

# //DESIGN BRIEF

////////////////////////////////////

Fill in this template and then include the text in your designed slides / document

SUMMARY: (A brief overview of your analysis / project)

Analysis of the first bus app from the perspective of an old, retired person.

CURRENT SITUATION: (Of the service, drawing on your visual analysis)

Currently, the first bus app has many possible areas of improvement, but it also has a few good aspects about it. The app does well in catering towards an audience used to using a mobile device or finding information online. However, there is very little concern for the older generation, and this shows with elements such as the font size or image scaling being rather small.

WHAT ARE YOU TRYING TO EXPLORE? WHAT ARE THE DESIGN PROBLEMS / CHALLENGES? (What question are you asking? what are the critical issues?)

I am trying to improve the user experience for all users but mainly for the older generation in particular. This will be accomplished via a critique and analysis and then I will propose my own design recommendations. The main issue I have found with the first bus app is the layout, it is not inclusive and does not consider the possibility of users who may have trouble seeing or using the mobile.

WHO IS THIS FOR? WHO WILL IT IMPACT ON? (who is your user group)

My specific user group is older retired people. The changes I propose will be useful for all generations but more so towards my specified user group.

**WHAT ARE YOUR CONSTRAINTS?** (These might include cost, ethics, specific factors relating to your organisations approach.)

The restraints I face is restricted information. While I can look up ways to design apps for the older generation I cannot find valid statistics of the first bus app userbase. This data would be crucial in designing an app and it will help focus on specific user group needs.