

# UX USABILITY RESEARCH ON GEOBUILDER

Abilene Perez

## PROJECT GOAL

to re-design the GeoBuilder tool interface using User Experience (UX) processes

## RESEARCH

user research  
literature research  
observations  
competitive analysis

intuitiveness navigation

## USABILITY TEST

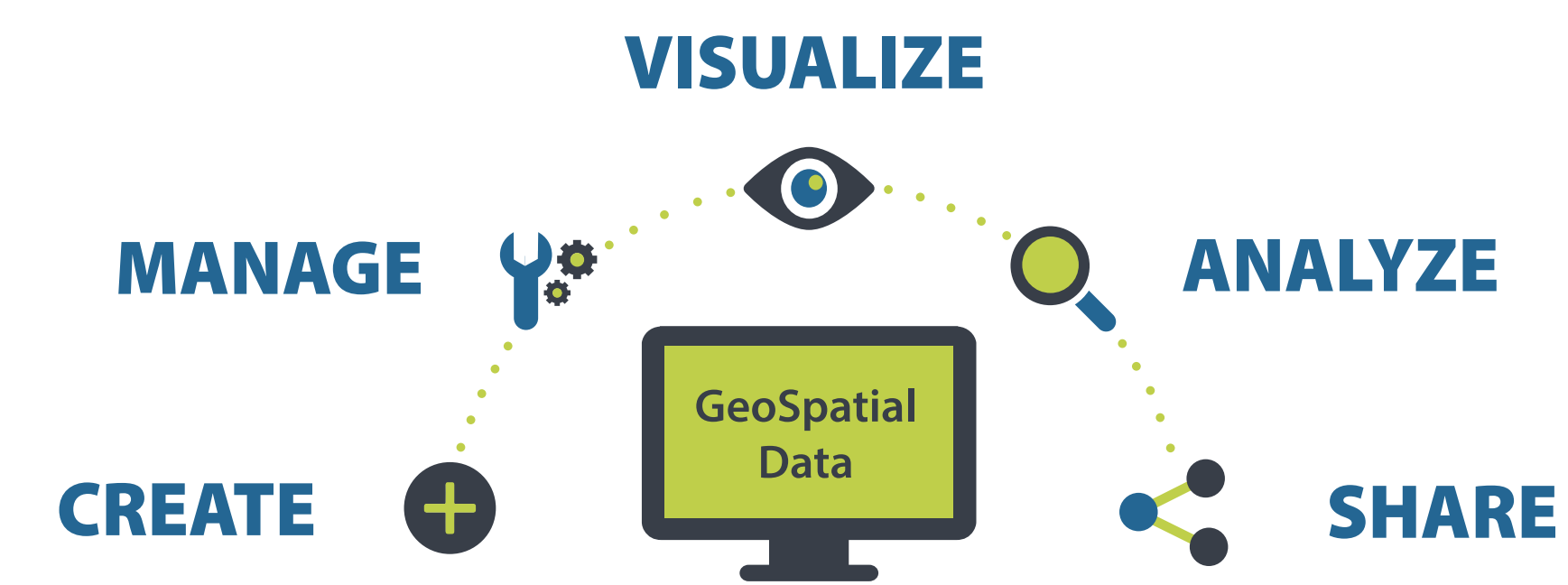
journey mapping on original tool content understanding

