on brainstorming sessions. Turn wireframes into high fidelity prototypes.

PHASE 4   **VALIDATE**
Conduct a remote usability study to validate the UI
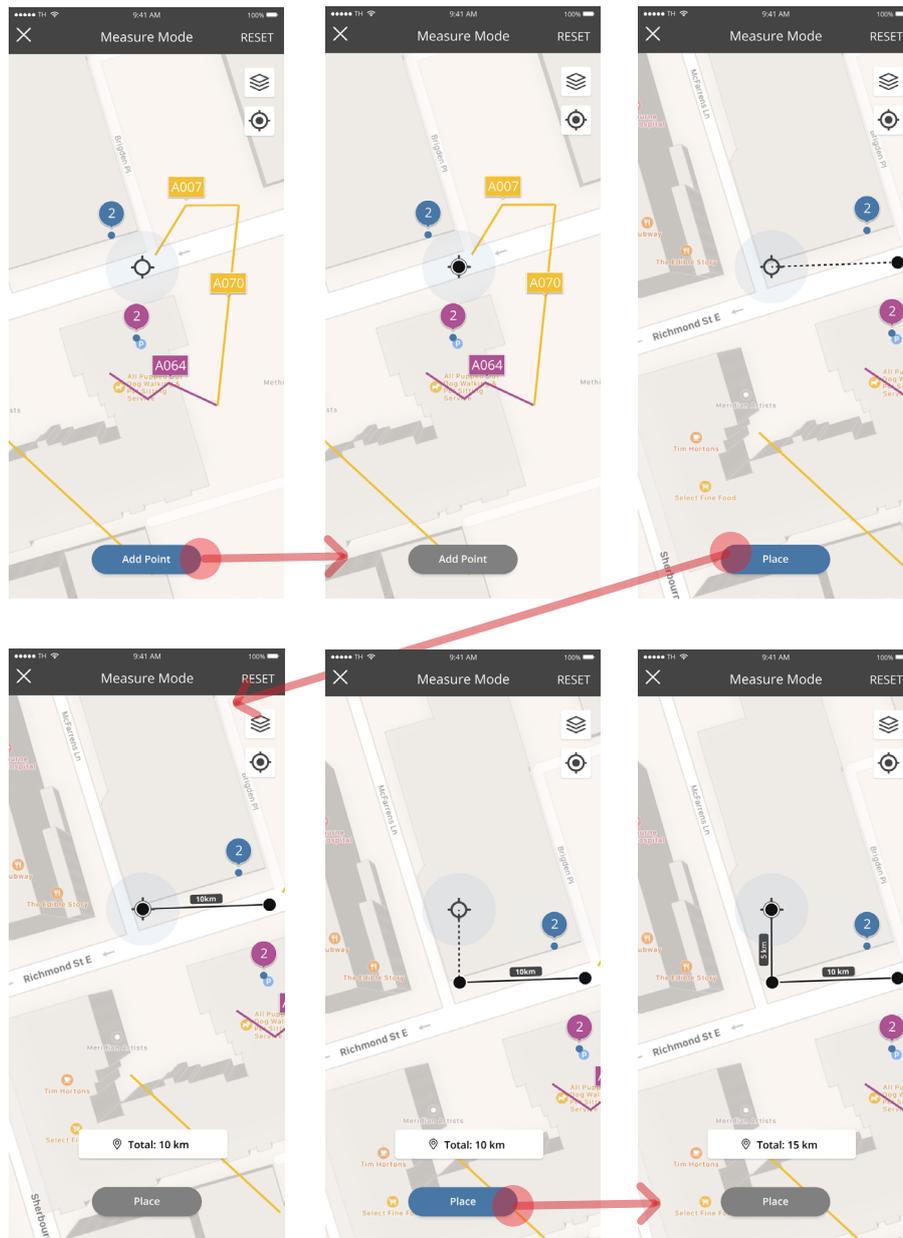
IDEATING

We had an existing feature that acted similar to what we wanted the measuring tool to do. It was called 'Markups', it allowed you to place a point on the map and connect to a new point. We could use the markups UI to do the same thing for measurements but my concern was that it could be confusing to the user which feature they are in so making them slightly different is beneficial.

