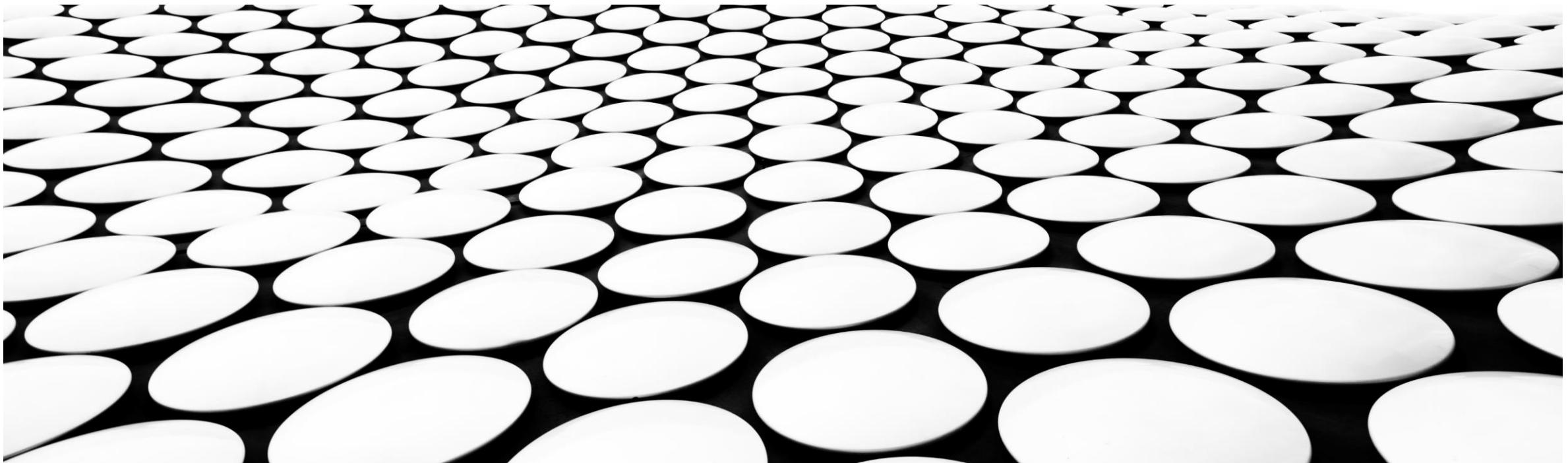


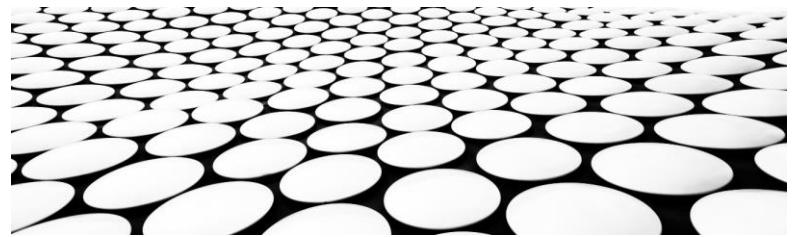
HEURISTIC EVALUATION

CASE STUDY – PRESTO SITE 2022 / 2023



Methodology

Heuristic evaluation



Goal

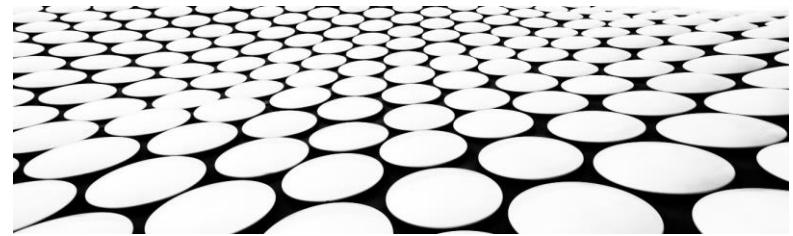
- Purpose: Find usability problems in a design

Implementation

- Provide a set of usability principles (heuristics)
- A small group of evaluators (3-5) review the UI
 - independently verify compliance with heuristics
- Can be done on a fully developed user interface or paper sketches

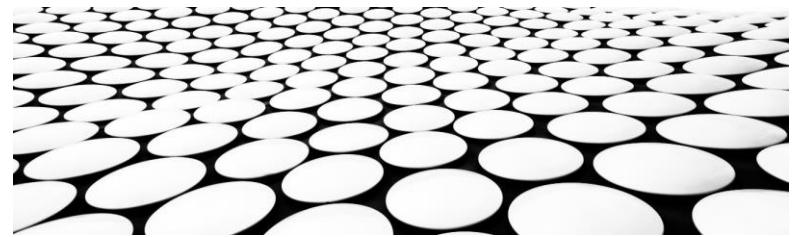
Usability heuristics

UNDERSTANDING	ACTION	GUIDANCE

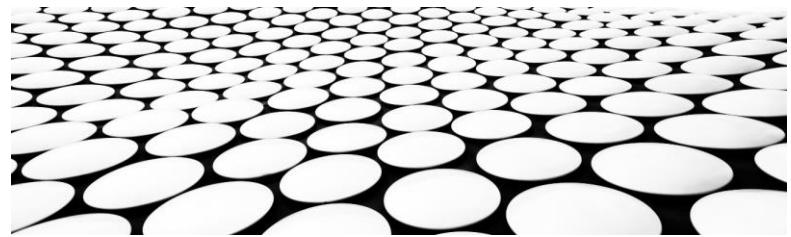


Evaluation Steps

1. Pre-Assessment Training: Provide evaluators with the necessary domain knowledge and scenario information
2. Assessment: each evaluator performs his(her) assessment independently following the 10 heuristics
3. Prioratization: Determine the severity of each problem (priority). Can do individually first and then in groups.
4. Debriefing: Review with the design team



Evaluation Steps

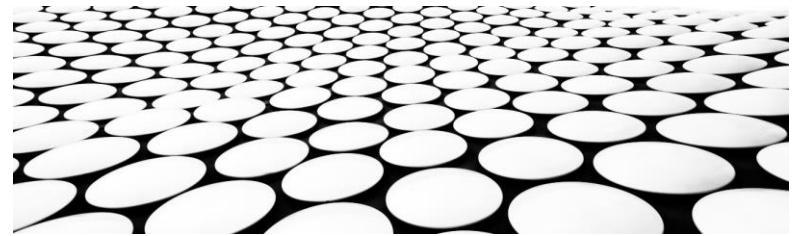


(1) Pre-assessment training

If the system is for everyone ("walk-up-and-use") or the evaluators are experts in the domain, no assistance is required.

Otherwise, the evaluators should be provided with scenarios and a minimum of information about the domain (organization of knowledge) and anticipated processes.

Evaluation Steps



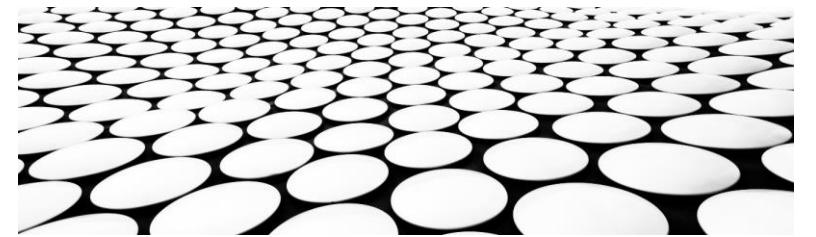
(2) Assessment

- At least two passes for each evaluator
 - first to get an idea of the scope of the system
 - second to focus on specific items
- Each evaluator produces a list of issues
 - explain why by referring to the heuristics
 - be specific and list each problem separately
 - Indicate where the problem is
 - Unique location in the user interface
 - Two or more places in the UI to compare
 - Overall structure of the UI
 - Something is missing

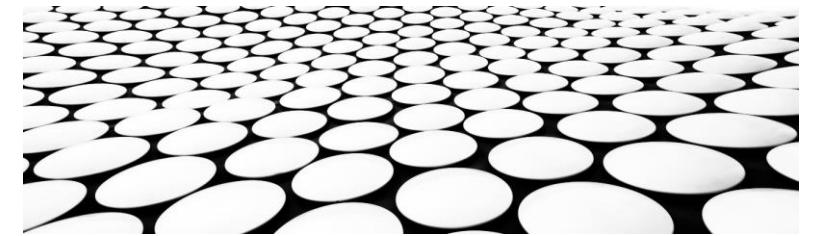
(3) Prioritization

- Severity combines:
 - Frequency (one or more places)
 - Impact (aesthetic or functional)
 - Persistence of the problem

Evaluation Steps



Evaluation Steps

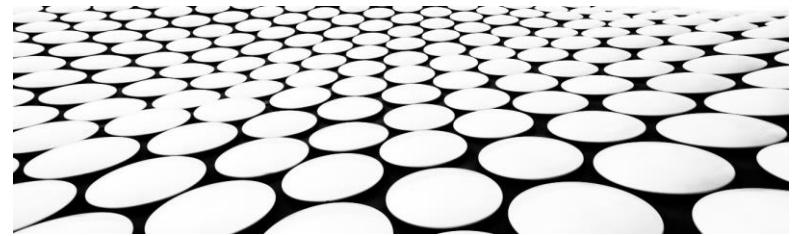


(4) Debriefing

- Meeting between the evaluators and the design team
- Discussion about:
 - List of problems found
 - Severity perceived by each of the evaluators
 - Possibility of improvements
 - Estimation of resource allocation to solve problems

Evaluation Steps

1. Pre-Assessment Training: Provide evaluators with the necessary domain knowledge and scenario information
2. Assessment: each evaluator performs his(her) assessment independently following the 10 heuristics
3. Prioratization: Determine the severity of each problem (priority). Can do individually first and then in groups.
4. Debriefing: Review with the design team



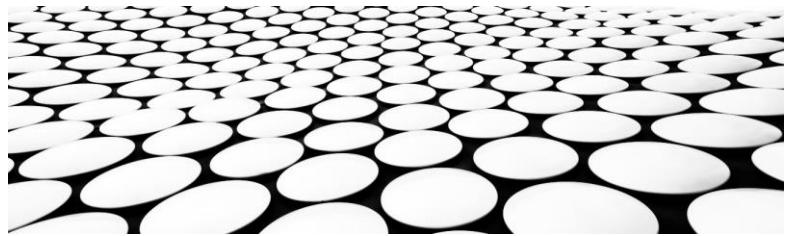
UNDERSTANDING	ACTION	GUIDANCE
<ul style="list-style-type: none"> Consistency Familiar language and metaphors Simple, aesthetic and functional design 	<ul style="list-style-type: none"> Freedom and control Flexibility Recognition over recall 	<ul style="list-style-type: none"> Clear status Error Prevention Error recovery Help

PRESTO 2022 / 2023

The image shows the homepage of the PRESTO website. At the top, there are three large, circular smiley faces in green, yellow, and red. Below them is a dark header bar with the word "PRESTO" in white. To the right of the logo are links for "Learn", "PRESTO Card", and "Support". On the far right of the header are a search icon, the language "FR", and "Sign in / Sign up". The main content area features a woman with long dark hair, wearing a pink ribbed tank top and a dark baseball cap, smiling and looking towards the right. The background is a pink textured wall. The text "Hello PRESTO" is displayed prominently in large black letters. Below the woman are two black rectangular buttons: the left one says "I'm New to PRESTO" and the right one says "I'm a PRESTO User". At the bottom center, there is a link "DISCOVER MORE ABOUT PRESTO".



Case study - PRESTO



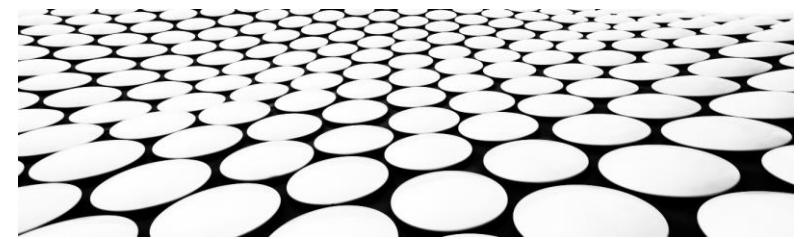
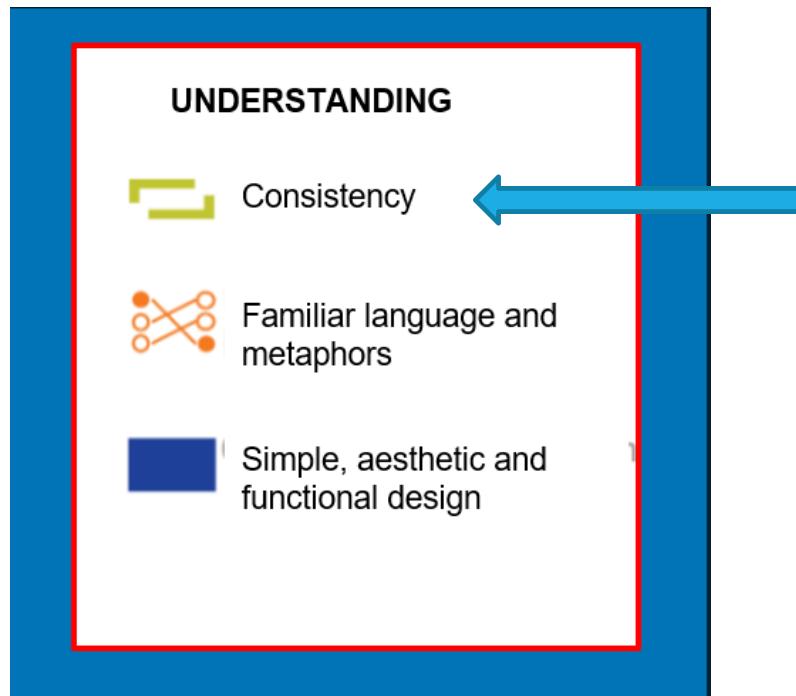
Scenarios could include tasks such as:

1. Pierre wants to buy a PRESTO card online and put \$40 on it.
2. Hui wants to know about using the PRESTO card across Ontario.
3. Taji has had his card stolen and wants to replace it and transfer his balance.
4. Beth wants to understand if it is necessary to create a PRESTO account to have a PRESTO card.
5. ...

As I want to make sure we go through the 10 heuristics... I will rather guide you with questions.

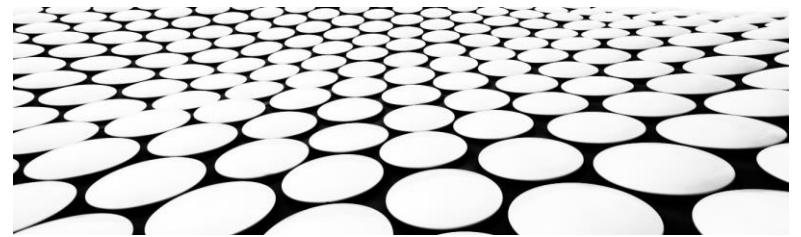
But first, take a few minutes to do task 1.

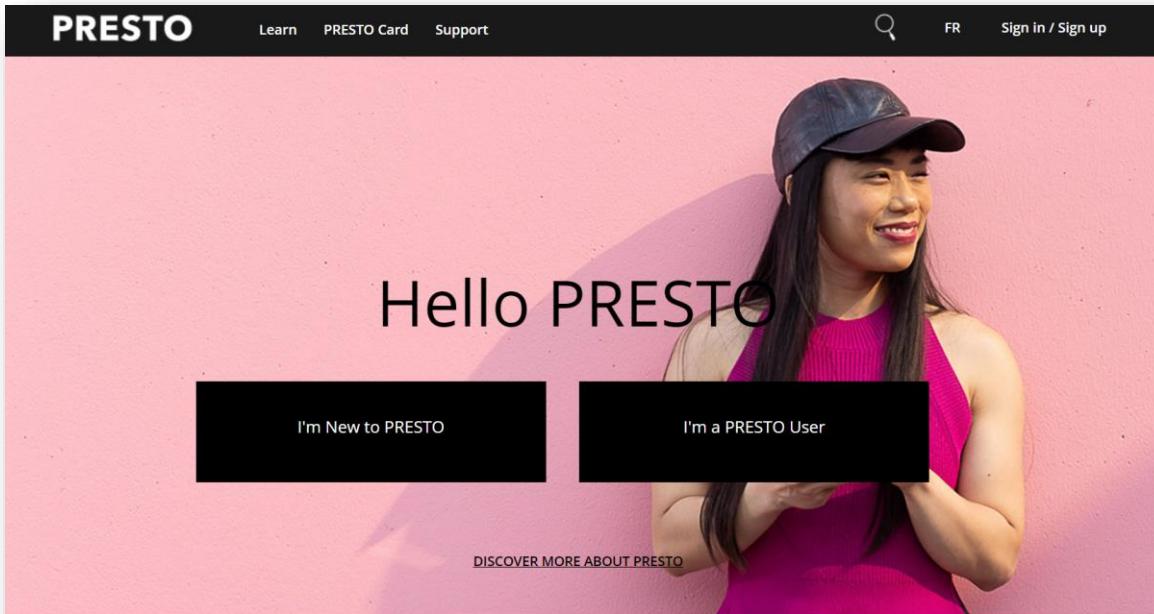
Heuristics of understanding



 **Consistency****Consistency**

- What do you think about internal consistency?
 - colors
 - fonts
 - bilinguism (without speaking French, just the layout, does it seem the same in both languages?)
- And the external coherence? Are there standard icons?

Consistency



PRESTO

Learn PRESTO Card Support

FR Sign in / Sign up

Hello PRESTO

I'm New to PRESTO I'm a PRESTO User

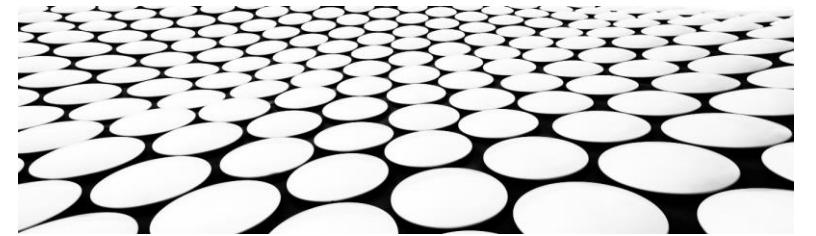
[DISCOVER MORE ABOUT PRESTO](#)

We met in a previous life. But in this one we're way cooler.

Say goodbye to paper tickets, tokens, passes and cash.
 Say hello to more ways to tap on to transit with your PRESTO card, PRESTO tickets, PRESTO E-Tickets and PRESTO contactless. Available on participating transit agencies throughout the **Greater Toronto and Hamilton Area** and **Ottawa**.



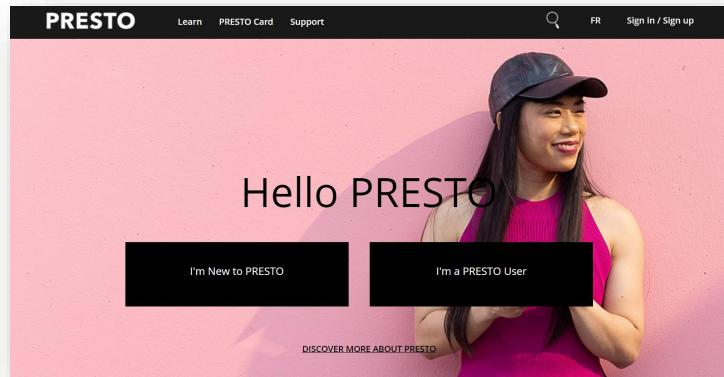
Style / Layout



2023

Style/Images on entry page and other pages?

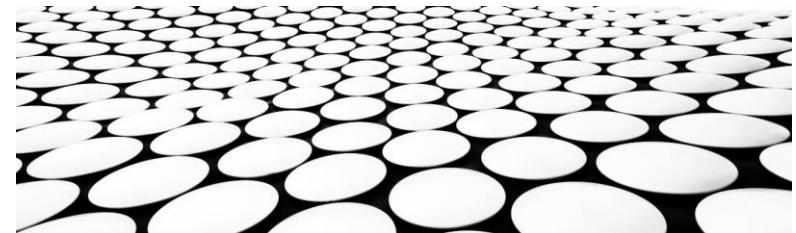
Transition to a different style



A screenshot of the PRESTO website's landing page from 2023. The header is a solid green color with the word "PRESTO" in white. Below the header, the text "Tap On. Ride Easy." is displayed. The main content area has a white background. It features two large, light gray rectangular boxes with rounded corners. The top box contains the text "I'm New to PRESTO" and the bottom box contains the text "I'm a PRESTO User", both with small arrows pointing to the right. Below these boxes, the text "What is PRESTO?" is followed by a detailed description of the service. At the bottom of the page is a green footer bar with a white speech bubble icon containing an "i" and the text "Find out more about PRESTO".

2021 / 2022

Style / Layout



2023

Does the transition continue?

PRESTO Learn PRESTO Card Support  FR Sign in / Sign up

Get a Card: Where to Buy a PRESTO Card

Buy a PRESTO card and add it to a My PRESTO Account to protect your balance.

When you buy your card from [Shoppers Drug Mart](#) or a Customer Service Outlet you can also set your fare type. [Learn how](#). You can use your PRESTO card immediately, and your card can be added to a [My PRESTO Account](#) within 24 hours. Never buy a card or try to load funds or passes through an unauthorized seller.

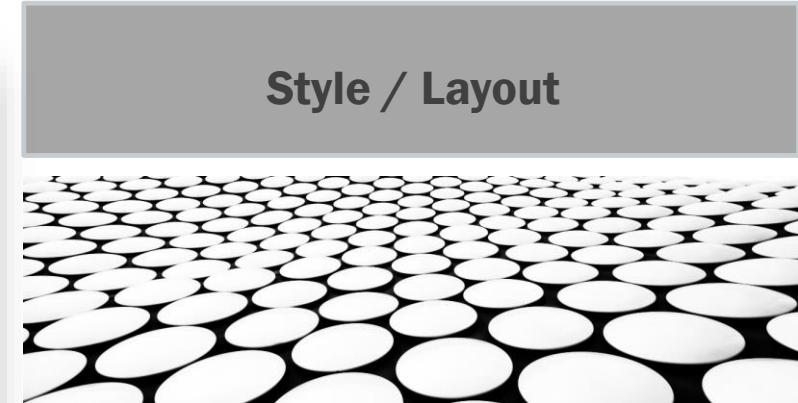
After buying a PRESTO card at a Customer Service Outlet, Shoppers Drug Mart, Fare Vending Machine or Ticket Vending Machine, you'll need to wait up to 24 hours before adding it to a My PRESTO Account. [Watch our Youtube video to learn how to create a PRESTO account on the PRESTO App](#).

If you can't buy it in person, buy a PRESTO card online:

- When you buy your PRESTO card online it will take 7-10 business days to arrive.
- [Get your PRESTO card for \\$6, plus a minimum load of \\$0.05](#).
- Once received, activate your card and start tapping.

How to activate my PRESTO card?

When you order a card online with a My PRESTO Account, it needs to be activated before you can use it. [You can activate your new card online](#), through our Chat feature, or by phone at 1-877-378-6123 using the PIN you selected. Cards purchased without an account can be used right away but do not have balance protection or access to other PRESTO features.



Style / Layout

2023

Go in « Get a Card », has the style been modified?

PRESTO PRESTO Card PRESTO contactless Français Sign in

PRESTO contactless

Overview | Pay with Credit, Debit Card or Mobile Wallet
How PRESTO Contactless Works
Use PRESTO Contactless on UP Express
Try PRESTO Contactless Payment Today
Transaction History

Support
FAQ
General Inquiries

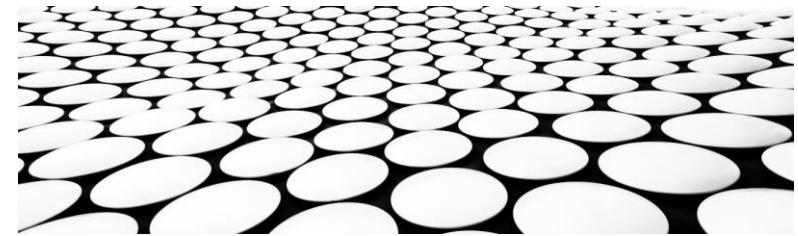
Waaaaaaay more ways to pay

With PRESTO contactless payment, you can tap your credit card, debit card or mobile wallet on an UP Express PRESTO device to pay. Try it today with your card, watch or phone!

PRESTO Contactless Now Available For :




Style / Layout



2023

Go to « PRESTO contactless », has the style been harmonized with the rest?

PRESTO

Arrive there
trying to pay
for card

Mandatory fields marked by *

Payment Method

Please choose a payment method.

**Cardholder Details**

Enter your card's billing address without any special characters.

Postal/Zip Code*: **Payment Details**

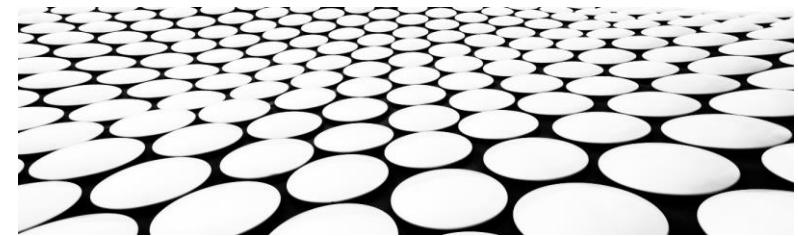
Transaction Amount: \$ 106.00 (CAD)

Order ID: C2206E47V3UH8BX

Please complete the following details exactly as they appear on your card.
Do not put spaces or hyphens in the card number.

Cardholder Name*: Card Number*: Expiry Date (MMYY)*: Card Security Code*:

Click 'Process Transaction' to charge your card. Only click the button once. Using the 'Back','Refresh' or 'Cancel' button after you press the 'Process Transaction' button will not stop the transaction from being processed and may result in a double charge.

Process Transaction**Cancel Transaction**
© Trade-mark of Interac Inc. Used under licence
Style / Layout**2023**

Take the option of buying a card online, then go to the shopping cart, and try to pay without a PRESTO account, has the payment page changed?

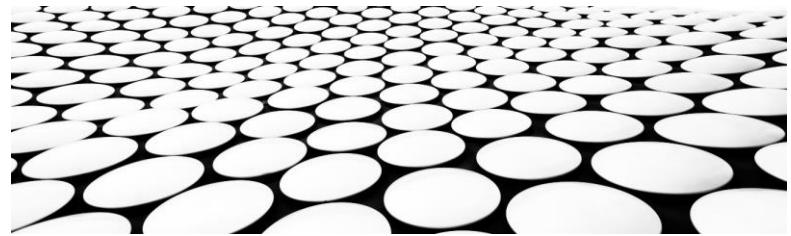
 Consistency

Site has 3 different styles, as created by the choice of fonts, colors, layout.



Harmonize everything to the more contemporary style (with images). Decide on the use (or not) of the lateral menu.

Style / Layout



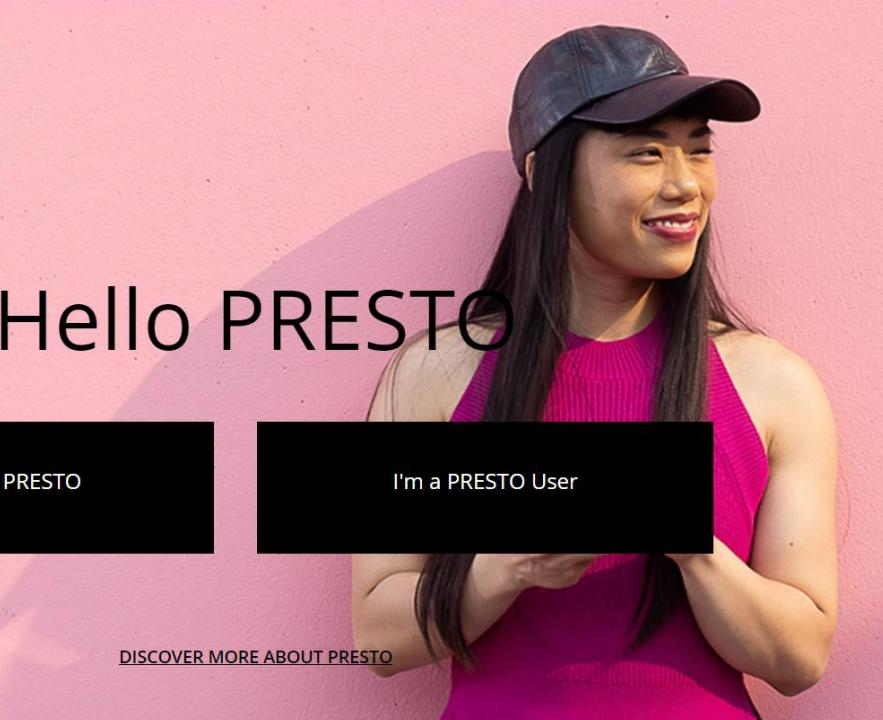
PRESTO

Learn PRESTO Card Support

FR Sign in / Sign up

IMPORTANT: The PRESTO website, app & automated phone system will be unavailable from 11pm Friday, June 17 until the afternoon of Saturday, June 18 as our payment processing system is updated. During the update you'll still be able to use your PRESTO card to travel and if you need to load funds or a pass, you can do so in person at a Shoppers Drug Mart location, Customer Service Outlet or PRESTO vending machine. [Learn more.](#)

i Testing new ways to pay! Tap your credit card, debit card or mobile wallet onto an UP Express PRESTO device to pay. [Learn more before you travel.](#) Then let us know what you think, by completing this [online survey.](#)

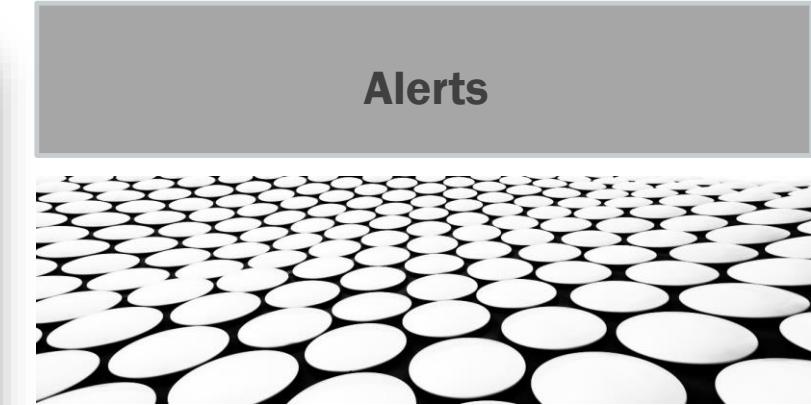


Hello PRESTO

I'm New to PRESTO

I'm a PRESTO User

[DISCOVER MORE ABOUT PRESTO](#)



2023

Are there different alerts of varying importance?

