

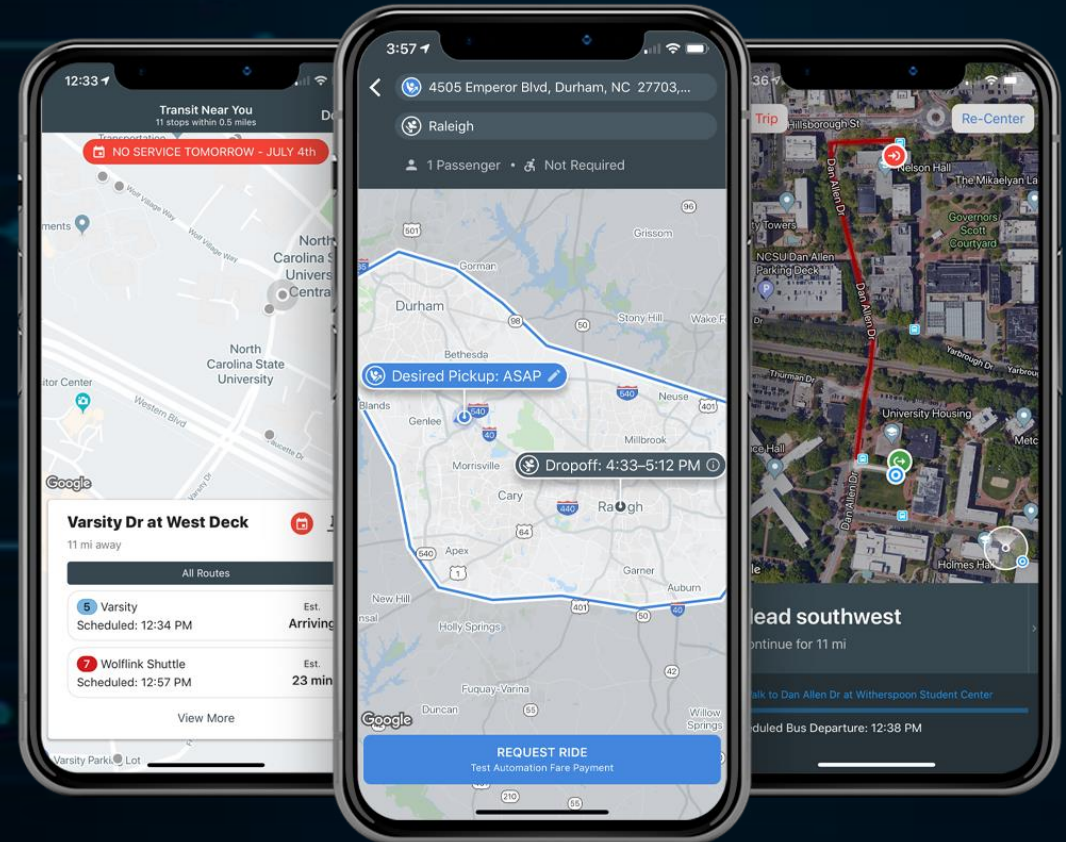
TransLoc Usability Test



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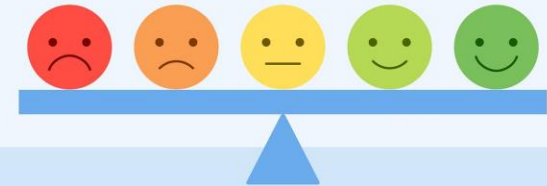
General Description of TransLoc

- A public transportation app
- Finds fast roadways
- Finds bus routes
- All based on locations



Goals

- Test the app TransLoc
- Show strengths and weaknesses
- Understand a student's user experience



