

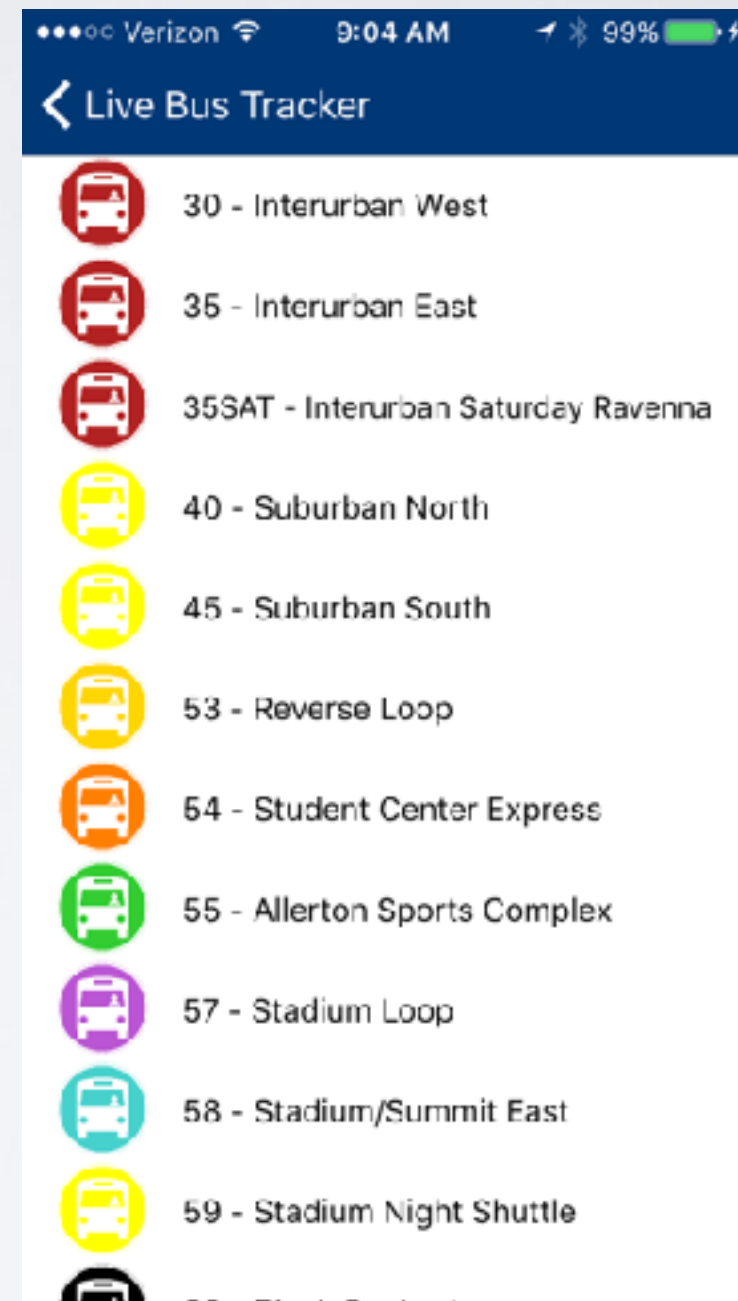
WHAT USERS NEED TO KNOW:

- Where am I currently?
- Where am I going?
- Which route will take me there?*
- When is the bus I need arriving near me?*

