

# USER EXPERIENCE

**[www.CompassCard.ca](http://www.CompassCard.ca)**

STATED GOALS  
(STAKEHOLDER, PROJECT, USER)

# STATED GOALS

## **What messages are we communicating?**

The purpose of this project is to better communicate the necessary information to transit users whether they are new to the system, new to the city, or are veterans of the system.

## **What does success mean in this project?**

A successful completion of this project will allow a more delightful user experience for end users to better understand the transit systems, as well as gain easier access to necessary information to allow a better transit experience.

## **How do we set realistic, measurable goals**

There are two goals we are trying to achieve.

- 1) A conversion of video information delivery to text, allowing for on-the-go users to be able to access this info easier, without the requirement of heavy data usage from videos.
- 2) Easier access to user information for transit users from locals, out of towners, all the way to out of country foreigners.

## **Business Goals**

- Reduce headaches through lack of transit information
- Provide a delightful experience while visiting the Compass Card website
- Increase traffic and sales through increased product knowledge
- Boost confidence in spending of Translink

## **Business Tactics**

- “New easy access information available” ad campaign
- New Compass Card user incentives for signing up
- Feedback requests from new experience by End-Users

## **Project Objectives**

- Rebuild initial Compass Card site to better suit and promote information availability

## **Project Requirements**

- New easy access information be written to replace video instructions
- Same information be transferred over to tangible sources of media

# QUANTITATIVE & QUALITATIVE SURVEY RESULTS

95% are Compass Card users

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- 41% uses public transportation daily
  - 17% takes transit 1-3 times/week
  - 27% takes transit 3-6 times/week
  - 15% Rarely takes transit
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- 81% have been on the Compass Card website

## LOOKING UP FARE COST INFORMATION:

49% looked up fare prices while on the CC website

51% looked up another topic on the website

26% said it was easy to find, 60% are neutral, 14% said it was hard to find.

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63.5% were aware that they can save money using a Compass Card.

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→ 37% found out about discounted fares through Translink, 27% through the CompassCard.ca, 10% through a friend, 25% found out through school, signs, just by using the card

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## COMPASS CARD PURCHASE:

44% used the Compass Vending Machine, 26% purchased from retail locations, 8% from CompassCard.ca and 22% got it from school.

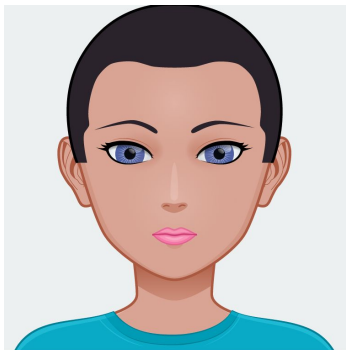
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# OTHER ISSUES POINTED OUT BY COMPASS USERS

- Navigation of the website
  - Fare cost information or graphic on site instead of Translink.ca
  - Zoning boundaries information
  - FAQ or Mostly searched questions section
  - Easier receipt lookup
  - Website load speed
  - Search bar addition
  - Barcode scanner for easier card number input
  - Grouping similar information together rather than scattered throughout the site
  - Acceptance of different payment methods and cards
  - “How it works” section with all the immediate information you need.
  - Updating personal information and stored value
  - Being able to load lower denominations than a minimum of \$10.
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FACT-BASED PERSONAS,  
EMPATHY MAPS & USER  
JOURNEYS





SAM

26 / BUSINESS MANAGER / LOWER MAINLAND

#### BIO:

Sam is a business manager in a shoe retail store. She is tech-savvy and is always on her mobile phone. She knows how to look for information in a quick manner. She hates slow internet connection and has a lot of data available to her. She takes transit daily to get to work and when running errands.

#### NEEDS:

- To get to and from work and home in East Van.
- To get to the website, Sam needs a computer or a mobile phone with quick internet connection to access the website.

#### GOALS:

- To find out the usage and transaction history of her Compass card.
- She uses auto load and often checks her balance.

#### EXPECTATIONS:

- Easy loading of their Compass Card
- Easy way of finding out how she can save more money for using a Compass Card

