Maya Brennan

User Experience
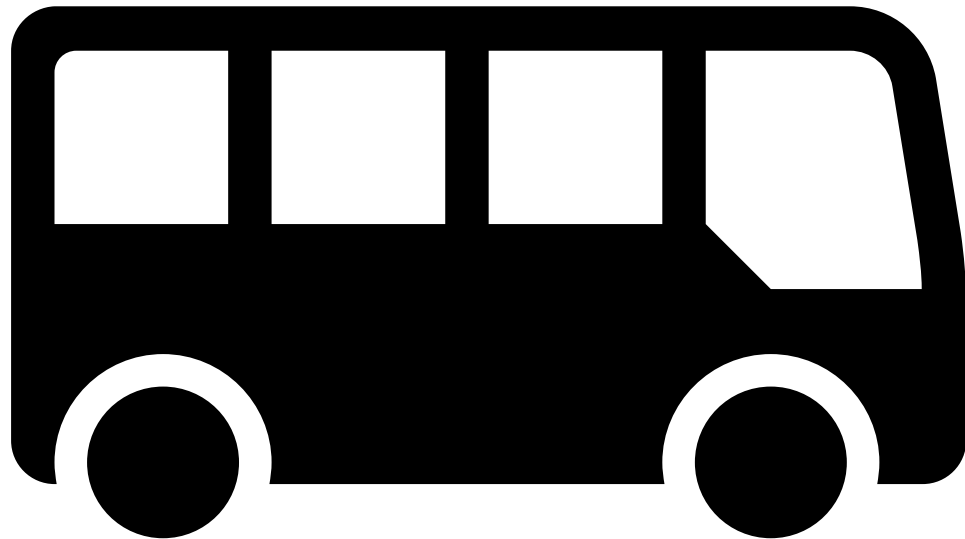
INDEX

RESEARCH

The transactional website that I decided to focus on for this project was dublincoach.ie. I use **Dublin Coach** quite often to travel to and from college, and I feel that they make it overly complicated to book tickets and communicate timetables- particularly on their mobile site. During the research phase, I benchmarked them and their competitor **Expressway** to compare and contrast the two platforms.
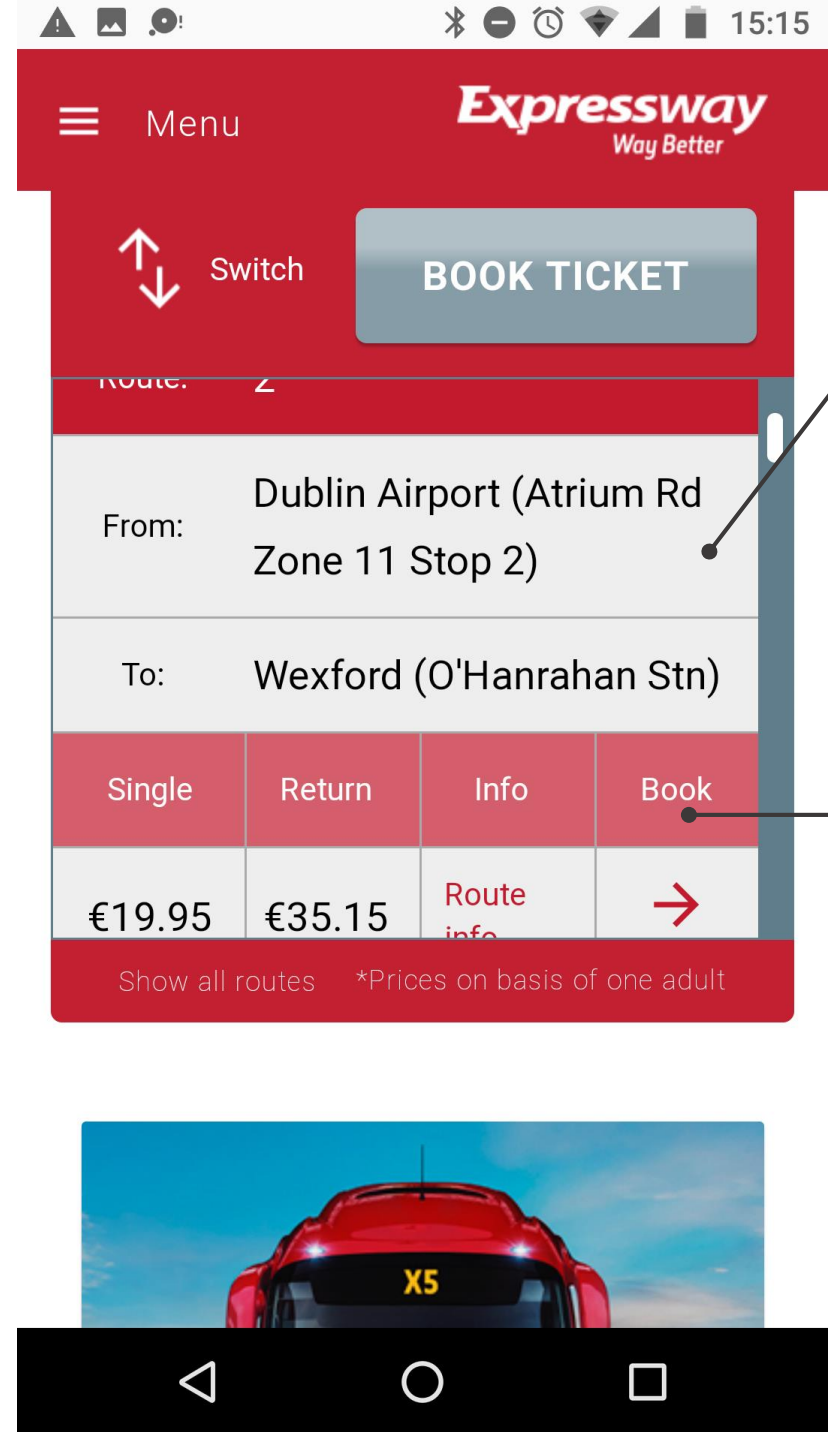
BENCHMARKING
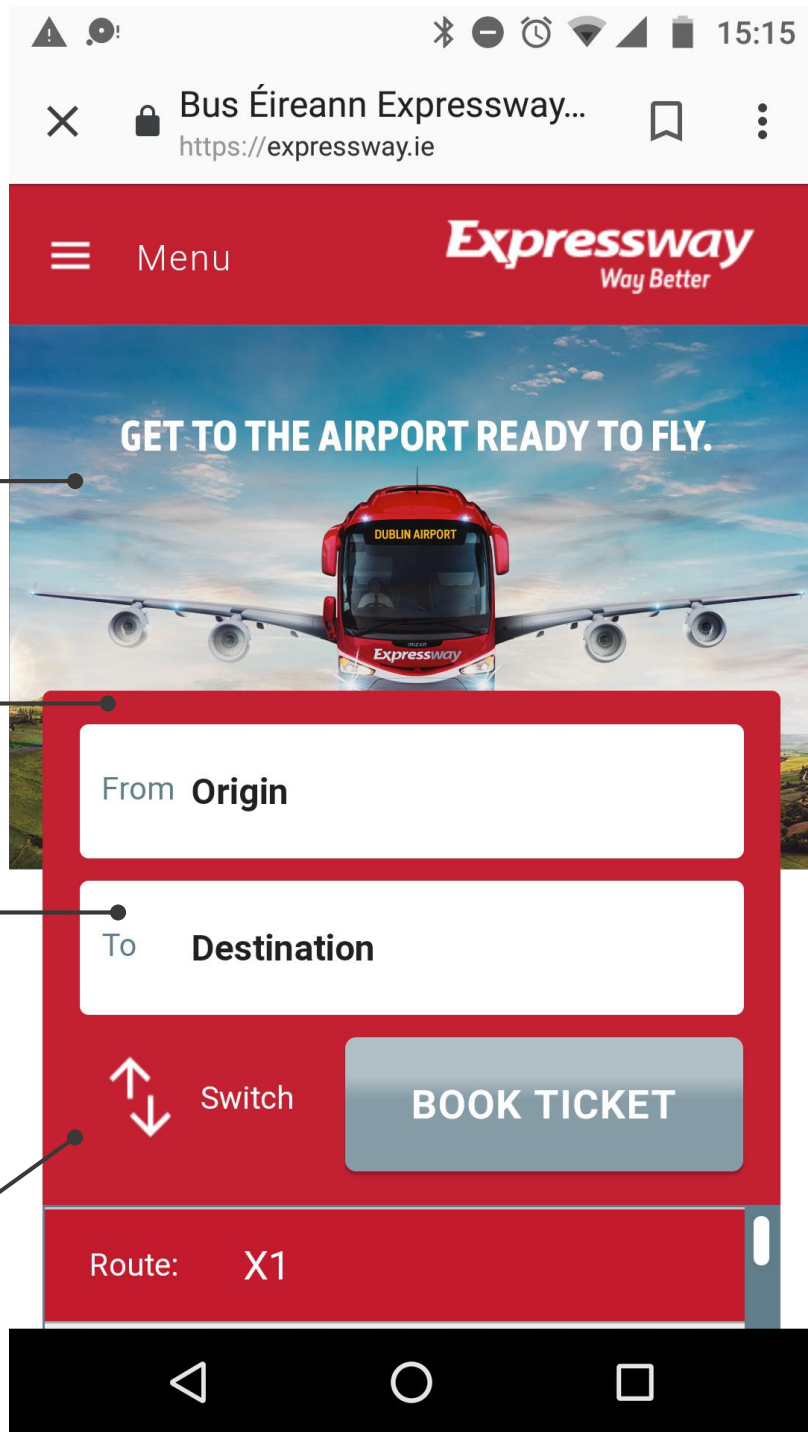
Drop down menu and photo advertising airport routes.

Home page has book ticket box

Simple layout with just Origin, Destination boxes and Book Ticket button.

Switch journey direction option.

GET TO THE AIRPORT READY TO FLY.

From **Origin**

To **Destination**

Switch   **BOOK TICKET**

Route: **X1**

Menu   **Expressway** *Way Better*

Switch   **BOOK TICKET**

Route: 2

From: Dublin Airport (Atrium Rd Zone 11 Stop 2)

To: Wexford (O'Hanrahan Stn)

Single	Return	Info	Book
€19.95	€35.15	Route info	→

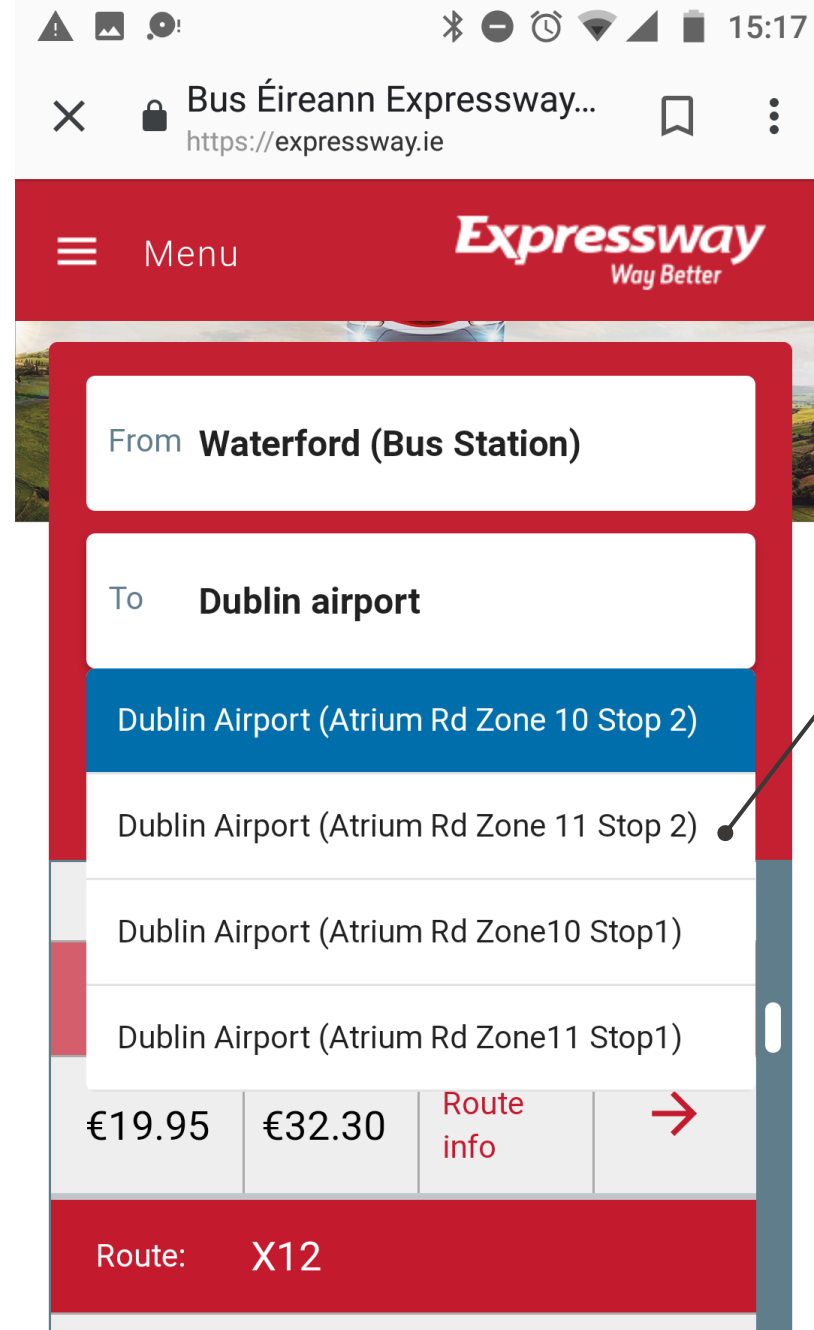Show all routes   *Prices on basis of one adult

User can scroll down to see selection of timetables.

