



Event Links

Prefer to stay
within the app

Didn't like
going to the
art library
website
didn't give her
info on the event

Bike link took
her to a third
party app

Events

User interface

Event

"Add to calendar"
doesn't show a
success / failure
message.

Click "Calender",
choose a date,
cannot see events
for the date
(below)

Cannot search
for an event

Event wasn't added
the first time.
Worked the second
time.

Other

Rec sports & dining:
cannot find
hour / location
to see how busy

Health:
just take to
UW page
(disappointed)

went to
campus
map because
she knew that
she couldn't search

chose art
event because
it was on
the first page
of events

Other features

Rec sports & dining:
cannot find
hour/location
to see how busy
gyms are
or
dining halls

Health:
just take to
UW page
(disappointed)

went to
campus
map because
she knew that
she couldn't search
for buildings on
the bus feature.

Frustrated
that campus
map didn't
provide a
~~category~~ search
by category for
a building.

Went to Campus Map
to look for the Business
School but doesn't find it.

Sign up Events

Homepage

Homepage
should be more
interactive.
List of words can
real
be icons.

Sign up Events

couldn't find sign up link so choose to go to event website

couldn't tell if she needed to sign up for the event

Prefers that the sign up would happen within the app

understanding

Bus

Found the stop and added to favorites.

Doesn't understand how favorites works.

~~Just finds a bunch of stops~~

can't figure out what is her current destination.

~~source track~~
location

Clicks on a route, likes it but doesn't know how to read.

lot of stops and lines.

Good for people who know how to read bus routes.

Confession: She doesn't "As a person who is not good at using maps, I wouldn't know where this bus would come or where it stops..."

Doesn't find the option useful as know the bus

"Well, I don't the stop number, o

can't search for stops based on a building or location

don't
if she
eeded to
n up for the
vent

Prefers that
the sign up
would happen
within the app

Bus feature Search

④ Doesn't find the Search option useful as she doesn't know the bus stop number.

"Well, I don't the 4 digit stop number, obviously!"

Finding a location is hard. You have to physically find it. Search is not helpful at all.

can't search for stops based on a building or location

can't find the Business School.
Goes to favorites to find the bus stop.

bus user interface

Bus stop numbers
don't help.
Names of bus stops
would be helpful.

App doesn't tell how far
the source bus stop is
from current location, so
can't get an estimate
on how much time will it
take her to get to the
bus stop.

Map doesn't readjust
react to changes
made by the user.

Routes option is ~~colorful~~
"Oh! That's colorful!"
Routes with bus numbers
weren't helpful.

Bus page
is not
efficient

②
Trying to look for the
Business school's location
using various buttons on
the screen.
Lot of work arounds and
explaining the app.

Swipes are too
fast. Right swipe
takes us to main
page. Can be
annoying.

③
Navigates on the map to
find the Business School
and a bus stop close by.
Screen isn't very responsive.
Button didn't click. Took
many tries.

ding

Bus feature Search

What is

BUS feature usability

Google Maps
is easier
than bus
feature

Bus app is
only helpful
for those who are
already familiar
with the buses

The Bus feature
is not helpful
or user-friendly
for first time or
someone who doesn't
know bus routes

Bus page
is not
efficient

Ease of use

App doesn't tell how long each bus takes.
Can't determine which one to take according to the time. (Checking only Real Time, not Scheduled)

Would like to know where to turn left or right.
Would appreciate more directions and for the app to be more specific.

Doesn't know if current location was taken.
Trying to associate with Google Maps where your source is assumed and you have to enter your destination

The App Crashed!

Not very user friendly for a person who doesn't know how to use maps.

Click multiple times to select bus stop.

App is not telling her how long each bus takes, so she can't plan her route according to time.

User expectations

Confession : Not good at directions . It's ~~so~~ obviously not telling her anything about the location of the bus stops or where would they stop or where to get on

App doesn't tell her which bus stop is closest to her current destination.

Keeps tapping on the screen and waiting for some help or something to happen

can't locate buildings or interact with them on the page

Finds a bunch of routes at a stop. ~~doesn't know~~

Tries to click on the route options but nothing happens. (Relates to Google Maps).

① Clicks on bus , then current location, but doesn't understand what's happening since screen doesn't change

Routes mentioned don't tell you where the buses go.