

redBus.in Screens

S1

The screenshot shows the main landing page of the redBus website. At the top, there's a search bar with fields for 'FROM' (Madipakkam), 'TO' (White Field, Bangalore), and 'DATE' (24 Mar 2021). Below the search bar, there's a banner for the 'Safety+' program, which is described as a unique certification program to ensure safety in all buses. There are also promotional banners for 'Journey For Dreams' (with a code FIRST) and 'Amazon Pay Offer'. A large 'Safety+' logo is visible on the left side of the page.

S2

This screenshot shows the search results page for bus routes from Madipakkam Bus Stop, Chennai to White Field, Bangalore. The search parameters are set for departure on 20 Mar Sat. The results show 20 buses found, all of which include safety as a major factor. The results table includes columns for Departure Time, Bus Type, Arrival Time, Boarding Point, Dropping Point, Operator, Amenities, and Seats Available. Each bus listing includes a thumbnail, departure time, arrival time, fare, and a green button labeled 'INR 379'. Below the results, there are several policy sections: 'Child passenger policy', 'Luggage policy', 'Pets Policy', 'Liquor Policy', and 'Pick up time policy'. The bottom of the page has a note about the bus operator's responsibility regarding late arrivals.

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The screenshot shows the redBus.in homepage with a red header bar. The top navigation includes 'redBus' logo, 'BUS TICKETS', 'rPool New', 'BUS HIRE', 'Help', 'Print/SMS Ticket', 'Cancel Ticket', and a user icon. Below the header is a banner for 'Safety+' with the tagline 'Your safety is our utmost priority'. A search bar is prominently displayed with fields for 'FROM', 'TO', and 'ONWARD DATE', and a 'Search Buses' button. The main background features a stylized illustration of a city skyline and people on a bridge. Promotional boxes include: 'Save up to Rs 150 on bus tickets' (Journey For Dreams offer), 'Win Rs 10 to Rs 300 on minimum purchase of Rs 300.' (Amazon Pay offer), and 'Get 10% off on APSRTC Buses' (Early Bird Offer). A call-to-action 'REGISTER NOW' is visible. At the bottom, a section titled 'WHY BOOK WITH REDBUS' is shown.

S3

The screenshot shows the redBus.in website with a red header bar. The top navigation includes 'redBus' logo, 'BUS TICKETS', 'rPool New', 'BUS HIRE', 'Help', 'Manage Booking', and a user icon. Below the header is a table for 'Top Bus Routes' and 'Top Cities'. The 'Top Bus Routes' section lists routes like Hyderabad to Bangalore Bus, Bangalore to Chennai Bus, Pune to Bangalore Bus, Mumbai to Bangalore Bus, etc. The 'Top Cities' section lists cities like Hyderabad Bus Tickets, Bangalore Bus Tickets, Chennai Bus Tickets, Pune Bus Tickets, etc. The 'Top RTC's' section lists RTCs like APSRTC, MSRTC, HRTC, UPSRTC, etc. The 'Other' section lists other travel entities like GSRTC, RSRTC, KTCL, PEPSU, etc. A separate section for 'Tempo Traveller in Cities' lists cities like Bangalore, Chennai, Mumbai, Hyderabad, and Ahmedabad. Below this is a 'Top Operators' section listing numerous travel operators separated by vertical lines. A link 'All Operators >' is at the bottom of this list. The footer contains links for 'About redBus', 'Info', 'Global Sites', 'Our Partners', and social media links. A summary statement about redBus being the world's largest online bus ticket booking service is also present.

S4



Name	Redbus
Website	redbus.in
Mode of Transport	Bus
Scope	International
Task	Purchasing a round-trip ticket from your home city, next Saturday, to any destination that you like. You should stop before actually purchasing the ticket.

Design Heuristics	Severity			
	1 Cosmetic Problem	2 Minor Usability Problem	3 Major Usability Problem	4 Usability Catastrophe
Consistency			S1,S3: Same bus-ticket booking functionality offered at different links. (Might have been a remnant of A/B Testing)	
Familiar Metaphors and Language				
Clean and Functional Design	S1: Label and Field Text overlap on long text in Search Fields making it hard to read.		S1,S3: The two pages have wildly different designs and are of dissimilar layouts and can cause users confusion.	
Freedom of Action			S2: Cannot filter or sort buses based on the travel policies you might need.	
Flexibility of Action		S2: Travel related Policies are hidden in plain sight to non-expert users		
Recognition over Recall				
Show Status Feedback				
Support Error Recovery				
Prevent Errors				
Provide Help		S4: FAQ is not easily accessible, hidden in plain sight (in footer).		

S[0-9]+ stands for Screen <number>