Current Bus Tracker

ROUTE SELECTION

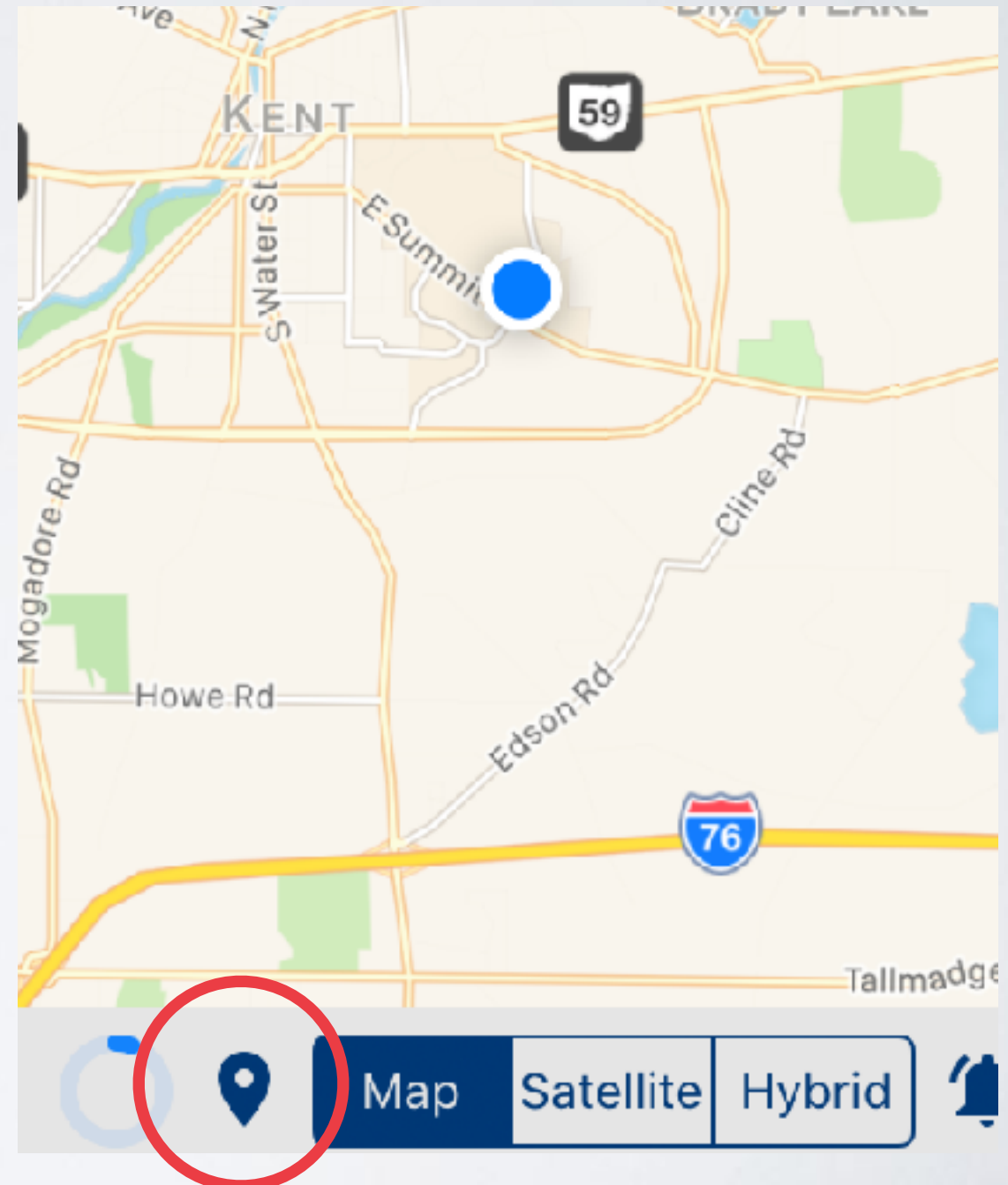
- 4/4 users don't know which routes to take to a new location
- It was not always apparent that you have to touch the line to select it on this screen
- The route names are *somewhat* helpful to *experienced* users but not helpful to new users, new students.



BUS STOPS NEAR ME

- 4/4 users do not understand location icon, they do not expect it to be the list of bus stops near them (on their selected routes)

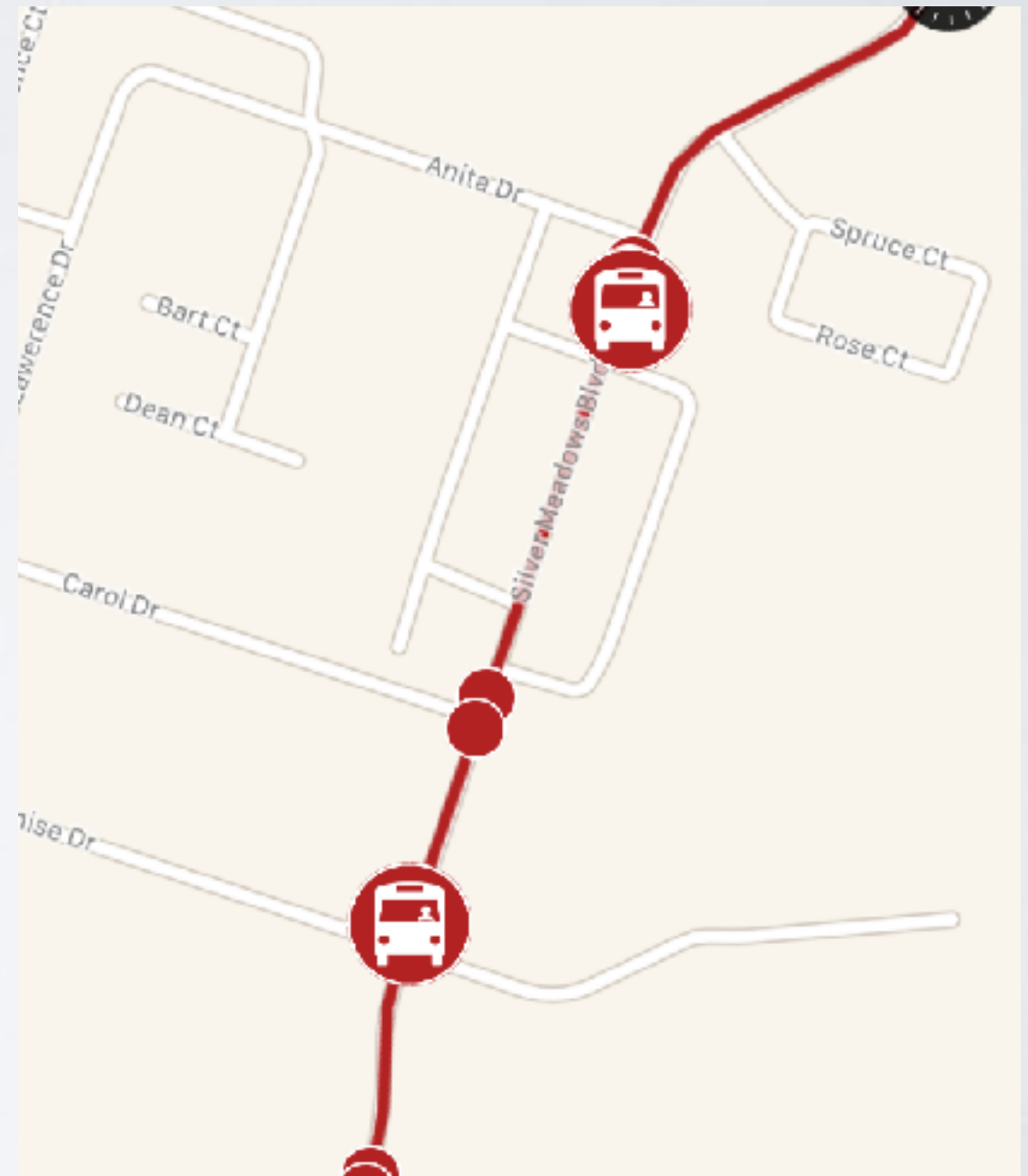
“They don’t know where to get on... that’s something actually. Are you able to show the bus stops? A lot of people don’t know where the nearest stop is from where they are.” Experienced Rider & Bus Tracker User



