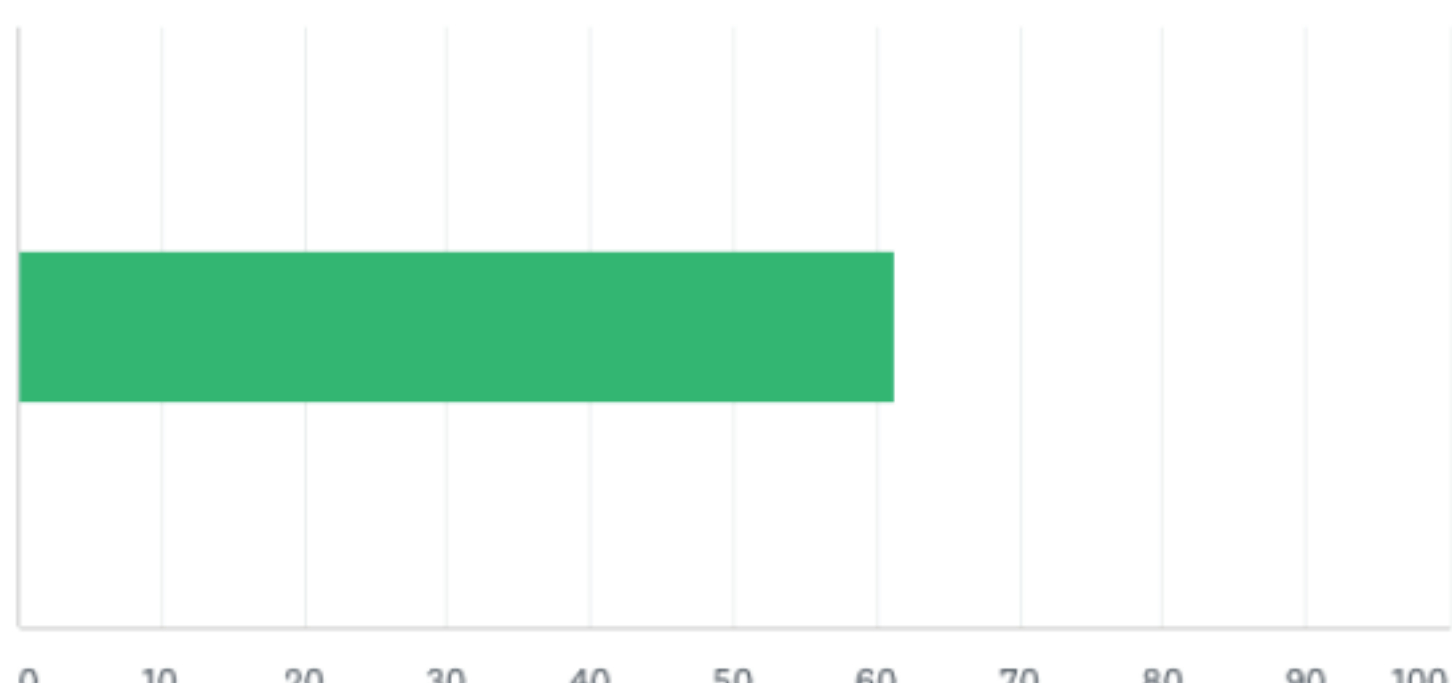


Post - Think aloud survey

Q1. Did you find the Ticket Booking process easy to Use?

