



# Assignment

---

## Product Critique

Name: Nitesh Roy

## OVERVIEW:

Critiquing product design and features is one of the key skills that a product manager must possess. In this assignment, you have to perform a product critique for the **Headout mobile application (iOS/Android)**, which is an app that enables travellers to book local tours, activities & experiences in different cities around the world. You have to provide a detailed analysis of the overall user interface (UI), user experience (UX) and the product features.

## SUBMISSION GUIDELINES:

1. Critique different elements of the **Headout app** and provide a detailed analysis in the corresponding slide.
2. Include screenshots wherever necessary to support your analysis.
3. In case you decide to critique on more topics apart from the ones mentioned in the submission template, feel free to add slides for them.
4. Finally, convert this presentation into PDF format for submission.

## Part 1

Analysis before the first use  
of the product

*Headout is an on-demand mobile marketplace that helps travelers discover & book the most incredible tours, activities, events & local experiences in town for the next 24 hours at exclusive discounted prices.*

I came across to Headout via this assignment only which was about critiquing the product from a product manager's perspective. Before this I had never seen any ad of this product on any platform and not even heard about this via word of mouth.

I went ahead to playstore in my android phone and searched the app and found it easily. It had a 4.5star rating there with over 100K+ downloads

## **Product Understanding :**

At Headout, they are trying to help customers rediscover the joy of travelling by bringing the best tours, activities and attractions in their destination for the next 24 hours at exclusive discounted prices and all of this right to their mobile device.

## **Problem that the product is solving :**

With this app, customers can ditch the tour guide and the lousy brochures thereby getting the freedom to be spontaneous, flexible and saving time in the planning to make best holiday memories and also saving money on otherwise booked tour guides and also by getting headout discounts

## **Expectations that I have from the product before actually using it :**

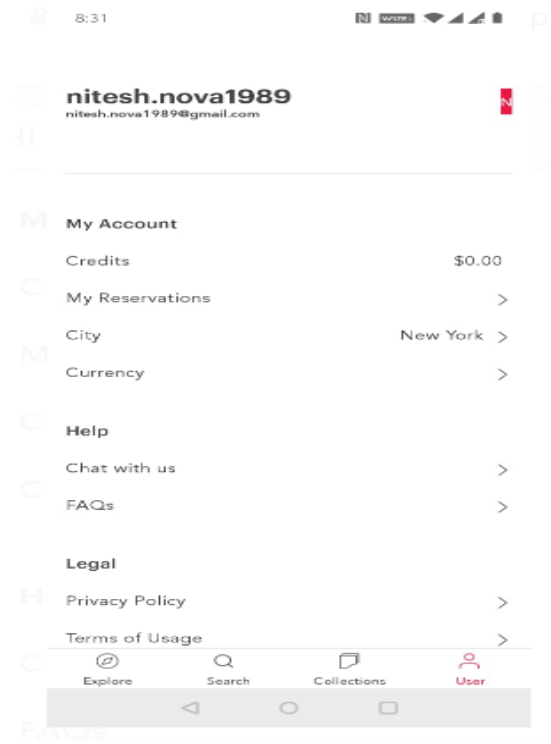
- ✓ List of recommended tours, attractions, events in the chosen destination on the app
- ✓ Discounts/prices on the above mentioned
- ✓ Guide on how to reach the tours, attractions, events in the app itself and time mentioned to go from point A to point B
- ✓ Partnerships with vendors to provide promotional offers
- ✓ Seamless payments and intuitive experience on the application

# Part 2

## Analysis of the Product

# Initial Impressions of the App

- App store title says “Headout – Your city on Demand” which gives the basic idea about the product being an on-demand mobile marketplace to book attractions/events/tours in a city.
- App has over 100K+ downloads on play store with average rating of 4.5 which means that it has delighted users with the experience
- Sign Up options were through Facebook, Google or Email. I went through email route and got an instant link on my mail . I clicked on the link and the account was set up instantly with my mail ID name itself and it took me to the user page **as seen in the image**
- **As seen in the image , it has four main pages : explore, search, collection, user.** This simplified the app a lot to navigate easily.

