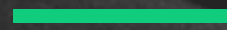


# UI Design - Presentation



# Simplicity

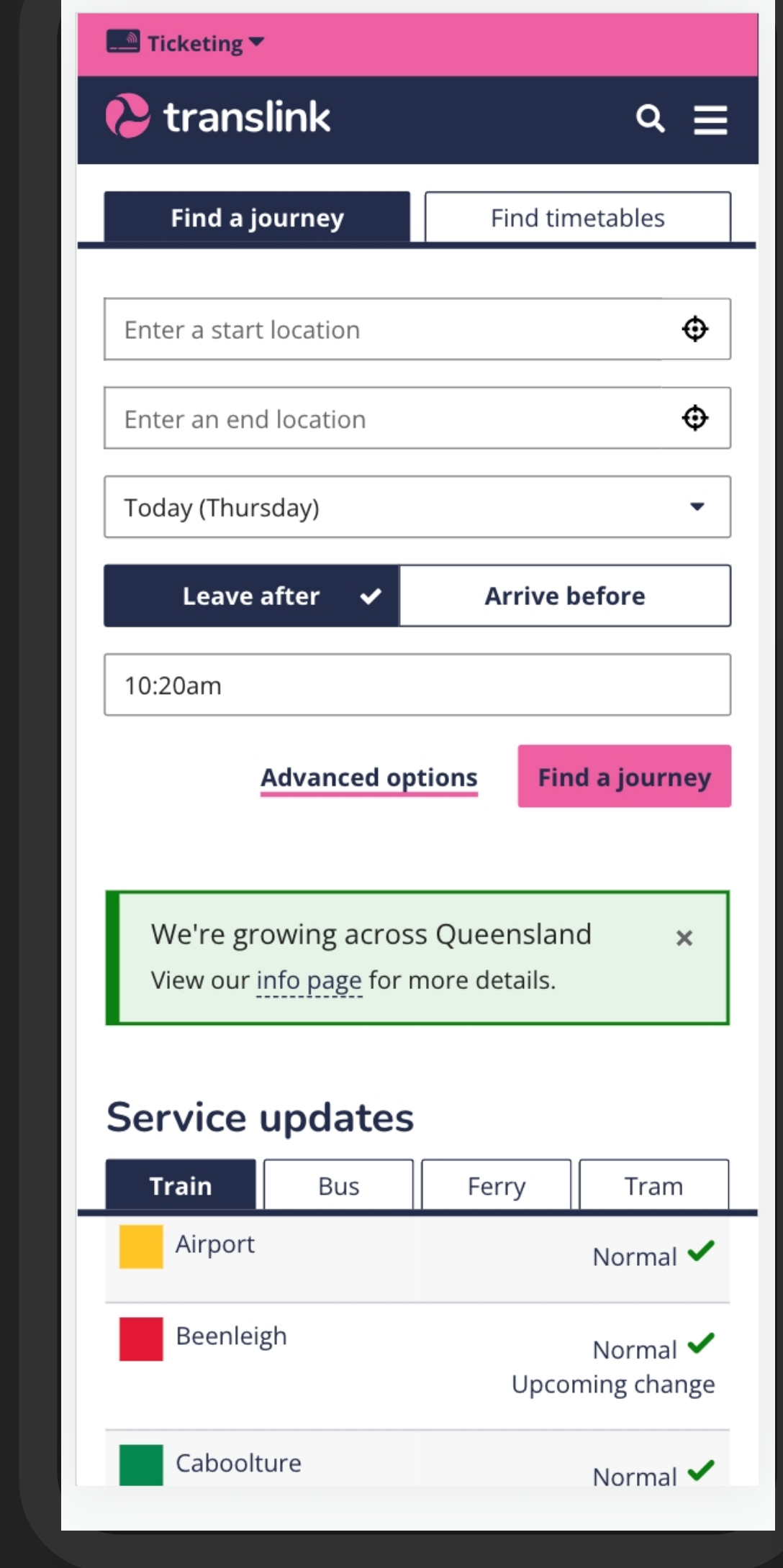
As per the findings of the UX report on Translink, the primary consensus was that whilst the physical Translink site has a lot to offer, its website on the other hand, is quite non user-friendly and complicated to use. In the following UI prototypes (both mobile and desktop), a simplistic design has been implemented that is not too overwhelming for the user and only includes information relevant to their specific desired outcomes. 80% users said they never used Translink before and 100% cited the reason as “too complicated”.

