

TransLoc Usability

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Introduction

The purpose of this usability test was to receive feedback concerning the widespread app, TransLoc. In order to do so, we decided to collect data from Kennesaw State University students.

We went into the usability test expecting to see users running into the following issues:

- Location accuracy
- Disappearing buses
- Unable to see routes

By performing the usability test, we were able to find areas of improvements and strength through observation of the participants.

Test Goals and Objectives

Our goal is to test the usability and user experience of the app, TransLoc among KSU college students.

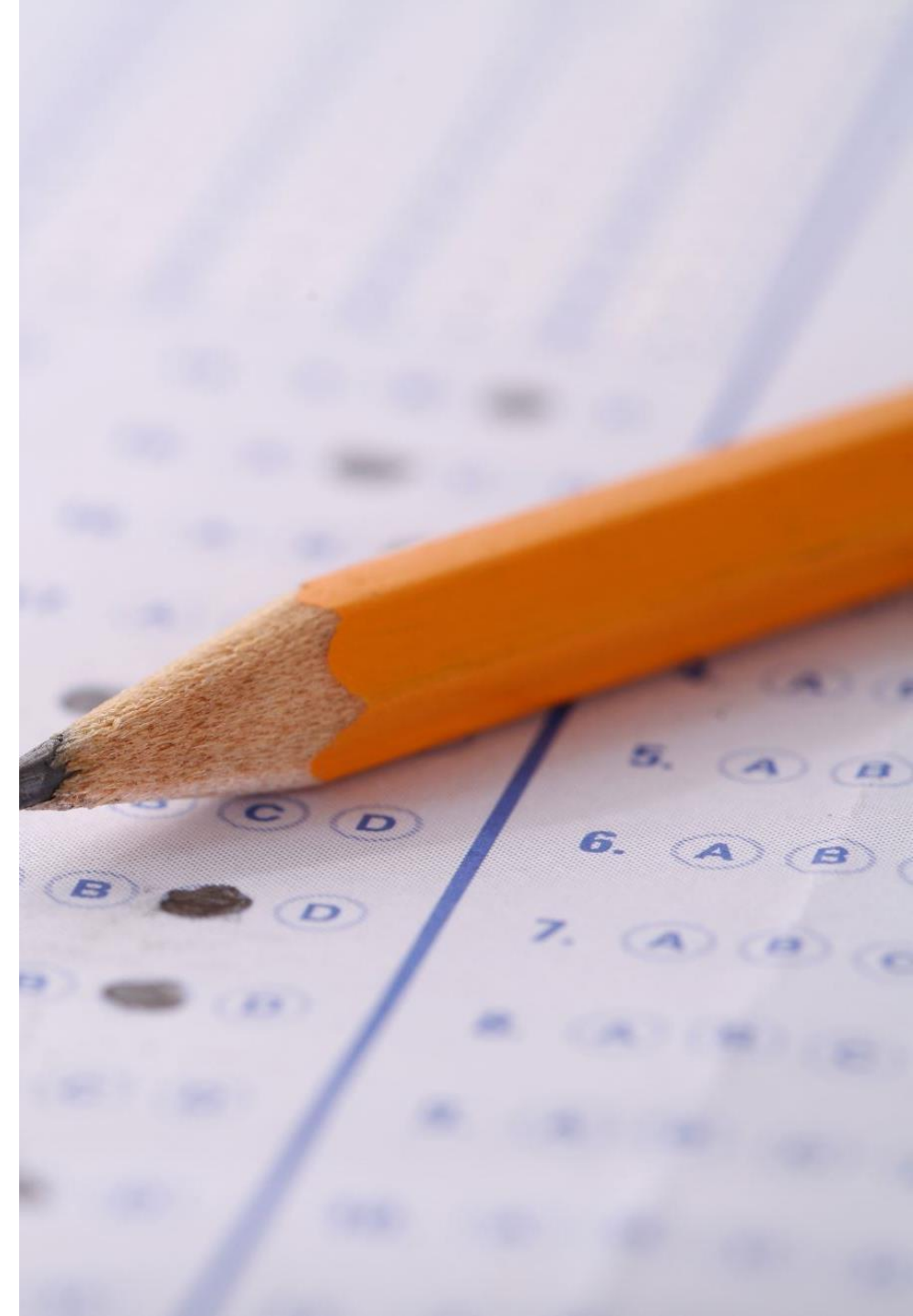
Our objective is to provide feedback both to TransLoc and Kennesaw State University. This feedback would be useful to TransLoc in evaluating the functionality of their application. This information would also be useful to KSU, as it is feedback from students and their experiences when utilizing campus transportation.



Methodology

We found participants interested in the usability test and prompted them to complete a questionnaire. The questionnaire determined whether they were eligible to participate or not.

