

# User Testing Part 2: Redesign

## COGS 187A

---

Angela Zhu (A14658765)

Sarah Cho (A15074167)

Luke Fahmy (A13849289)

Nathan Werrede (A14755197)

## From Part 1:

The website we analyzed for user testing was Flixbus.com. We originally identified two components that could be redesigned based on our user evaluations.

1. One of the more common usability errors that the users encountered was the issue of recognition rather than recall. The functionalities included in the left navigation bar contains many of the most important details when planning a successful trip, including: bus stop locations, departure/arrival times, and transfer or direct trip. This entire left menu was disregarded by the users due to a lack of visibility and intuitiveness in navigating the provided features of the website. Some practical ways to resolve this issue can include reformatting this sidebar to be easier to read and less cluttered. Redirecting these options to somewhere more visible to the user can make their trip planning easier as well.

The screenshot shows the Flixbus website interface. At the top is a green navigation bar with the Flixbus logo and links for 'Plan Your Journey', 'Service', 'Real-Time Info', and 'Help'. Below this is a search bar with fields for 'From' (San Diego, CA), 'To' (Los Angeles, CA), 'Departure' (Tue 5 Nov), 'Return' (Add date +), and 'Passengers/Bikes' (Adults: 1). A green 'Search' button is on the right.

The main content area displays the route 'San Diego, CA → Los Angeles, CA' for 'Tuesday, Nov 5' and 'Wednesday, Nov 6'. A red circle highlights the left sidebar, which contains the following sections:

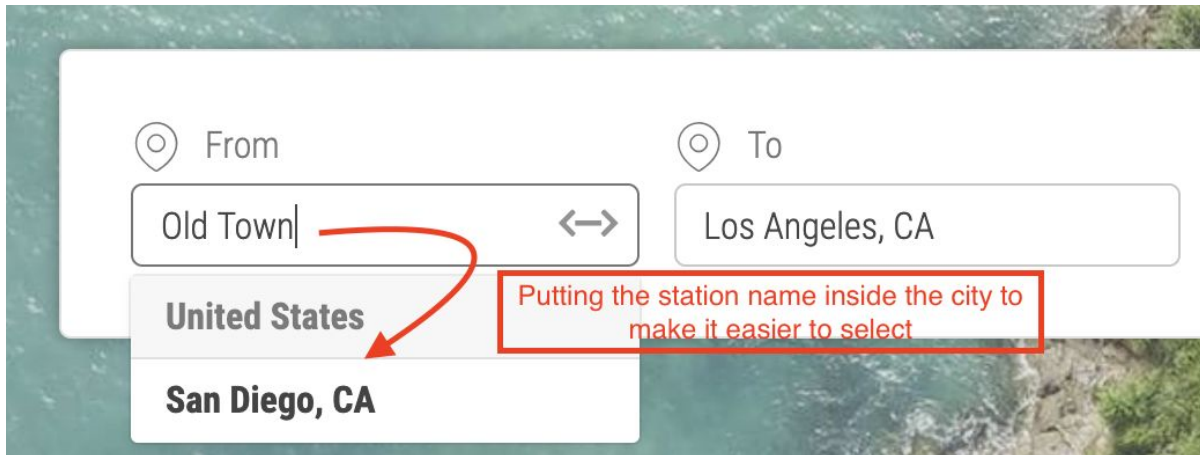
- Sort by:** Departure (earliest) (dropdown arrow)
- Filter by:**
  - ☒ Direct trips
  - ☒ 1 transfer
- Departure from San Diego, CA:** Tue 07:30 AM - Wed 9:30 PM (range selector)
- Arrival in Los Angeles, CA:** Tue 10:30 AM - Wed 11:30 PM (range selector)
- Bus stops - San Diego, CA:** Select all | Clear all
  - ☒ Old Town San Diego
  - ☒ Seaport Village (San Die..)
  - ☒ La Jolla UTC
  - ☒ Santa Fe Depot (San Die..)
  - ☒ Balboa Park (San Diego)
- Bus stops - Los Angeles**

A red arrow points from the text 'Eyes not naturally directed to this section' to the left sidebar. The main table shows three bus options with their respective departure/arrival times, durations, and prices.

Departs/Arrives	Duration, Transfers	Total	Book 1 Seat
7:30 am Old Town San Diego 10:40 am Downtown LA	3:10 hrs 1 transfer Direct	\$14.99	Book 1 Seat
8:05 am La Jolla UTC 11:40 am Downtown LA	2:35 hrs 1 transfer Direct	\$14.99	Book 1 Seat
8:25 am Seaport Village (San Diego) 11:15 am Downtown LA	2:50 hrs 1 transfer Direct	\$12.99	Book 1 Seat
8:45 am Old Town San Diego 11:15 am Downtown LA	2:30 hrs 1 transfer Direct	\$12.99	Book 1 Seat

On the right, there is a 'Shopping Cart' section with the text 'Please search for available journeys and add them to your cart to continue with your booking.' and a 'Book' button.

