

**MASTER'S CAPSTONE
QUINNIPIAC UNIVERSITY**

Research and Design
for BOSTravel

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FALL 2017**

ABOUT THIS PROJECT

This document contains design concept and recommendations for an application that incorporates the t system, commuter rail and buses in the Boston area. With some user testing of current applications along with user research, this app creates the best experience for an user. This was done with user research, user testing, wireframing, prototyping and creating low and high fidelity mockups. These were designed in Sketch and then brought into InVision to turn into clickable prototypes. These clickable prototypes were then tested by users to create the best experience.

APP DESCRIPTION

The app will help aid commuters and travelers in the world of the Boston public transportation system. This app will include:

- calendar and schedules
- information/maps
- easy pay options
- delay updates and
- scanable ticket/card
- ability to see recent trips

COMPETITIVE ANALYSIS

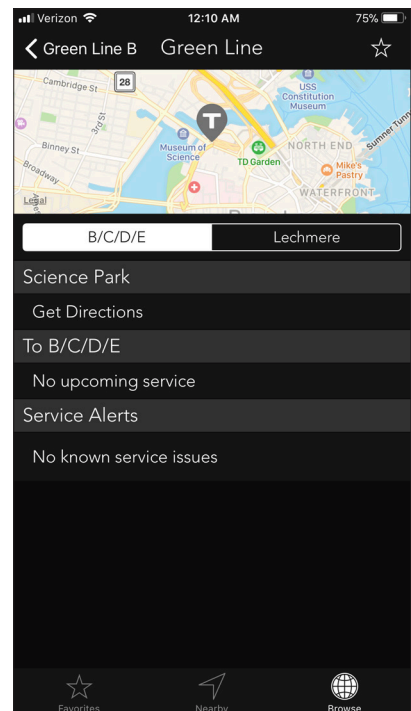
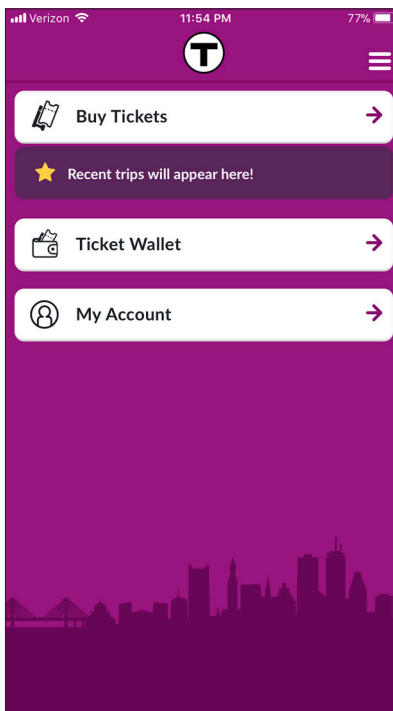
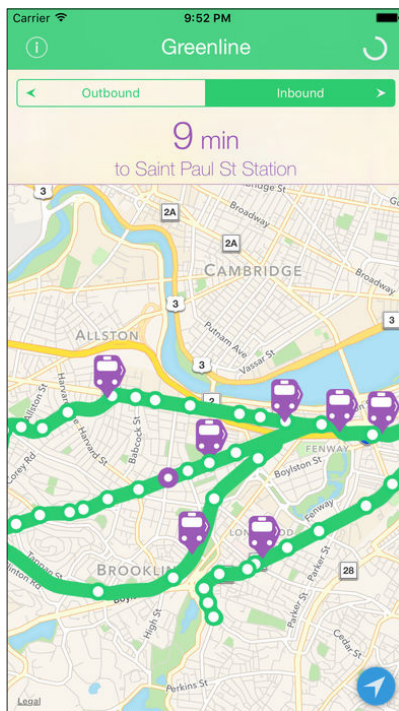
By analyzing other apps that are similar to the one being created, we are able to see what works and what doesn't. This will help with carrying over features that are successful, while solving the problems of ones that are not. It is important to test other apps to see what works and what doesn't.

There are well over 20 apps that aid with the Boston public transportation. These three applications were chosen because they each showcase a different feature that this application could use. These study will help show us what each app currently has and what it could have to make it even more helpful for users. These features were decided from surveying users to see what they would want to see in a public transportation app. Being able to get real feedback about what the users want help create a successful product.

	Greenline	MBTA mTicket	ProximiT
unique features	shows where the greenline trains are	lets you pick from stop and buy according to where you are going	can add favorites
design strengths	simple and straightforward	lets you buy ticket and see future tickets	shows all trains and buses
design weaknesses	too simple	tech issues, only works with commuter trains	doesn't show directions (directs to google maps), doesn't show commuter rail
track trains	yes	no	no
pay for train	no	yes	no
schedule	yes	yes	yes
delay updates	no	no	no
scanable ticket from app	no	yes	no

INTERFACE COMPARISON

These three applications look very different and are all designed to accomplish different tasks. The greeline app plays off of the greenline coloring and brings in the green as the primary color. The MBTA app brings in the commuter rail color with some imagery on the bottom of the home screen. The Proximit app is a darker black color with white text. Since this app encompasses all the lines it chose black and the lines are highlighted with their specific color.



GREENLINE

APP DESCRIPTION

Greenline displays the real-time arrival predictions and locations for all MBTA Green Line trains.

Greenline has a sleek and intuitive design. When you first open the app, it will find the nearest station, tell you how many minutes until the next train arrives, and show you where the train is currently located.

While you're waiting for your train, you can play with the interactive map and watch as Green Line trains move across Boston.

Meeting a friend? Let your friends know where you are by sharing you're train so they can track you in the app.

Greenline is powered by real-time vehicle prediction and location data provided by the MBTA.

PROS

- pretty accurate
- shows real time
- simple interface
- easy to understand and decipher

CONS

- only shows the green line
 - can't buy train tickets
-

REVIEWS

Great for the green line!

by Hobbitteacher

Great app for tracking the green line. Give this person a medal. All the other apps seemed to just forget about it, and this app came through with real time tracking! It uses the same info the MBTA uses, so sometimes the countdown isn't pinpoint accurate, but that's only because the trains themselves aren't running smoothly.

Finally!!! Give this developer a medal!!!

by Veloci_Raptor5

Great so far!!! Just found the app yesterday and it has worked great. Slight lag time for the C-line, as far as when trains leave Cleveland circle. However, it seems to catch up a few stops inbound. Thanks again...keep up the great work!

GREENLINE USER TESTING

Kate, 24, young professional working in Boston, takes the green line everyday, frequent user of this app

After collecting research about the apps, I went and handed the app to a user. These results are just one user's perspective of how she felt about the app. This research will be critical when designing an app that incorporates all of the positive features into my app.

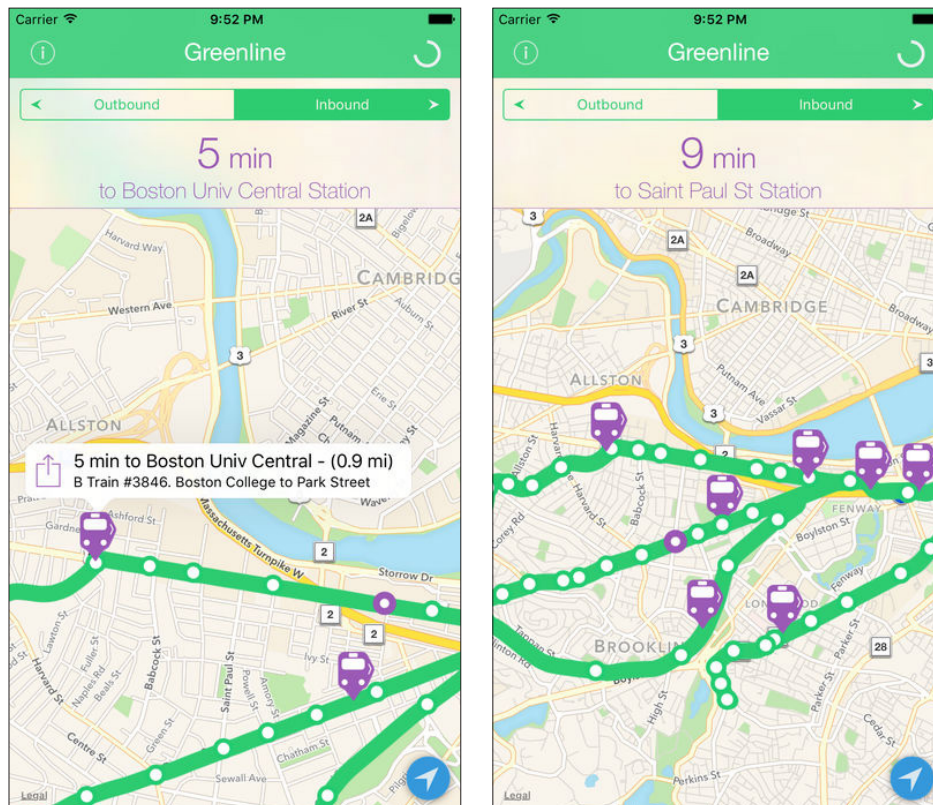
USER FEEDBACK

FIRST IMPRESSIONS: busy, realtime, colors are good contrast

WISH IT HAD: option to only see one line

Since this application was so simple, Katie had an easy time figuring out how it worked. She liked how user friendly it was but wished it was showed more than one line. The one negative was that there was only the green line and that it showed all the green lines at the same time. If Katie wanted to get directions, this app would not be the one to use.

SCREENSHOTS OF THE INTERFACE



MBTA MTICKET

APP DESCRIPTION

Buy a ticket anywhere, anytime - in seconds. The Official MBTA mTicket App is like a ticket office in your pocket. Your smartphone is your ticket!