PRESTO

Learn PRESTO Card Support

Quick Tip: If your registered PRESTO card is lost, stolen or damaged you can protect your balance and transit passes and have them transferred to a new card. [Visit our Report Lost Card page to learn more.](#)

Contact PRESTO

Have a question or need some help with PRESTO? Contact us in a number of different ways.

By Chat

PRESTO has an online [Chat](#) feature to help with general questions. If you sign in to your PRESTO Account you can also now use the Chat feature for account-specific transactions, including:

- Load funds
- Report a lost/stolen/damaged card
- Activate a card
- Check card balance
- Reset card PIN

PRESTO offers a 24/7 Virtual Assistant, as well as Live Chat Agents that are available during the same hours as our Contact Centre, Monday to Friday 6 a.m. to 10 p.m., weekends 9 a.m. to 9 p.m. and on holidays 9 a.m. to 5 p.m.

[Start Chat](#)

Contact Your Transit Agency

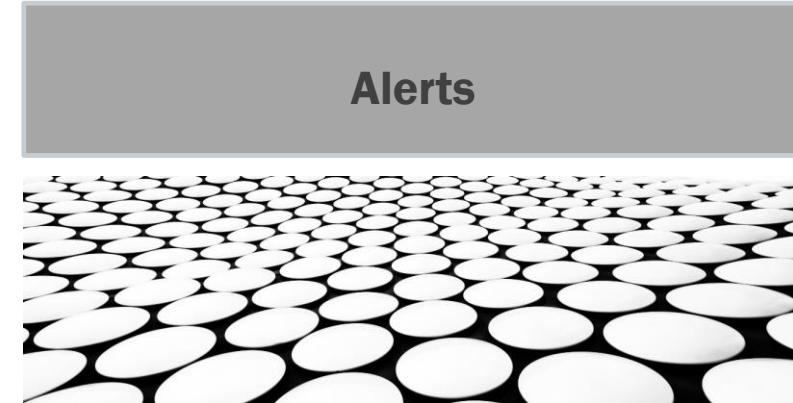
Contact your Transit Agency for information about fares and discounts, transit schedules, transfers, Customer Service Outlet locations and PRESTO device locations.

Brampton Transit
905-874-2999

Burlington Transit
905-639-0550 (BusLine)
905-639-5158 (Handi-Van)

Durham Region Transit
1-866-247-0055

GO Transit

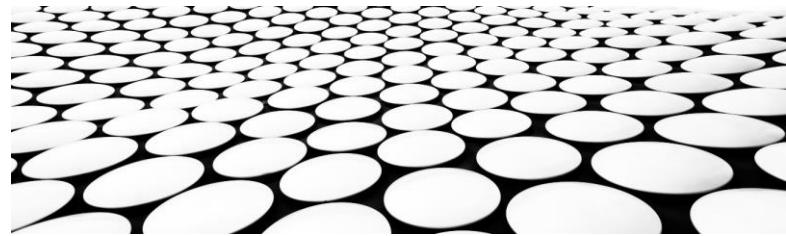


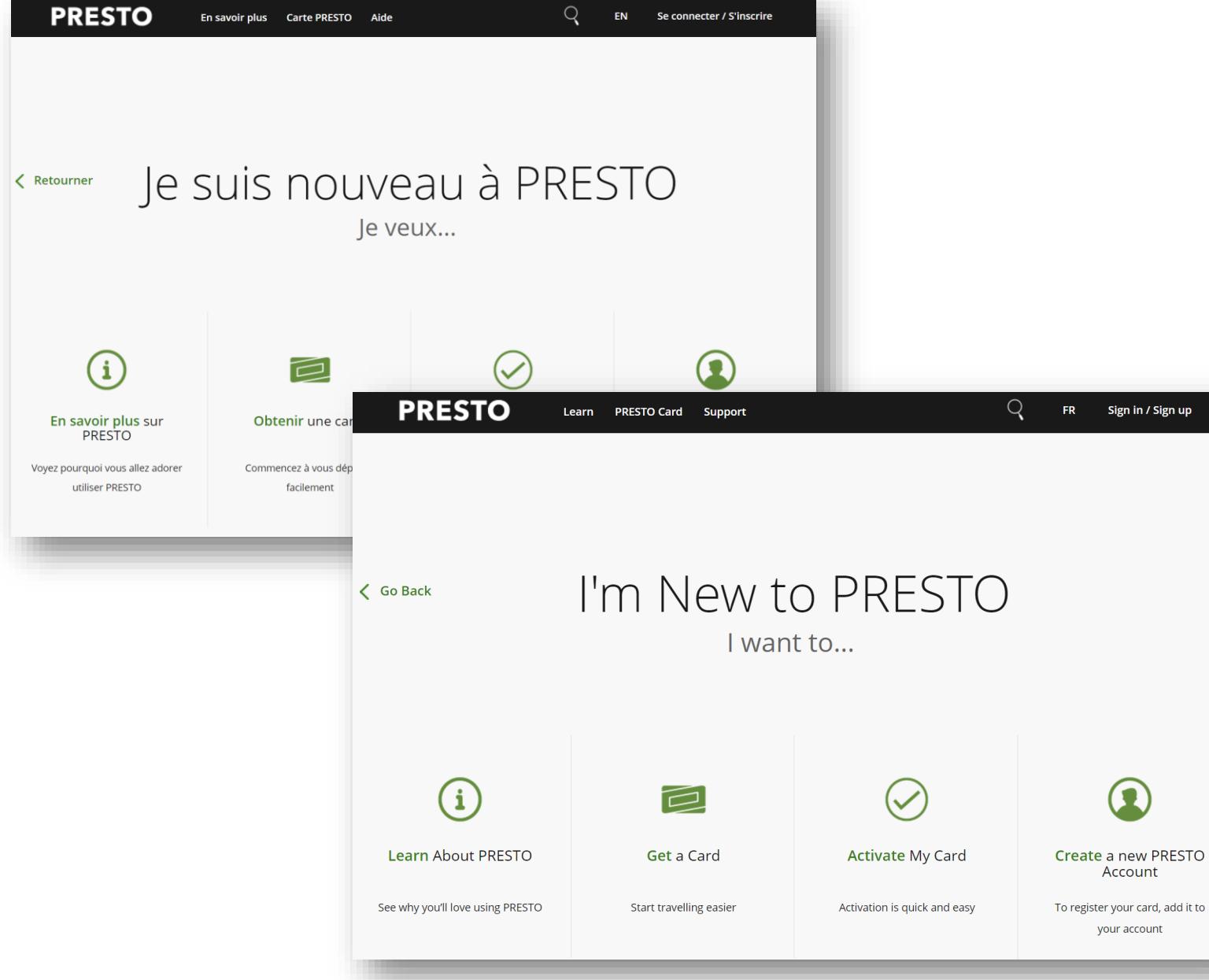
 Consistency

The Site color/font used for additional messages does not differentiate their purpose

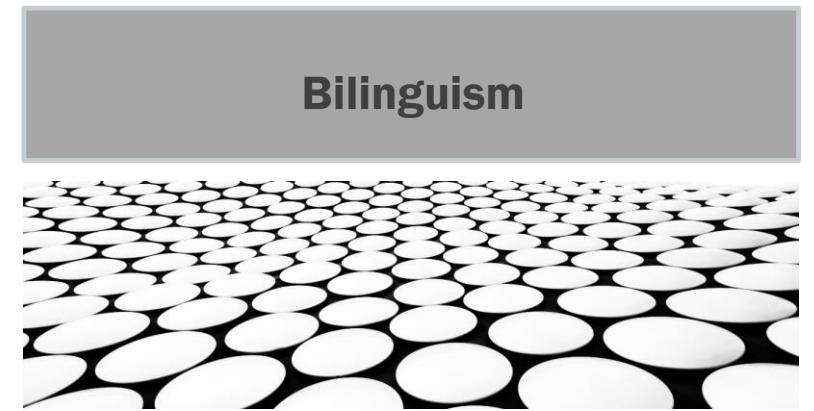


Reflect on whether the messages are so important. / If yes, then use slightly different colors for different messages, and/or make the icons more visible.

Alerts



The screenshot shows the PRESTO website's "Je suis nouveau à PRESTO" (I'm new to PRESTO) page. The top navigation bar includes links for "En savoir plus", "Carte PRESTO", "Aide", a search icon, "EN", "FR", and "Se connecter / S'inscrire". Below the header, the main title "Je suis nouveau à PRESTO" is displayed with the subtitle "Je veux...". A back arrow labeled "Retourner" is on the left. The page features four main call-to-action buttons: "En savoir plus sur PRESTO" (info icon), "Obtenir une carte" (card icon), "Learn" (checkmark icon), and "Support" (person icon). The "Learn" button is highlighted with a green checkmark. The central content area has a large "I'm New to PRESTO" heading and a "I want to..." subtitle. Below this, there are four cards: "Learn About PRESTO" (info icon), "Get a Card" (card icon), "Activate My Card" (checkmark icon), and "Create a new PRESTO Account" (person icon). Each card has a brief description and a link to more information.



2023

Go back and forth between English and French on a few pages, does the layout seem coherent?

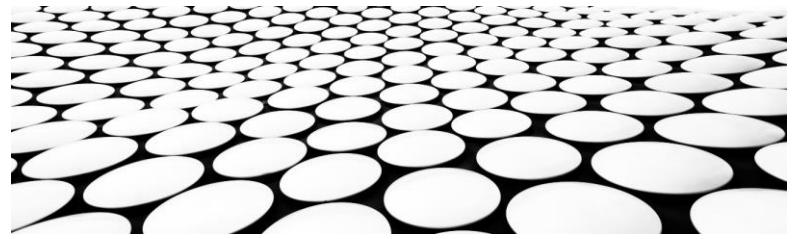
Consistency

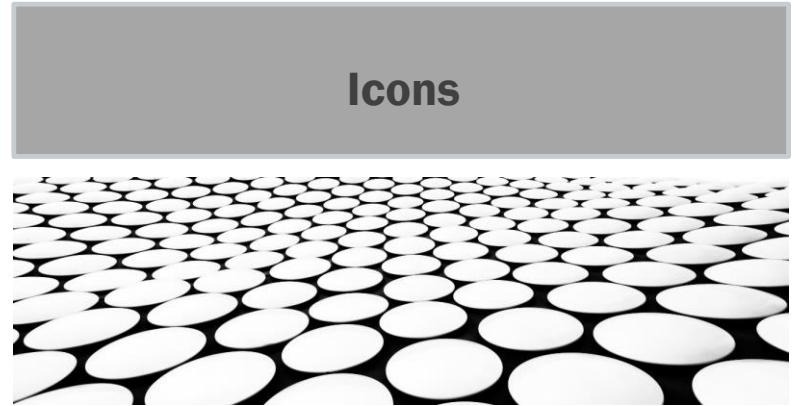
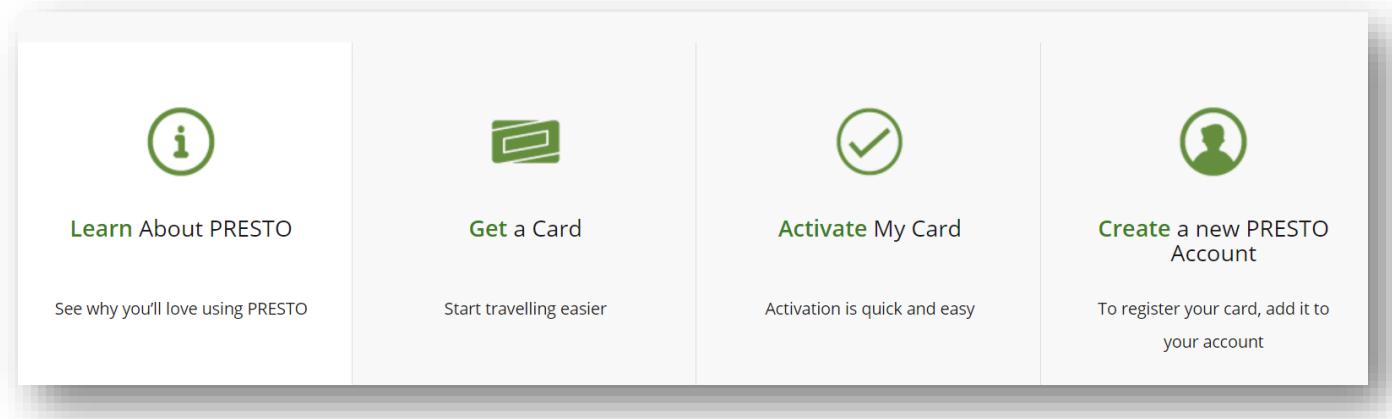
The French and English designs seem in line with each other.



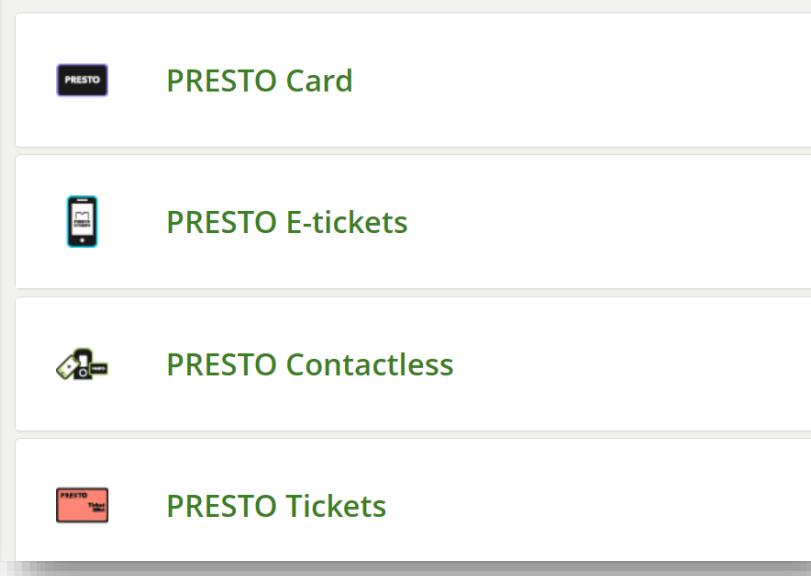
💡 Continue making sure French/English are the same.

Bilingualism



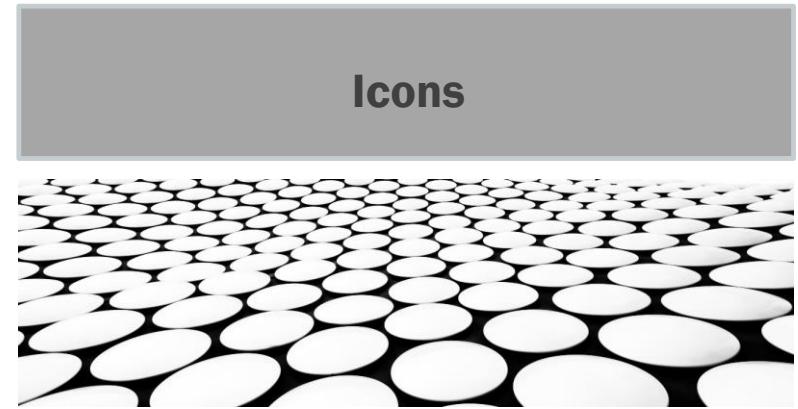
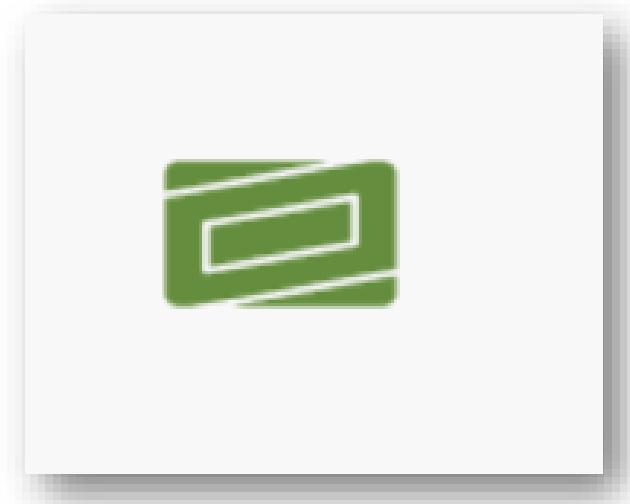


Get to know PRESTO products



2023

Is there internal esthetic consistency
(same style)?



2023

Go in « I'm new to PRESTO » and on other pages to explore. Are there multiple representations of the PRESTO card?

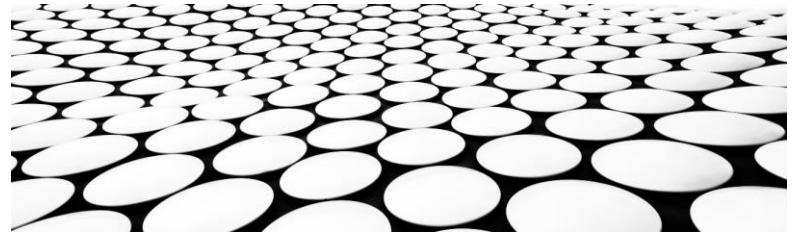
 Consistency

Representation of PRESTO card is not always
the same



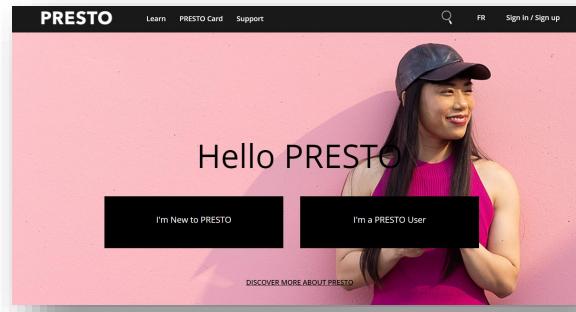
Choose a single card representation (the
newest one) and use that one everywhere.

Icons





SUMMARY



Consistency



Style/Layout

Harmonize everything to a single, simple, contemporary style.

Color choices

Decide on the importance of messages and associate a unique color to each one.

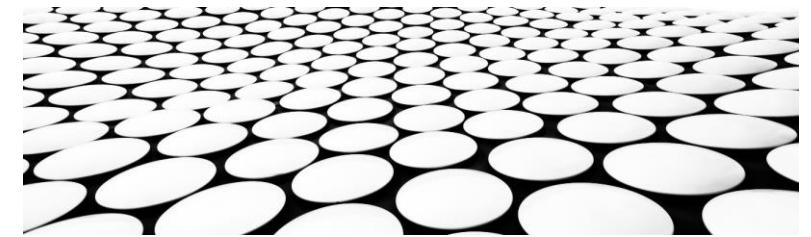
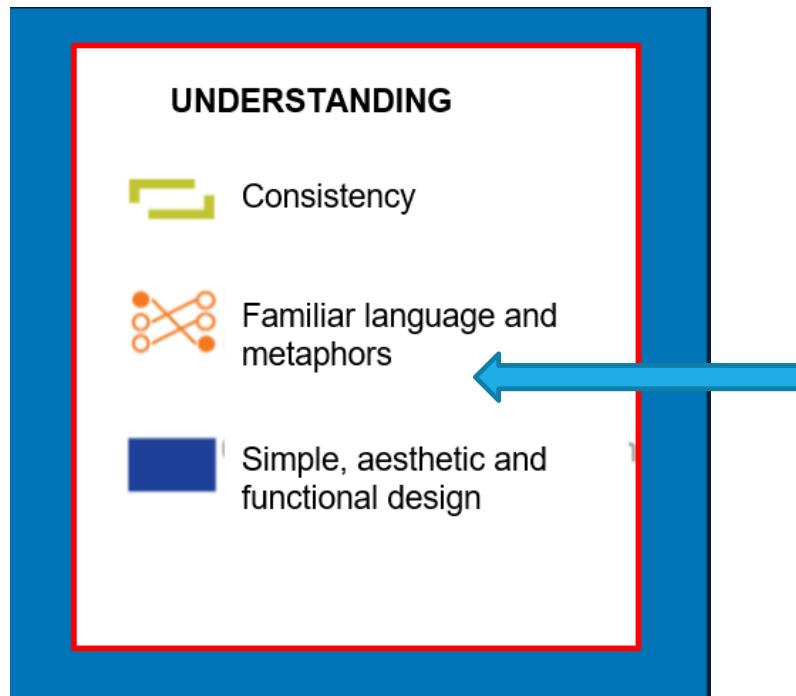
Bilinguism

Continue making sure French/English are the same.

Icons

Use the newest PRESTO card representation everywhere.

Heuristics of understanding



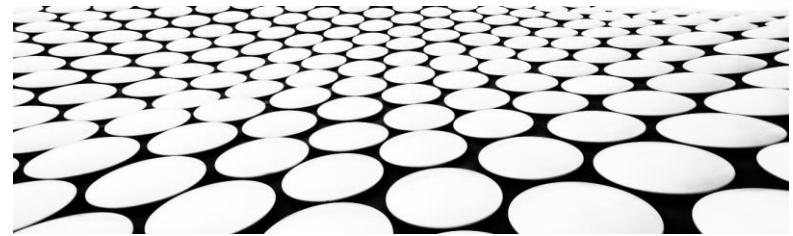


Familiar language and metaphors

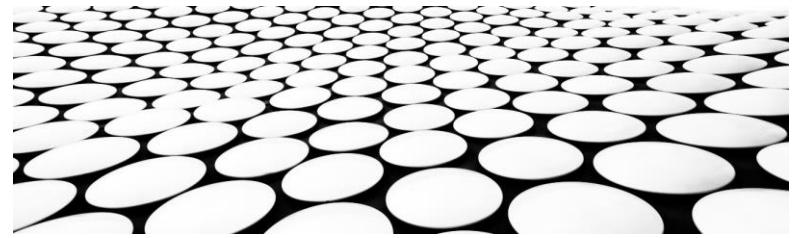
Familiar language and metaphors

- What about the icons available for loading, sign in, lost card, etc.
Are they good metaphors?
- Do you understand the words used? Do you think different PRESTO users would understand these words?
- How does the language use make you feel as a user?

Familiar language and metaphors

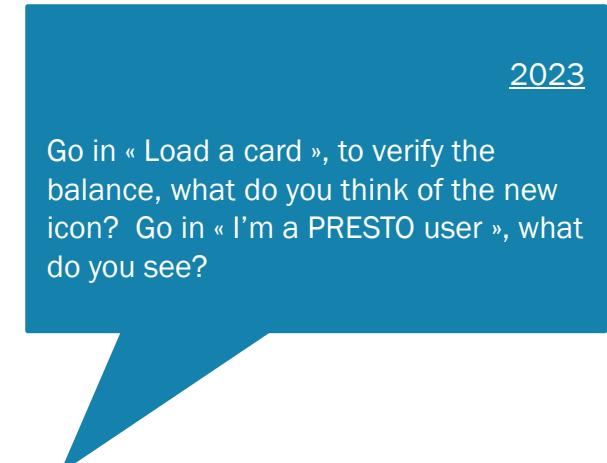
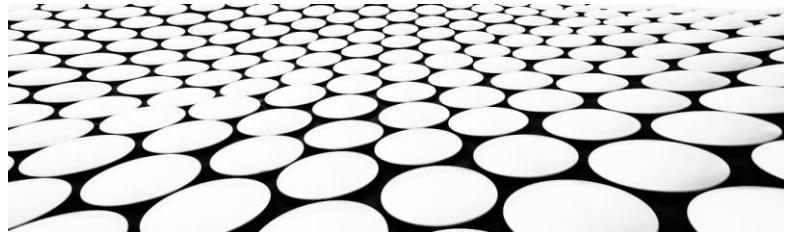


Icons as metaphors



Learn About PRESTO	Get a Card	Activate My Card	Create a new PRESTO Account
See why you'll love using PRESTO	Start travelling easier	Activation is quick and easy	To register your card, add it to your account

Load My Card	Sign in	Activate My Card	Report Lost Card	Create a new PRESTO Account
Add funds or a transit pass to your card	See your balance and much more	Activation is quick and easy	Report a lost, damaged or stolen card through your PRESTO Account	To register your card, add it to your account





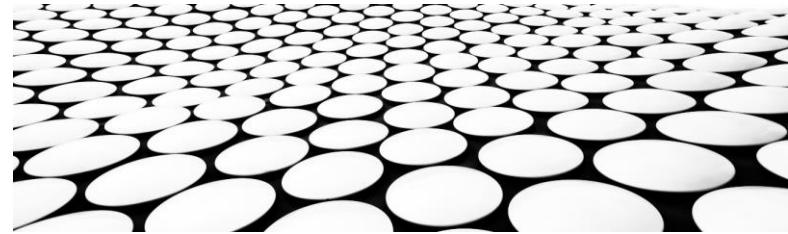
Familiar language and metaphors

PRESTO specific metaphors are ok – could be better.



Review what each icon means and how it actually represents the action.
Always user-test icons!

Icons as metaphors



PRESTO Learn PRESTO Card Support

Use of the « I ».

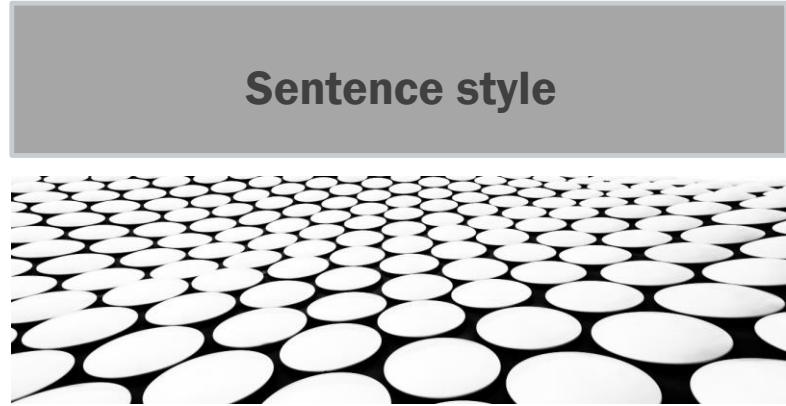
I'm New to PRESTO

I want to...

Learn About PRESTO See why you'll love using PRESTO	Get a Card Start travelling easier	Activate My Card Activation is quick and easy	Create a new PRESTO Account To register your card, add it to your account
--	---	--	--

Nouns and verbs



2023

- Is the « I » still used?
- Are they still using verbs? Imperative sentences?
- Have they harmonized the use of verbs/nouns?



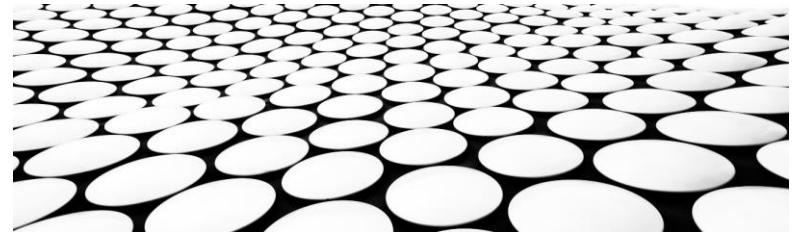
Familiar language and metaphors

Some language is inviting (use of I). But, mixed use of nouns/verbs, imperative and declarative



Are there other places where this « I » form can be used. Review the language and decide on one style per menu.