OTHER ISSUES

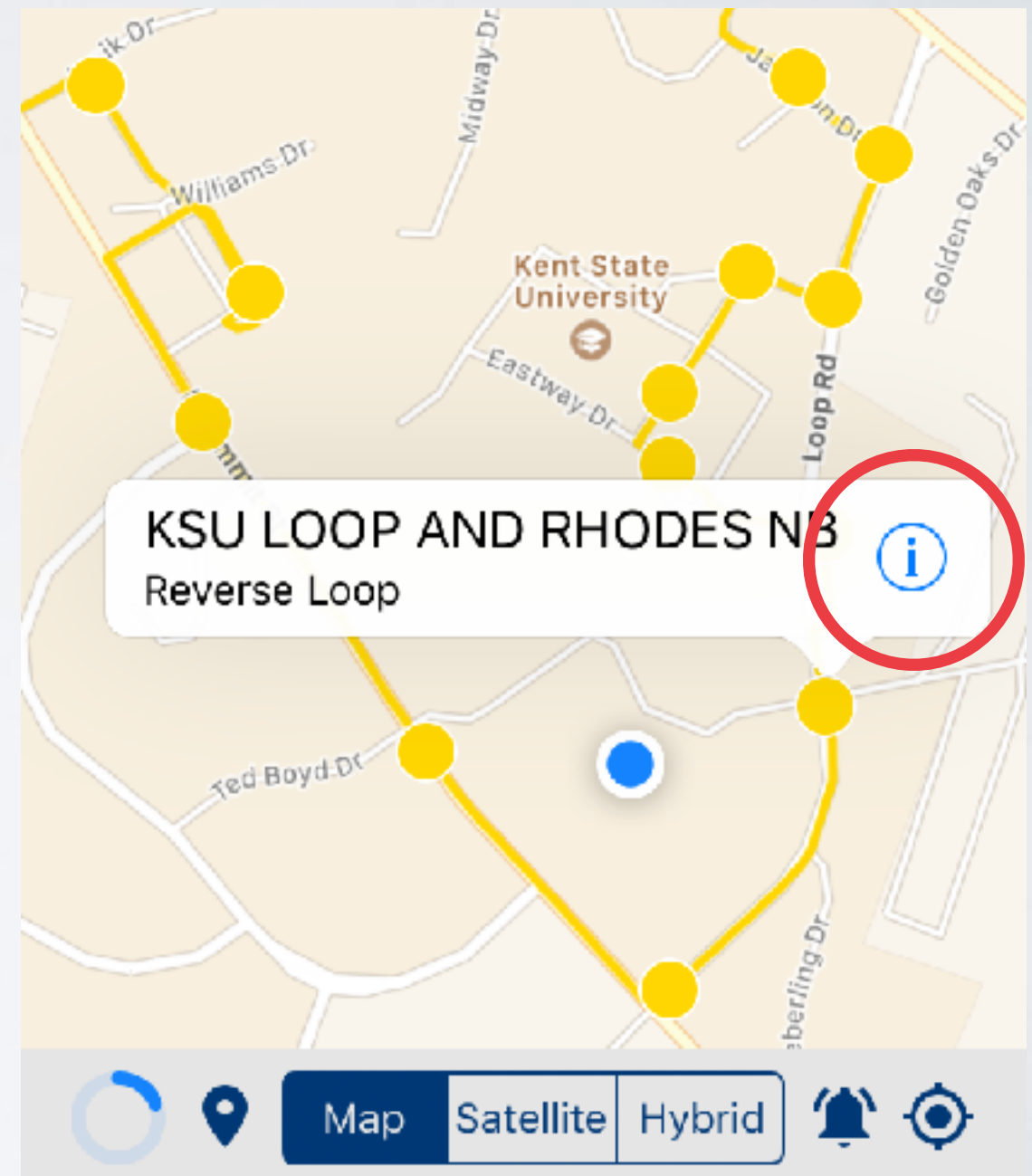
- Both experienced riders stated the tracker does not match reality in terms of bus arrival times.