With the new MBTA mTicket App for Commuter Rail and Ferry, you can securely purchase MBTA Commuter Rail and Ferry Single Ride, Round-Trip, and 10 Ride tickets in seconds. Purchasing a ticket is easy: select your trip & ticket type, enter your payment card information and your smartphone is your ticket!

Never lose your ticket again! Once you purchase your ticket, it will always stick in My Tickets. Need to replace your phone? No problem -- we can easily transfer any purchased ticket.

Want to check your schedule or service updates? You can check schedules and T-Alerts right from inside the app!

We are making the app better everyday! Let us know what you think at www.mbta.com/mticket.

PROS

- easy to use
- good idea
- helpful for commuter travelers

CONS

- problems with buying tickets
 - crashing issues
 - only works on commuter train
 - technology problems
-

REVIEWS

Transactions broken. Do not use!

by Fritz

I tried to give the app a try but it failed badly at the first use. I wanted to get a ticket and entered my credit card information to pay. The app refused the payment and complaint that the entered information is wrong. Two seconds later I got a confirmation message from my bank that the ticket price was charged ****twice**** to my credit card!!! There is no history about the failed transactions, I never got any ticket, and now they want me to pay twice for one ticket?! This is ridiculous. I don't know what the issue was but this is not acceptable.

I love this idea

by Itzyaboy!

This worked out well for me when purchasing tickets for myself, however i wanted to help my teenage daughter get a ride and there was no way to send her a ticket, when i gave her my login it sent me a scolding email.

MTICKET USER TESTING

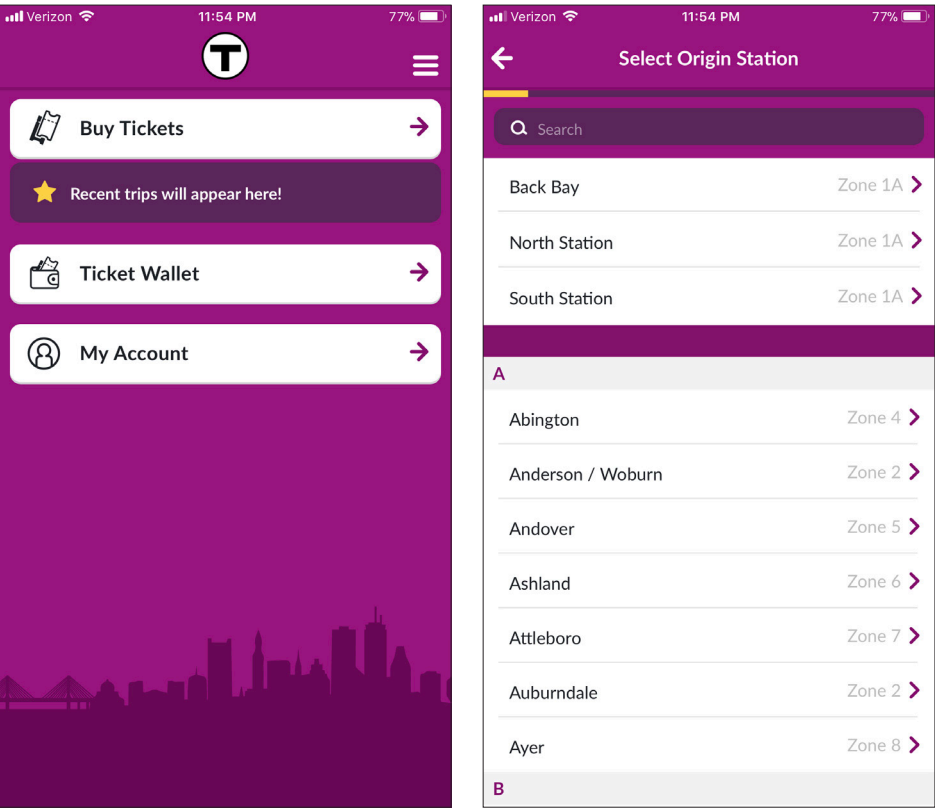
USER FEEDBACK

FIRST IMPRESSIONS: confusing when you first open it, "same color as commuter rail," easy to use, pick where you are leaving from and where you want to go, doesn't just give you one option, gives you prices for one pass monthly round trip, easy to navigate

WISH IT HAD: schedule (at first she couldn't find it but then found it)

At first Katie wasn't sure what this app was for. After connecting the fact that the app was purple and the commuter rail was purple she realized what it was. She found it easy to use and liked that it let you buy a ticket to a specific destination. Commuter rail charges you for the distance you go, whereas the T charges you for each trip. She was a little confused where to find a schedule and map but eventually found it.

SCREENSHOTS OF THE INTERFACE



PROXIMIT

APP DESCRIPTION

ProximiT is a real time personal assistant for all your bus and subway needs in and around Boston. Ever arrived at the station right as the bus or train pulled away? You could have walked faster but now you're stuck waiting. How about spending an eternity in a crowded underground station when you could have been enjoying the outdoors?

Download ProximiT and never waste your time or money again.

- Get arrival times for your favorite stations as you approach them, without opening the app.
- See down to the second predictions, so you'll know when to rush or take your time and get a cup of coffee.
- Locate nearby stations in a new part of town. Stations are sorted by distance and show upcoming arrival times, so you can decide which is your best bet.
- Find out about service alerts such as delays, construction, and elevator outages.

PROS

- shows all the lines
- looks nice

CONS

- cost \$\$
 - takes you to google maps
 - hard to follow
-

REVIEWS

Version 2 Broke GeoFencing
by Dipsys_PAL

ProximiT has been one of my favorite apps - it's great to have my watch ping as I approach a T stop, letting me know if I need to hurry. Unfortunately, a problem with version 2 under iOS 10 has rendered it more annoying than useful. I now get notifications for both the D and C Green Line stops set as favorites while sitting in my house, a quarter mile away from either. The previous version only triggered as I came within 100 feet or so of the stop. It now swamps the notifications page on my iPhone and constantly pings my watch.

Really good except
by Ear Sharpener

Location services aren't configured correctly, which is both a privacy and a battery conservation issue. Proxima-T is constantly polling for location, even when I leave the app. This app doesn't need to know my location when I'm not using it, so there should be an option under privacy settings for it to only be able to use location services when the app is open. But the only options are "Always" and "Never".

That aside, really well put together app!

PROXIMIT USER TESTING

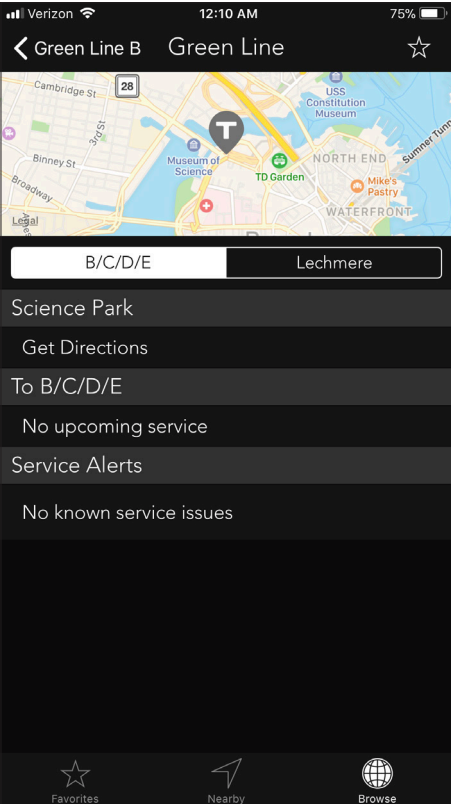
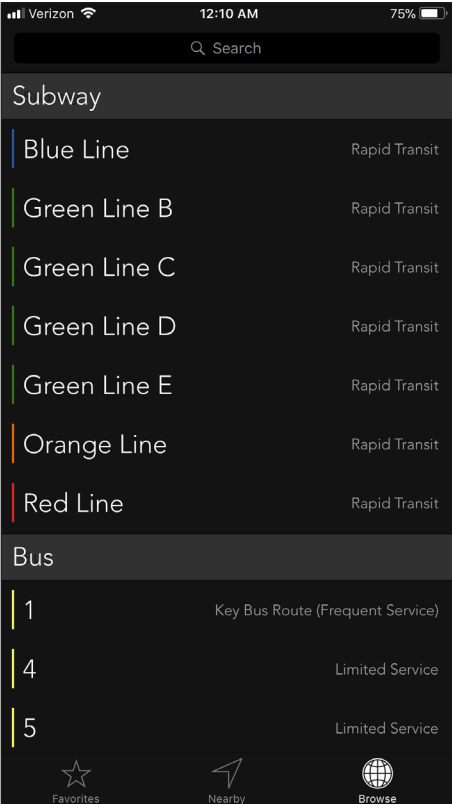
USER FEEDBACK

FIRST IMPRESSIONS: "hate this one," hard to use, "what's eastbound or west-bound," just lists all the stops, doesn't show connection, which way is it going, didn't know that when you click on 'get directions' it took you to apple maps, once you know it is helpful (but doesn't like that it takes you out of the app but it doesn't look clickable)

WISH IT HAD: map and list would be helpful, "westbound, eastbound are not T terms," general T map to help visualize

Katie immediately didn't like this app. She had seen it prior to this testing and deleted it because it was very confusing. She didn't like how it gave her directions and said it was hard to understand. She was very disrupted when she at first couldn't get directions and then once she realized that was clickable, mad that it took her out of the app and into apple maps to give directions. She would have rather stayed in the app and followed the directions all in one place.

