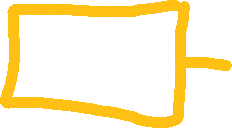
**Pop-up on front page**

Graphical user interface, application

Description automatically generated with medium confidence



Here the user is given two options – to learn more. 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.

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.



**Plan page**

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.



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.



Graphical user interface, application

Description automatically generated



The consistent colour scheme the app has could make users have a more pleasant experience as there is little change in appearance which allows for a more comfortable experience.

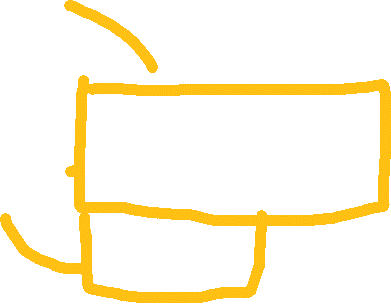
First bus logo is apparent on the front page. This makes the user aware of which company they are using.



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.



**Navigation bar**

Graphical user interface, application

Description automatically generated



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 too many users contain 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, however, they may not seem confident in understanding it.

Graphical user interface, text, application

Description automatically generated