Sentence style

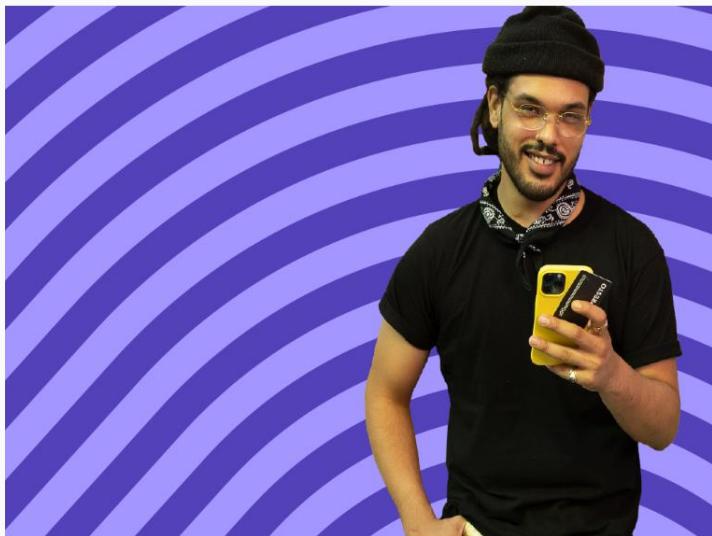


We met in a previous life. But in this one we're way cooler.

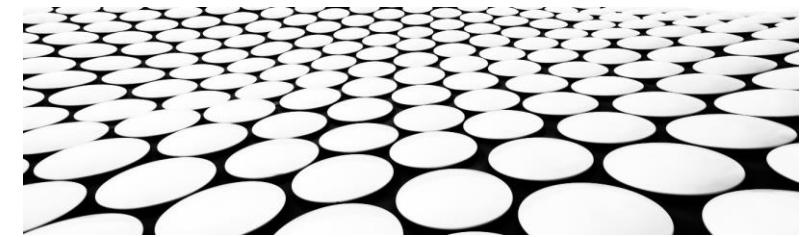
Say goodbye to paper tickets, tokens, passes and cash. Say hello to more ways to tap on to transit with your PRESTO card, PRESTO tickets, PRESTO E-Tickets and PRESTO contactless. Available on participating transit agencies throughout the

Greater Toronto and Hamilton Area and Ottawa.

[Discover more about PRESTO](#)



Personality through language



2023

Is the « COOL » style still present? Is it sustained on multiple pages?

PRESTO

PRESTO Card PRESTO contactless Français Sign in

PRESTO contactless

Overview

Pay with Credit, Debit Card or Mobile Wallet

How PRESTO Contactless Works

Use PRESTO Contactless on UP Express

Try PRESTO Contactless Payment Today

Transaction History

Support

FAQ

General Inquiries

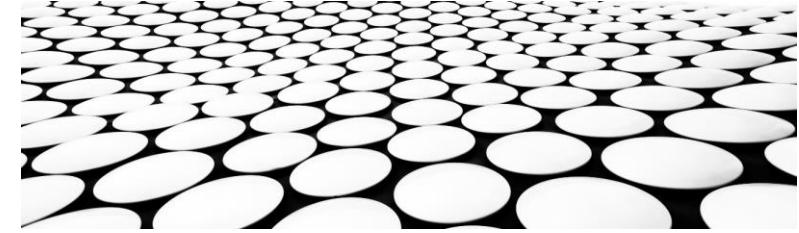
Waaaaaaay more ways to pay

With PRESTO contactless payment, you can tap your credit card, debit card or mobile wallet on an UP Express PRESTO device to pay. Try it today with your card, watch or phone!

PRESTO Contactless Now Available For :

VISA

Personality through language



PRESTO [Learn](#) [PRESTO Card](#) [Support](#) [FR](#) [Sign in / Sign up](#)

Hello PRESTO Ticket

A PRESTO Ticket is a limited-use paper PRESTO card that can be used to pay your fare on the TTC. If you're an occasional TTC rider or just visiting Toronto, a PRESTO Ticket may be perfect for you.

Buy Your PRESTO Ticket at the Station

PRESTO Tickets can be bought at [Fare Vending Machines](#) at any TTC subway station, and at any [Shoppers Drug Mart](#) location in Toronto.

PRESTO Ticket Prices

You can buy a single-ride, two-ride or day pass PRESTO Ticket at [TTC adult fare rates](#). Senior, youth or group fares are not available on a PRESTO Ticket.

You can only use a PRESTO Ticket for one person per trip. Two-ride and day pass PRESTO Tickets cannot be used for more than one person during the same trip.

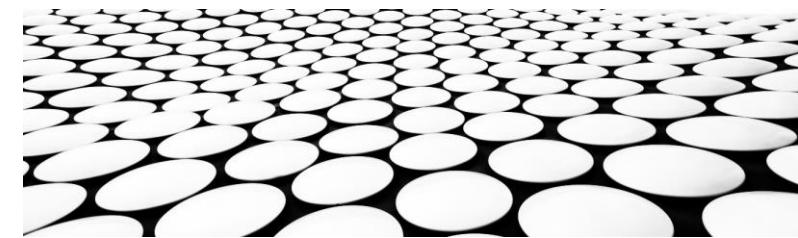
How to Use PRESTO Tickets

Tap your PRESTO Ticket to enter any TTC subway station, streetcar or bus and to transfer. Keep it with you as you ride as your proof of purchase for TTC fare inspections.

A PRESTO Ticket can only be used on the TTC. If you're travelling on a TTC bus that crosses into Mississauga or York Region, you'll need to pay the other part of the fare in cash or the appropriate MiWay or YRT fare media.

You can only use a PRESTO Ticket for one person per trip. Two-ride and day pass PRESTO Tickets cannot be used for more than one person during the same trip.

Personality through language



2023

Did that page on PRESTO tickets become more « cool »?



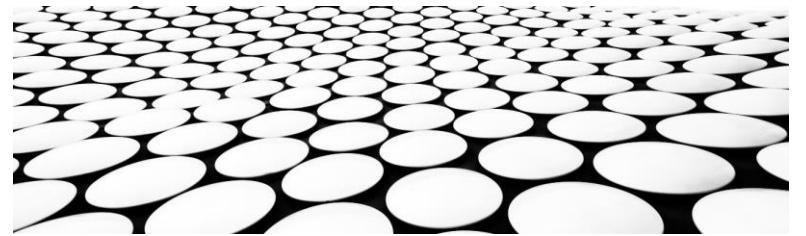
Familiar language and
metaphors

A « cool » language is nice. It's hard to stay
cool.



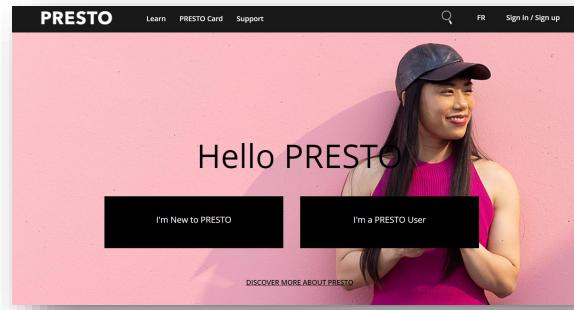
Review the language and see how this
« coolness » can be brought other places or
if it's too much.

Personality through language





SUMMARY



Familiar language and metaphors



Internal icons

Continue to ensure the aesthetic consistency of the icons but think about the meaning of each and experiment with users.

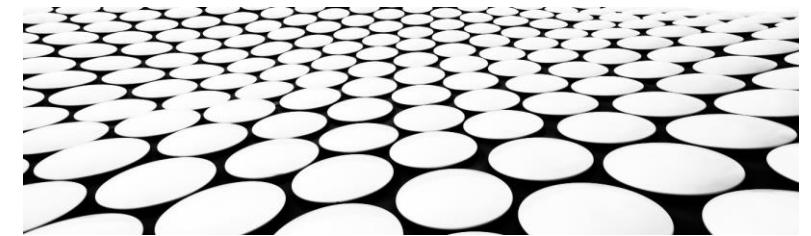
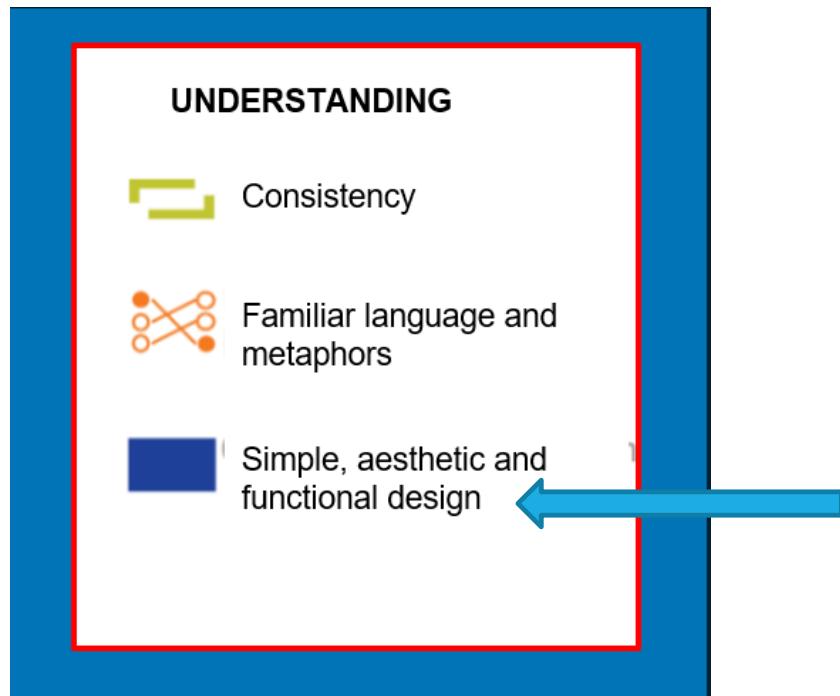
Sentence style

Review the language used and decide on a style per menu. Harmonize the choice of verbs and/or nouns.

Personality

Review the language and see how this « coolness » can be brought other places or if this choice is not appropriate.

Heuristics of understanding

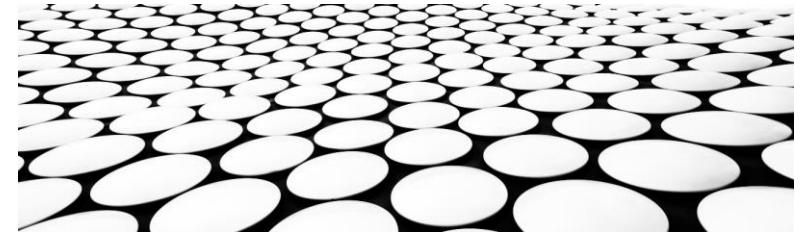


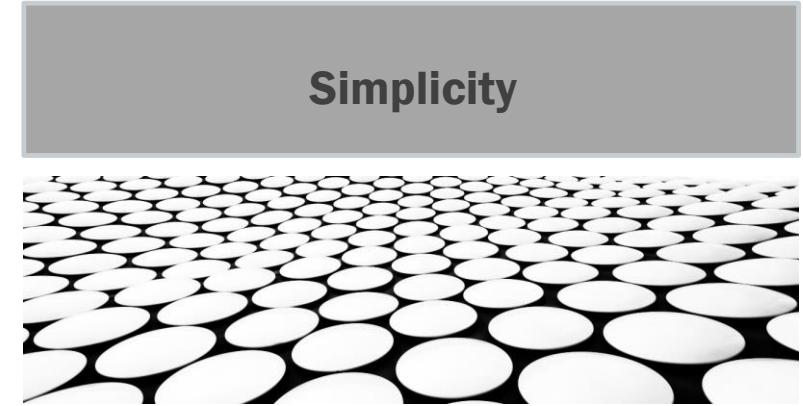
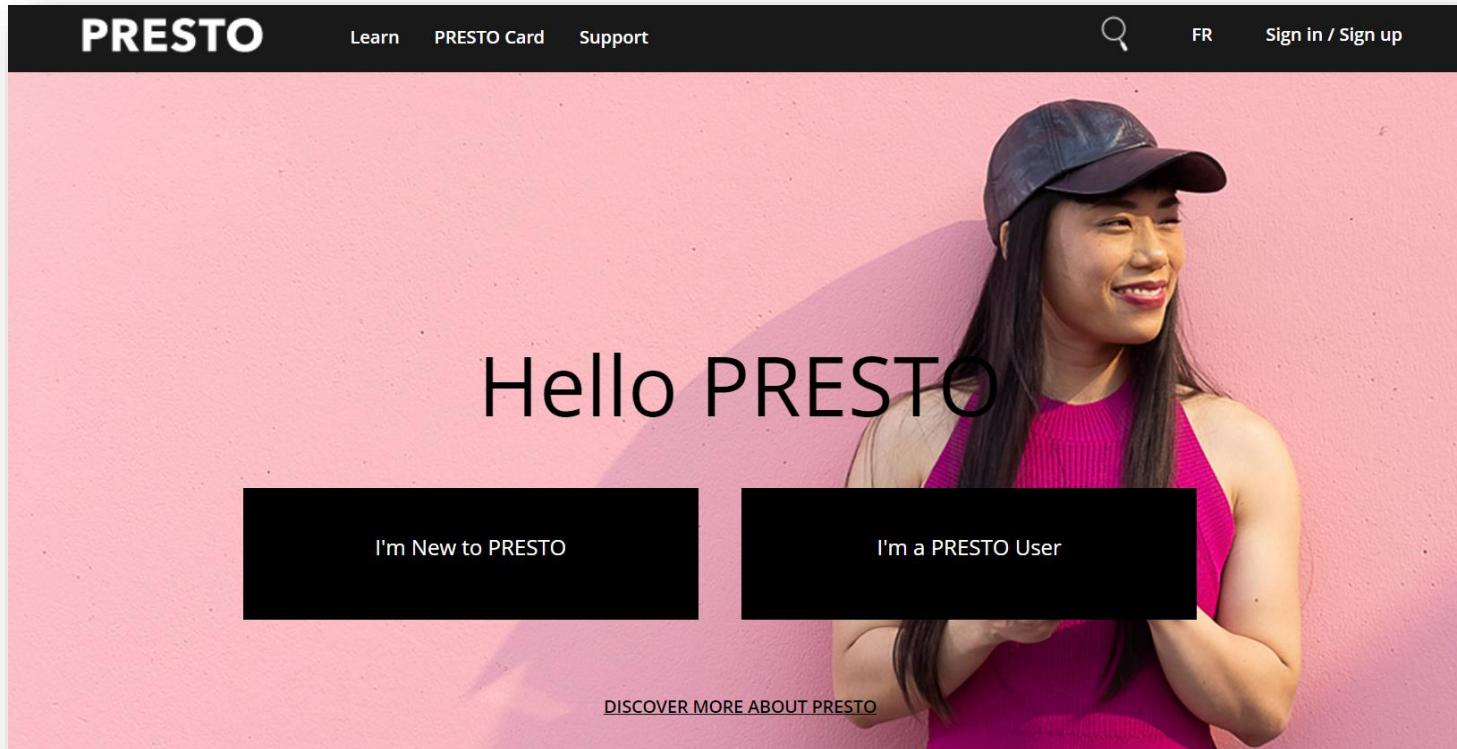
Simple, aesthetic and functional design

Simple, aesthetic and functional design

- What about the design, what do you think? Simplicity? Colors? The "screen real estate"? Font size? How to attract attention?
- What about the signal-to-noise ratio? Are there additional information that should not be there?

Simple, aesthetic and functional design

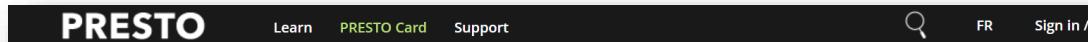




Simplicity

2023

Is the PRESTO site simple? What is the signal-to-noise ratio?



Get a Card: Where to Buy a PRESTO Card

Buy a PRESTO card and add it to a My PRESTO Account to protect your balance.

When you buy your card from [Shoppers Drug Mart](#) or a Customer Service Outlet you can also set your fare type. [Learn how](#). You can use your PRESTO card immediately, and your card can be added to a [My PRESTO Account](#) within 24 hours. Never buy a card or try to load funds or passes through an unauthorized seller.

After buying a PRESTO card at a Customer Service Outlet, Shoppers Drug Mart, Fare Vending Machine or Ticket Vending Machine, you'll need up to 24 hours before adding it to a My PRESTO Account. [Watch our Youtube video to learn how to create a PRESTO account on the PRESTO app](#)

If you can't buy it in person, buy a PRESTO card online:

- When you buy your PRESTO card online it will take 7-10 business days to arrive.
- [Get your PRESTO card for \\$6, plus a minimum load of \\$0.05](#).
- Once received, activate your card and start tapping.

How to activate my PRESTO card?

When you order a card online with a My PRESTO Account, it needs to be activated before you can use it.

[You can activate your new card online](#), through our Chat feature, or by phone at 1-877-378-6123 using the PIN you selected.

Cards purchased without an account can be used right away but do not have balance protection or access to other PRESTO features.

Reporting your lost, stolen or damaged card and transferring the balance.

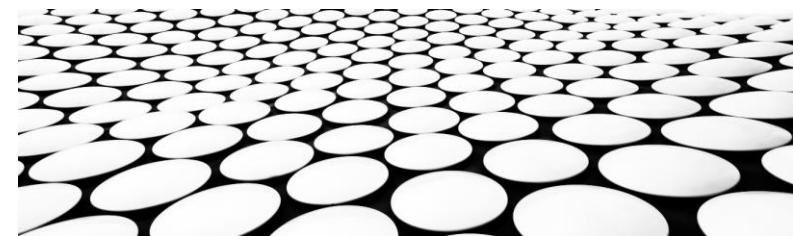
All the PRESTO cards added to your My PRESTO Account can be cancelled if they are lost, stolen or damaged.

[Watch a video tutorial on how to replace a lost/stolen/damaged PRESTO card and transfer your balance](#).

To cancel a PRESTO card:

- Log into your [My PRESTO Account](#) through our website or app
- Open our Chat feature
- Call us at 1-877-378-6123
- Visit a [Customer Service Outlet](#)

Simplicity



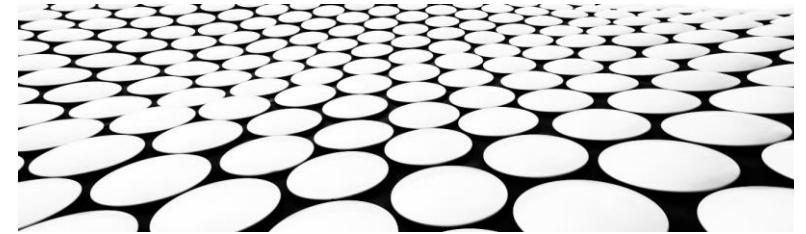
Simple, aesthetic and functional design

Simplicity of the new design is good.



Move the old design to the new. Quick!!

Simplicity



PRESTO Learn PRESTO Card Support FR Sign in / Sign up

Hello PRESTO

I'm New to PRESTO I'm a PRESTO User

DISCOVER MORE ABOUT PRESTO

Previous French version was really bad

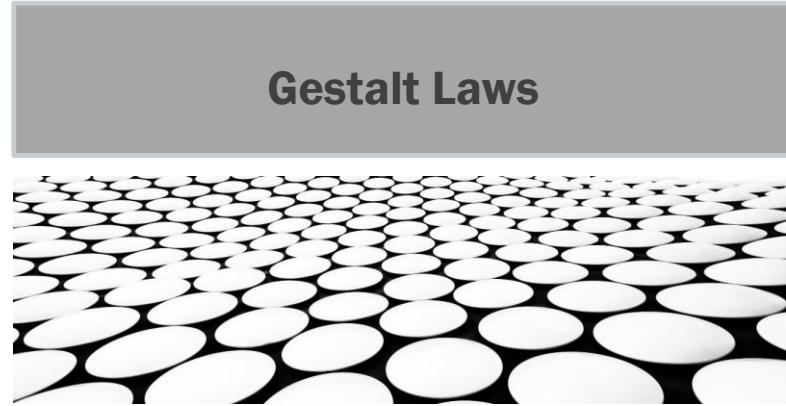
Je suis nouveau à PRESTO >

Je suis un utilisateur PRESTO >

Qu'est-ce que la carte PRESTO?

PRESTO est un système de paiement électronique qui élimine les billets, les jetons, les laissez-passer et l'argent. PRESTO fonctionne pour les transports locaux dans la région du Grand Toronto, de Hamilton et d'Ottawa, rendant vos paiements de trajets simples, pratiques et sécuritaires.

Pour en savoir plus sur PRESTO



2023

Is the « Figure and Ground » law better followed now?

PRESTO Learn PRESTO Card Support  FR Sign in / S

Get a Card: Where to Buy a PRESTO Card

Buy a PRESTO card and add it to a My PRESTO Account to protect your balance.

When you buy your card from [Shoppers Drug Mart](#) or a Customer Service Outlet you can also set your fare type. [Learn how](#). You can use your PRESTO card immediately, and your card can be added to a [My PRESTO Account](#) within 24 hours. Never buy a card or try to load funds or passes through an unauthorized seller.

After buying a PRESTO card at a Customer Service Outlet, Shoppers Drug Mart, Fare Vending Machine or Ticket Vending Machine, you'll have up to 24 hours before adding it to a My PRESTO Account. [Watch our Youtube video to learn how to create a PRESTO account on the PRESTO app](#).

If you can't buy it in person, buy a PRESTO card online:

- When you buy your PRESTO card online it will take 7-10 business days to arrive.
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- Once received, activate your card and start tapping.

How to activate my PRESTO card?

When you order a card online with a My PRESTO Account, it needs to be activated before you can use it. [You can activate your new card online](#), through our Chat feature, or by phone at 1-877-378-6123 using the PIN you selected. Cards purchased without an account can be used right away but do not have balance protection or access to other PRESTO features.

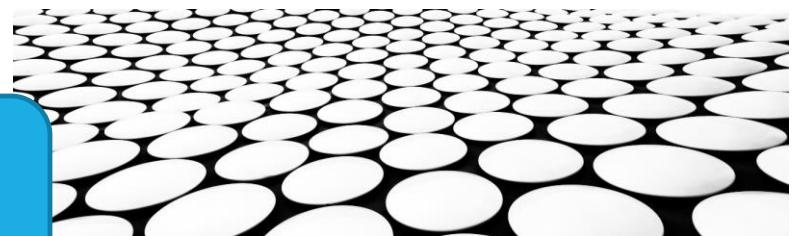
Reporting your lost, stolen or damaged card and transferring the balance.

All the PRESTO cards added to your My PRESTO Account can be cancelled if they are lost, stolen or damaged. [Watch a video tutorial on how to replace a lost/stolen/damaged PRESTO card and transfer your balance](#).

To cancel a PRESTO card:

- Log into your [My PRESTO Account](#) through our website or app
- Open our Chat feature
- Call us at 1-877-378-6123
- Visit a [Customer Service Outlet](#)

Gestalt Laws



Where to look?

2023

- Is the information better grouped (laws of similarity and proximity)?
- Are there visual communication elements in place (images, negative space, larger/different fonts, etc) to draw our attention to certain items?

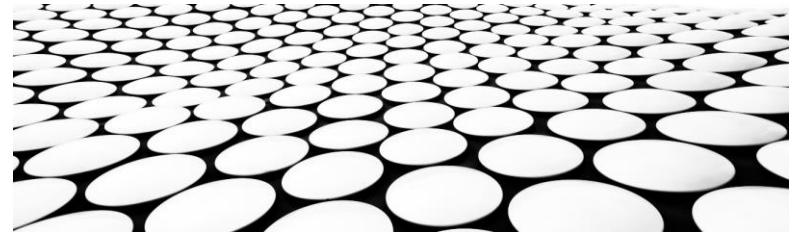
Simple, aesthetic and functional design

Some laws are not used well, such as Figure & Ground and Attention.



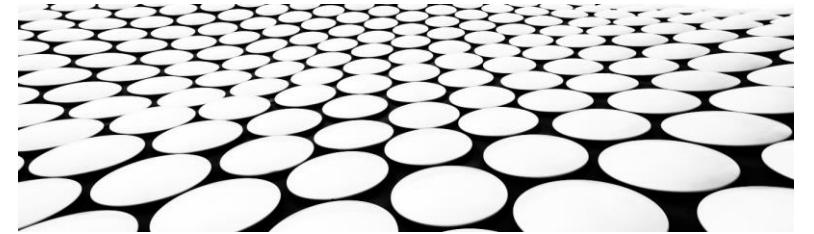
Careful with writing on images. Find a place to focus the user's attention. Not using the same font everywhere.

Gestalt Laws





Aesthetic



2023

Go through the different menu items in
« Learn »

- Do you recognize yourself?
- Is the site more inclusive for older people? Families? People with disabilities?

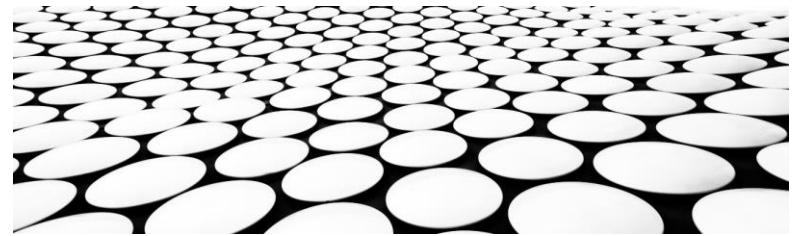
Simple, aesthetic and functional design

It's important to not only target a single group of users.



Be more inclusive. There could be clean/beautiful images of older people, of children, of people with different limitations.

Inclusive aesthetic



Charger votre nouvelle carte maintenant

Vous désirez vous déplacer plus rapidement? Chargez dès maintenant votre carte. Des frais de 6 \$ non remboursables s'appliquent à l'achat d'une nouvelle carte PRESTO. Vous devez charger un minimum de 0,05 \$ ou charger un laissez-passer de transport en commun pour commencer. Pour obtenir une carte pour étudiant/jeunesse ou personne âgée, rendez-vous à l'un de nos [points de service à la clientèle](#).

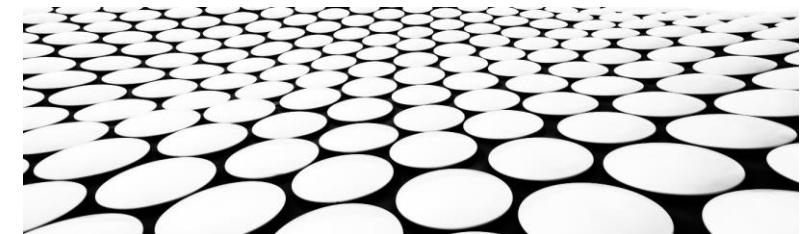
Si vous commandez une nouvelle carte après avoir ouvert une session dans un compte existant, la nouvelle carte sera automatiquement enregistrée dans ce compte. Si vous souhaitez commander une carte sans qu'elle soit liée à votre compte existant, veuillez fermer la session avant d'entamer le processus de commande.

Pour obtenir de plus amples renseignements sur la création d'un compte PRESTO, veuillez vous rendre à la page [Configuration de votre carte PRESTO](#).

Vous devriez uniquement vous procurer une carte PRESTO et charger des fonds ou des laissez-passer auprès des réseaux de vente autorisés, c'est-à-dire le site [prestocard.ca](#), les [distributeurs de titres de transport](#), les [bornes de recharge libre-service](#) et nos [points de service à la clientèle](#). Évitez d'acheter une carte ou de charger des fonds et des laissez-passer auprès d'un détaillant non autorisé.

Does not work!

Functionality



Carte PRESTO 6,00 \$ 

 Ajoutez des fonds à votre carte PRESTO

Les fonds seront disponibles dans un délai de 4 à 24 heures.

Montant des fonds **Ajouter au panier**

Vous devez ajouter au moins 0,05 \$ à votre carte et le solde ne doit pas dépasser 1000 \$. Veuillez choisir un autre montant.

PRESTO

Learn PRESTO Card Support

FR

Sign in / Sign up

Item	Quantity
Add Money	1 <input type="button" value="x"/>
Single Farecard	1 <input type="button" value="x"/>

Load Your New Card Now

Want to travel faster? Load your card now so it arrives with the balance you want. A \$6 non-refundable fee applies to new PRESTO cards. You need to load a minimum of \$0.05 and/or load a transit pass to start with. To get a student/youth or senior card, visit one of our [Customer Service Outlets](#).

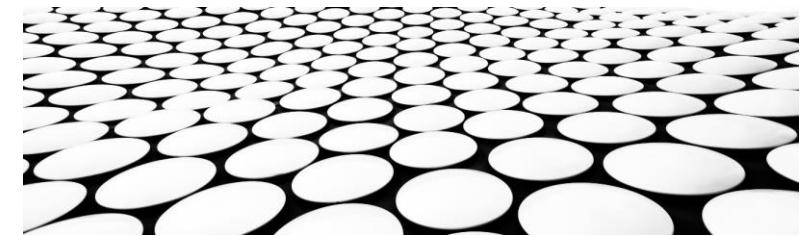
If you order a new card while logged in to an existing account, the new card will automatically be registered to that account. If you want to order a new card that is not linked to your existing account, please log out of your account before starting the order process.