SCREENSHOTS OF THE INTERFACE



CARD SORT

A card-sorting test is used to determine how people categorize items. This test shows how users organize information. The data that is collected is compiled and analyzed to show where people look for specific items. By understanding how users categorize items, designers and researchers are able to best group items into specific areas.

- | | | |
|-------------------|----------------------|------------------------|
| 1. Ticketing | 12. Subway | 23. FB |
| 2. Map | 13. Bus | 24. Instagram |
| 3. Calendar | 14. Stops | 25. FAQ |
| 4. Track train | 15. Stations | 26. Alerts and Notices |
| 5. Delays | 16. Accessibility | 27. Inbound |
| 6. Updates | 17. Destination | 28. Outbound |
| 7. Green Line | 18. Profile | 29. Trip Planner |
| 8. Red Line | 19. Favorites | 30. Routes |
| 9. Orange Line | 20. Report a problem | |
| 10. Commuter Rail | 21. Contact MBTA | |
| 11. Blue Line | 22. Twitter | |

CARD SORTING RESULTS

The results were very interesting for this card sort. Some people only created a few groups while others like on the one below created many groups. A few people just grouped everything that doesn't fall under social media into a "T" or "public transportation" category. Another user divided it calling the main category "All in one planning" and that included many of the Trip Planning and Lines and Routes that are listed down below. One participant added more to the social media like the calendar, updates and map.

Participant #1

Help	6
Contact MBTA	
Report a Problem	
FAQs	
Favorites	
Ticketing	
Accessibility	

Social Media	4
FB	
Twitter	
Instagram	
Profile	

Lines and Routes	11
Blue Line	
Red Line	
Orange Line	
Green Line	
Commuter Rail	
Maps	
Routes	
Stations	
Bus	
Subway	
Stops	

Tracking	5
Track trains	
Delays	
Updates	
Alerts and Notices	
Calendar	

Trip Planning	4
Trip Planner	
Outbound	
Inbound	
Destination	

SURVEY

Surveys are used to understand who the users are. By asking questions about the people who will be using the app, researchers, designers and developers can create realistic personas that allow us to understand the users wants and needs. This will help when creating use cases and make sure that every walk-through is intentionally created to help the user best use the app.

How often do you take public transportation in Boston?

- A. 1-2 times a week
- B. 3-4 times a week
- C. everyday
- D. never

Please select your age range.

- A. <18
- B. 18-25
- C. 26-40
- D. 41-60
- E. 60+

In the past, I have used a public transportation app to:

- A. track trains
- B. pay for train
- C. show calendar and schedules
- D. delay updates
- E. scanable ticket from app
- F. never used public transportation app

What would you like to see in a public transportation app:

- A. track trains
- B. pay for train
- C. show calendar and schedules
- D. delay updates
- E. scanable ticket from app
- F. other: FILL IN BLANK

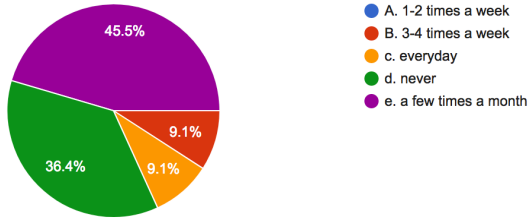
How good is the MBTA at communicating with customers?

linear scale (1-5)

SURVEY RESULTS

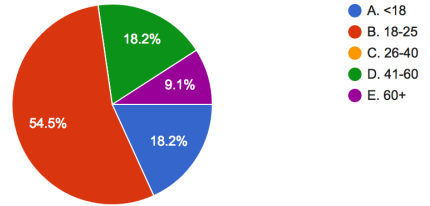
How often do you take public transportation in Boston?

11 responses



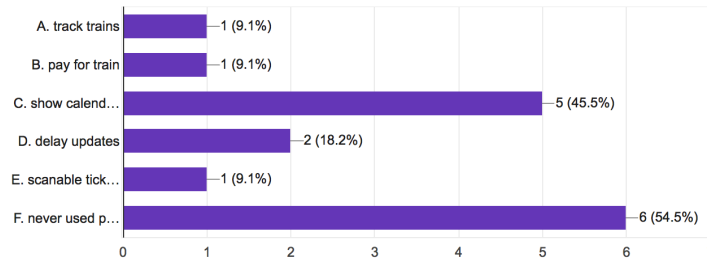
Please select your age range.

11 responses



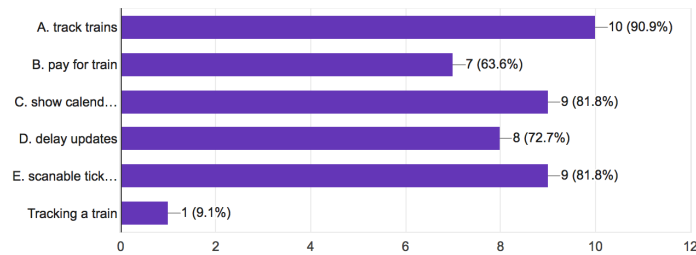
In the past, I have used a public transportation app to:

11 responses



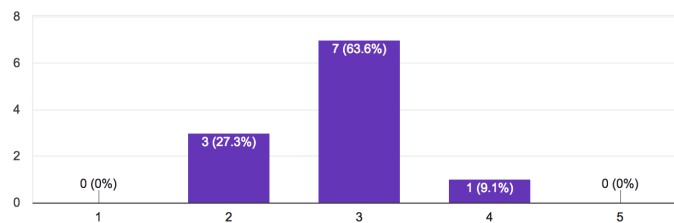
What would you like to see in a public transportation app:

11 responses



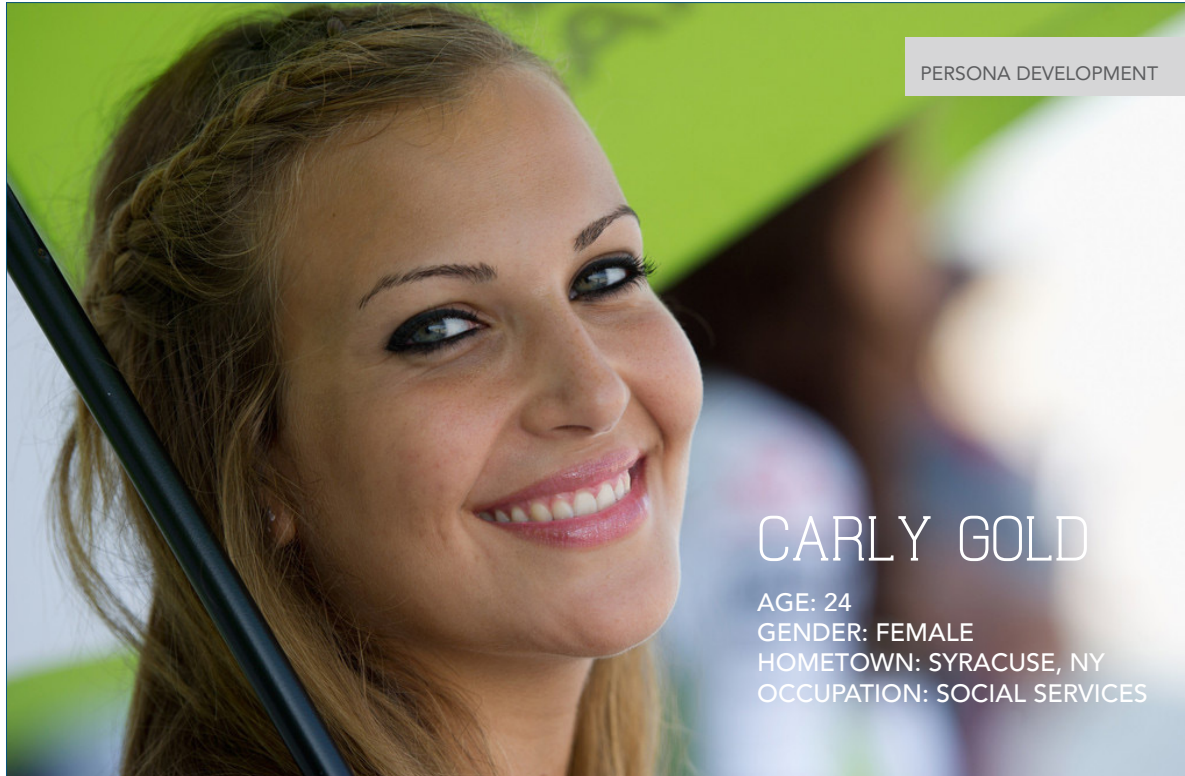
How good is the MBTA at communicating with customers? (1=poor; 5=excellent)

11 responses



PERSONA

Personas are used to create a feel for the different users that would be using the application. They give designers a way to understand and empathize with each user.



PERSONA DEVELOPMENT

CARLY GOLD

AGE: 24
GENDER: FEMALE
HOMETOWN: SYRACUSE, NY
OCCUPATION: SOCIAL SERVICES

About

Carly Gold is a 24 year old young professional that moved to the Boston area for work. She works at an English language school that brings students from other countries to learn English in Boston. When she is not working she likes to go to concerts and hang out with friends. She relies heavily on public transportation since she doesn't have a car and lives in the city.