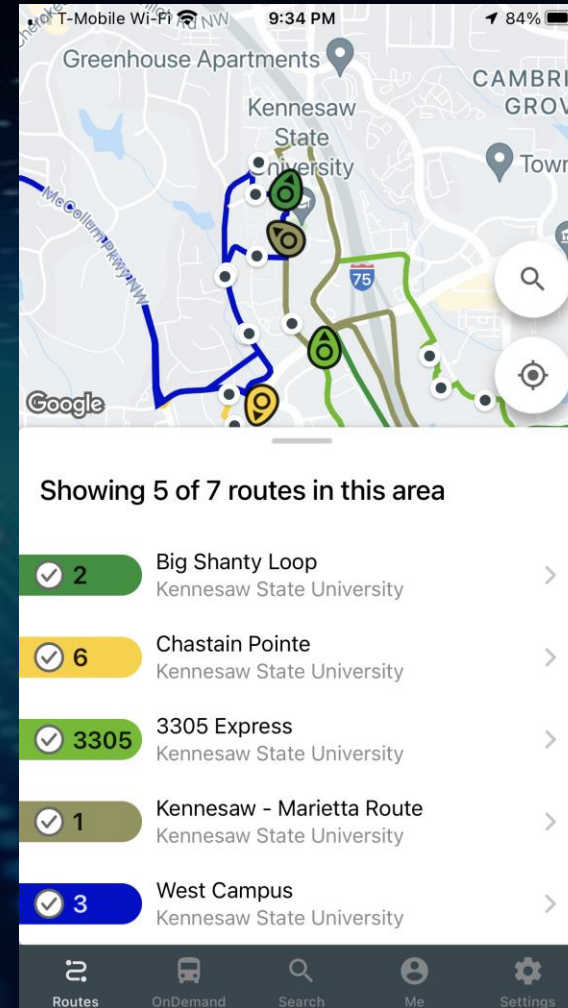
Target Audiences

- College graduates pursuing further education
- Veterans
- Disabled Students
- International Students
- College students between 18-50



TransLoc Pain Points

- Confusing map layout
- Inaccurate bus times and routes
- Missing important bus information
- Lack of clear labels
- Dull colors



Methods

- We used multiple methods for testing and finding participants
 - Providing a survey to gauge how many KSU students use the TransLoc app
 - T.A.P. (Think Aloud Protocol)
 - S.U.S. (System Usability Scale)
 - Likert scale
 - A closed card sort.
- Additionally, the incentive for each participant was \$10 Starbucks gift cards each.
- Overall, the purpose is to demonstrate what the recruiting and setup process were like and to present the results of our participants and any pain points they encountered while using the app.

Personas

Personas		
Dante Williams	Crystal Young	Mark Stamper
Age: 25	Age: 20	Age: 21
Ethnicity: Nigerian	Ethnicity: Filipina American	Ethnicity: Latino
Marital Status: Single, no children	Marital Status: Single, no children	Marital Status: Single, no children
Education: exchange student studying MS in Civil Engineering, just started 5th year	Education: Sophomore, undeclared	Education: Freshman, pursuing BS in Biology
Languages: Igbo, English, French	Languages: Tagalog, English	Languages: some Spanish, English
Job: Works part-time for McAllister's on Mondays, Tuesdays, Wednesdays, and Thursdays, currently looking for a nearby internship or co-op to do in Kennesaw or Marietta instead.	Job: Intern at a digital marketing agency called WebFX.	Job: None
Interests/Hobbies: Tech, reading, building Legos, watching Seinfeld.	Interests/Hobbies: Reading, cooking, shopping, camping, running.	Interests/Hobbies: Reading, sustainability, playing video games.
Expertise: Digital native, uses TransLoc a few times a week for commutes	Expertise: Used TransLoc a few times, doesn't know how the tracking system works	Expertise: Digital native, doesn't know bus routes very well
User goal: After a long day, wants to know when the next bus is coming so he can get home quickly.	User goal: Find transportation to get between destinations.	User goal: Be able to get to class on time with accurate routes.
Quote: "Hard work pays off."	Quote: "Changing lives one connection at a time."	Quote: None

