

## **Task: Finding a bus to get to work via the Washington/ Michigan route during peak hour**

### **User 1:**

#### **Background:**

- 25 years old, Male
- Gym manager
- California, USA
- Conduct 4 hours of group training sessions daily
- Studies Graduate Diploma in Business part-time
- Spends about 4 hours daily e-mailing clients and browsing Instagram, Facebook
- Out of the 4 hours, spends about 15-20 minutes on e-mails and the rest of the time browsing
- Favourite website: Reddit

#### **Observations:**

- First screen: User clicked on the bottom central button labelled 'Go Work!' and moves on to the next screen.
- Second screen: User rotated the paper so as to re-orient the geolocation direction, and 'walks' towards the Washington & State bus stop. While walking, user clicked on the bus 56 row to Washington/Michigan. User is expected to wait for 3 minutes at the bus stop and board bus 56 when it arrives.
- Third screen: User is aboard the bus, and tracks his location via the real-time route update.

### **User 2:**

#### **Background:**

- 34 years old, Female
- Entrepreneur
- Melbourne, Australia
- Supervise and manage 50+ employees daily, as well as managing clientele's orders
- Spends about 2 hours daily browsing the Internet
- Spends very little time e-mailing as most of her client interactions are done via phone calls or face-to-face
- Favourite website: Google

#### **Observations:**

- First screen: User scanned the screen for a sufficient amount of time, approx. 5-10 seconds, before clicking on the bottom central button labelled 'Go Work!' and moves on to the next screen.
- Second screen: With simple guidance, user is able to understand the interface

and know which bus stop she would be walking towards, what buses can be taken, as well as how long she would have to wait for the bus to come. She then asked if she should click on the bus stop icon or on the bus row.

Explained that when she click on the bus stop, it would lead her to the same screen — while the bus row would lead her to the screen showing the arrival timings and timetable for the specific bus. She clicked on the row for bus 56.

User is expected to board bus 56.

- Third screen: User is aboard the bus, and tracks her location via the real-time route update.

User 3:

Background:

- 19 years old, Male
- Undergraduate
- Alberta, Canada
- Studies Design and Visual Communication full-time, about 20+ hours weekly
- Spends time with his friends after classes
- Spends about 6 hours daily browsing the Internet
- Spends very little time e-mailing as most digital interactions are done via Messenger or WhatsApp
- Favourite website: Tumblr

Observations:

- First screen: User scanned the screen quickly and pressed on the bottom central button labelled 'Go Work!' and moves on to the next screen.
- Second screen: User scanned the screen for hints of clickable items and tries to click on the Bus Stop (Washington & State) header. This action should return nothing and screen stays unchanged. Explained that only the bus stop icons and the bus rows are clickable items, and user clicked on the bus row labelled 56. User is expected to click for the row labelled bus 56 and board bus 56.
- Third screen: User is aboard the bus, and tracks his location via the real-time route update.

### **Summary of Findings**

The usability test was conducted in-person, over a recorded span of 2-3 minutes (excluding briefing). Users appeared relaxed and confident throughout the testing session, which is helpful as they were also comfortable in speaking out loud about their thought processes. Overall, some elements' functions were still unclear to some users, and we will suggest a few rectifications to prevent errors and frustrations during app usage.

To statistically benchmark the usefulness of the platform's interface for the specific tasks, we will look at 3 key parameters, which are very closely linked to one another:

(1) Efficiency, (2) Error, and (3) Satisfaction.

Among the 3 users, all users understood that they needed to locate bus 56 to the Washington/Michigan terminal and board it. We think that by displaying the bus terminal direction, the bus number, and the time to arrival, these informations are more than sufficient for users to determine the routes they need to take.