Parking NL — UX test round 2 (clarity) — before / after

Synthetic personas, scripted Playwright runs on production — not real users. Personas: Sanne (commuter, iPhone NL), Tom (visitor, Pixel EN), Priya (PM, desktop), Henk (68, iPhone, large text). Before: 2026-10-11T08:26:03.355Z UTC. After: 2026-10-11T09:10:45.393Z UTC.

Task success: before 7/28 (25%) → after 38/40 (95%) (after adds T8 walking ranking, T9 isochrones, T10 door-to-door).

Top confusions found (before)

- No “best option” — users had to parse a list; distances were straight-line metres.
- Restriction red/amber collided with price colours (red = >€20 and red = no parking).
- Occupancy colours on garage badges reused the price ramp.
- Legend tall and always open on phone (≈45% of screen); no explanation for “approximate” / “may have changed”.
- Clutter at zoom 12–14 (labels, dots, hatching everywhere).

What changed

- One visual language: price = zone fill only (colour-blind-safe ramp, ΔE checked); occupancy only as ring on blue “P” badge; restrictions = subtle dark hatch, toggle, only from z16.
- Collapsible “Legenda” chip (0% screen at rest), contextual sections; “What do the labels mean?” help in list and in every detail card.
- “Best option” card on top (balance / cheapest within N min walk / closest under €X); real walking minutes (Valhalla/OSM), drive + walk = door-to-door totals and trade-off chips.
- Walk isochrones: dark 2.5px rings with white halo, 15 min dashed, inline “5/10/15 min” labels, faint tint; one-tap “5·10·15” chip on the map.
- iOS-style blue location dot (#0A84FF, pulse respecting reduced-motion, accuracy circle, heading cone when moving); red pin = destination only.
- First-visit one-line hint; plain NL/EN labels.
- **Bug fixed 11 Oct:** zones-fill layer was rejected by MapLibre (zoom expression nested inside “case”) → zones showed outlines only. Fixed + unit test (style validation) + e2e check (zones-shots.ts fails if no fill).

Remaining

- iPhone large text: rank chips sit below the fold of the default drawer height (T8) — need drag-up.
- Desktop T2: “Best balance” may prefer a free spot 14 min walk over a paid one in front of the door (by design; “closest” mode available).
- Den Haag “Kernwinkelstraten” zone appears as best/free on Sunday — RDW data; shopping streets may be car-free in practice.

Tasks given

How tasks were given: these are scripted tasks, not spoken prompts. Each task text below is copied verbatim from the Playwright script that ran it (`e2e/ux2.ts`); the script performed the steps on production and decided pass/fail from the page (DOM) with the success check shown. The synthetic think-aloud was written afterwards from the screenshots.

Scenario: All four personas: a 5-second first-view test at Den Haag Centrum, Dam Amsterdam and Grote Markt Haarlem (screenshots at zoom 12/14/16), then the tasks with Den Haag Centrum as destination. Location is not shared, except in T10 (Delft).

Persona	Device / viewport
Sanne (34, commuter, NL)	iPhone 14 profile (WebKit, 390×664 CSS px viewport, touch); nl-NL
Henk (68, non-technical, NL, large text)	iPhone 14 profile (WebKit, 390×664 CSS px viewport, touch); nl-NL; text at 130 % (approximation of iOS Larger Text)
Tom (tourist, EN)	Pixel 7 profile (Chromium, 412×839 CSS px, touch); en-GB
Priya (fleet PM, EN)	Desktop Chromium, 1440×900; en-GB

Every persona got the same tasks. The before run had T1–T7 (28 tasks); the after run added T8–T10 for the new walking features (40 tasks).