For more information on creating a My PRESTO Account, please visit [Setting Up Your PRESTO Card](#).

You should only purchase PRESTO cards and load funds or passes through authorized sales channels, which include [prestocard.ca](#), [Fare Vending Machines](#), [Self-Serve Reload Machines](#), and our [Customer Service Outlets](#). Never purchase a card or try to load funds and passes through an unauthorized seller.

OK in English.

Functionality



2023

- Can funds be added to a new card both on the French and English versions?
- From the French entry page, go to PRESTO Avantages, what happens?

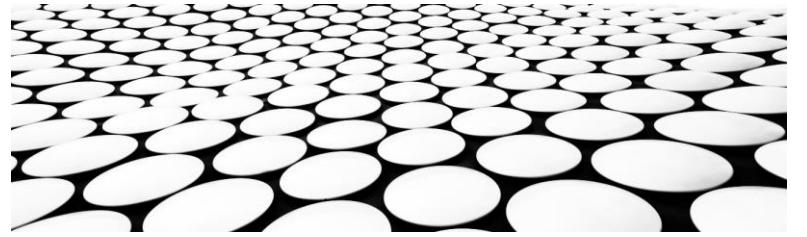
 Simple, aesthetic and functional design

Some functionalities are not properly programmed.



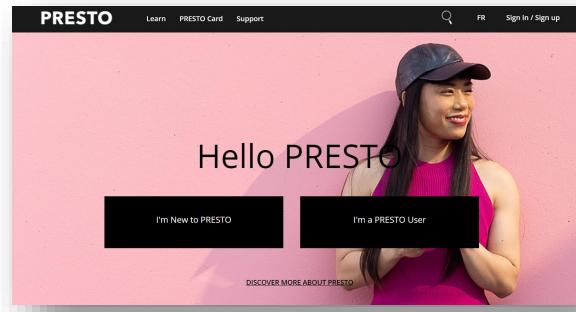
Make sure all buttons and menu items work properly both in French and in English.

Functionality





SUMMARY



 Simple, aesthetic and functional design



Simplicity

Move the old design to the new. Quick!!

Gestalt Laws

Be careful with writing on images. Make sure the user's attention goes where you want.

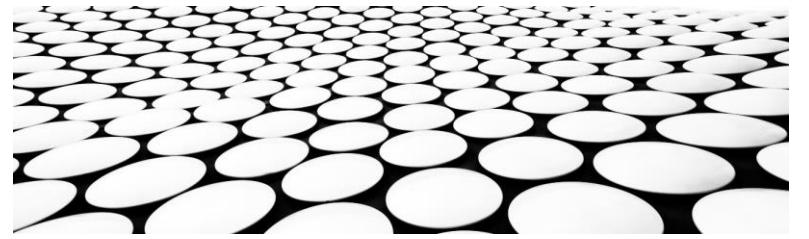
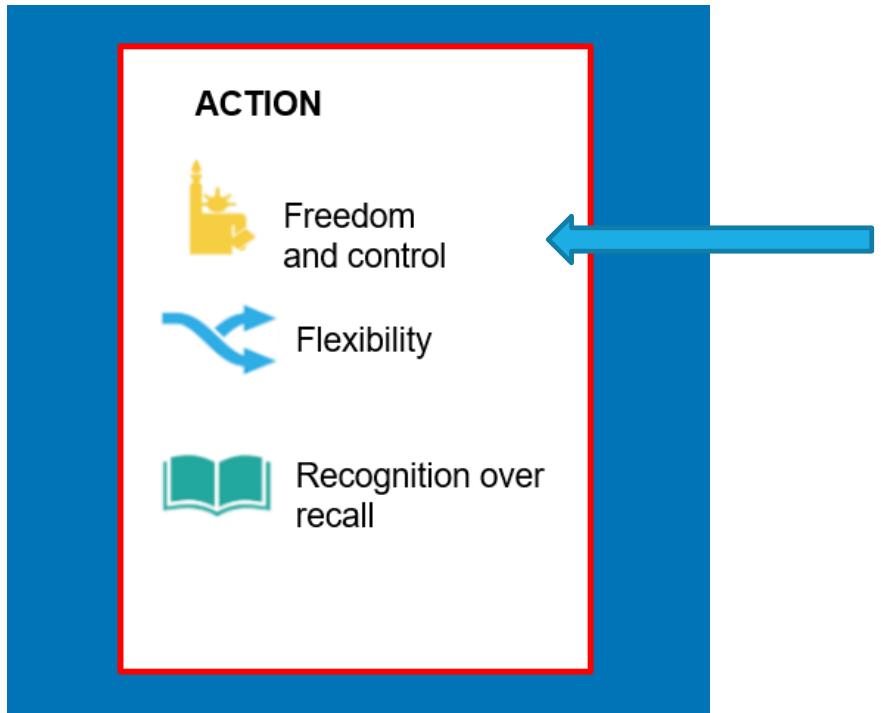
Inclusive aesthetic

Be more inclusive so that many types of users recognize themselves in your site.

Functionality

Make sure all buttons and menu items work properly both in French and in English.

Heuristics of action



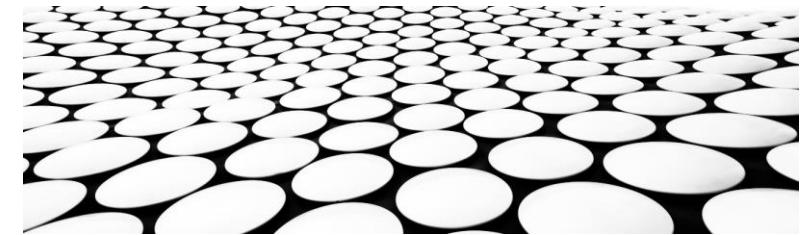


Freedom and control

Freedom and control

- Are you free to do actions and cancel them?
- Does the navigator history stay active?
- Are some of your actions ignored?
- In a linear process, can you go back?
- Do you sometimes arrive at an unexpected place?

Freedom and control



PRESTO Learn PRESTO Card Support FR Sign in / Sign up

Hello PRESTO!

I'm New to PRESTO

prestocard.ca/en#

PRESTO Learn PRESTO Card Support FR Sign in / Sign up

I'm a PRESTO User

I want to...

< Go Back

Good!

Oups!

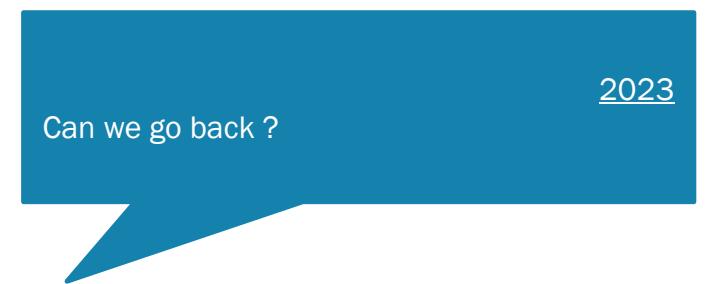
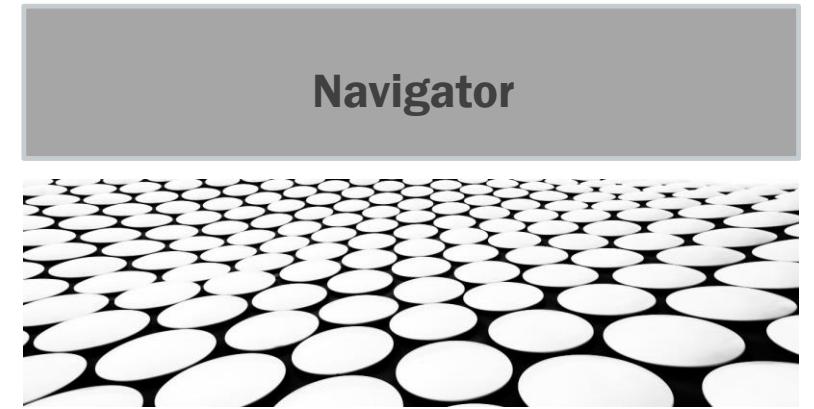
Add My Card See your balance and much more

Sign in

Activate My Card

Report Lost Card

Create a new PRESTO Account





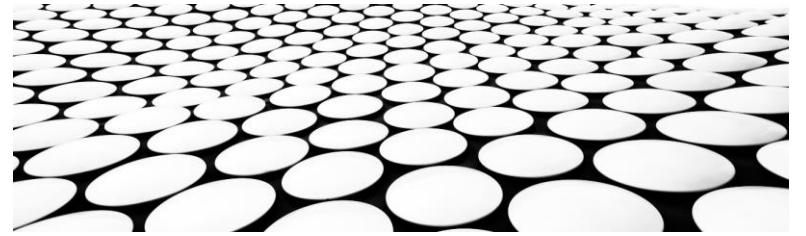
Freedom
and control

Navigator back arrow does not allow to go back.



Make sure adding a go-back does not deactivate the navigator history.

Navigator



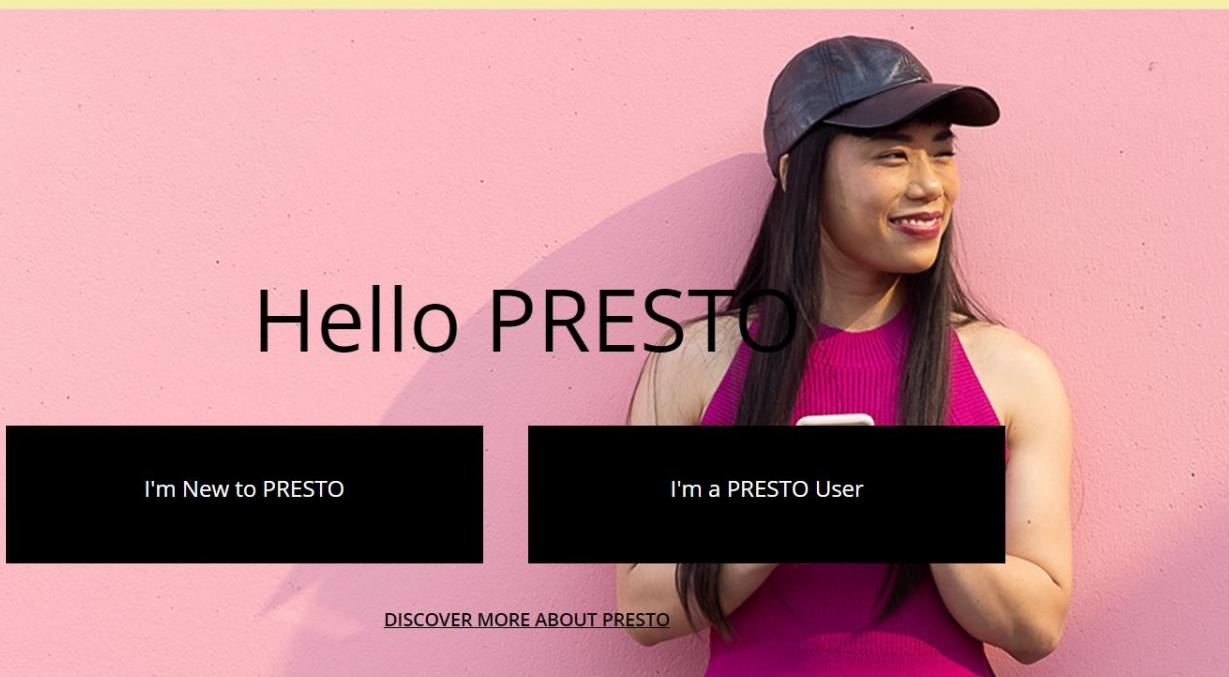
PRESTO

Learn PRESTO Card Support

FR Sign in / Sign up

IMPORTANT: The PRESTO website, app & automated phone system will be unavailable from 11pm Friday, June 17 until the afternoon of Saturday, June 18 as our payment processing system is updated. During the update you'll still be able to use your PRESTO card to travel and if you need to load funds or a pass, you can do so in person at a Shoppers Drug Mart location, Customer Service Outlet or PRESTO vending machine. [Learn more](#).

i Testing new ways to pay! Tap your credit card, debit card or mobile wallet onto an UP Express PRESTO device to pay. [Learn more before you travel](#). Then let us know what you think, by completing this [online survey](#).

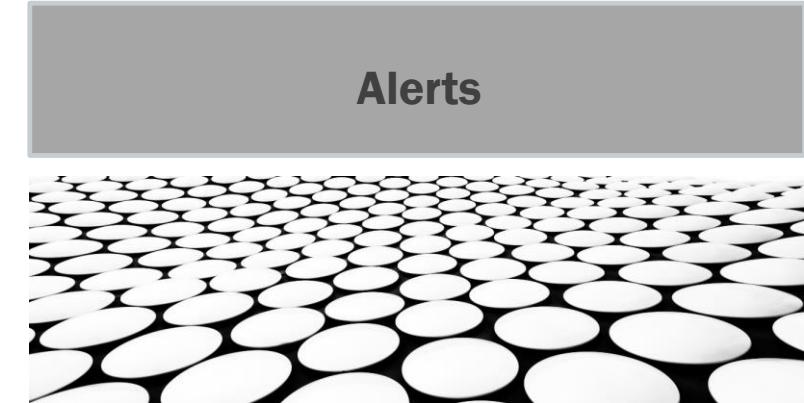


Hello PRESTO

I'm New to PRESTO

I'm a PRESTO User

[DISCOVER MORE ABOUT PRESTO](#)



2023

When you close an alert (X), does it come back?



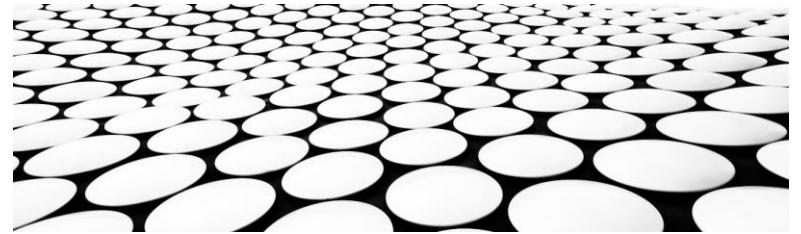
Freedom
and control

User has to reclose messages.



Make sure the alerts do not come up again
once they have been closed.

Alerts



PRESTO Learn PRESTO Card Support

FR  Sign In / Sign Up



Order a New Card

Want to travel faster? You can buy your PRESTO card in person.

When you buy your card from Shoppers Drug Mart or a Customer Service Outlet you can also set your fare type. [Learn More](#)

If you order a new card online while signed in to your PRESTO account, your new card will automatically be added to your account. If you want to order a new card that is not added to an account, you need to sign out of your account and then order the card.

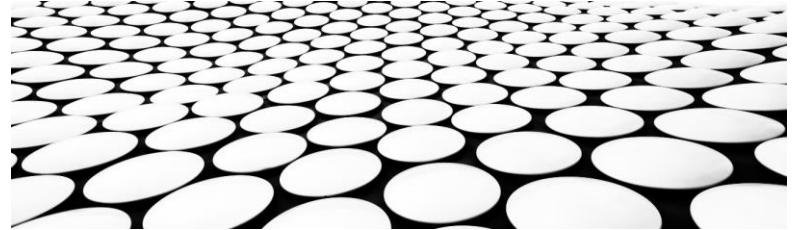
You'll receive your new PRESTO Card within **7-10 business days**. We will be shipping your new PRESTO card to your **Canadian address**.

Only buy PRESTO cards and load funds or passes through authorized sales channels, which include [prestocard.ca](#), [Fare Vending Machines](#), [Self-Serve Reload Machines](#), and our [Customer Service Outlets](#). Never buy a card or try to load funds and passes through an unauthorized seller.

Your New PRESTO card

PRESTO	New PRESTO Card	\$6.00 Non-refundable fee
You must load a minimum of \$0.05 and/or load a transit pass when you buy a new card. To set a student/youth or senior fare type on your card, visit one of our Customer Service Outlets .		

Hard to make changes



2023

Try putting money on a card and then changing it.



Site in 2023



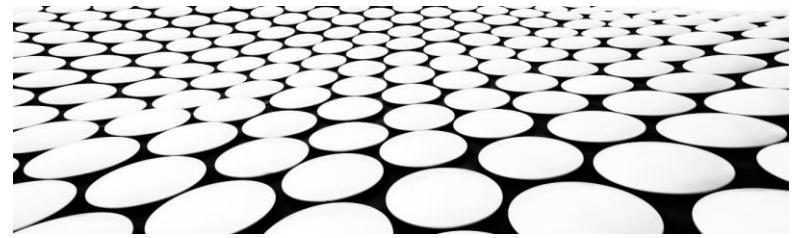
Freedom
and control

User has to do multiple operations to be able to change the amount of money on a card.



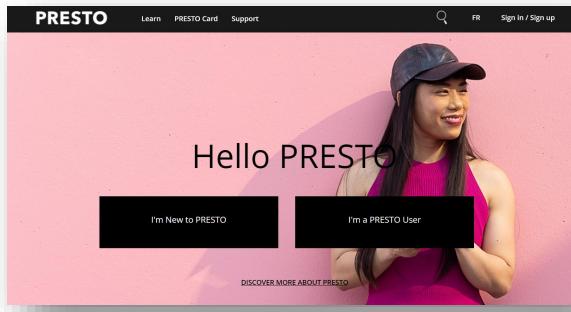
Make sure modifications are easy.

Hard to make changes





SUMMARY



Freedom
and control

Browser

Make sure adding a go-back does not deactivate the navigator history.



Alerts

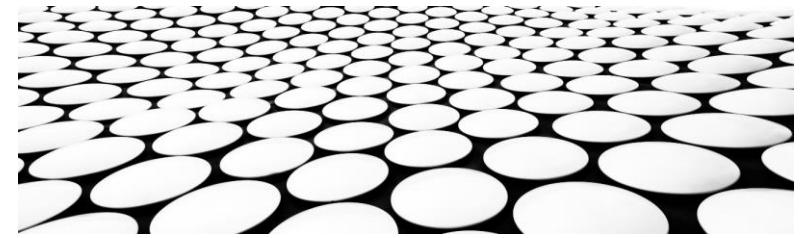
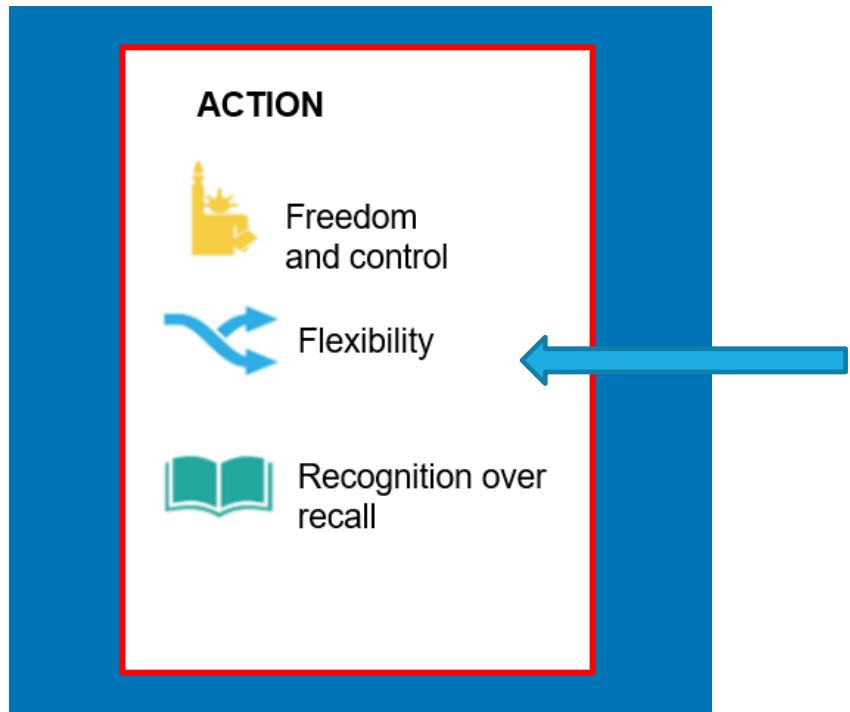
Make sure the alerts do not come up again once they have been closed.

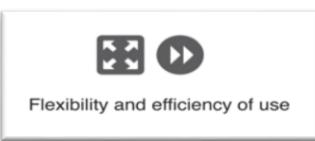
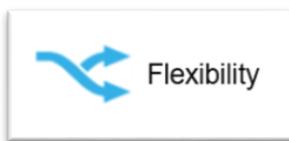
Modifications

Make sure it's easy for users to make changes after they entered information.

This is for 2023

Heuristics of action

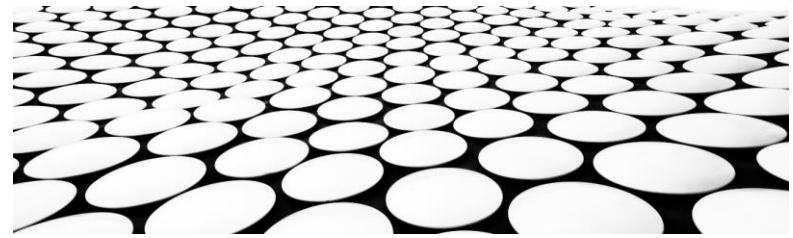


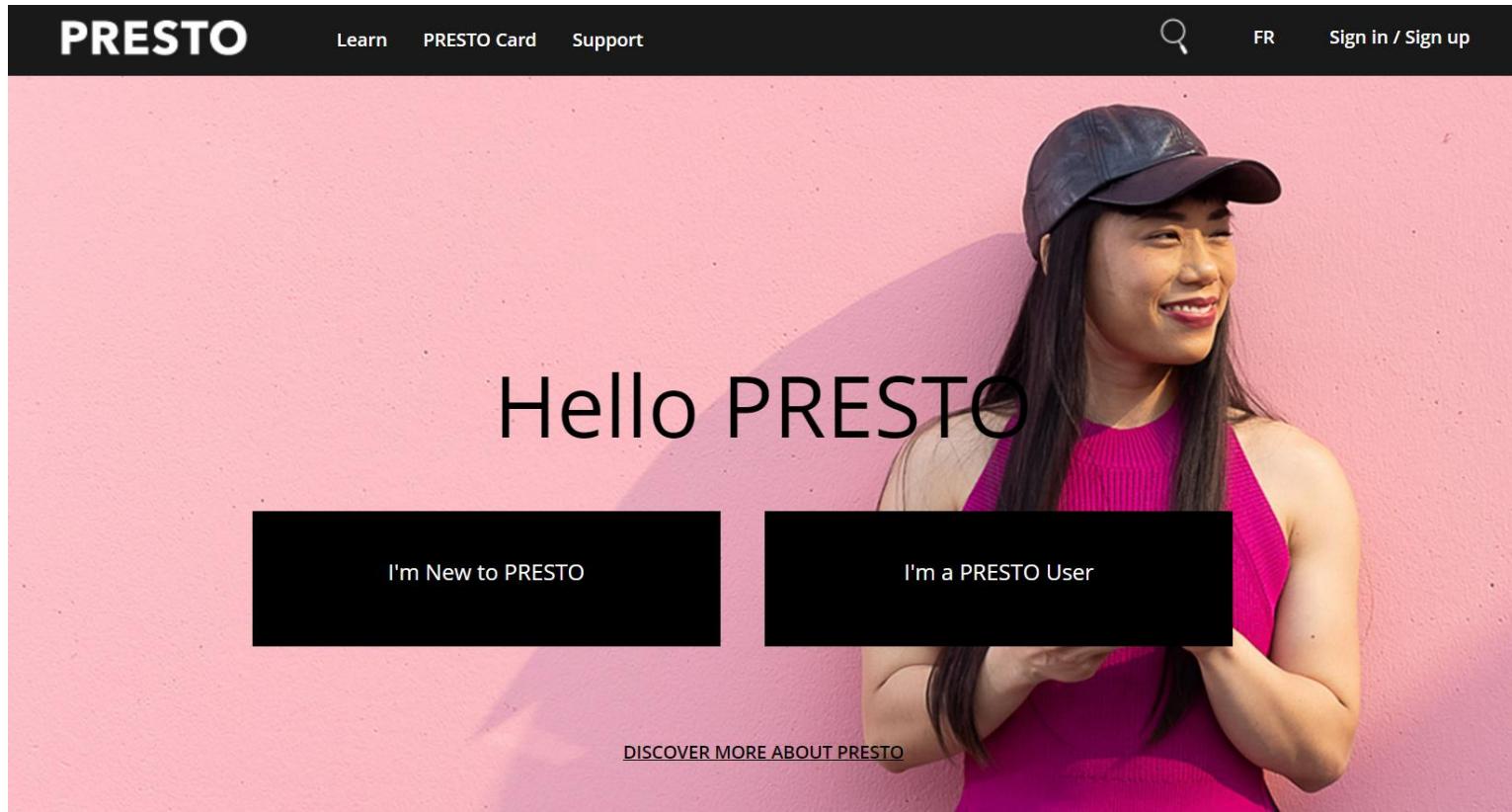


Flexibility and usage efficiency

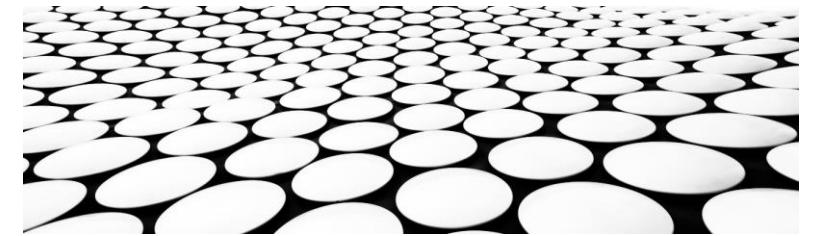
- Do you see different entry points for different types of users? Or does it require you to follow one path? For example, is there an option for new users? User of various ages (seniors, students)? Users living in different regions?
- Is there proactivity for completion/correction of user entry?

Flexibility and usage efficiency





Different entry points



The Hello PRESTO landing page features a woman in a pink top and cap smiling. It includes a search bar, language options (EN FR), and a sign-in/sign-up button. Below the header are two main buttons: "I'm New to PRESTO" and "I'm a PRESTO User". A "Discover More About PRESTO" link is at the bottom.

I'm a PRESTO User

I want to...

Load My Card Add funds or a transit pass to your card	Sign in See your balance and much more	Activate My Card Activation is quick and easy	Report Lost Card Report a lost, damaged or stolen card through your PRESTO Account	Create a new PRESTO Account To register your card, add it to your account
--	---	--	---	--

I'm New to PRESTO

I want to...

Learn About PRESTO See why you'll love using PRESTO	Get a Card Start travelling easier	Activate My Card Activation is quick and easy	Create a new PRESTO Account To register your card, add it to your account
--	---------------------------------------	--	--

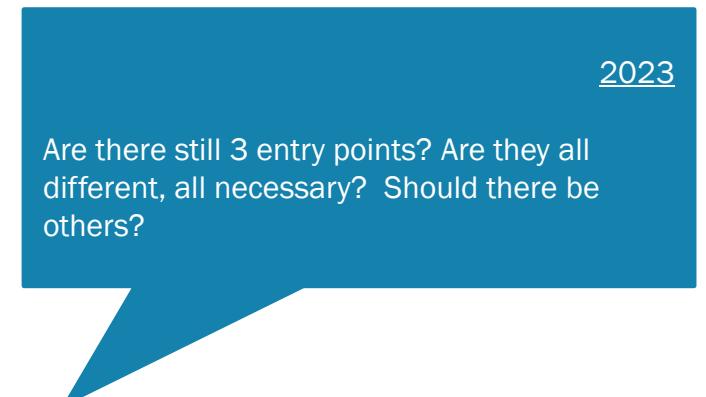
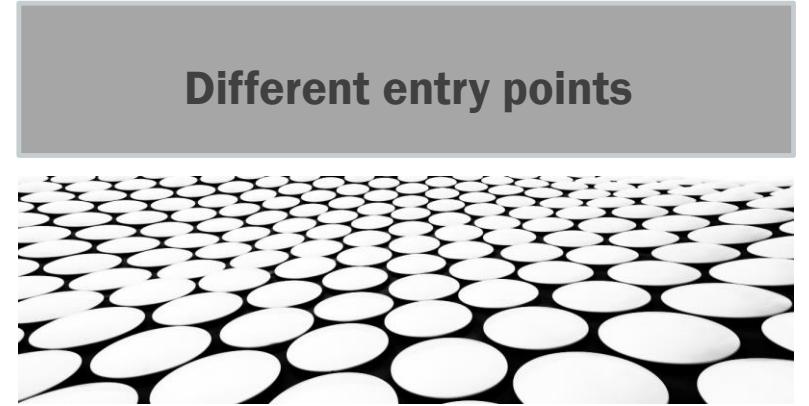
New to PRESTO

Welcome to PRESTO. Say hello to more ways to tap on to transit with your PRESTO card, PRESTO contactless, PRESTO E-Tickets and PRESTO Ticket. Available on participating transit agencies throughout the Greater Toronto and Hamilton Area and Ottawa.