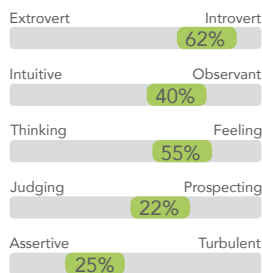
MOTIVATIONS

- go to grad school for social services
- Run an English school in another country
- go to the Louvre in France
- learn another language

FRUSTRATIONS

- dealing with train delays and crowded trains
- annoying coworkers
- working long hours
- language barrier with foreign students

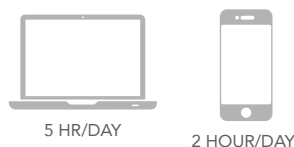
PERSONALITY (MYERS-BRIGGS)



GOALS

- Explore Boston
- Live in another country
- Try new restaurants
- Be less addicted to phone
- Be able to tolerate commuting

TECH USAGE

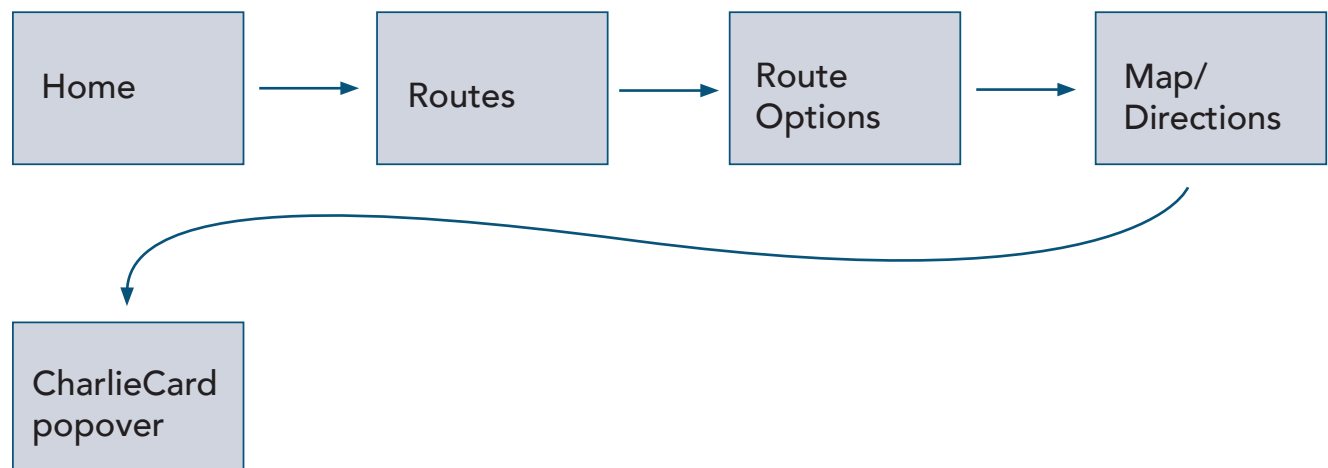


Carly uses a work desktop computer while at work and a laptop for personal things outside of work. She relies mostly on her phone to keep her updates during the day. She also uses her phone to listen to music on her commute and learn about new artists.

SCENARIO/USE CASE

Use cases are developed to understand the actionable steps the user is trying to take. By understanding how they think, we can develop the path to where they want to go.

Carly is looking to find the best way to get to Cambridge from Brookline. She goes into the city everyday for work but usually takes the green line right to Government Center. She goes on the app and clicks on "Routes." This opens up a place to type in "from" and "to." She clicks on from and types in "12 Harvard Street Brookline MA" and to "Harvard Square Cambridge MA." She clicks "Find Routes" and it opens up a window with the best three routes and how far away the train/bus is from her currently. She sees there is a "66 bus" not too far away from her that is almost there. She clicks on that one and it opens up a window with a map and a route. She walks over just when the app said the bus was coming and swipes open her CharlieCard from the screen. She hops on, scans her phone and takes a seat. Twenty minutes later, she hears Harvard Square and looks at the app to make sure that is the right stop. She confirms and gets off the bus.



PERSONA



BEN DAVIS

AGE: 33
GENDER: MALE
HOMETOWN: WESTCHESTER, NY
OCCUPATION: ACCOUNTANT

About

Ben Davis is a 33 year old accountant that grew up and lives in New York. He has been taking the train into the city since he was young and lives in the suburbs. He now lives in Rockland County with his wife and two year old son. When he is not working he likes to take his son to the park or the zoo. He travels to Boston for work every month so he has been taking public transportation.

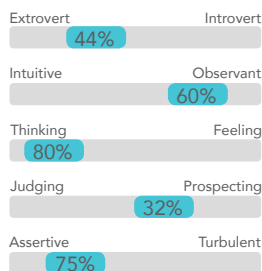
MOTIVATIONS

- move up in the accounting world
- see his son grow up
- travel to another country with his family
- buy a car and move to the suburbs

FRUSTRATIONS

- dealing with train delays and crowded trains
- traveling for work
- balancing work and family life
- dealing with being car-less when going to clients

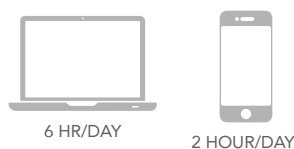
PERSONALITY (MYERS-BRIGGS)



GOALS

- Go visit another city
- Teach his son to ride to subway
- Take his son to a Yankee game
- spend as much time with his family
- Be able to tolerate commuting

TECH USAGE

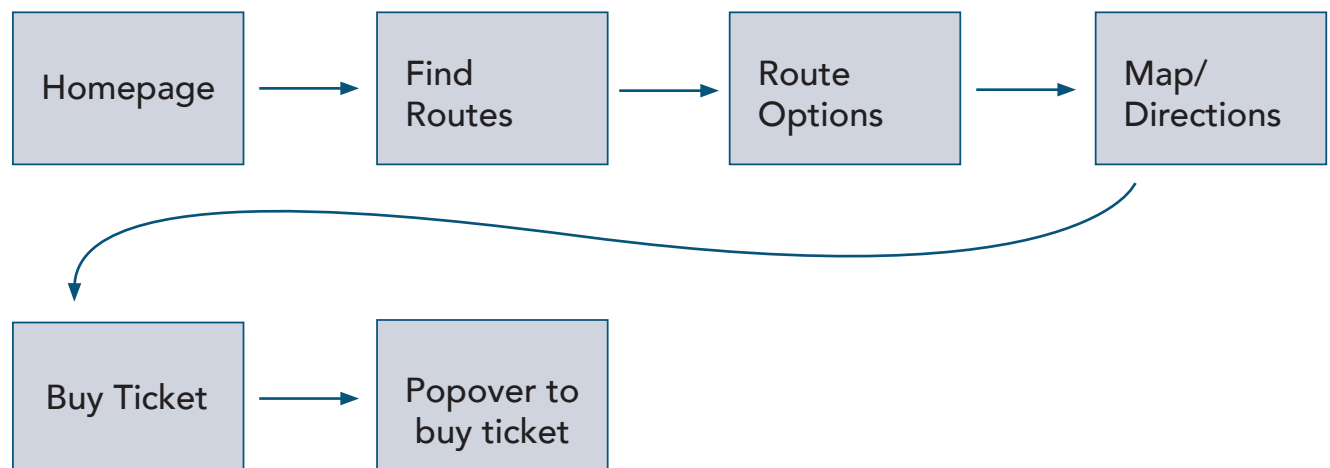


Ben uses his computer for mostly work related things. He spends most of the day on his computer and uses it rarely on the weekends. He mostly uses his phone on the weekend and during his commute.

SCENARIO/USE CASE

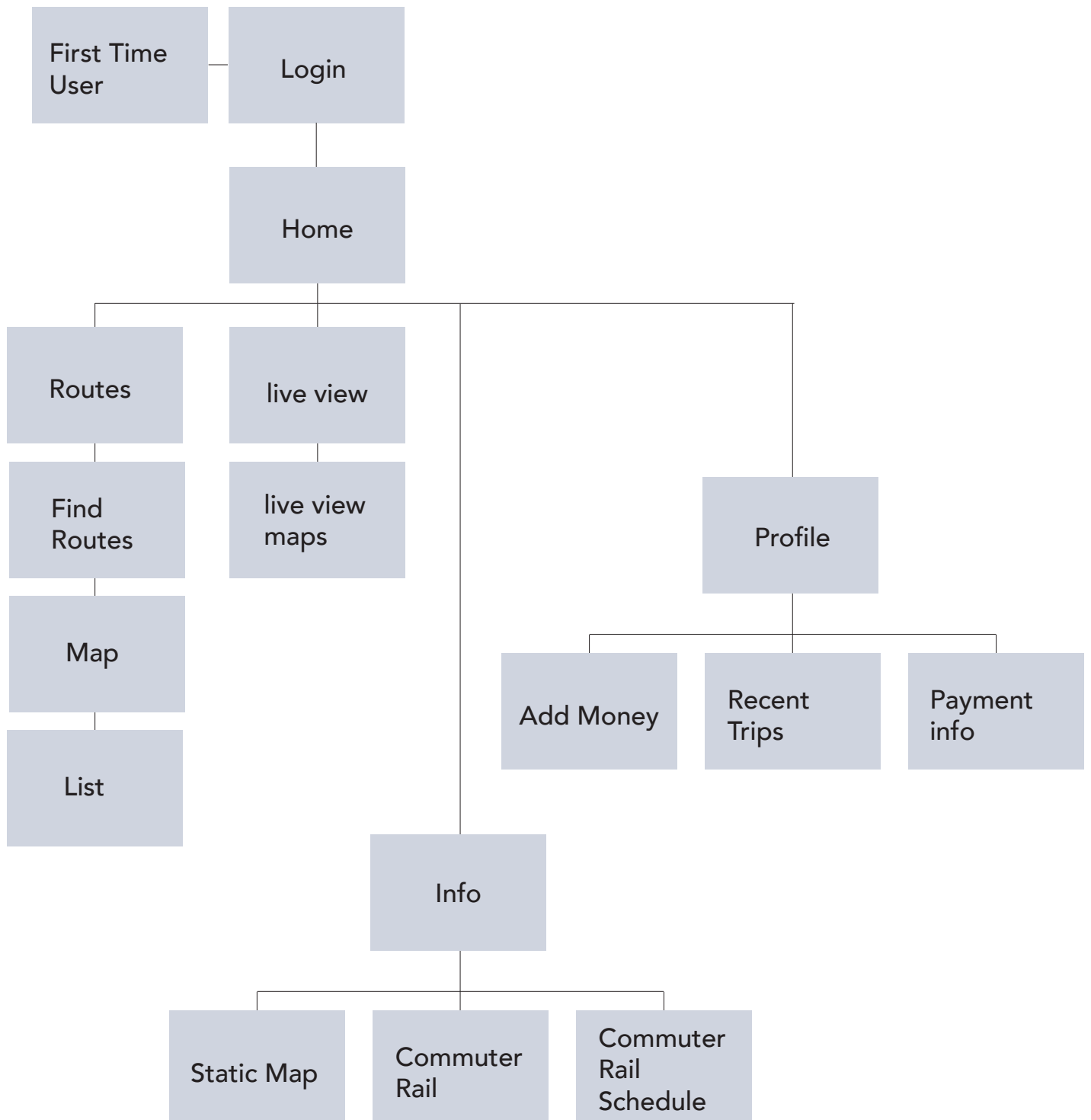
Ben is an accountant that visits Boston for work. He needs to be able to see multiple transportation option in order to make a decision of how to get places. Since he will not have a car, it is very important that the app gives him the fastest ways to get to his destination.