Information cut off, too small to really understand anything.
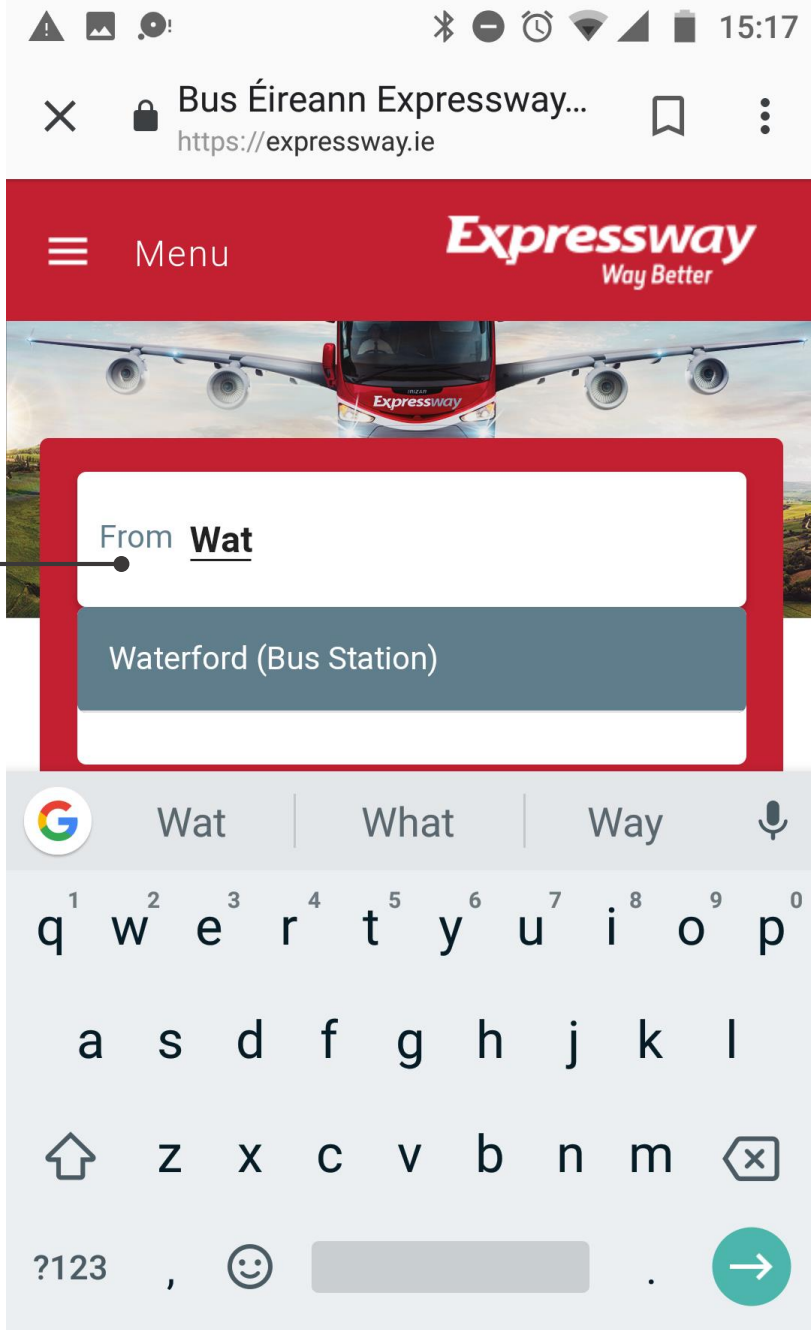
Bus stop options appear as user types.

It is unclear which airport stop this bus stops at (if any). User must randomly select one.

Back arrow option.

Select journey details

Zone 10 Stop 2)

→
Single

⇄
Return

10 Journey

Adult	Child	Student
1 ▾	0 ▾	0 ▾

User must input journey info.

Departure date *

📅 26/02/2019

Return date *

📅 26/02/2019

Select journey details

10 Journey

Adult	Child	Student
0 ▾	0 ▾	1 ▾

Clear layout, much nicer colour scheme.

Departure date *

📅 26/02/2019

Return date *

📅 27/02/2019

Add journey to your favourites

CONTINUE

Continue button.

* Mandatory fields
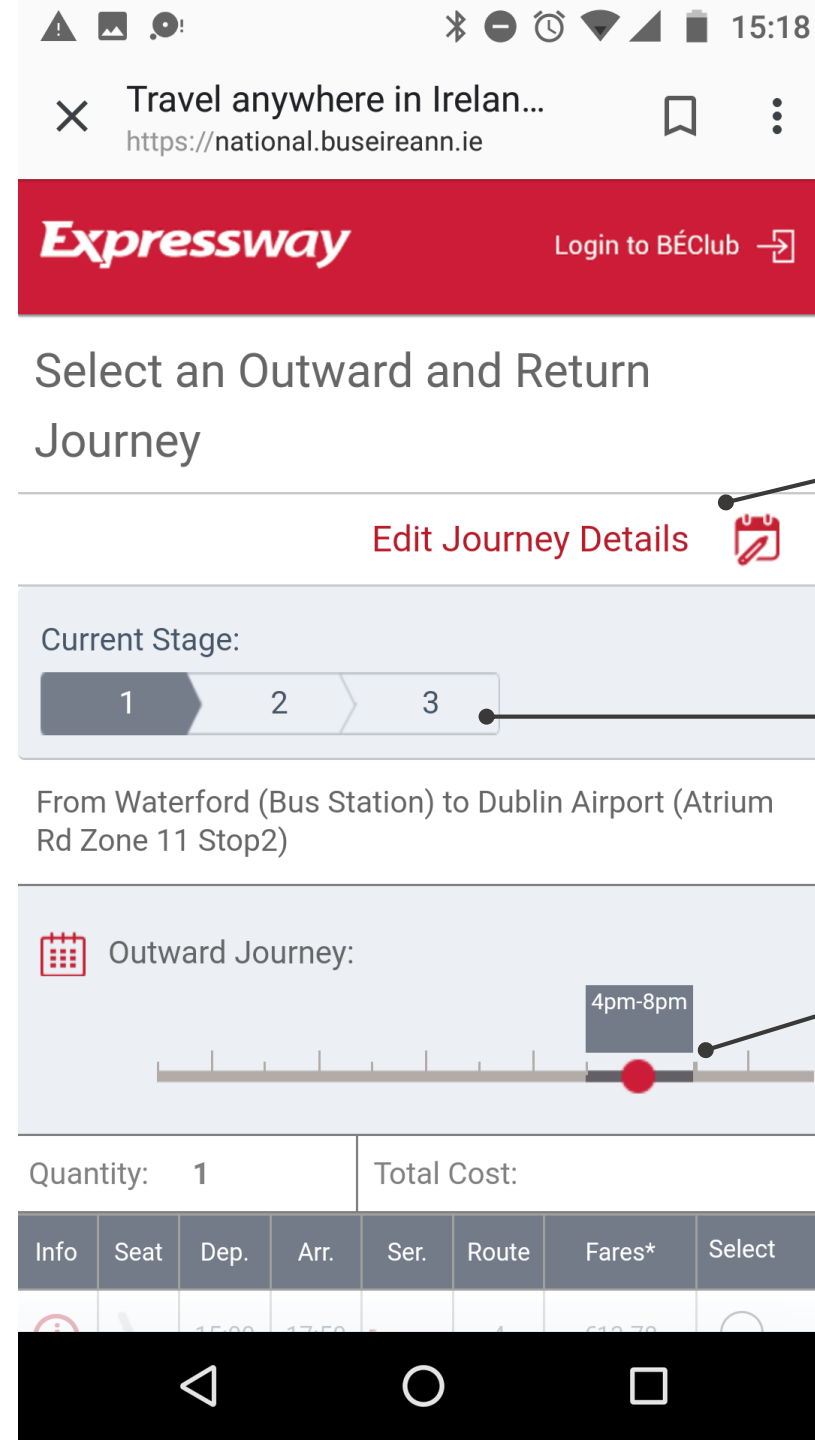
User is then brought to another page where they must input all their info again.
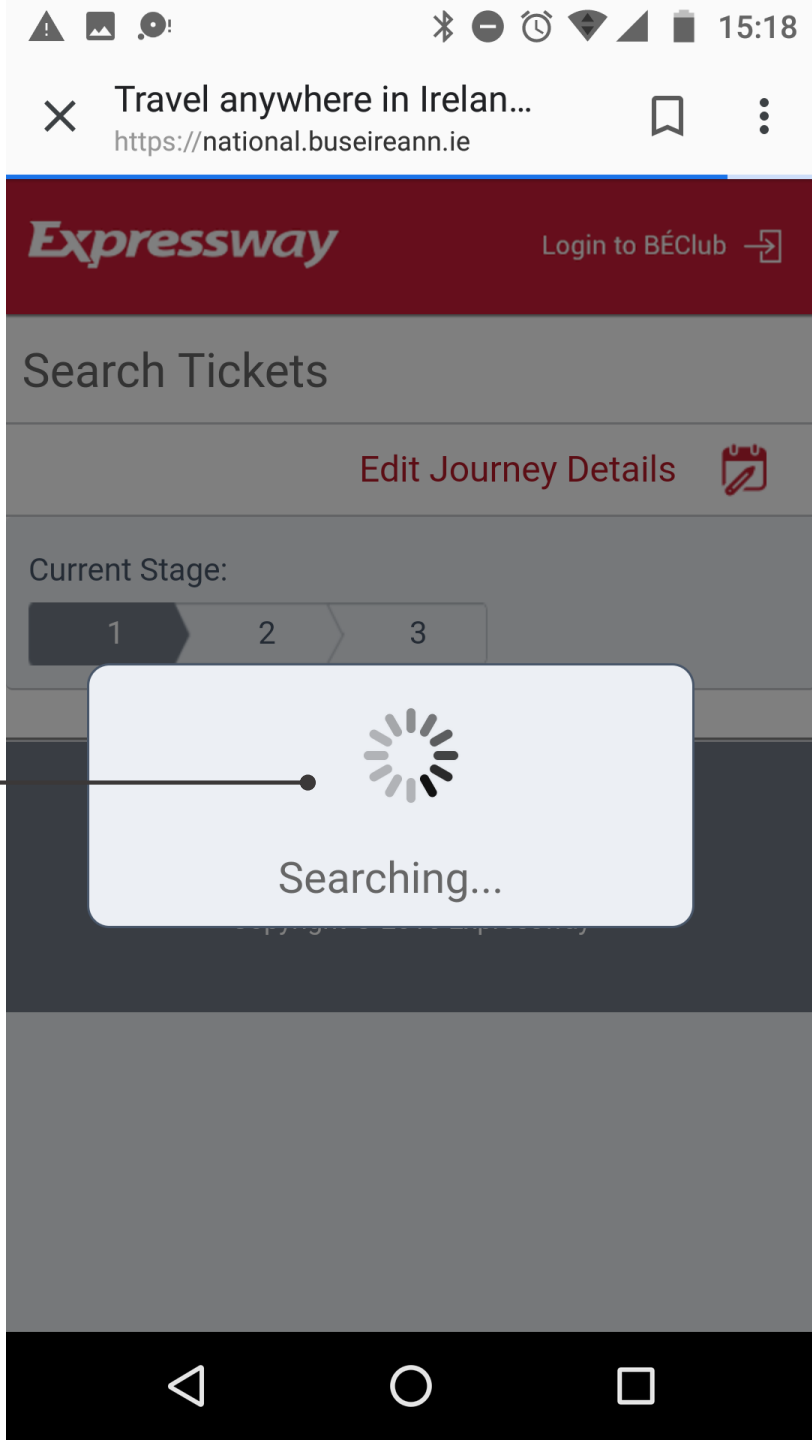
Simple searching wheel as next page loads.

Edit journey details option.

Stage indication.

User must select time window.

Unavailable journeys are lightened and cannot be selected.

Times, Route and Fares shown

Info on seat icons

Info	Seat	Dep.	Arr.	Ser.	Route	Fares*	Select
(i)		11:00	13:50	Expressway	4	€13.78	◯
(i)		13:00	15:50	Expressway	4	€13.78	◯
(i)		15:00	17:50	Expressway	4	€13.78	◯
(i)		17:00	19:35	Expressway	x4	€13.78	◉

‹ Show Earlier   Show Later ›

*Fares: Please note that fares may sell out. You will be offered the lowest possible fare available at time of selection.

Seat guaranteed on the specific service

Seats available on a first come, first served basis and therefore not guaranteed for every service, on the date selected

‹ Back   Continue ›

Quantity: 1   Total Cost: €13.78

Arrows for Earlier/Later buses

Back and Continue buttons.

Summary of Stage 1.

Expressway   Login to BÉClub

Current Stage:

| 1 | 2 | 3 |

From:	**Waterford (Bus Station)**
To:	**Dublin Airport (Atrium Rd Zone 11 Stop2)**

Outward:	**Tue, 26/2/19**	at **17:00**
Return:	**Wed, 27/2/19**	at **15:15**

Student:	**1 x € 13.78**
Outward:	**€ 13.78**

Student:	**1 x € 13.78**
Return:	**€ 13.78**

10

Left screen:

⚠ 🖼 📷 ❗ ❄ ⊖ ⏰ 📶 ▲ 🔋 15:21

✕ PassengerInformation T... 🔖 ⋮
https://national.buseireann.ie

Expressway Login to BÉClub →]

Add Passenger Details

Current Stage:

[1 | **2** | 3]

Customer must input name and email

Contact Details

Mr ▾

First Name

Last Name

Email

☐ I accept that all Bus Éireann tickets are issued subject to the conditions of the company and I have read and accepted that fares rules governing the ticket type(s) that I wish to purchase: *

◁ ○ □

Right screen:

⚠ 🖼 📷 ❗ ❄ ⊖ ⏰ 📶 ▲ 🔋 15:21

Maya

Brennan

brennanmaya@gmail.com

☑ I accept that all Bus Éireann tickets are issued subject to the conditions of the company and I have read and accepted that fares rules governing the ticket type(s) that I wish to purchase: *

View Terms and Conditions

☐ I would like to receive exclusive offers, fare promotions and news about upcoming events, destinations and services from Bus Éireann by email from time to time.

By opting in, I agree to the collection, use, sharing and transer of the information as set out in Bus Éireann / Expressway Privacy Statement . I also understand that I can unsubscribe on any emails I receive, at any time, for free.

T&C box must be clicked.

☐ I would like my payment details saved for next time.

Continue ❯

Continue button, conform with previous ones.

◁ ○ □

11

Summary of Stage 2 and enter payment details button.

User must input card details.
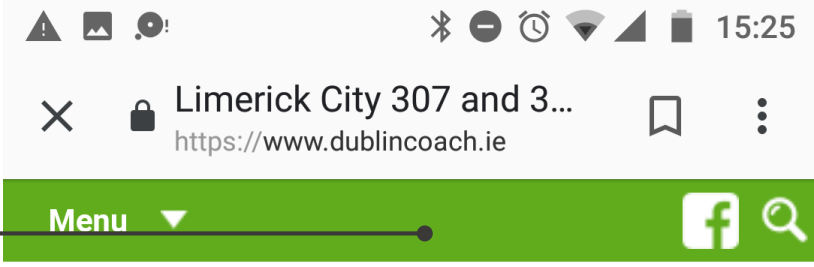
Clear and easy to select text boxes.