- Preliminary questionnaire for consent
- Pretest questionnaire for participants mood



Methodology Continued

- Selected participants for testing and coordinated their availability
- Recorded and took pictures of the testing procedures
- Provided participants with pre-test questionnaires for consent and mood
- Conducted SUS test to assess usability and user experience
- Conducted TAP to understand how participants complete tasks
- Finished with a post-test questionnaire for overall evaluation
- SUS test is important for rating products based on usability
- TAP allows analysis of minute details during task completion

SUS Test Results

Participant	SUS Score	Status	Acceptability	Net Promoter Score	Grade
97	90	Best Imaginable	Acceptable	Promoter	A+
63	85	Best Imaginable	Acceptable	Promoter	A+
56	75	Excellent	Acceptable	Passive	B
50	72.5	Good	Acceptable	Passive	C+
43	52.5	Fair	Marginal	Detractor	D
26	40	Poor	Not Acceptable	Detractor	F
57	40	Poor	Not Acceptable	Detractor	F

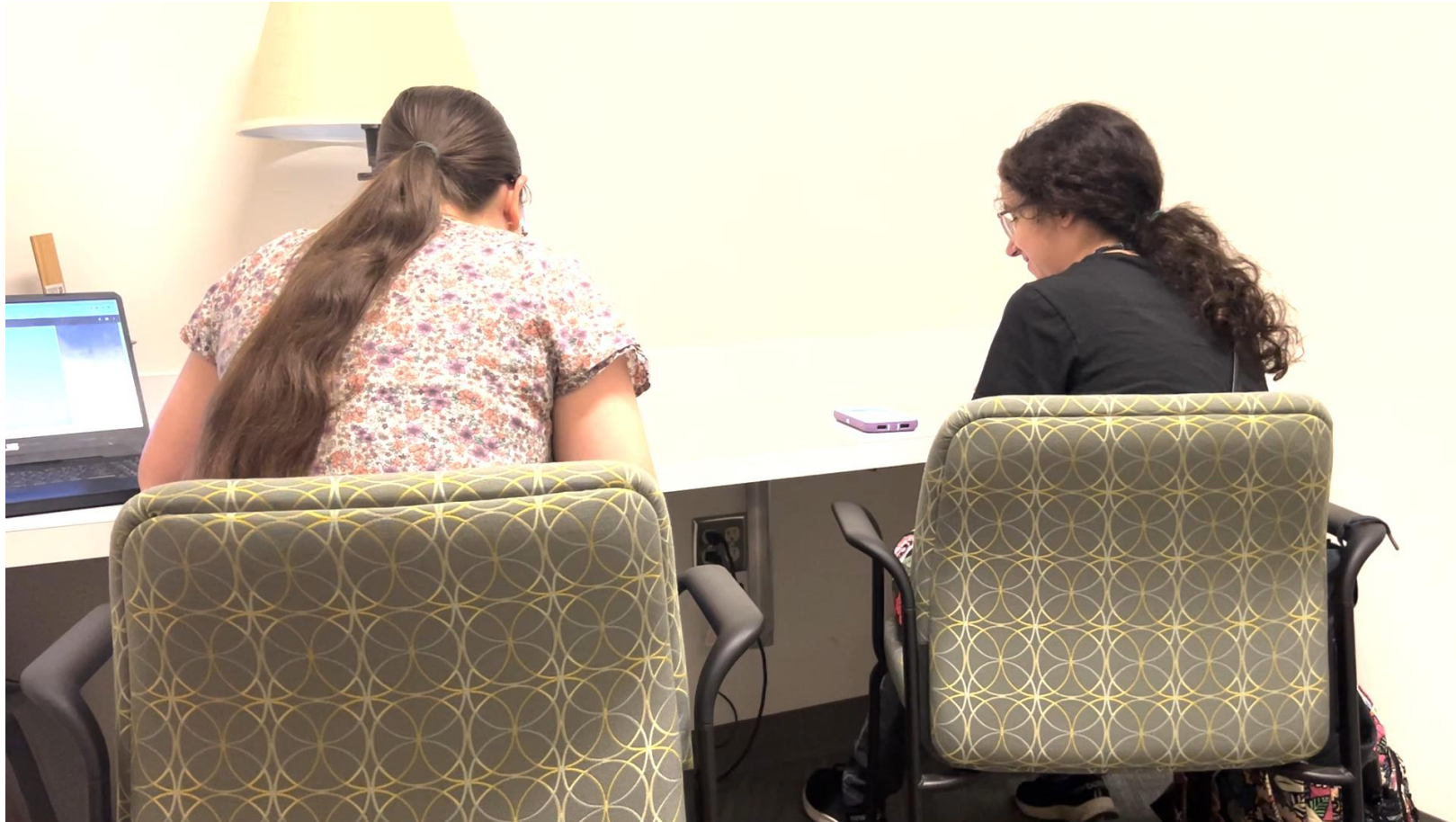
Participants

- Interviewed and provided questionnaire to 7 undergraduate student participants.
- All participants had ridden the Kennesaw State University bus, the Big Owl Bus, at least once.
- 5 out of 7 participants do not live in campus housing.
- 4 out of 7 participants use the Big Owl Bus for transportation "seldomly."
- All participants had ridden the bus route between Kennesaw Main Campus and Kennesaw Marietta Campus at least once.
- 5 out of 7 participants had used the TransLoc app.
- Participants displayed commonalities of being undergraduate students aged 18 to 24 and using the Big Owl bus occasionally.

