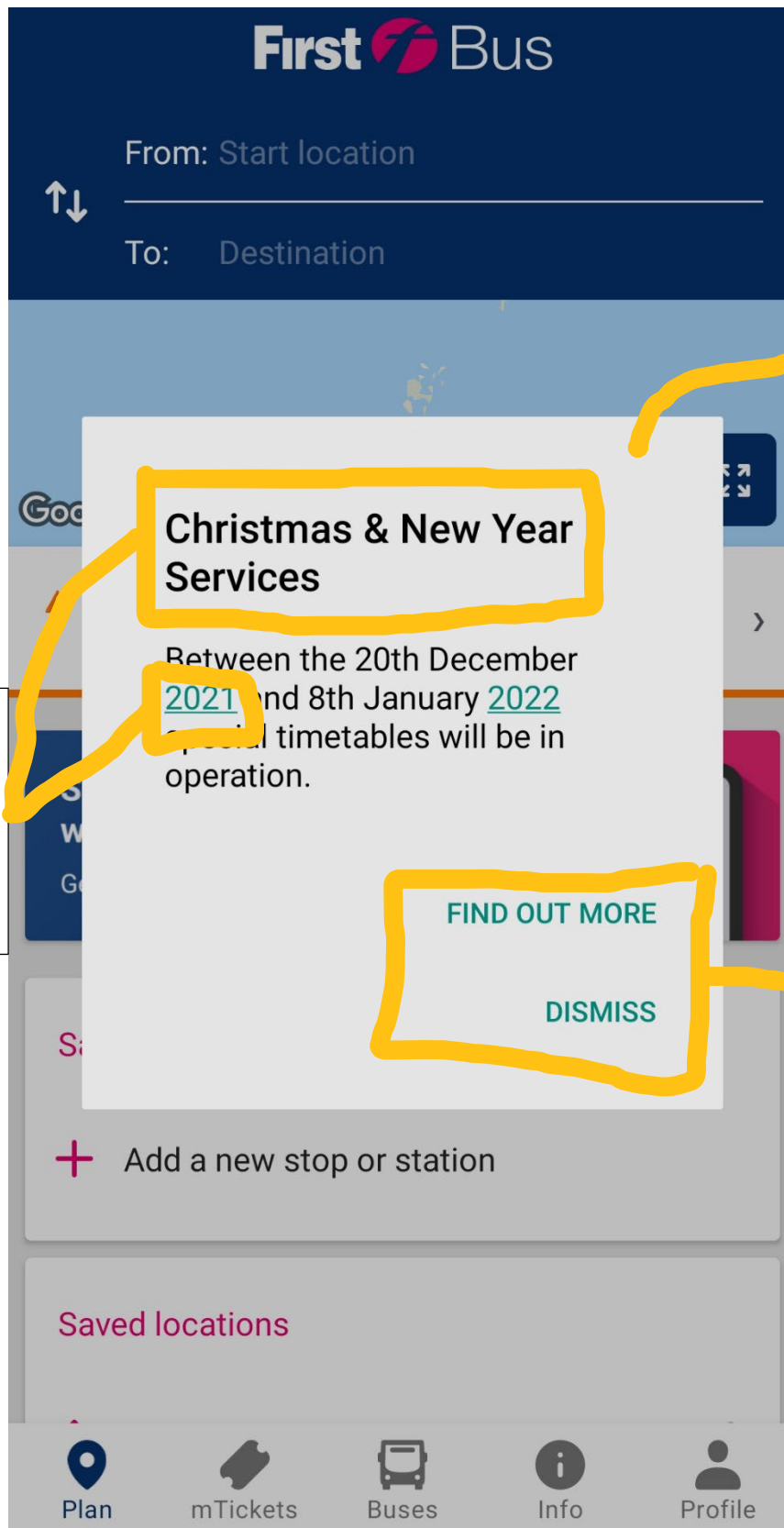# Mood board

Pop-up on front page

Occasionally, first bus app will have pop-up information when you first load up the app - this is useful for all. For example, they recently had a pop-up reminding people to wear masks on public transport.