Ben opens the app from the airport and wants to find the best way to get to his hotel. He clicks on "Routes" and it lets him type in his destination. He clicks "Find Routes" and it brings up multiple ways to get to his hotel. He clicks to see it on a map and picks the best one. It then pulls up a map with where the trains/buses are and how long until they are where he is. He walks over to the bus and watches it drive down to where he is standing. He gets on and follows the app to the connecting subway he needs to get on. While on the bus, the app lets him buy his ticket for the subway. He clicks on purchase ticket and it adds a ticket to his account to use once he switches to the subway. He gets off the bus, pulls up his ticket and swipes it to get to the red line on the subway. Once on, he decides to favorite his route so he knows how to get back to the airport.



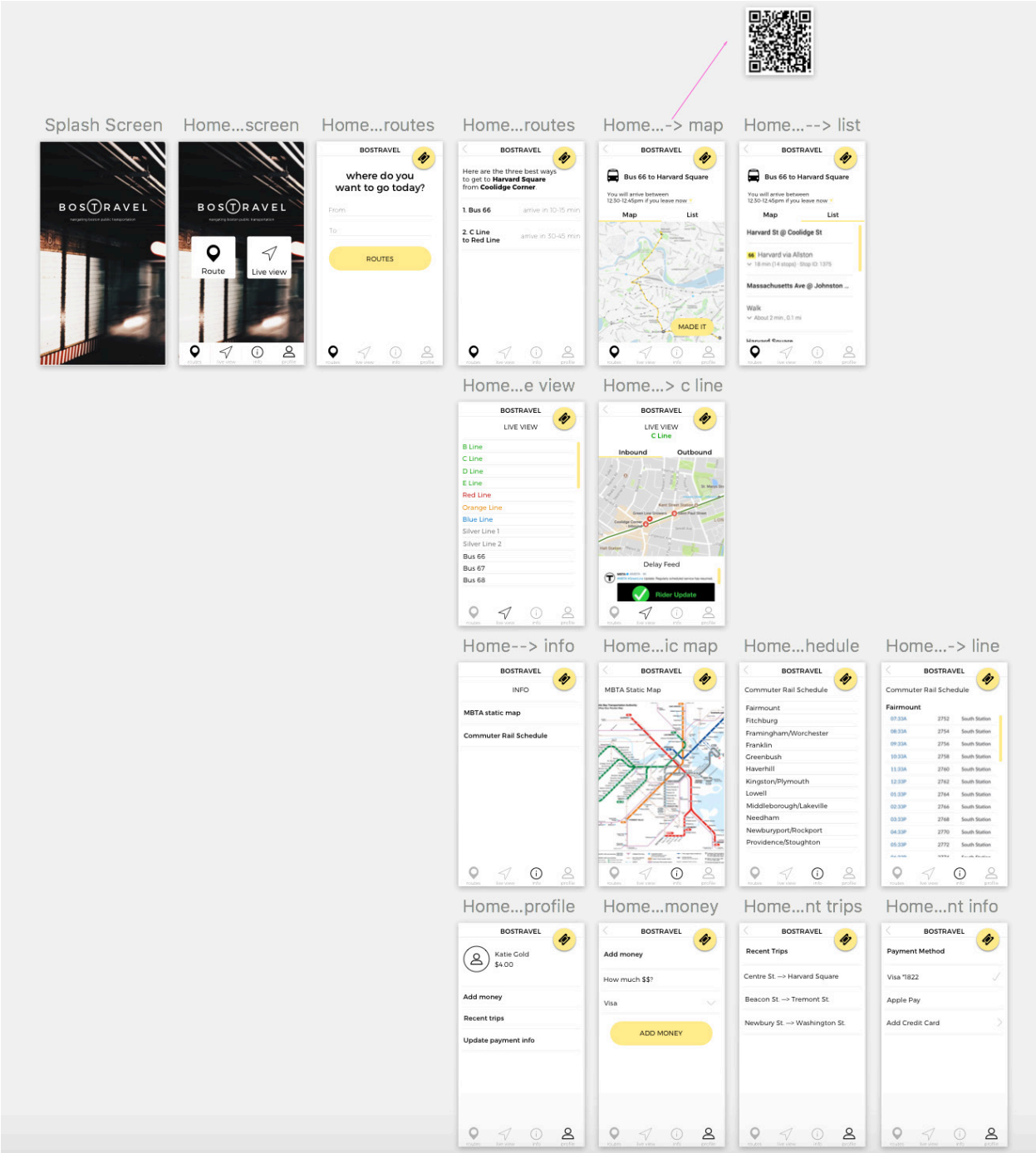
INFO. ARCHITECTURE

This is an overview of how I envisioned the app would be laid out.



USER FLOW

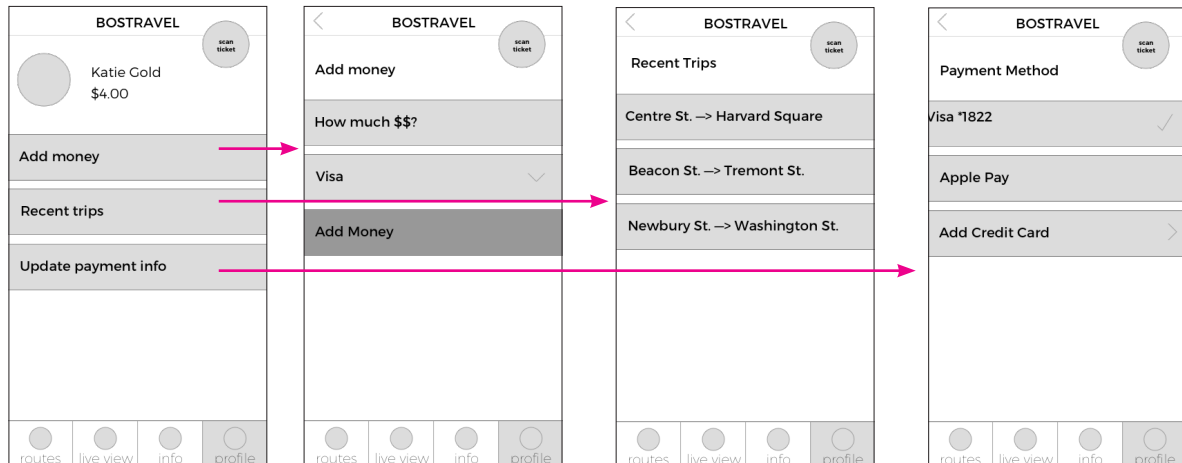
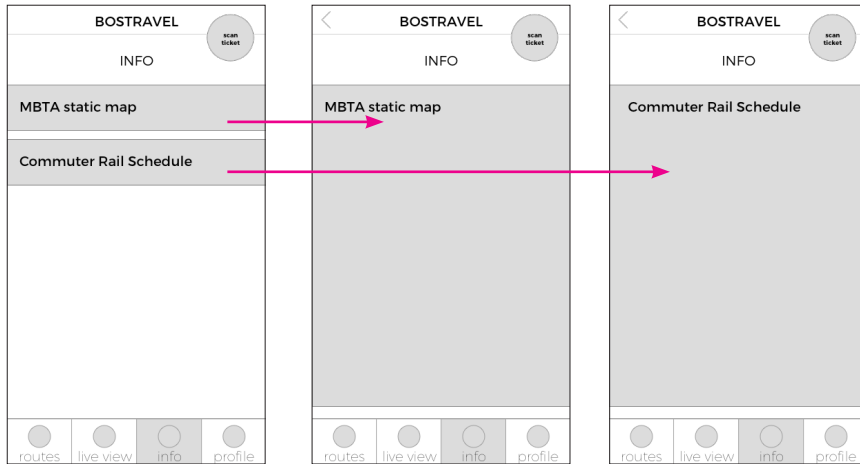
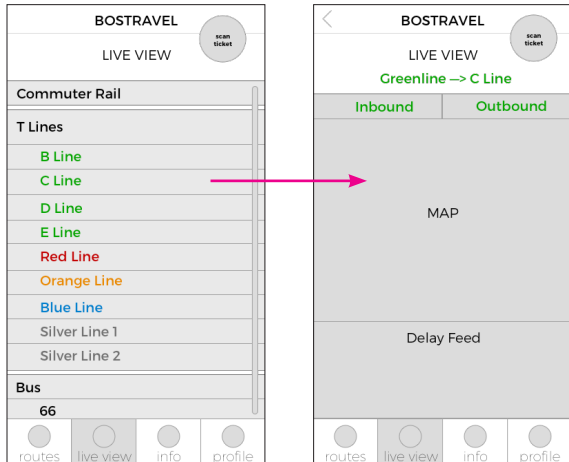
This is an overview of how all the screens fit together and the different paths the user can take.



