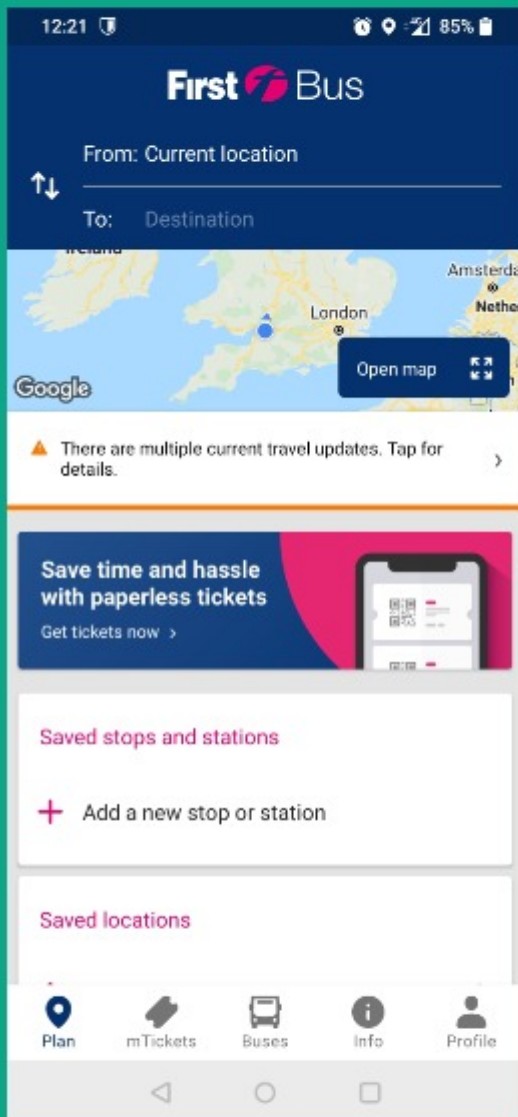**RETIRED PERSON**

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
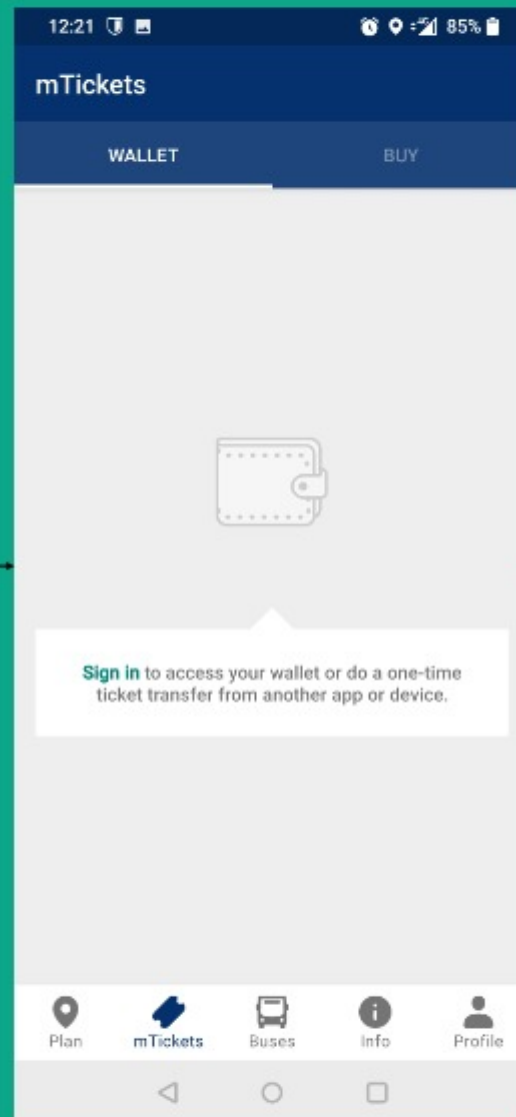
Load app - front page

Thoughts

A user may find there is a lot going on and it can be quite intimidating for someone who is a first time user.

- The text and images are rather small for some segments and this may effect the intended experience.
- Page does not contain the information the user is looking for
- The navigation bar is confusing, especially for the first page, however a user will quickly find the area they need to go.
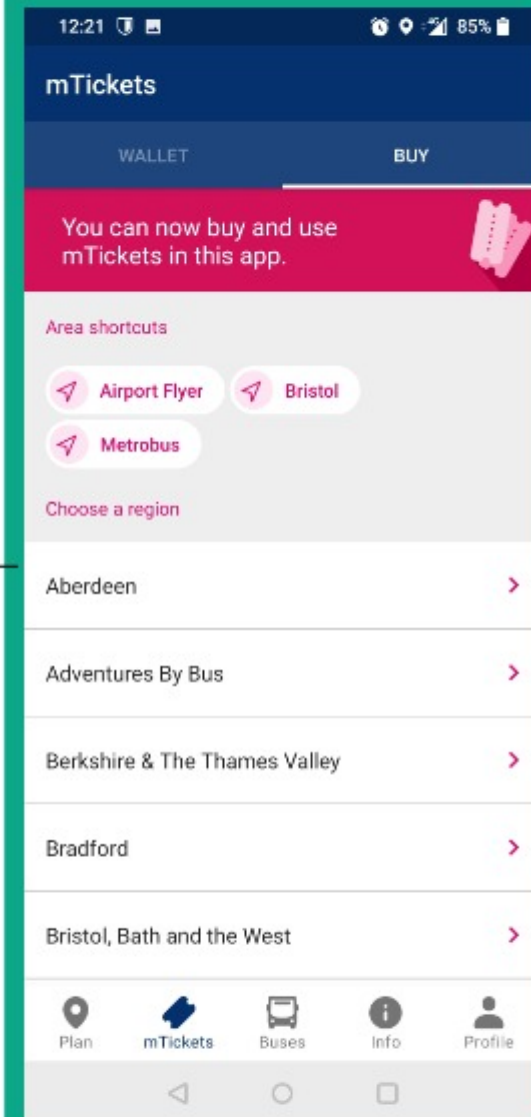
Navigate to find ticket

Thoughts

This page is rather simple and it is clear where the user needs to go. This will reassure a user into thinking the app isn't as complicated as it seems. This is reinforced by the use of good imagery and clear headings that aid in directing a user.

Choose a region

Thoughts

While this page is rather basic in layout and content it can still look rather complex at first glance due to:

- The amount of content on the screen. This could make a user feel anxious that they may click the wrong section.
- Each 'region' is rather small and may possibly result in a user miss clicking if they do not have a steady hand.
- The headings in pink are clear but rather small and could potentially not help the user as intended.