Cancel payment button at the bottom.

Small Menu, Facebook and Search options.
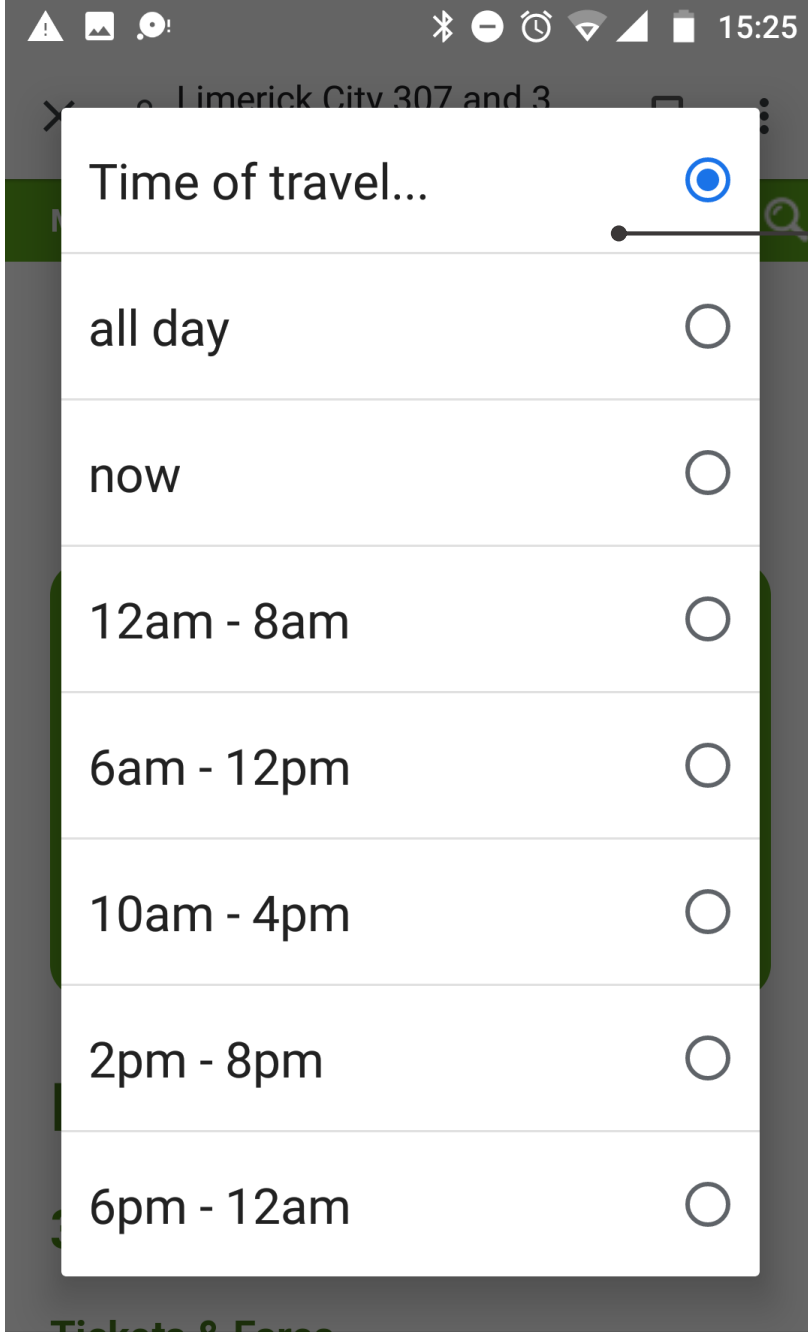
Home page has drop down 'Plan your Journey' box.
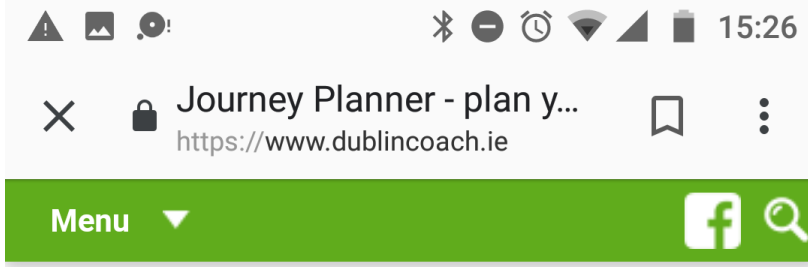
User can scroll down to see common bus services.

User selects details by scrolling through list of times/destinations.

Left screen:

Limerick City 307 and 3...
https://www.dublincoach.ie

Menu ▼

dublin coach
QUALITY IN TRANSPORT

Plan your Journey: ▲

Waterford - Merchants Quay (to Cork fror ▼

Dublin - Dublin Airport ▼

6pm - 12am ▼

Go

Limerick City Services

307 Service

Right screen:

Time of travel... ◉

all day ○

now ○

12am - 8am ○

6am - 12pm ○

10am - 4pm ○

2pm - 8pm ○

6pm - 12am ○

Left screenshot

Menu ▼ f 🔍

Dublin Coach Journey Planner

Journey Timetable (Monday - Sunday inclusive)

From Waterford - Merchants Quay (to Cork from 'Flowers by Lucy',to Dublin from Guirys) **to** Dublin - Dublin Airport (6pm - 12am)

M9 Express Service

Depart:	Waterfor	19:00	21:00
Arrive:	Red Cow	21:05	23:05

Change at Red Cow LUAS for N7 Service

Depart:	Red Cow LUAS	21:10	23:10
Arrive:	Dublin Airport	21:25	23:25

Text-heavy timetable page.

Bus times are badly displayed, user can only see two at a time.

Right screenshot

Menu ▼ f 🔍

M9 Service: Travel between Waterford & Dublin (one way)   €10   €10

Dundrum Service: Travel between Red Cow Luas & Dublin Airport (one way)   €5   €7

Total
One Way: **€15**   **€17**

Return: **€30**   **€32**

Multi-journey Tickets are available on our Dundrum Service. See our Dundrum Service Page for more information
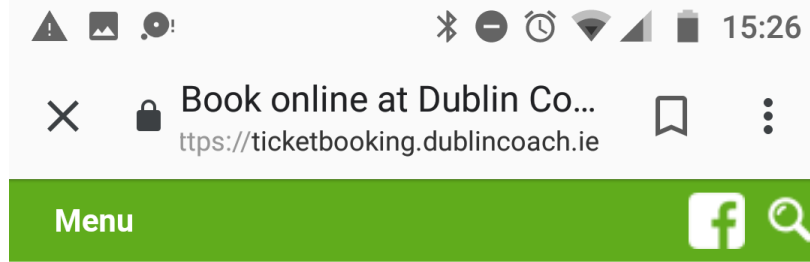**Students**: Multi-journey tickets are available on this route. See our Student Travel Page for more information.

* Valid Student ID required for Student Tickets

Book Online...

User must scroll down to see bus fares.

Very monochromatic layout.

Tickets cannot be booked from this page, user must click on button to bring them to booking page.

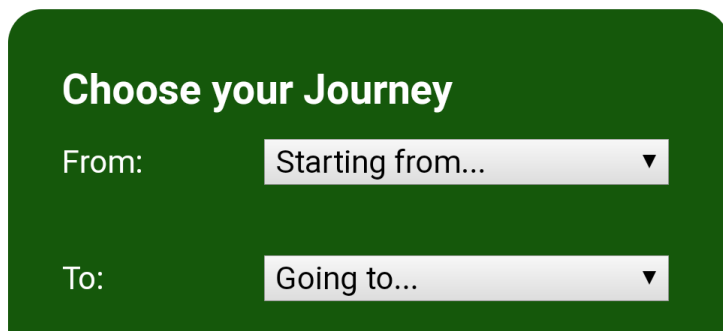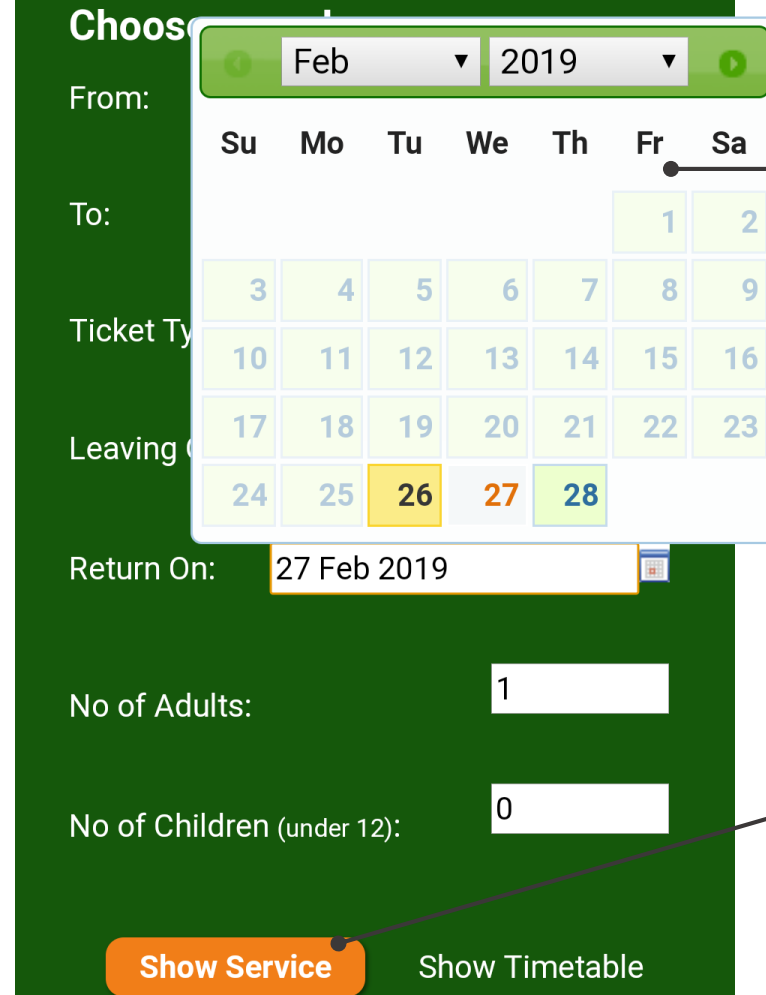✕ 🔒 **Book online at Dublin Co...**
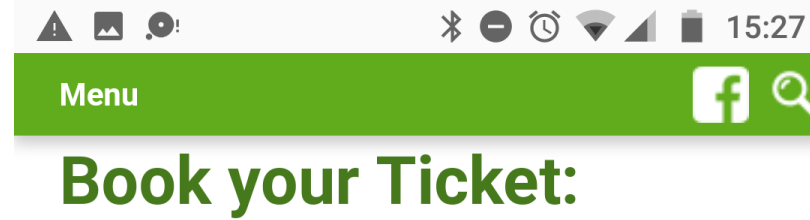ttps://ticketbooking.dublincoach.ie
🔖 ⋮

Menu 🔍

dublin **D** coach
QUALITY IN TRANSPORT

User can sign in if they have an account.

Sign in ▾

Book your Ticket:

Same journey information must be input again.

Choose your Journey

From: | Starting from... ▾

To: | Going to... ▾

◁ ○ ▢

Menu 🔍

Book your Ticket:

Choose

From:

| Feb ▾ | 2019 ▾ |

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

To:

Ticket Ty

Leaving

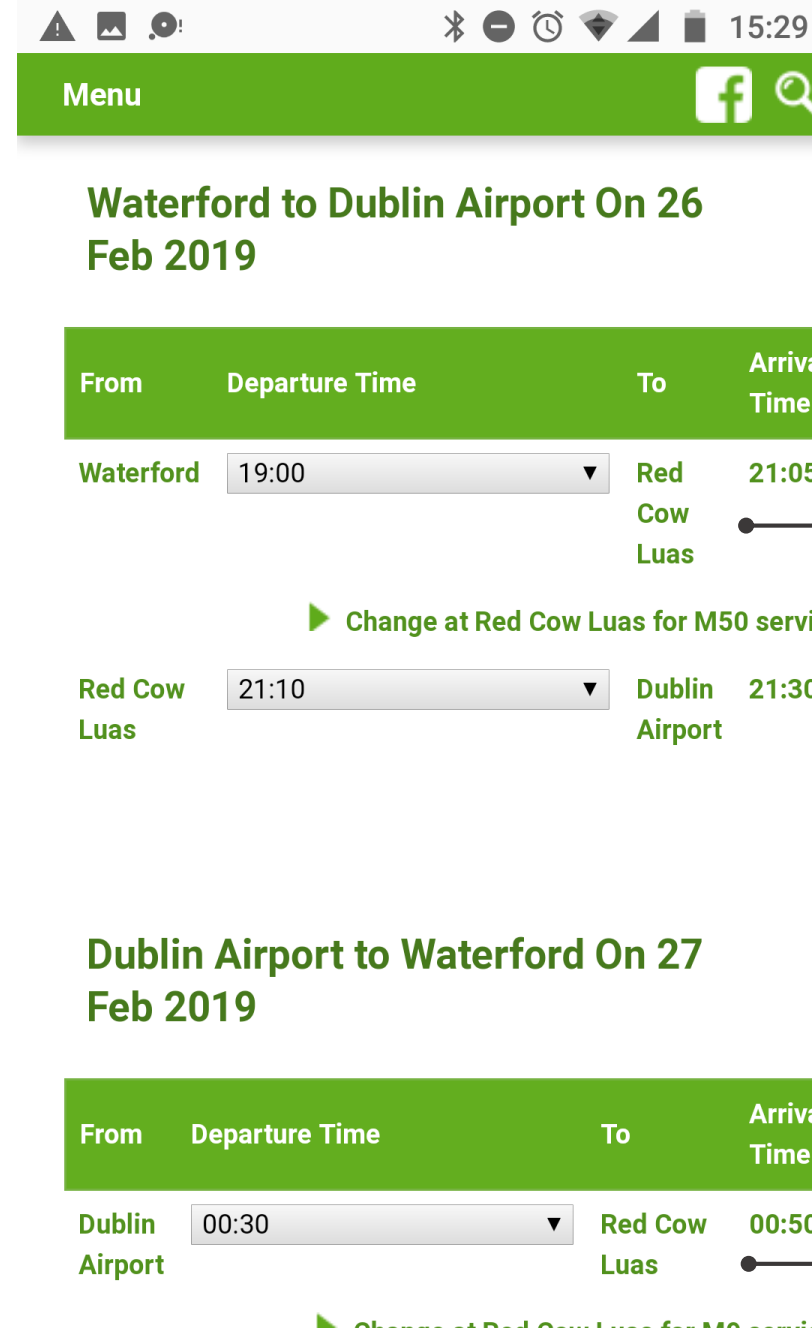Return On: | 27 Feb 2019 📅

Details required are to and from destinations, ticket type (return/single), dates, number of passengers.