The layout of the information is clear and easy to read due to the hierarchy. This is good design and important information is highlighted or in bold.

First Bus

From: Start location

To: Destination

Christmas & New Year Services

Between the 20th December 2021 and 8th January 2022 special timetables will be in operation.

FIND OUT MORE

DISMISS

Add a new stop or station

Saved locations

Plan   mTickets   Buses   Info   Profile

Here the user is given two options.

This pop-up information could potentially affect that user, or this information could be useless to a user so they can easily dismiss the information.

In addition to this, the user cannot remove the pop-up without clicking dismiss. This is significant because a user may be in a rush and potentially miss the information. This stops any accidental miss clicking from occurring – useful to all.
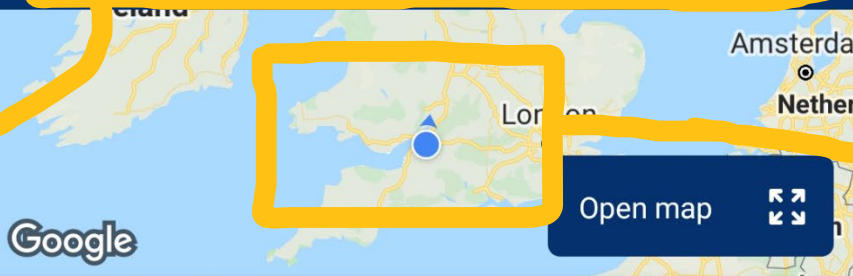
Plan page
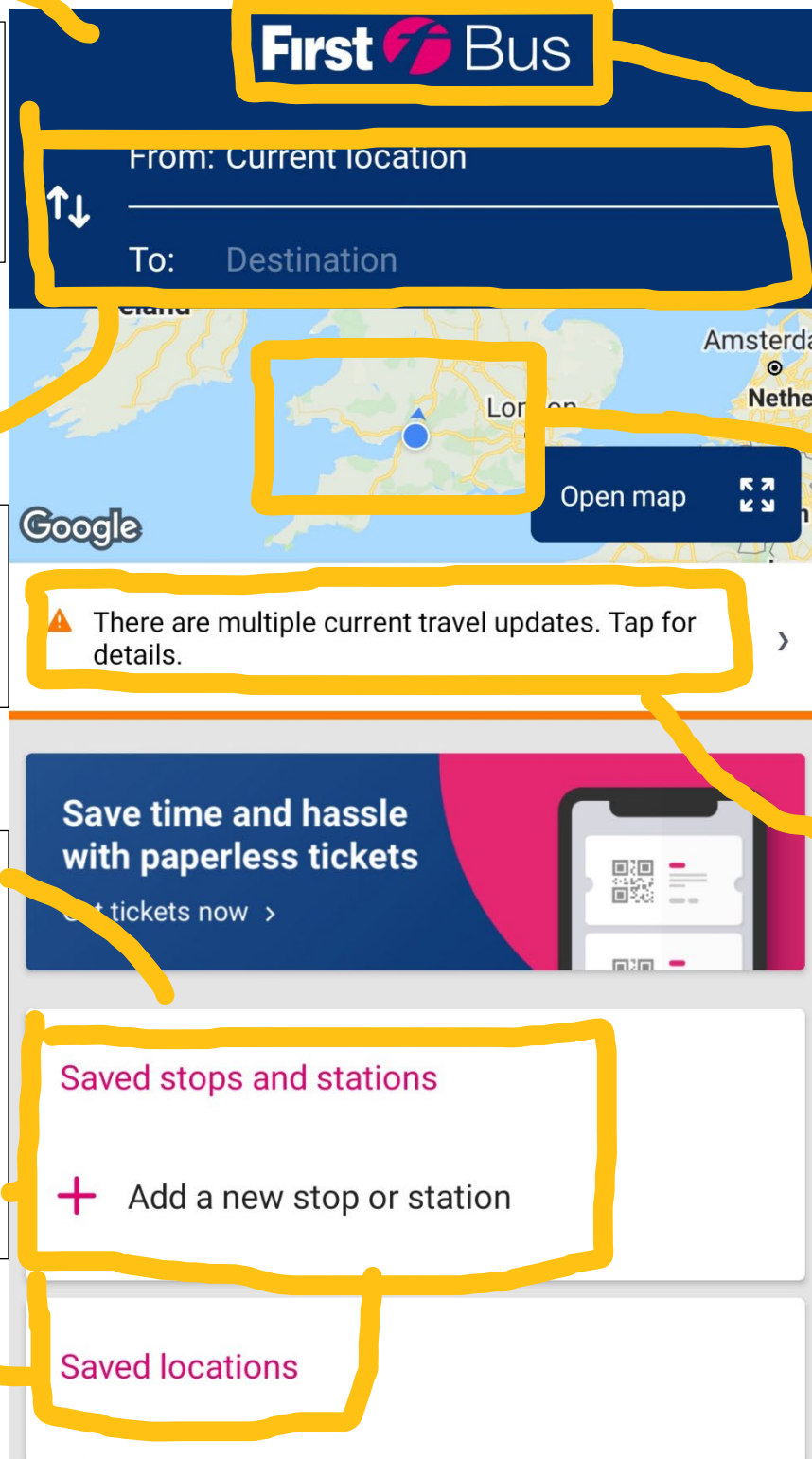
First Bus