Survey Results

TransLoc Usability Test Survey Results					
Questions	Responses				
What is your current year?	Freshman 33%	Sophomore 23%	Junior 23%	Senior 20%	Graduate 0%
How old are you?	Under 18 10%	18 to 24 86%		25-34 0%	35-44+ 3%
Have you ever used the TransLoc app?	Yes 76%			No 23%	
In the past 30 days, how many times did you use the TransLoc app?	1-2 times 10%	3-4 times 13%		5+ times 50%	I have not used TransLoc in the past 30 days. 26%
Do you ride the Big Owl Bus (BOB)?	Yes 83%			No 16%	
In the past 30 days, how many times did you ride the Big Owl Bus (BOB)?	1-2 times 10%	3-4 times 16%		5+ times 53%	I have not ridden the Big Owl Bus (BOB) in the past 30 days. 20%

Participant Descriptions

- Participant 1

- Female freshman under the age of 18
- Had plenty of experience with TransLoc prior to testing
- She stated in her results that she used the app at least 5+ times within the past 30 days while riding the BOB (*Big Owl Bus*) for the same amount of time, 5+ times.
- We can conclude that she uses TransLoc frequently while using the KSU BOB. During the usability test, participant 1 chose to work on user tasks 2, 3, and 4.

- Participant 2

- Senior male between the ages of 18-24.
- Had not used TransLoc or rode the BOB in the past 30 days.
- He mentioned using the app and bus routes before but not in the last 30 days, so there was some familiarity but not as strong as participants 1 and 3.
- Participant 2 decided to do user tasks 1, 2, and 3.

- Participant 3

- Freshman male under the age of 18
- Had used TransLoc app and BOB 5+ times within the last 30 days
- Participant 3 completed user tasks 1,2, and 4

Tasks

Participants
completed 3 tasks

User Tasks	
Task 1 <ol style="list-style-type: none">1. Find the KSU campus on the TransLoc app.2. Tap on the Big Shanty bus route.3. Switch to the Kennesaw/Marietta bus route.	Task 2 <ol style="list-style-type: none">1. Find the KSU campus on the TransLoc app.2. Tap on the Town Center bus route.3. Check the info for the bus.4. Check when the next estimated arrival will be.
Task 3 <ol style="list-style-type: none">1. Find the KSU campus on the TransLoc app.2. Look through the list of bus routes.3. Find the bus number for the West Campus bus route.	Task 4 <ol style="list-style-type: none">1. Go to Settings.2. Find Agency Preferences.3. Select an Agency from the list.4. Turn off Visibility and Receiving Alerts.

T.A.P & User Task Results

T.A.P. and User Task Results				
		Task 1	Task 2	Task 3
Participant 1	Fail	Notable Note: Frustrating - describing the overall process of completing this task.	Success	Success
Participant 2	Success		Fail Notable Note: A lack of clear navigation and labels was the biggest hindrance.	Success
Participant 3	Success	Success	Success	Success Notable Note: Completed all tasks relatively fast.

Linkert Scale Results

Likert Scale Results: Qualitative			
Participants could answer agree (1), neutral (2), disagree (3)	Participant t1	Participant t2	Participant t3
I trust that the bus arrival times are accurate.	Disagree	Agree	Agree
There are too many route options featured.	Neutral	Neutral	Disagree
I can understand what every label and piece of information meant.	Disagree	Disagree	Agree
The route map is inconsistent and confusing.	Agree	Agree	Disagree
I feel confident that I would be guaranteed a seat on the bus.	Disagree	Agree	Disagree
The product has a dull and unappealing design.	Neutral	Agree	Disagree
I am satisfied with the overall usability of the product.	Agree	Disagree	Agree
I would not recommend this product to others.	Disagree	Disagree	Disagree

Likert Scale Results: Quantitative			
	Participant 1	Participant 2	Participant 3
Mean	2.1	1.6	2.25
Median	2	1	3
Mode	3	1	3

Card Sort Results

Used to describe
certain elements

Card Sort: Participant 1					
Menu	Search Bar	Navigation	Bus Routes	Labels	Maps
Readable	Predictable	User-Friendly	Frustrating, Unexpected, Overwhelming	Understandable	Trustworthy, Hard to read

Card Sort: Participant 2					
Menu	Search Bar	Navigation	Bus Routes	Labels	Maps
Frustrating	Ineffective, Clunky	Unexpected, Understandable, Hard to use	Predictable, Logical, Easy to use, Efficient	User-friendly, Confusing, Bare	Overwhelming, Sleek, Hard to read