#### OBSTACLES:

- Slow internet connection
- Financial barriers

#### EMOTIONAL STATE:

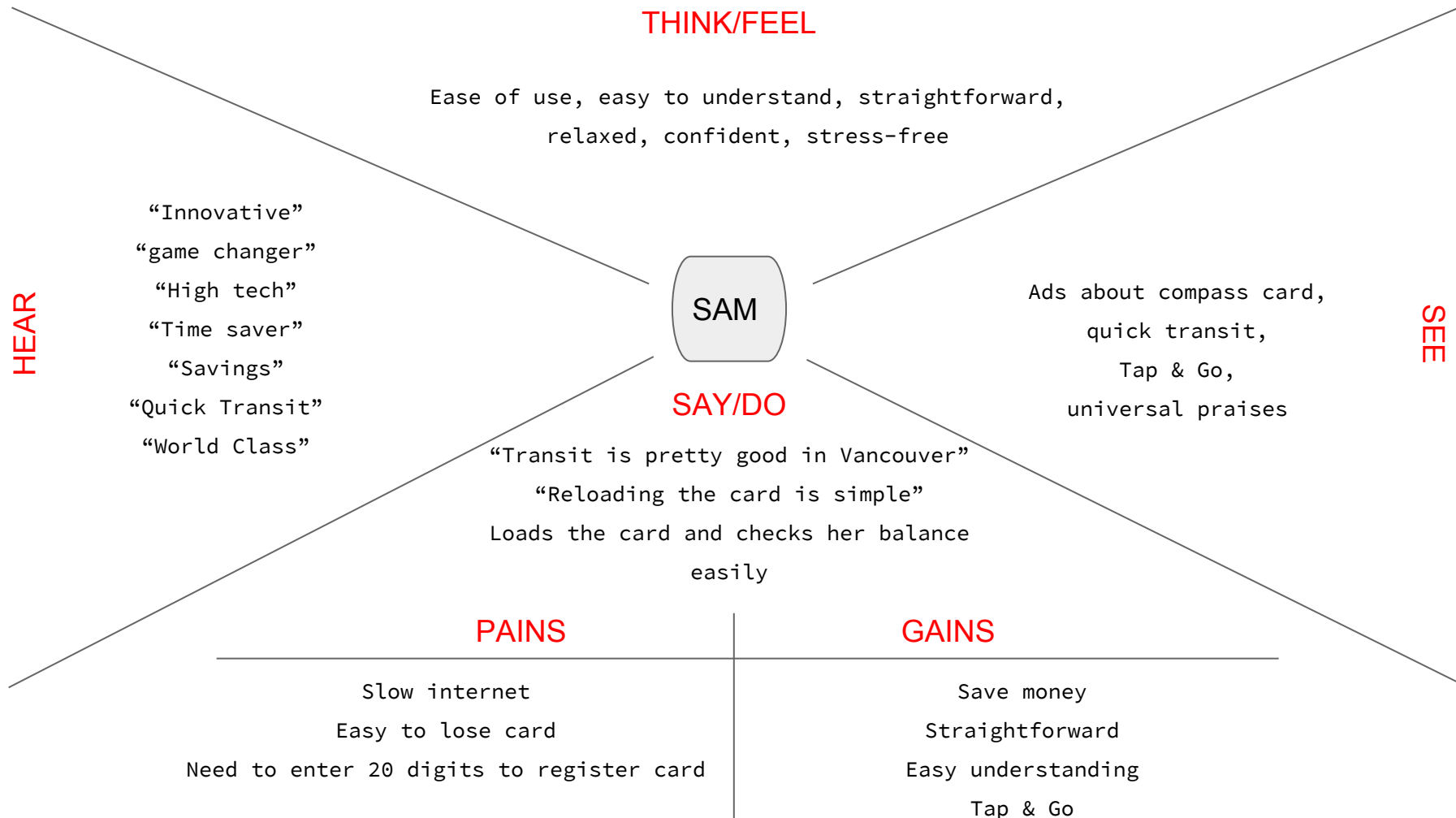
- Relaxed, calm, neutral, content

#### INSPIRATION TO VISIT:

- Travel preparation and logistics to show around his/her friend visiting town.

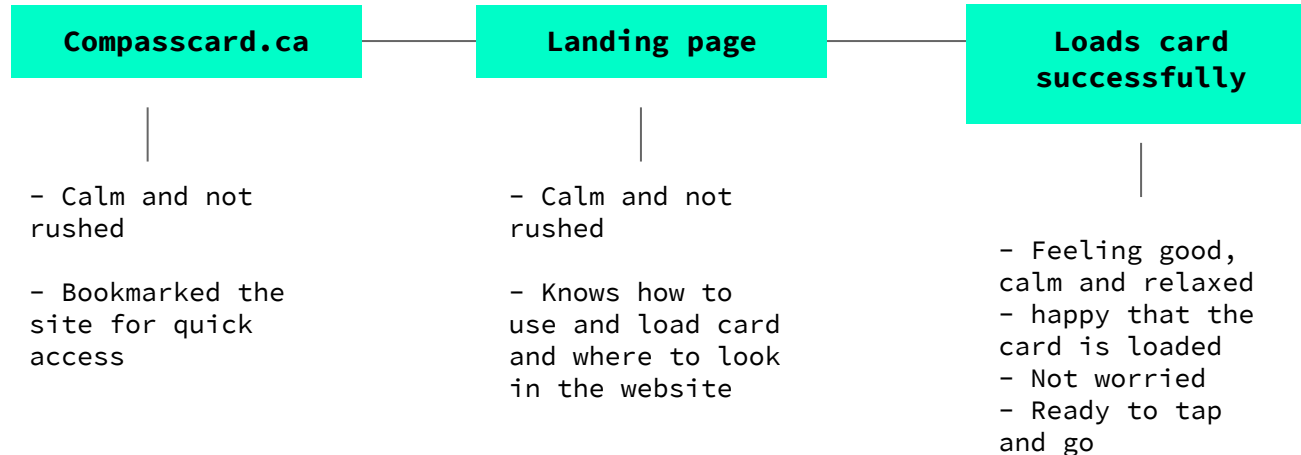
#### OTHER CHARACTERISTICS:

