|  |  |  |
| --- | --- | --- |
| **Issue Description** | **Heuristic** | **Severity (1=least, 5=most)** |
| **WEB EXPERIENCE** | | |
| The alerts and advisories page displays only planned alerts and does not provide real time updates regarding transportation status. Page does not explain the difference. | Consistency and Standards | 5 |
| Timetables are listed in horizontal charts that make reading across multiple columns difficult, particularly in a small screen (mobile) context. System provides no visual aid for highlighting or selecting a specific row within timetables, which makes it difficult to track departure and arrival times for a given selection. | Flexibility and Efficiency  of Use  Error Prevention | 4 |
| On mobile screen views, the alerts and advisories page lists routes by abbreviation with no access to a key. These abbreviations may not be readily apparent to non-regular riders and in turn blocks access to important information. | Consistency and Standards | 4 |
| Bus schedules are presented in a list by bus number, versus organized by route name or destination. Difficult for non-regular riders to interpret and sort through as there is no context as to route location. | Match between System and Real World | 4 |
| On mobile screen views, “Map route” feature is buried under title header called “Schedules to Go,” which is vague and confusing. | Match between System and Real World | 3 |
| TrainView provides current system status, reporting late departure times but is buried on desktop site. On mobile, link is accessible but “trainview” label is unclear and does not clearly communicate feature’s purpose to riders. | Match between System and Real World | 3 |
| Input fields related to trip mapping require user to type station names and addresses. Typing leaves too much room for error and requires users to remember station names or locations. Very difficult to use on mobile. Fields should have auto-fill feature or drop down feature to lessen burden on customer. | Error Prevention  Recognition Rather than Recall  Flexibility and Efficiency of Use | 3 |
| Homepage is extremely busy and lacks clear organizational scheme and information hierarchy. Marketing content obstructs primary route and timetable information.  (Desktop Only) | Aesthetic and Minimalist Design | 2 |
| **APP EXPERIENCE** | | |
| App UI for selecting location within “next to arrive feature” is exceptionally confusing. System lacks appropriate instruction and feedback: a. It is not clear that a user may select either “current location” or “enter address.” Instead these appear to be 2 required fields. b. Users may not understand the difference between the above labels. Vague language does not match user mental models. c. Confirmation messages that should guide a user through this process are too subtle and unnoticeable. User cannot ascertain when an action has been accepted or what step of the process they are on. d. Hit spots are too small and increase likelihood of error occurring. | Consistency and Standards  Match between system and the real world  Visibility of system status  Error Prevention | 5 |
| App provides predictive text suggestions for location type-in fields that are not relevant to the SEPTA geographical area (ie: 1st predictive text result for 3750 Main street is a location in France). | Match between system and the real world  Error Prevention | 5 |
| In “schedule” tab, users are forced to pick stops and cannot view an entire schedule. Even more problematic, the list of stops from which to choose is not “smart,” based on prior selections. So, a user may select stops that do not fall within the chosen route. | Match between system and real world  Error Prevention | 5 |
| App provides no preference center or account mechanism for users to store preferred routes or schedules. System lacks convenience provisions for expert/frequent users. | Flexibility and Efficiency of Use | 4 |
| System status area, where users can go to check on delays or re-routes, provides extremely unclear navigation. Tab 1 is labeled “transit” but seems to only provide information on buses. Tab 3 is labeled “MFL, BSL, NHSL,” which are not abbreviations used by SEPTA in other customer facing applications and are not understandable to user. Bus routes are labeled by number making system inaccessible for non-regular riders. | Match between system and the real world | 4 |
| Navigational elements are used inconsistently. Hamburger menu does not always contain same elements. In some views it provides access to favorites, fares, and real time updates. In other views such as “train view,” it acts as a submenu revealing additional layers of details. | Consistency and standards | 3 |
| System display does not account for “escape routes” or easy back tracking navigation. Icons are used inconsistently to indicate access to prior page information. User may easily get stuck deep into app without a clear way to start over. | User Control and Freedom | 3 |
| App pulls in webviews that feature contextual “back” buttons which do not function in the app. | Flexibility and Efficiency of Use | 2 |
| App lacks onboarding experience. | Help and Documentation | 2 |