No of Adults: | 1

No of Children (under 12): | 0

Option to show service or timetable (difference is unclear).

Show Service   Show Timetable

◁ ○ ▢

Left screen:

Menu

Book your Ticket:

Please wait

Ticket Type: Return

Leaving On : 26 Feb 2019

Return On: 27 Feb 2019

No of Adults: 1

No of Children (under 12): 0

Show Service   Show Timetable
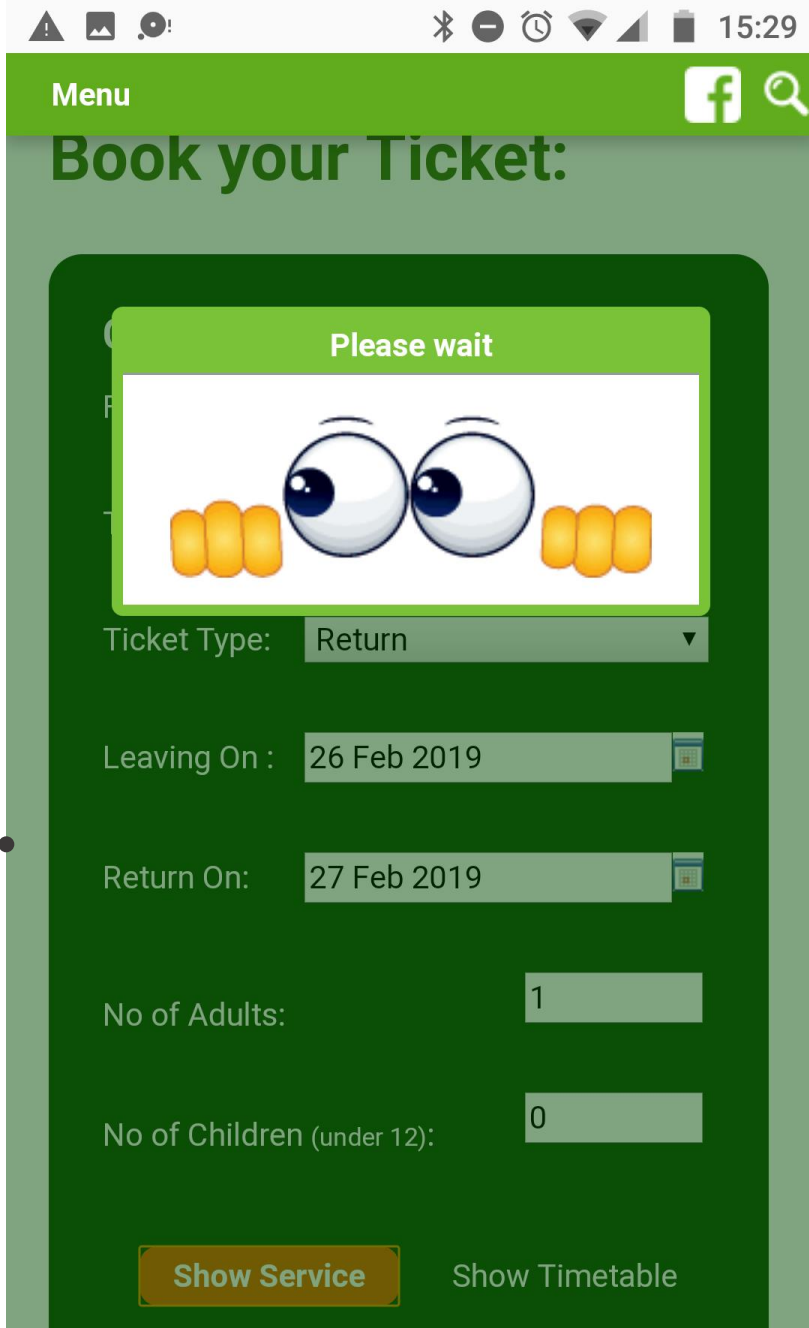
Loading page with strange eye creature.

Right screen:

Menu

Waterford to Dublin Airport On 26 Feb 2019

From	Departure Time	To	Arrival Time
Waterford	19:00	Red Cow Luas	21:05

▶ Change at Red Cow Luas for M50 servic

| Red Cow Luas | 21:10 | Dublin Airport | 21:30 |

Dublin Airport to Waterford On 27 Feb 2019

From	Departure Time	To	Arrival Time
Dublin Airport	00:30	Red Cow Luas	00:50

▶ Change at Red Cow Luas for M9 servic

User is brought to booking page and can select desired travel times.

User scrolls down for return ticket info.

Menu

Outgoing Journey

Journey Route	Waterford TO Red Cow Luas
Depart on	26 Feb 2019 19:00
No of Seats	Adults :1 Child : 0

User is brought to a ticket confirmation page.

Menu

Change Over for Outgoing:

Journey Route	Red Cow Luas TO Dublin Airport
Depart on	26 Feb 2019 21:10
No of Seats	Adults :1 Child : 0
Amount	€ 5.00

Return Journey

Journey Route	Dublin Airport TO Red Cow Luas
Depart on	27 Feb 2019 06:30
No of Seats	Adults : 1 Child : 0
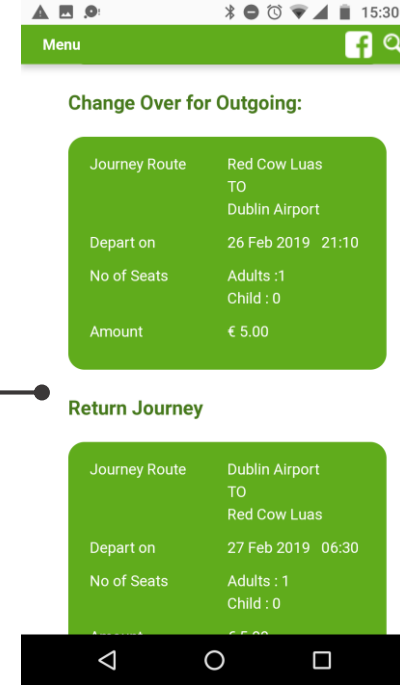
User must scroll down to see all journey details.
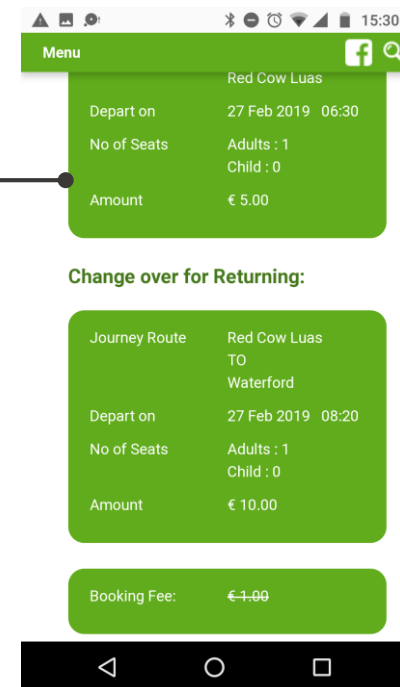
Separate boxes for outgoing and return journeys make the page longer.

Menu

	Red Cow Luas
Depart on	27 Feb 2019 06:30
No of Seats	Adults : 1 Child : 0
Amount	€ 5.00

Change over for Returning:

Journey Route	Red Cow Luas TO Waterford
Depart on	27 Feb 2019 08:20
No of Seats	Adults :1 Child : 0
Amount	€ 10.00

| Booking Fee: | € 1.00 |

Left screen

Grand Total   € 30.00
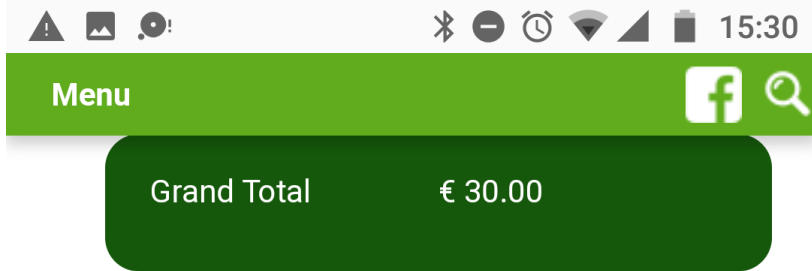
Pay Via Credit or Debit Card:

Please double check your dates of travel and make sure your return date is AFTER your outward date. Any changes to dates and travel times after payment of ticket will be refused and cannot be amended.

For your security, payment will be taken using SAGEPAY.

After payment you can print your eTicket from the website and you will be emailed a copy. Please check your email (it may go to your junk folder).

Complete Your Booking

Wordy warning regarding payment via card.

User must now scroll down to complete booking.

Right screen

Book online at Dublin Co...

ttps://ticketbooking.dublincoach.ie
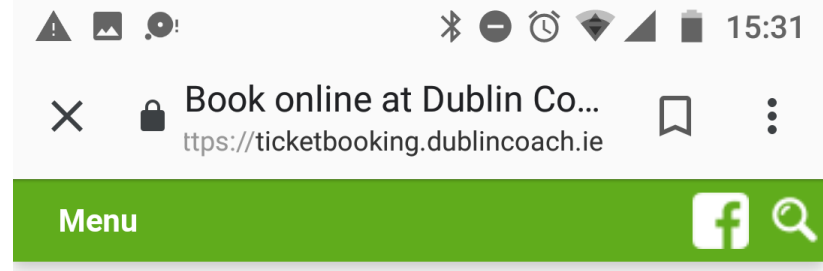
Booking

Passenger details:

First Name(s): *

Last Name: *

Address Line 1: *

Address Line 2:

City:*

Country:*

Ireland

Phone: *

Passenger personal details must now be inputted (Name, phone, address, email)

Left phone screen:
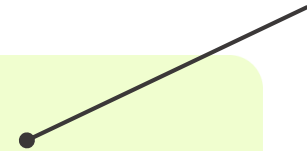
Menu

Country:*

Ireland ▼

Phone: *

0877137508

E-Mail Address: *

brennanmaya@gmail.com

Confirm E-Mail Address: *

brennanmaya@gmail.com

☐ Register me

⚠ Please register with us and you can book tickets next time without filling up the form.

Billing details:

Same as Booking Details? ☑

First Name : *

Maya

⚠ Name as appears on card

Last Name : *

Brennan

⚠ Name as appears on card

Billing Address Line 1: *

Annotation: User keeps scrolling down to input billing details.

Annotation: Small text boxes, not very mobile friendly site.

Right phone screen:

Menu

The glen

Billing Address Line 2:

Faithlegg

Billing City: *

Waterford

Billing Country: *

Ireland ▼

☑ **YES** I accept the Dublin Coach Terms and Conditions and I CONFIRM I have checked my dates of travel including Return date which is after my outward date as correct.

☐ **YES**, I would like to be contacted by Dublin Coach in relation to Special Offers, Promotions and Dublin Coach news. Please see our data privacy policy here.

PAY NOW

Annotation: Terms & conditions box must be ticked before proceeding.
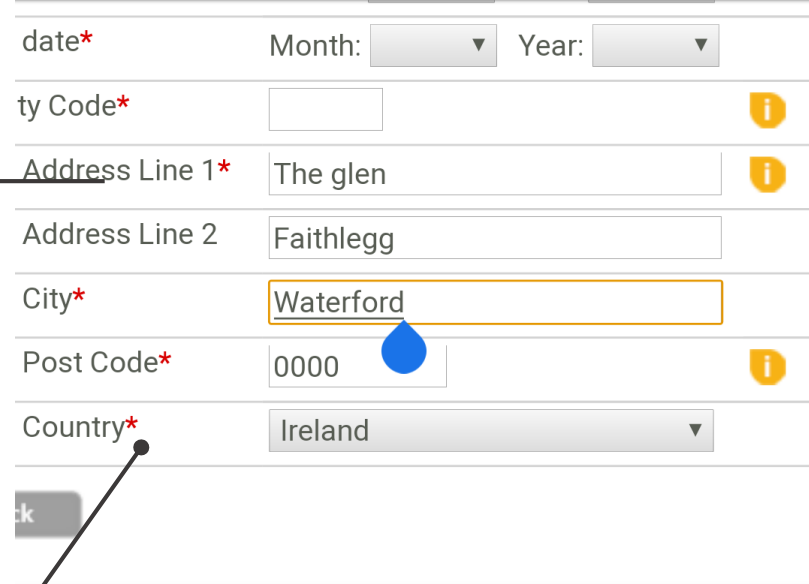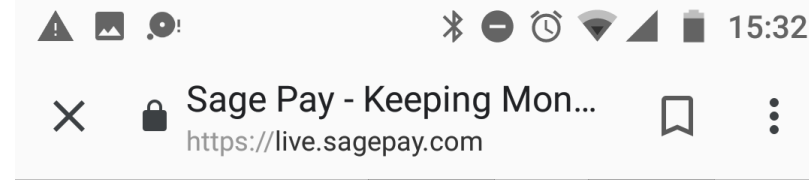
Annotation: Pay now button.
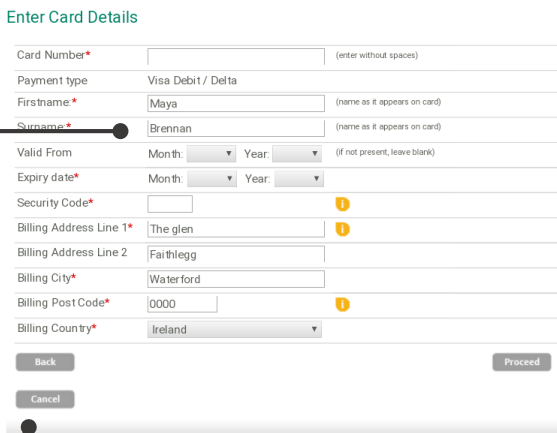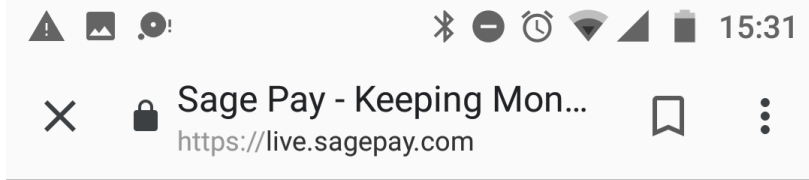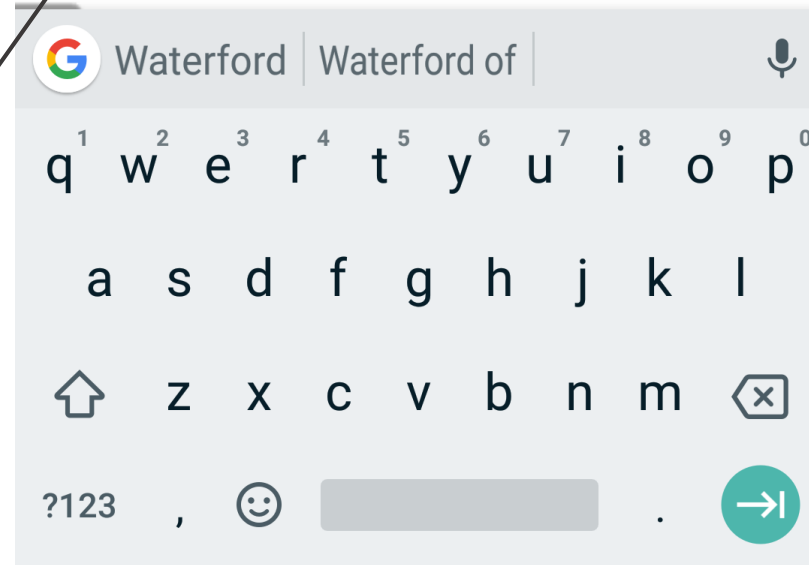
Tiny text boxes, must tap on one to zoom in.