Find the PRESTO Product That's Right for You

Whether you're a frequent or occasional rider, qualify for a discounted fare type, or travelling within Toronto or beyond, this chart will help you decide which PRESTO product is right for you.

	<u>PRESTO Card</u>	<u>PRESTO Contactless Payment</u>	<u>PRESTO E-Ticket</u>	<u>PRESTO Ticket</u>
	<ul style="list-style-type: none"> Brampton Transit Burlington Transit Durham Region Transit 			



PRESTO

- [Learn](#)
- [PRESTO Card](#)
- [Buy](#)
- [When you buy your card from S...](#)
- [can use your PRESTO card i...](#)
- [er buy a card or try to load f...](#)
- [r buying a PRESTO card at a...](#)
- [o 24 hours before adding it](#)
- [you can't buy it in pe...](#)
- [g. Adios](#)
- [New PRESTO Devices](#)
- [Free Co-Fare Discounts](#)
- [instant loads and balance](#)
- [checking with the user-](#)
- [friendly PRESTO App.](#)
- [Download the improved](#)
- [PRESTO App today!](#)

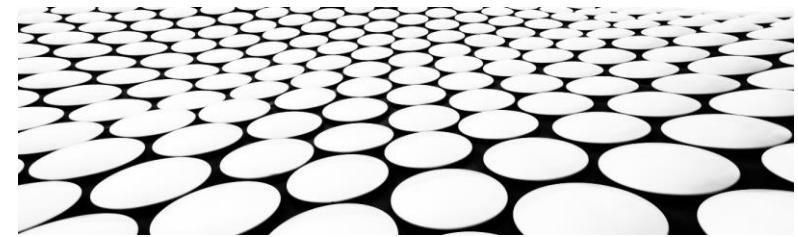
[Learn more about the PRESTO app](#)

Enjoy even more discounts.

PRESTO Perks



Different entry points

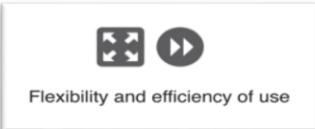


2023

Is there still easy access to different aspects of PRESTO?



Flexibility



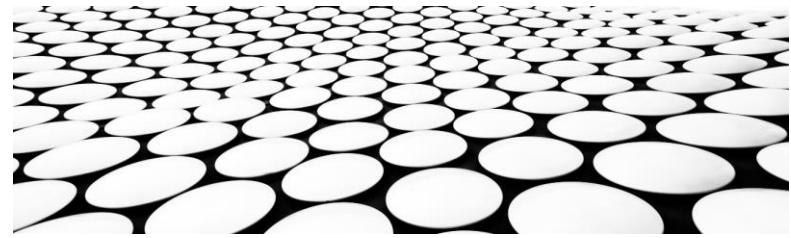
Flexibility and efficiency of use

Too many entry points to redundant information. No entry points for students, people living in different places, etc.



Back to User Centered Design! Who are your users, what are their goals, what are their characteristics?

Different entry points



Get a Card: Where to Buy a PRESTO Card

Buy a PRESTO card and add it to a My PRESTO Account to protect your balance.

When you buy your card from [Shoppers Drug Mart](#) or a Customer Service Outlet you can also set your fare type. [Learn how](#).

You can use your PRESTO card immediately, and your card can be added to a [My PRESTO Account](#) within 24 hours.

Never buy a card or try to load funds or passes through an unauthorized seller.

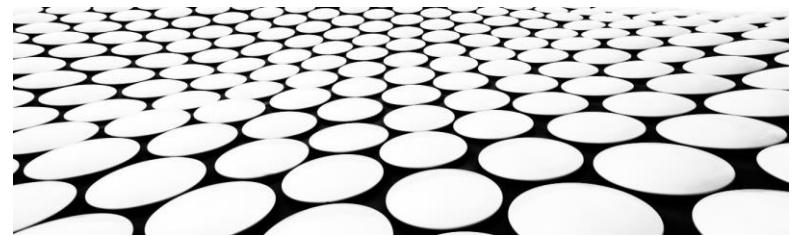
After buying a PRESTO card at a Customer Service Outlet, Shoppers Drug Mart, Fare Vending Machine or Ticket Vending Machine, you'll need to wait up to 24 hours before adding it to a My PRESTO Account. [Watch our Youtube video to learn how to create a PRESTO account on the PRESTO App](#).

If you can't buy it in person, buy a PRESTO card online:

- When you buy your PRESTO card online it will take 7-10 business days to arrive.
- [Get your PRESTO card for \\$6, plus a minimum load of \\$0.05](#).
- Once received, activate your card and start tapping.

Eventually find this link

Efficiency of use



2023

Is it easy to obtain card online? Is the link easier to find than in 2022?

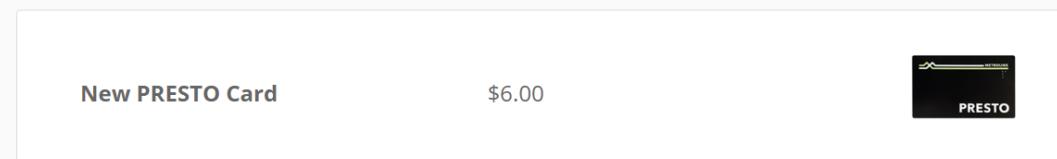
Load Your New Card Now

Want to travel faster? Load your card now so it arrives with the balance you want. A \$6 non-refundable fee applies to new PRESTO cards. You need to load a minimum of \$0.05 and/or load a transit pass to start with. To get a student/youth or senior card, visit one of our [Customer Service Outlets](#).

If you order a new card while logged in to an existing account, the new card will automatically be registered to that account. If you want to order a new card that is not linked to your existing account, please log out of your account before starting the order process.

For more information on creating a My PRESTO Account, please visit [Setting Up Your PRESTO Card](#).

You should only purchase PRESTO cards and load funds or passes through authorized sales channels, which include [prestocard.ca](#), [Fare Vending Machines](#), [Self-Serve Reload Machines](#), and our [Customer Service Outlets](#). Never purchase a card or try to load funds and passes through an unauthorized seller.



Add funds to your PRESTO card

Funds will be available in 4-24 hours.

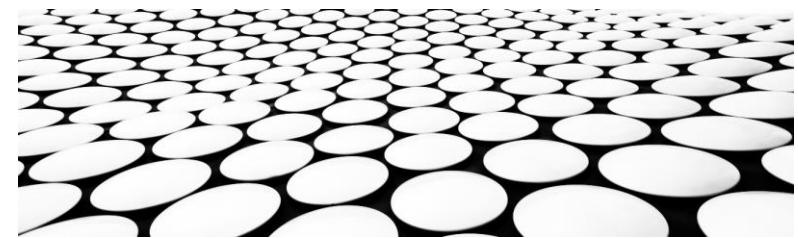
Amount of funds

Select amount of funds

Add to Cart

Students

Efficiency of use



2023

Will the students still be frustrated that they will not be able to continue online?



Flexibility



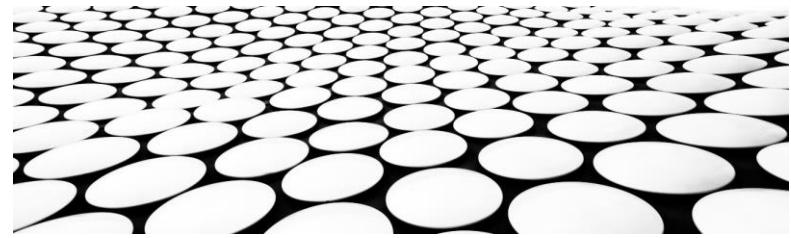
Flexibility and efficiency of use

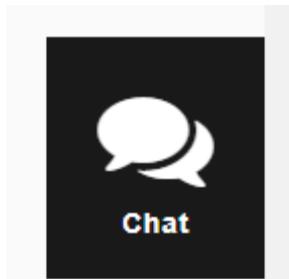
Don't let people progress through links to later tell them they can't do something.



Provide an entry point for students. Or make sure to mention who can/can't do something before moving ahead.

Efficiency of use





PRESTO Virtual Assistant

xxxx
You 10:12

I'm afraid I didn't understand that input.
Virtual Assistant 10:12

Check on the status of a Service Agreement.

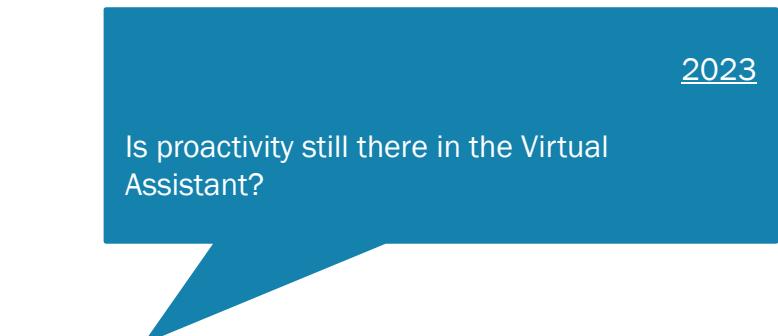
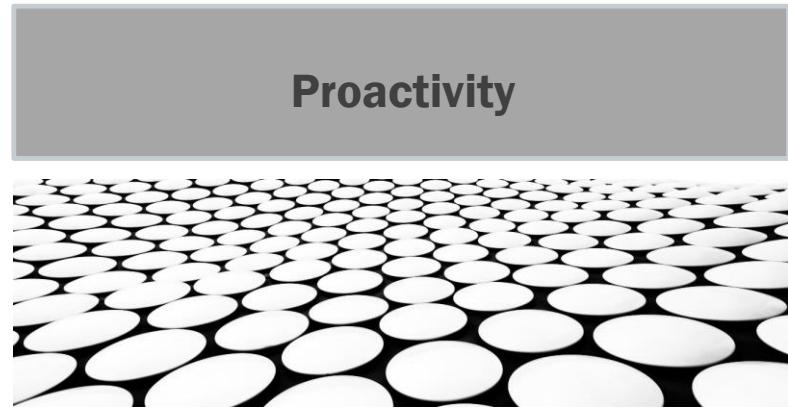
Why can't I see more of my transaction history when I check my card balance on the PRESTO App?

Can I check the balance on another PRESTO card through the PRESTO App?

check|

Send Your Question

Brampton Transit
905.874.3000

A screenshot of a mobile application interface for a virtual assistant named PRESTO. The top bar shows the title "PRESTO Virtual Assistant" and a close button. A message from the user "xxxx" is shown above a timestamp "You 10:12". The virtual assistant responds with "I'm afraid I didn't understand that input." at "Virtual Assistant 10:12". Below this, a blue callout box highlights the text "Check on the status of a Service Agreement.". Two questions are listed below: "Why can't I see more of my transaction history when I check my card balance on the PRESTO App?" and "Can I check the balance on another PRESTO card through the PRESTO App?". At the bottom, there is a text input field containing "check|" and a large black button labeled "Send Your Question". The footer of the app shows "Brampton Transit" and the phone number "905.874.3000".



Flexibility



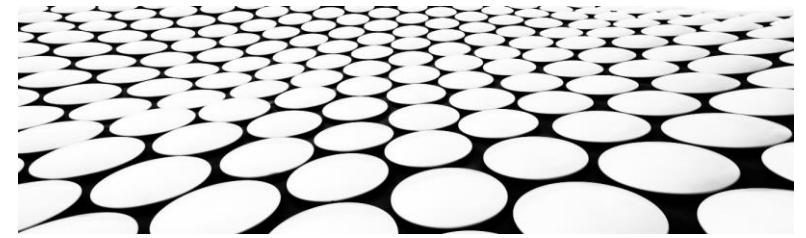
Flexibility and efficiency of use

Sentence completion/suggestion is used in some places.



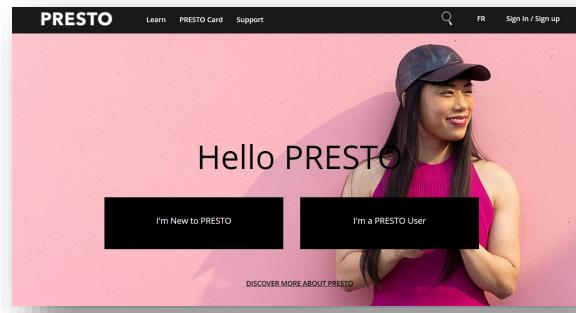
Go through the site to add suggestion/completion whenever appropriate.

Proactivity





SUMMARY



Entry points

Rethink who your users are and what their goals are and generate associated entry points.



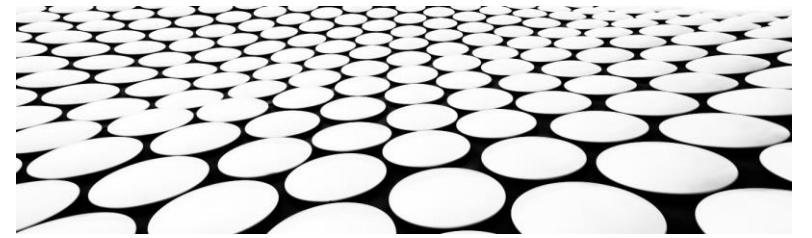
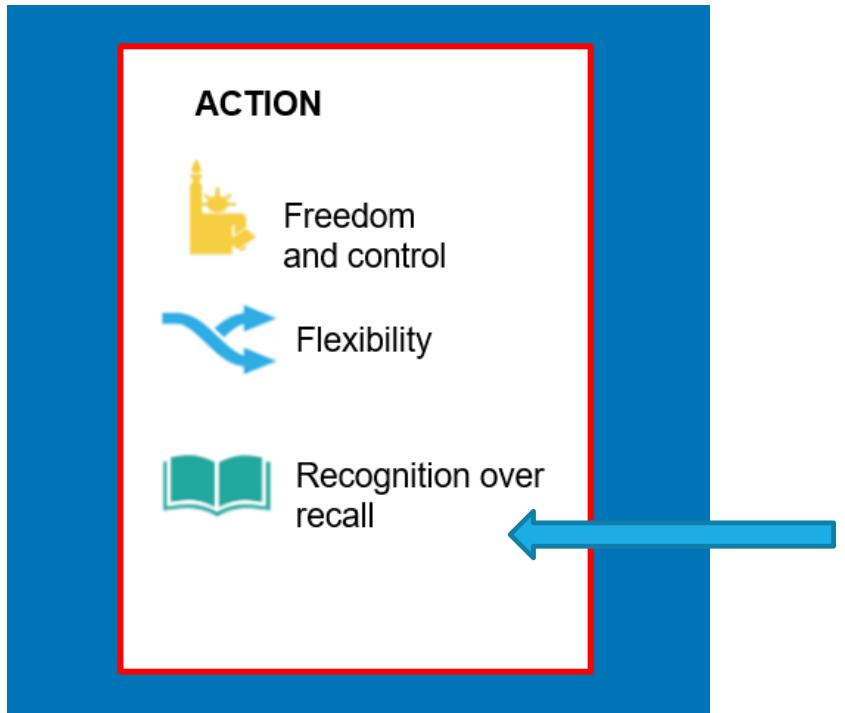
Efficiency

Make sure a user won't be disappointed that they can't do something after progressing.

Proactivity

Go through the site to add suggestion/completion whenever appropriate.

Heuristics of action



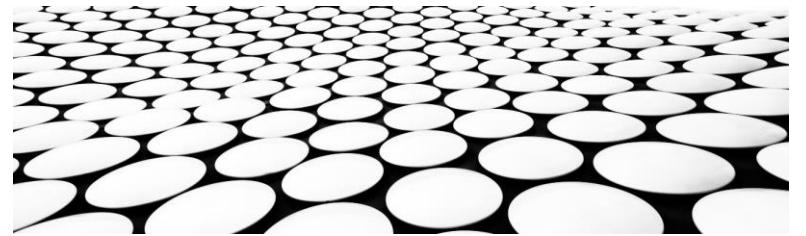


Recognition over recall

Recognition over recall

- Do the menus include more than 4-5 items?
- The information is well grouped and organized to help the recall?
- Do you need to type in some commands or is everything in the form of menus?

Recognition over recall



PRESTO Learn PRESTO Card Support  FR  Sign in / Sign up

Reporting your lost, stolen or damaged card and transferring the balance

[Report your card lost or stolen and transfer the balance now.](#)

When your PRESTO card is lost, stolen or damaged cancel your card right away to protect your balance and transit passes. You can cancel any PRESTO card that's been added to your PRESTO account and have the balance, passes, fare type and settings transferred to a replacement card.

You can't transfer your balance if your PRESTO card hasn't been cancelled.

If your PRESTO card wasn't added to an account when it was lost, stolen or damaged, you can't cancel your card or transfer your balance. Create a PRESTO account and add your card to it to protect your balance for your new replacement card.

How do I cancel my lost, stolen or damaged PRESTO card and transfer my balance?

[Watch a video tutorial on how to replace a lost/stolen/damaged PRESTO card and transfer your balance.](#)

1. Cancel your lost/stolen/damaged PRESTO card:
 - By logging into your PRESTO Account through our website (recommended option)
 - By logging into your PRESTO Account and using our Chat feature
 - By Calling us at 1-877-378-6123

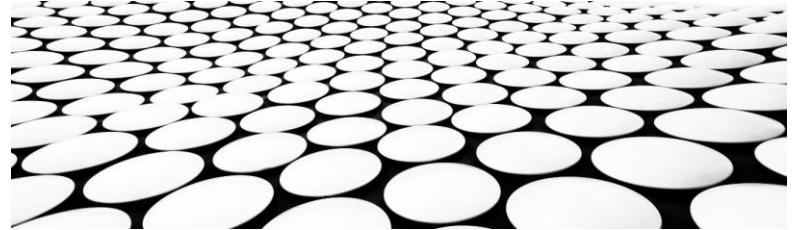
Cancelling a PRESTO card is permanent. Once you cancel your PRESTO card, it can't be used again.

2. Buy a new replacement PRESTO card:
 - In person (*recommended option*): You can buy a replacement card from a [customer service outlet](#), select Shoppers Drug Mart Locations or a PRESTO Fare or Ticket vending machine. You can transfer your balance **4 hours** after buying a replacement card in person. Your card details (including your balance, passes, fare type, and settings) will be transferred to the replacement card. Some card details (transaction history, loyalty trips, GO default trip) cannot be transferred to a new card bought in person.
 - Online: You can order a replacement card through your PRESTO account as part of the balance transfer process. Remember or write down the PIN you set when ordering. You will need it to activate your replacement card. Your card will be delivered in 7-10 business days. All your card details (including your balance, passes, fare type, transaction history, loyalty trips, GO default trip and settings) will be transferred onto the replacement card you will receive in the mail.

Important: If you buy a new card in person **please do not add it to a PRESTO Account or load a transit pass**. This is done automatically of the card transfer process. If you add it to an account or load a transit pass, we won't be able to transfer your balance or settings to the new card and you will have to buy another card to complete the transfer.

 Chat

Organization / Groups



2023

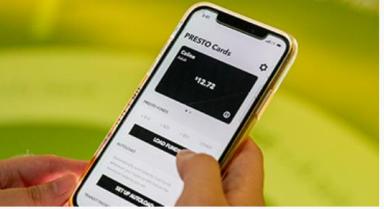
Are these long pages still around?



PRESTO Learn PRESTO Card Support  FR  Sign in / Sign up

Use PRESTO

Learn how to use your PRESTO card to make your journey as smooth as possible. For more information, watch the [What is a PRESTO card?](#) video.



Load Your Card

You can load your PRESTO card using the [PRESTO App](#), at [Shoppers Drug Mart](#), at [Customer Service Outlets](#), [online](#), or through our Chat feature.

Load your card instantly at PRESTO self-serve machines in every GO Transit station and every TTC station, Shoppers Drug Mart locations and other Customer Service Outlets.



Tap Your Card

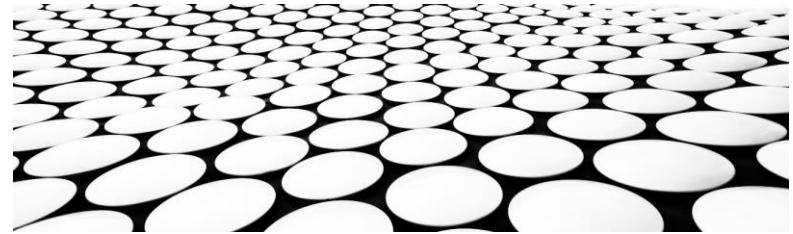
Once you've loaded funds or a transit pass, tap your card when entering a station, boarding a vehicle and transferring. For some transit services, like GO Transit, UP Express and TTC buses that cross into Mississauga and York region, you have to tap when you get off as well. See specific transit agency for details [below](#).



Manage and Protect Your Balance

Create a [My PRESTO Account](#) and add up to 10 PRESTO cards to manage them. If your card is ever lost or stolen, your funds are protected. You can also review your card activity and set up [Autoload](#) and [Autorenew](#) to have funds or transit passes automatically added to your card.

Organization / Groups



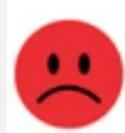
2023

- Are the groups better (or worse) on this page « Use PRESTO »?
- How is the organization on other pages?



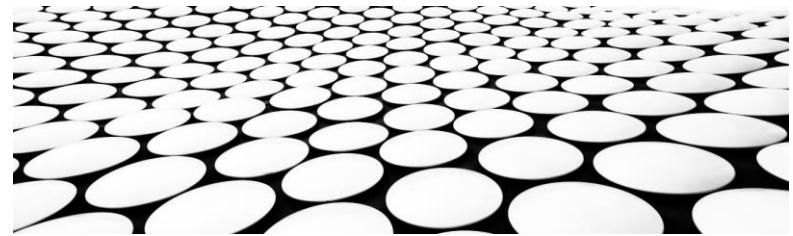
Recognition over recall

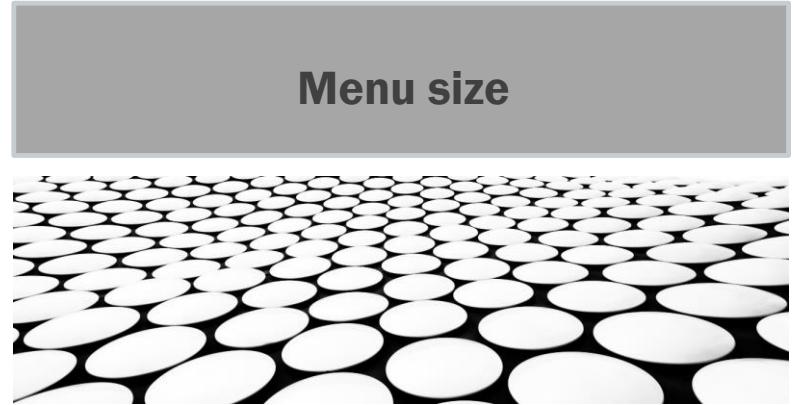
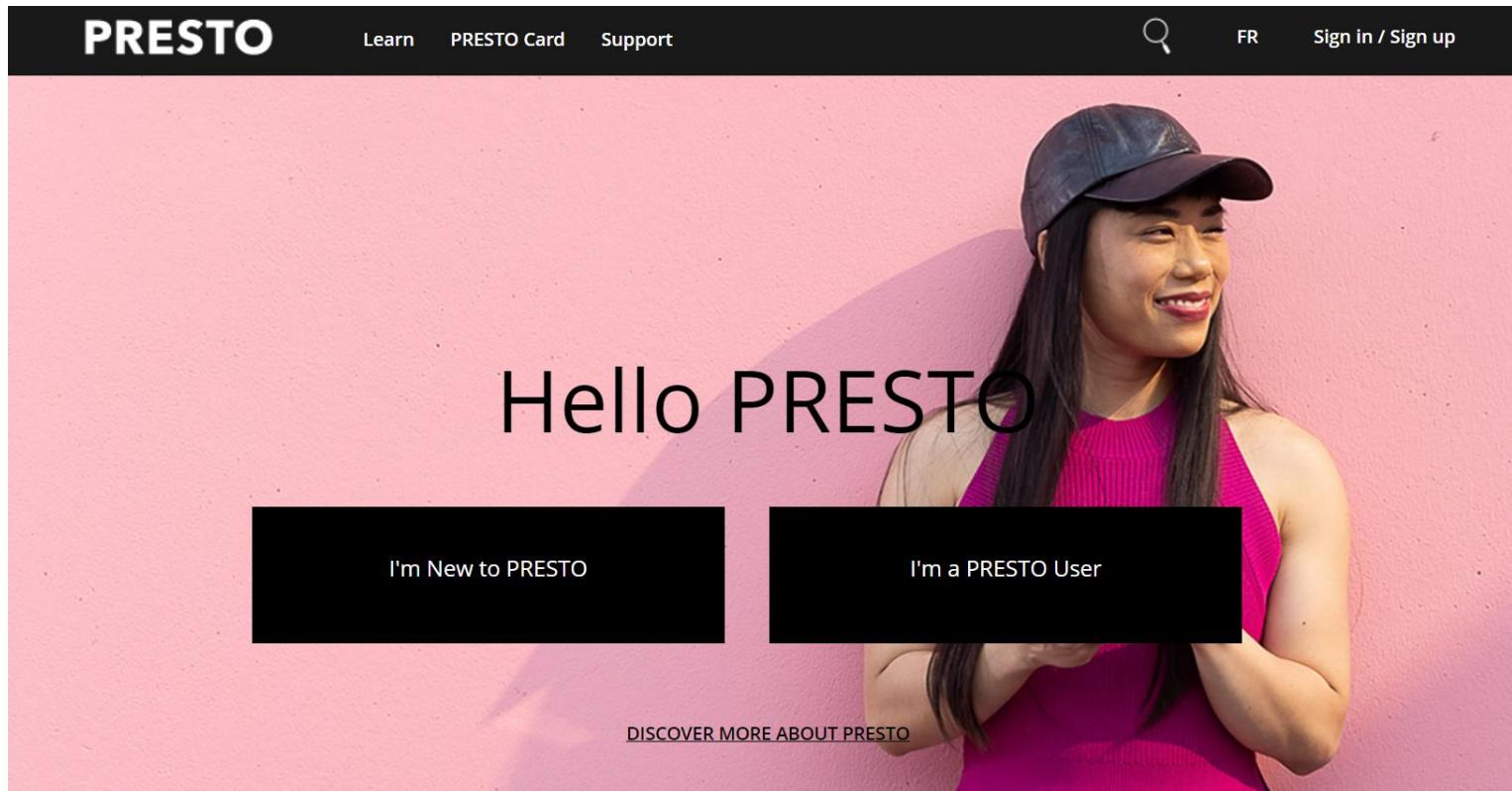
Too much information, too many links at every step. Within one page, users should focus on the information within that page. The rest should be available through menus, not within the text. Knowledge is not well organized.



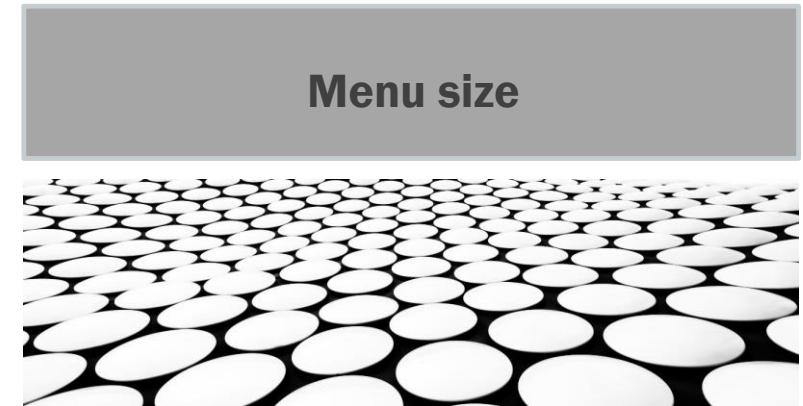
Rethink of the presentation of information in link to knowledge representation (long-term memory).

Organization / Groups





The screenshot shows the PRESTO website homepage. At the top, there is a dark header bar with the word "PRESTO" in white. Below it, a large banner features a woman wearing a cap and the text "Hello PRES". A black navigation bar contains the links "Learn", "PRESTO Card", and "Support". To the right of the navigation bar is a search icon, language selection "FR", and a "Sign in / Sign up" button. The main content area has a pink background. On the left, there are two black rectangular buttons labeled "I'm New to PRESTO" and "DISCOVER MORE ABOUT PRESTO". A vertical navigation menu on the right lists various topics: "New to PRESTO", "PRESTO App", "PRESTO Contactless", "PRESTO E-Tickets", "PRESTO Ticket", "PRESTO Vouchers", "PRESTO Perks", "PRESTO on the TTC", "New PRESTO Devices", and "Free Co-Fare Discounts".