"I've had experiences where I was using the app and the bus didn't come when I thought it was going to the one time so after that I just look out my window."



OTHER ISSUES

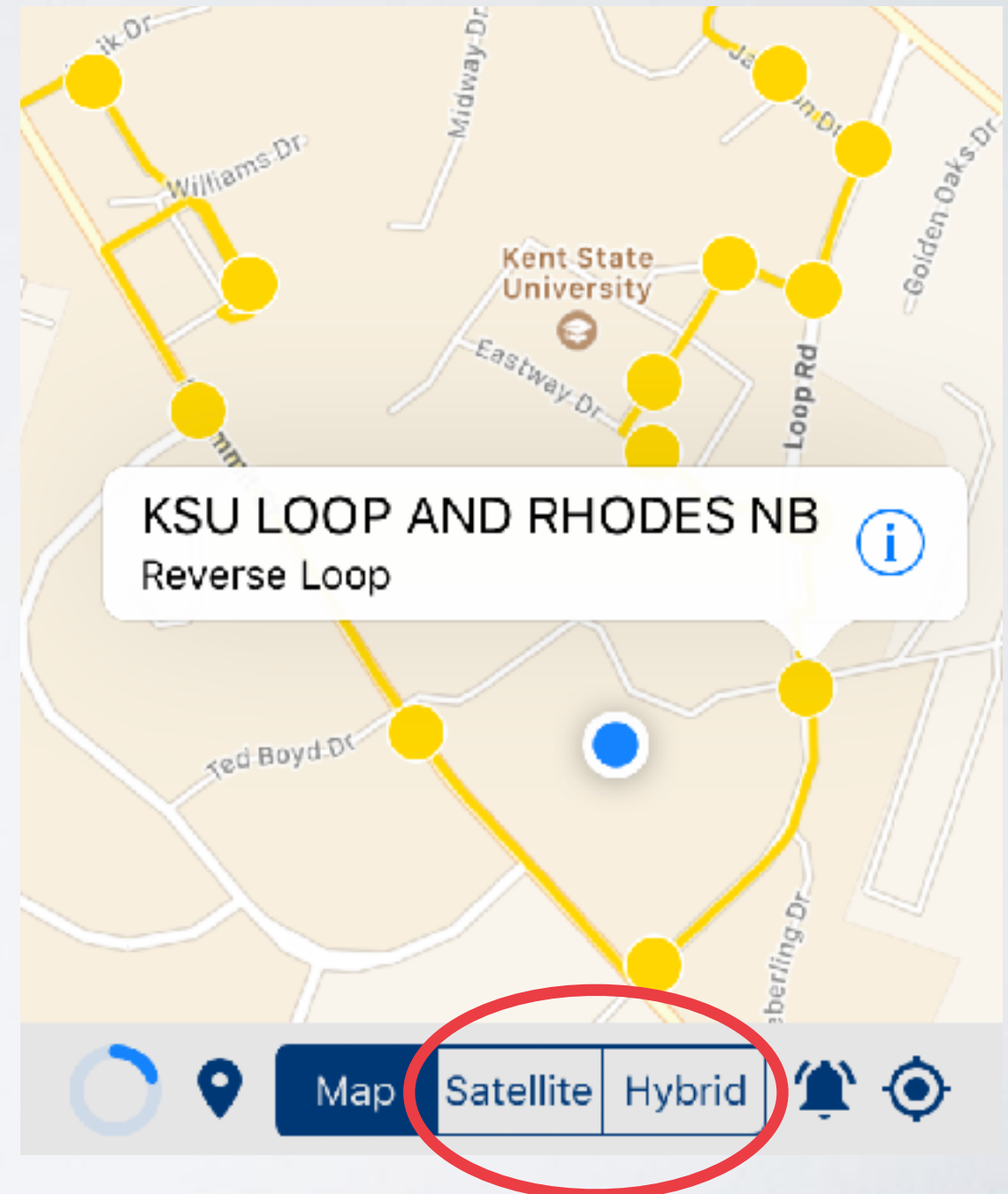
- Users miss the 'i' for additional information, including arrival times. They tend to rely on the visual indication of where the bus is on the route to determine if it is coming soon.



TO MY SURPRISE....

- Users DO use the satellite and hybrid buttons.