Billing details must be inputted again + card details.

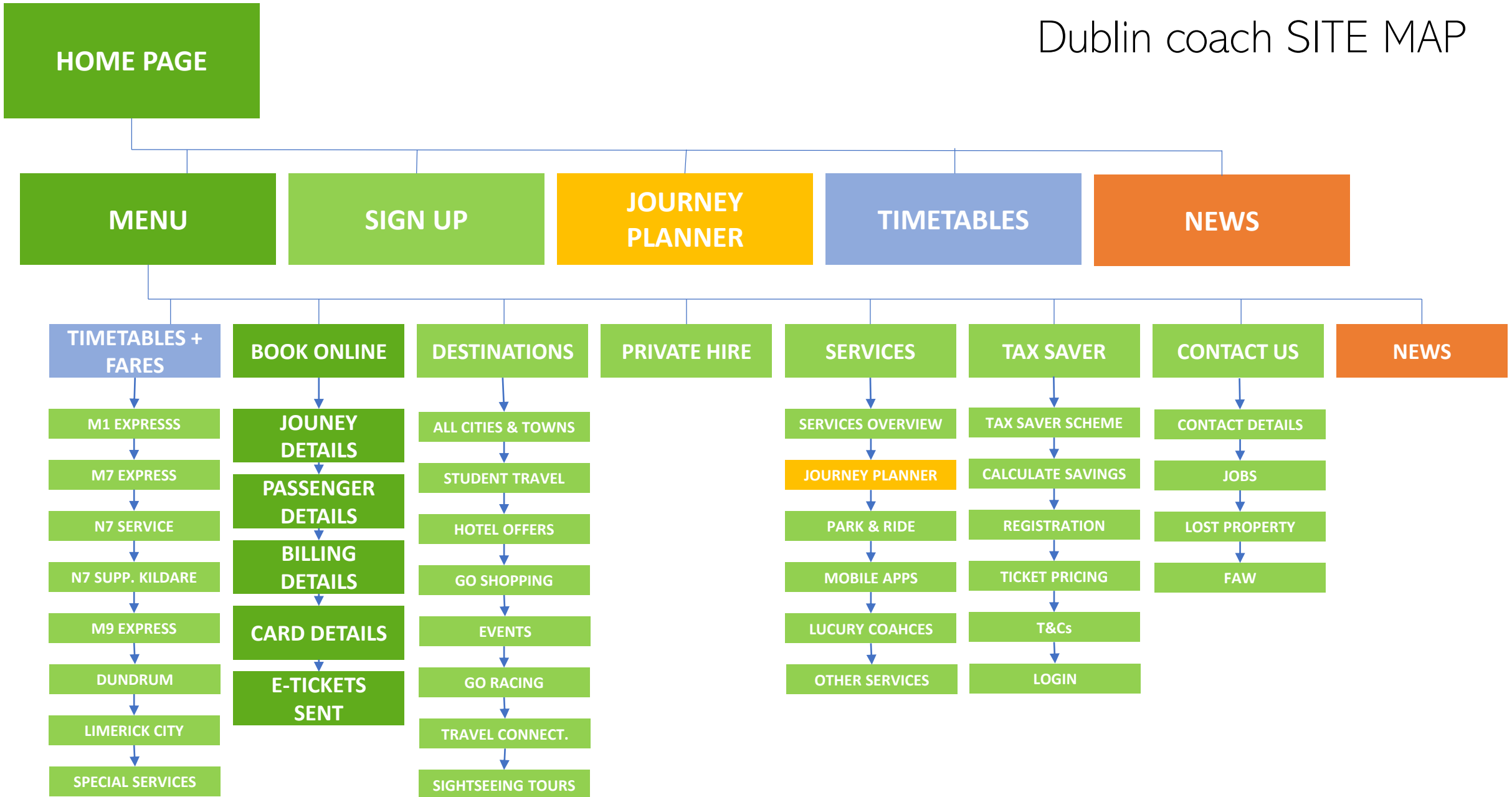Small back, proceed and cancel buttons at bottom of page.

Very small space, half the screen taken up by keyboard – difficult to navigate.
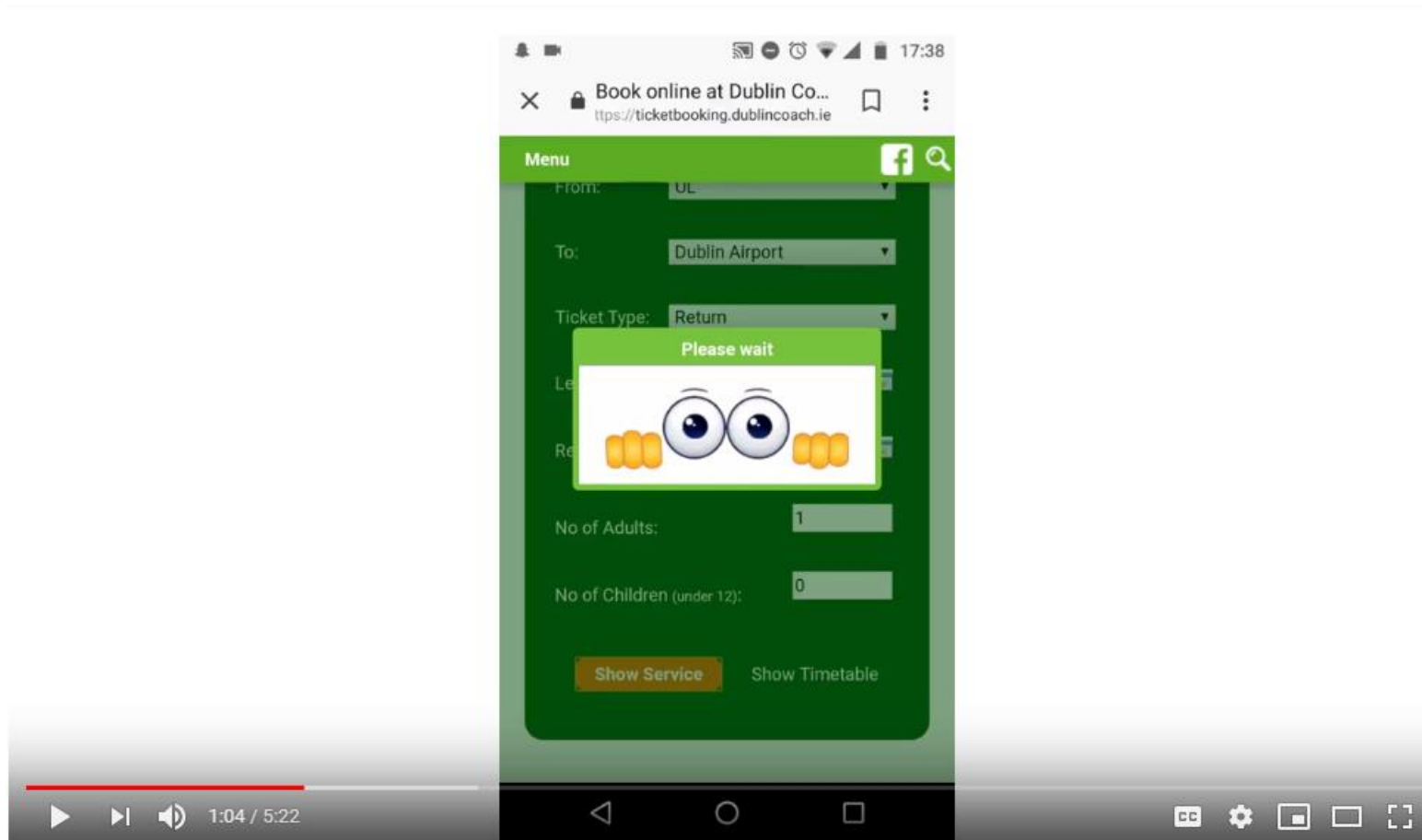
Red asterix indicate mandatory fields.

Dublin coach SITE MAP

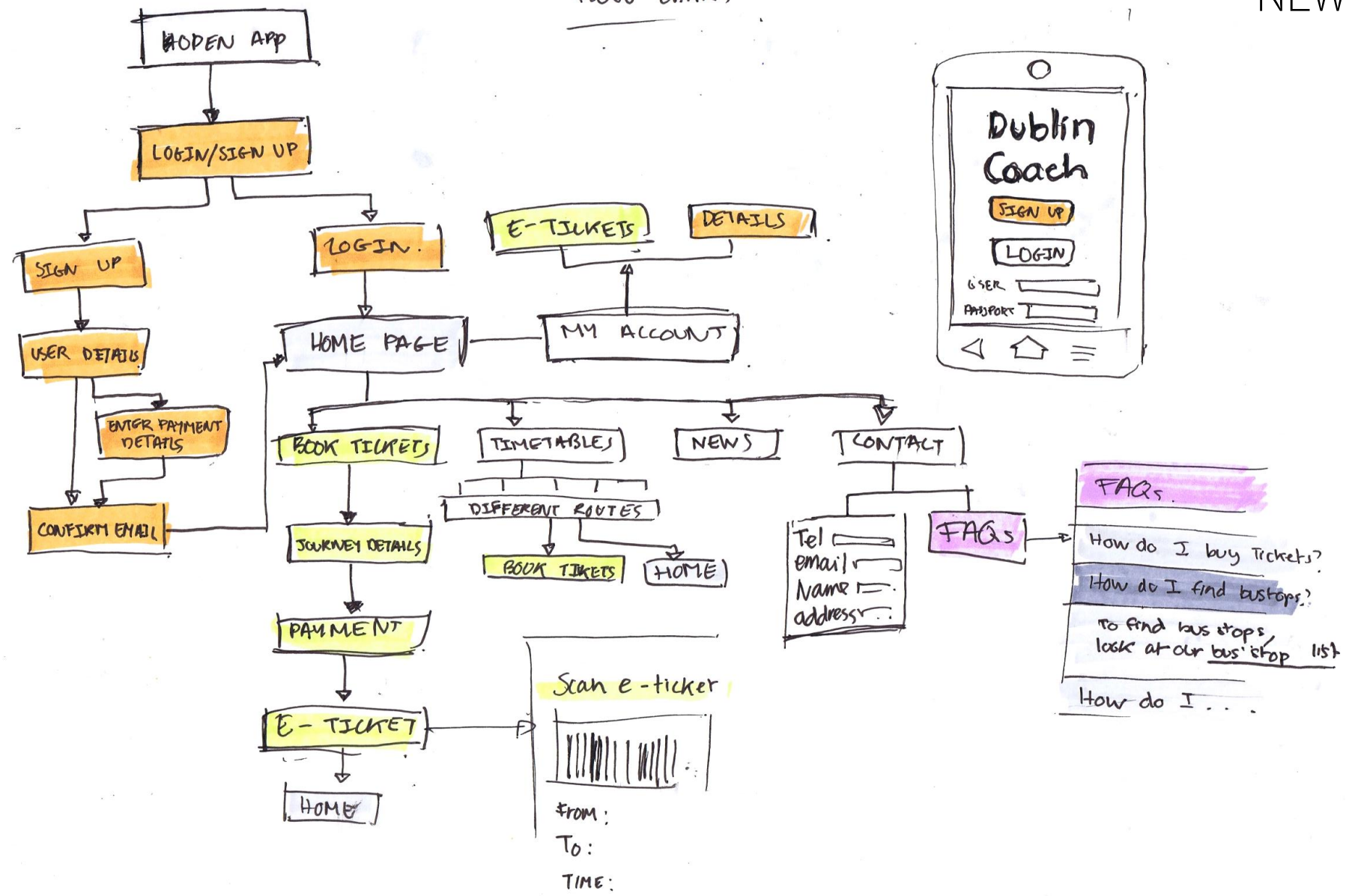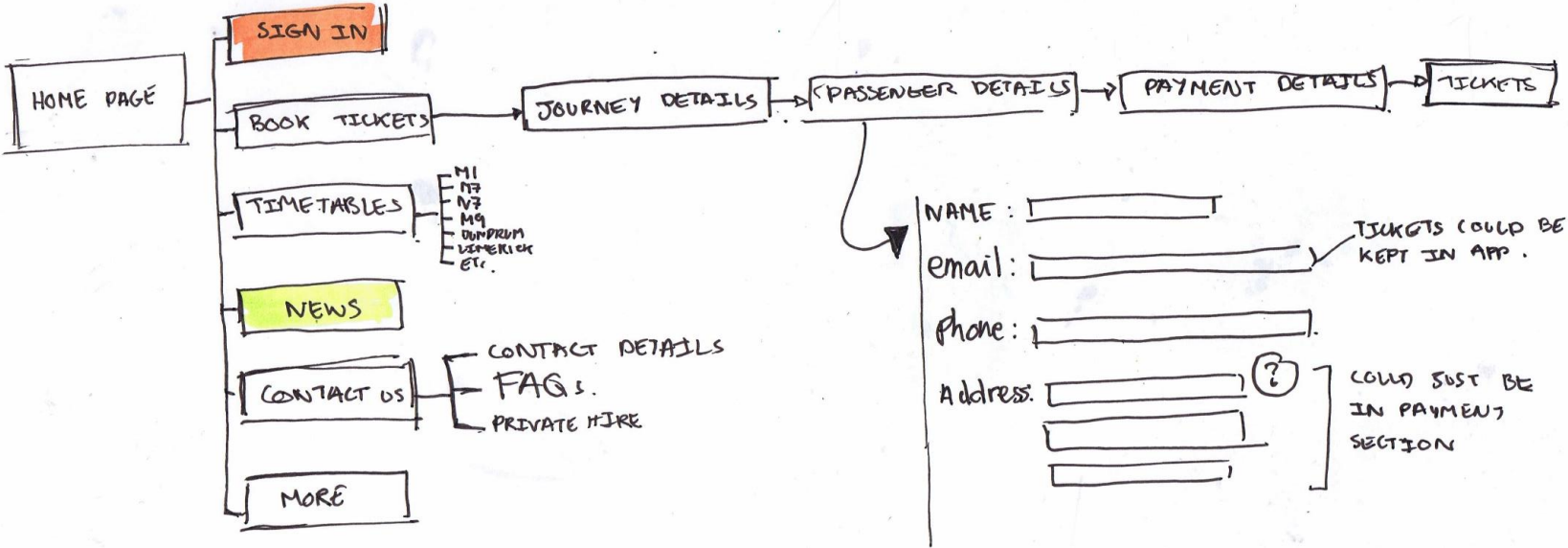https://www.youtube.com/watch?v=c0dsmAe2DYA&feature=youtu.be

IDEATION

FLOW CHART

SIGN IN

HOME PAGE

BOOK TICKETS → JOURNEY DETAILS → PASSENGER DETAILS → PAYMENT DETAILS → TICKETS

TIMETABLES — M1 / M7 / N7 / M9 / DUNDRUM / LIMERICK / ETC.

