# 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.

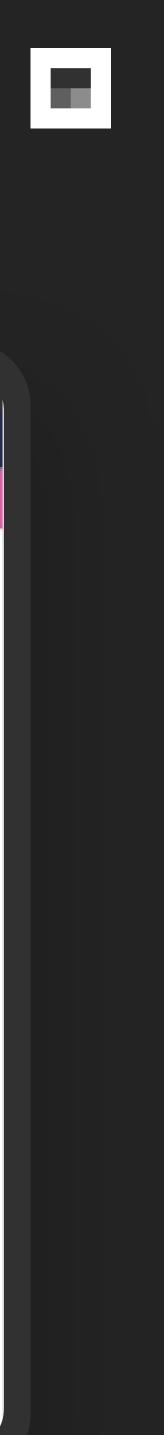
Three tone colour scheme - blue, pink and white. All elements stand out well from the background to avoid confusion.

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.

🔜 Ticketing 🔻							
<mark>&gt;</mark> translink		৭ ≣					
Find a journey	Find	timetables					
Enter a start location		¢					
Enter an end location		Ф					
Today (Thursday)		•					
Leave after 🗸	Arriv	e before					
10:20am							
Advanced optionsFind a journeyWe're growing across Queensland×View our info page for more details.							
Service update	<b>es</b> Ferry	Tram					
Airport		Normal 🗸					
Beenleigh Normal ✓ Upcoming change							
Caboolture		Normal 🗸					

Current Translink homepage

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≡ <b>○</b> Q		
	FIND A JOURNEY	
Travel from		
Travel to		
Add stop		
Advanced options		
Date		~
Depart at		~
Arrive by		~



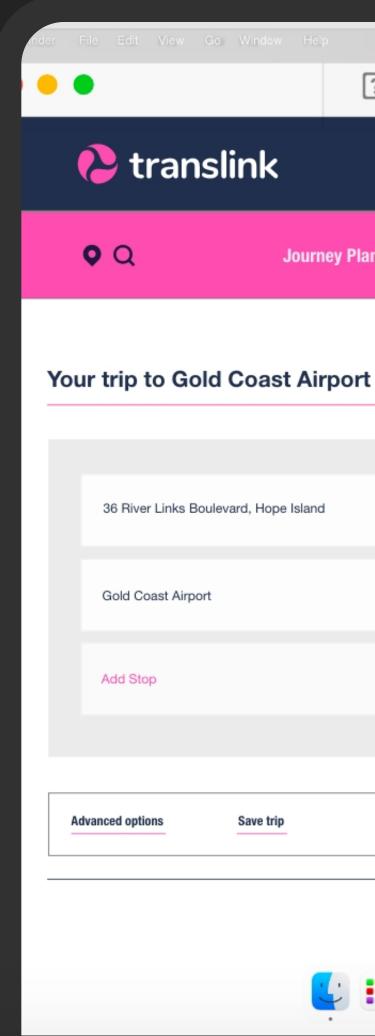
### Visual Distinction

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.

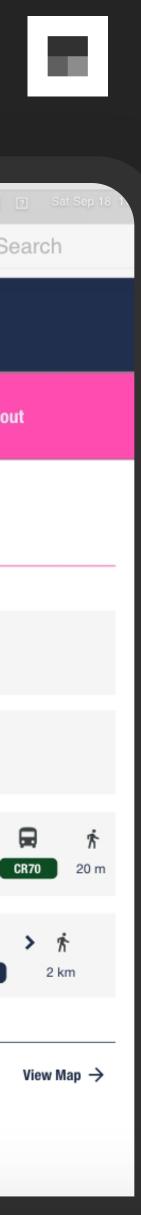
Different colours have been used for bus, train names to make the options easy to read.

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



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lanner	Tra	nslink Ne	ews	Service Updates	Timetables	Ticketing	Late Nig	ht Service	es Future Tr	ackworks	T	'ravel W	/ith Us	Ab	ou
rt (00	L)		Т	rip recommendati	on (with fev	vest transfe	rs)		Journey det	ails					
		1		<b>To Gold Coast Airport</b> 1hr 5min via Varsity Lakes Arrival time: 10:58 AM		¢		1	<b>Starts in 6 minutes</b> 9:53 - 10:58 am 1 transfer	BDVL	>	<b>ћ</b> 90 m	<b>`</b>	824	
	S	2		<b>To Gold Coast Airport</b> 55min via Surfers Paradise Arrival time: 10:48 AM		÷		2	Starts in 3 minutes 9:53 - 10:48 am No transfers - car or		>	<b>*</b> 300 m	1		
		3		<b>To Gold Coast Airport</b> 1hr 12min via Nerang Arrival time: 11:05 AM		÷		3	Starts in 12 minute 9:53 - 11:05 am 2 transfers	r <b>s ∱</b> 550 m	>	990	<b>1</b> .21		
Trip ale	rts	4		To Gold Coast Airport 1hr 30min via Varsity Lakes Arrival time: 11:23 AM		÷		4	Starts in 8 minutes 9:53 - 11:23 am 3 transfers	H18	>	965	> ∱ 850 r	m 824	
		-		This trip is affected by planne alerts and plan your			view	-							
	2 (			8 🛃 🦉		🚺 🔹 🔇									

Screenshot of desktop prototype showing grid layout to organise elements evenly



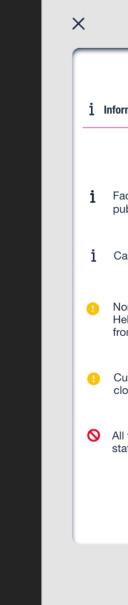
#### Service updates page on mobile prototype

### 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 tripspecific 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.