- More likely to recommend the use of Compass Card to friends and family.
- Knowledgeable of how the fare system works already.



# SCENARIO 1 - SAM- 26 /BUSINESS MANAGER/LOWER MAINLAND

It's the end of the month and Sam needs to reload her card to use for travel. She is browsing the website from her mobile phone. She is not rushed while for information. Because she is tech savvy, she knows where and what to look for in the website. Usually recommends the Compass Card to friends and family.





TAYLOR

19/FULL-TIME STUDENT/VANCOUVER

#### BIO:

Taylor is a full-time student who uses transit at least 3 times a week. He is consumed and stressed out about school. Always uses his desktop to look up things on the internet. He trusts his friends' recommendations and relies on word of mouth.

#### NEEDS:

- Convenience of getting on the bus/skytrain.
- No need to think twice about fare prices and discounts
- Tap and go feature of the Compass Card

#### GOALS:

- Ease of use and quick
- Figure out how to get the monthly pass sent via email or text. No need to think about it.

#### EXPECTATIONS:

- Loading the card easily online.
- To find out the information he is looking for right away.

#### OBSTACLES:

- Slow internet, other website opened, hunger, homework

#### EMOTIONAL STATE:

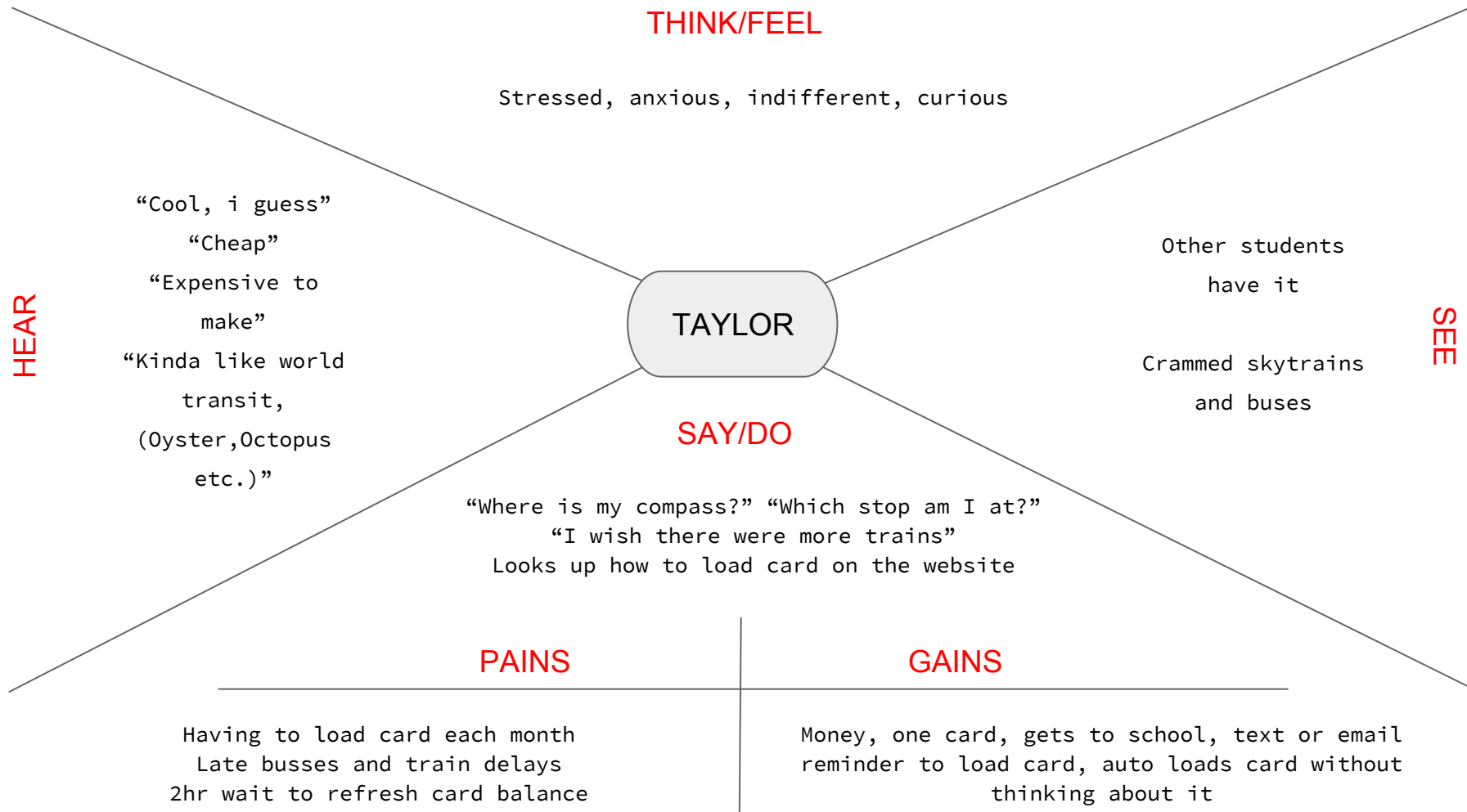
- Feeling neutral
- A little confused of where to find the information.

