1. Simple and natural dialogue

The design should have intentional and obvious paths, and should allow people to complete tasks quickly and freely. Using the product should feel natural to the user.

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Screen 2 | Plan other trip on top of the page grabs attention straight away. Why would you plan the journey to plan a new one straight away when you pressed the button a second ago? | Place the option at the bottom |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

2. Match the system with the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| 2/3 | More options reveals the transportation methods. Could name the category better. | Name it transportation methods instead of other options. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

3. Make things efficient

A primary goal of experience design is to make things efficient for the human before making things efficient for the computer. Efficiency allows for productivity and reduced effort, and a streamlined design allows more to get done in the same amount of time.

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| 2/3 | Sort button has no function | Make it do (at least) something, limits the experience |
| All | Menu does not work | Make the links work |
| Home | I thought the icons next to the text boxes where the drop down buttons. But instead you get a drop box when you press the text box. This makes a field pop up out of nowhere and is kind of annoying for me personally. | Make the icons drop down a map, when the user asks for it, rather than doing it when they don’t select it. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

4. Make the user feel in control

The user should always feel in control and feel the freedom to use the system as he wishes to. Be forgiving when mistakes happen, and ensure that the user knows what caused the mistake and that he or she knows how to prevent it from occurring again.

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Journey plans | The arrow that points down feels as a accordions, however it takes you to a different page. | Make it look like a link with a text such as “check it out”. Now it is very unclear what you get directed to |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

5. Provide feedback

Your interface should always speak to your user, when his/her actions are both right and wrong or misunderstood.

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Home | When you fill in a text field it deletes it straight away | Show the user they have inserted a vallue |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

6. Be flexible

Once a user has become experienced with your interface, reward him or her and take off the training wheels. The breakdown of complex tasks into simple steps that help the novice user will become inconvenient and distracting. Providing more abstract ways to accomplish tasks will allow your design to get out of the way. Allow users to tailor frequent actions*.*

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| All | No personalisation options | Apply settings for the user |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

7. Be consistent and use standards

Your users need consistency. They need to know that once they learn to do something, they will be able to do it again. A consistent interface enables your users to have a better understanding of how things will work, increasing their efficiency. Users also need familiar standards that help them understand the system and feel at home. Follow platform conventions and standards (menus, buttons, interaction paradigms, etc.), especially with mobile devices.

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| N/A | N/A | No concerns |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

8. Use visual hierarchy and keep it simple

Design your interface in a way that allows the user to focus on what is most important. The size, color, and placement of each element work together, creating a clear path to understanding your interface. A clear hierarchy will go great lengths in reducing the appearance of complexity (even when the actions themselves are complex).

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| 1 | At arrival and departure it both sais “current location”. Is this a comment or a button? | Make it look like a button or a text box |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

9. Offer help

Help is not a replacement for bad design and even though it is better if the system can be used without documentation, it may be necessary to sometimes provide help and documentation. Tooltips and wizards are also considered help.

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| Individual journey screen | Does not show how to deal with the current weather conditions or if this has consequences for your trip | Give info how the weather influences your trip |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

10. Use emotion

Ease of use isn't the only measure of a positive user experience; pleasurably is just as important. Something can be dead simple, but if it's outrageously boring or cold it can feel harder to get through. Designs should have flourishes of warmth, kindness, whimsy, richness, seduction, with — anything that incites passion and makes the person feel engaged and energized.

|  |  |  |
| --- | --- | --- |
| **Screen or Component** | **What is wrong?** | **How to improve?** |
| All | Uses bright colours that give a positive feeling, but it does not seem to relate to the characteristics of the company. | Use colours that relate to the firm |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |