
NextBus Redesign

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The Pain Points

The current NextBUS mobile application currently has:

- No Personalization.
- Very limited functionalities.
 - There's only so much the user can do with this app.
- Poor user experience
 - Lacks proper navigation.
 - Poor content organization.
 - Overall, the application could use a fresh look 'n feel!

The Goal

How do we address the pain points of the users?

- Better content organization.
- Better navigation.
- More personalized user experience
- Overall redesigning of the screens!

The Process



Functional Personas

- To have a frame of reference when we are designing certain features and functions, to best meet that persona's needs and pain points.
- We aimed for a few personas who'd use a commuter's application for their daily or usual commuting, i.e. going to work, coming home, taking public transport for things like meeting friends, grocery shopping.

Robb Taylor, 30 The Commuting Professional



Motivation

Robb works as an Advertising Account Manager in a leading Ad agency in San Francisco. He mostly uses public transit to get to work and back, using public transit twice a day. He owns a car to run other errands around Oakland on the weekends and evenings; however prefers to use public transit as parking is difficult and expensive in SF. Robb owns an iPhone 6s, and an iPad Mini, mostly has social media as well as his job related apps that help him with his social networking.

Goals

- Advance in career.
- More savings, to own a house.
- Stay up-to-date with the latest industry trends.
- Make the most out of the commute time.

Occupation	Advertising Account Manager
Status	Single
Location	Oakland
Work Location	San Francisco
Income	\$85k

Pain Points

- Having to check multiple apps to check different transit systems.
- Not being informed about commute disruptions.
- Possibly missing the stop because of any activity he is engaged in.

Anne Fern, 19 The Busy Student



Motivation

Anne is a full time undergrad student at UC Berkeley. She lives in an apartment a bit further from campus to save money on rent. In addition to attending classes, Anne is actively involved with student life and is in 2 other clubs. Due to needs of being on campus for class, study sessions, and club meetings, her schedule is never the same and must frequent back and forth between her apartment and campus. She strives to be both a student, and be actively involved socially. Aside from using the bus to get to campus, she also uses the bus to purchase groceries once a week, as well as to meet up with friends for dinner and apartment parties.

Goals

- Relied on public transit to get to her various activities on time
- Get home safely
- As a student she's very busy, so would like to maximize time being productive, minimize time waiting for bus; studying on her bus rides

Pain points

- Dealing with delays. Being late causes her to lose out on important information as well as making her look bad
- She has a difficult time keeping track of different schedules for different routes she can take to get home

Jessica Santos, 35 Stay Home Mom



Motivation

Jessica is taking time off from her full time job to raise her two kids. Her spouse and her only have one car which her spouse takes in the day, so she mainly uses public transportation to run urgent errands. She enjoys being a mom but occasionally wants to go around the city for a change. She doesn't want to pay extra for the parking, plus does not like spending time to find parking when running errands. Jessica is concerned with raising her kids and making sure the household is running smoothly. She has an iPhone 5s but she doesn't like using it too frequently.

Goals

- Take public transportation as frequent as possible. Once every other day.
- Save Money, and time.
- Read novels/listen to news on the go to stay updated.

Pain points

Occupation	Stay home mom
Status	Married, 2 kids (5, 2)
Location	Daly City

- Usually the public transportation is crowded during busy hours, so she has to alter her commute plan: Hates being uninformed about the local events or happenings that may affect her regular commute paths..
- It's hard for her to look after kids while commuting.
- Technology must be easy to use. Doesn't want to spend too much of her time to understand how the app functions.

Mark Lee, 24 Hustling Sales Rep



Occupation	Sales Rep
Status	In Relationship
Location	San Francisco

Motivation

Mark is a sales rep selling chef knives to local restaurants. During the day he may have 4-5 appointments set up during the day to speak with executive chefs. He currently uses public transit to get to his appointments because finding parking in certain neighborhoods can be extremely difficult. His schedule is always different every day, and can change at a moment's notice based on his clients needs, so his transportation method needs to accommodate for that. Because he works with extremely busy chefs, time is very important to them and thus do not tolerate delays. His top priority is getting to his appointments on time to win new business and preserve his existing relationships.

Goals

- Get to appointments on time
- Notice of delays
- Allows for flexibility

Pain points

- Equipment can be heavy, so he'd like to minimize his walking
- Wasting too much time between appointments
- Not knowing of delays, and being late to appt
- Not knowing what are all the other options that are currently the fastest to get him to destination

Feature Audit

To understand all the current functions and features of the NextBus App as it is.

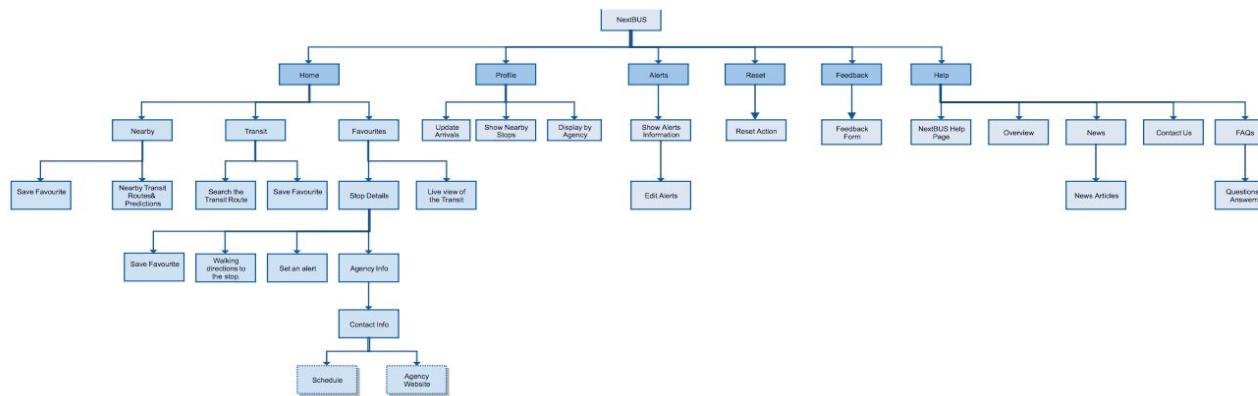
Parent page?	Tab	Screen	Feature	what does it do	Notes	Recommendation
Home	Nearby	all predictions	transportation agency	info		
			line	info		
			intersection of stop	info		
			Direction and end stop	info		
			satellite icon	indicates showing live info- building trust	Not really clear what it means	
			two "minutes" indicator	time until next bus to that stop		
			button heart icon	to keep track in favorites icon		
			last update bar	indicates last updated times- builds trust		
			tabs to Transit, and Favorites Menu			
	Transit	transit page	drop down to choose authority	ordered alphabetically	119 selections, selection includes all over the united states, authority? copy inconsistent	Some kind of grouping, statewise, and filtering.
			drop down to choose route			A filter/search
			drop down to choose direction			A filter/search
			drop down to choose stop			A filter/search, sort by distance
			button heart icon	adds to favorites tab		
			Prediction: direction 2 times, arrow	brings you to map view, with predictions on bus route/schedule including stop and direction of chosen line		
	Favorite	Favorites page	clickable predictions of favorites	list of places where you've activated the heart icon in other two tabs	only shows prediction of a specific stop of a specific line in a specific direction, to show both directions of same line and stop, need to favorite two separate entities by going through previous tabs	
map view	map view		one level in: map view of route and buses/cars on route marked by green circle and white arrow			
			red dots on routes	indicates designated stops along route		
			blue dot	indicate where you currently are		
			white popup with stop intersection/title, and phone code		what is phone code?	
			green bar at bottom with stop intersection, direction and end stop			
			mail icon on top right corner	brings you to feedback screen		
			Feedback screen	provide feedback screen; provide name, your comment and send, box for provide name with white box for comment, grey white send send button, arrow to navigate back to map	The feedback icon is misleading.	
			fill in to provide feedback to next bus			
			triangle with exclamation point	agency messages: check Twitter, sign up for email, news, alerts, notifications, news, muni drivers with web address	usually same message and sign on all stops, makes user not want to click on them because they don't expect new information, web addresses aren't links	
			two times			
			white line on top of green bar	if you put finger on white bar and slide up it will reveal more info		
			green bar slid up reveals:			
			heart icon	put stop, line, direction to favorite	only slideable but not clickable to reveal extra info	
			walking man	opens up apple maps from your location to stop		
			bell	brings to screen to "please choose an alert"		
			"!" icon in blue box	brings up screen for agency information	Line#38	
			information regarding stop: agency, stop with (## agency rather than authority	copy inconsistent with copy of other tabs		
			Name your alert			
			toggle: everyday, today		good because its a commonly used interaction element to choose times, although including minutes seems unnecessary, would have to do	
Please choose an alert screen:						



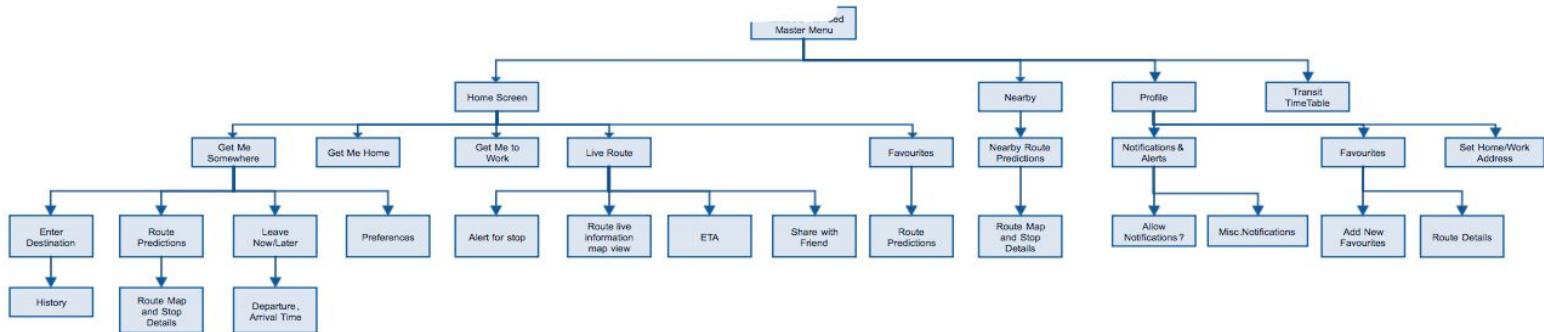
Revision of the architecture

- To create a better organization of content and features.
- This allows us to see at a high level, the hierarchy of how the functions and features relate to each other.

old



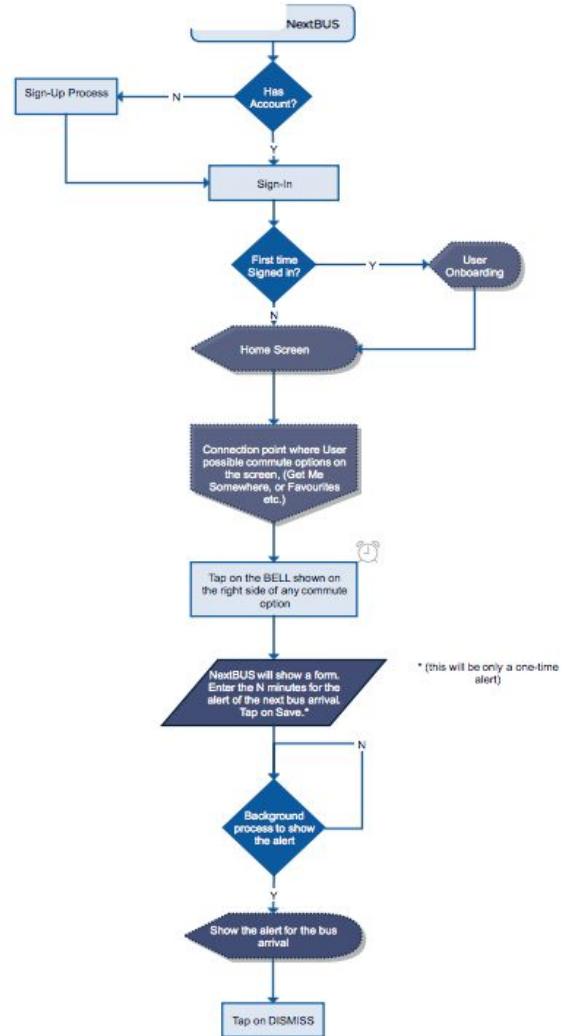
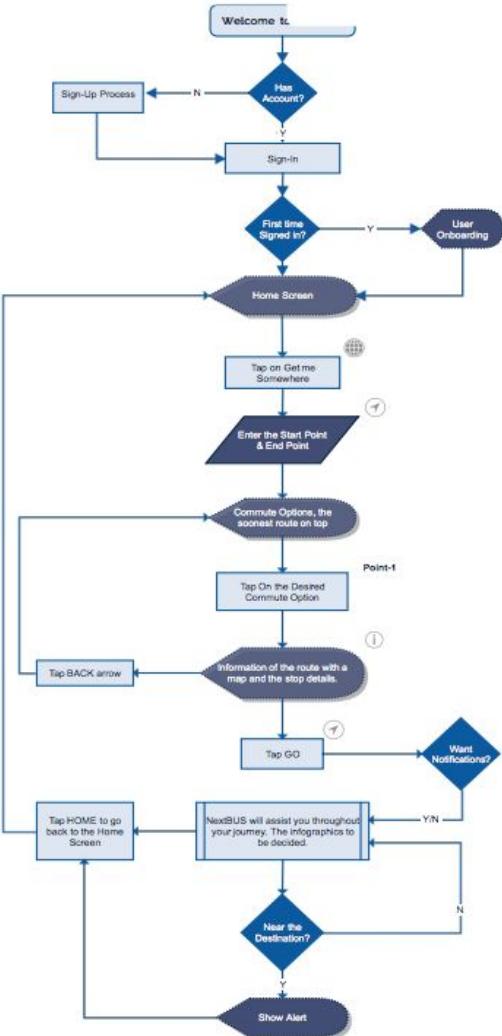
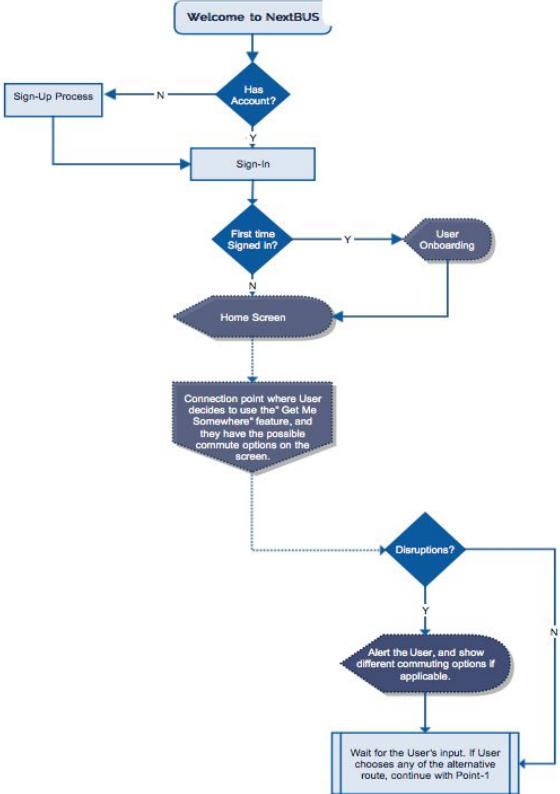
new

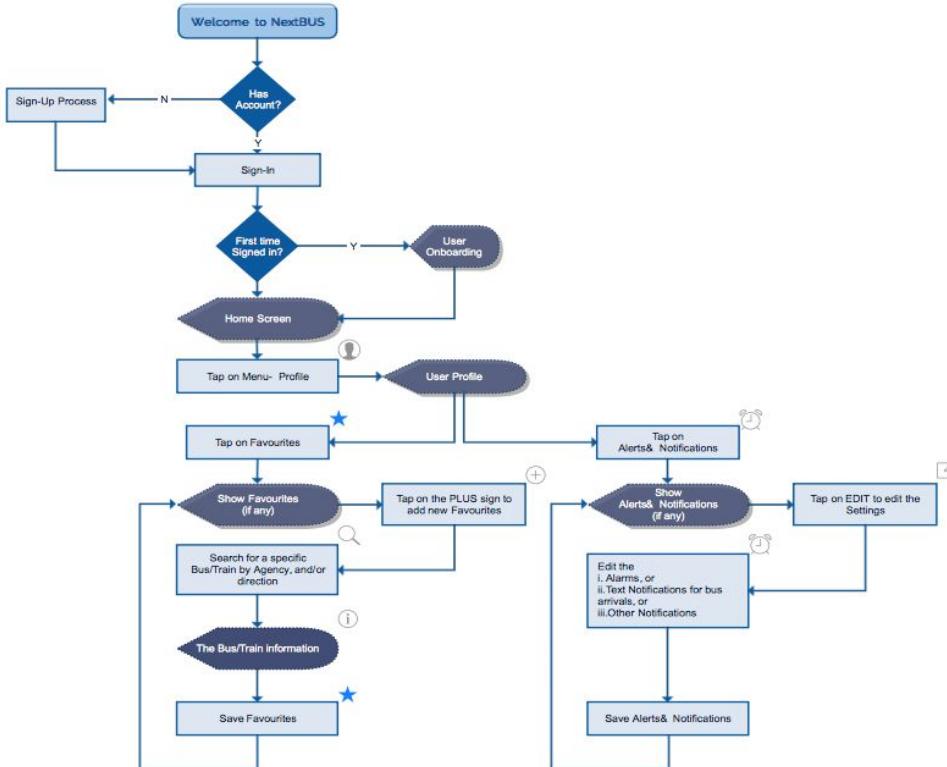




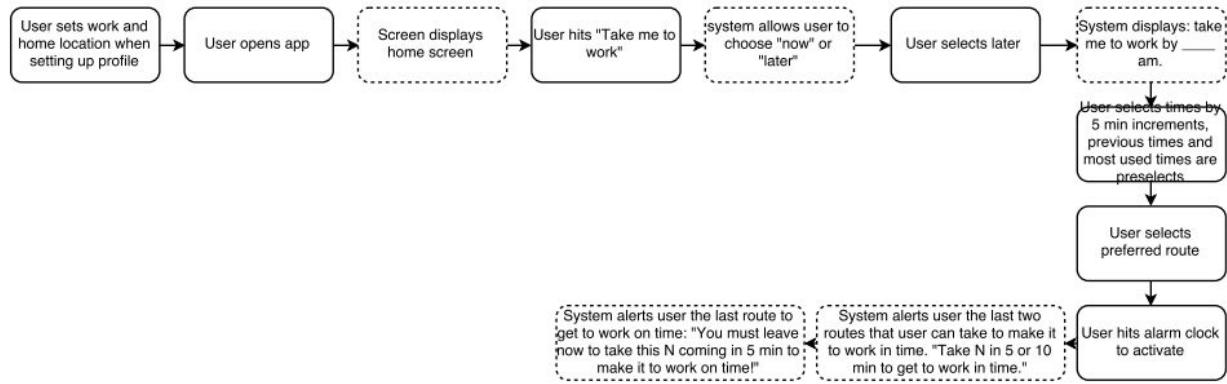
Functional flow

To understand how we want our users to progress through our system to accomplish a given task.

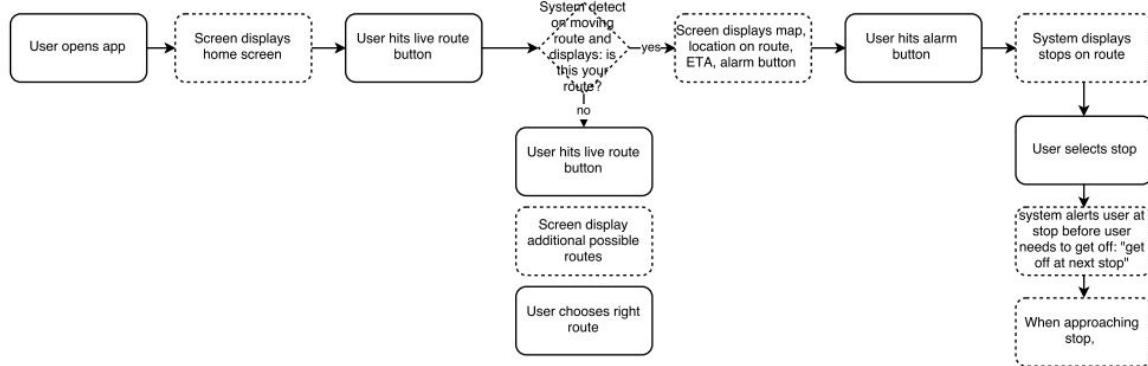




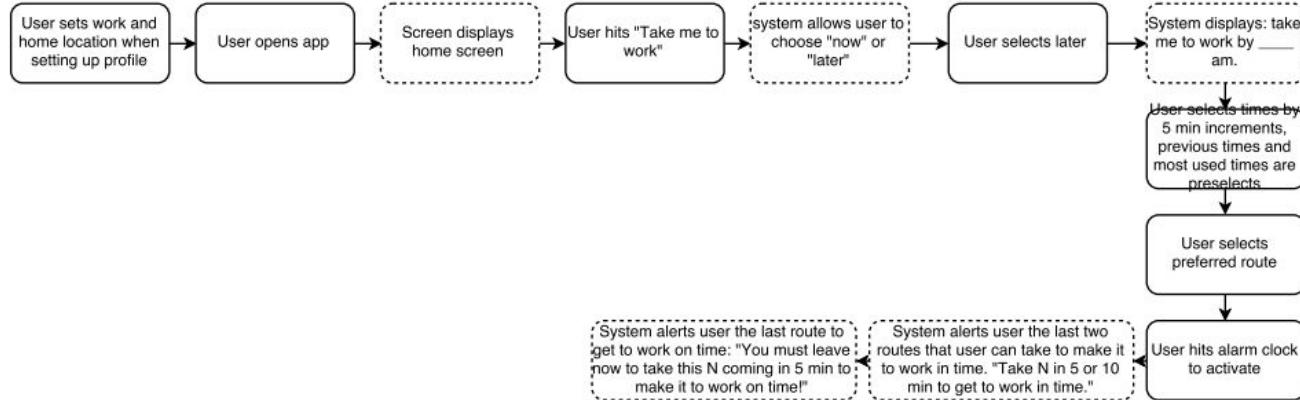
Robb Taylor goes to work



Robb Taylor alerted to get off bus/train



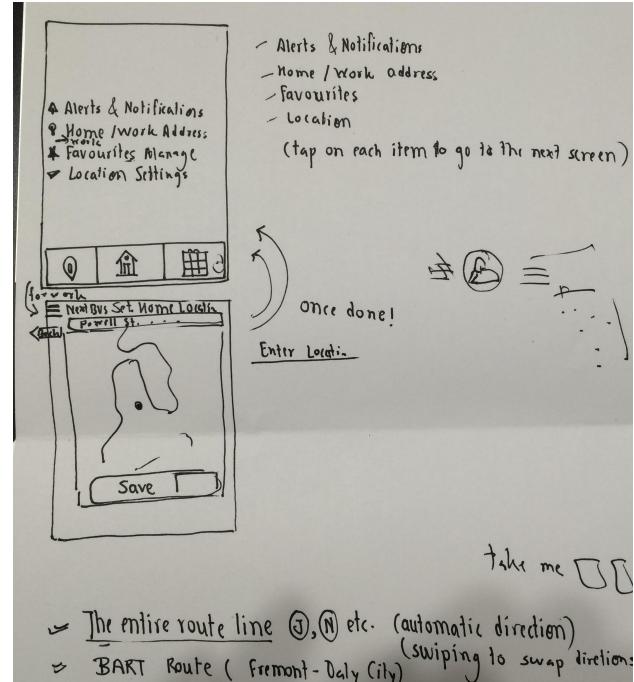
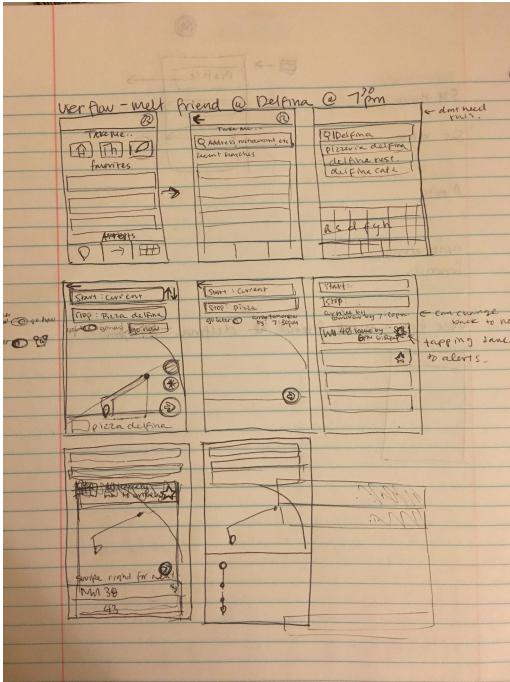
Robb Taylor goes to work



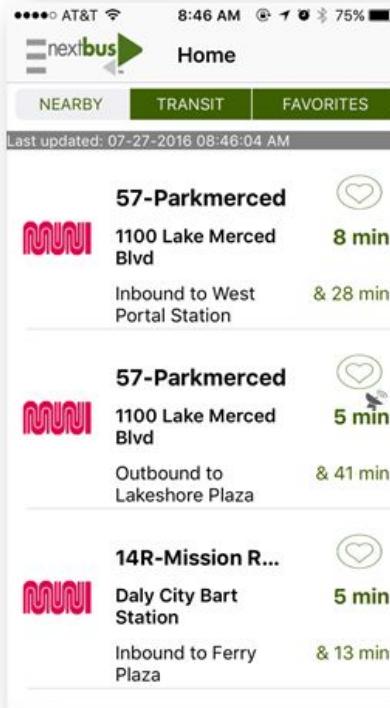
User Flow to Mock Up

1. Add your home address to your profile
2. Figure out how to get to Pizzaria Delfina on 18th Street tomorrow by 7:30pm, and send your friend Alie an update on your journey and ETA

Sketches



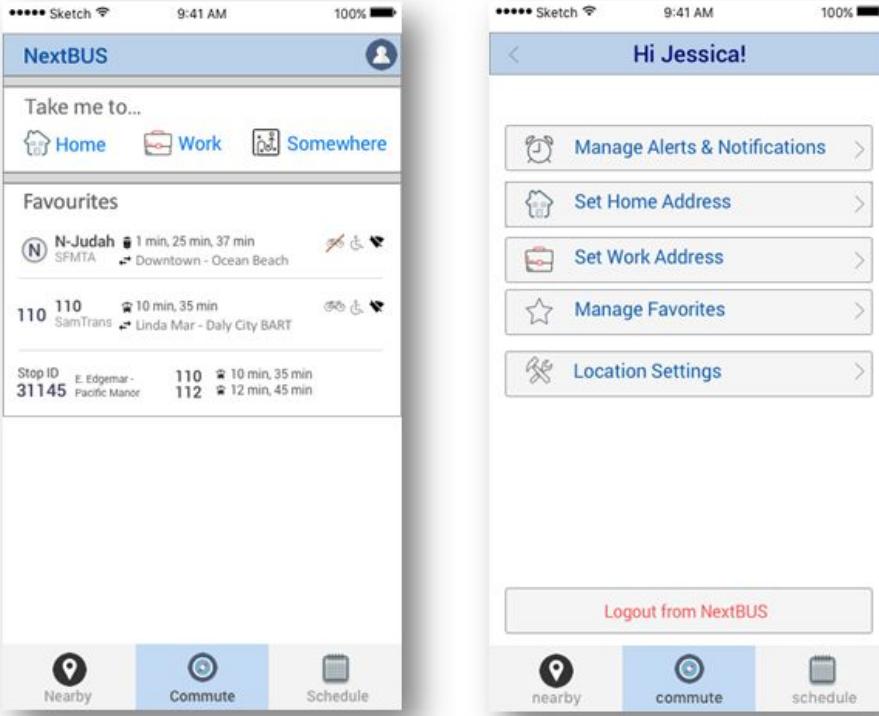
Comparison (old & new UX)



Pain points addressed:

- User doesn't know the best routes to get anywhere
- Cluttered - repetitive information
- Favorites don't capture user needs

The New Screens



Solution:

- Made it easier to get home or to work
- Added a feature to pick a location and find public transit options
- Made schedules of public transit easy to access
- Made favorites more flexible

Final Prototypes

(jk it will never be final!)

[Add Home Address](#)

[Pizzaria Delfina tomorrow by 7:30pm & Send friend update](#)

Usability Testing

- We asked a few of our friends to complete the usability testing of the prototypes we built.
- Before starting the test, we briefed them about the idea
 - The screens are just prototypes, and are not the end results, that being said the interaction points as well are limited.
 - Feel free to narrate what you are doing, what you are thinking while trying to finish your task.
 - And that, they are being recorded for our feedback.

Drew : <https://lookback.io/watch/LuFe332yCNYCB6ZF8>

Felix : <https://lookback.io/watch/bZ9NfHhnJAPoxY8QA>

Madison: <https://drive.google.com/open?id=0B8BsLmIHK-SDZVV4TEQzOG83eVk>

Usability Test Findings & Changes

Feedback (Flow-1)

- Drew did like the fact that there are two buttons that'll take you to Home or Work. Most of the users will find it helpful.
- James felt the UI was clean and neat. He liked it.
- Use a better word than "Somewhere". Somewhere felt a little disconnected.
- At first, users did not notice the Profile icon on the top-right corner. Need to find a better way to emphasize it.
- The Favourites bar on the home screen seemed crowded. They'd want only the relevant information to be shown there.

Usability Test Findings & Changes

Feedback (Flow-2):

- I liked having the alerts, and that it was automated without having me think too much about it.
- Some of the buttons were hard to see:
 - Highlight the “Go” button.
 - After pressing the button for “Alie” I wasn’t sure how to save it or move on.
- Clearer alerts:
 - “What if you have multiple alerts? When you get a notification it would be nice to have it tell me which notification it is for”
- When I am looking at the screen for current predictions, the 20 min one wouldn’t get me there in time. I would still like it on the screen but it would be nice if it were in a different color, or an alert to tell me so.

What we learned!

- UX is extremely important to users . If it's not easy to use, they won't use it!--That's why we embarked on this journey!
- It's how Art and Technology meet seamlessly.
- Never knew there could be so many things behind one 'seems to be really simple' interface.