WIREFRAME/LOW FID

This step is crucial for understanding where everything is placed on the screen. Before thinking about the visual design, it is important to focus on the interaction and make sure everything is placed in the best place for the user.



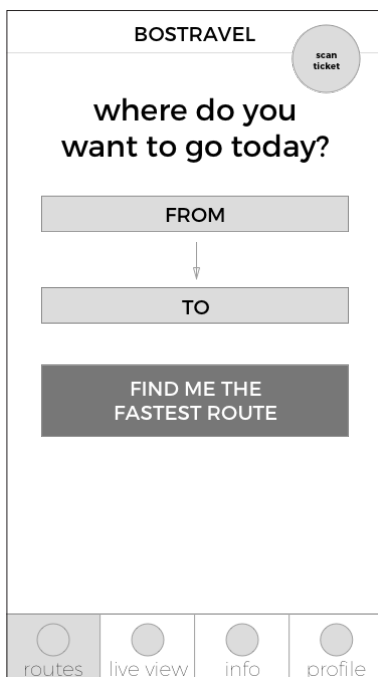


USER TESTING

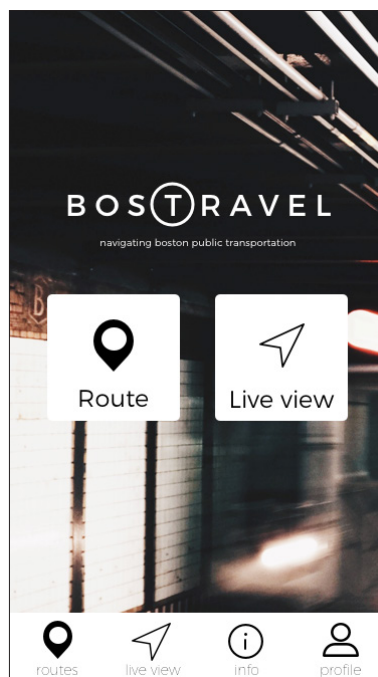
After creating low fidelity wireframes, I took it into Invision and created a clickable prototype. This clickable prototype is then taken to users and tested. The testing process can go a few different ways. For this prototype, I opened it up on an iPhone and handed it to a user. She was directed to first click around to get a feel for the app and then give initial feedback. Low fidelity prototypes are sometimes hard for users to fully understand because they do not look like what the app will look like and some of the features do not work as they would on a real application. This takes a little explaining but once she understood this she clicked around. These are the results from the testing.

Kate, 24, young professional working in Boston, takes the green line everyday, frequent user of this app

Katie understood the registering and login features. At first she was a little confused at how to just see a live view when she was on the route screen. She didn't see the bottom nav at first and wasn't sure if the only option was to put in a route to get directions. Once this was cleared up, she clicked on the live view and understood exactly how it would function.



Low fidelity first screen



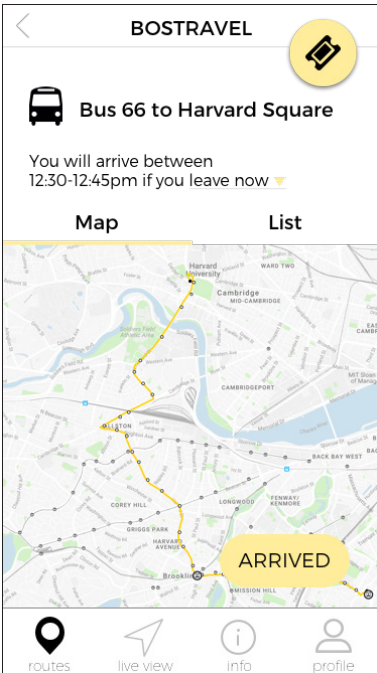
High fidelity first screen

USER TESTING

Katie liked how the scan ticket was in the top corner of all the screens so it is easily accessible from wherever you are on the app. I asked her to navigate to a route and she understood everything until she got to the screen with the map view. She found it confusing that the map and list would toggle. She said she wouldn't have known to click on the list view.



Low fidelity first screen



High fidelity first screen

I asked her to find the static map and commuter rail schedule. Both only took seconds for her to find and understand where they were categorized. The last task was to give feedback on the delay feed. I asked her what she would want to see there and she said just updated information about delays. She said having it give push notifications would be helpful.

USER TESTING RESULTS

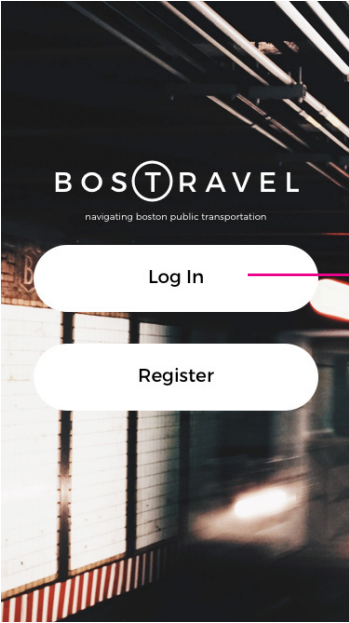
This is a list of changes that will be made to designs for the high fidelity. These changes are a direct result of the user testing and are solutions for the problems found in the testing.

1. Create a screen after the splash/login screen to show "choose route" or "show live view." This way you are not automatically asked to put in a route if you just wish to see a live view of the trains.
2. Change the map and list view to be tabs instead of a toggle. This will allow the user to understand they are clickable and see them noticeably.
3. Add push notifications for the delays so the user gets delay updates right to their phone.

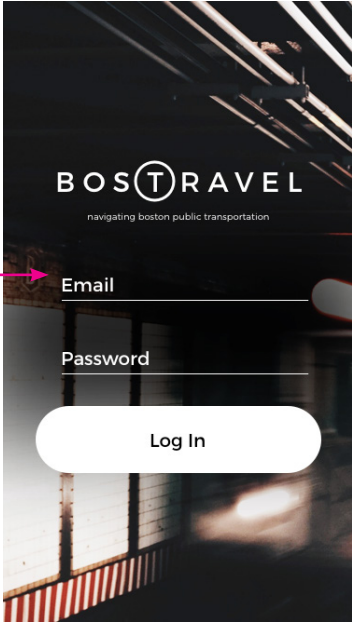
HIGH FID

This step focuses on the visual design and allows the user to understand how the app will function and work for final rounds of testing.

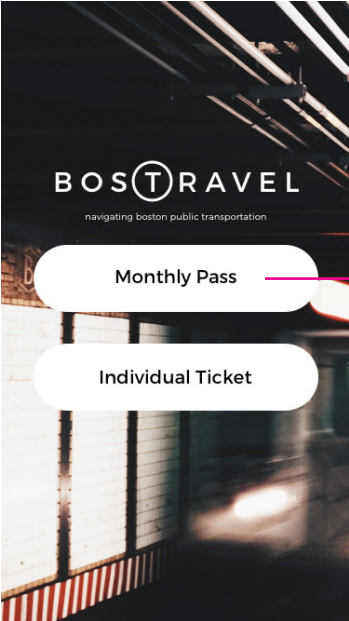
FIRST TIME USER



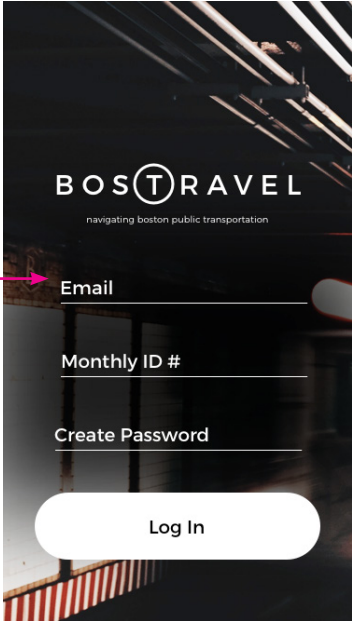
BOS_1



BOS_02



BOS_03

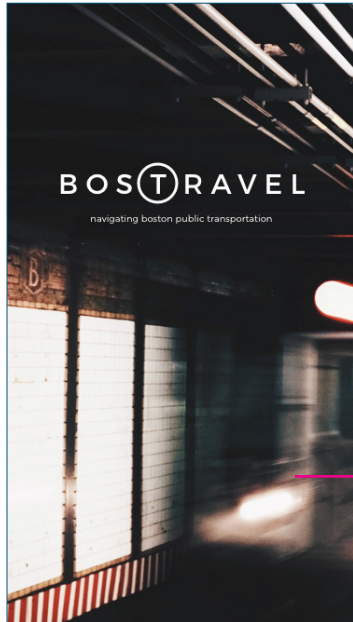


BOS_04

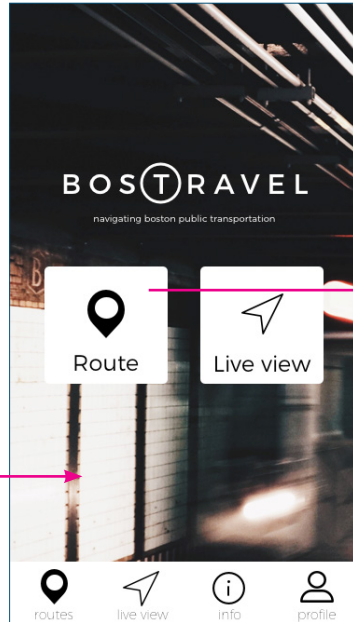
HIGH FID

ROUTES

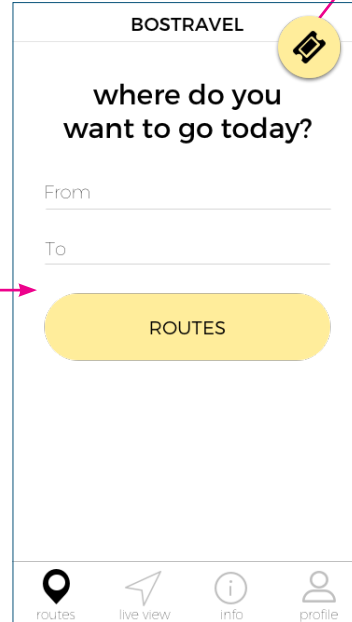
will pop out from all scan ticket buttons



