

Think aloud - Data Analysis

Summary of Issues	P1	P2	P3	P4
1: No mention of accessibility on home page	✓	✓	✓	✓
2: Stop locations are vague		✓	✓	✓
3: Options box not visible	✓			✓
4: Journey transfer (changes) info not clear	✓	✓	✓	✓
5: Route number not always displayed				✓
6: Service - Expressway/Bus Eireann doesn't mean anything to user	✓	✓		✓
6: Continue to checkout/'confirm and pay' displayed twice	✓			✓
7: System changed selected stop and did not tell user				✓
8: Basket empties when you click 'back' and confusing check out process	✓			✓
Additional comments:				
Search terms & information relevancy	✓			
Previous search in the 'From' and 'To' boxes	✓			✓

Think Aloud Quantitative Analysis

Task 1.	Time on Task	No. of Errors	Expression of doubt	Search attempts	Search terms	Task Success or Failure
P 1.	8.02	1	13 times	0	0	✓
P 2.	8.20	0	10 times	0	0	✓
P 3.	3.06	0	4 times	0	0	✓
P 4.	3.29	0	2 times	0	0	✓
	2.50 (std dev)					
	5.44 (time on task)	25% experienced system error	7.25 expressions on average per participants	N/A	N/A	100% success

Task 2.	Time on Task	No. of Errors	Expression of doubt	Search attempts	Accessibility information	Task Success or Failure
P 1.	8.13	0	8 times	1	5.50	x
P 2.	6.02	0	4 times	2	4.51	x
P 3.	3.00	0	4 times	1	3.11	x
P 4.	3.00	0	3 times	1	3.04	x
	2.33 (std dev)				1.21 (std dev)	
	5.04 (time on task)	N/A	4.75 expressions on average per participant	1.25 search attempts per participant	4.14 (time on task)	100% failure

**Time spent completing the task on average - Standard deviation (std dev)**

**System Error, prevented task completion**

**Expression of doubt made on average during a task**

**Search attempts made on average during a task**

**Accessibility, time spent on average to find information**

\* The above quantitative data is generated from a qualitative research method. A larger-scale study would be necessary to verify findings, as the data collected was from a small group.