

Redesign Proposal: Compass Card Mobile Reloading

Introduction

We propose a redesign of the Compass Card reloading experience to increase usability and overall traffic to the Compass mobile website. Increased usage of the mobile site will help reduce strain on customer service phone lines, as well as reduce congestion at skytrain stations (eg. during peak hours).

After conducting several surveys, we have found that majority of users have three main goals in mind when accessing the Compass mobile site- to reload their card, to check their current balance, and to obtain transit information. Several of the main reasons why many of the surveyed users do not use the Compass mobile website include small screens, little or no data, slow and lagging phones, confusion and/or difficulty in finding the card reloading page, and difficulty remembering login details.

Our main goals are as follows:

- Increase the mobile reloading discoverability
- Increase the efficiency of the mobile reloading experience

During our initial surveys, we received several feedback mentioning that the site was terribly slow on mobile and people did not enjoy using the site. A large amount of people surveyed found that it took too long to reload their card or find information on the mobile website. Several people also mentioned that they didn't even know where to find the mobile reloading section on the mobile site, and said that they usually just reloaded their cards at the skytrain station. Our aim is that in achieving the above stated goals, it will lead to more users reloading their cards on the Compass mobile website, which in turn will increase overall traffic to the site.

Proposed Area for Redesign (Blue Highlight)

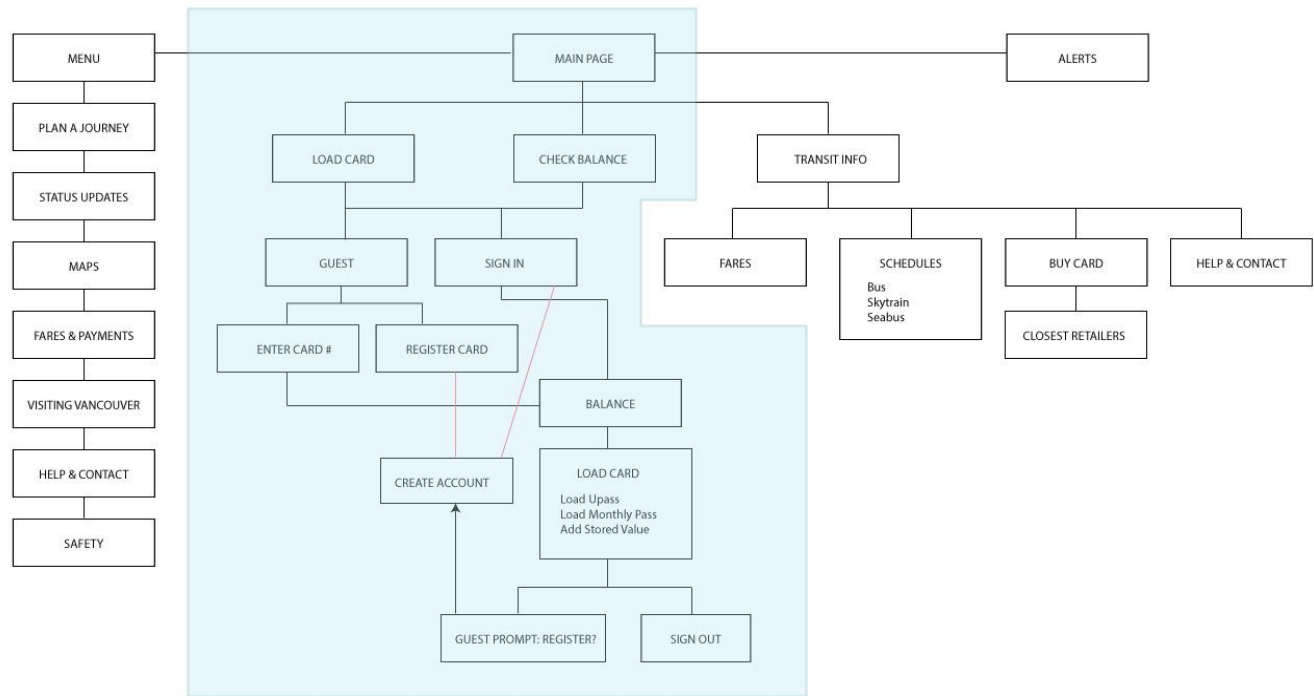


Fig. 1.1 The highlighted portion shows the areas of the information architecture that would be redesigned for a more efficient mobile reloading experience.

Increase Discoverability of Mobile Reloading

Rather than providing a “Login” button right in the main menu, a proposed feature is to display it only after the user has already chosen an login-required option from the main menu (“Reload Card” or “Check Balance”). This gives the user an illusion of choice and serves to further reduce the amount of frustration and questioning of why they have to login. The “Reload Card” and “Check Balance” buttons actually both lead to the Login page (and eventually to the Current Balance page).

Despite the number of clicks to access the reloading page being the same, the user feels like it is faster simply because when they open the page, the option to reload is immediately apparent.

Increase Efficiency of Mobile Reloading

The structure of the mobile reloading process is confusing, as the first thing the user sees after logging in is the option to add another card. The next visible element is the compass card number, and the card information section with options to change the card name and view card usage. Finally under this is the card reloading section with the balance shown in a small font, information on AutoLoad, links to “learn more”, “edit autoload”, “remove autoload”, and an “add value” button. This is confusing not only because of the lack of hierarchy in this section, but also because the visible button is only for reloading by adding stored value. Directly below it is another section called “My Passes”, which shows the current pass (if any) and a button that says “add pass”.

The fact that the reloading process is split into two sections rather than combined as one “reload card” option adds to the confusion. In the user testing we conducted with our redesign prototype and the current Compass mobile website, several users were confused and clicked on the “add value” button when told to add a monthly pass to the card. The reasons they gave for making the mistake was simply that it was the button next to the balance amount.

The issue with the current hierarchy of this entire page is that the main reason for users to log in in the first place is to access their balance and/or reload their card. As well, all the different sections as in grey boxes and are all around the same size, which makes the mobile reloading section not immediately apparent to visitors, and they end up having to search for it. Options such as the ability to change the card name is great in cases where a user has misspelled their name, but generally not a major function that people will always need to access.

The overall mobile reloading experience should feel natural and easily accomplishable. The redesign minimizes the amount of information on the card reloading page, and creates a clearer hierarchy in which the balance is shown at the top in a large, readable font. Relevant details will be directly under the balance amount, showing the current pass type and expiry date. A large “reload card” button will be implemented under the balance, as well as a “logout” button in situations where the user only wants to check their balance.

Functioning HTML Prototype

We created a functioning prototype to show the key content models for the proposed mobile site redesign. As well as focusing on the mobile reloading experience, there are elements that have not been implemented or fully redesigned, such as the drop-down menu and expandable search bar. We have not implemented the payment options in our prototype, as that is currently not within the scope of this project.

Please note that the prototype should be viewed on a mobile device, as our redesign is specifically for the Compass reloading experience on mobile. Viewing it on a phone will give more accurate results for testing.

In order to avoid oversimplification of the mobile reloading process, the current functioning web prototype was tested with several users from varying demographics. In the reloading card options page, we previously proposed to simply have three buttons in our interactive wireframe example- "Load Monthly Pass", "Load U-Pass", and "Add Stored Value". Feedback received through further user-testing revealed that two people found it confusing to be presented with three buttons without any sort of contextual heading or text, and as such a short header describing the current page was added.