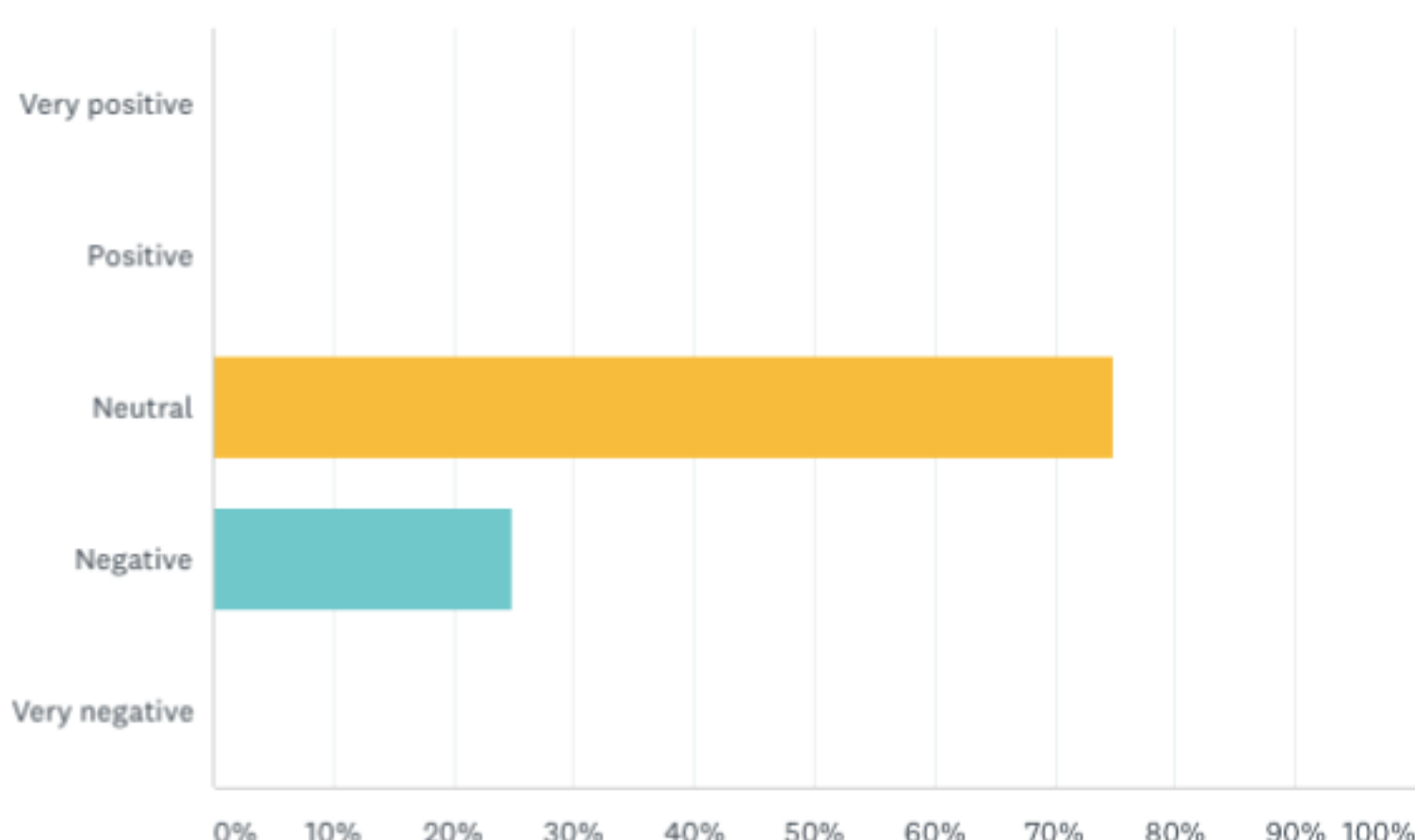
Answer: Sliding scale from 0-100



Data Analysis - Rated 61 out of 100. Participants were in doubt many times during the booking process, as noted in our Think Aloud data analysis results on the number of expressions of doubt during the booking process.

Q2. How did you feel about the experience after successfully completing task one?