2. Putting the bus stop location within the city drop down would help users find their preferred routes faster, as they would be able to pick those specific stops as opposed to listing everything first, then clicking to select certain bus stop locations. Based on our questions, users would type the locations of the attractions “Universal Studios” and “Coachella”. This change would reduce the time spent finding specific departure and arrival locations within one city as well as prevent the user from making the error of booking a ticket to an incorrect location.



## Part 2:

After consulting with the course staff, we identified a change that we decided would be most appropriate for a redesign. Redesigning the sort feature and adding bus stops to the search recommendation were both changes that were too small, in our opinions. The implementation of a map solves both of these problems and makes interacting with destination routes more satisfying to the user.

### Original Page After Search:

The screenshot shows the FlixBus website interface. At the top is a green navigation bar with the FlixBus logo and links for Plan Your Journey, Service, Real-Time Info, and Help. Below this is a search bar with fields for From (San Diego, CA), To (Los Angeles, CA), Departure (Thu 14 Nov), Return, and Passengers/Bikes (Adults: 1). A Search button is on the right. Below the search bar, the results are for San Diego, CA → Los Angeles, CA on Thursday, Nov 14. A table lists three routes: 1) 7:30 am departure from Old Town San Diego to Downtown LA, 3:10 hr duration, \$14.99; 2) 8:05 am departure from La Jolla UTC to Downtown LA, 2:35 hr duration, \$14.99; 3) 8:25 am departure from Seaport Village (San Diego) to Downtown LA, 2:40 hr duration, \$12.99. Each route has a 'Book 1 Seat' button. On the left, there are filters for 'Sort by' (Departure (earliest)) and 'Filter by' (Direct trips, 1 transfer). On the right, there is a 'Shopping Cart' section with a 'Book' button.

### Redesign Option 1:

The map is placed in the view of the user, where they can move it based on the station that they are both leaving and arriving at. The map also allows them to look at other stops, without having to make a separate search. Putting the map in direct view of the user gives them context to where their departure and arrival stations are. For example, UTC and Seaport Village are about 14 miles apart, yet both are listed under San Diego for routes.

Changing the departure and arrival stations on the drop down to the right of the routes would also change the map view, so the user can accurately see where they are planning to go.

The screenshot shows the redesigned FlixBus website interface. At the top is a green navigation bar with the FlixBus logo and links for Plan Your Journey, Service, Real-Time Info, and Help. Below this is a search bar with fields for From (San Diego, CA), To (Los Angeles, CA), Departure (Wed Nov 13), Return, and Passengers/Bikes (Adults: 1). A Search button is on the right. Below the search bar, there is a map showing the route from San Diego to Los Angeles. Below the map, the results are for San Diego, CA → Los Angeles, CA on Wednesday, Nov 13. A table lists three routes: 1) 7:30 am departure from Old Town, San Diego to Downtown LA, 3:10 hr duration, \$14.99; 2) 8:05 am departure from La Jolla UTC to Downtown LA, 3:10 hr duration, \$14.99; 3) 8:25 am departure from Seaport Village(San Diego) to Downtown LA, 3:10 hr duration, \$14.99. Each route has a 'Book 1 Seat' button. On the right, there is a 'Shopping Cart' section with a 'Book' button. Below the map, there are filters for 'Sort by' (Departure (earliest)) and 'Filter by' (Direct trips, Transfer).

For our second redesign option, we considered implementing the map component into the original home page.

## Original Home Page:

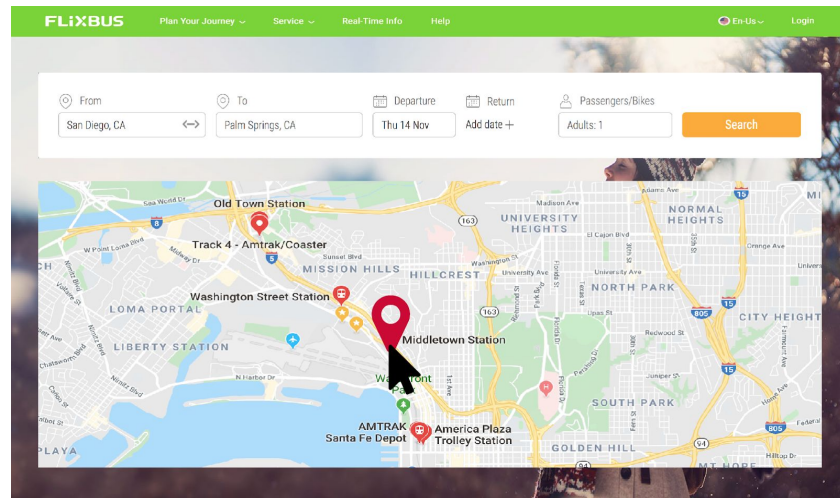
The original FlixBus homepage features a green header with the FlixBus logo and navigation links: Plan Your Journey, Service, Real-Time Info, and Help. On the right, there are links for En-US and Login. The main content area has a background image of a person in winter gear. A prominent white box contains the text "Bus Travel in the US from just \$4.99". Below this is a search form with fields for "From" (San Diego, CA), "To" (Palm Springs, CA), "Departure" (Thu 14 Nov), "Return" (Add date +), and "Passengers/Bikes" (Adults: 1). A yellow "Search" button is on the right. Below the search form are four benefit cards: "Satisfied Customers" (4.5 stars), "The Smart Choice" (affordable prices), "More Time for You" (onboard entertainment), and "Commitment to Safety" (latest technology).