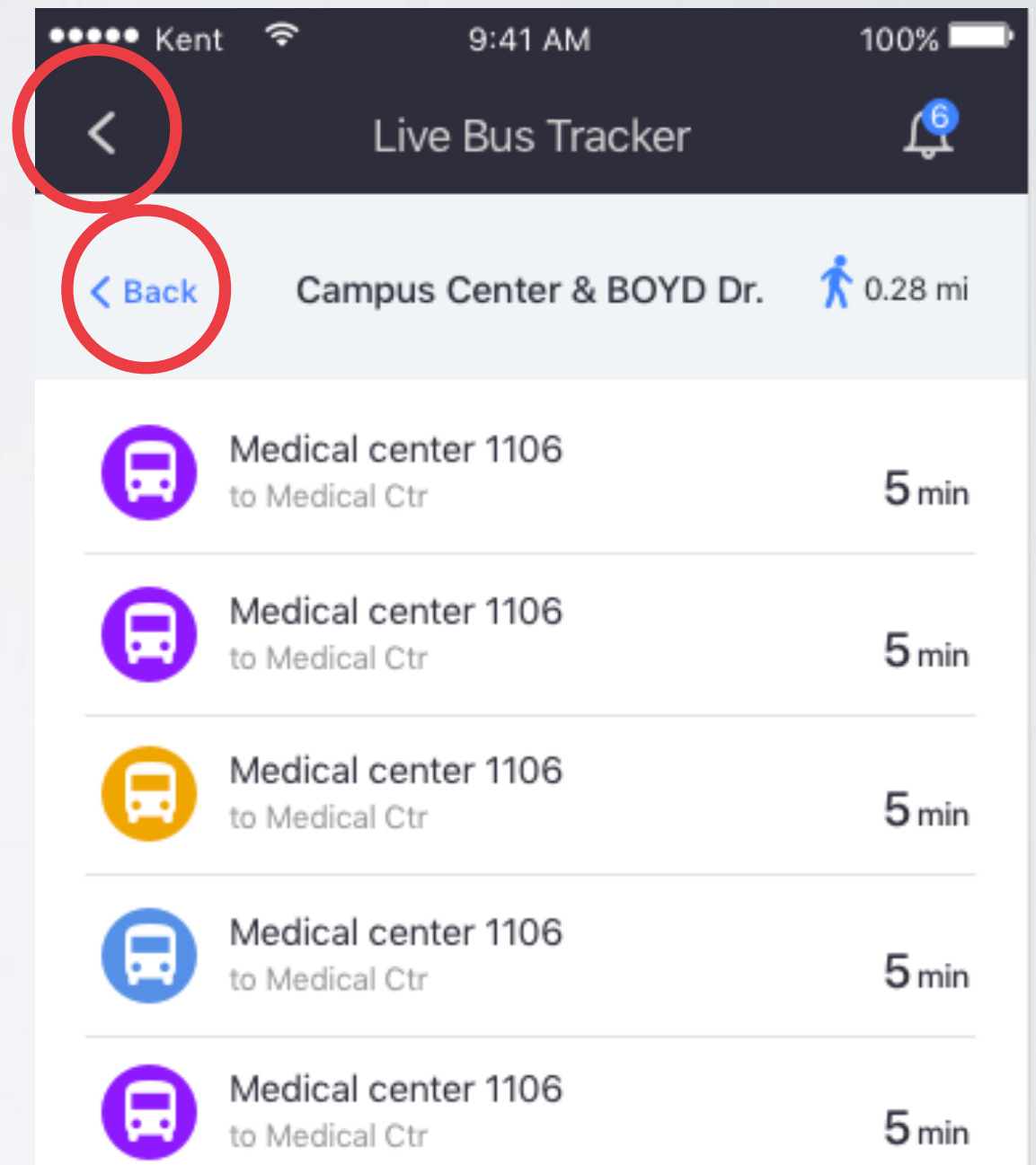
"It's a bit easier and quicker if I can see something I recognize to know where I'm at."