This prototype has been designed with the task of “finding a journey” in focus.

Simple design that gets rid of all extra buttons and colours from the current design.

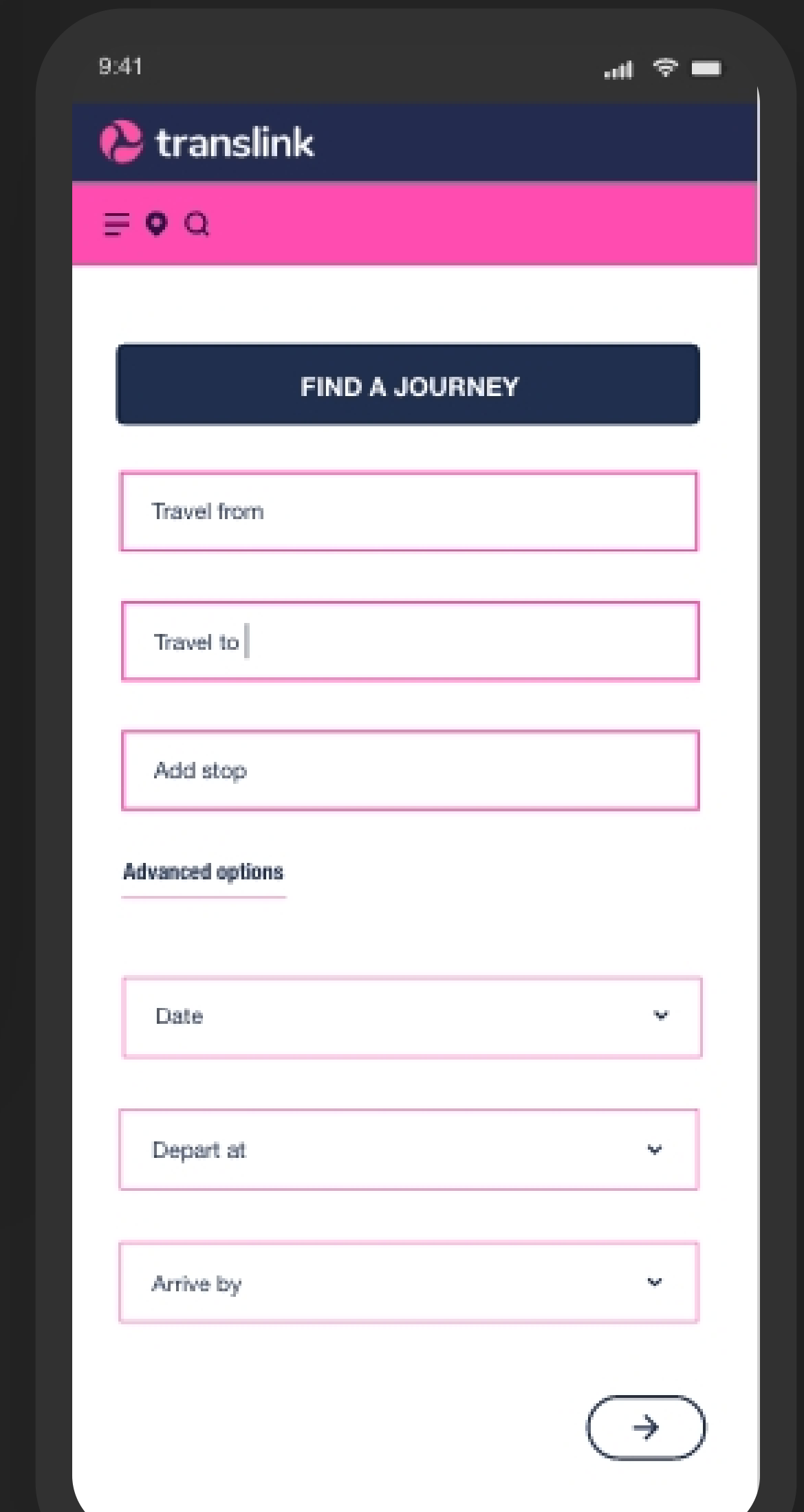
Three tone colour scheme - blue, pink and white. All elements stand out well from the background to avoid confusion.