NEWS

CONTACT US — CONTACT DETAILS / FAQs / PRIVATE HIRE

MORE

NAME : _____
email : _____
phone : _____
Address : _____

TICKETS COULD BE KEPT IN APP.

COULD JUST BE IN PAYMENT SECTION

HOMEPAGE.

DUBLIN COACH
TIMETABLES E-TICKETS
BOOK TICKETS
NEWS:

DUBLIN COACH
SIGN IN
BOOK TICKETS
TIMETABLES
CONTACT

DUBLIN COACH
USERNAME
PASSWORD
LOGIN
DON'T HAVE AN ACCOUNT?
Click Here.

DUBLIN COACH
SIGN IN
BOOK TICKETS
TIMETABLES CONTACT

BOOKING TICKETS.

BOOK TICKETS

FROM [   ]

TO [   ]

TYPE: [   ]

DATE: [   ] [NEXT]

BOOK TICKETS

FROM [UL   ]

TO [DUBLIN   ]
   DUNDRUM
   P. _

TYPE: [SINGLE]
DATE: [RETURN]
      [STUDENT]

DROP DOWN.
LIST.
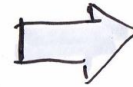
LOADING...

MOVING
LOADING
WHEEL

TIME [00:00]
     [01:00]
     [02:00]
     [03:00]

[PAY NOW]

↳ GO BACK.

BOOK TICKETS

[1] [2] [3]

FROM [   ]

TO [   ]

DATE [   ]

[Continue]

RECENT ROUTES.

RE-SELECT OLD ROUTES.

BOOK TICKETS

[1] [2] [3]
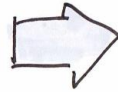
STAGES
OF PROCESS

TYPE ⊙ SINGLE
      ○ RETURN

TIME [12:00]

PASSENGERS.:
   Adult [   ]
   Child [0]
   Student [0]

BOOK TICKETS

[1] [2] [3]

[ENTER PAYMENT][DETAILS]

[USE O/C card]

[BACK] Total: 22.00€

[BUY TICKET]

Are you sure?

[CANCEL] [OK]
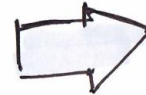
CONFIRMATION
MESSAGE

BOOKING WIREFRAMES

LOGIN WIREFRAMES

TIMETABLES.

SERVICES

M9
N7
AIRPORT

M9 ROUTE
N7 ROUTE
AIR PORT ROUTE

DIFFERENT COLOUR FOR EACH ROUTE?
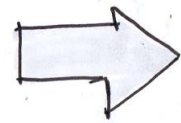
CLEAR MAP TO SHOW ROUTES IN COMPREHENSIVE WAY

M9 ROUTE

STOPS
LIMERICK
Kildare
Dublin City
Dublin

SCROLL DOWN

clear Stop diagram.

M9 ROUTE

Fares:
Adult £12.00
Student £10.00
Kids £5.00
10 journey £50.00

TIMETABLE

Limerick	Kildare	City	Dubli..
1:00	1:30	2:00	4:00
2:00			
3:00			

SWITCH ROUTE DIRECTION + DOWNLOAD TIMETABLE OPTION.

STOPS   TIMES

Limerick	1:00	2:00	3:00	...

SCROLL SIDEWAYS

CURRENT TIMETABLE

Choose time Window.

1:00	to	
2:00		
3:00		
4:00		

FILTER ROUTES BY TIME.

Daily Service   FO

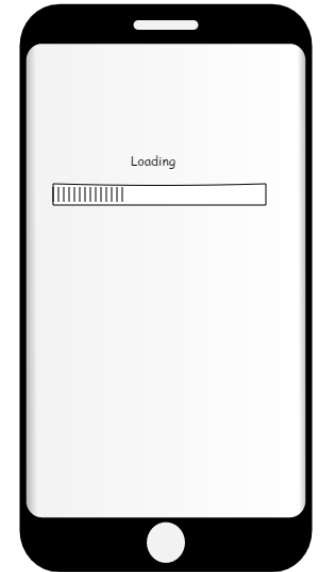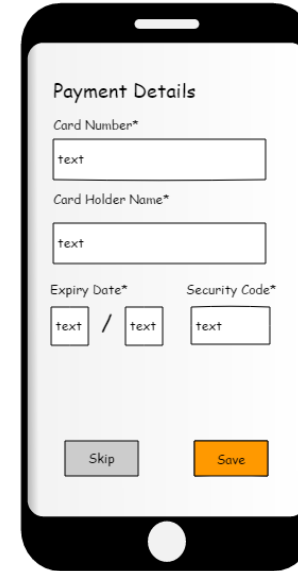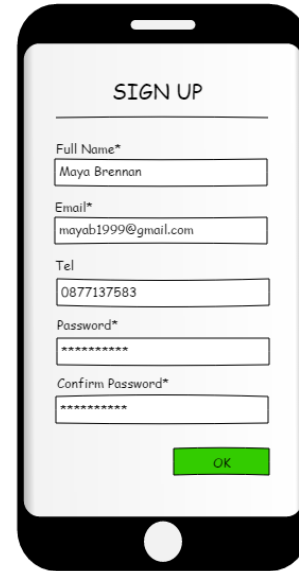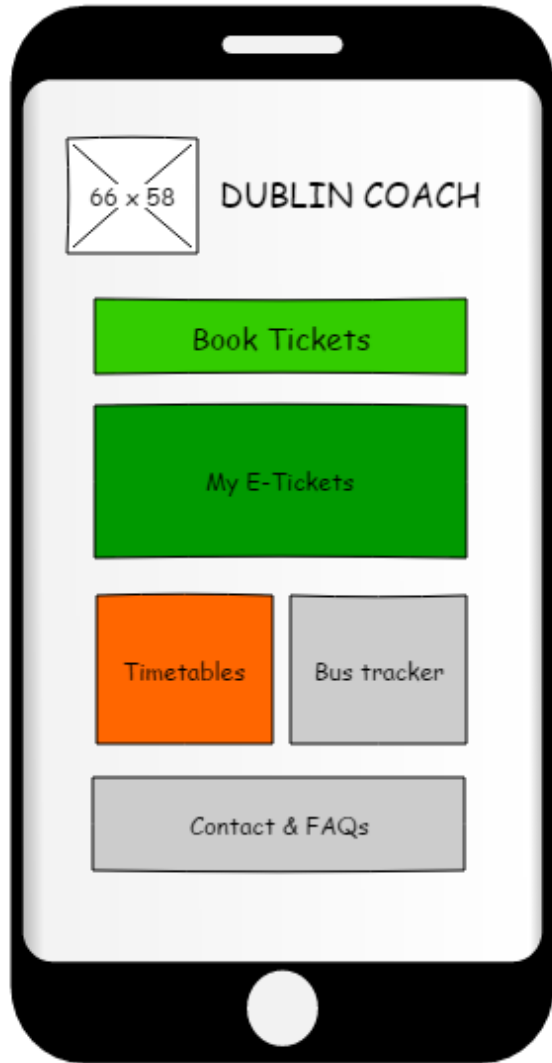| Limerick	1:00	2:00	3:00	4:00

M9 ROUTE

NOTE:

BOOK TICKETS
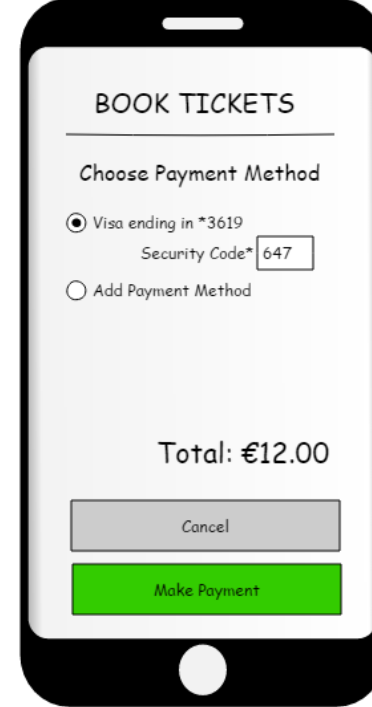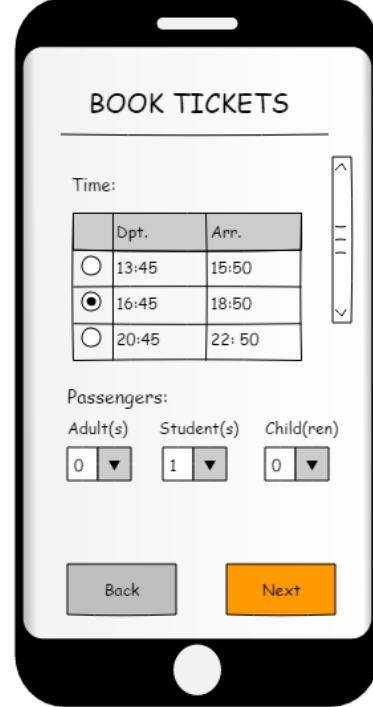
Go back to Home

Any extra info.

TIMETABLES WIREFRAMES

28

DEVELOPMENT
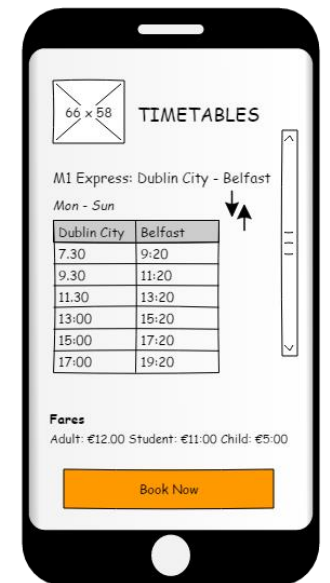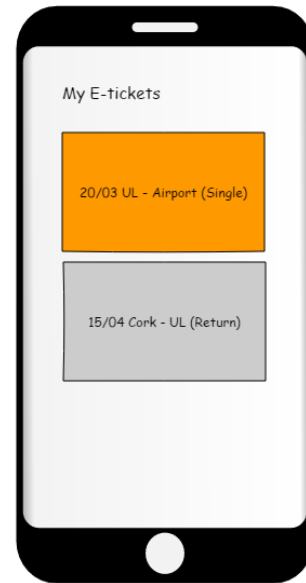
DEVELOPED WIREFRAMES

Quick Mock-up Video: https://youtu.be/_nZafX1hjfU

FINAL DESIGN – Dublin Coach App

Users can easily sign in using their facebook, google or email accounts.

Please Log in or Sign up

Continue with Facebook

G Continue with Google

OR

Continue with Email

By continuing you agree to Dublin Coach's Terms & Conditions.

Terms & Conditions are accepted once the log in.

23:59
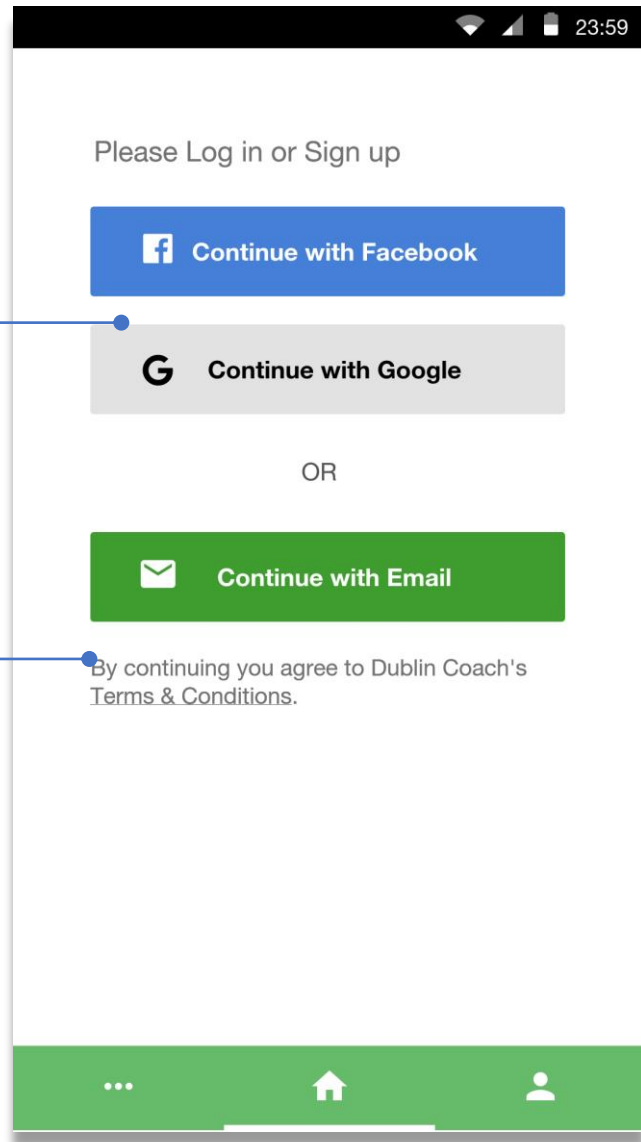
LOGIN PAGE

Users fill in their information once instead of several times throughout the boking process.