From: Current location

To: Destination

Amsterda

Lor on

Nether

Open map

Google

⚠ There are multiple current travel updates. Tap for details. ›

Save time and hassle with paperless tickets

Get tickets now ›

Saved stops and stations

➕ Add a new stop or station

Saved locations

The app has a consistent colour scheme. This could make users have a more pleasant experience as there is little change in appearance.

This is clear for most people; it can get confusing when location is not turned on as it will show multiple results.

Saved stops makes it easy for users who are frequent bus users pick their destination quickly. This can be effective for anyone any age as it enables people to quickly determine their destination without going through the destination bar every time.

First bus logo is apparent on the front page. This makes the user aware of which company they are using.

The map is not the most responsive and is hard to follow for anyone of any age. It is slow to tell you what angle you are facing. Not so clear as to where your start and end point is.

Get the latest news of travel. If clicked this takes the user to a website stating all the changes. For a retired person or someone who may not be familiar with technology, suddenly changing screen could be quite daunting and they could easily lose track of where they were.

Route details

Route details
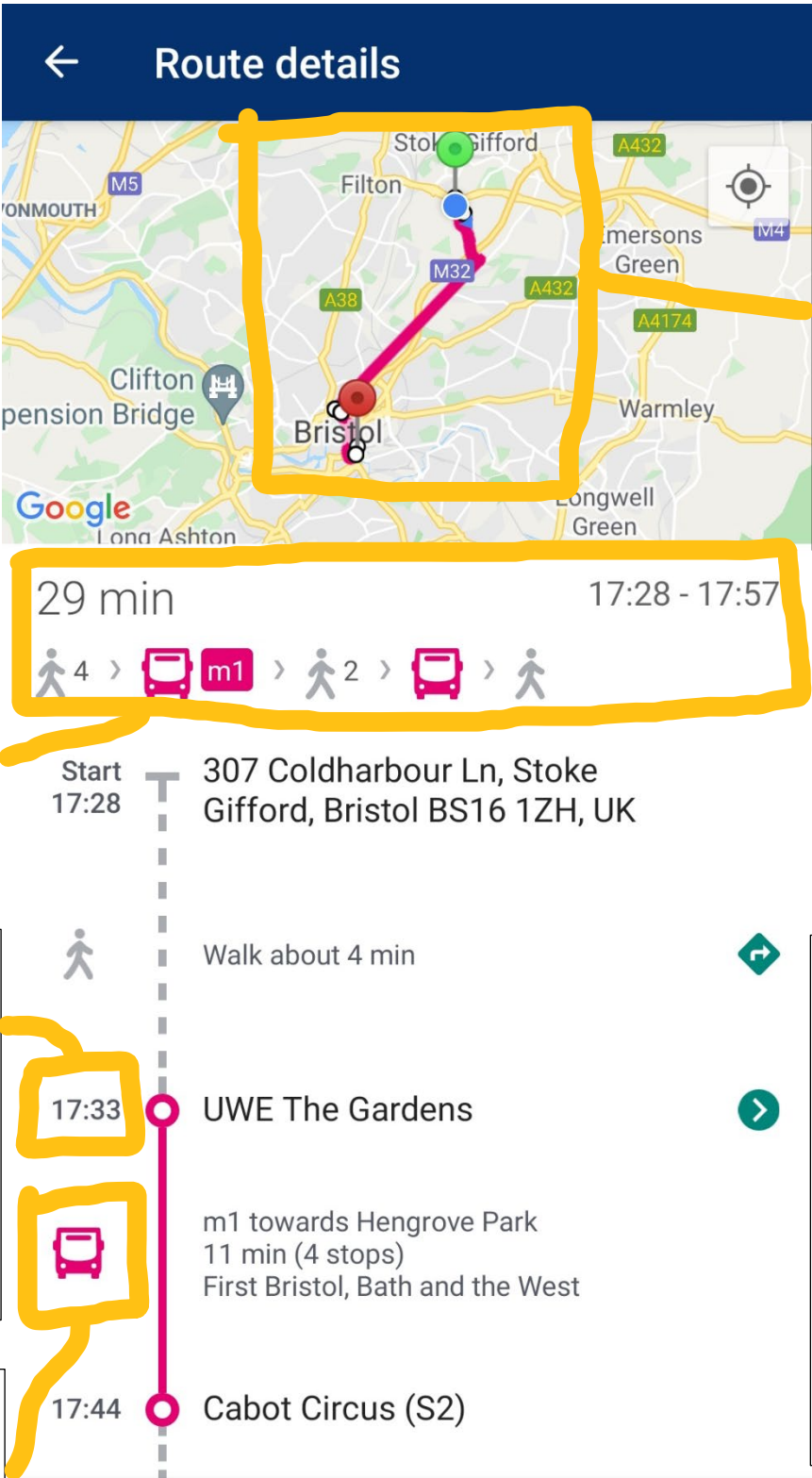
Map is not clear and rather slow on response. A user would be better off looking up the stops name on the google maps app or maps online.

The colouring of start and end is not obvious, a colour code could potentially help.

Clear outline of time of travel and the requirements of travel.

However, the bus needed to be taken may not be as obvious. One is labelled while the other is not.

Predicted time helps plan a journey, however the walking speed is the average walking speed. This could be higher or lower based on a variety of reasons. Some users may not consider this and end up late to the bus stop.

Imagery is very useful as it helps people identify which transport method will be occurring at what given time.

There are zero notifications or information to let people know whether the bus is late or early. With a service like this it is imperative to know ETA.

For example, on the arriva bus app it tells users predicted ETA and will even state whether it is on time.

29 min   17:28 - 17:57

Start 17:28 — 307 Coldharbour Ln, Stoke Gifford, Bristol BS16 1ZH, UK

Walk about 4 min

17:33 — UWE The Gardens

m1 towards Hengrove Park
11 min (4 stops)
First Bristol, Bath and the West

17:44 — Cabot Circus (S2)

Navigation bar

The navigation bar is confusing to all but from the perspective of a retired person it could be quite intimidating to look at. The title "Plan" is not very direct and has many connotations. It is slightly grounded with the location symbol, however not all is clear. "Buses" would seem like a more suitable place to put the plan icon and information.