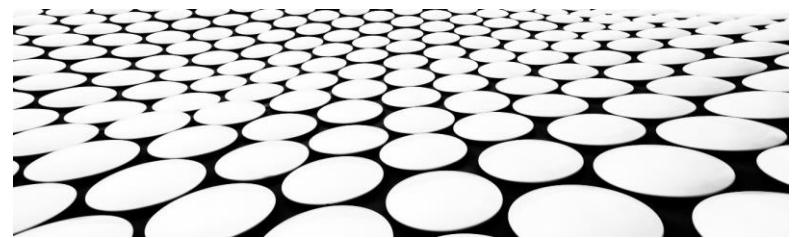


Menu size

2023

- Do the menus contain at most 5 items? If not, could they have been grouped together?
- Is there redundancy between the items of diverse menus?

Menu size



Load Your New Card Now

Want to travel faster? Load your card now so it arrives with the balance you want. A \$6 non-refundable fee applies to new PRESTO cards. You need to load a minimum of \$0.05 and/or load a transit pass to start with. To get a student/youth or senior card, visit one of our [Customer Service Outlets](#).

If you order a new card while logged in to an existing account, the new card will automatically be registered to that account. If you want to order a new card that is not linked to your existing account, please log out of your account before starting the order process.

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You should only purchase PRESTO cards and load funds or passes through authorized sales channels, which include [prestocard.ca](#), [Fare Vending Machines](#), [Self-Serve Reload Machines](#), and our [Customer Service Outlets](#). Never purchase a card or try to load funds and passes through an unauthorized seller.

2023

Is there still an overuse of links within paragraphs?



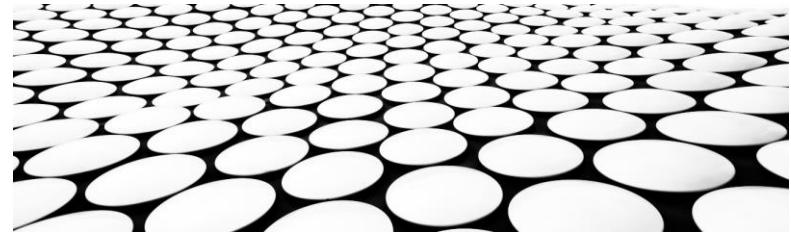
Recognition over recall

Menus contain too many items. Many pages serve as menus through showing multiple links. Impossible to remember where these links are.



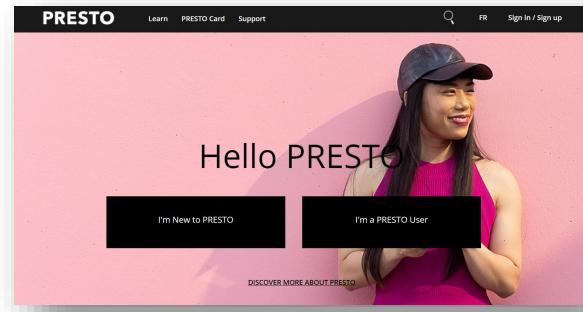
Replace the text with links with menu items. Don't link to additional information or other options everywhere. Organize the information! Limit menu sizes.

Menu size





SUMMARY



Recognition over recall



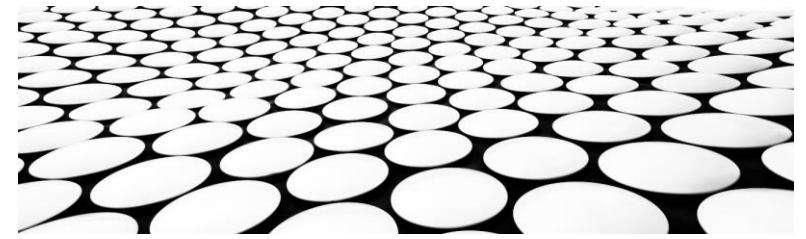
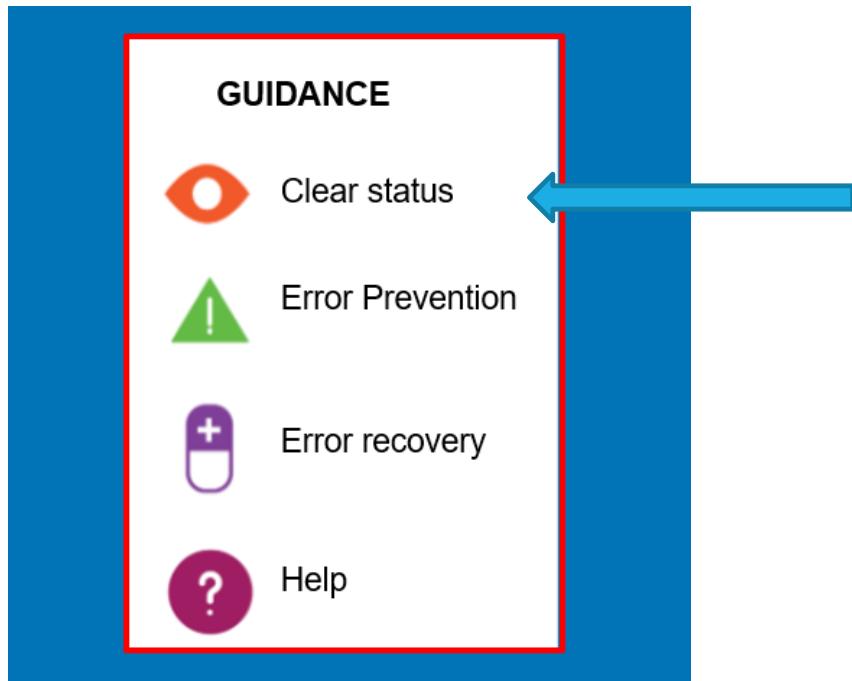
Knowledge organization / Grouping

Rethink from scratch the knowledge organization.

Menu size

Remove internal text links and make sure there are menu items to replace them. Rethink the navigation of the site.

Heuristics of guidance





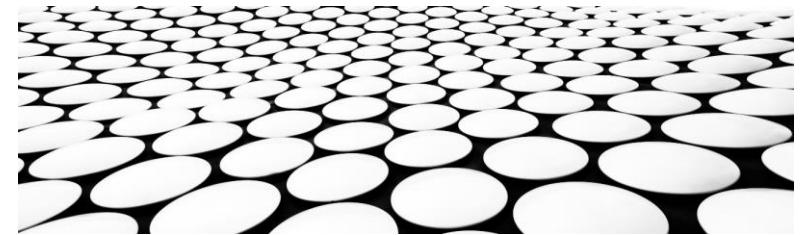
Clear status

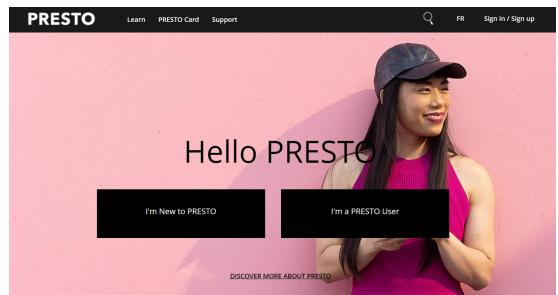
Focus on process
(not space or time)

Clear status

- When you go to a page, does it clearly show what option (or what step) you're in?
- In a linear process, do you know what step you're in?
- Is there a lack of indication or rather too much (redundant) indication?

Clear status





I'm a PRESTO User

I want to...

- Load My Card** +\$
- Sign in**
- Activate My Card** ✓
- Report Lost Card** !
- Create a new PRESTO Account**

Descriptions for each action:

- Add funds or a transit pass to your card
- See your balance and much more
- Activation is quick and easy
- Report a lost, damaged or stolen card through your PRESTO Account
- To register your card, add it to your account

I'm New to PRESTO

I want to...

- Learn About PRESTO** ⓘ
- Get a Card** 🎫
- Activate My Card** ✓
- Create a new PRESTO Account**

Descriptions for each action:

- See why you'll love using PRESTO
- Start travelling easier
- Activation is quick and easy
- To register your card, add it to your account

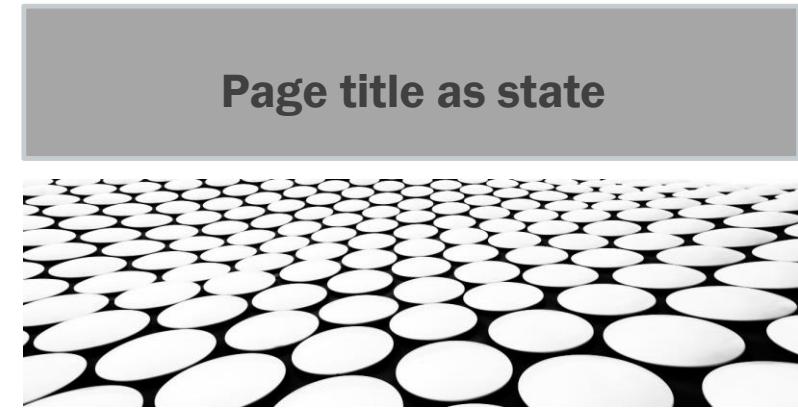
New to PRESTO

Welcome to PRESTO. Say hello to more ways to tap on to transit with your PRESTO card, PRESTO contactless, PRESTO E-Tickets and PRESTO Ticket. Available on participating transit agencies throughout the Greater Toronto and Hamilton Area and Ottawa.

Find the PRESTO Product That's Right for You

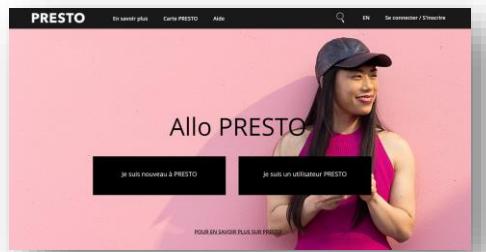
Whether you're a frequent or occasional rider, qualify for a discounted fare type, or travelling within Toronto or beyond, this chart will help you decide which PRESTO product is right for you.

	PRESTO Card	PRESTO Contactless Payment	PRESTO E-Ticket	PRESTO Ticket
	<ul style="list-style-type: none"> Brampton Transit Burlington Transit Dundas Region Transit 			



2023

What do you think of the titles of the various pages? Are they well chosen and clear? Do they correspond to the menu choices leading to these pages?



Je suis un utilisateur PRESTO

Je veux...

+ \$ Charger ma carte Ajouter des fonds ou un laissez-passer de transport à votre carte

🔍 Se connecter Vérifier votre solde et bien plus encore

✓ Activer ma carte L'activation est rapide et facile

❗ Signaler une carte perdue Signaler une carte perdue, endommagée ou volée à partir de votre compte PRESTO

👤 Créer un nouveau compte PRESTO Pour enregistrer votre carte, ajoutez-la à votre compte

Je suis nouveau à PRESTO

je veux...

ℹ️ En savoir plus sur PRESTO Voyez pourquoi vous allez adorer utiliser PRESTO

💳 Obtenir une carte Commencez à vous déplacer facilement

✓ Activer ma carte L'activation est rapide et facile

👤 Créer un nouveau compte PRESTO Pour enregistrer votre carte, ajoutez-la à votre compte

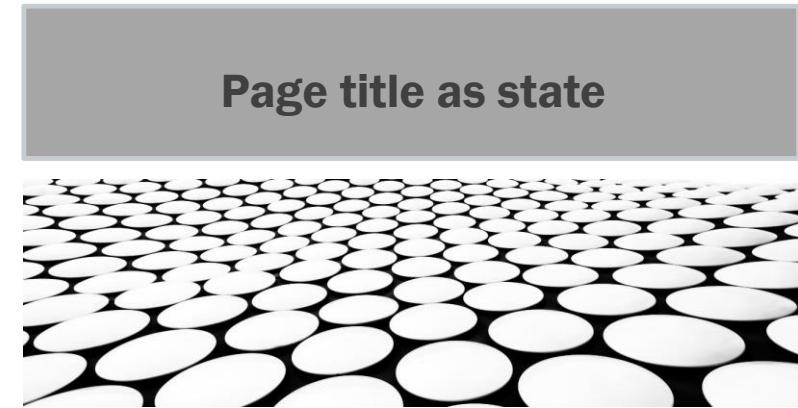
Nouveaux utilisateurs de PRESTO

Bienvenue à PRESTO. Dites bonjour à de nouvelles façons d'accéder aux transports en commun avec votre carte PRESTO, PRESTO sans contact, vos billets électroniques PRESTO et vos billets PRESTO. Disponible dans les agences de transport participantes de la région du Grand Toronto, de Hamilton et d'Ottawa.

Trouver le produit PRESTO qui vous convient le mieux

Que vous soyiez un passager fréquent ou occasionnel, que vous soyiez admissible à un type de tarif réduit ou que vous voyagez à Toronto ou ailleurs, ce tableau vous aidera à décider quel produit PRESTO vous convient le mieux.

	Carte PRESTO	Paiement sans contact PRESTO	Billet électronique PRESTO	Billet PRESTO
Agences de transport participantes	<ul style="list-style-type: none"> Brampton Transit Burlington Transit Durham Region Transit GO Transit HSR MiWay Oakville Transit 	<ul style="list-style-type: none"> UP Express 	<ul style="list-style-type: none"> Durham Region Transit HSR MiWay Oakville Transit 	<ul style="list-style-type: none"> TTC



Changed a bit more in French

Should be a short title to quickly express the state

Reporting your lost, stolen or damaged card and transferring the balance

[Report your card lost or stolen and transfer the balance now.](#)

When your PRESTO card is lost, stolen or damaged cancel your card right away to protect your balance and transit passes. You can cancel any PRESTO card that's been added to your PRESTO account and have the balance, passes, fare type and settings transferred to a replacement card.

You can't transfer your balance if your PRESTO card hasn't been cancelled.

If your PRESTO card wasn't added to an account when it was lost, stolen or damaged, you can't cancel your card or transfer your balance.

Create a PRESTO account and add your card to it to protect your balance for your new replacement card.

How do I cancel my lost, stolen or damaged PRESTO card and transfer my balance?

[Watch a video tutorial on how to replace a lost/stolen/damaged PRESTO card and transfer your balance.](#)

1. Cancel your lost/stolen/damaged PRESTO card:

- By logging into your PRESTO Account through our website (recommended option)
- By logging into your PRESTO Account and using our Chat feature
- By Calling us at 1-877-378-6123

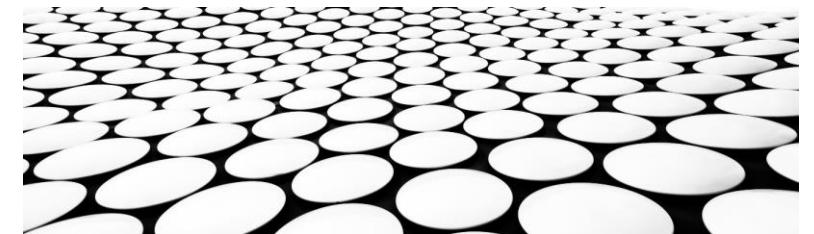
Cancelling a PRESTO card is permanent. Once you cancel your PRESTO card, it can't be used again.

2. Buy a new replacement PRESTO card:

- In person (*recommended option*): You can buy a replacement card from a [customer service outlet](#), select Shoppers Drug Mart Locations or a PRESTO Fare or Ticket vending machine. You can transfer your balance **4 hours** after buying a replacement card in person. Your card details (including your balance, passes, fare type, and settings) will be transferred to the replacement card. Some card details (transaction history, loyalty trips, GO default trip) cannot be transferred to a new card bought in person.
- Online: You can order a replacement card through your PRESTO account as part of the balance transfer process. Remember to write down the PIN you set when ordering. You will need it to activate your replacement card. Your card will be delivered in 7-10 business days. All your card details (including your balance, passes, fare type, transaction history, loyalty trips, GO default trip and settings) will be transferred to the new card.



Page title as state



2023

Are the titles short and clear?



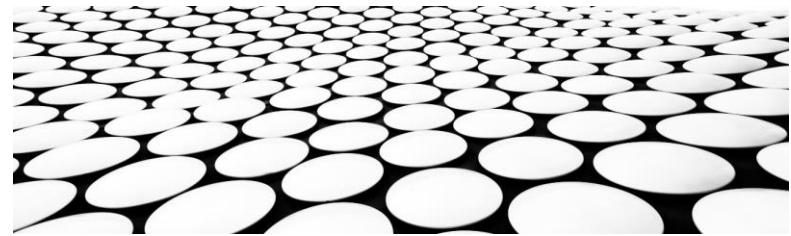
Clear status

Page titles are too similar and too long...



Use a unique title for each state. Make sure a title is not a sentence. If titles are very close, perhaps the pages should be merged.

Page titles



PRESTO Learn PRESTO Card Support  FR  Sign in / Sign up

1. SHOPPING CART 2. SHIPPING DETAILS 3. PAYMENT DETAILS 4. ORDER CONFIRMATION

My Shopping Cart

Your Card [Add More](#)

Item	Quantity	Price
PRESTO Add Money	1 	\$100.00
PRESTO Single Farecard	1 	\$6.00

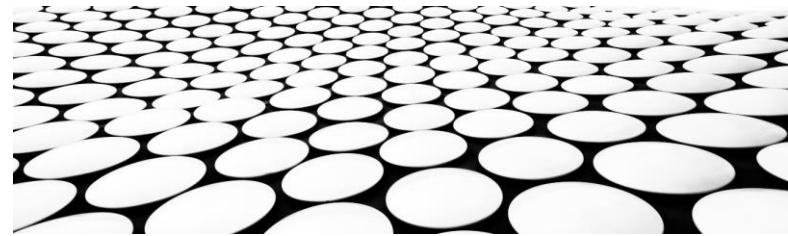
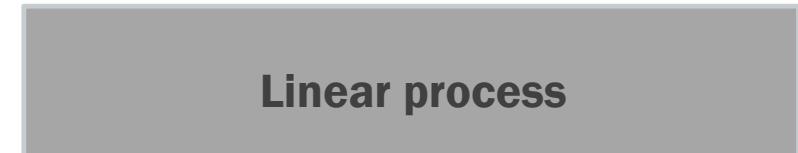
Select your preferred language for interacting with PRESTO devices.

Card Language* English 

Order Total: \$106.00

Please note, any cards purchased when logged in with an account will be registered. If you are seeking to purchase a PRESTO card without an account, when signing in, please select Without an Account. Now that you have registered a My PRESTO Account, you can set a nickname and PIN-protect your card. You will receive your new PRESTO Card within 7-10 business days.

[Back to Shopping Cart](#) [Continue Checkout](#)



2023

- Are linear processes well marked? For example for the shopping cart?
- Are there other operations that should be linear processes with the steps well shown?

PRESTO Learn PRESTO Card Support  FR  Sign in / Sign up

1. SHOPPING CART 2. SHIPPING DETAILS 3. PAYMENT DETAILS 4. ORDER CONFIRMATION

My Shopping Cart

Your Card [Add More](#)

Item	Quantity	Price
PRESTO Add Money	1 	\$100.00
PRESTO Single Farecard	1 	\$6.00

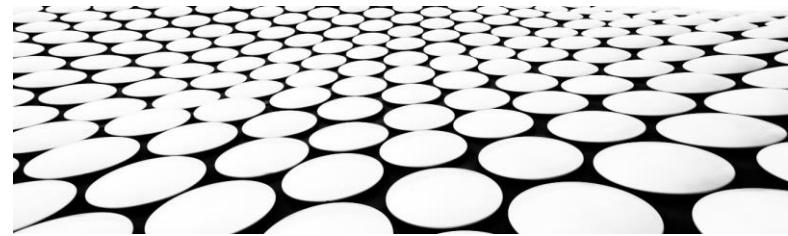
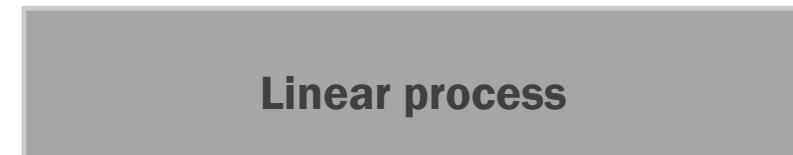
Select your preferred language for interacting with PRESTO devices.

Card Language* English ▾

Order Total: \$106.00

Please note, any cards purchased when logged in with an account will be registered. If you are seeking to purchase a PRESTO card without an account, when signing in, please select Without an Account. Now that you have registered a My PRESTO Account, you can set a nickname and PIN-protect your card. You will receive your new PRESTO Card within 7-10 business days.

[Back to Shopping Cart](#) [Continue Checkout](#)



2023

This error of « Back to Shopping Cart » solved now? How does the UI manage the access to the shopping cart?

PRESTO Learn PRESTO Card Support  FR  Sign in / Sign up

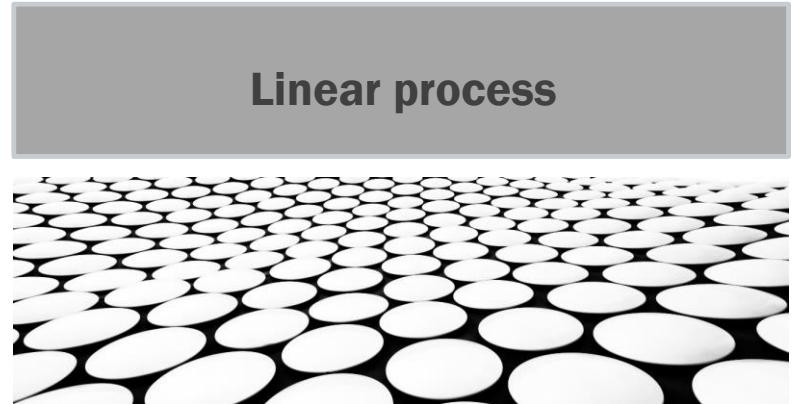
1. SHOPPING CART 2. SHIPPING DETAILS 3. PAYMENT DETAILS 4. ORDER CONFIRMATION

Shipping Details

Shipping Details

First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Street Address*	<input type="text"/>		
Apt, Suite, Bldg.	<input type="text"/>		
City*	<input type="text"/>	Province*	Ontario 
Country*	Canada 	Postal Code*	<input type="text"/>

[Back to Shopping Cart](#) [Next](#)



2023

Have the titles for the steps changed? For better?



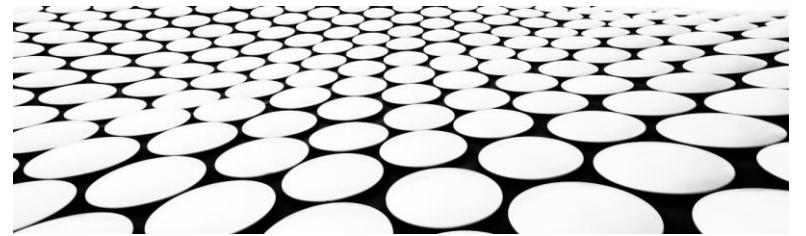
Clear status

Confusion in states for linear process.
Indicators should not look clickable.



Review names of states. Change indicators
to only be indicators.

Linear process



PRESTO

Learn PRESTO Card Support

FR

Sign in / Sign up

Your Card

Item	Quantity
Add Money	1 <input type="button" value="X"/>
Single Farecard	1 <input type="button" value="X"/>

Load Your New PRESTO Card

Want to travel faster? Load your PRESTO card with funds or passes. A \$6 non-refundable fee will be applied to each transaction. The minimum of \$0.05 and maximum of \$25.00 per transaction. If you have a student/youth or senior card, visit one of our authorized sales channels to load funds or passes.

If you order a new card, it will automatically be linked to your PRESTO account before starting to use it.

For more information click [here](#) or [Contact Us](#) about [Your PRESTO Card](#).

You should only purchase PRESTO cards and load funds or passes through authorized sales channels, which include [prestocard.ca](#), [Fare Vending Machines](#), [Self-Serve Reload Machines](#), and our [Customer Service Outlets](#). Never purchase a card or try to load funds and passes through an unauthorized seller.

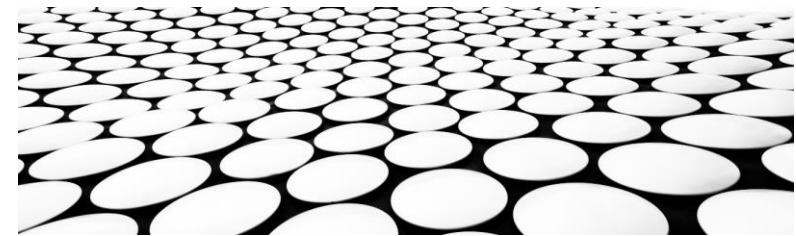
New PRESTO Card \$6.00

Add funds to your PRESTO card

Funds will be available in 4-24 hours.

Amount of funds

Redundant state indication



2023

Is the lateral cart indicator still present?



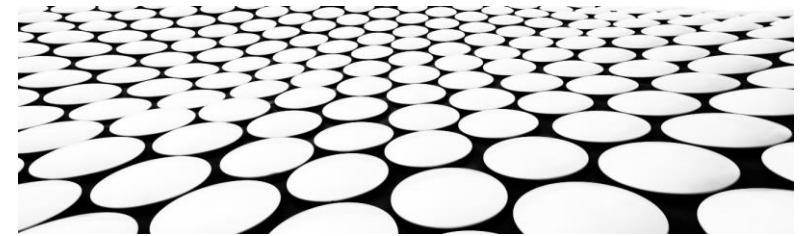
Clear status

Multiple redundant indicators of the same state



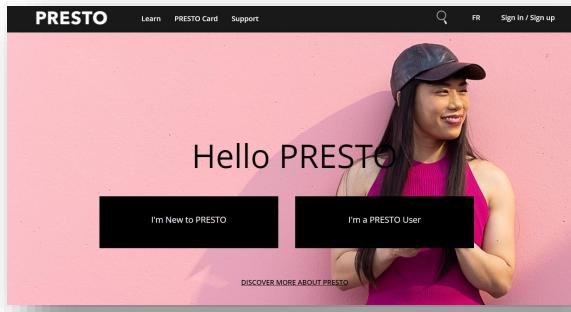
Avoid redundancy. A state (e.g. basket status) should be expressed in a single place.

Redundant state indication





SUMMARY



Clear status



Page titles

Use a unique title for each state. Make sure a title is not a sentence.

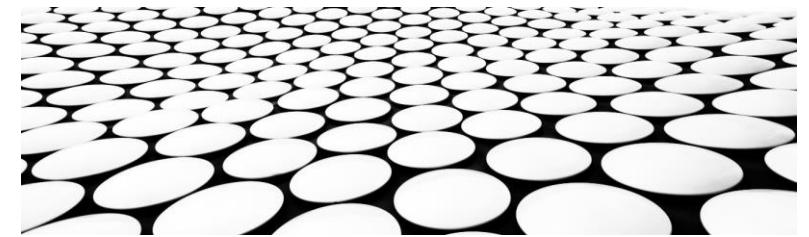
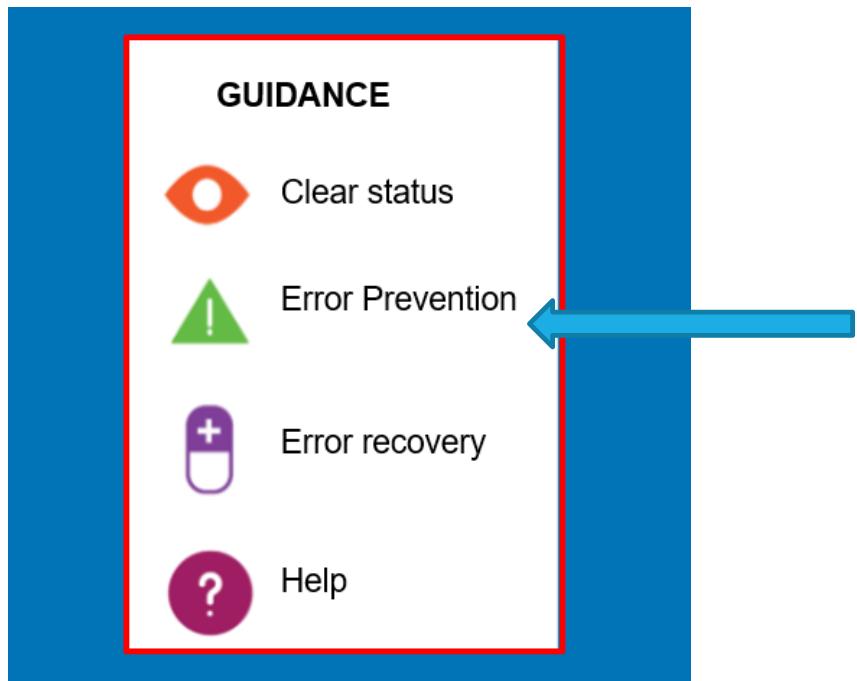
Linear process

Review names of states. Change indicators to only be indicators.

Unique state indicator

Avoid duplication of indicators.

