

# Translink

## Stage 1

# Users, Motivations, and Goals

# Stakeholders

Executive

department  
managers

B-level managers

Outward

Sales

Marketing

Development

Consulting

Practical

Editor in Chief

Content manager

Editor

Communications  
Director

What message  
are we  
communicating?

A more convenient and user friendly UPass system for students who want to request or link their UPass to their CompassCard.

What does success  
mean for this  
project?

A more user-friendly design for the CompassCard.ca website to allow students to access all their passes from their account.

How do we set  
realistic,  
measurable goals.

Based on questionnaires, we should see a drop off in UPass registration confusion after implementing a link in the CompassCard account.

Business goals:

Our mission is to make a more user-friendly Compass-Card for students.

Business tactics:

Update current student info packages around campuses

Project objectives:

Add a link to the [Upass.translink.ca](http://Upass.translink.ca) website in the PASSES section of the [CompassCard.ca](http://CompassCard.ca) account.

Project requirements:

Link to [UPass.Translink.ca](http://UPass.Translink.ca) from a new button (and image) in the [CompassCard.ca](http://CompassCard.ca) account.

# Audience



## Primary Audience

- Young to old Students
- Stressed
- Unsure on how to link UPass with Compass Card



## Secondary Audience

- Young to old Students
- Had issues with linking UPass and were able to find a solution easily



## Tertiary Audience

- Young to old Students
- Had no issues linking UPass with Compass Card but now receive a more convenient way to link it

Think + Feel

Confused

frustrated

annoyed

unsure

uncertain

compass card website

google upass

lots of information in the website

Hear

See

ask bcit

it is simple

no clear instruction

where I can find info?

help section

call compass card

what do I do?

why is it so unclear?