"mTickets" is slightly more self-explanatory with it being where your tickets are stored. Although the "m" at the beginning of it could possibly cause confusion with users. However, the image of the ticket reiterates the idea that your digital tickets will be here. This could potentially be confusing to a retired person who may not be the most comfortable with technology. While you can still pay for tickets on the bus, this could potentially lead to someone overthinking and believing that tickets are only available via the app.

"Buses" is slightly confusing and misleading, since you start off on the "Plan" page which, to many users, contains all the information you would assume to be under "Buses".

"Info" has the universal info image and to many it is obvious what the "Info" page entails.

"Profile" may not seem so obvious to a retired person; this would be common to many users from the use of social media. However, to a retired person this could possibly be a grey area in which they could guess what would be here, although, they may not seem confident in understanding it.

mTickets Wallet

Alignment of the title has changed – this could be uncomfortable for a user as the consistency you were shown on the first page (plan) has changed.

Two options on this page:

Wallet – where you store your tickets.

Buy – where you purchase your tickets.

mTickets

WALLET   **BUY**

The icon of the wallet indicates to the user that this is where you store your items, a ticket in this case. This is good use of imagery as it easy to depict for anyone the connotations the wallet has.

For those who may not be a consistent user of the first bus app there is a recommendation to sign in/sign up so you can access tickets across multiple devices. This is significant as a retired person may not understand the method to purchase a ticket via the app. This enables a relative or someone close to set up an account and purchase one for them. This lets the retired person have the 'simple' job of opening the wallet for their ticket, giving them access to the bus service.

Sign in to access your wallet or do a one-time ticket transfer from another app or device.

mTickets Buy
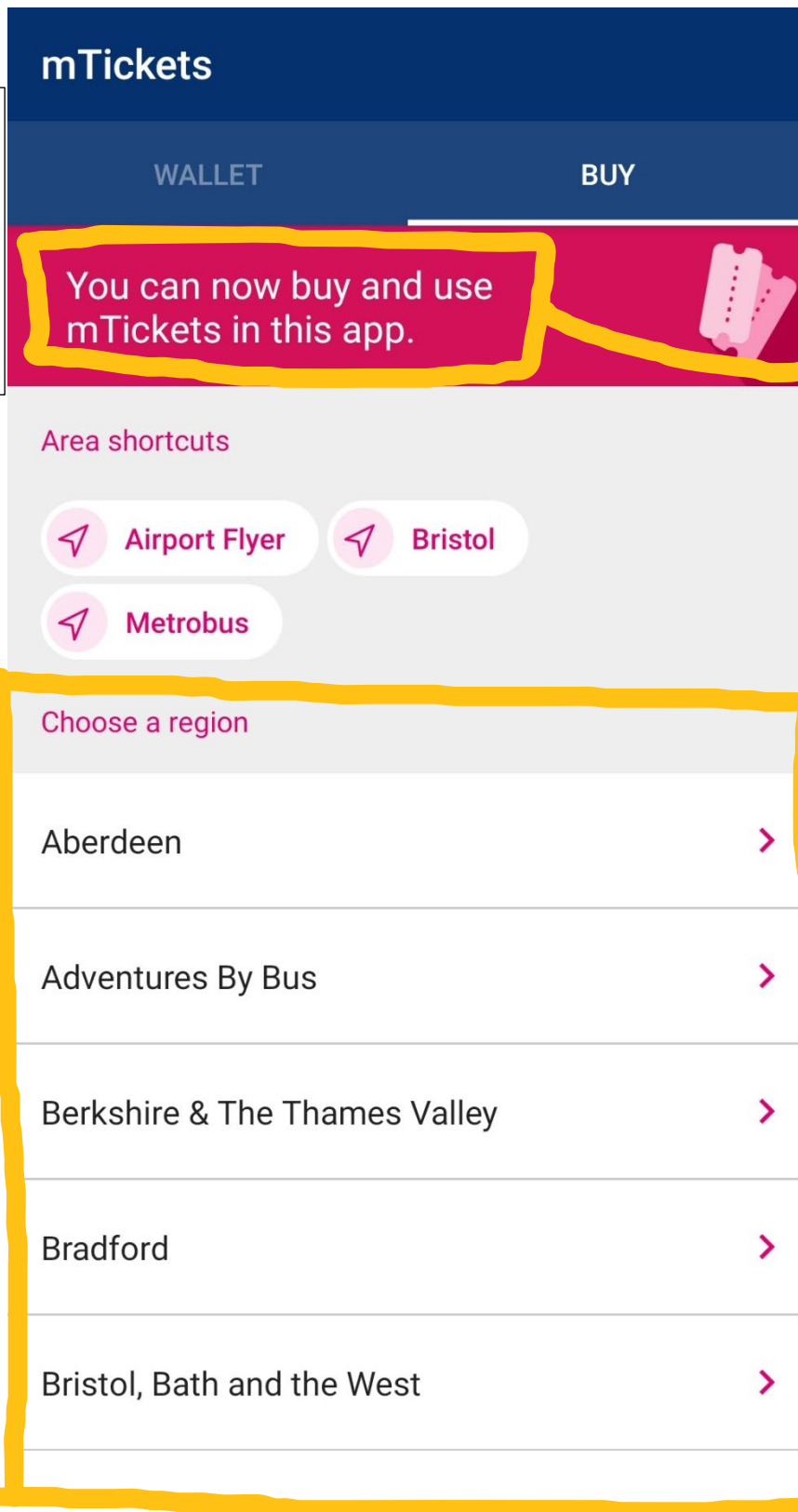
At first glance this page has a lot going on and is very intimidating. This reinforces my point about a relative or someone close to the retired person purchasing the ticket for them.