I have used the whole page for a singular action - find a journey. This will help the user complete one action first and then move on to the next.



Current Translink homepage

My mobile prototype



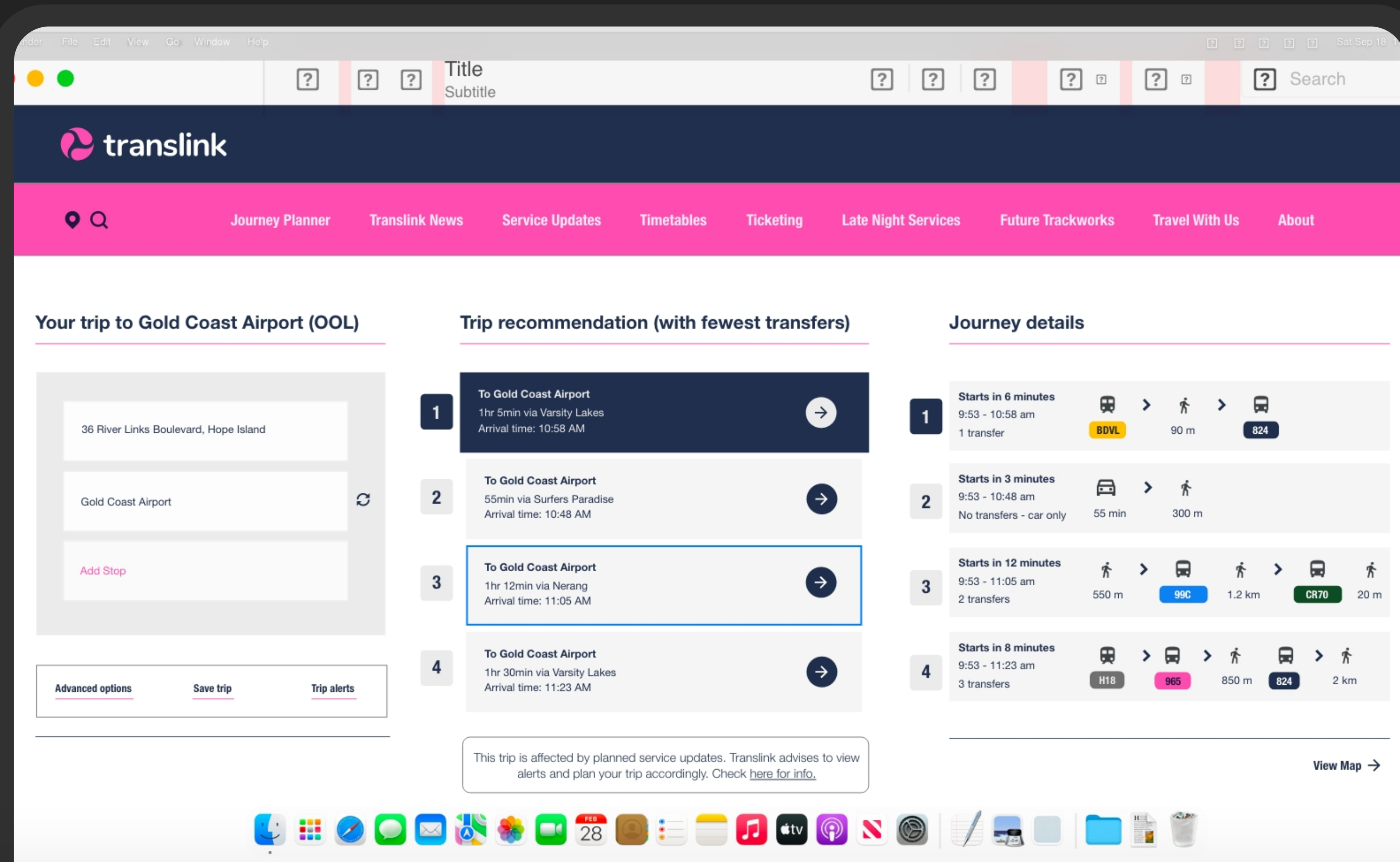
# Visual Distinction

I have used a modular grid structure to create clear visual hierarchy and reduce cluttering of pages. Blocks of information are segmented in a columnar grid, which are then further separated in rows.