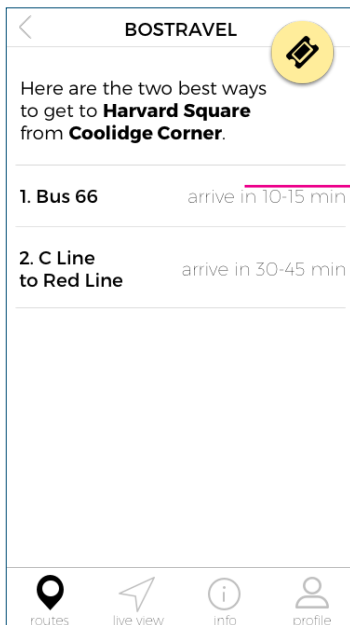
BOS_05



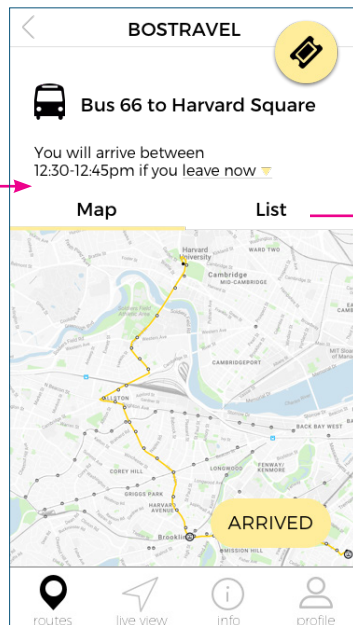
BOS_06



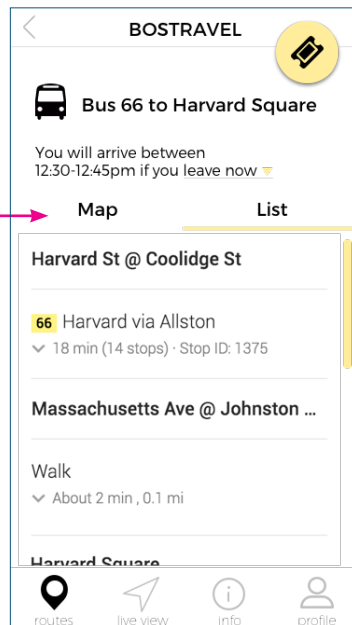
BOS_07



BOS_08



BOS_09

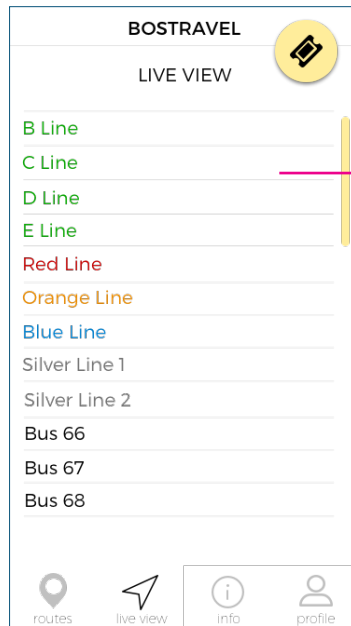


BOS_10

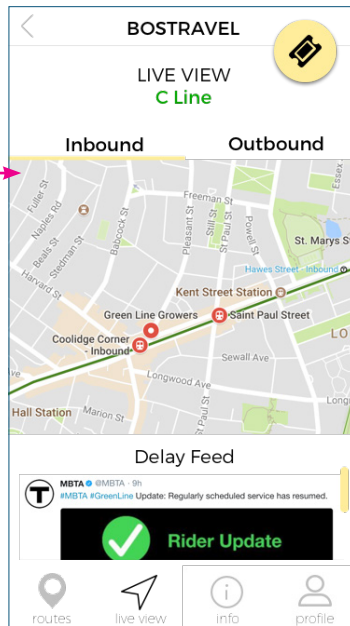
HIGH FID

LIVE MAP

From BOS_02



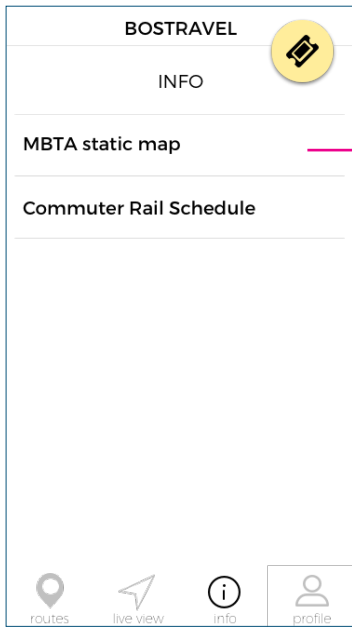
BOS_11



BOS_12

HIGH FID

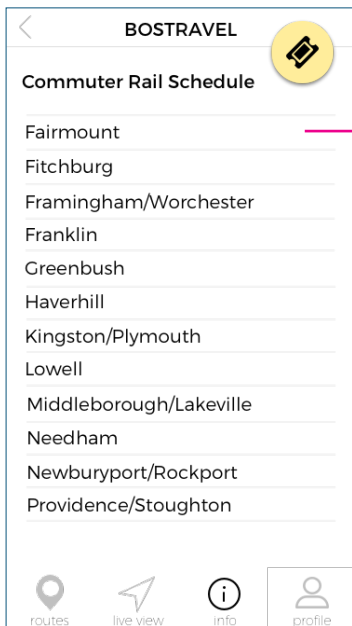
INFO TAB



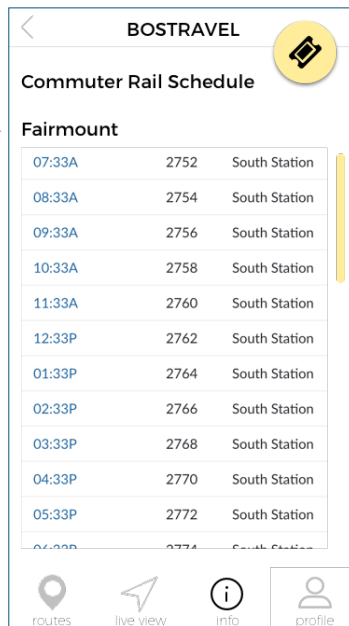
BOS_13



BOS_14



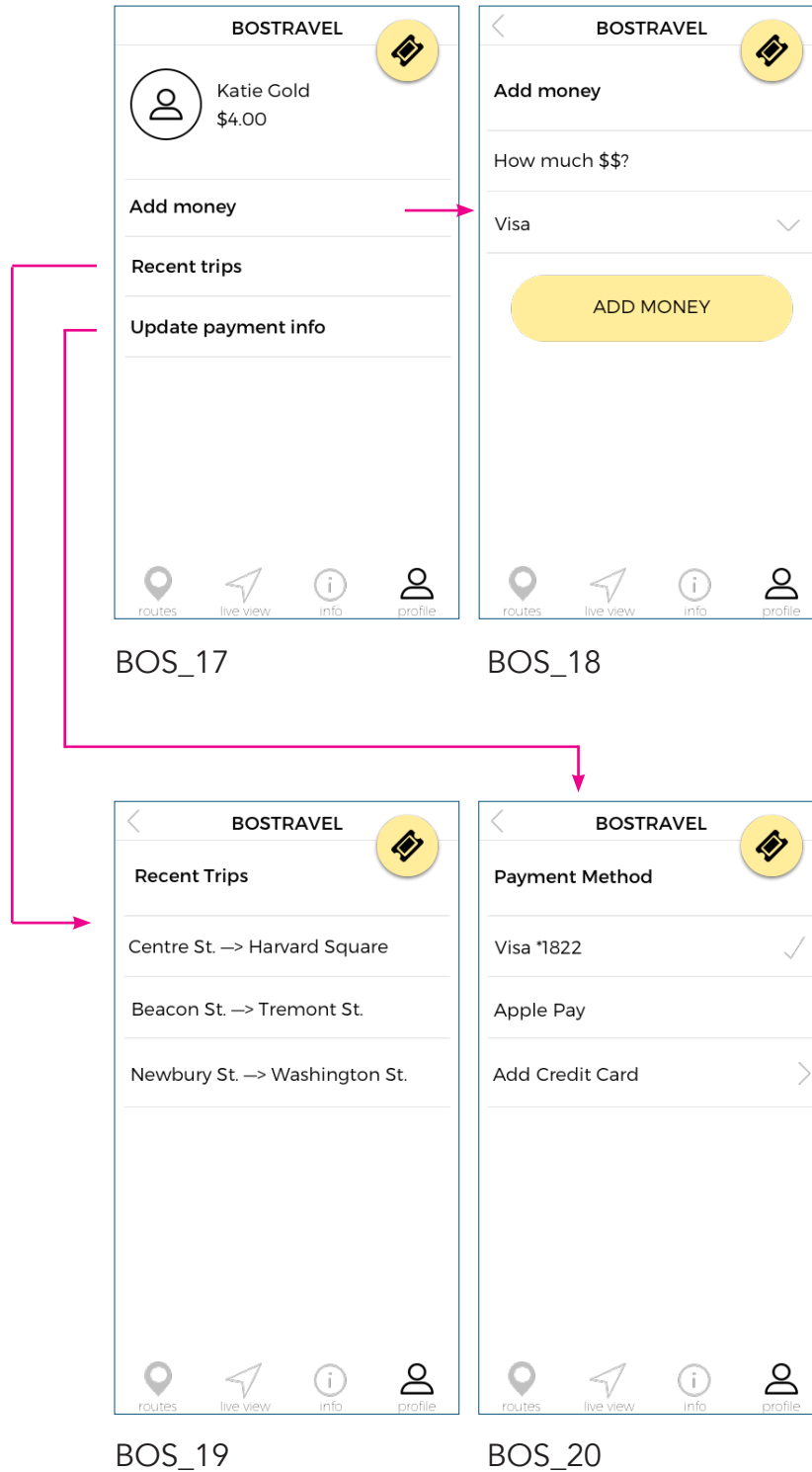
BOS_15



BOS_16

HIGH FID

PROFILE TAB



REVIEWER FEEDBACK

Julia Perkins is a journalist at The News Times in Danbury, Connecticut. She has experience with writing and editing and has an eye for details.

Functionality (Is it clear how different features of the application function? Is it clear how to get train directions? Is it clear how to add money onto the card? See live view?)

The app is very functional and easy to use. It is clear that by pressing "routes" you will get train directions. The live view is also very helpful and easy to find and use. The ability to see the updates from the MBTA Twitter was a great touch. I didn't immediately realize how to add money, but it was quickly evident once I clicked on my profile. The profile is the best place for the add money function and where people would naturally go to do it.

Creativity & Design (Does the project look visually pleasing? What did you like or what could be improved?):

I love the background image on the app. The photo is sleek and taken from a creative angle, but you can still tell that it's of the T. Also, putting the circle around the T in travel was a great touch.

The only thing I would consider changing is keeping capitalization consistent. I would recommend capitalizing the "W" in "where" in "where do you want to go today?" Lowercasing "routes," "live view," "info" and "profile" at the bottom looks good, but within those subsections of the app, with the exception of the "routes" part, you follow traditional capitalization. For example, in "profile" the A in "Add money" is uppercase, not lowercase. Also, consider making the S in "Commuter Rail Schedule" lowercase because Commuter Rail is a proper noun, but "schedule" is not.

Story, Message, Content, and Usability (Is it easy to use? Was anything unclear?)

By using the app it is easy for one to figure out how to check the train schedule and purchase a ticket. I also like that you can see your recent trips because it can be helpful to keep track of where you have gone. It can also be a nice way to memorialize a trip. Everything on the app was clear and simple to understand.

Additional comments:

The app looks great and I would love to use it. I also love the name of the app.

REVIEWER FEEDBACK

Katie Godfrey is a social service coordinator at EC Boston. She is a frequent commuter and give a perspective of a user.

Functionality (Is it clear how different features of the application function? Is it clear how to get train directions? Is it clear how to add money onto the card? See live view?)

The functionality is very clear – I never had to guess where to click or how to get somewhere. I like that you have the map feature and the list of directions next to each other. Route is very clear - you put in to and from – do you have an option to choose JUST bus or JUST train? Or would it give you all options no matter what?

Creativity & Design (Does the project look visually pleasing? What did you like or what could be improved?):

I really like the font you used – its visually pleasing and very clear to read. I like that under “live view” you made the words the same color as the line instead of all black. The delay feed is VERY helpful – for someone who takes the T every day – I would love this feature in an app instead of searching multiple ways to figure out what is delayed. The ticket at the top of each page is also really convenient – then it’s a quick and easy click on any page instead of trying to get back to a certain page for it. Maybe create a way to save certain routes? If you travel somewhere every so often, and don’t always know exactly where to go – you can click on a saved route instead of typing it in again

Story, Message, Content, and Usability (Is it easy to use? Was anything unclear?)

Very clear and easy to use. For the live view – will it be in real time? Will you see the trains moving on the map?

Additional comments:

Make this happen! It’s such an amazing app that encompasses multiple features from other apps all in one.

REVIEWER FEEDBACK

Kristen Riello is a student at Quinnipiac University and graphic designer at Newbury Rain. She understands the design perspective and can give feedback on the visual design.

Functionality (Is it clear how different features of the application function? Is it clear how to get train directions? Is it clear how to add money onto the card? See live view?)

It's clear how the app functions: the buttons are clear and it follows a similar architecture to other apps. It's very clear on how to get train directions: it has many different ways you can figure out the information and the lines, and the recent trips feature is also helpful for directions. It's clear and seemingly easy to add money onto the card.

Creativity & Design (Does the project look visually pleasing? What did you like or what could be improved?):

The project is very visually appealing. The color palette is inviting and not overwhelming. The simple use of yellow adds a creative touch without detracting from the information. The font is clean and simple. If a user is in a hurry, the design isn't overwhelming or too flashy, it's straightforward and very easy to navigate. The only thing that I think could be improved was putting money and payment info together so that a user won't have to exit out of "add money" to add their card.