let me check help section

Say + Do

Pains

it is not centralized

time consuming

you should not have to go to two websites

more user friendly experience

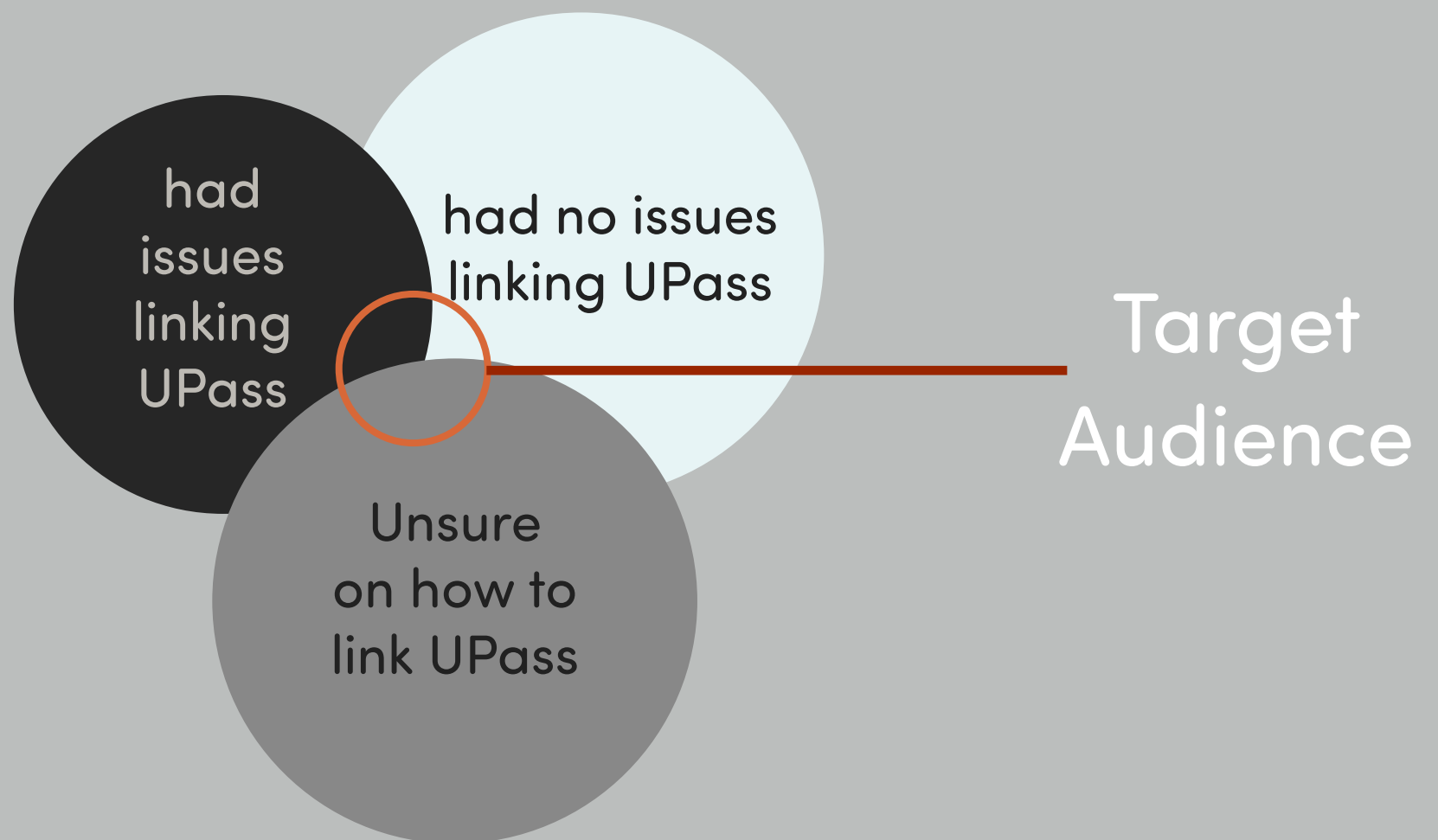
more time saving

less complicated  
less confusing

Gains

# Goals Context:

less confusing user experience



# Financial Context

There is no financial burden on the audience



Translink

**Stage 2**

Analysis and  
Structure

# Competitive and gap analysis

- BC Ferries

Web site is adequate; can be improved

- Cabs / Ride Sharing

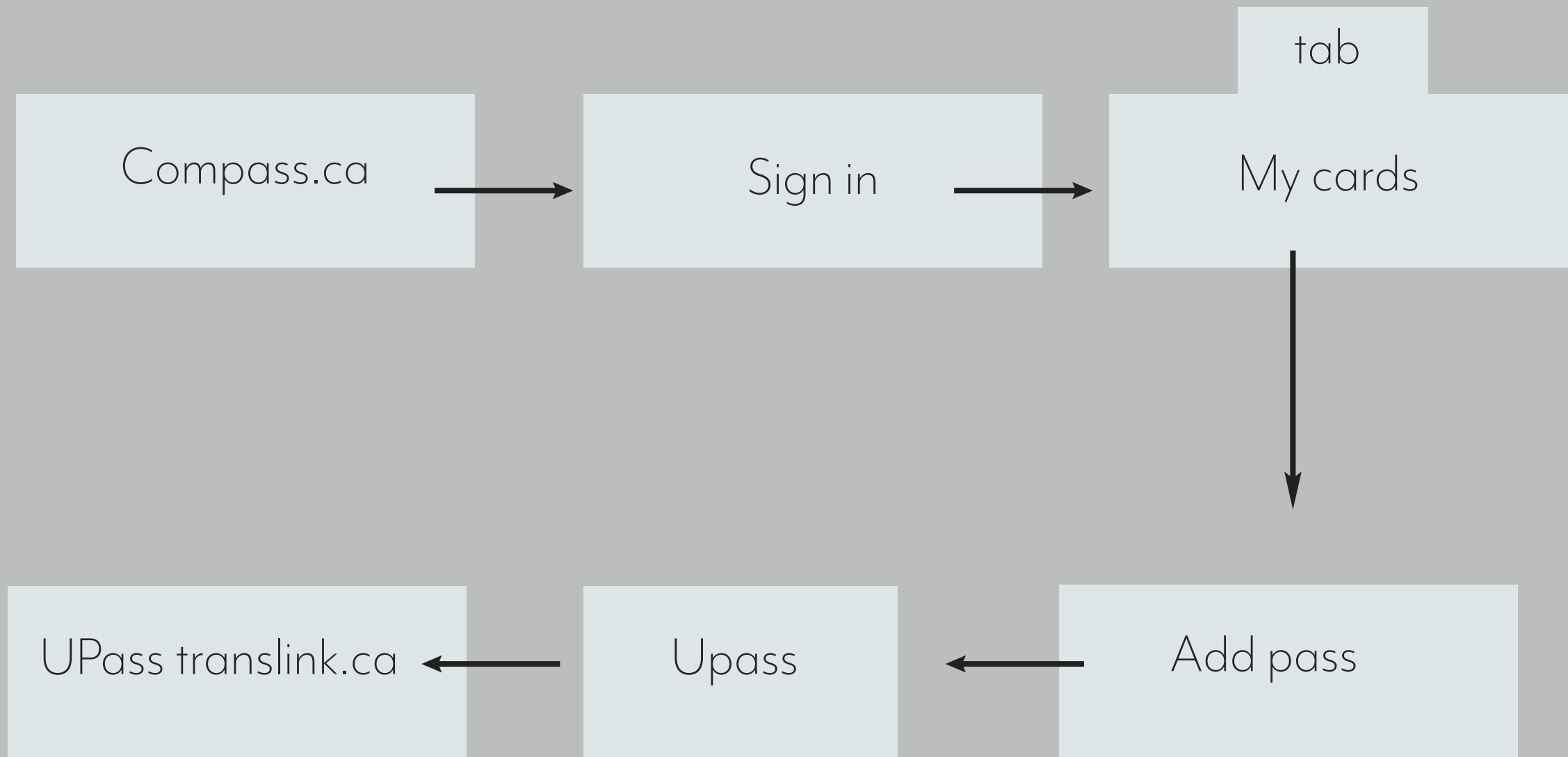
out dated website, does not contain much information