## Redesign Option 2:

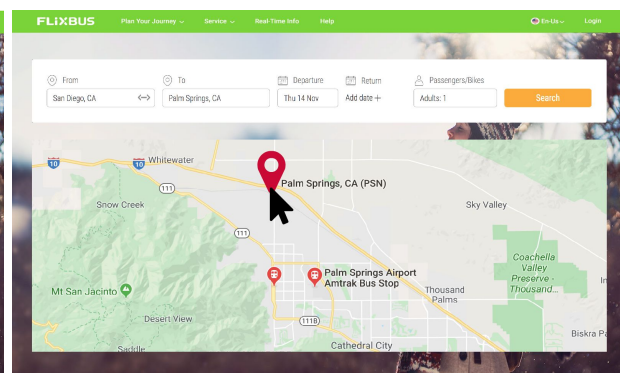
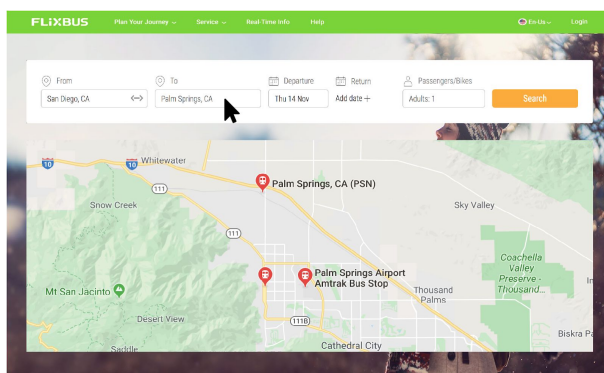
Redesign Option 2 for the FlixBus homepage features a green header with the FlixBus logo and navigation links: Plan Your Journey, Service, Real-Time Info, and Help. On the right, there are links for En-US and Login. The main content area has a background image of a person in winter gear. A prominent white box contains the text "Bus Travel in the US from just \$4.99". Below this is a search form with fields for "From" (San Diego, CA), "To" (Palm Springs, CA), "Departure" (Thu 14 Nov), "Return" (Add date +), and "Passengers/Bikes" (Adults: 1). A yellow "Search" button is on the right. Below the search form is a map of San Diego showing various locations and stations, including Old Town Station, Track 4 - Amtrak/Coaster, Washington Street Station, LOMA PORTAL, LIBERTY STATION, Waterfront Park, AMTRAK Santa Fe Depot, and America Plaza Trolley Station. The map is overlaid on a background image of a person in winter gear.

This is what users see when they click on “From” and type a destination.

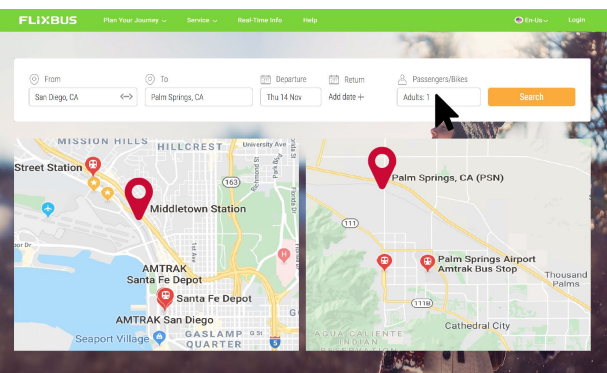
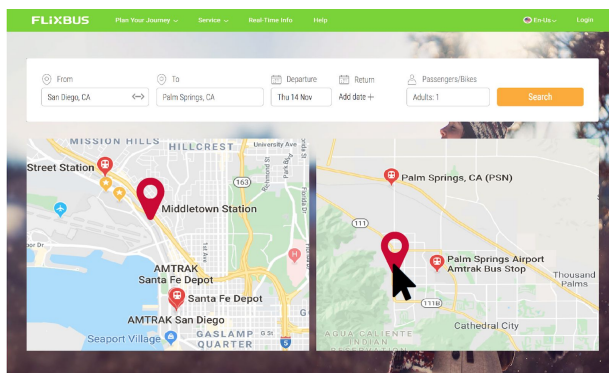




Users can select a station by clicking on it.



The process is the same for the destination: search then click.



Clicking anywhere else will bring up both maps for the user, and they will still be able to select other stations.