## DESIGN NEW UI based on research

## USABILITY TEST on new UI

## RE-DESIGN UI based on usability test

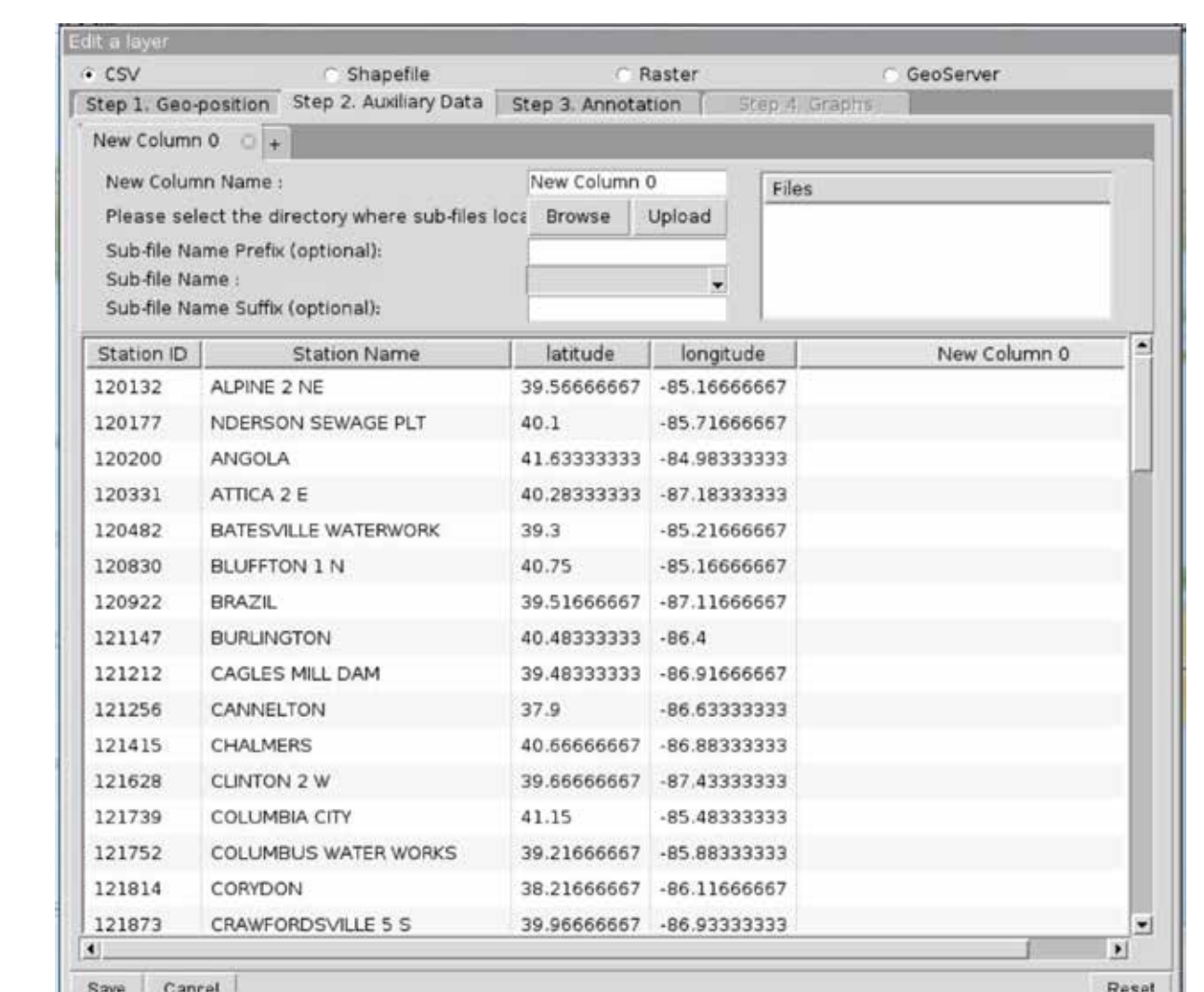
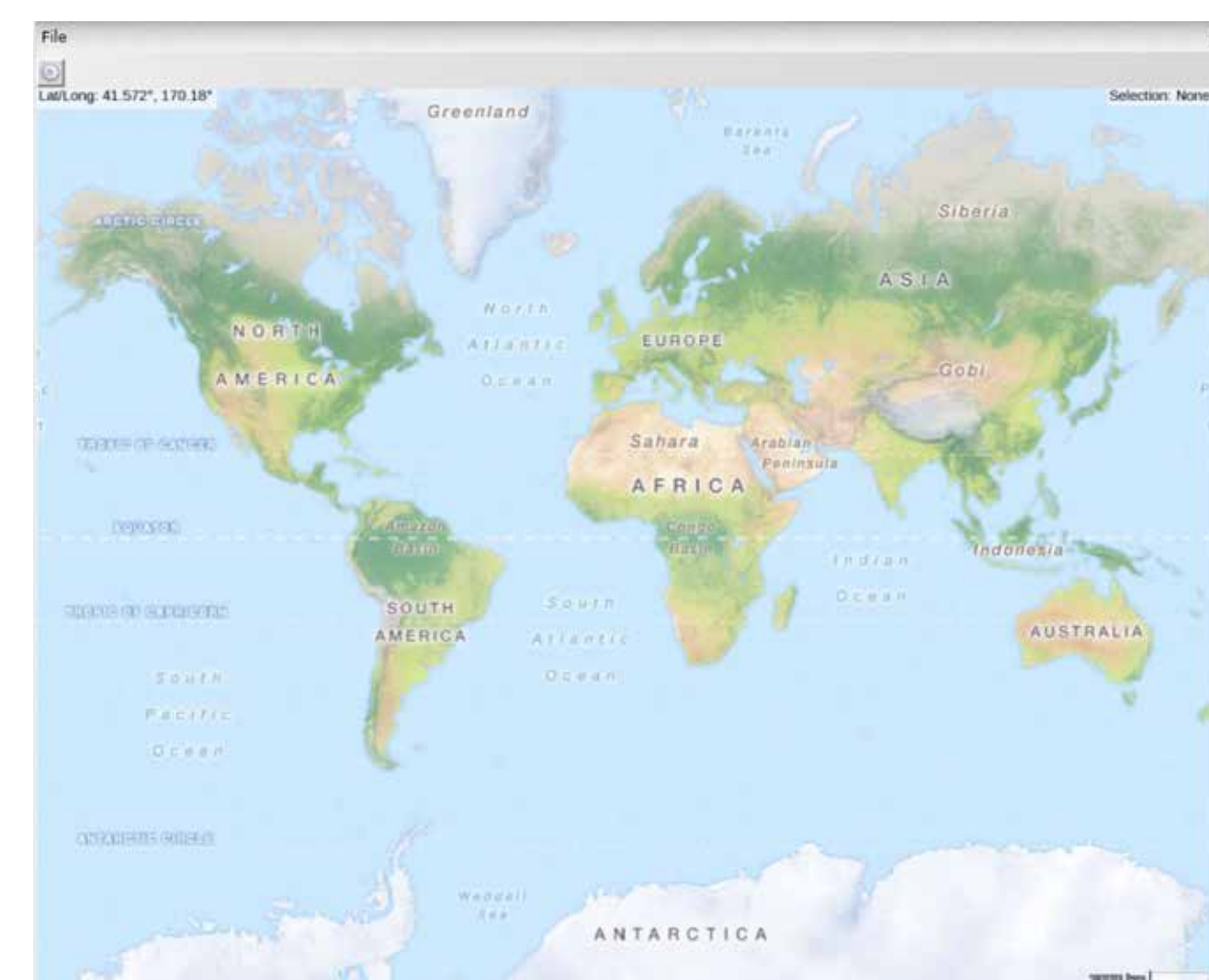
## GEOBUILDER TOOL