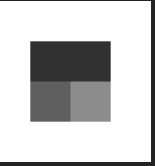
Action buttons are in dark blue and white, clearly standing out from the background.

Different colours have been used for bus, train names to make the options easy to read.

Light grey boxes as secondary background, to make sections distinct from primary white background.



Screenshot of desktop prototype showing grid layout to organise elements evenly



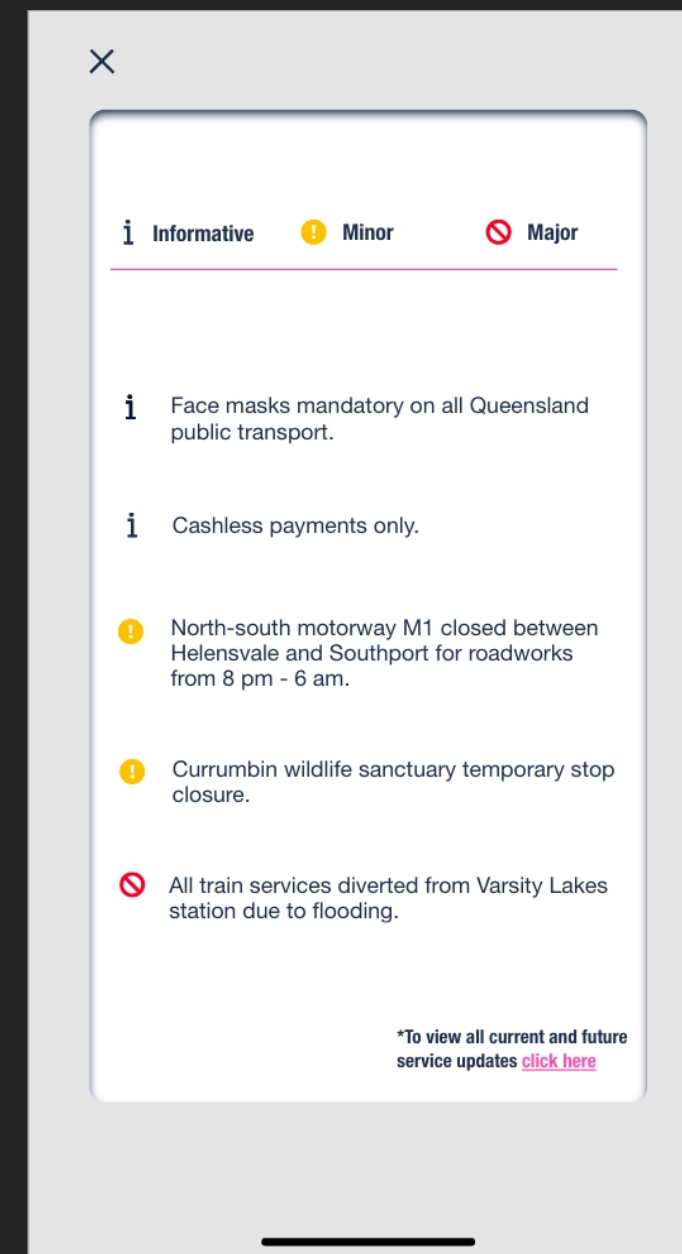
# Service Updates

Through the UX report, it was found that one of the major pain points in user journeys is the lack of notification about service updates and track closures. Although this information is relayed on the Translink website, it is either not easy to find or not specific to the travel route (listed generically).