# Scenario

## Registering

A student visited [CompassCard.ca](http://CompassCard.ca) and looks for a way to link or update their UPass to their CompassCard. They go to sign-in and enter their log in details. Once inside, they go to the PASS page of their account. Once there, they choose UPass and it redirects them to [UPass.translink.ca](http://UPass.translink.ca).

# Information Architecture





Sign in [register](#)

[Home](#) [Help](#)

1) Click Here

## Say hello to Compass!

The reloadable fare card that works everywhere on transit.

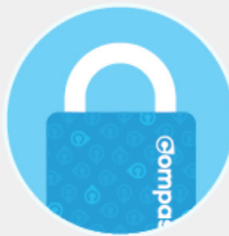
[Order card](#)

[Find a retailer](#)



Get your card today! Load. Tap. Ride.

### Register your Compass Card - here's why:



#### Load card as guest - Check your card balance

Check balance or load fares without registering.

#### Compass Card number:

20-digit number on the back of your card.

2) Enter information and then sign in

## Sign in

### Sign in to your account to manage your Compass Card

Email address:

Password:

[Forgot your password?](#)

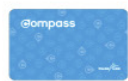
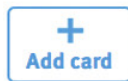
[Sign in](#)

### Need a Compass account?

Create a Compass account to get balance protection, store payment information, and set up AutoLoad.

You must have a Compass Card before creating an account.

[Create an account](#)



Adult - 0722

Adult - 0164 1409 3858 8467 0722

## Add pass

Passes are perfect for frequent travel. If you use transit occasionally, you may be better suited to use [Stored Value](#).

During busy times, it may take up to 2 hours for the pass to be usable on your Compass Card.

- On SkyTrain, your fare is determined by the number of zones you travel through.**  
Use [Trip Planner](#) to plan your route and calculate your fare.

### Passes currently on this card

**C** 3 Zone UPass (N)  
Valid until 31 Mar

### Bus, SkyTrain, SeaBus

#### Select a pass

##### Monthly Pass

Monthly Passes can be purchased and tapped up to the 15th of each month. From the 16th, passes purchased will be eligible for next month's use.

|                            |                             |                             |
|----------------------------|-----------------------------|-----------------------------|
| <b>1</b> 1 Zone<br>\$91.00 | <b>2</b> 2 Zone<br>\$124.00 | <b>3</b> 3 Zone<br>\$170.00 |
|----------------------------|-----------------------------|-----------------------------|

##### Day Pass

Day passes are valid for unlimited zone travel from time of your first tap to end of service that day.

|                          |
|--------------------------|
| <b>D</b> 1 Day<br>\$9.75 |
|--------------------------|

##### UPass

UPasses are valid for one month. Request next month's UPass after 16th of each month.

|  |
|--|
| <b>U</b> <a href="#">Click to link / request UPass</a> |
|--|

### West Coast Express Pass



Cancel

Continue

3) Select UPass option

# Translink

**Stage 3**

# Guides, Templates, and Workflows

**Say hello to Compass!**

(FF Meta W01\_n7)

HEADING 1

The reloadable fare card that works everywhere on transit.

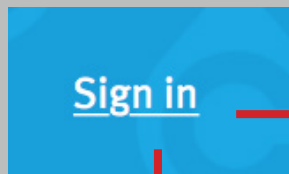
(FF Meta W01\_n7)

Heading 2

Compass is convenient, easy-to-use and secure – and it's all of these things right in the palm of your hand.

(FF Meta W01\_n7)

body-text



(FF Meta W01\_n7)

hover a link

white text on blue  
background