First Task Highlight:



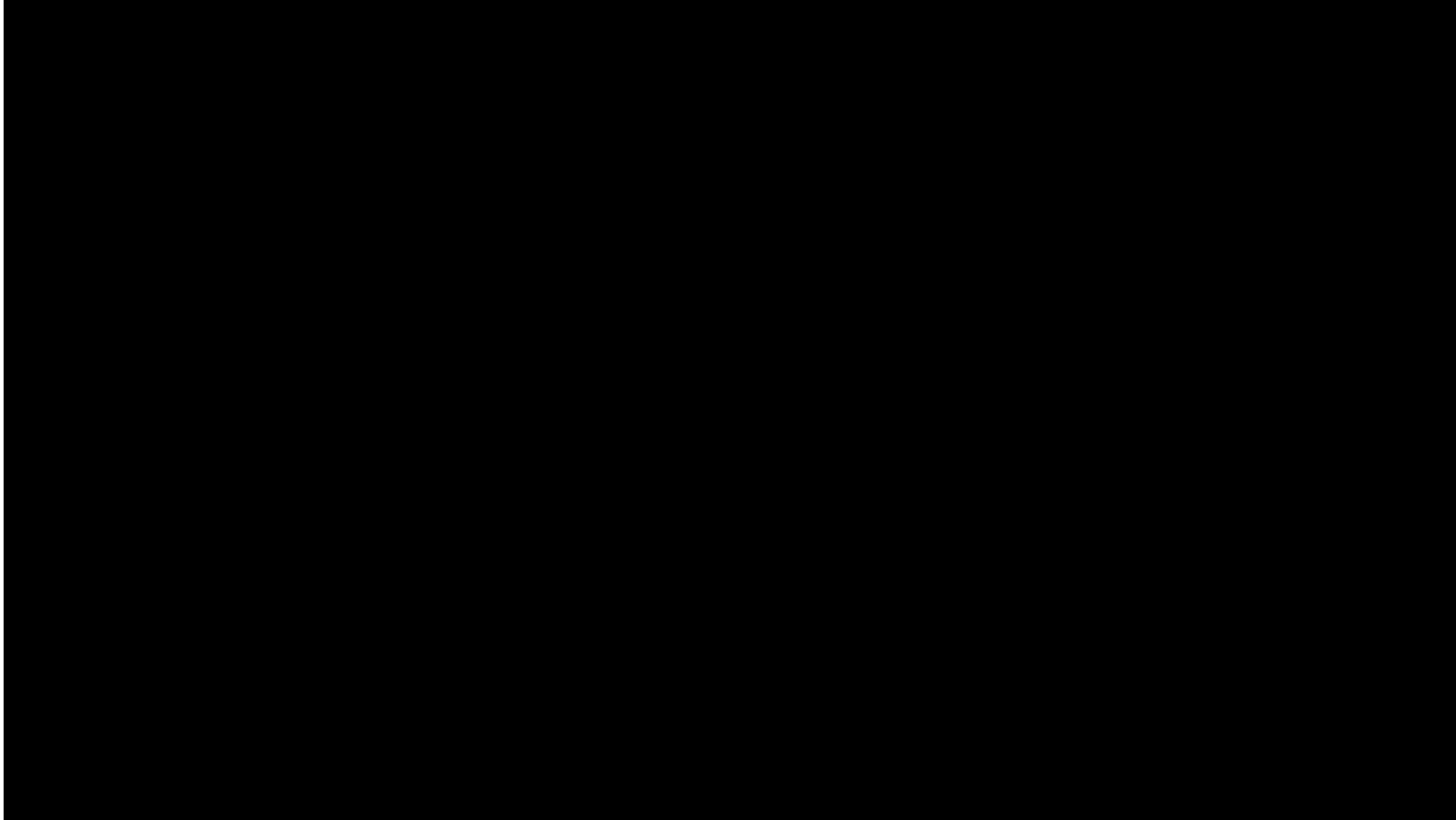
Second Task Highlights:



Third Task Highlights:



Third Task Highlight:



Findings

- Participants' interactions with TransLoc were observed using TAP during usability tests.
- All participants completed the first task without much frustration or confusion.
- Complaints were received about the placement of routes under the search category instead of the routes category.
- Android users were unable to complete the second task of following the bus on the mini map.
- Conclusions were drawn about the functionality of TransLoc and how it differs on Android versus iPhone.



Recommendations

After successfully conducting the usability test and analyzing all the data, we came up with the following recommendations:

1. TransLoc could improve by establishing a familiar icon scheme
2. Fixing TransLoc's routing interface for Android devices would better user experience.