

Map Bubbles in Reverse Address Search - Interaction & Visual Design

Process & Tools:

User observation

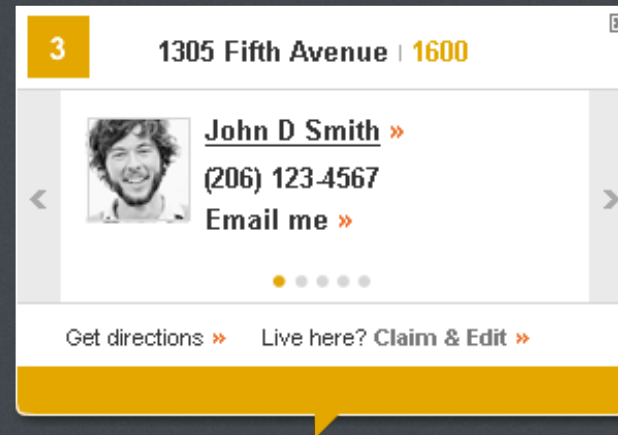
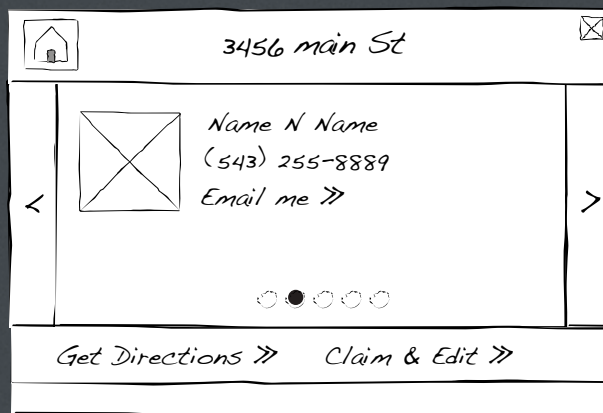
Task analysis

Interaction Wireframes

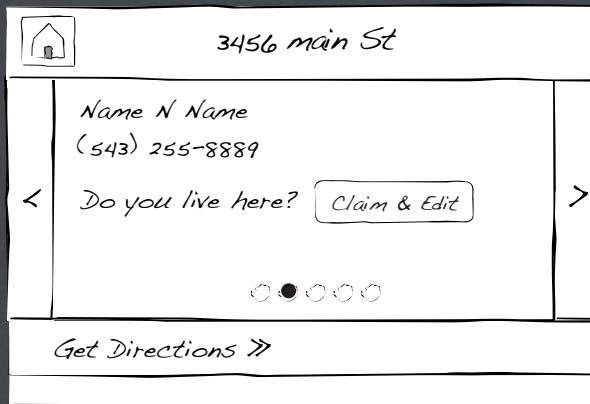
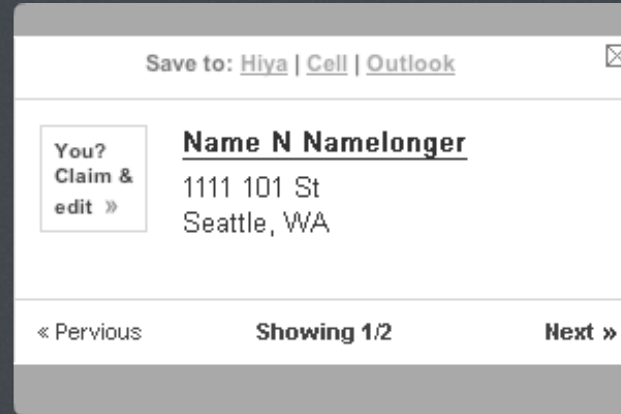
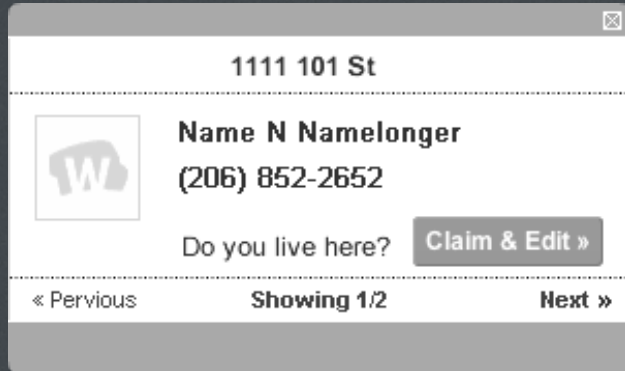
Simple prototypes

Visual analysis

Visual design



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- User observation
- Task analysis
- Interaction Wireframes
- Simple prototypes
- Visual analysis
- Visual design



Problem: Users were struggling with the concept of Households -- many people at the same address. The initial design had a “pager” functionality at the bottom of the bubble, and users kept associating the “next” and “previous” as well as the pagination with the map pins themselves along with the addresses they were attached to. There were two versions of the bubble in different parts of the site.

The bubble was also blending too much with the topography in the satellite background.

Solution: Through a simple task analysis I prioritized user needs and was able to move information to more suitable places in the bubble to get the paging closer to then name and contact information.

A thin white line was added around the orange bubble to make it not blend in.