Heuristics of guidance



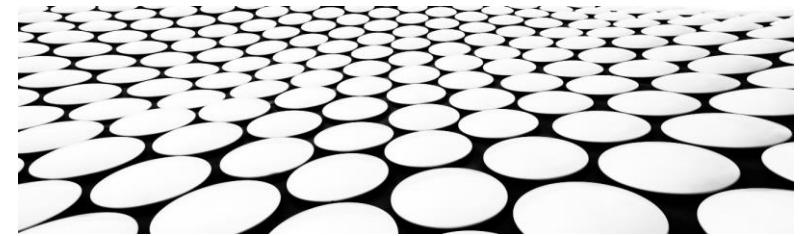


Error Prevention

Error prevention

- Is there any information to reassure you as a user, to tell you what will happen?
- Are there constraints applied to the inputs?

Error prevention



PRESTO

Sign In

Welcome to the new PRESTO sign in. With the launch of PRESTO contactless, we notice we've made some changes to your experience, with even more improvements coming.

Choose from the options below or [Create an Account](#)

WITH AN ACCOUNT

PRESTO Account New

PRESTO VISA Mastercard

If you have an account, we've created a new PRESTO sign in experience to manage your PRESTO cards. Plus, UP Express customers can add their PRESTO contactless credit cards. Try it today!

SIGN IN

Some account features are only available by [signing in to the existing PRESTO experience](#).

WITHOUT AN ACCOUNT

PRESTO Card

PRESTO

Sign in anonymously using the details on your PRESTO Card. [Learn more about your PRESTO card.](#)

SIGN IN

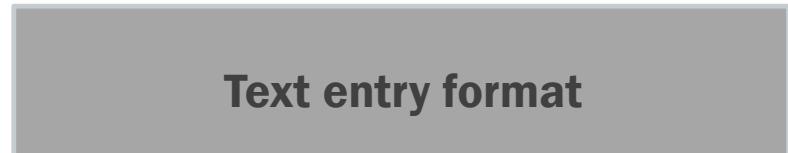
PRESTO contactless

UP Express

VISA Mastercard

Sign in anonymously using your credit card details. For debit cards, check charges with your bank account. [Learn more.](#)

SIGN IN



Sign into My PRESTO

Signing in without an account only gives you access to limited features. Create a My PRESTO Account to be able to do much more with your PRESTO card.

PRESTO Card Number

Verification Number*

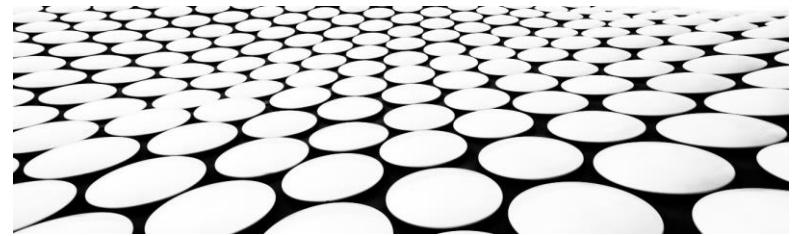
The diagram illustrates the layout of a PRESTO card. It shows a card with a 'PRESTO' logo at the top. Below it, there are three input fields: 'Verification Number' (with a placeholder 'DD/MM/YYYY'), 'Card Number' (with a placeholder '000 0000 0000 0000'), and a date field '000 DD/MM/YYYY'. A blue arrow points from the 'Verification Number' field on the card to the 'Verification Number*' field on the sign-in form.

Sign In Cancel

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

Instruction
with an image

Text entry format



2023

Is there help to show you how to enter the information and avoid making mistakes?

Signing in without an account only gives you access to limited features. Create a My PRESTO Account to be able to do much more with your PRESTO card.

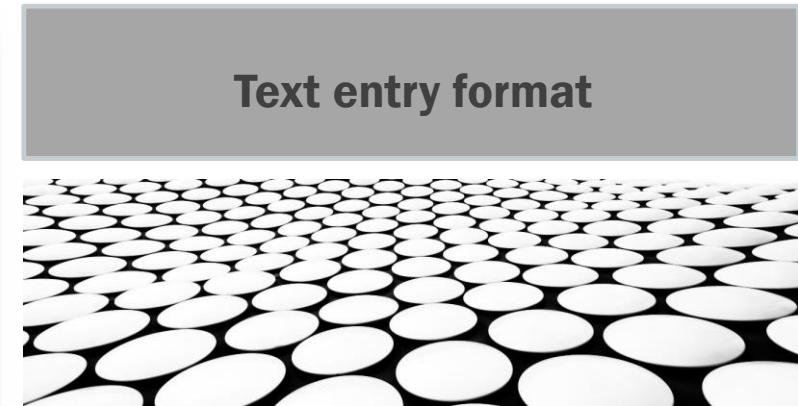
PRESTO Card Number

Verification Number*

Please enter your card verification number.

Sign In **Cancel**

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.



2023

Try to enter invalid information. What happens? Is the system preventing you from using a wrong format?



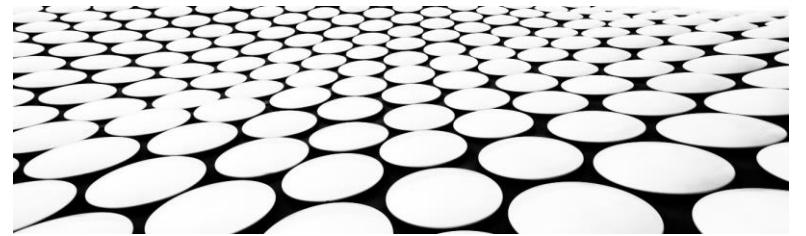
Error Prevention

Image of info on card is good. Also, good to put messages, but the site shouldn't ask additional information when what is entered is wrong.



In addition to putting restriction message after, put it tooltip on top of entry field for users to know ahead of time the format to use.

Text entry format



Shipping Details

First Name* Enter a valid first name. Maximum characters allowed is 25.

Last Name* Enter a valid last name. Maximum characters allowed is 25.

Street Address* Enter a valid street address. Maximum allowed characters is 25.

Apt, Suite, Bldg.

City* Enter a valid city. Maximum allowed characters is 25.

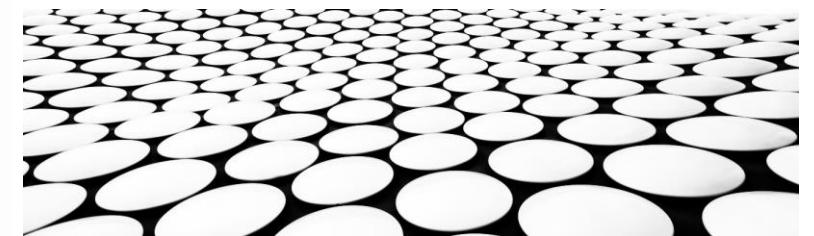
Province* Ontario

Country* Canada

Postal Code* Your postal code must be in the following format: A1A 1A1.

[Back to Shopping Cart](#) [Next](#)

Constraints on data



2023

Are the constraints on the size of certain fields still in place?

No list for cities

Shipping Details

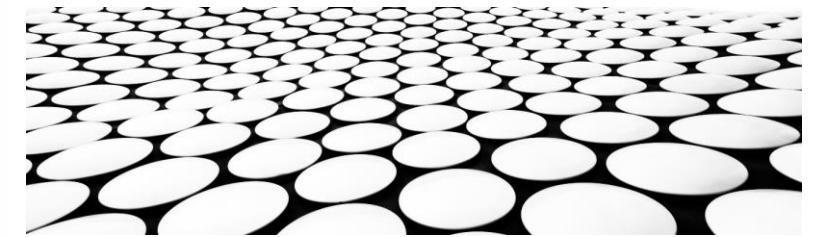
Shipping Data

First Name*	Blanche	Last Name*	Cardin
Street Address*	200 Riverside	Apt, Suite, Bldg.	
City*	Ottawa	Province*	Ontario
Country*	Canada	Postal Code*	k1w 6s8 Your postal code must be in the following format: A1A 1A1.

[Back to Shopping Cart](#) [Next](#)

Postal code restriction

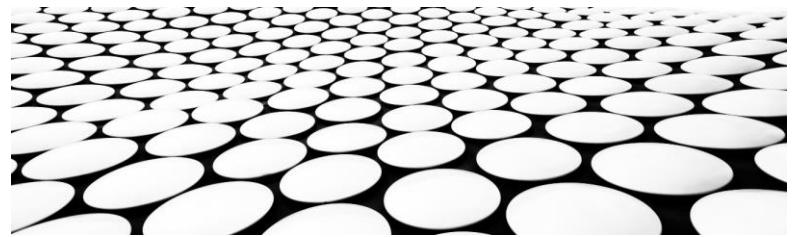
Constraints on data



2023

Do they give a list of cities?

Data constraints



 **Add funds to your PRESTO card**

Funds will be available in 4-24 hours.

Amount of funds

Select amount of funds

Add to Cart

You must add at least \$0.05 to your card and your card balance cannot exceed \$1000. Please select a different amount.

 Ajoutez des fonds à votre carte PRESTO

Les fonds seront disponibles dans un délai de 4 à 24 heures.

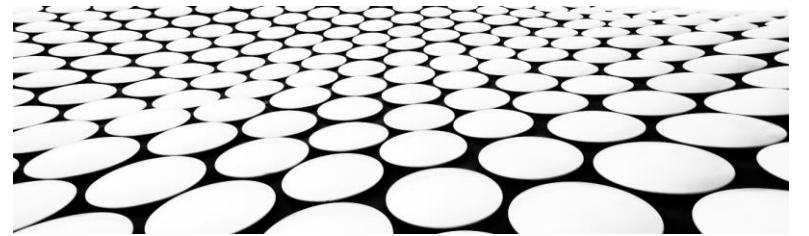
Montant des fonds

50,00 \$

Vous devez ajouter au moins 0,05 \$ à votre carte et le solde ne doit pas dépasser 1000 \$. Veuillez choisir un autre montant.

Problem on
French side!

Data constraints



2023

Are these problems solved?



Error Prevention

Some input fields are too restricted, others are not enough... French side does not work!

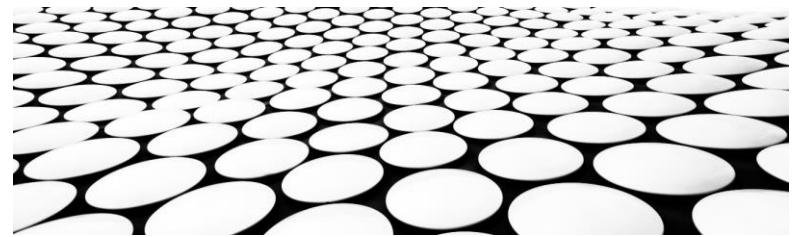


Use lists when possible (cities). Don't limit people's name since it is personal information and should not be limited arbitrarily.

When possible to adapt (e.g. postal code lowercase) don't put the burden on the user

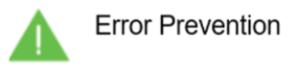
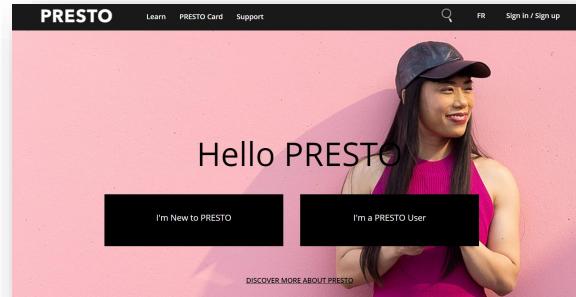
Verify French side. Functional bug!

Error prevention





SUMMARY



Text entry format

Add local help (tooltip).



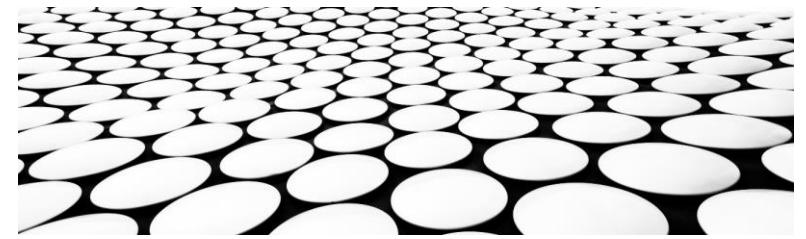
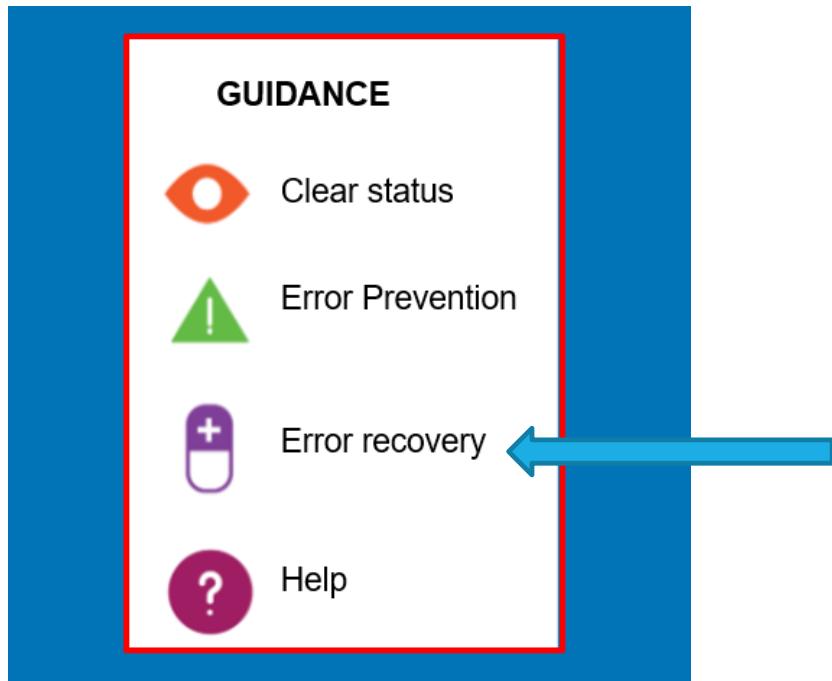
Data constraints

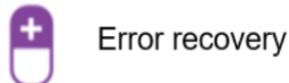
Use lists for limited set selection. Remove constraints on names.

Functional problem

Test everything on the French side for it to work!

Heuristics of guidance



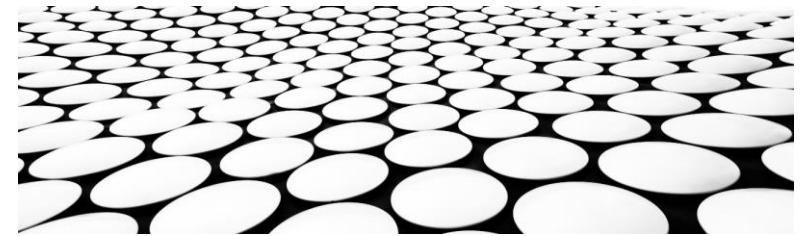


Error recovery

Error recovery

- Try to go on a different route on the site, such as <http://prestocard.ca/abcd> What do you see? Is that useful?
- Are there error messages that are not helpful to continue?

Error recovery



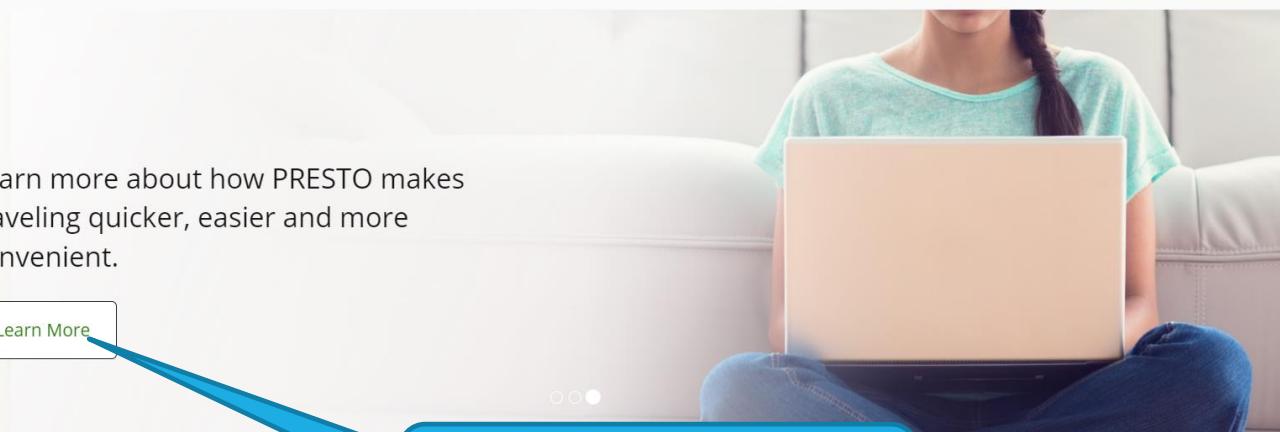
PRESTO Learn PRESTO Card Support  FR  Sign in / Sign up

Page Not Found

The page you are looking for does not exist; it may have been moved, or removed altogether.
You might want to try the search function (located in the top right hand corner)



[Home](#) [Page not found](#) [Frequently Asked Questions](#)



Learn more about how PRESTO makes traveling quicker, easier and more convenient.

[Learn More](#)

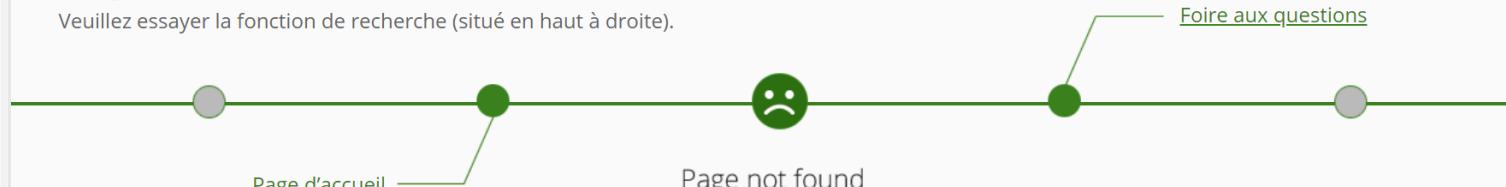
Not sure why this button doesn't work



PRESTO En savoir plus Carte PRESTO Aide  EN Se connecter / S'inscrire

Fichier introuvable

La page que vous avez demandée est introuvable.
Veuillez essayer la fonction de recherche (situé en haut à droite).



[Page d'accueil](#)  Page not found [Foire aux questions](#)

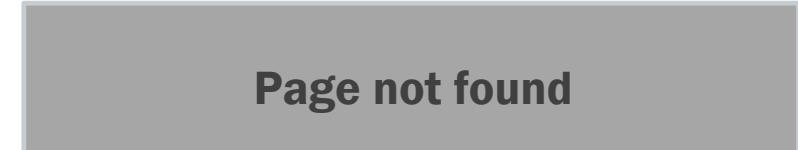
PRESTO

- Généralités**
- [Nous joindre](#)
- [Accessibilité](#)
- [Politique de confidentialité](#)
- [Modalités d'utilisation](#)
- [Carte du site](#)

PRESTO

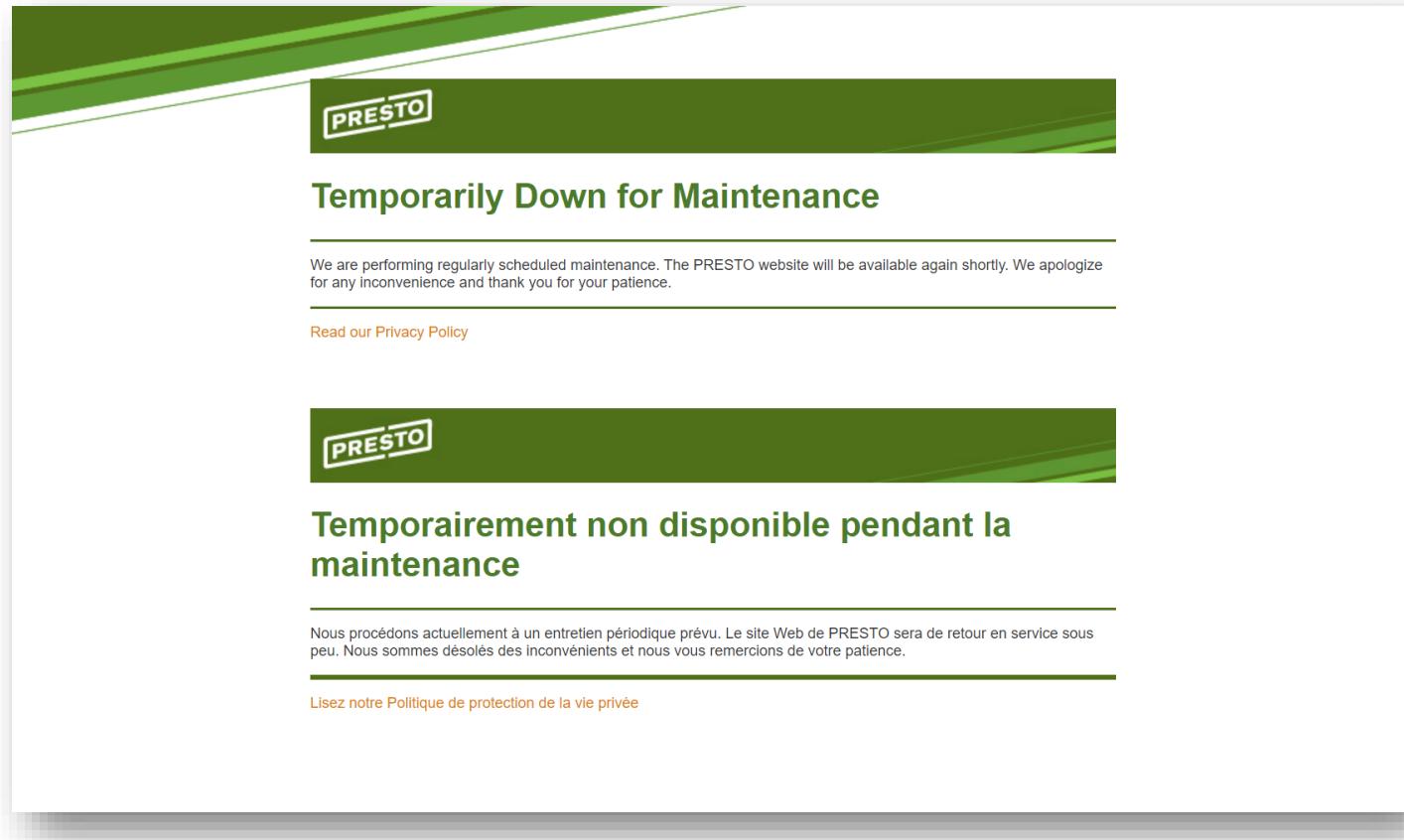
- [À propos de PRESTO](#)
- [Foire aux questions](#)
- [Répondez à notre sondage!](#)
- [Commercial](#)
- [Charte du client](#)
- [Metrolinx](#)

 Facebook  Twitter  Youtube



2023

If there is a link on the « Page not found » does it goes to the correct place?



The image shows a screenshot of the PRESTO website during maintenance. The top navigation bar is white with a green 'PRESTO' logo. Below it, a large green banner features the text 'Temporarily Down for Maintenance'. A thin horizontal line separates this from a paragraph of smaller text: 'We are performing regularly scheduled maintenance. The PRESTO website will be available again shortly. We apologize for any inconvenience and thank you for your patience.' Another thin horizontal line follows. At the bottom of the page, there is a link in orange text: 'Read our Privacy Policy'. The background of the page has a subtle green diagonal striped pattern.

PRESTO

Temporarily Down for Maintenance

We are performing regularly scheduled maintenance. The PRESTO website will be available again shortly. We apologize for any inconvenience and thank you for your patience.

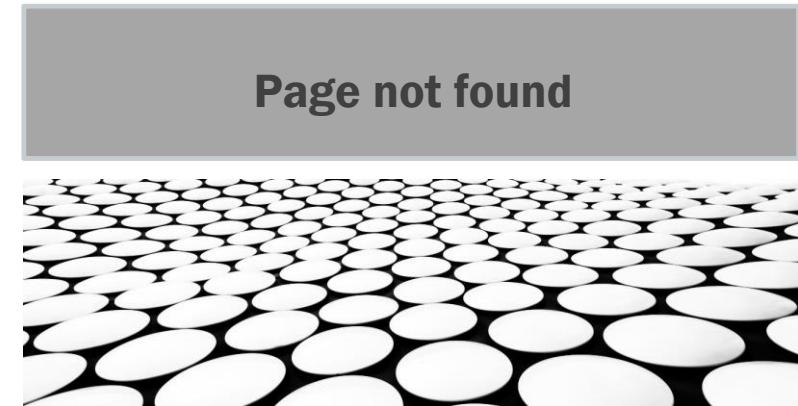
[Read our Privacy Policy](#)

PRESTO

Temporairement non disponible pendant la maintenance

Nous procédons actuellement à un entretien périodique prévu. Le site Web de PRESTO sera de retour en service sous peu. Nous sommes désolés des inconvénients et nous vous remercions de votre patience.

[Lisez notre Politique de protection de la vie privée](#)





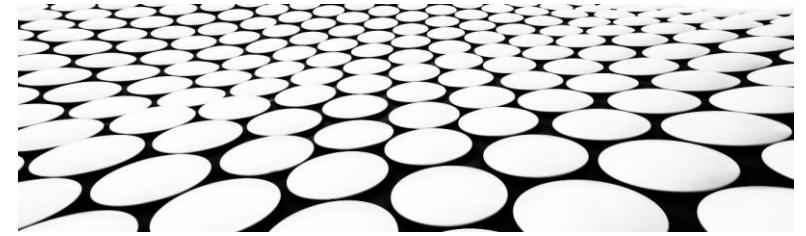
Error recovery

Page not found gets you to PRESTO Home.
That's good. Message for maintenance.



Remove link that doesn't work on English side. Be apologetic. Change the image.

Page not found



PRESTO X

PRESTO Account Sign In New

PRESTO VISA  

Sign in to your PRESTO Account to add, manage and load PRESTO cards, and see transaction history. For UP Express customers using the new PRESTO contactless payment, you can add your credit card to see transaction history. For debit cards, check charges with your bank account.

! **We couldn't sign you in.**

Please check your email/username and password to try again.

EMAIL ADDRESS OR USERNAME

cbarrier@uottawa.ca

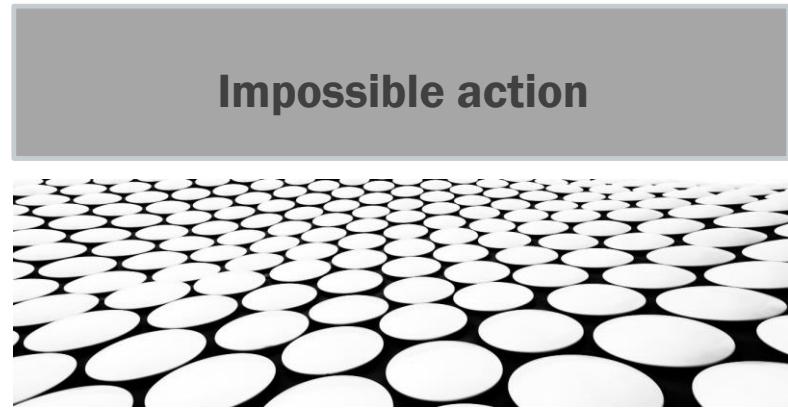
PASSWORD

••••••••

Forgot [username](#) | [password](#)

Remember username

BACK SIGN IN



2023

Do the message help if you try to enter into an account that doesn't exist?



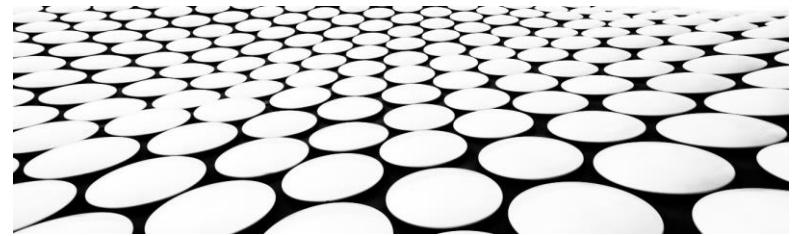
Error recovery

Good to have a message, but not precise enough.



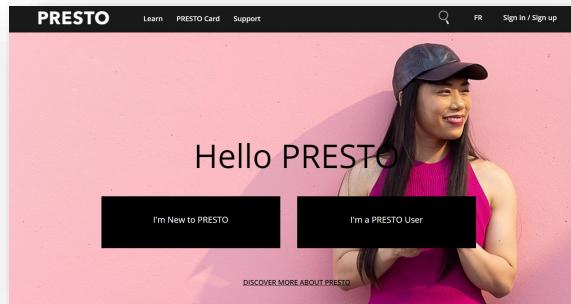
Try to be as precise as possible as to what went wrong and how to fix it.