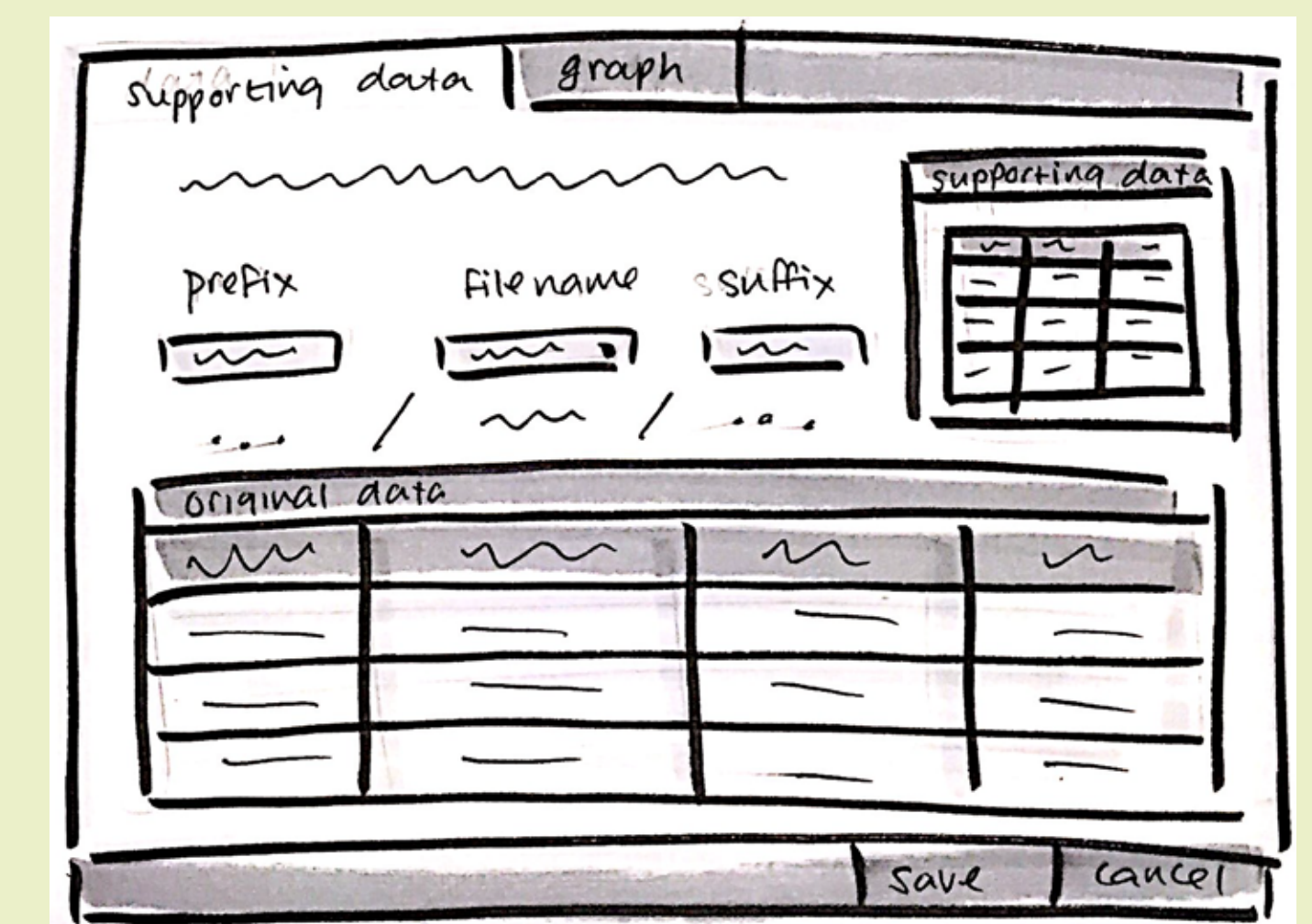
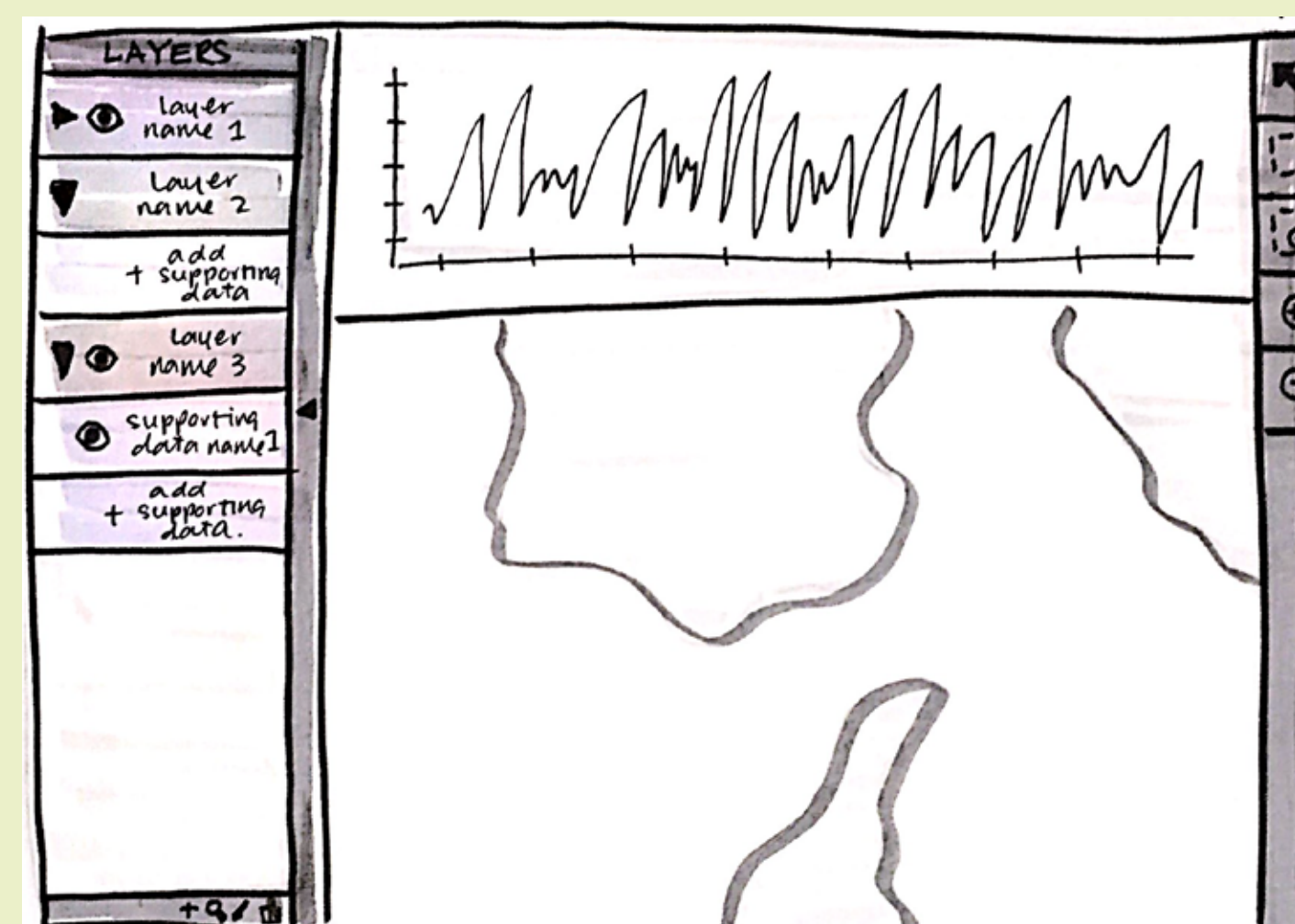
Geobuilder, one of GABBs' (geospatial data analysis building blocks) mapping and visualizations toolkit, is for exploring and sharing geospatial data on a map with associated tables and plots. Users can integrate data without any programming. It gives a more convenient and visual way to disseminate and analyze geospatial data.

## DESIGN IMPLEMENTATION

BEFORE



SKETCHES



AFTER