Bus Tracker Prototype

USABILITY ISSUES

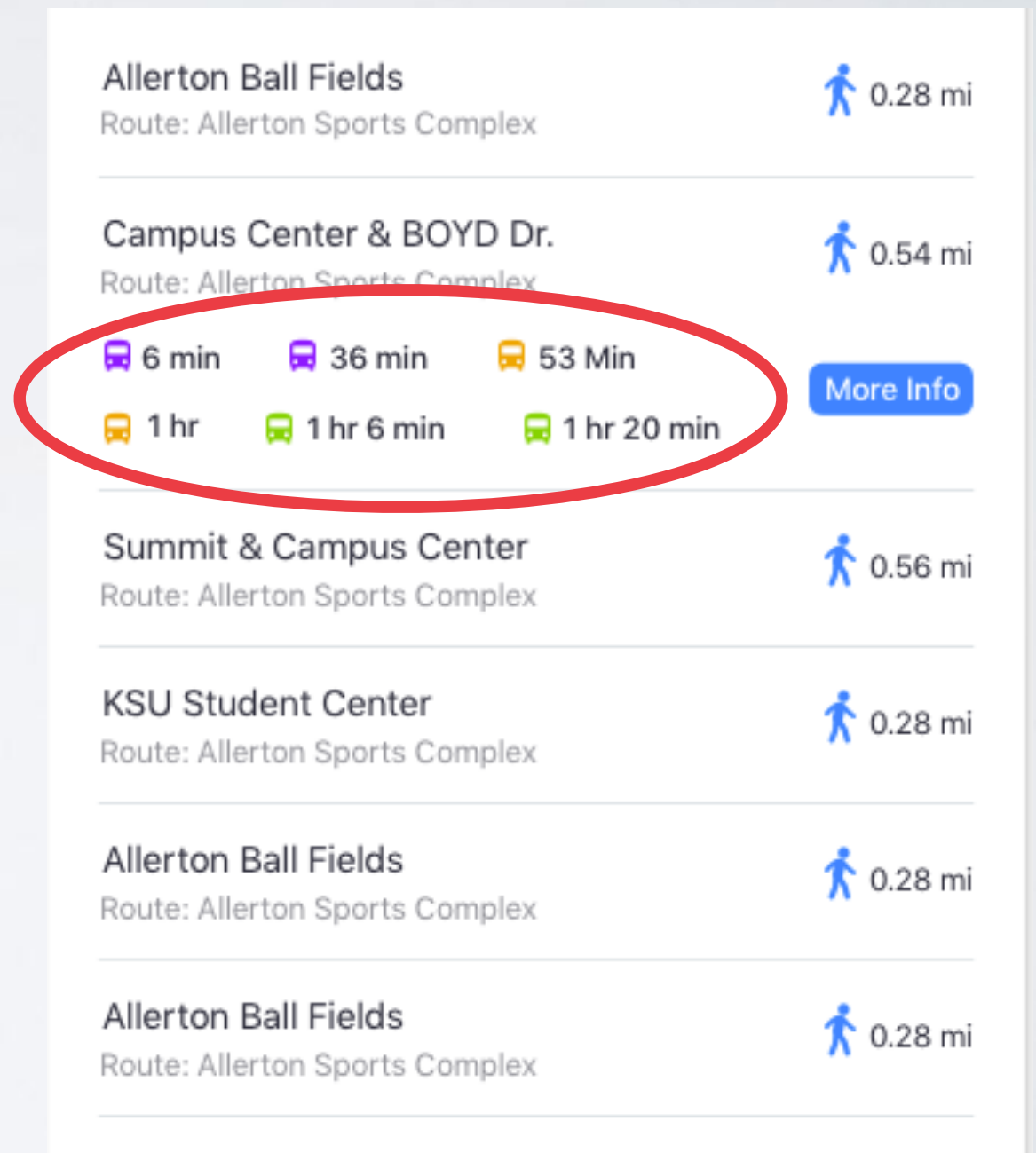
- 4/4 users utilized the primary back button instead of the secondary back button when trying to navigate back to the map
- Revised app missing bus arrival notifications



USABILITY ISSUES

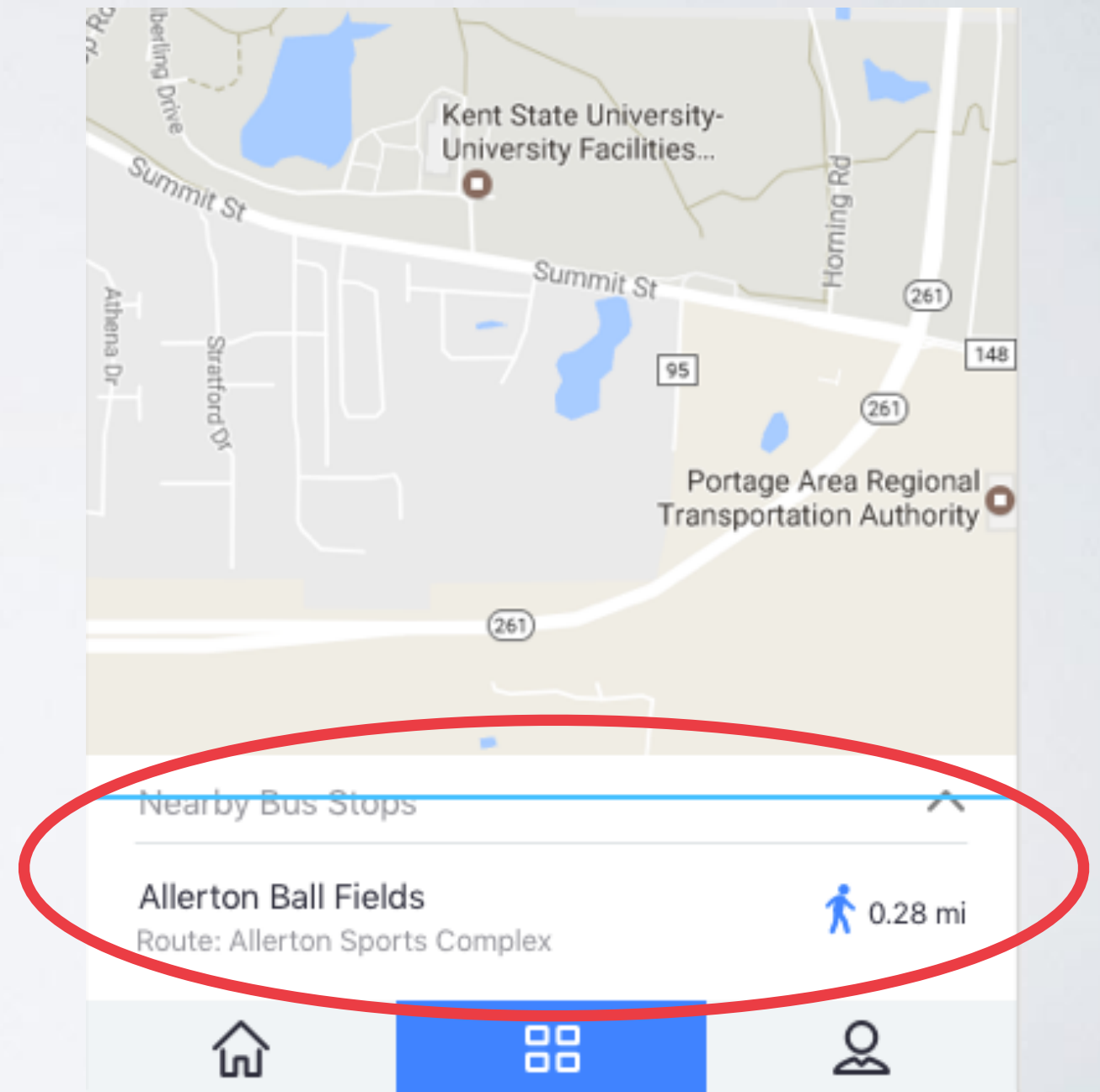
- It was not apparent to 2/3 users that the Nearby Stops list items could be clicked to reveal additional details
- Although users understood these indicate arriving buses, users stated it was not clear which routes these icons represented