Error recovery





SUMMARY



Error recovery



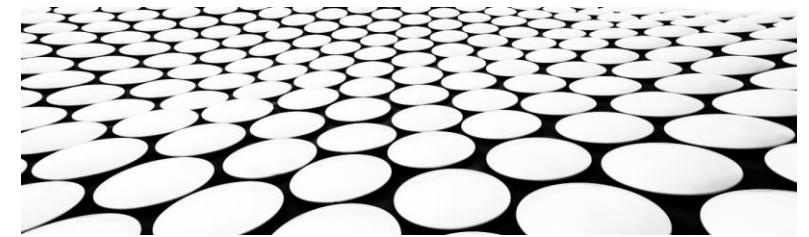
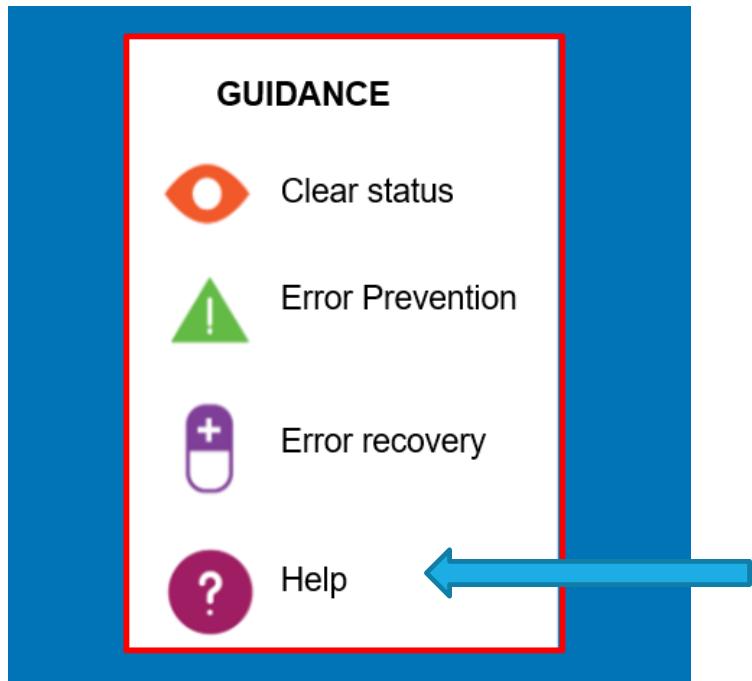
Page not found

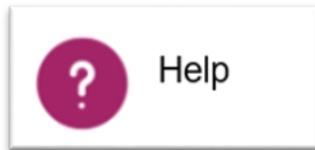
Remove link that doesn't work on English side. Be apologetic. Change the style.

Impossible action

Try to be as precise as possible as to what went wrong and how to fix it.

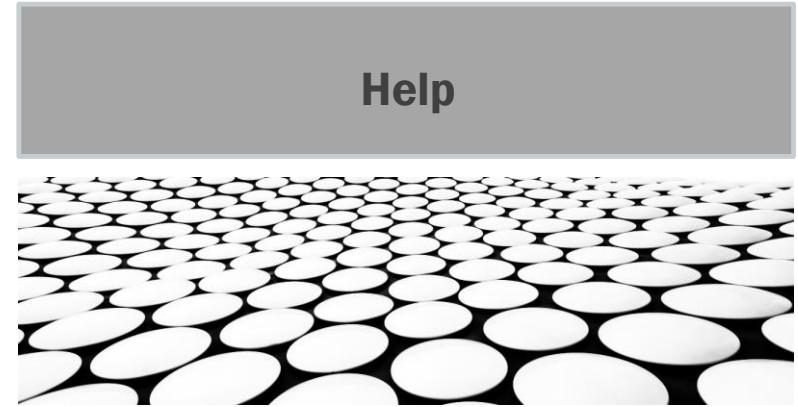
Heuristics of guidance





Help

- Is this a site that should require training or a tutorial? If not, then is everything obvious?
- Is there any global help? Is there local help (indication on buttons of where they lead)?



PRESTO Learn PRESTO Card Support  FR Sign in / Sign up

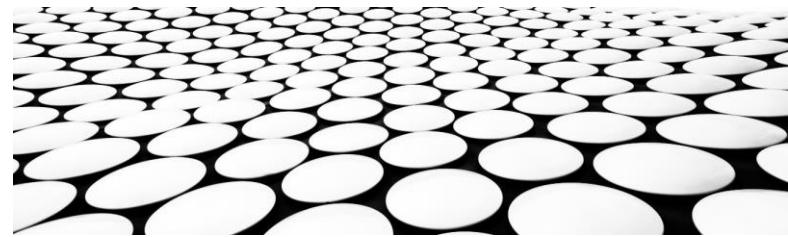
PRESTO FAQ

Have questions about using PRESTO? Find helpful answers to some of our most commonly asked questions.

PRESTO Card FAQ

- [About PRESTO](#)
- [Set Up a PRESTO Card](#)
- [Load a PRESTO Card](#)
- [Use PRESTO](#)
- [Lost or Damaged Card](#)
- [Tax Credit](#)
- [PRESTO Customer Charter](#)

What is PRESTO?	
What are the benefits of PRESTO?	
Can I use my PRESTO card across transit agencies in the Greater Toronto, Hamilton and Ottawa Areas?	
Where can I purchase a PRESTO card?	
What does the date on the back of my card mean?	
How does PRESTO protect my personal information?	
Is it OK if I punch a hole in my card?	
My card has stopped working. How do I get a replacement?	



2023

Is the FAQ section still there and easily accessible?



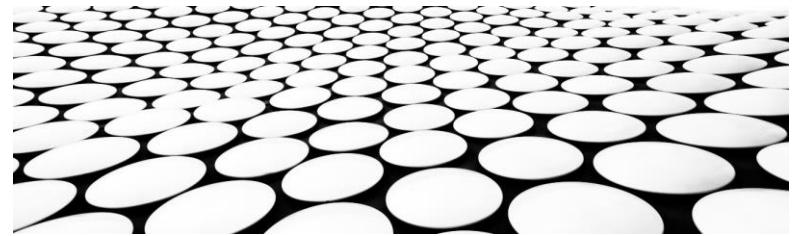
Help

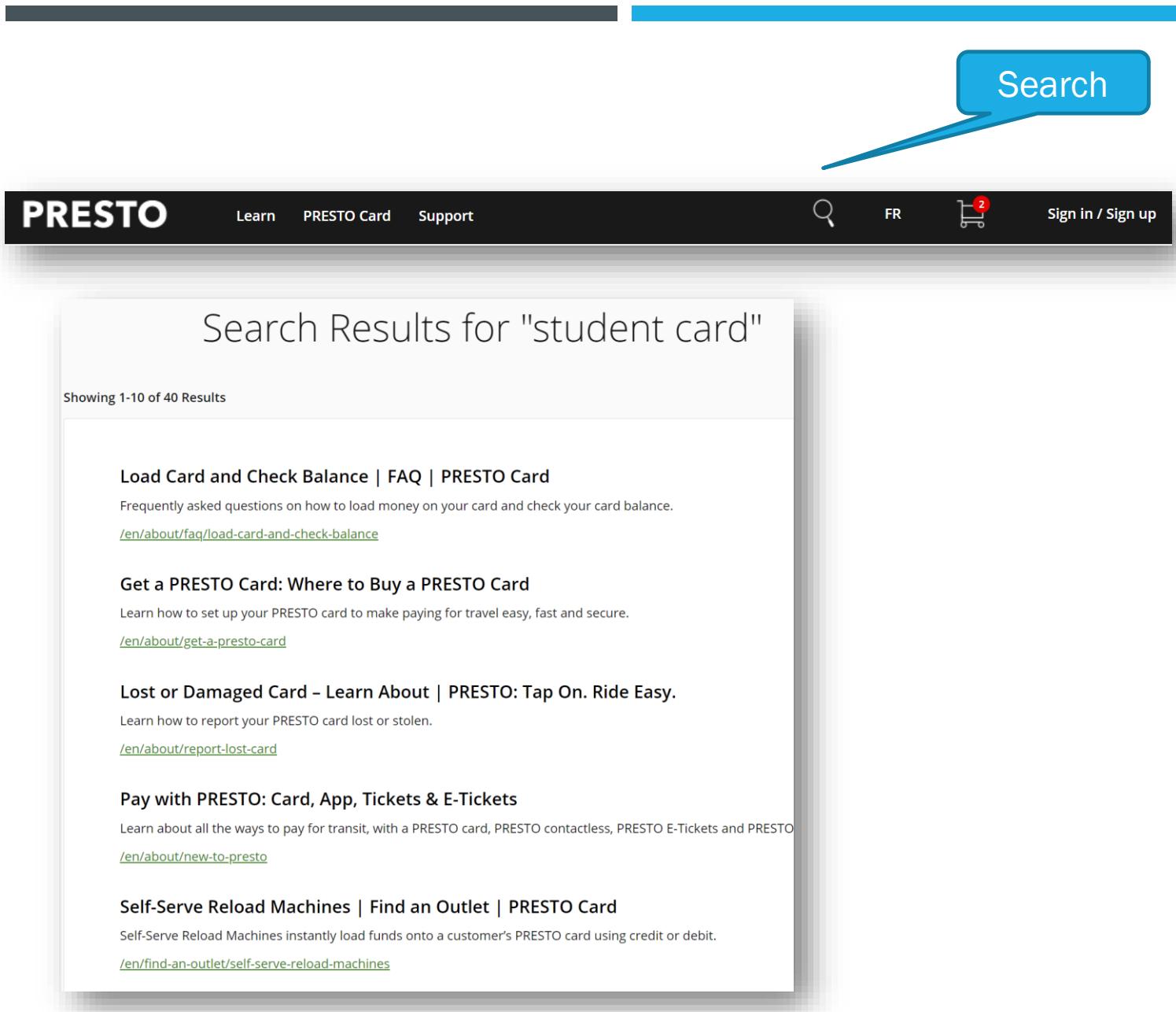
Good to have a FAQ section.



Make sure the organization of the FAQ section is in relation to what users want (do log analysis).

Help through FAQ



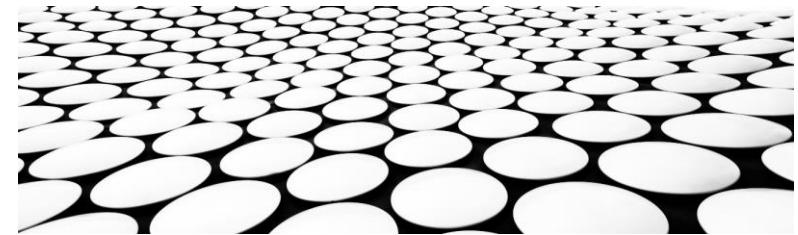


The screenshot shows the PRESTO website's search results for the query "student card". The results are displayed in a white box with a grey border. At the top left is the PRESTO logo. To its right are links for "Learn", "PRESTO Card", and "Support". Further right are a magnifying glass icon for search, a "FR" link, a shopping cart icon with a red "2", and "Sign in / Sign up". A large blue speech bubble points from the top right towards the search results.

Search Results for "student card"

Showing 1-10 of 40 Results

- Load Card and Check Balance | FAQ | PRESTO Card**
Frequently asked questions on how to load money on your card and check your card balance.
</en/about/faq/load-card-and-check-balance>
- Get a PRESTO Card: Where to Buy a PRESTO Card**
Learn how to set up your PRESTO card to make paying for travel easy, fast and secure.
</en/about/get-a-presto-card>
- Lost or Damaged Card – Learn About | PRESTO: Tap On. Ride Easy.**
Learn how to report your PRESTO card lost or stolen.
</en/about/report-lost-card>
- Pay with PRESTO: Card, App, Tickets & E-Tickets**
Learn about all the ways to pay for transit, with a PRESTO card, PRESTO contactless, PRESTO E-Tickets and PRESTO
</en/about/new-to-presto>
- Self-Serve Reload Machines | Find an Outlet | PRESTO Card**
Self-Serve Reload Machines instantly load funds onto a customer's PRESTO card using credit or debit.
</en/find-an-outlet/self-serve-reload-machines>



2023

Does the seach help? Try typing « student card » or « stolen card », what happens?



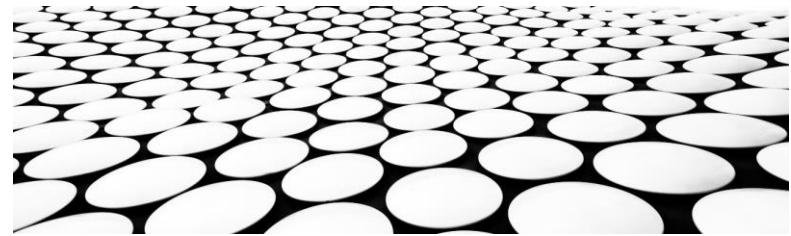
Help

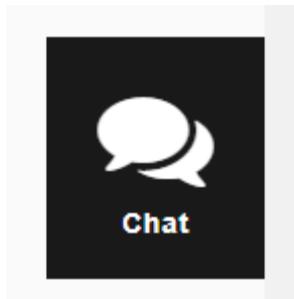
Search does not provide valuable results.



Make sure a good information retrieval system is set in place so that results returned are useful. Log analysis would be informative.

Help through Search





PRESTO Virtual Assistant - ×

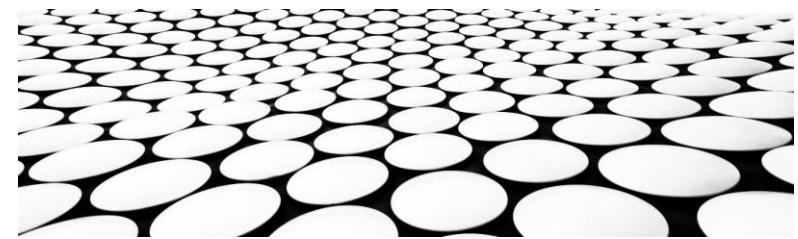
[Click here](#) to find out all the ways to easily check your PRESTO card balance anytime.

Welcome to PRESTO's Virtual Assistant,
how can we help you?

[Click here](#) to sign in, our Virtual Assistant can help you manage your PRESTO account. If you don't have an account, [click here](#) to create one to take advantage of the benefits of PRESTO.

Send Your Question

Help through Chat



2023

Is the Virtual Assistan now more than a FAQ section?



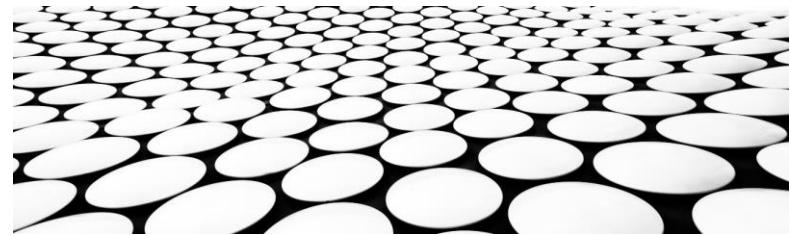
Help

A chatbot is a good idea but it should be more than a FAQ. Its presence shouldn't hide information on the screen, and it should not disappear without reason.



Remove the chatbot Rethink the FAQ.

Help through FAQ



The screenshot shows the PRESTO website's support section. At the top, there is a navigation bar with links for "Learn", "PRESTO Card", and "Support". The "Support" link is currently active, indicated by a red background. A dropdown menu titled "Help through Support" is open, listing several options: "Get PRESTO Ready", "Lost or Damaged Card", "Refunds", "FAQ", "Customer Service Outlets", and "Contact Us". Below this, there is a large pink area with the word "Help" partially visible. On the left side of the page, there is a sidebar with sections for "By Chat", "By Phone", "By Web Form (not recommended for urgent inquiries)", and "By Mail". Each section has a green downward arrow icon next to it. To the right of the sidebar, there is a "Contact Your Transit Agency" section with text about contacting the transit agency for fares, discounts, schedules, and locations. It also includes the contact information for Brampton Transit.

PRESTO

Learn PRESTO Card Support

Help

Contact PRESTO

Have a question or need some help with PRESTO? Contact us in a number of different ways.

By Chat

By Phone

By Web Form (not recommended for urgent inquiries)

By Mail

Contact Your Transit Agency

Contact your Transit Agency for information about fares and discounts, transit schedules, transfers, Customer Service Outlet locations and PRESTO device locations.

Brampton Transit
905-874-2999



2023

- Is global help still part of the navigation bar?
- Does it seem easy to join PRESTO?
- Does it seem possible to do a "Problem Report" of the site?



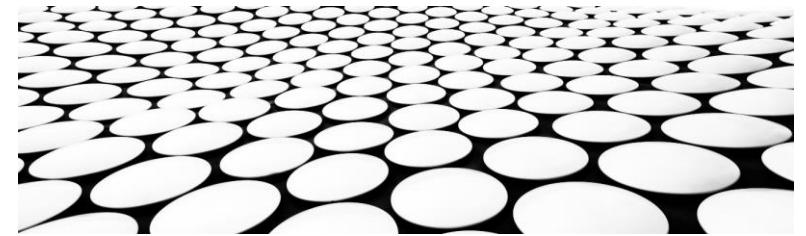
Help

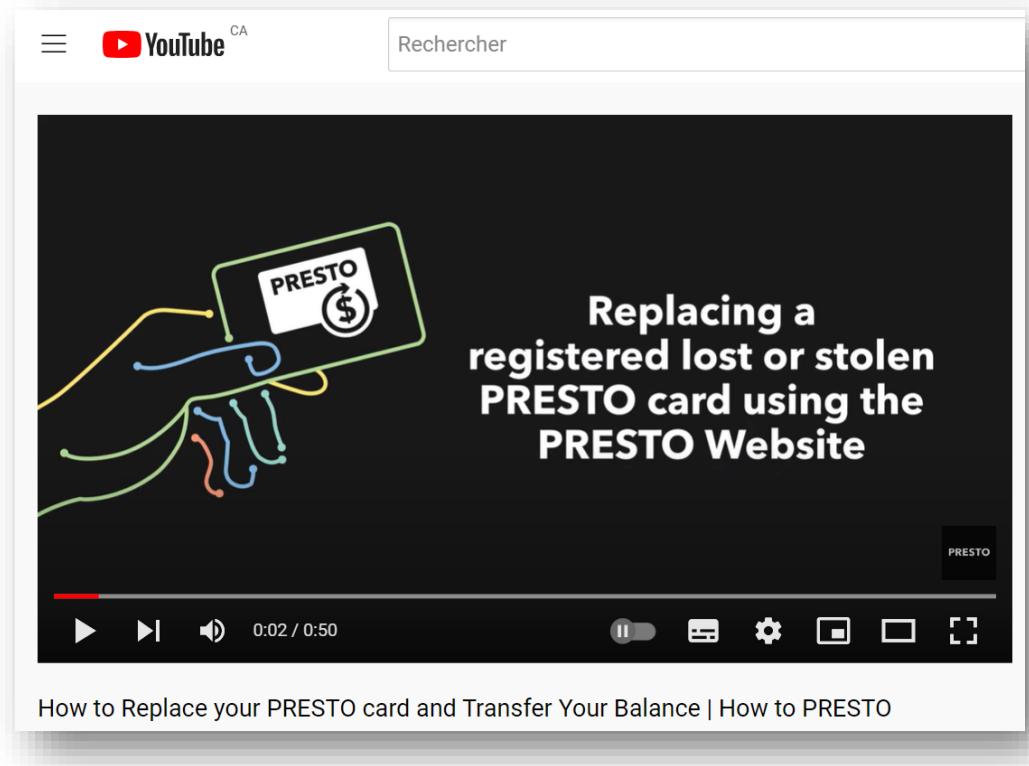
Good to have different ways of getting help,
and putting that option in the navigation bar.



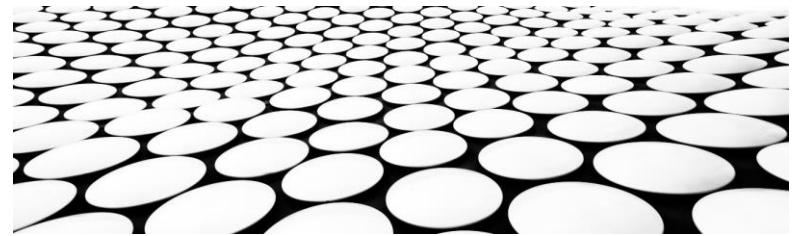
Make sure all methods of communication
for support work well.

Help





Help through external videos



2023

Are there still some tutorial videos? Is it easy to find them? For example, is there a link to the different videos within the Help Menu (navbar)?

PRESTO Learn PRESTO Card Support  FR Sign in / Sign up

Get a Card: Where to Buy a PRESTO Card

Buy a PRESTO card and add it to a My PRESTO Account to protect your balance.

When you buy your card from [Shoppers Drug Mart](#) or a Customer Service Outlet you can also set your fare type. [Learn how](#). You can use your PRESTO card immediately, and your card can be added to a [My PRESTO Account](#) within 24 hours. Never buy a card or try to load funds or passes through an unauthorized seller.

After buying a PRESTO card at a Customer Service Outlet, Shoppers Drug Mart, Fare Vending Machine or Ticket Vending Machine, you'll need to wait 24 hours before adding it to a My PRESTO Account. [Watch our Youtube video to learn how to create a PRESTO account on the PRESTO App](#)

If you can't buy it in person, buy a PRESTO card online:

- When you buy your PRESTO card online it will take 7-10 business days to arrive.
- [Get your PRESTO card for \\$6, plus a minimum load of \\$0.05](#).
- Once received, activate your card and start tapping.

How to activate my PRESTO card?

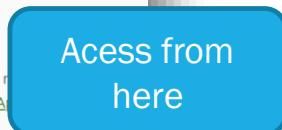
When you order a card online with a My PRESTO Account, it needs to be activated before you can use it. [You can activate your new card online](#), through our Chat feature, or by phone at 1-877-378-6123 using the PIN you selected. Cards purchased without an account can be used right away but do not have balance protection or access to other PRESTO features.

Reporting your lost, stolen or damaged card and transferring the balance.

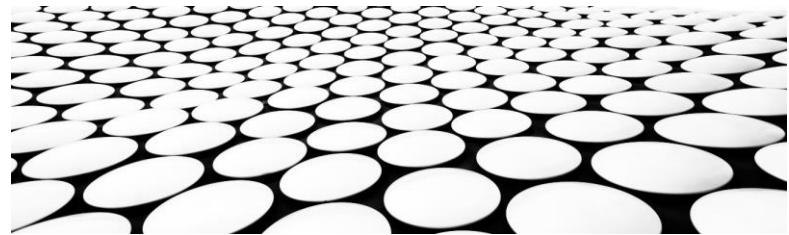
All the PRESTO cards added to your My PRESTO Account can be cancelled if they are lost, stolen or damaged. [Watch a video tutorial on how to replace a lost/stolen/damaged PRESTO card and transfer your balance](#).

To cancel a PRESTO card:

- Log into your [My PRESTO Account](#) through our website or app
- Open our Chat feature




Help through external videos



2023

- In the section « Stolen cards », can we access to the tutorial?



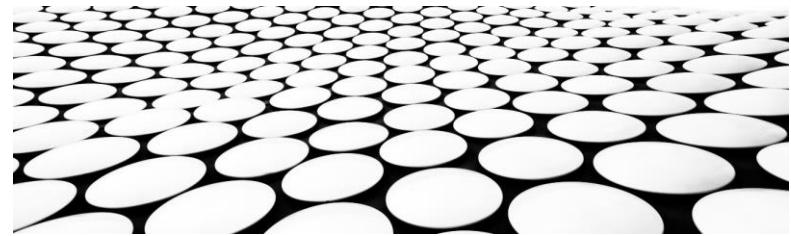
Help

Great idea to have videos, but they should be easily accessible!



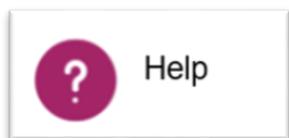
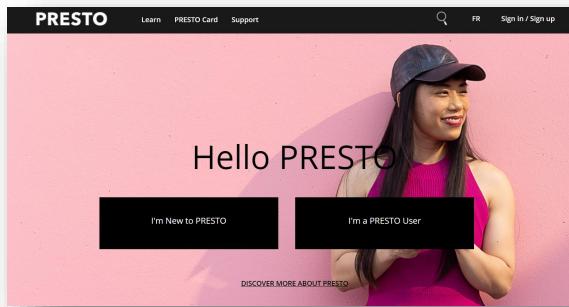
Put a section « video tutorials » in the Support menu.

Help through external videos





SUMMARY



FAQ

Rethink of the organization of the FAQ page.

Search

Make sure a good information retrieval system is set in place so that results returned are useful.

Chatbot

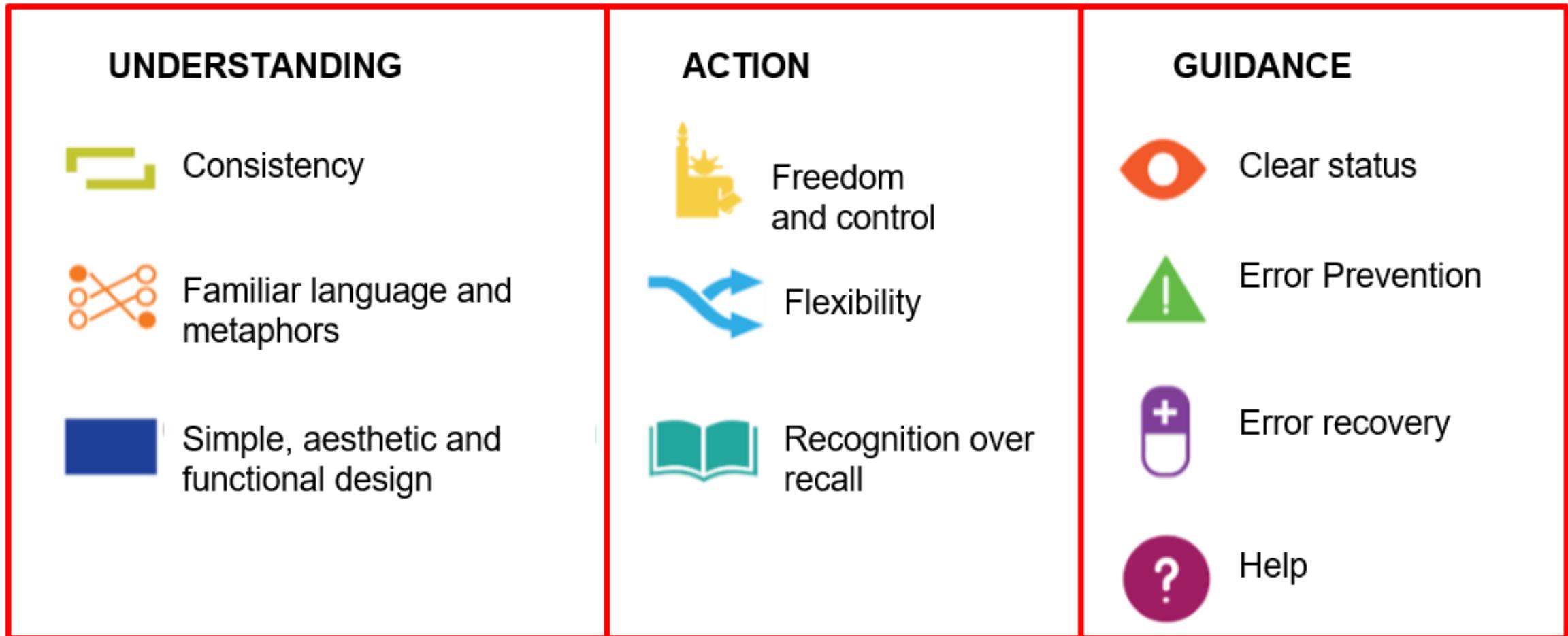
Remove the chatbot Rethink the FAQ.

Support

Make sure all elements in the menu are really for help.

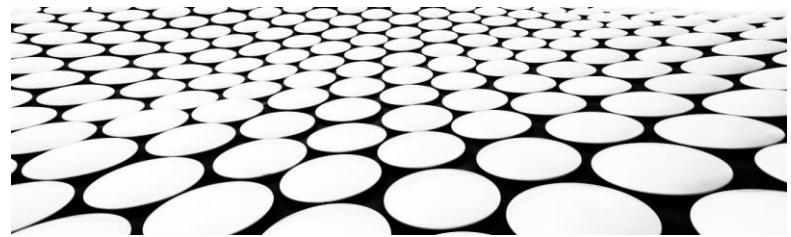
Video tutorials

Yes, put a section « video tutorials » in the Support menu.



Evaluation Steps

1. Pre-Assessment Training: Provide evaluators with the necessary domain knowledge and scenario information
2. Assessment: each evaluator performs his/her assessment independently following the 10 heuristics
3. Prioratization: Determine the severity of each problem (priority). Can do individually first and then in groups.
4. Debriefing: Review with the design team



Now we should prioritize
and give recommendations
to PRESTO