Story, Message, Content, and Usability (Is it easy to use? Was anything unclear?)

The best part of the app is that the ticket is on every page, which is so helpful for someone who could be rushing, trying to quickly add money or find a train. A user won't be fiddling around with different buttons; it's very straightforward. Knowing that button is always there and so easily accessible is something that I could see something like the Starbucks app using, and other apps could take note.

Additional comments:

I assume an app like this already exists, but I really like this rejuvenation. I can see a user's experience being much calmer through using a more toned down app like this. The ticket on every page is such a strong idea that could also be expanded on in the future.

REVIEWER FEEDBACK

Scott Faranello is the Director of Digital Experience and Engagement at Save the Children. He was also an adjunct professor at Quinnipiac University and taught prototyping.

Functionality (Is it clear how different features of the application function? Is it clear how to get train directions? Is it clear how to add money onto the card? See live view?)

Overall, the application was very easy to use and very clear as to what to do. There are some features that did not function as expected and I provided notes directly to Hannah through the prototyping tool.

Creativity & Design (Does the project look visually pleasing? What did you like or what could be improved?):

Overall, the application was very pleasing to view and interact with. Since this was a prototype it would be expected that following the review period and feedback from users that this would be handed over to a visual designer for further design before launch. In terms of UX, I commented on one of the icons that depicted how to retrieve the QR bar code. I felt the icon should more closely represent this actual feature as opposed to creating something new that would make the user have to guess what it was before clicking.

Story, Message, Content, and Usability (Is it easy to use? Was anything unclear?)

The prototype had limited functionality and covered the basics of what the app was supposed to do and how it was supposed to work. I would have liked to have seen more functionality taking me deeper into the app and providing a fuller picture of how everything might work. Again, any comments I had to this effect were posted in the prototype itself.

I did want to mention as well that the Capstone report was very detailed and it looked like Hannah did a lot of preliminary work to educate herself in order to get all of the pertinent information she needed to ensure the best solution. However, I would have liked to see this reflected in the prototype and in the report.

Continues on next page

REVIEWER FEEDBACK CONT.

For example, I was not clear how the card sort, survey, competitive analysis, user feedback and personas played into the final design. The app seemed like it could be for any type of person so what about the design met the needs of the personas documented in the report? How did the card sort play into the final IA? How did the competitive analysis inspire you to add or leave out certain features? Perhaps adding some screen shots of the app into each of these sections in the report would help to clarify and demonstrate all of the thought that went into the final design.

I also would have liked to have seen more depth to the prototype. For example, recent trips is a nice feature, but I was not clear what to do once I got to this section. I wanted to be able to see upcoming schedules based on a recent trip so I can take that trip again and perhaps buy a ticket for that particular trip at the same time. I also would have liked to have seen more interactivity in the maps section, similar to how google or Waze or other GPS apps show me where I am and my destination, perhaps making the map clickable and using icon to guide me.

NEXT STEPS

The next steps for this project would be to do another round of high fidelity testing. The reviewers were able to get a little bit of a head start on that by giving feedback on pieces that might be good to look into revisiting and creating better solutions for. A few comments discussed the “add money” and “update payment info.” This would be a good part to do further testing and maybe creating a few better solutions that combine them into one tab. Julia suggested being more consistent with which headlines are capitalized. This would be a good way to add consistency and also look into keeping all the headline styling the same. Katie suggested adding a feature that lets you just see bus options or just see train options. That would be a good option to put on the screen where you are typing in your route. She also suggested having a saved option which is on the profile but maybe that option should be more accessible for users. Scott suggested some improvements to my prototype as well as creating more interactions on specific pages. He also discussed explaining more about how the research directly connected to my prototypes. These will be very important in the next iteration of the app.

These suggestions would be the first items that would be tested. After solving these problems, the final step would be going back to the use cases and making sure they are all being addressed and solved. This allows for all different use cases to be considered to create the most user friendly application.