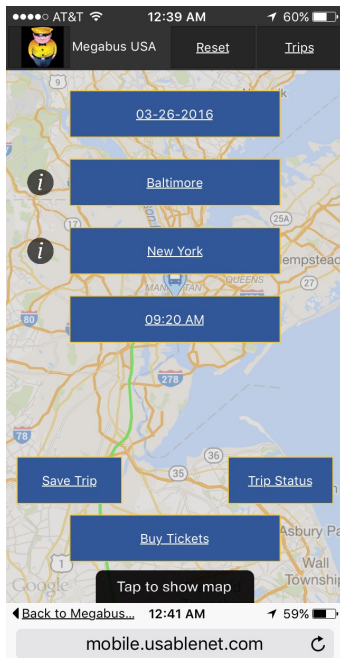


Alan Merritt - Heuristic Evaluation 1: Megabus

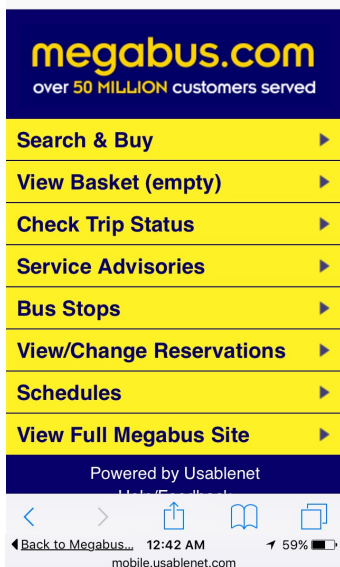


Issue: Attempting to make a round trip ticket purchase

Severity: 3

Heuristics violated: Flexibility

Description: Upon initial opening of the app there are no options to purchase a round trip ticket.

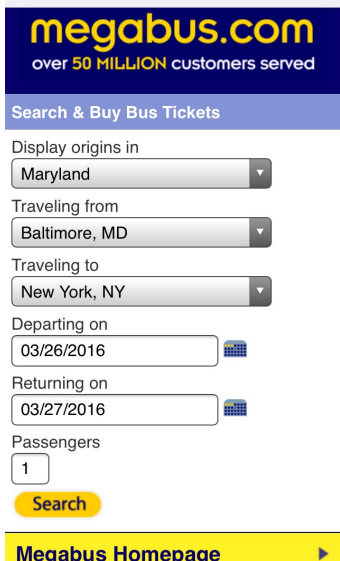


Issue: The app is not a full app

Severity: 3

Heuristics violated: Consistency

Description: The app is not fully built out. Once the initial information has been provided and the button to Buy Tickets is pressed, the site jumps to a website. Upon arrival to the website you have to re-enter all the previously entered information.

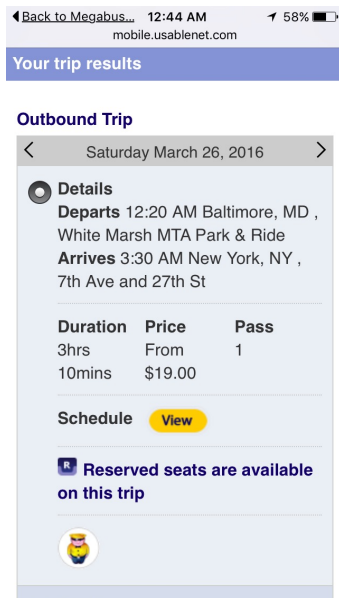


Issue: Backing up to previous page

Severity: 3

Heuristics violated: Error Prevention

Description: The arrow in the upper left corner says Back to Megabus. When this link is pressed you are taken from the website back to the app instead of the page before.

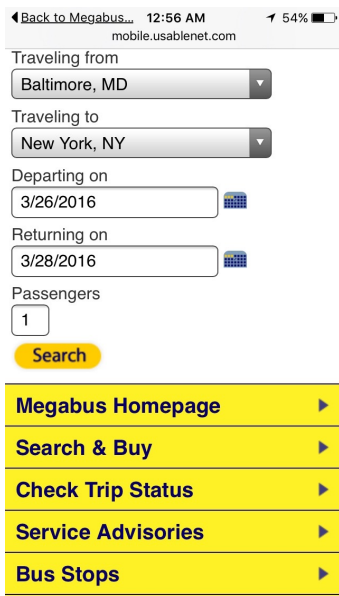


Issue: Continuing with the registration

Severity: 2

Heuristics violated: Recognition

Description: Once the selection for travel has been made you have to scroll through all the various options until you get to the bottom of the page to add your selection to the basket (shopping cart). There are too many hurdles to move to the next section.



Issue: Making a reservation with distractions

Severity: 2

Heuristics violated: Minimalism

Description: The different menu buttons at the bottom of the stage can be moved and grouped under a drop down when an icon is pressed. Gives the app more space and look less congested with clean lines.