Bus App Usability Test Results & Key Findings

Participants

- Doug Song
  - 8/28/20, 4:30pm EST
- Chester Kwak
  - 8/30/20, 2:00pm EST
- Brian Sato
  - 8/30/20, 3:00pm EST

Patterns

- Map button was never clicked into at the beginning once the bus stop and line was selected
  - Only when curiosity was piqued
  - Not a necessity to accomplish trip successfully
- Confusion around "time to get to bus stop" button
- Desire for ETA to be shown on Home
- All participants liked the simplicity and clarity of design
- Not clear that it was a live tracker
- 2 of 3 participants liked the "1.1 More Bus Lines" screen, but also say they like the simplicity and clarity of the app

Opportunities to Enhance Design

- Make clearer difference between destination bus stop and starting point bus stop
- Clarify verbiage around "MIN AWAY" to make it clearer that it's "MIN AWAY" from the user's location/starting bus stop
- Bring ETA of bus to the Home screen
- "Time to get to bus stop"
  - Move to one location on screen because this is a constant
  - Clarify verbiage to make it clearer that this is the *user's* time to get to their departing bus stop
- Make clearer that it's a LIVE tracking app
  - Have a "turn gps tracking on" pop-up at opening to let users know it's a live app?

- - Maybe would be helpful if it showed buses listed on 1.1 if they was on time, delayed, or not
    - Mockup was confusing because the times were so evenly spaced apart; made him assume that these were scheduled times rather than live updated times
  - Rename "Map" → "Live Map" or "Bus Tracker"

Notable Quotes

- "The 5 minutes to the bus stop thing was confusing. This is usually off in a lot of maps because someone might walk slower or faster. It wasn't that valuable in terms of seeing the number."
  - —Chester
- "I like how there are different options. It's very clear what bus I need to get on and how long it'll take me to get to work."
  - —Brian
- "I would only use the map if I were going somewhere new, but not on a familiar, everyday route."
  - —Brian
- "Because it tells me how much time I have to get to the bus stop, I don't feel like I need to go to the map."
  - —Doug
- "The app is very simple, but it gives me everything I need."
  - —Doug