#### INSPIRATION TO VISIT:

- Upass link from an email from school.

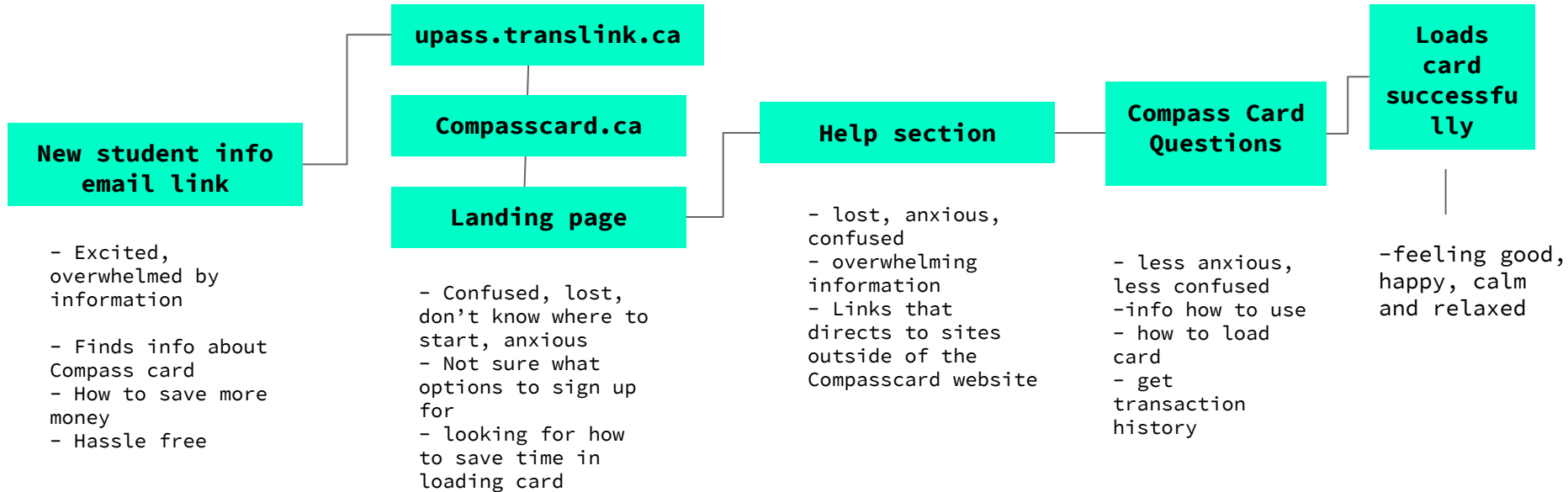
#### OTHER CHARACTERISTICS:

- Unaware of the fare discounts because they already know that using a Upass is cheap.
- It's not difficult for them to purchase the card because or to understand how to use it



# SCENARIO 2 - TAYLOR - 19/FULL-TIME STUDENT/VANCOUVER

Taylor was given a Upass from his school and needs to find out how to load and use the card so he can have a hassle-free experience every month. He only heard about the features of the card from friends and family but is not really interested or aware about the advantages of having a Compass Card.





ALEX

65/RETIRED/VANCOUVER ISLAND

#### BIO:

Alex is a retired gentleman who visits his grandchildren in the city from time to time. He is not tech savvy and listens to his grandkids about technology advice. He uses traditional brochures and pamphlets when he is looking to get information on things. Uses his phone and computer for emergency only.

#### NEEDS:

- Convenience of getting on the bus/skytrain.
- Easy to find information about how to use the Compass Card
- Get to his destination without any hassle

#### GOALS:

- Get to the city to see his grandkids

#### EXPECTATIONS:

- Easy to use functionality of the Compass Card while traveling
- Easy to find information about the Compass Card, fares and logistics.

