BUZAPP CRITIQUE

M.JEAN-PIERRE AND SAHIB JABBAL
UNIVERSITY OF KENT

Version Control			
Version	Author	Comments	Date
V1	Marc Jean-Pierre and Sahib Jabbal	First Version of Document	10/10/17
QA1	Sahib Jabbal	Reviewed the Document	12/10/17

BuzApp Critique

The BuzApp application is used by University students to find the bus times for the bus stops that are closest to them on the IOS platform for the Canterbury campus and the surrounding area. There are many positives to the app as it's currently built, with the main advantage being that it displays the seven nearby stops of the user in order of closeness based on their location. Then building on from this information it will display when the five buses are due to arrive and if there are any delays with any of these buses.

Additionally, once the bus stop is selected from the list it will take the location of the user and display the directions to the bus stop they have selected, which is beneficial to a user who is unfamiliar with their surroundings. Also, the application provides an easy way to provide feedback, as there's a tab that the user can select that links the email connected to their phone to send the email to BuzApp support that can deal with their query. Also, the general feel of the app is very user friendly as it's easy to navigate the app and utilise it's features without many issues.

During our analysis of the BuzApp application, we found out that there are some disadvantages that the current version has. One of the main disadvantages was the bus timings are not displayed on the bus stops to allow the users to know when the next bus is arriving. This is a disadvantage as the user is unable to utilise the main feature of the application. Additionally, the application lacks features such as the most favourite bus stops that a user can select to find the bus timings of the bus stops instead of only using the nearest stops to the user.

Another feature that is implemented within the application is the ability for the user to view the closest bus stops to their location on a map view. However, once the user navigates to a different section of the map, there is no feature that allows them to track back to their current location seamlessly. Currently, the user is required to navigate to a different tab and come back to the maps tab to retrieve their current location which isn't user friendly.

While the user is on the maps tab and wishes to find more bus stops around them, they are restricted to only the seven closest bus stops near them. This is a disadvantage as the user may wish to know the bus timings of the buses around different stops on campus and around Canterbury.

Based on the disadvantages of the application, there is a wealth of improvements that can be made to the app. Firstly, the user should have the ability to search for a bus stop that may either be close to them or far away. This could allow for the user to plan if they are anticipating being in another location at a different time and gauge how often the buses are run. Additionally, a journey planner feature could be incorporated into the application to allow for the user to understand how long a journey will take and plan accordingly. This would be beneficial to the target audience as it could allow them to prepare for when they should be leaving to make a lecture or seminar on time based on their personal calendar. Another improvement that could be made to BuzApp is push notifications that can be sent to the user when there is an issue with a bus. As the application already tracks when the bus is delayed it would be more user friendly for this information to be communicated to the user without the app being opened.

Another improvement that can be implemented to the application is a recent and favourite bus stops where the user is able to create a favourite list of bus stops that the user is interested in. This feature would be beneficial as the user can check for the specific bus stop that they use regularly in the least time possible. With the search feature to be implemented as mentioned above, the user would have a list of recent bus stops searched for which can be added to their favourites. In order to improve the app further a list of bus prices can be implemented to allow the university students to purchase their ticket prior to their journey as this would help the buses to be on schedule and reduce the number of delays where possible. To improve the maps feature currently implemented, the use of Google maps can be integrated to the application to improve usability.