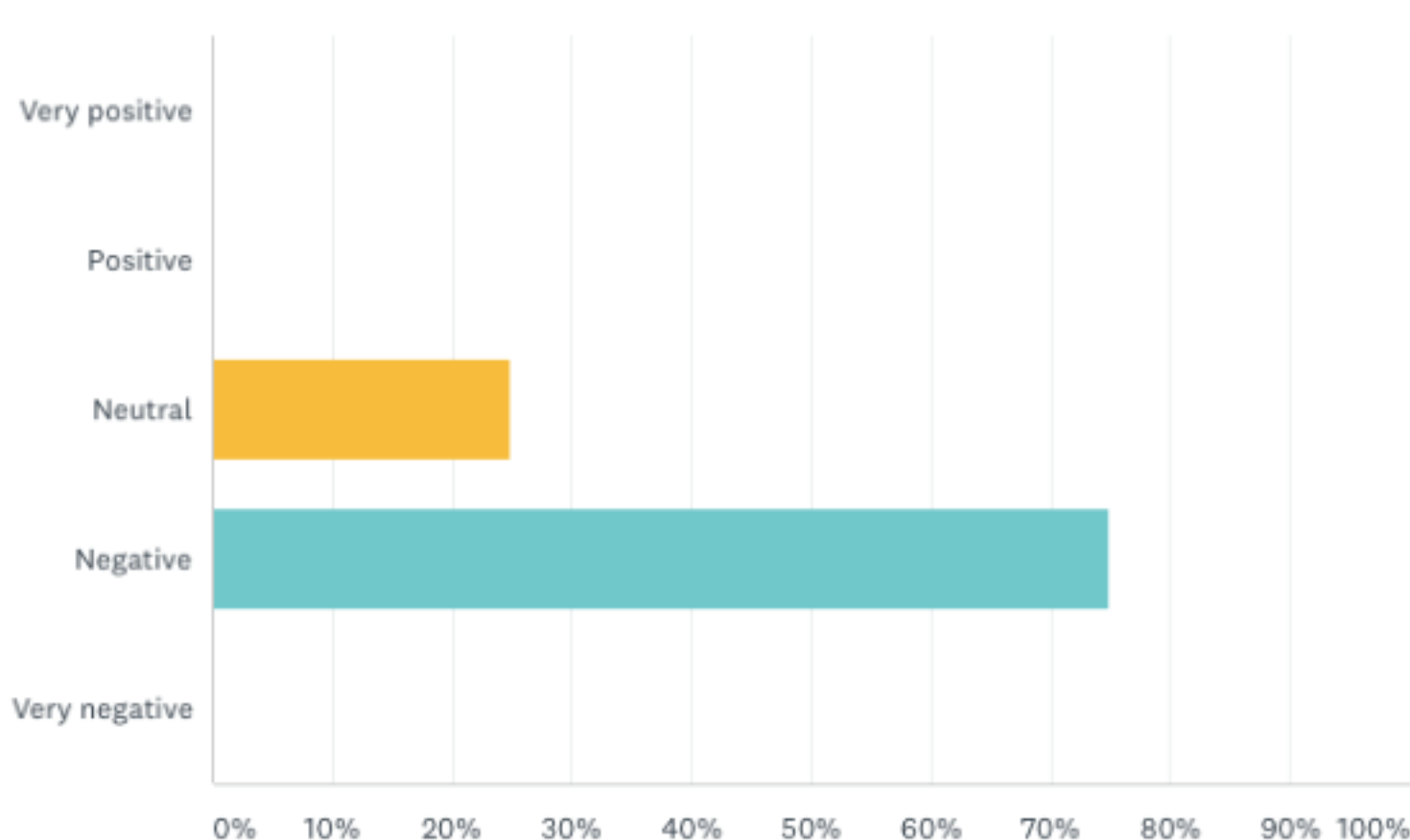
Answer: Multiple Choice



Data Analysis - 75% of participants felt neutral about their booking experience even though task 1. was successfully completed by all. 25% of participants held a negative view of Bus Eireann.

Q3. After failing to book a wheelchair ticket for Task 2, how did you feel about Bus Eireann?

Answer: Multiple Choice



Data Analysis - All participants failed to complete this task as it is not currently possible to make a wheelchair booking online. The fact that the information was not immediately obvious during the booking process impacted negatively on 75% of participants with 25% remaining neutral.

Q4. How can Bus Eireann improve on their booking journey for users?

