

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 affect the intended experience. This page does not contain the information the user is looking for and they will thus head to the navigation bar.

The navigation bar is rather confusing in wording, 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, in addition to this, 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.

Buying the ticket

Thoughts

The layout of this page is rather clear and easy to follow. This will make a user feel secure in their possible purchase, especially after the stress of wondering whether they got the right ticket or not.

Buying the ticket

Thoughts

The spacing and size of the sections will be appreciated by the user however, it is once again confusing and unclear what each ticket entails. This does not do anything to reassure a user as they navigate the app.

This page could increase the anxious feelings the user is currently feeling and if they weren't frustrated before, they are now.

Buying the ticket

Thoughts

This page is rather daunting and could confuse many users, especially the older generation. This will make them feel anxious and panicked.

Once again the layout contains small sections and could cause a possible miss click making an already anxious user frustrated.

Finding the nearest bus stop

Thoughts

The user must then navigate back to the homepage to get to the directions tool at the top.

This could be confusing as well as frustrating due to bad labelling in the navigation bar. Some users, especially first time users, may be susceptible to believing the directions tool is in the 'buses' page.

Travel

Thoughts

Colour coded page will be appreciated as it clearly states what method of transport is in need of being taken.

However, the small text could be hard to read for some users, combined with a poor map experience, this could result in a user being uneasy.