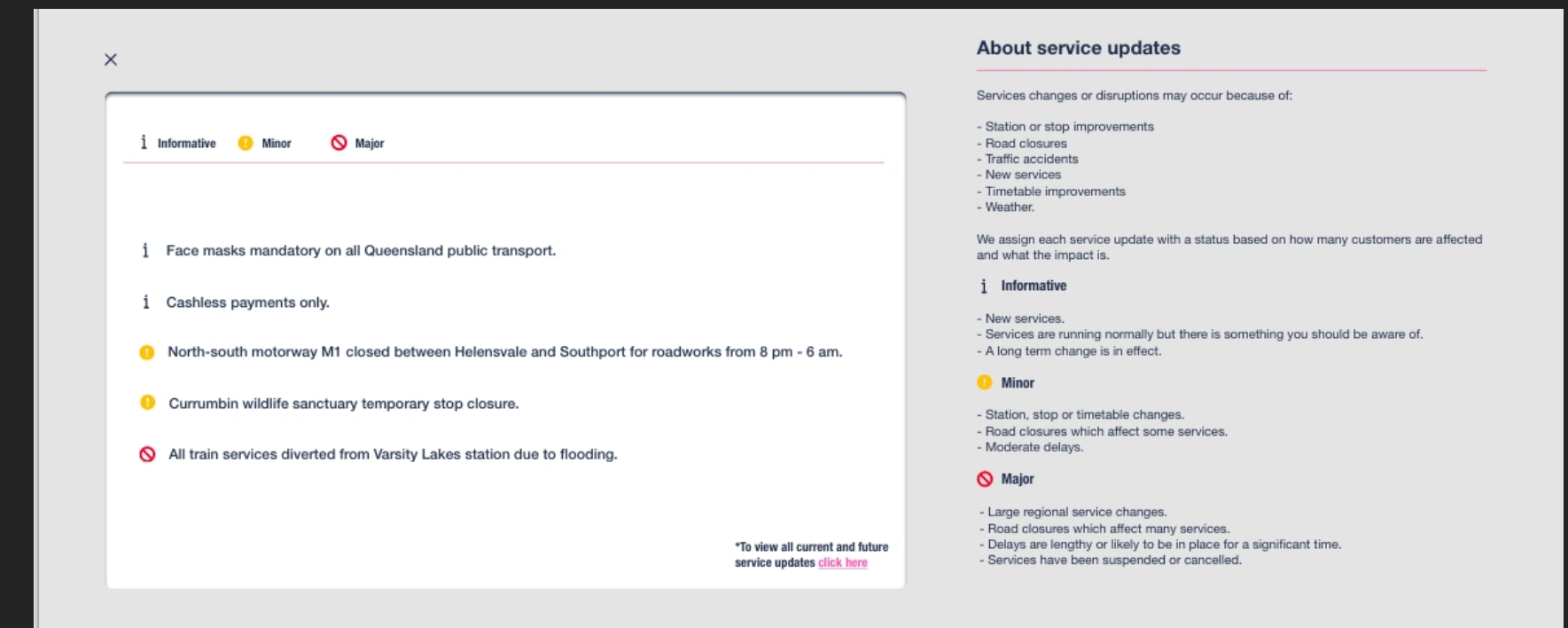
I included a separate page dedicated to trip-specific updates. This relays all the information the user needs to know before commencing their journey. The website prototype includes a brief description about service updates.

Throughout the end-to-end process of finding a journey, the prototypes include a way of accessing this information on every page. This ensures that the user does not miss out on any opportunity to educate themselves.