mTickets

WALLET   BUY

You can now buy and use mTickets in this app.

The option of the virtual ticket is new instalment and could potentially be confusing to many, especially a retired person who may struggle with technology.

Area shortcuts

Airport Flyer   Bristol

Metrobus

Choose a region

Here the user is left to pick their region they will be travelling in.

Aberdeen   >

Adventures By Bus   >

Berkshire & The Thames Valley   >

Bradford   >

Bristol, Bath and the West   >

mTickets Buy – ticket options

mTickets

WALLET | **BUY**

Promotions >

Student Travel >

Single >

Day >

Night >

Week >

Month >

Month+ >

This is the next page after picking your region – in this case I picked Bristol.

The monochromatic colour scheme is soothing to the eye and can make the stressful amount of ticket options a little less daunting. Especially with a light colour such as pink.

This page contains all the ticket options available for purchase.

This has a few confusing options such as "Day" and "Night" as well as "Promotions".

The "Day" and "Night" options are not explained on the app. This could confuse many users especially a retired person or a first-time user.

mTickets Buy – purchasing options

The option I chose as an example. Similar to bread crumb navigation.

← **Single**

Bristol Flat Fare Single Adult
£2.25
›

Colour coordinated tickets – this makes it easier for a more experienced user. To a retired person or a first-time user this has very little significance to them.

West of England Single Adult
£3.85
›

Bristol Flat Fare Single Student
£1.60
›

Multiple options can be quite unnerving as you want to buy the correct ticket as well as taking into consideration the most cost effective. To any user this is a confusing/complicated process, more so for a retired person.

Similarly named tickets can cause/lead to complications in understanding of what exactly you are purchasing. Many buses are strict on age group tickets, and this could result in not being allowed on or having to purchase another ticket.

West of England Single Student
£2.70
›

Bristol Flat Fare Single Young Person
£1.60 Giftable ⬚
›

The ability to 'gift' a ticket is a convenient tool however it could also confuse users into possibly thinking this option is available for all tickets.

