



Mobility Testing of [Brightline](#) application, a mobile booking engine for a fast-train in South Florida.

[iTunes Link](#) [Android Link](#)

Target User:

Someone who has booked some type of transportation previously but has not used Brightline.

Recruitment Questions:

1. Approximately, how often do you travel by train, plane or bus each year?
2. Have you ever purchased a ticket for a train, plane or bus using a mobile application?
 - a. How do you normally purchase such tickets?
3. Have you ever heard of the Brightline?
4. Have you ever traveled on the Brightline?
 - a. How did you book your travel and purchase your tickets?

User Tasks:

1. Let's imagine you'd like to book a trip from Miami to West Palm Beach this Saturday afternoon and you'd like a window seat traveling the same direction of the train. Please walk us through how'd you do this.
 - a. Success: User completes the booking process until the payment step. User can use personal info or fake names.
2. Let's imagine that you'll be using the Brightline for work each day so you want to purchase tickets in bulk. How would you go about doing this?
 - a. Success: User navigates to the Brightline for Business area.
3. Let's imagine that you have a small puppy you'd like to bring with you on a trip to Miami using the Brightline. Are pets allowed? Is there a fee or any restrictions?
 - a. Success: User navigates to the FAQ section under Travel Info.

Follow-up Questions:

1. Can you describe your experience using the Brightline app? What worked well, what needs improvement?
2. If this type of train company was in your area, could you see yourself using it? If so, why and what would your preferred booking method be?
3. Based on your experience, how would you rate this app on a scale from 1 to 5 (1 lowest, 5 the highest)?
4. How does this app compare to other travel booking apps you have previously used?
5. Do you have any additional thoughts you'd like to share?

Usability Script:

Hi, _____. My name is _____, and I'm going to be walking you through this session today. Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using an app that we're working on so we can see whether it works as intended. I'm not responsible for the design, so feel free to be candid in your feedback.

The session should take about 15 minutes. The first thing I want to make clear right away is that we're testing the app, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the app, I'm going to ask you as much as possible to try to **think out loud**: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the app, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have questions when we're done I'll try to answer them then. If you need to take a break at any point, just let me know.

You may have noticed the camera. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the app, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.

Consent

If you're OK with this, please indicate this by reviewing and then signing this informed consent form.

Give informed consent form to participant