Card Sort: Participant 3					
Menu	Search Bar	Navigation	Bus Routes	Labels	Maps
Readable	Efficient	Understandable	User-friendly	Logical	Easy to use

S.U.S Results

1= Strongly Disagree

2= Agree

3= Neutral

4= Disagree

5 = Strongly Agree

S.U.S. Results: Qualitative			
Participants answered by marking boxes 1, 2, 3, 4, or 5	Participant 1	Participant 2	Participant 3
I think that I would like to use this product frequently.	4	3	5
I found the product unnecessarily complex.	3	2	1
I thought the product was easy to use.	3	2	5
I think that I would need the support of a technical person to be able to use this product.	4	2	1
I found the various functions in this product were well integrated.	2	2	4
I thought there was too much inconsistency in this product.	3	4	1
I would imagine that most people would learn to use this product very quickly.	4	4	5

S.U.S. Results: Quantitative				
Participants' S.U.S Scores	Status	Acceptability	Net Promoter Score	Grade
Participant 1: 45	Poor	Not Acceptable	Detractor	F
Participant 2: 42.5	Poor	Not Acceptable	Detractor	F
Participant 3: 97.5	Best Imaginable	Acceptable	Promoter	A+

Recommendations

- As a recommendation, we suggest there should be enhancements to improve the overall user experience so all users can have a consistent experience regardless of expertise. Therefore, these changes will draw more students to the app and increase user retention against other competitors by:
 - Reducing the number of bus lines given on a map to about 3 to 4 lines at a time.
 - Highlighting the selected bus line along with a label indicating which bus is being selected.
 - Adding more content to the search page.
 - Removing the sign-in wall and making all features available.