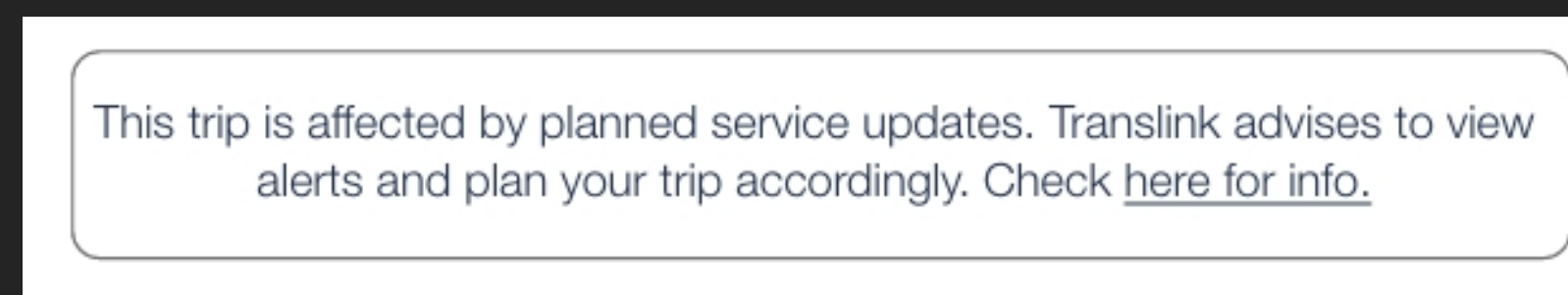
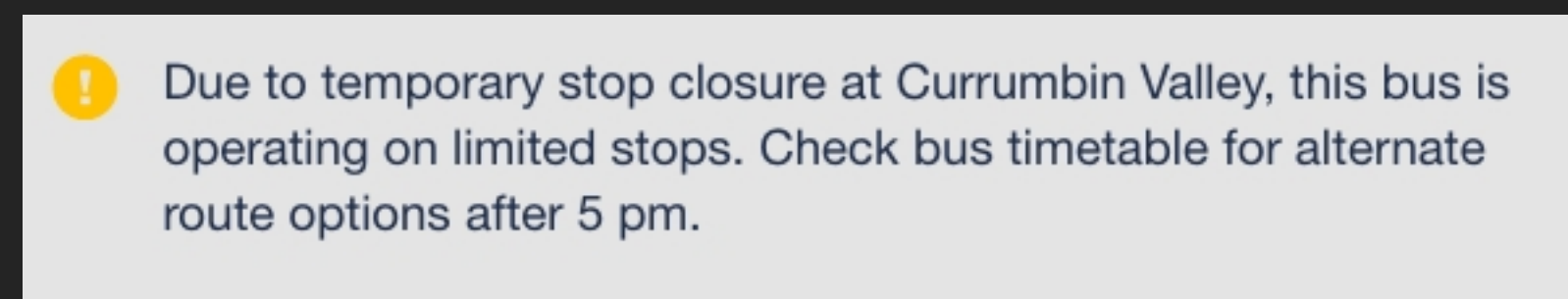
Service updates page on mobile prototype



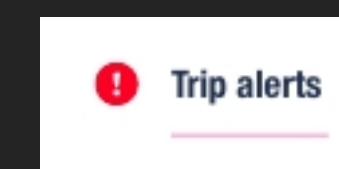
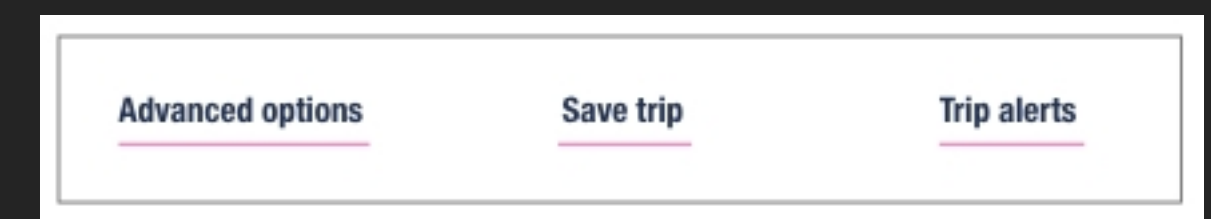
Service updates page on desktop prototype



