

## Flixbus Redesign

### Points of interest

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. The top navigation bar is green 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 Search button is on the right.

The main content area shows the route San Diego, CA → Los Angeles, CA for Tuesday, Nov 5. A red circle highlights the left sidebar, which contains filters and bus stop information. A red arrow points to the sidebar with the text "Eyes not naturally directed to this section".

**Sort by:** Departure (earliest)

**Filter by:**

- ☒ Direct trips
- ☒ 1 transfer

**Departure from San Diego, CA**  
Tue 07:30 AM Wed 9:30 PM

**Arrival in Los Angeles, CA**  
Tue 10:30 AM Wed 11:30 PM

**Bus stops - San Diego, CA**  
Select all | Clear all

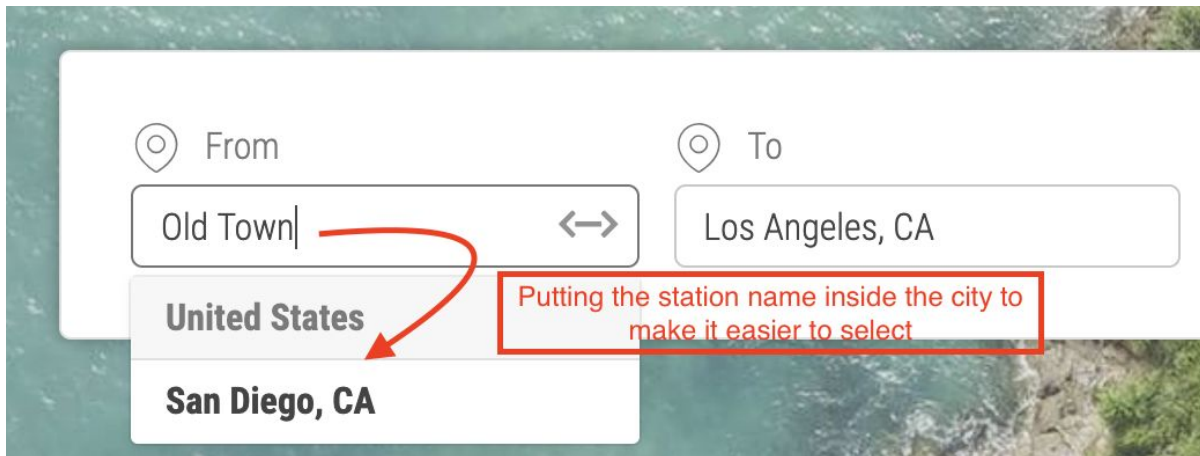
- ☒ Old Town San Diego
- ☒ Seaport Village (San Die..
- ☒ La Jolla UTC
- ☒ Santa Fe Depot (San Die..
- ☒ Balboa Park (San Diego)

**Bus stops - Los Angeles**

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

**Shopping Cart**  
Please search for available journeys and add them to your cart to continue with your booking.  
Book

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:

**FLIXBUS**[Plan Your Journey](#) [Service](#) [Real-Time Info](#) [Help](#)En [Login](#)

From

San Diego, CA

To

Los Angeles, CA

Departure

Thu 14 Nov

Return

Add date +

Passengers/Bikes

Adults: 1

Search

Sort by

Departure (earliest)

Filter by

☒ Direct trips

☒ 1 transfer

Departure from San Diego, CA

Thu 07:30 AM Fri 11:00 PM

Arrival in Los Angeles, CA

Thu 10:30 AM Fri 00:30 AM

Bus stops - San Diego, CA

Select all Clear all

☒ Old Town San Diego













☒ Seaport Village (San Die...

☒ SDSU

San Diego, CA → Los Angeles, CA

Thursday, Nov 14Friday, Nov 15

All transactions will incur a \$2.00 service fee.

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

Shopping Cart

Please search for available journeys and add them to your cart to continue with your booking.

Book

## Redesign:

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.

**FLIXBUS** Plan Your Journey ▾ Service ▾ Real-Time Info ▾ Help ▾ En ▾ Login

From

San Diego, CA

To

Los Angeles, CA

Departure

Wed Nov 13

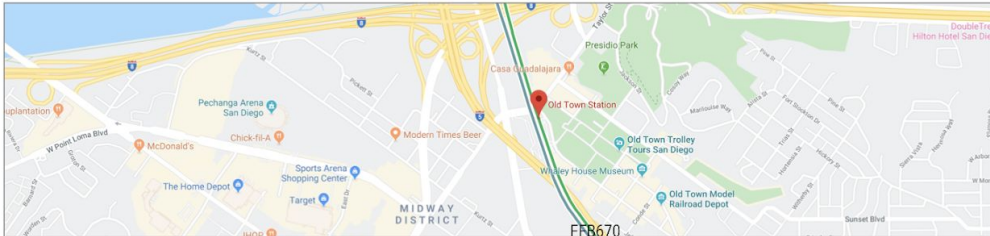
Add Date +

Return

Passengers/Bikes

Adults: 1

Search



**San Diego, CA -> Los Angeles, CA**

Departure/ArrivalRouteDuration

7:30 am  
10:40 am

**Old Town, San Diego** —> **Downtown LA**

3:10 hr  
Direct

**\$14.99**

8:05 am  
10:40 am

**La Jolla UTC** —> **Downtown LA**

3:10 hr  
Direct

Remove 1 Seat

8:25 am  
11:25 am

**Seaport Village(San Diego)** —> **Downtown LA**

3:10 hr  
Direct

**\$14.99**

**Shopping Cart**

Wed Nov 13, 8:05 am ✕

La Jolla UTC -> Downtown LA

1 Adult **\$14.99**

Service Fee **\$2.00**

Redeem voucher  Redeem

**Total \$16.99**

Book

12 available routes

**Filters**

Date

Wednesday, Nov 13

Sort by

Departure (earliest) ▾

Departure Station

La Jolla UTC ▾

Arrival Station

Downtown LA ▾

Depart by:

7:00 am ▾

Arrive by:

11:00 am ▾

☒ Direct trip

☒ Transfer