#### Notifications remind users about important alerts

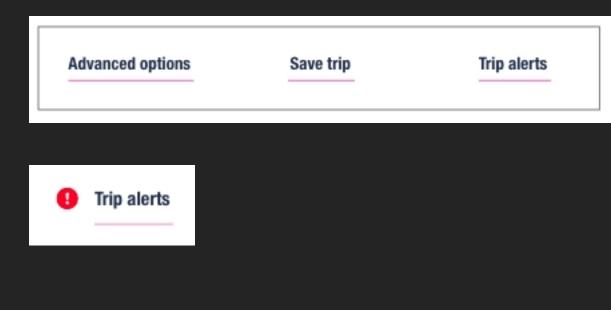
route options after 5 pm.

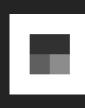
This trip is affected by planned service updates. Translink advises to view alerts and plan your trip accordingly. Check here for info.

ormative  Minor 🚫 Major		
Face masks mandatory on all Queensland bublic transport.	Service updates page or	n desktop prototype
Cashless payments only.		About service updates
North-south motorway M1 closed between Helensvale and Southport for roadworks from 8 pm - 6 am.	× <u>i Informative</u> Informative O Major	- Services changes or disruptions may occur because of: - Station or stop improvements - Road closures - Traffic accidents - New services
Currumbin wildlife sanctuary temporary stop closure.	1 Face masks mandatory on all Queensland public transport.	<ul> <li>Timetable improvements</li> <li>Weather.</li> <li>We assign each service update with a status based on how many customers are affected and what the impact is.</li> </ul>
All train services diverted from Varsity Lakes station due to flooding.	<ol> <li>Cashless payments only.</li> <li>North-south motorway M1 closed between Helensvale and Southport for roadworks from 8 pm - 6 am.</li> <li>Currumbin wildlife sanctuary temporary stop closure.</li> </ol>	<ul> <li>informative</li> <li>New services.</li> <li>Services are running normally but there is something you should be aware of.</li> <li>A long term change is in effect.</li> <li>Minor</li> </ul>
*To view all current and future service updates <u>click here</u>	All train services diverted from Varsity Lakes station due to flooding.	- Station, stop or timetable changes. - Road closures which affect some services. - Moderate delays. S Major
	*To view all current and future service updates <u>click here</u>	<ul> <li>Large regional service changes.</li> <li>Road closures which affect many services.</li> <li>Delays are lengthy or likely to be in place for a significant time.</li> <li>Services have been suspended or cancelled.</li> </ul>

Due to temporary stop closure at Currumbin Valley, this bus is operating on limited stops. Check bus timetable for alternate

#### Buttons lead to main overlay above





### Split-Screen

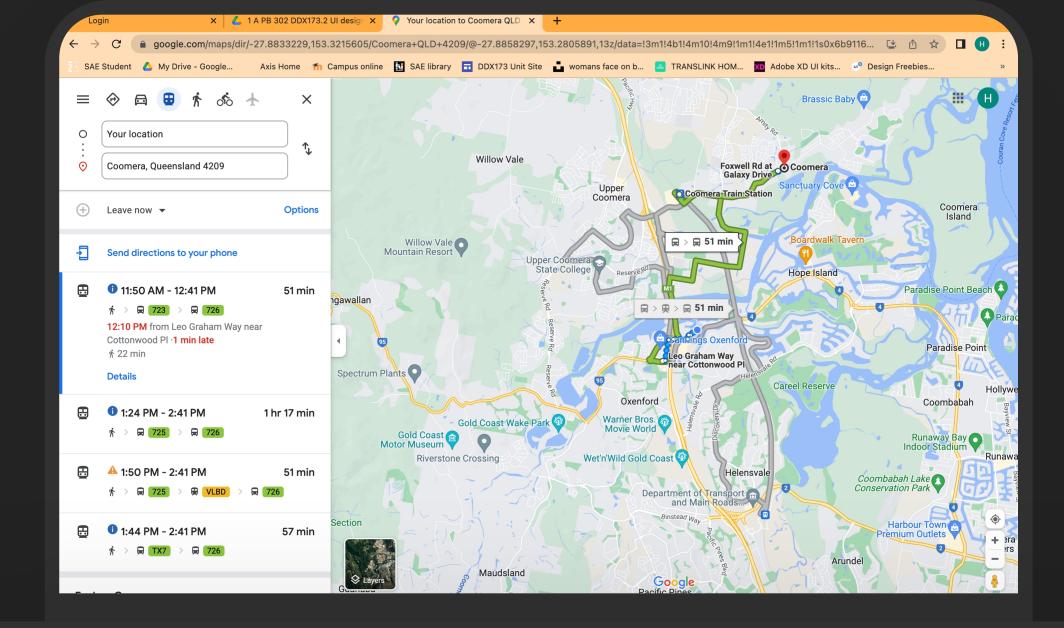
To minimise mental effort and reduce cognitive load on the user, I adapted a split-screen view design in my desktop prototype for the main itinerary and navigation screens. This design is used to make comparison as easy as possible.