Answer: Comments Box

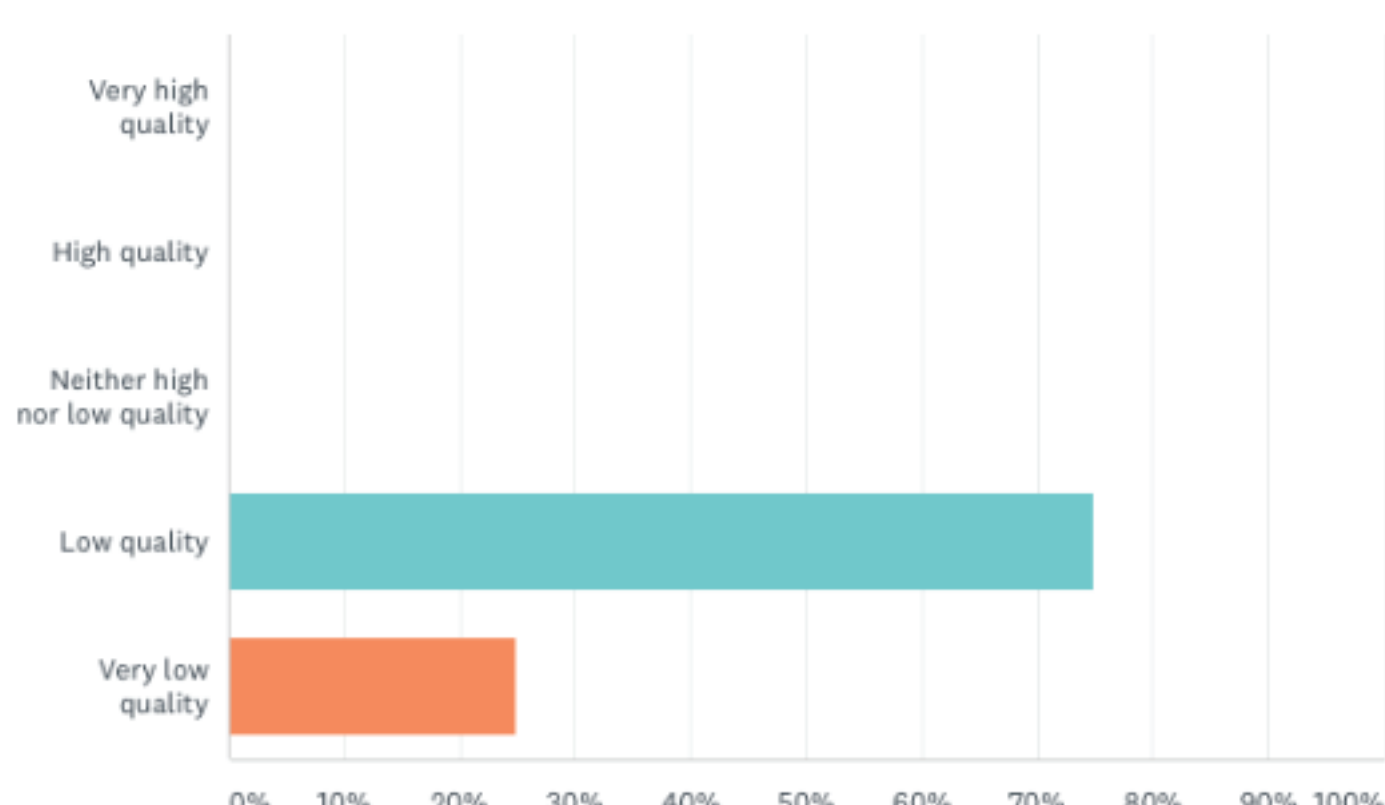
Showing 4 responses

- Streamline the way in which indirect journeys are chosen and booked Improve consistency of design so certain boxes/pieces of text on the website are not mistaken for actionable buttons.
4/7/2020 5:29 PM [View respondent's answers](#) [Add tags](#)
- Making information clearer
4/4/2020 9:33 PM [View respondent's answers](#) [Add tags](#)
- Have a clearer user interface with the relevant information for travellers clear and upfront. Clarity should be provided on routes and changes.
4/4/2020 3:37 PM [View respondent's answers](#) [Add tags](#)
- Make the information we need available on the front page, especially to do with transfers and users with special needs
4/4/2020 2:54 PM [View respondent's answers](#) [Add tags](#)

Data Analysis – Participants gave suggestions on how Bus Eireann could improve the booking experience. It was noted that there was a clear pattern that emerged. For example: 'relevant information', 'clearer and relevant information', 'information available', the fourth respondents comments related to clearer presentation of information.

Q5. Rate Bus Eireann's communication of services to new users online?

Answer: Multiple Choice



Data Analysis - 75% of participants felt that Bus Eireann were not catering to new users online and the communication of services was of low quality. 25% of users rated it as Very Low Quality.