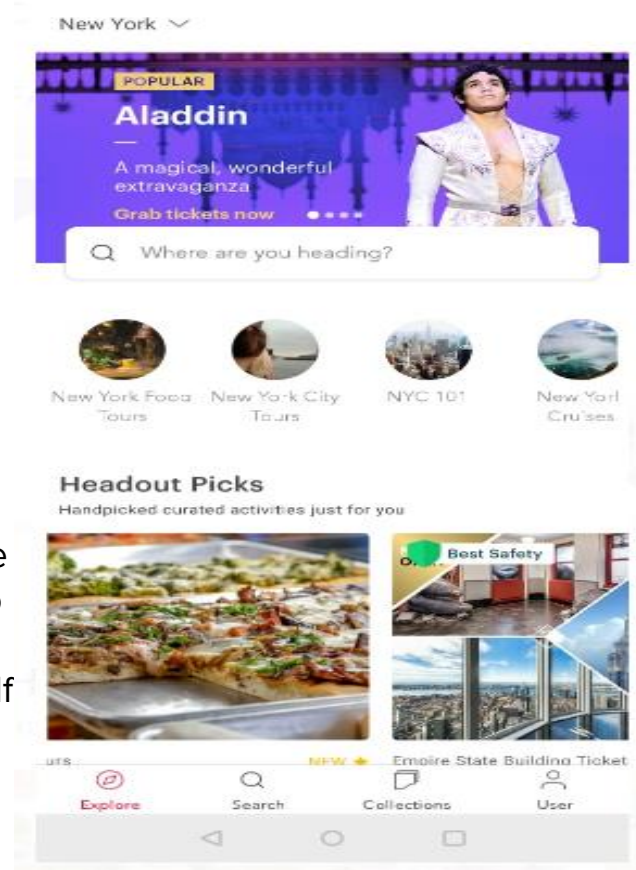


## UI Analysis :

- ✓ App is visually appealing with clear and colorful images of events, foods and attractions in chosen city
- ✓ Headings are in bigger fonts, details are in smaller fonts. But there is consistency in ratio of font and image sizes
- ✓ Background color is kept white everywhere to bring out the colorfulness of images
- ✓ Card Layout of application is in four main screens : Explore, Search, Collections, User.

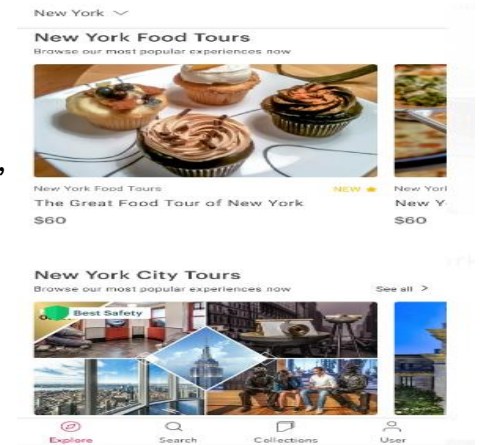
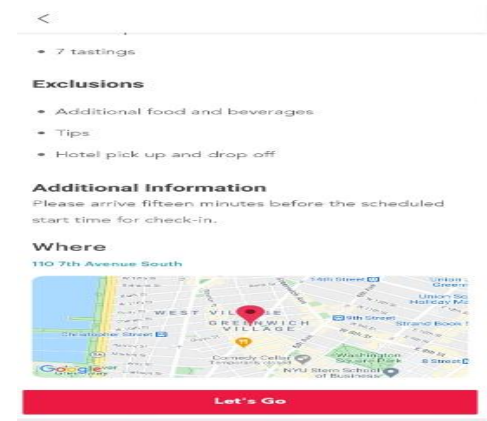
## UX Analysis :

- ✓ Information Architecture of the app ensures easier navigation from one of four main screens to another. Inside explore page you can play around with several options and flip icons left to right and vice versa
- ✓ In search button, it picks up the city with initial few letters itself
- ✓ Finding relevant info is easy in the explore page
- ✓ On the top right there is an FAQ section to know more about payments, bookings and help through chat/email/call.



# Analysis of the App Features

- ✓ As seen in the first pic to the right , inside any tour page or attraction page several details are mentioned like price, highlights, summary, Inclusions, Exclusions , Additional Info and **most importantly map to reach that place which is so critical in a new city**
- ✓ Inside the Let's Go page for bookings, you get to choose date, starting time. You can see the price there too which takes you to the payment tab with details and promo codes of various vendors
- ✓ Explore tab is the most important page of the app. It shows several features like headout curated picks for you, their bestsellers, collections based on themes like **New York food tours; New York City tours; New york cruises**. There are separated sections here as well for food tours, city tours, popular experiences. **All of these features are in explore page itself. You can see all these features in collection page as well**
- ✓ **User page** allows you to see your current reservations in the city, its currency, sign out options, help options, credits in their wallet etc. (Same Pic is also in slide 7)



# Analysis of the App Features

- ✓ **Inside any of their products, for example NYC Helicopter tour** you can see price, highlights about it, Sights covered, Your experience, Inclusions, Exclusions, Know before you go, ratings (as you will see in the pics below)

<

**NYC Helicopter Tour - 20 Minutes Tour**

**\$244** 4.8 ★ (915)

⌚ Duration/20 minutes

**Best Safety Standards**

This experience has been verified to follow best safety standards in compliance with local regulations and WHO.

[Safety Details >](#)

Marvel at the Big Apple in the way that it was meant to be admired by embarking on this exceptional 20-minute helicopter tour of the city. This tour gives you plenty of time to take in the panoramic views on offer and gaze out at the most famous cityscape in the world!