Notifications remind users about important alerts



Buttons lead to main overlay above



# Split-Screen

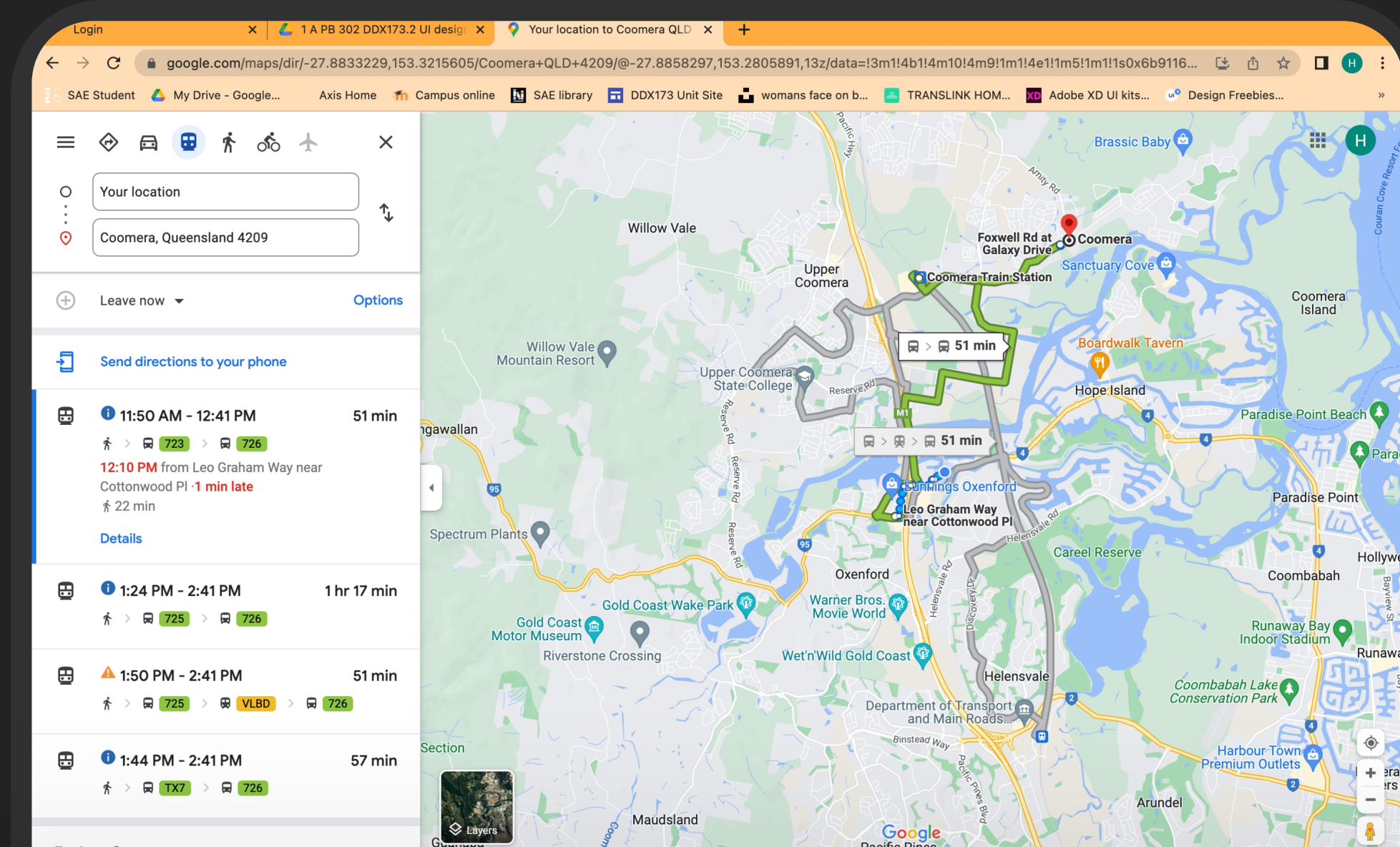
To minimise mental effort and reduce cognitive load on the user, I adapted a split-screen view design in my desktop prototype for the main itinerary and navigation screens. This design is used to make comparison as easy as possible.

The current Translink website has a map that can be expanded for full view, however it is difficult to go back and forth between two separate pages.