#### OBSTACLES:

- Distracted by grandchildren
- Technically challenged

#### EMOTIONAL STATE:

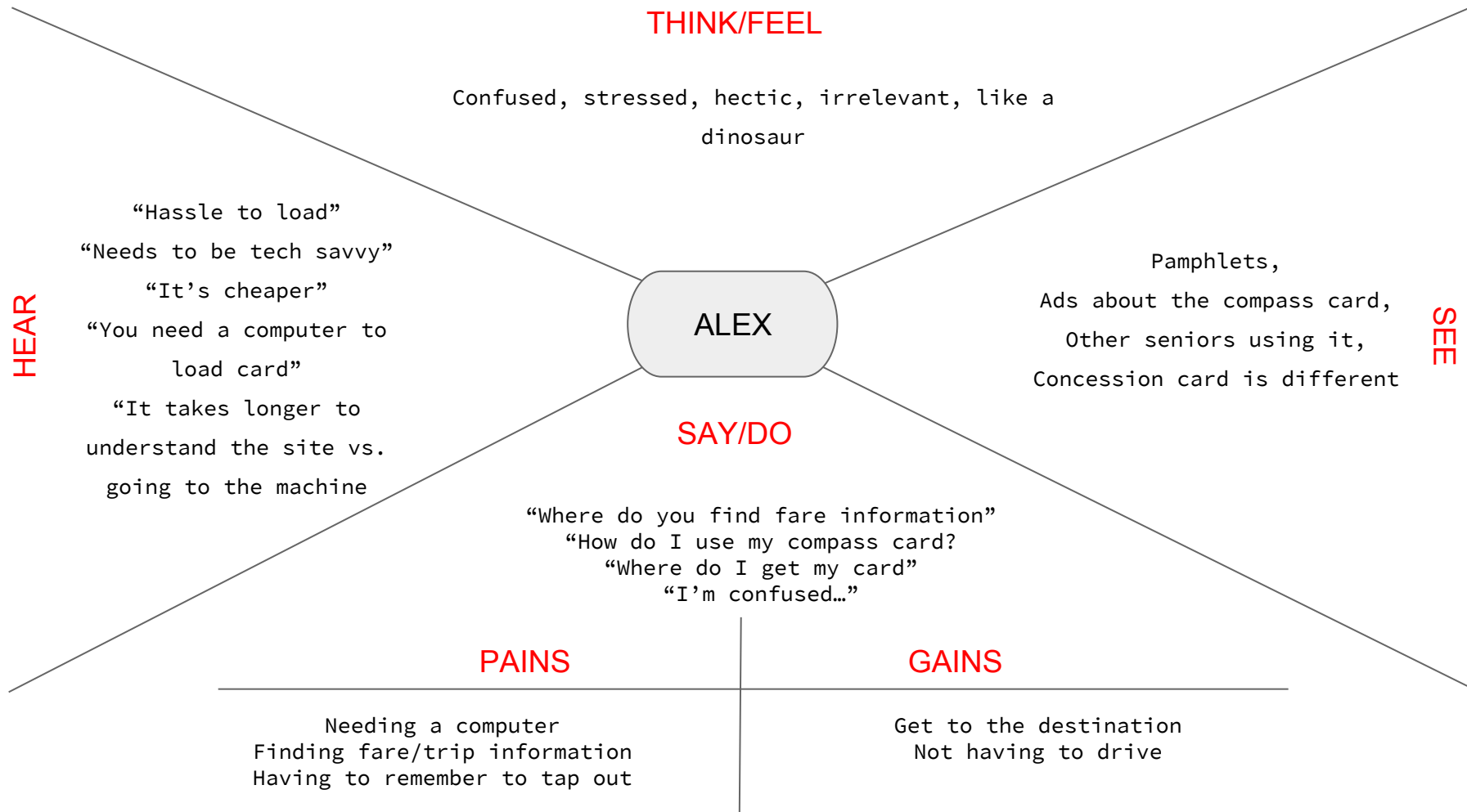
- Anxious and confused about the website
- Frustration

#### INSPIRATION TO VISIT:

- Would like to know about the fare discount

#### OTHER CHARACTERISTICS:

- Alex is unaware of the features and benefits of the Compass Card.
- Only would visit websites when he really needs to (eg. trip planning)





# SCENARIO 3 - ALEX - 65/RETIRED/VANCOUVER ISLAND

Alex is visiting his grandchildren in Vancouver where he is staying in a hotel and he needs a resource to get around the city. In a rush to get to his destination and to find information about the Compass card. He was recommended by his grandkids to check out Translink.ca for more information about his travel.