**Highlights**

- Soar above the city and see birds-eye views of some of the most famous landmarks in New York

[Let's Go](#)

**Sights Covered**

- Statue of Liberty
- Ellis Island
- One World Trade Center
- 9/11 Memorial
- Brooklyn Bridge
- Battery Park
- Wall Street/Financial District
- Empire State Building
- Chrysler Building
- Madison Square Garden
- Times Square
- U.S.S. Intrepid Sea, Air, and Space Museum
- Central Park
- Columbia University
- Grant's Tomb
- George Washington Bridge

[Let's Go](#)

**Your Experience**

Once you hop into your luxury helicopter at the Downtown Manhattan Heliport, you will set off on your stunning, 20-minute aerial tour of the city. Soar above New York and get up close to the landmarks that form the city's enchanting skyline. Your route will first take you past the Governor's Island, right adjacent to Ellis Island and the Statue of Liberty, which has been a welcoming beacon to visitors to the New World for over a century! Head south to see the suspended bridge that is the gateway between Staten Island and New York, the Verazzano Narrows Bridge. Look out upon the bays that make up Staten Island before heading to a very different island indeed. Every summer, Coney Island turns into the amusement park, fever dream of every kid in New York and there's no better way to admire its intricacies than from the air!

You will then make your way back to the heliport, having experienced New York in a way that most people never get to!

[Let's Go](#)

<

**Inclusions**

- Shared 20 minute helicopter tour

**Exclusions**

- Heliport fee

**Know Before You Go**

Important Information

- Maximum weight for any passenger should be 300 pounds.
- All passengers must pass through a metal detector security screening and present a valid government-issued ID for security purposes.
- You may be asked to check in your handbags before your flight.
- Please note that, for security reasons, flights will not be operational on days/times when games at Yankee Stadium are occurring at the same time or if the President of the United States is visiting New

[Let's Go](#)

**Super Flexible Cancellation Policy**

You may cancel up to 48 hours in advance for a full refund.

**Ratings & Reviews**

4.8 out of 5 ★★★★★

Excellent	714
Very Good	200
Average	1
Poor	0
Terrible	0

**M** MARIA GRACIELA NÚÑEZ NÚÑEZ ★★★★★

Trustworthy and very convenient

**A** Acharki Rose ★★★★★

Was able to find cheap tickets at the very last minute! Will definitely use this app again

**M** Marcos Melgarejo López ★★★★★

Everything was amazing !!! Friendly staff thank you very much for all !!! Change nothing !

**Where**

[Let's Go](#)

## Likes :

- ✓ Liked the vibrant colour combinations against white background and **the design principle of visual hierarchy where headings are mentioned in bigger fonts giving them more importance. They have also used gestalt principle of similarity where similar headings are mentioned in circles**
- ✓ Liked the simplicity of information architecture in four main pages to navigate from one page to another
- ✓ Liked that search option is interactive and takes full name based on initial letters
- ✓ Liked their own handpicked curated activities for a user
- ✓ Liked that they also show their bestsellers on the page to help users choose from
- ✓ The images put for each event/attraction describes on its own about the experience
- ✓ Any product chosen (for example new York city helicopter tour) is mentioned with all to know details, reviews and what should one know before going to that attraction

## Dislikes :

- ✓ Too much of information is repeated in explore page and collection page
- ✓ App was slow for me to use and was hanging
- ✓ Help button on top right is only mentioned in collections page and not any other page
- ✓ Even within explore page the information is repeated in several sections like Bestsellers, popular experiences, NYC 101
- ✓ There is too much scrolling on explore page and collections page

# Part 3

## Further Considerations

# Recommendations for Existing Features

- ✓ Remove the duplicacy from explore page and collections page. It is wasting a lot of real estate
- ✓ Remove the duplicacy within explore page itself where information is repeated in several sections like Bestsellers, popular experiences, NYC 101. It is again wasting a lot of real estate on explore page
- ✓ Because of above duplicacies there is also too much scrolling on a single explore page/collections page. Removing these will reduce too much scrolling
- ✓ They need to improve infra backup for the app as it was hanging a lot
- ✓ In Search page, it should give an option to choose current location based on GPS
- ✓ In payment section it was only taking payments through card. Other features like UPI transactions etc should be added

# Suggestions for Additional Features

- ✓ Language preference should be added in addition to an audio translator guide. This will help while exploring cities where English isn't the first language.
- ✓ Location tracking : App should give curated experiences based on current location of the user
- ✓ App should have integrations with social media like Instagram to post pictures of attractions/events etc directly.
- ✓ An additional page should be added mentioning the bus/tram/metro details to go from point A to points B

All content and material on the upGrad website is copyrighted material, either belonging to upGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for your own education only and on the following basis:-

- You can download this document from the website for self use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self viewing purposes or to print an individual extract or copy for non commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of upGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or upGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without upGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.