

1. Simple and natural dialogue

The design should have intentional and obvious paths, and should allow people to complete tasks quickly and freely. Using the product should feel natural to the user.

Screen or Component	What is wrong?	How to improve?
1	The “Get me out of here!” button does not clearly indicate what it does; Not really clear how to plan a trip; could also mean to only get a navigation from the user’s current location.	By giving the “start” button a clearer title (e.g. plan trip, get me a transport). Also, could there be a (inactive) search field instead of the button, which expands or directs the user to the plan screen.
2/3	The search field does not give a hint to be clickable; It does not make really clear that the user can type in a location manually.	By adding a nearly transparent Text (e.g. Search...) or a search icon.
6	The filter option “Start / Arrival” does not indicate to which filter it connects (in this case “time”).	It could be grouped with the time filter or clearly visually connected to it. The time filter could be distinguishable from the location filter.

2. Match the system with the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

Screen or Component	What is wrong?	How to improve?
1	Underneath the Departure title in the “Last Routes” boxes there are numbers that could be confused with train or bus numbers.	Add the word “in” behind “Departure” or reduce the amount of numbers and change the “m.” to “min.”.

3. Make things efficient

A primary goal of experience design is to make things efficient for the human before making things efficient for the computer. Efficiency allows for productivity and reduced effort, and a streamlined design allows more to get done in the same amount of time.

Screen or Component	What is wrong?	How to improve?
1	The button “Get me out of here!” increases the user flow and adds a step before the user can search for a route.	Maybe replace the “get me out of here” button with the search bar to remove one step in the user flow and get the user to search for a route faster.
2	The filter options are not present at the actual search page. The user cannot edit or refine the search once he is typing in a place.	The filter options could be only present at the search screen where the user can filter his search based on the input.

4. Make the user feel in control

The user should always feel in control and feel the freedom to use the system as he wishes to. Be forgiving when mistakes happen, and ensure that the user knows what caused the mistake and that he or she knows how to prevent it from occurring again.

Screen or Component	What is wrong?	How to improve?
5 (ordering a SkyTaxi)	There is no information about the price and confirmation screen to accept the price and order a Taxi.	There could be either a confirmation screen with the price/fees or a pop up that says: “Do you want to order the “SkyTaxi” for XX,XX€?”.

5. Provide feedback

Your interface should always speak to your user, when his/her actions are both right and wrong or misunderstood.

Screen or Component	What is wrong?	How to improve?
13	The Places from the category are not marked on the map and, therefore, the user cannot see visually where the restaurants are.	Show the category icons already during the selection.
11	The Conversational UI does not provide information how to use/what to do with the ticket.	There could be a message that says: "show the ticket to the driver/pilot" or "scan the QR code at the entrance".

6. Be flexible

Once a user has become experienced with your interface, reward him or her and take off the training wheels. The breakdown of complex tasks into simple steps that help the novice user will become inconvenient and distracting. Providing more abstract ways to accomplish tasks will allow your design to get out of the way. Allow users to tailor frequent actions.

Screen or Component	What is wrong?	How to improve?
1	The "Last Routes" section shows too much information as the user already knows some information when he travelled it recently.	Add a section with routes that the user travels/searches for the most and reduce their information to a minimum to provide a shortcut. Let the user create favourite trips and give them a unique icon.

7. Be consistent and use standards

Your users need consistency. They need to know that once they learn to do something, they will be able to do it again. A consistent interface enables your users to have a better understanding of how things will work, increasing their efficiency. Users also need familiar standards that help them understand the system and feel at home. Follow platform conventions and standards (menus, buttons, interaction paradigms, etc.), especially with mobile devices.

Screen or Component	What is wrong?	How to improve?
systemwide	(Applies only if the app is an iOS app) The navigation is not quite familiar for an iPhone user as the standard and familiar pattern for an iOS app is to navigate through the “navigation bar” at the bottom;	Maybe think of changing the top navigation to a navigation bar at the bottom with bottoms (as shortcuts) to quickly navigate to the wanted section; And make use of apples platform UI elements.
4	The filter options are only displayed once before the search.	Add the filter option button on every screen with the search bar including the search results to change it anytime.

8. Use visual hierarchy and keep it simple

Design your interface in a way that allows the user to focus on what is most important. The size, color, and placement of each element work together, creating a clear path to understanding your interface. A clear hierarchy will go great lengths in reducing the appearance of complexity (even when the actions themselves are complex).

Screen or Component	What is wrong?	How to improve?
1	There is too much information in the preview of the last routes. The first box has the city’s initials and the long form underneath, which is not necessary.	Reduce the information for the Last Routes preview to a minimum and show more information when the user clicks on them.
4	The route boxes are very full and show too much information on a small size.	The information amount could be reduced to the only necessary once; By reducing the size of the weather widget (or even removing it) the boxes could be bigger and provide more space for the information; There could be a detailed box that expands when the user clicks on the (preview) box.

9. Offer help

Help is not a replacement for bad design and even though it is better if the system can be used without documentation, it may be necessary to sometimes provide help and documentation. Tooltips and wizards are also considered help.

Screen or Component	What is wrong?	How to improve?
4	Some parts of the travel information could be more detailed and explained (like where to change, how long the change time is etc.).	Add a detailed screen or expand the box when the user clicks on it. There could be information and visualization about the change location, time and change duration.
	(good explanation on the environment indicator)	

10. Use emotion

Ease of use isn't the only measure of a positive user experience; pleasurable is just as important. Something can be dead simple, but if it's outrageously boring or cold it can feel harder to get through. Designs should have flourishes of warmth, kindness, whimsy, richness, seduction, with — anything that incites passion and makes the person feel engaged and energized.

Screen or Component	What is wrong?	How to improve?
9	The conversational UI does not show any emotion or character (look like pre made standard responses).	Maybe the messages could be more personal or have a human touch; There could be a “traffic hero” character or a picture of the one who “speaks” to the user.
9	The user does not know who picks him up or does not get the feeling that the pilot wants to pick him up.	Place an actual small profile image of the pilot who picks the user up and maybe write a (personal) message in the Conversational UI from him (e.g. Peter is looking forward to picking you up...).