## Translink.ca

- Frustrated, confused and rushed
- suggested to use by grandkids

## Compasscard.ca

- more confused, more frustrated, stressed out
- Directed link from Translink

## Landing page

- tries to find information about fares.
- failed to find information
- feeling unsure
- Questions what is a compass card
- "I can't find what I'm looking for"

## Help section

- frustrated for not finding the fare information
- redirects to translink.ca for fares information

## Redirects Translink.ca

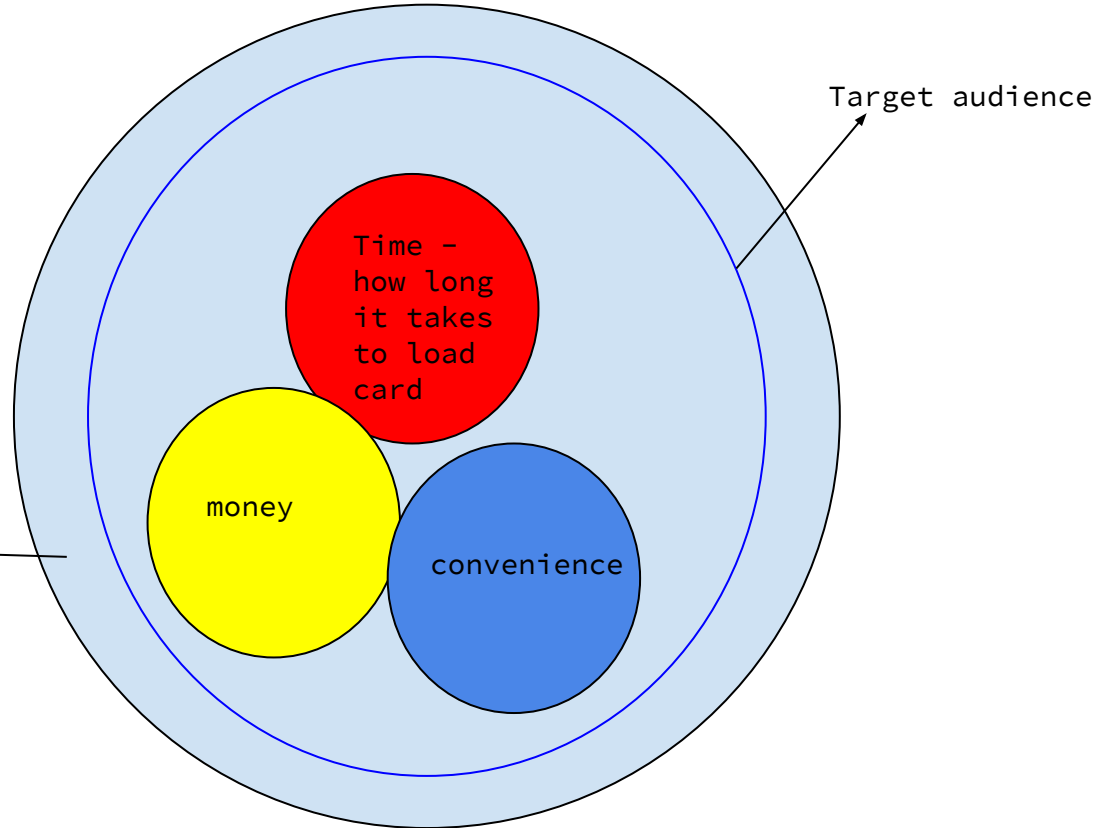
- couldn't find the fare information.

CONTEXT MAP

# CONTEXT MAP

Relevant content which may influence the behaviour of the target audience.

Total audience interested in the compass card



# AUDIENCE PROFILES

## Primary Audience

Young or middle aged  
students or  
professionals commuting  
5 days a week to  
work/school, who  
doesn't own a car

## Secondary Audience

Students or working  
persons who use public  
transit a few times a  
week, may or may not own  
vehicle or use car share  
service

## Tertiary Audience

Visitors to the Vancouver  
area/lower mainland, here  
for a short time using  
public transit and  
persons who use transit  
on rare occasions

# COMPETITIVE AND GAP ANALYSIS

# Yellow Cab Taxi

**Overview:** Largest taxi company in BC. Has been around providing service to commuters since 1921. Provides efficient, courteous, safe and comfortable transportation service

**Competitive Advantage:** Has an app to order cabs and a phone line for customers

**Target Market:** People who are in a hurry to get from point A to point B

**Market Share:**

**Marketing Strategies:** -targeting people who want convenience and comfort when traveling  
- targeting tourists and people who are not from Vancouver

**Product Service Offerings:** - Apps on android and iPhone for easy booking  
- can make reservations online  
- wheelchair accessible

**Pricing & Cost:** Cost depends on distance travelled, can get pretty expensive

**Strengths:** - Pickup and delivery services offered as well as airport service

- 24 hour availability to people
- can carry luggages and heavy stuff
- accepts all major credit cards
- provides accessibility services for seniors and people with disabilities