West of England Single Young Person
›

Buses page

The wording of this page is quite similar to the "Plan" page and could lead to confusion. Especially when they have overlapping information. Although, this page is more specific in its search.

The image implies looking for something – this can be seen through the use of the magnifying glass on the bus. This helps identify the goal of this page and allows an audience at first glance to interpret the use of this specific page.

This is then reinforced with the use of text. The hierarchy of the text as well as font size/boldness enables an audience to have an easy time reading and understanding the information.

The caption grounds the image and directly tells the audience the use of the page. In addition to the caption, there is a body of text which presents more information and gives the significant specific details of the page.

The advert at the bottom of the page could potentially confuse audiences into thinking this is another part of the app. However, for an experienced mobile user they will recognise the icon that states a new tab will be opened.

Info page

Information

Customer support

For technical support, questions about the app and customer service.

View tutorial **Bus time display** **Journey planner**

Contact customer service

Further info

FirstGroup websites

Terms and conditions

Layout is very clear with a consistent colour scheme that represents the first bus app – pink, blue and white.

The page being put into segments via a break makes it clear to an audience that these are separate 'places'.

Images for the caption that follow may not be clear to some users and some images could be misleading or uninformative. For example, the image for "Bus time display" does not imply its purpose.

Not clear to a user what kind of customer service experience they will receive. The user must assume it will be done via messages due to the message symbol next to "contact customer service" to a retired person this may not be there most comfortable way of communicating and they could perhaps prefer a phone call as typing may not the easiest method of communication to them.

Link to a website as this may be an easier method of support for some users.

Profile page

Profile

This allows the app to focus in on your area and make easier/specific transport more accessible.

Your preferred region

Bristol, Bath and the West

This will set the app to your preferred region, ensuring you get the best promotions and travel alerts for your local area.

Your mTickets account

Sign in

Map of services near you

5 mins walk time ◯

10 mins walk time ⦿

15 mins walk time ◯

This tool can be useful for retired people as it helps home in on services closer by. The significance of narrowing down on services is the fact it helps reduce potential strain on the retired persons body if they were to walk to one fifteen minutes away instead of the one five minutes away.

This changes the radius of the map on your home screen

More

Location services

Clear up some of your searches so it makes it easier to manage where you want to go. This can be useful for those who travel a lot.

Clear recent searches

User Journey Templates

User Journey template – Buying a ticket on the app

User Journey template – Travelling from UWE to Bristol Temple

User Journey

CUSTOMER JOURNEY MAP *Travel using first bus app*

RETIRED PERSON
A grandad is leaving their grandkids university (UWE) and is currently planning their way home. To get home they need to take the bus to catch the train from Bristol Temple Meads.

Expectations:
- Easily purchase a ticket without struggle
- Arrive at destination on time - without struggle

Load the app	Navigate to find ticket	Choose region	Buying the ticket	Find nearest bus stop	Travelling on bus	Look for the correct stop	Arrive at destination
Dismiss pop-up	Via navigation go to mTickets	Pick the corresponding region in which you want to travel	Pick the ticket option which fits requirement	Using the navigation bar, go back to prior page	Standing or sitting?	Repeat the process of finding the bus stop	Get on train
Check to see if you can find bus ticket	Because the two options of wallet and buy - click buy		Pick what category you are under for specific tickets	At the top in directions type in starting point (UWE) and destination (Temple Meads)	Check for stop		
Look at navigation bar				Using the map at the top of the page - follow the directions to the bus stop			

"There is a lot going on - quite intimidating"

"This is clear and easy to follow"

"Actually it's rather simple"

"Where do I start?"

"This page is quite busy"

"Made me quite anxious"

"Did I get the right ticket? Was it the cheapest? Most efficient?"

"Is this the right stop?"

"Am I going the right way?"

"Why do I need another bus"