

Heuristic Evaluation ordered by severity rating - High Concern, Medium Concern, Low Concern

1. Visibility of system status Changes throughout the journey not clear to the user in the booking journey	HIGH Concern
Description: <p>In order to be educated about the changes required throughout their journey, the user must click on an 'i' button to receive this information. Through our sample group, it was found that every user did not press this button, thus were unaware of the changes that they would be required to make on their journey. The summary of the ticket booking on the right-hand side of the page does also not insert the information of these changes.</p>	
Recommendations: <ol style="list-style-type: none">1. This information appears on the page without requiring the user to click on a button to reveal it.2. This information appears in the 'Your Basket' summary on the right hand side of the page.	

10. Help and documentation No help given to the user when trying to book a wheelchair/accessibility seat	HIGH Concern
Description <p>A sample set of users found that when they tried to book a ticket for a wheelchair user, no upfront information was given. Results were found in various places after multiple searches by the users. The result was that no tickets could be booked by wheelchair users online due to restrictions and they need to phone the office.</p>	
Recommendations <ol style="list-style-type: none">1. Have information displayed on the homepage which directs the user immediately to the phone booking number if they are trying to book a wheelchair ticket.	

2. Match between system and the real world The 'from' and 'to' destination search boxes provide difficulty for users not familiar with the destinations that they are travelling to and from.	HIGH Concern
Description: <p>While the system has made efforts to match the bus stop locations to the real world, some of these descriptions are too colloquial for infrequent users of the service or tourists, a sample set of users found.</p>	
Recommendations: <ol style="list-style-type: none">1. Insert a search using a pop-up map function 'Find my stop' that would allow the user to visually choose their stop2. 'Use my current location' would allow infrequent users of the service to identify which station in, for example, Dublin city is easiest for them to go to.	

3. User control and freedom Backspace empties basket	HIGH Concern
Description: When a user follows the prompt to sign up for BE Club after choosing tickets, but decides to navigate back to ticket checkout, this causes the basket to empty and requires the user to perform the ticket selection again. No way to leave the BE Club sign up process. Recommendations: Make it so backspace from BE Club onboarding no longer causes this problem	

6. Recognition rather than recall The system relies on the user's memory disproportionately	HIGH Concern
Description: The system assumes the user understands the difference between 'Expressway', 'Regional' and 'City and Town' Services. Furthermore, when the 'Back' button is pressed to get back to the Booking System page, the system forgets some of - but not all - the options that were previously selected. Recommendations: <ol style="list-style-type: none"> 1. Where the 'Expressway', 'Regional' and 'City and Town' Services icons are used, have an explanation in the Alt Text when a user hovers over the icon, or else have a small information symbol and explainer next to them. 2. Ensure the user's previously inputted data is retained as they move forwards - and backwards - through the site. 	

5. Error prevention The system does not prevent errors	MEDIUM Concern
Description: An analysis of the Booking Tool showed that the 'Options' box only appeared after an error occurred. It is preferable to prevent a problem than to have effective error messaging. The error messaging did not direct the user to the 'Options' box to rectify the issue. Recommendations: <ol style="list-style-type: none"> 1. Make the options box visible on the booking tool by default, and have it pre-set to the most intuitive option 'Find all' or 'Direct only' 2. Alternatively, have a checkbox for one or other option, rather than a dropdown. 3. Improve labelling - 'Options' does not define the button's function very well. 4. In the error message, always direct the user to the relevant box to rectify the problem. 	

9. Help users recognize, diagnose, and recover from errors Error occurring when the system defaults to 'direct only routes'	MEDIUM Concern
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<p>Description</p> <p>A sample set of users found that when they entered a destination in the 'from' and 'to' box, a resulting error occurred "there are no direct journeys for your stop" but the system doesn't suggest to the user that they try an alternative journey without 'direct' chosen.</p> <p>It is the system that defaults to 'direct' and doesn't initially give the user an option to search for 'all journey types'.</p> <p>Recommendations</p> <ol style="list-style-type: none"> 1. Give the user the option to choose either 'Direct' or 'All journey types' when initially entering in a search. 2. When the error occurs, suggest a solution to the user in the error message to "search all journey types. No direct journey available".
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7. Flexibility and efficiency of use The system doesn't enable BEClub memberships to be used efficiently, and introduces it too late in the booking stage.	LOW Concern
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<p>Description:</p> <p>BEClub membership is introduced during the booking process but at the incorrect time - it is introduced just before checkout stage. If the user wants to finally complete their booking and, given the inefficiency of the site to date in their booking journey, our sample users proved that they are more likely to skip sign up at this late stage.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> 1. Repurpose one of the tabs (replace Fare finder) for BE Club registration. 2. A clickable icon with a video introduction (for tourists and novice users) explaining what the advantages of BE Club membership are. (These clickable icons can be ignored by the expert user.)

8. Aesthetic and minimalist design The flow of the booking process is disjointed in terms of the content.	LOW Concern
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<p>Description:</p> <p>Information Hierarchy is confused in terms of importance and relevance: the tabs should be utilised differently.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> 1. Restructure the tab layout in the following order: Buy Tickets BE Club login & Registration View Timetables

4. Consistency and standards "No fares available" error box looks like actionable button	LOW Concern
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<p>Description:</p> <p>The error message to tell the user that no ticket is available for the journey chosen is coloured in the same red as other actionable buttons on the site. However, it is not an actionable button.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> 1. An error message should be replaced with a list of 'indirect' journey options clearly flagged as such. 2. The error message should give the user guidance as to where to go to correct the error.
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