**Weaknesses:** - can get expensive for people who don't have the luxury of using taxi all the time  
- becomes unavailable during busy events/holiday (ie Halloween)

**Opportunities:** More availability. larger fleet during peak times

**Threats:** Uber coming to town very soon and will potentially steal all customers due to low costs and available app

# Car2Go

**Overview:** Car2Go is a relatively new community share transit program. Allowing for rental of Kei cars, or compact size SUV's for whatever situation you need

**Competitive Advantage:** Convenience of a rental vehicle at multiple spots in Vancouver, primarily downtown, no extra fees, upfront usage fees

**Target Market:** Those who are seeking transit convenience at a budget.

**Market Share:** Majority fleet is situated in Vancouver, however public market share is unknown

**Marketing Strategies:** Targeting people who are only traveling short distances, or only need a vehicle seldomly in their lifestyle

**Product Service Offerings:** Extreme convenience is given by allowing vehicle bookings through the updated App

**Pricing & Cost:** Cost depends on distance travelled at 41 cents/minute, as well as vehicle chosen. A flat rate is given if the vehicle is rented for the day.

**Strengths:** -Supreme convenience of vehicles at every street  
-24 hour accessibility to vehicles, no time limit  
-Payment is taken after usage, chance of theft is low unless phone is unlocked and stolen

**Weaknesses:** -An expensive alternative to public transit compared dollar to dollar  
-Any non wear & tear damage holds you liable, adding additional cost

**Threats:** - Uber may hold a threat to the entire business model, as well as Evo, Modo, Zip car

# EVO Car Share

**Overview:** Carsharing service provider in Vancouver, service provided by BCAA

**Competitive Advantage:-** flexibility to pick up and drop off in different locations

**Target Market:** Those who are seeking transit convenience at a budget.

**Market Share:** Targeting people who doesn't own a car but likes the convenience of having a car from time to time.

**Marketing Strategies:** -24/7 customer service  
- uses an app to book Evo cars

**Product Service Offerings:-** Time usage rate  
- per minute, hour or day

**Pricing & Cost:-** app is used to book the car  
- insurance and damages cost covered by Evo if an accident happens up to \$1000

**Strengths:** - app is used to book the car  
- insurance and damages cost covered by Evo if an accident happens up to \$1000

**Weaknesses:** Parking is limited

**Threats:** Car2Go, zipcar, modo



# Mobi Bikes

**Overview:** A newcomer to Vancouver, this service caters to mostly the downtown area, multiple spots of pickup and drop off for bicycles.

**Competitive Advantage:** Very competitive pricing for bicycle rentals, allows supreme freedom for going around downtown.

**Target Market:** Those who are local to their destination, but not quite walking distance may rent a bicycle as opposed to taking transit.

**Market Share:**

**Marketing Strategies:** The target audience are those who seek an alternative to walking, but do not require transit for the distance they travel.

**Product Service Offerings:** Bikes are rented out by user ID that is tapped into the bicycle

**Pricing & Cost:** Usage per 30 minute ride  
Day pass is available  
Yearly pass is also available

**Strengths:** Competitive pricing for those who want to rent an alternative means of getting around

**Weaknesses:** The bicycles are \$7.50 per 30 minutes each ride, it can be quite inconvenient if you need a bicycle throughout the day.

**Threats:** Renting bikes from places like Spokes or other bike rentals

# QUANTITATIVE CONTENT AUDIT

# QUANTITATIVE CONTENT AUDIT

Page ID	Strategy	Action
Home		
Order Card		Keep As Is
Card Register		Keep As Is
Card Load In as Guest		Keep As Is
Compass Basics	Rename to Compass Information	Improve & Consolidate
New to Compass	Consolidate video information into singular bullet point takeaway	Improve
Auto Load	Explain AutoLoad in further detail, as well as a bigger register button	Improve
Fares & Passes	Show actual fares & passes prices, as well as identify passes	Improve
Ask Compass	Enable a live chat, as well as an email contact in case live chat is offline	Improve
Help		Keep As Is
Sign In		Keep As Is
Register		Keep As Is
Trip Planner		Keep As Is
Fares & Passes		Keep As Is
Contact Us		Keep As Is
Compass Terms & Conditions		Keep As Is
Compass Privacy Policy		Keep As Is
Website Terms & Conditions		Keep As Is
Accessible Version Toggle		Keep As Is