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.

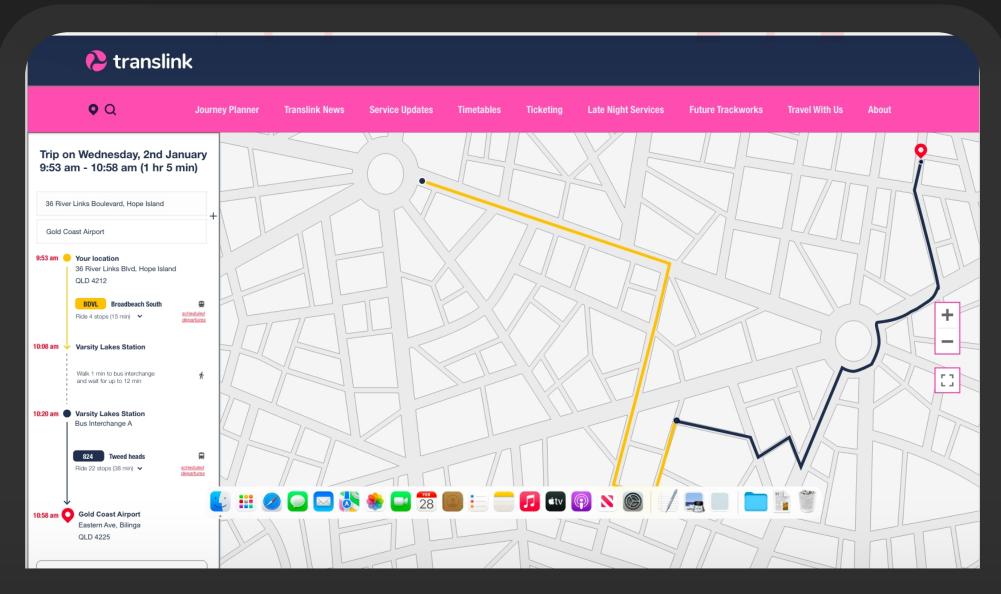
This design has been adapted from Google Maps. Through user surveys in the UX report it was found that most people prefer using Google Maps because it is easier to read the screen.

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

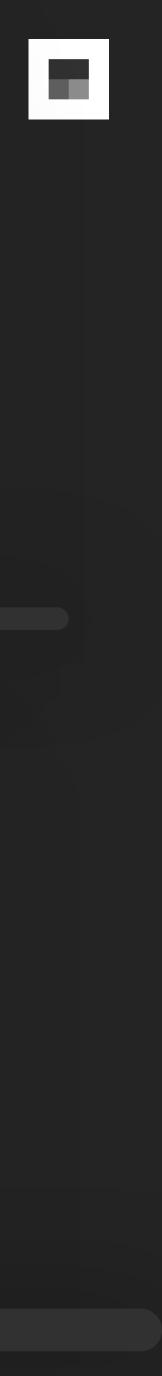
Each part of the journey is highlighted in a different colour and correlates to the colour of the service (bus, tram, train).



#### 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.

Route to Varsity Lakes Station Interchange A ×					
<b>BDVL Broadbeach South</b> Arrives 36 River Links Blvd at 9:53 am	12 min				
BDVL Broadbeach South Arrives 36 River Links Blvd at 10:30 am	<b>39 min</b>				
BDVL Broadbeach South Arrives 36 River Links Blvd at 10:41 am	59 min				
<b>BDVL</b> Broadbeach South Arrives 36 River Links Blvd at 11:00 am	1hr 19 min				
<b>BDVL</b> Broadbeach South Arrives 36 River Links Blvd at 12:25 pm	1hr 52 min				
BDVL Broadbeach South Arrives 36 River Links Blvd at 12:45 pm	2hr 22 min				
BDVL Broadbeach South Arrives 36 River Links Blvd at 1:30 pm	2hr 52 min				
BDVL Broadbeach South Arrives 36 River Links Blvd at 3:30 pm	3hr 22 min				
BDVL Broadbeach South Arrives 36 River Links Blvd at 5:45 pm	Last train				

#### Route to Gold Coast Airport, Coolangatta 824 **Tweed heads** 10:20 am Journey impacted by stop closures 824 Tweed heads 11:10 am Journey impacted by stop closures 824 Tweed heads 12:45 pm Journey impacted by stop closures 824 Tweed heads 1:30 pm Journey impacted by stop closures Tweed heads 824 3:00 pm Journey impacted by stop closures 824 Tweed heads 4:45 pm Journey impacted by stop closures

Due to temporary stop closure at Currumbin Valley, this bus is operating on limited stops. Check bus timetable for alternate route options after 5 pm.

Alternative travel times for journey included in prototypes