Pop up window explains the set up process.

00:09

< Account

Personal Details

Payment Methods

Log out

Hi Maya, please fill in your account details to get started.

OK

Users can easily log out by clicking the this button.

ACCOUNT PAGE

Back arrow to bring user back to Account page.

Info can be easily edited and saved.

< Account Personal Details

👤 Full Name

✉ Email

📞 Tel

🏠 Address

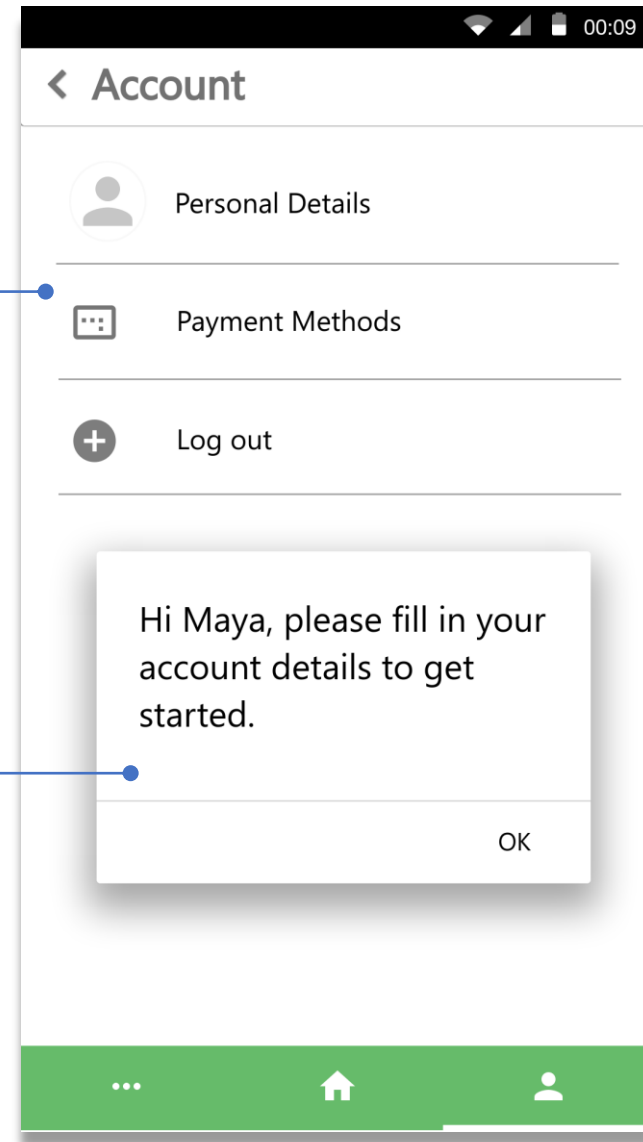This field requires your full name.

Only name, email, number and address required to set up.

Error prevention if the user enters incorrect information.

Save

Clear 'Save' Button.

PERSONAL DETAILS

< Account Payment Methods

PayPal **VISA** **MasterCard**

Card Holder Name

Card Number

Expiry Date   CVV

Save

Multiple Payment options available for User to choose from.

PAYMENT METHODS
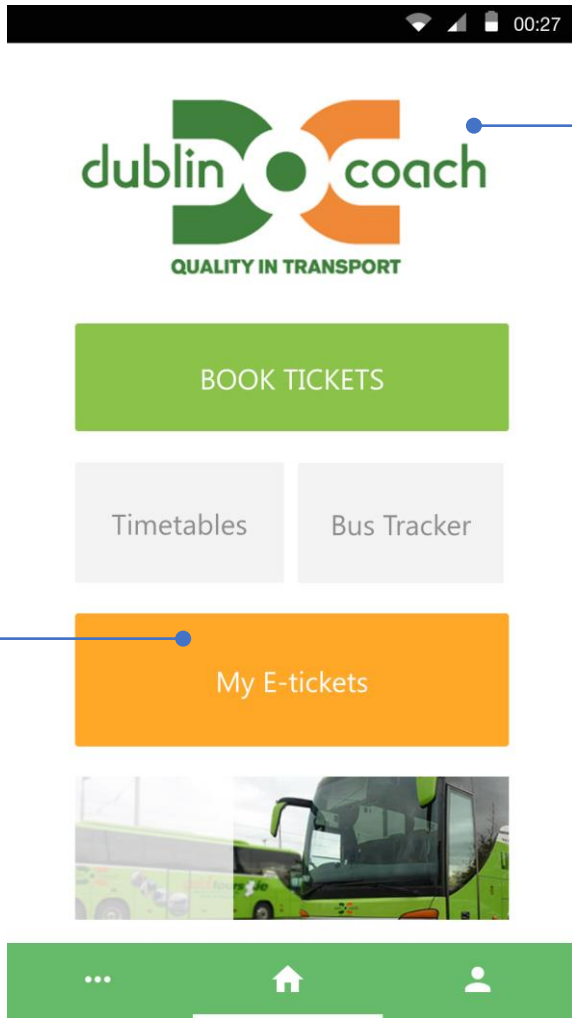
Home page
clearly displays
logo and the
company's
colour palette.

Key pages are
displayed with
clear buttons
and user can
scroll down to
see the latest
News.

BOOK TICKETS

Timetables   Bus Tracker

My E-tickets
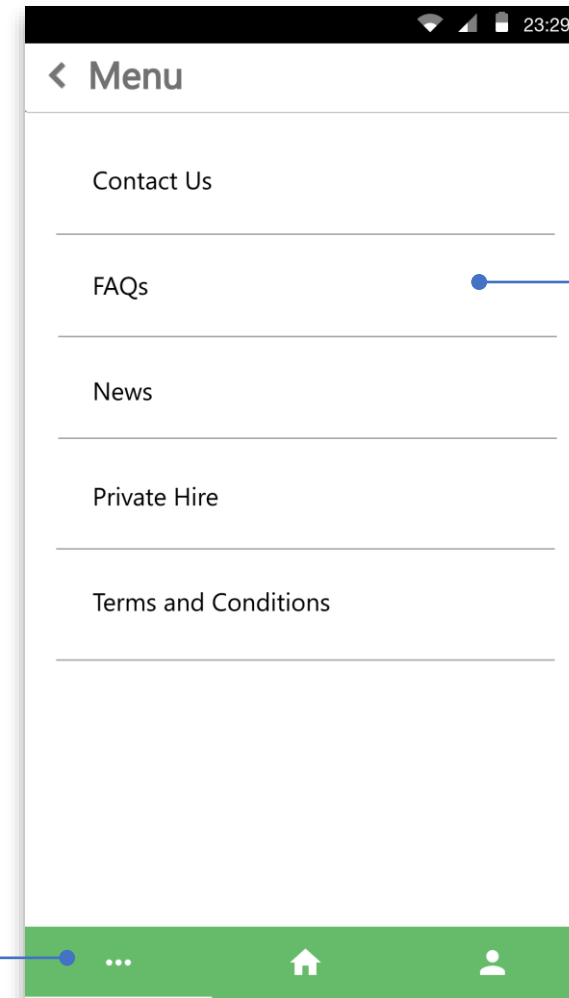
HOME PAGE

Side menu
contains
any
secondary
informatio
n that the
user might
require.

< Menu

Contact Us

FAQs

News

Private Hire

Terms and Conditions

A simple tab bar
at the base of
each page allows
the user to
switch between
their account,
homepage and
menu.

SIDE MENU

35

Simple map graphic gives the user a visual idea of which routes are available.
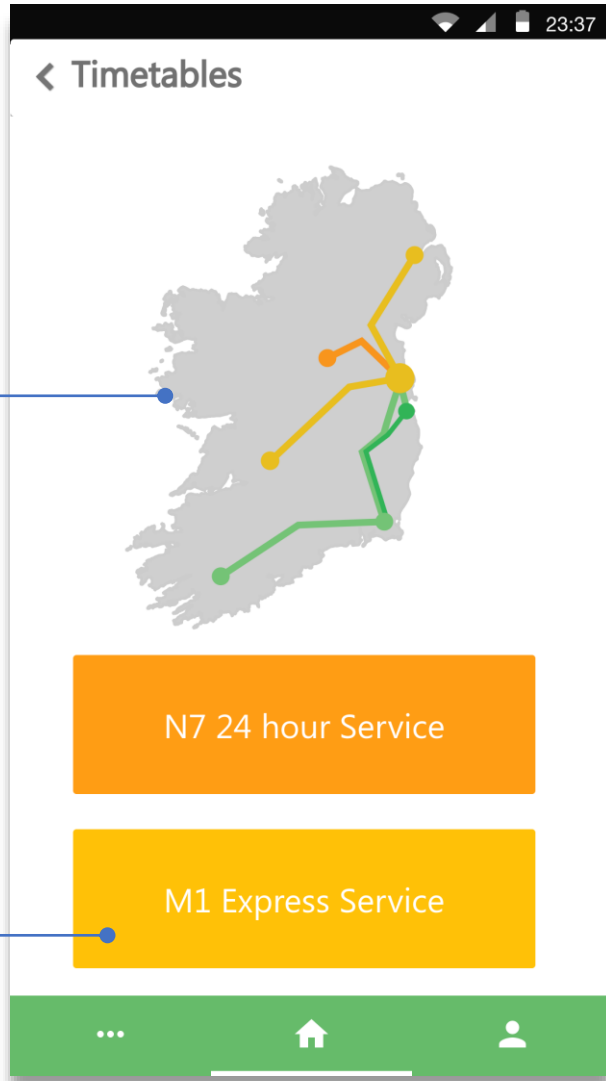
The user can easily scroll down to see all colour-coded services.

Timetables

N7 24 hour Service
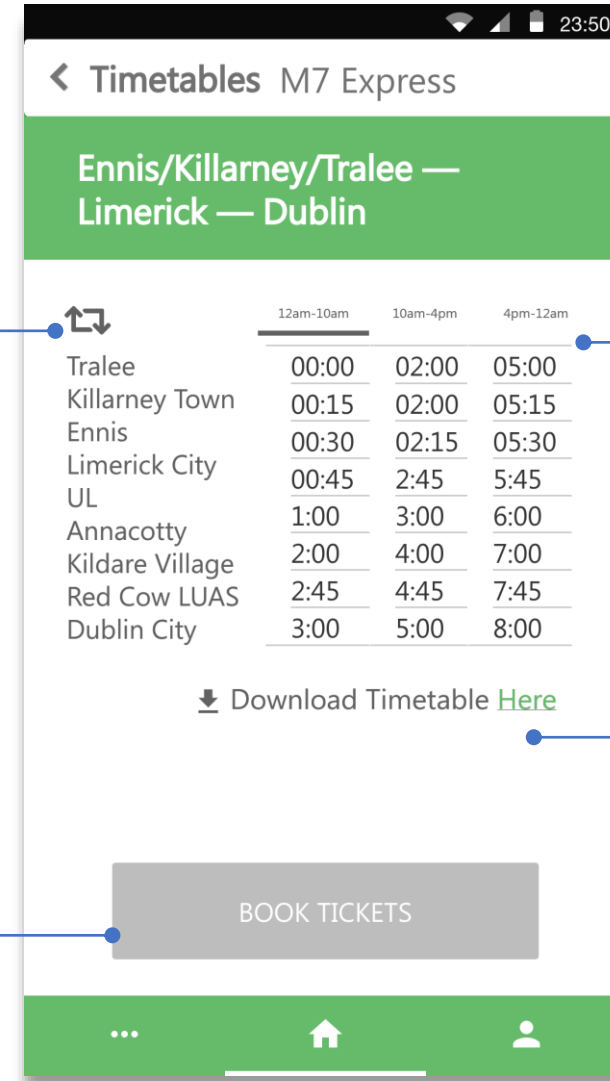
M1 Express Service

TIMETABLES OVERVIEW

Switch feature avoids there having to be a second timetable for the return journey.

Book ticket button allows the user to buy tickets straight after looking at the timetable.

Timetables M7 Express

Ennis/Killarney/Tralee — Limerick — Dublin

	12am-10am	10am-4pm	4pm-12am
Tralee	00:00	02:00	05:00
Killarney Town	00:15	02:00	05:15
Ennis	00:30	02:15	05:30
Limerick City	00:45	2:45	5:45
UL	1:00	3:00	6:00
Annacotty	2:00	4:00	7:00
Kildare Village	2:45	4:45	7:45
Red Cow LUAS			
Dublin City	3:00	5:00	8:00

⬇ Download Timetable Here

BOOK TICKETS

TIMETABLE PAGE
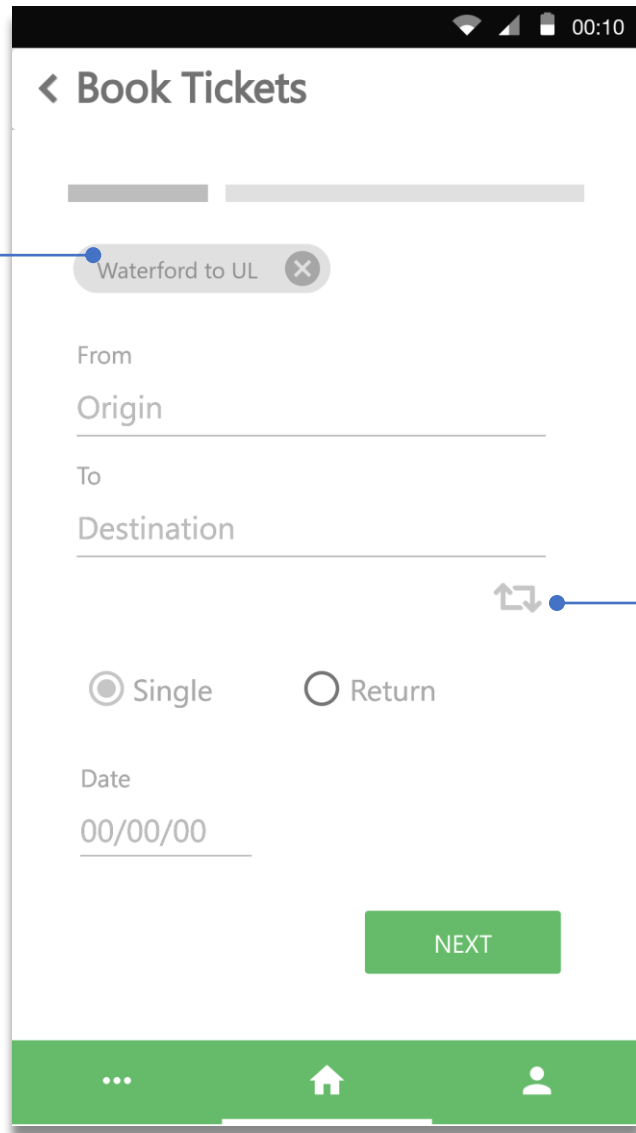
Bus times are separated into 3 timeslots so the page is less cluttered.