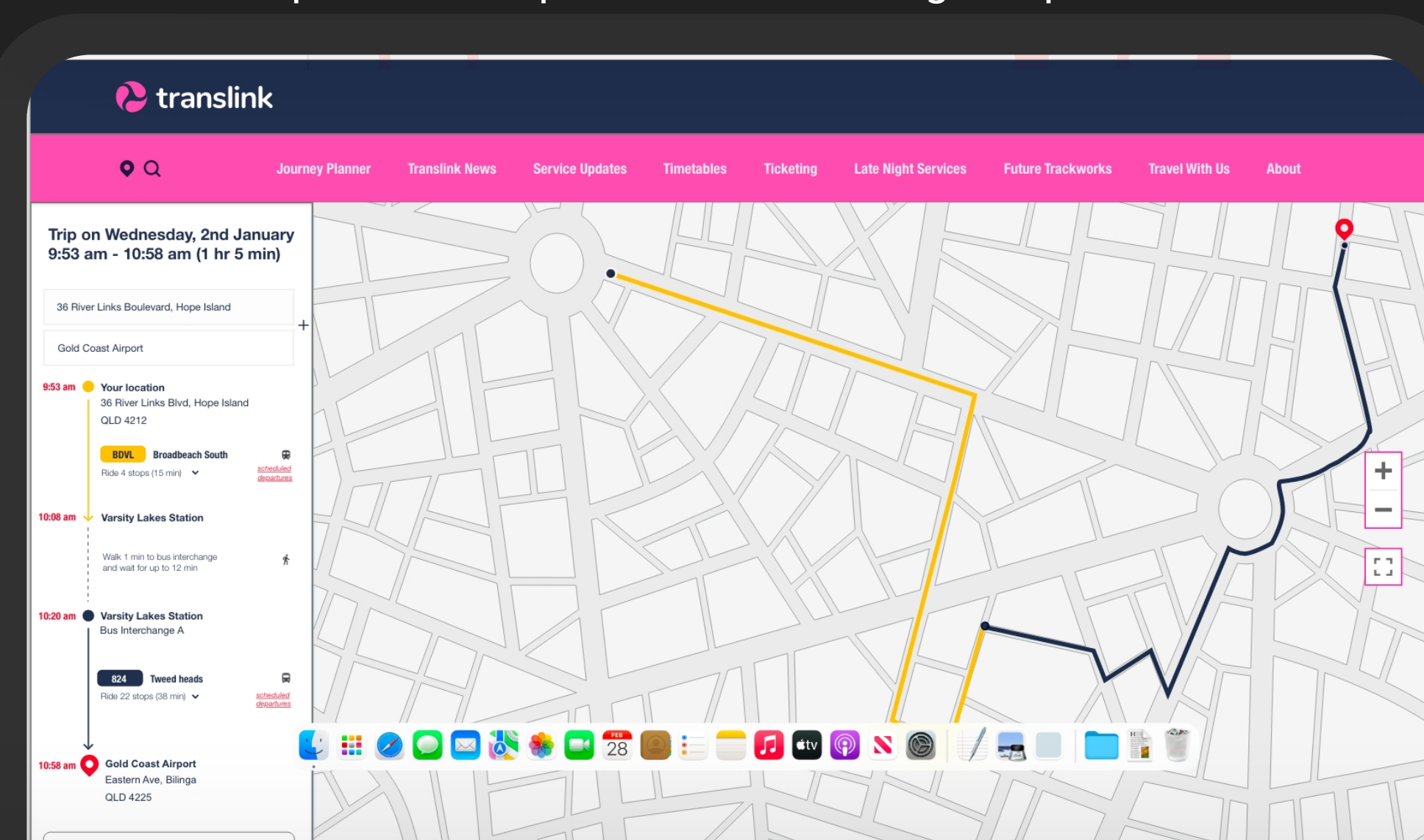
This design has been adapted from Google Maps. Through user surveys in the UX report it was found that most people prefer using Google Maps because it is easier to read the screen.

Having a split screen view also helps compare parts of a journey from its written itinerary format to a visual map view.

Each part of the journey is highlighted in a different colour and correlates to the colour of the service (bus, tram, train).



Split-screen map view on current Google Maps website



Split-screen map view on my desktop prototype

# More Alternatives

Another user pain point found in the UX report was the lack of alternative travel options. Users feel frustrated that the Translink website does not show any future timings for services except the next available option.

In my design, I have included a designated section showing future timings for both services constituted in the journey.

For the first service, i.e. train, all departures are shown from the next available to the last available.

Similarly, for the second service, i.e. bus, all departures are shown for the day. This journey is shown to be impacted by stop closures and operating only on limited times. This prepares the user for known interruptions.

This information is currently available on competitor websites, i.e. Google Maps, but not on Translink.



Alternative travel times for journey included in prototypes