

UX Report: B Line

Age Group: 17 - 22

Gender Breakdown: 5 females 5 males

Unexpected Uses:

- Clicking “get started” before “instructions”
- Clicking on stops and expecting some behavior

Praise:

- Interesting concept (after being explained)

General Attitudes/Emotions:

- Confused
- Unclear navigation caused confusion and frustration
- Lost interest after very limited use

Points of Confusion:

- Purpose of the application
- Stops were not clickable when they look clickable (at the time)
- Instructions were unclear

Common Suggestions:

- Consolidate instructions and map to be on the same page
- Have a larger map with more room to hover
- Center B-line map
- Clearer labeling of B-line, such that it would be accessible to someone who is unfamiliar with the MBTA map
- More details on the map

Takeaway:

We need to improve the copywriting/instructions to make the purpose of this app more clear. Additionally, things such as functionality, design, and possibly layout could be improved. The general purpose of the app is appealing to most people; however, in its current state it is not.