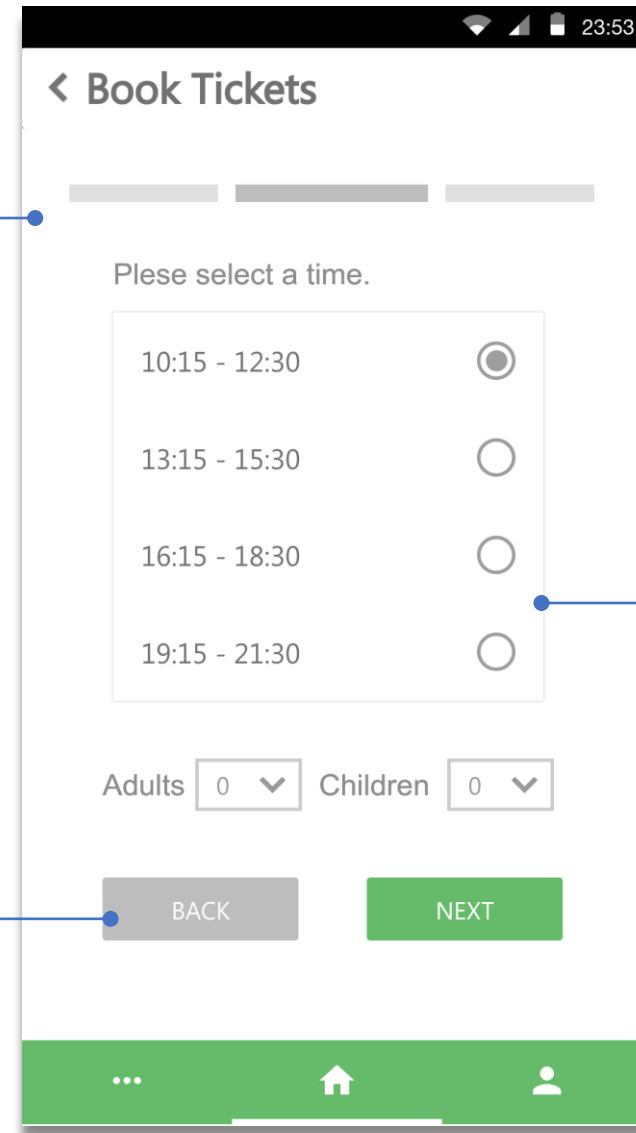Full timetable can be downloaded to view offline.

Previous journeys are displayed, in case the user wants to book the same ticket.

Grey bar indicated at which point the user is in the 3 stage process.

‹ Book Tickets

Waterford to UL ⊗

From
Origin

To
Destination

⟳ Switch option for origin and destination.

◉ Single   ○ Return

Date
00/00/00

NEXT

‹ Book Tickets

Plese select a time.

10:15 - 12:30   ◉
13:15 - 15:30   ○
16:15 - 18:30   ○
19:15 - 21:30   ○

User can easily select time and number of passengers.

Adults 0 ⌄   Children 0 ⌄

BACK   NEXT
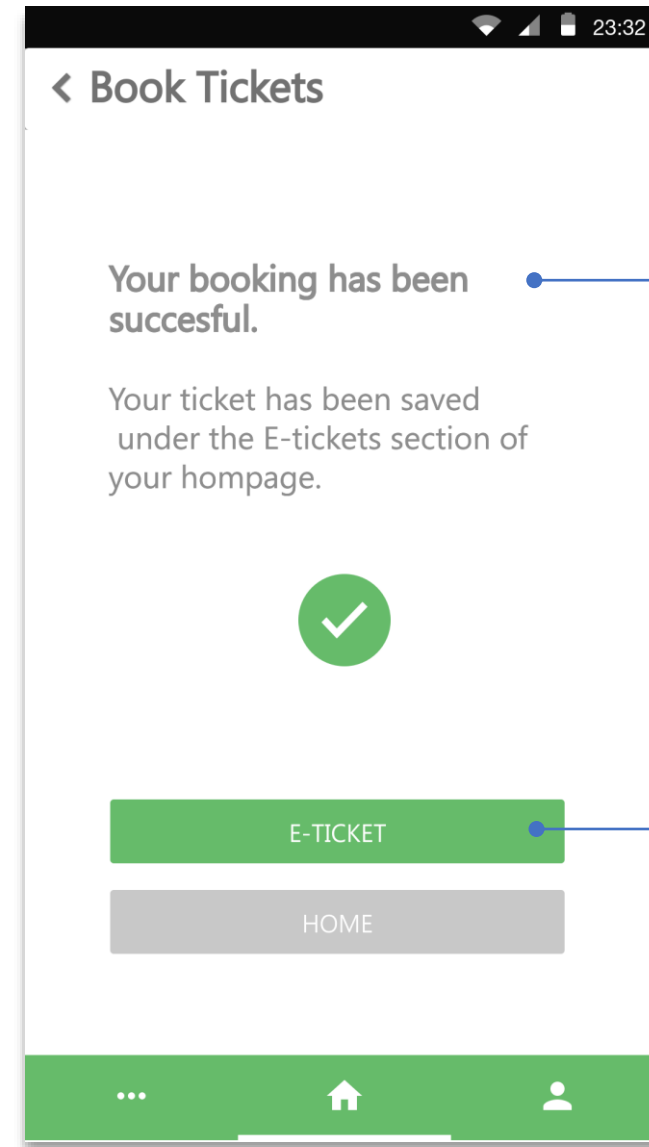
Back button in case the user changes their mind.

BOOKING PROCESS

User can look over journey details before booking.

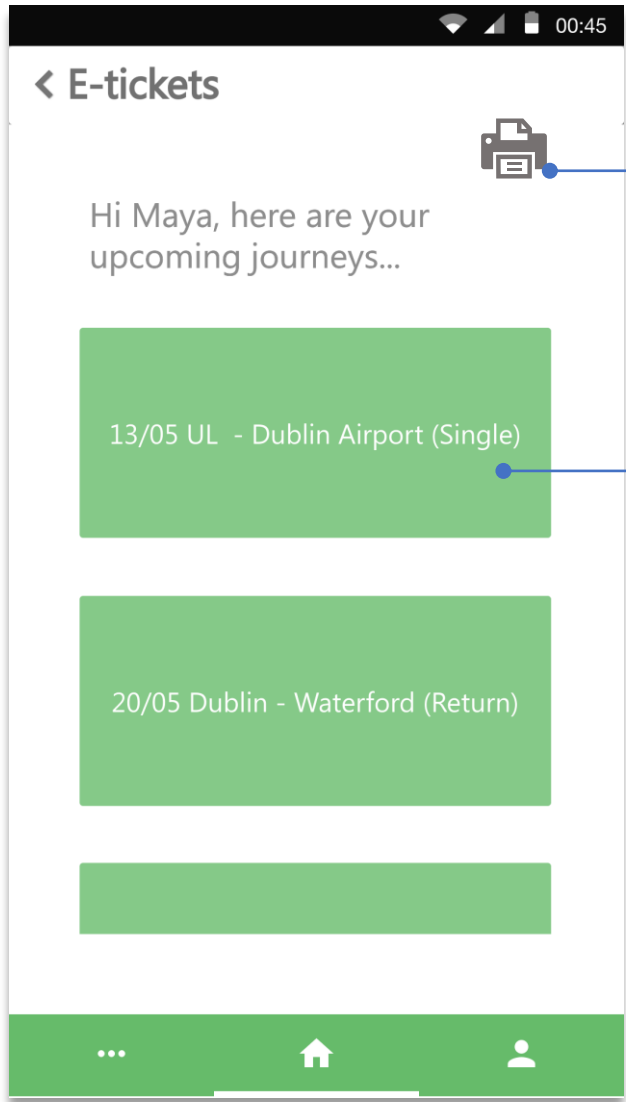User can choose to add a new payment method, or use the one saved in the app.
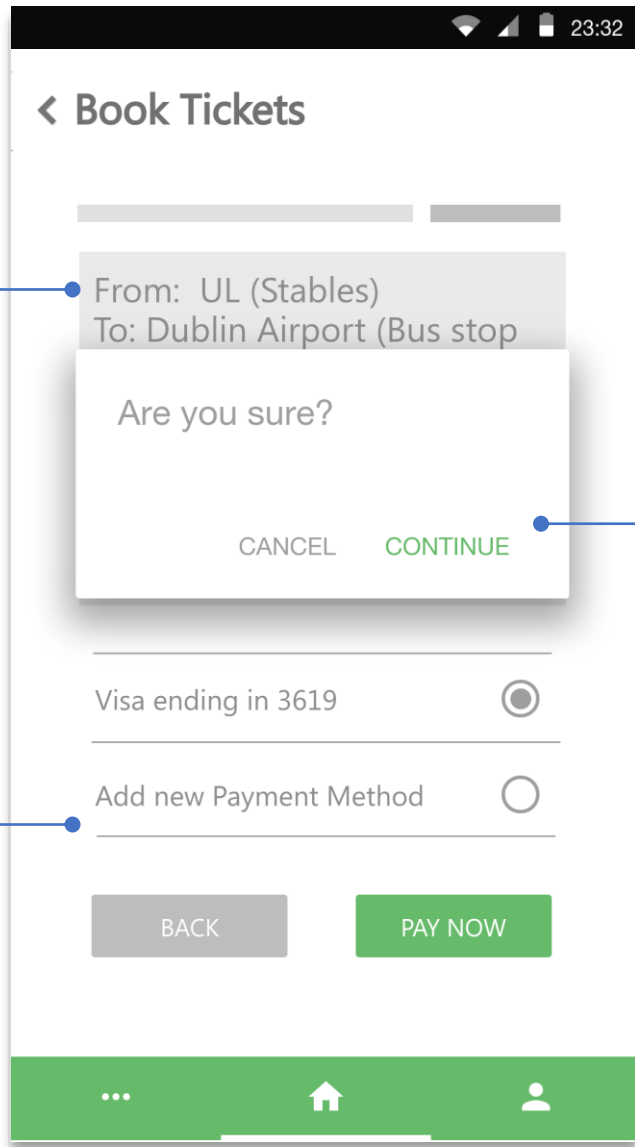
Pop-up double checks that the payment should be processed.

Order confirmation once ticket has been booked.

User can look at the E-ticket straightaway or go back to the homepage.

< Book Tickets

From: UL (Stables)
To: Dublin Airport (Bus stop

Are you sure?

CANCEL   CONTINUE

Visa ending in 3619

Add new Payment Method

BACK   PAY NOW

< Book Tickets

Your booking has been succesful.

Your ticket has been saved
 under the E-tickets section of
your hompage.

E-TICKET

HOME

BOOKING PROCESS

E-tickets

Hi Maya, here are your upcoming journeys...

13/05 UL - Dublin Airport (Single)

20/05 Dublin - Waterford (Return)

Users also have the option to print tickets.

All E-tickets are stored within app.

E-TICKETS PAGE

From: **UL (Stables)**
To: **Dublin Airport (Bus stop 11)**
13/05/12 at 13:15

1 Adult (Single)
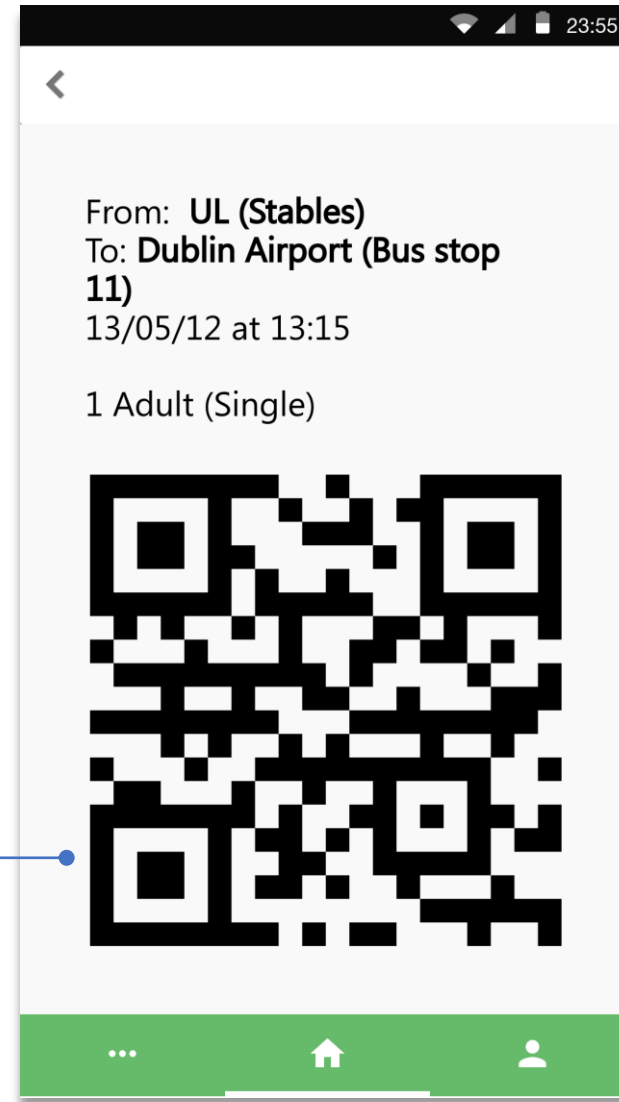
E-Ticket has journey information and QR code for the driver to scan.

E-TICKET

Proto link (valid until 26/03/19): https://share.proto.io/WMG3BR/
Screen recording video : https://youtu.be/jkff6kt6K6E

FINAL PROTOTYPE