"I guess it would make sense if more information gave you the actual names of the routes where instead of it just being a color because just looking at it, I'm not sure what the purple bus is."



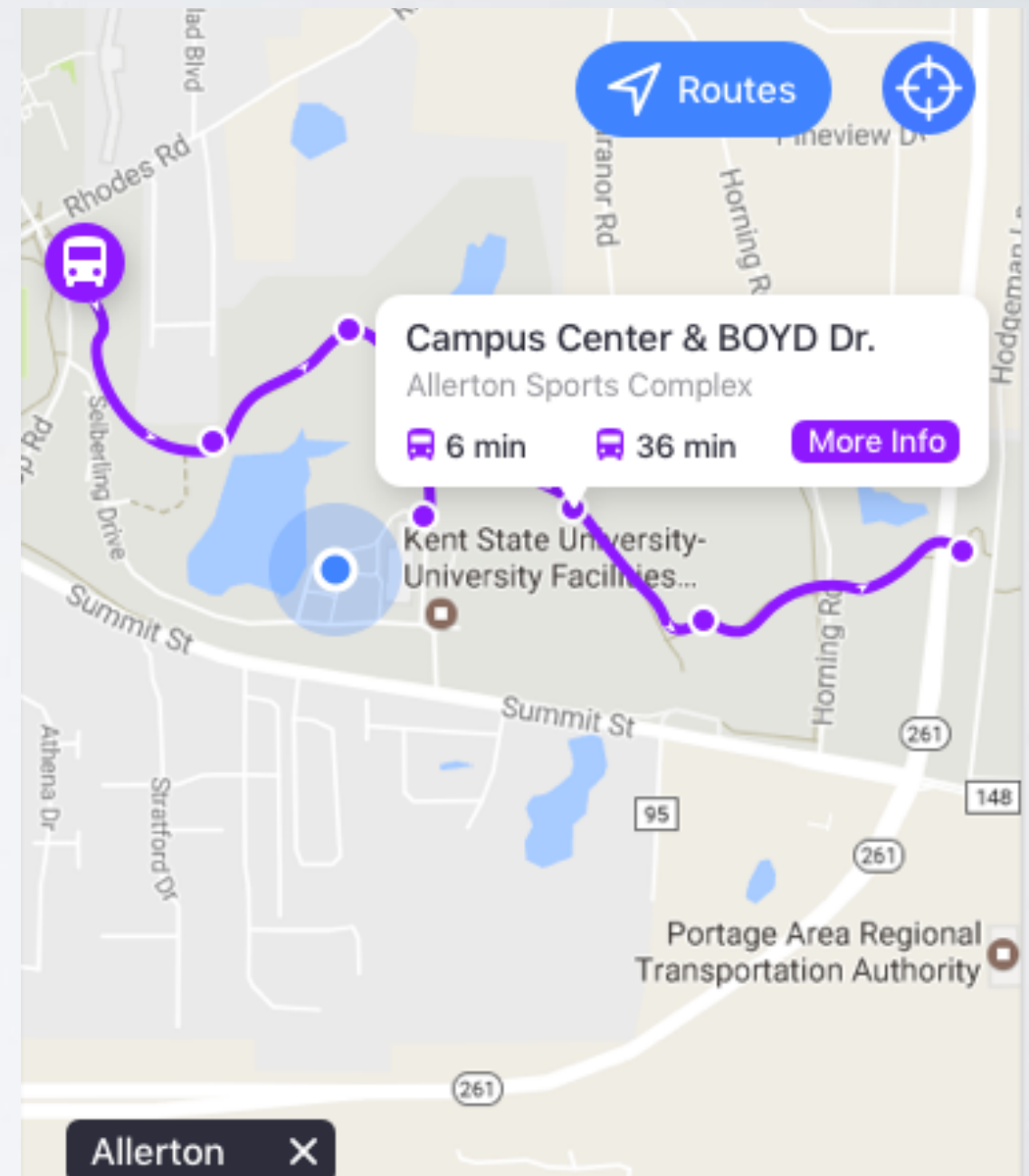
USABILITY WINS

- 3/3 users stated nearby routes are easier to find



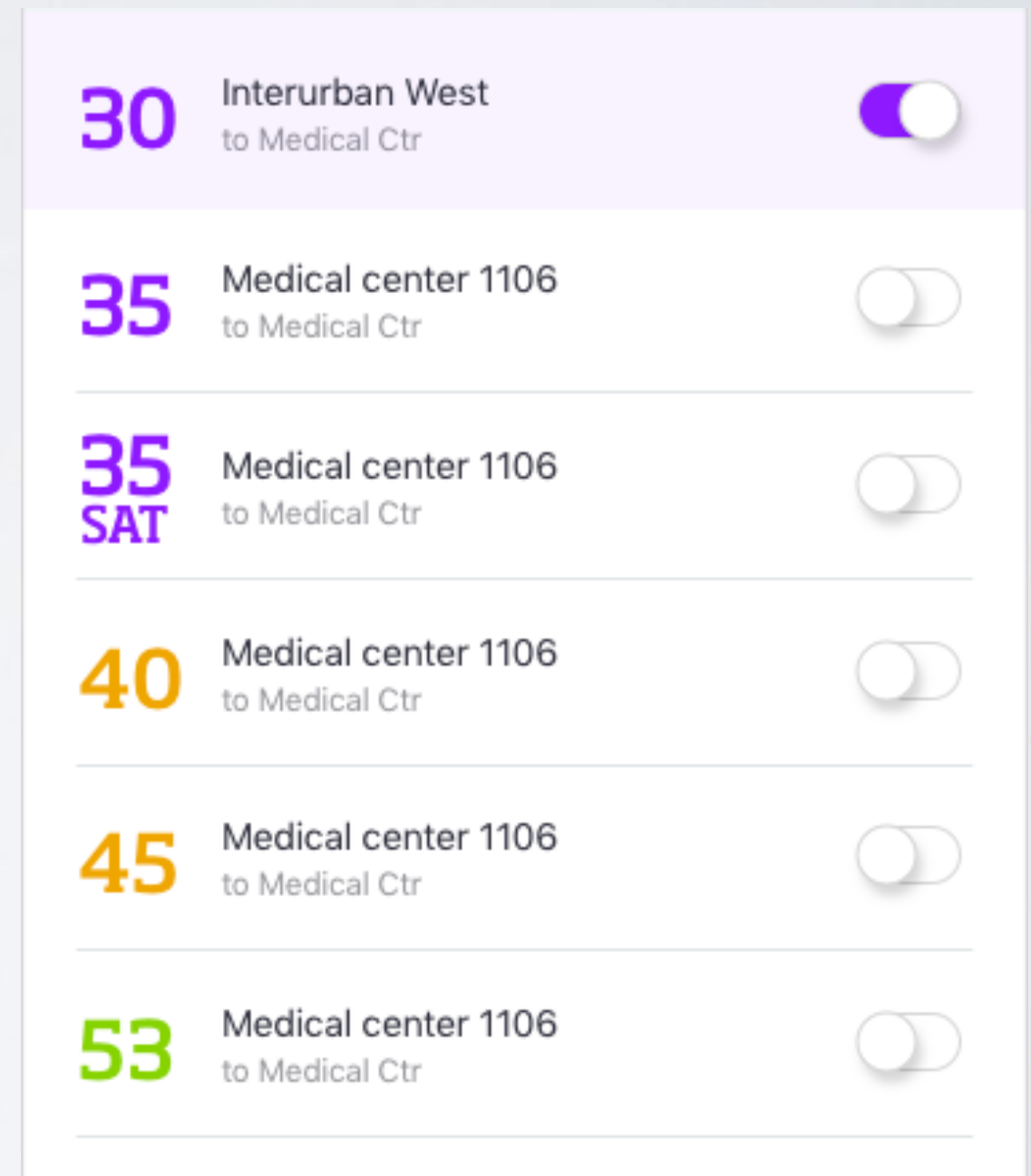
USABILITY WINS

- “More Info” links easier to find and more clearly labelled



USABILITY WINS

- Toggle for route selection is easier to understand and interact with and understand than previous version



RECOMMENDATIONS

- Newly revised app is on the right track to improving the major usability issues of the previous version by improving the findability of nearest routes and properly labelling 'more information'
- Make it easier to understand where each bus route will take you.
- Add notifications and satellite view back into app
- Solve back button issue
- Add a visual cue for expandable 'nearby routes'
- Need a way to show which routes those buses are on once expanded