Rather than using the marker icon and the colour red, we can use a black filled circle with a white outline for measurements.
We would need to update the blue target image in Markups as well as in this new tool because the current target makes it difficult to see the icon in the center.

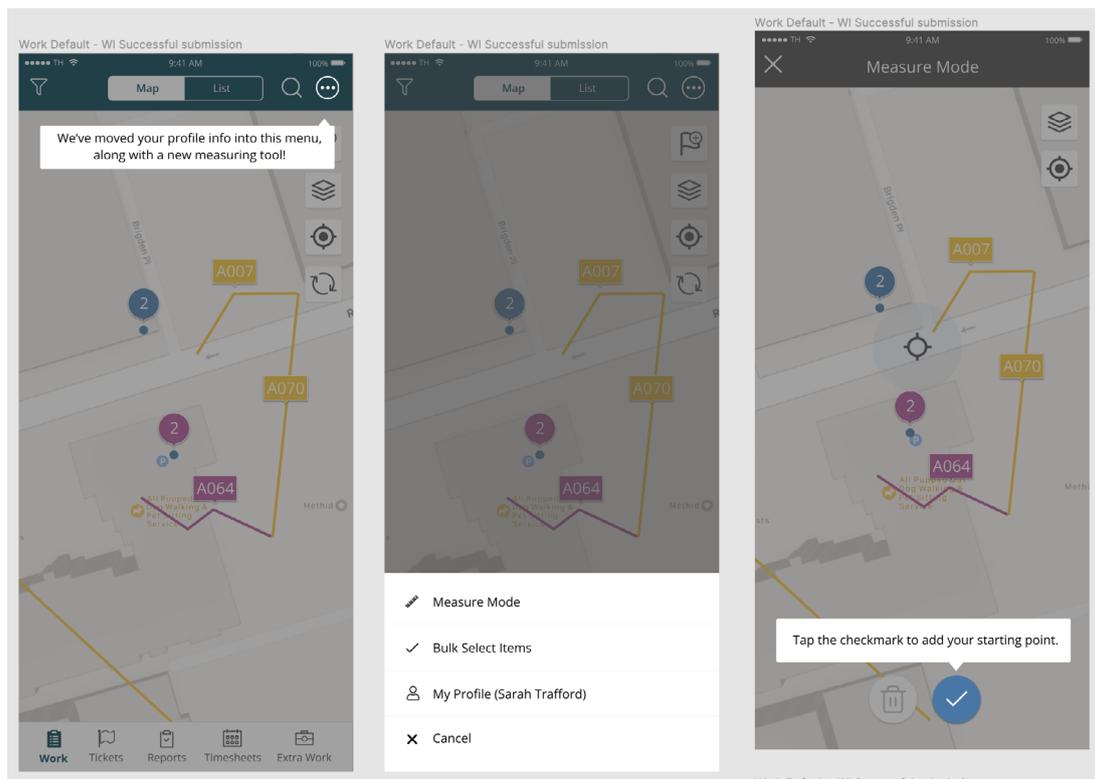Examples of existing apps that use this functionality:

PROTOTYPING

After some brainstorming we decided to make this experience even simpler than the Markups feature by using one button at the bottom to place points and 'RESET' function at the top right of the screen if the user needs to start from scratch. There wasn't a huge need for editing the points so it didn't make sense to add more functionality. The risk of frustration from having to start again was low.

I created a clickable prototype using 'Protopie'. You can see the video of it in actio here: https://vimeo.com/935573436?share=copy

ONBOARDING

This feature isn't the main goal of the users when they land in our app so it is slightly 'hidden'. It didn't make sense to put it directly on the map with our other items because the value wasn't high enough to use that prime real estate. Because this would be added in a menu, and in a menu that would be new (there we plans to add other items in there in the future like 'Bulk Select') I felt it would be beneficial to create an onboarding/engagement campaign. This way we can assist the user with finding this new functionality.

Please note that the third screen shows an older design when I was re-using the buttons from 'Markups' but then later decided to simplify the experience even more (mentioned in the page before this one). We used a software called 'Plotline' to run these campaigns.