Prototype Pictures

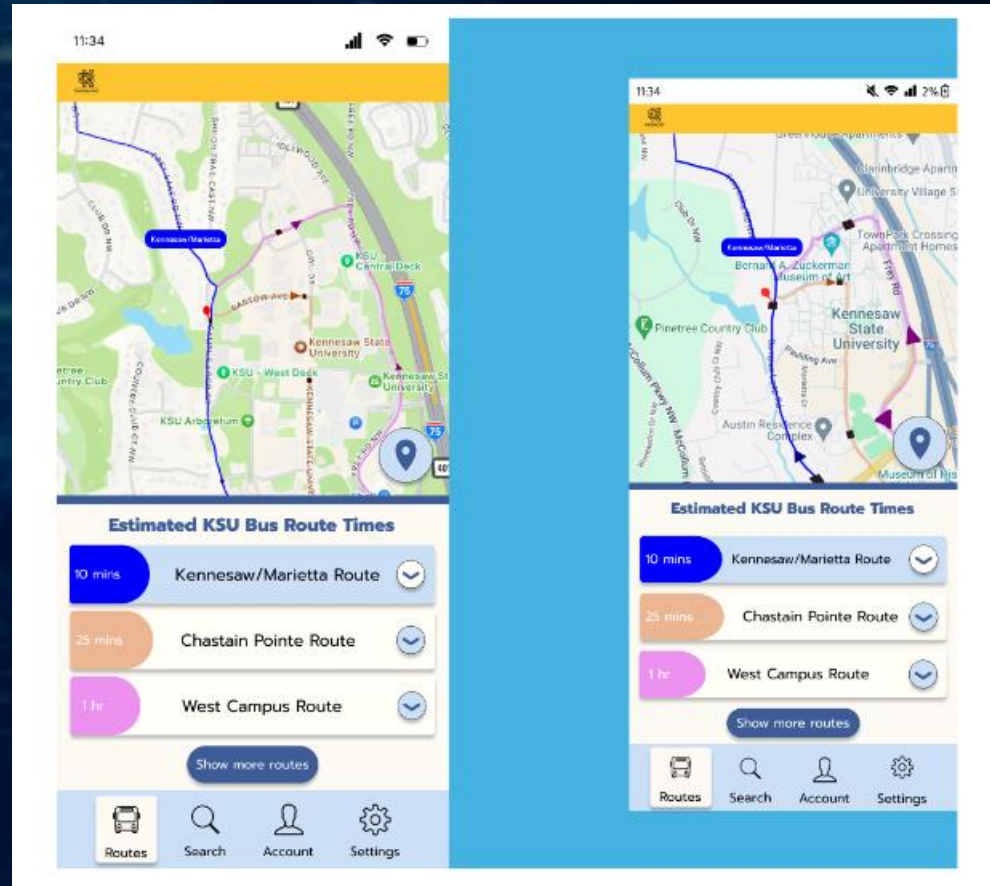


Image 1

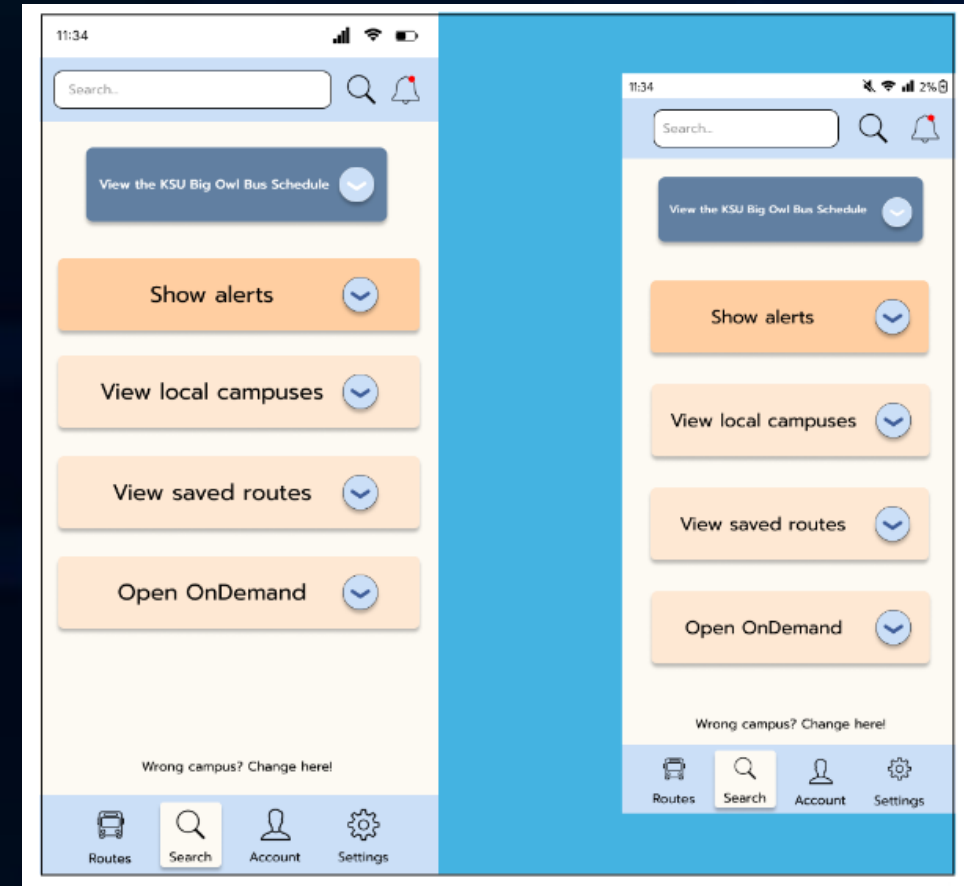


Image 2

Conclusion

- TransLoc creates an inconsistent experience for users seeing that 2 out of 3 participants found the usability to be difficult.
- Through various testing strategies such as T.A.P., S.U.S., Likert scale, a closed card sort, and a preliminary survey, we were able to perform a deep dive on what participants thought of TransLoc while attempting their user tasks.
- With the lack of labels, confusing navigation, and inaccurate times, these issues make TransLoc inferior compared to other transportation tracker competitors like Moovit and Transit.

Thank you for your time!



THANK YOU!