# CONTENT MODEL

# CONTENT MODEL

**Topic:** Easy accessibility of information via compasscard.ca

**Title:** Compass Card

**Introduction:** The reloadable fare card that works everywhere on transit

**Main Content**

**Advantages of using this card**

**Fares & Passes**

**Links**

**FAQ**

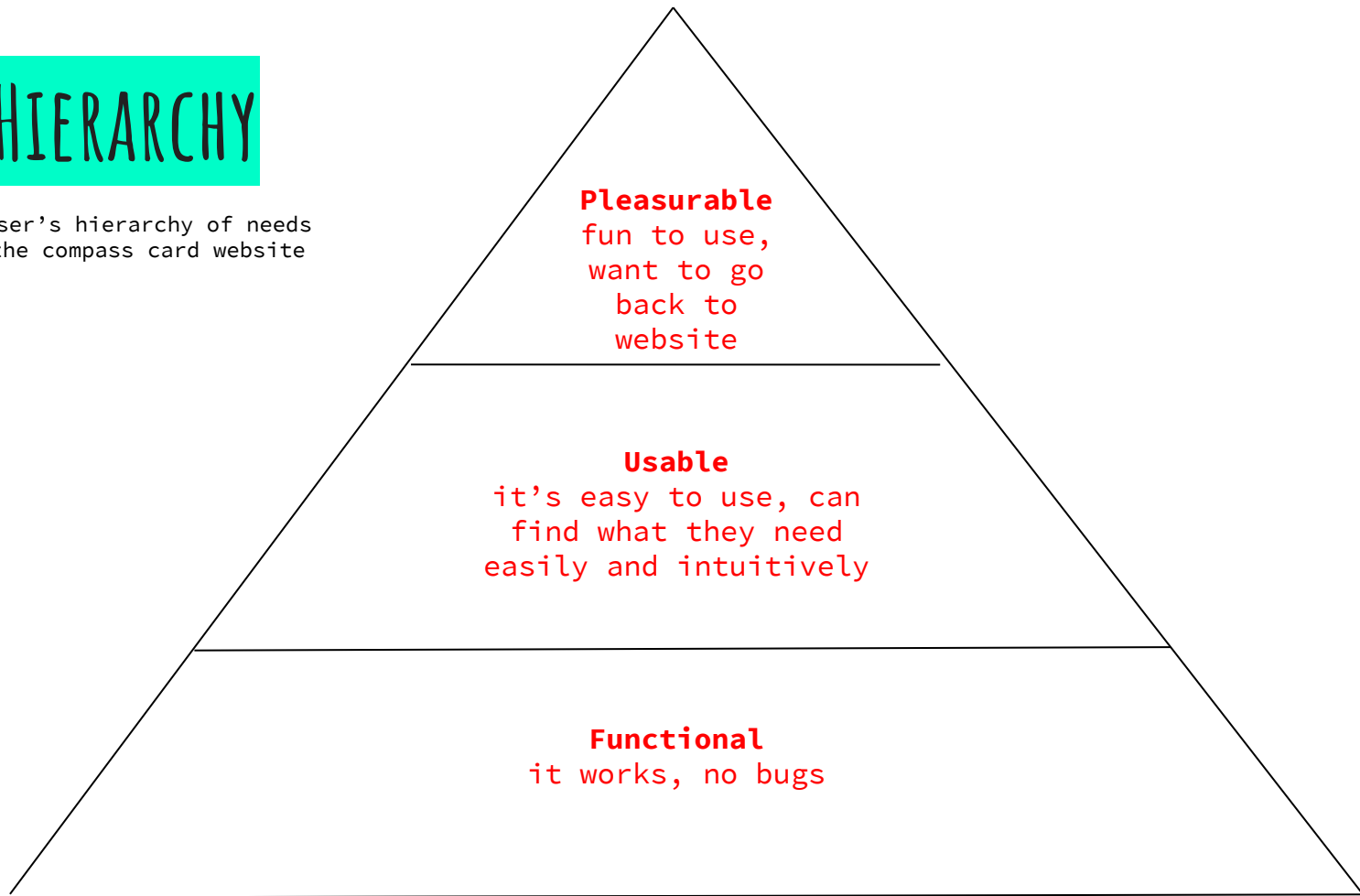
**Contact Information**

**Terms & Conditions**

HIERARCHY

# HIERARCHY

The user's hierarchy of needs  
for the compass card website



# INFORMATION ARCHITECTURE



# Compass Homepage

```
graph TD; A[Compass Homepage] --> B[Compass Info]; A --> C[Order Card]; A --> D[Register Card]; A --> E[Load Balance]; B --> F[Intro to compass card]; B --> G[Auto Load]; B --> H[Pricing]; B --> I[Further Questions]; F --> J[Overview]; F --> K[General Info]; G --> L[General Info]; H --> M[Compass Deposit]; H --> N[Zones explained]; H --> O[Fares & Discounts]; I --> P[Email form];
```

Compass Info

Order Card

Register Card

Load Balance

Intro to compass card

Auto Load

Pricing

Further Questions

Overview

General  
Info

General  
Info

Compass  
Deposit

Zones  
explained

Fares &  
Discounts

Email form