Id	Task (verbatim)	Success check
T1	First 10 s: can I see the best option (name + price) without scrolling or tapping?	A best-option card (or a priced row) is fully inside the first screen.
T2	Cheapest legal option near destination is ranked first and fully priced	First row has a price (no “?” or “≥”) and is within about 1 km.
T3	Garage badge: tap a garage on the map, does it explain the numbers (free / total spaces)?	After tapping a garage badge the card explains the numbers (“vrije plekken / free spaces”).
T4	Legend: find what the colours mean; is it readable (≥11 px) and not covering > 8 % of the screen?	Legend mentions price, smallest text ≥ 11 px, and at rest it covers ≤ 8 % of the screen.
T5	Restrictions vs price: are prohibited areas distinguishable from expensive zones (not both red)?	No restriction layer uses the red of the > €20 price colour.
T6	'approximate' and 'may have changed': is there a plain-language explanation one tap away?	An info/help control for those labels exists.
T7	Onboarding: does a first-visit hint say what the colours/list mean?	On a fresh visit a first-visit hint is shown.
T8	Walk: rows show real walking minutes; can switch to 'cheapest within 10 min walk'	Rows show walking minutes and, after choosing cheapest + “≤ 10 min”, the best card says 10 min. (after run only)
T9	Walk rings: 5/10/15-min isochrones visible around the destination	Walking-ring lines are rendered on the map. (after run only)
T10	Door-to-door: from my location (Delft) to Den Haag Centrum: drive + walk + total and trade-offs shown	With location set to Delft, a row shows “drive … =” and trade-off chips appear. (after run only)

Results

device	task	name	before	after	after observation
iphone	T1	First 10 s: can I see the best option (name + price) without scrolling or tapping?	✅	✅	best card: BESTE OPTIE · BESTE BALANS PRIJS EN LOPEN · Centrum - Kernwinkelstraten · Straat · je staat erin · €1,79 · voor 2 uur
iphone	T2	Cheapest legal option near destination is ranked first and fully priced	✅	✅	Centrum - Kernwinkelstraten · Straat · je staat erin · 's-Gravenhage · €1,79
iphone	T3	Garage badge: tap a garage on the map, does it explain the numbers (free / total spaces)?	❌	✅	badge label "190 vrij · €8,00"; card explains numbers: true
iphone	T4	Legend: find what the colours mean; is it readable (≥11 px) and not covering > 8 % of the screen?	❌	✅	open: 44.3% screen, min font 12px; resting: 0% · "Kleur = totaalprijs voor 2 uur · Gratis · tot €3 · €3 – €8 · €8 – €20 · meer dan €20 · prijs onbekend · · Sti
iphone	T5	Restrictions vs price: are prohibited areas distinguishable from expensive zones (not both red)?	❌	✅	restrictions use red (same as > €20 price): false; layers restr-prohib,restr-limited
iphone	T6	'approximate' and 'may have changed': is there a plain-language explanation one tap away?	❌	✅	info affordance present
iphone	T8	Walk: rows show real walking minutes; can switch to 'cheapest within 10 min walk'	—	✅	first row: Centrum - Kernwinkelstraten · Straat · je staat erin · 's-Gravenhage · €1,79 | best after 'cheapest ≤10 min': BESTE OPTIE · GOEDKOOPST BINNEN 10 MIN
iphone	T9	Walk rings: 5/10/15-min isochrones visible around the destination	—	✅	isochrone ring segments rendered: 10
iphone	T10	Door-to-door: from my location (Delft) to Den Haag Centrum: drive + walk + total and trade-offs shown	—	✅	rows: Centrum - Kernwinkelstraten · Straat · 22 min rijden + 0 min lopen = 22 min · 's-Gravenhage · €1,79 || Centrum - Rivierenbuurt - Stationsbuurt · Straat ·
iphone	T7	Onboarding: does a first-visit hint say what the colours/list mean?	❌	✅	Kleur = totaalprijs voor jouw parkeertijd. Tik een plek voor details. ✕
iphone-large	T1	First 10 s: can I see the best option (name + price) without scrolling or tapping?	❌	✅	best card: BESTE OPTIE · BESTE BALANS PRIJS EN LOPEN · Centrum - Kernwinkelstraten · Straat · je staat erin · €1,79 · voor 2 uur
iphone-large	T2	Cheapest legal option near destination is ranked first and fully priced	✅	✅	Centrum - Kernwinkelstraten · Straat · je staat erin · 's-Gravenhage · €1,79
iphone-large	T3	Garage badge: tap a garage on the map, does it explain the numbers (free / total spaces)?	❌	✅	badge label "189 vrij · €8,00"; card explains numbers: true
iphone-large	T4	Legend: find what the colours mean; is it readable (≥11 px) and not covering > 8 % of the screen?	❌	✅	open: 56.8% screen, min font 13px; resting: 0% · "Kleur = totaalprijs voor 2 uur · Gratis · tot €3 · €3 – €8 · €8 – €20 · meer dan €20 · prijs onbekend · · Sti

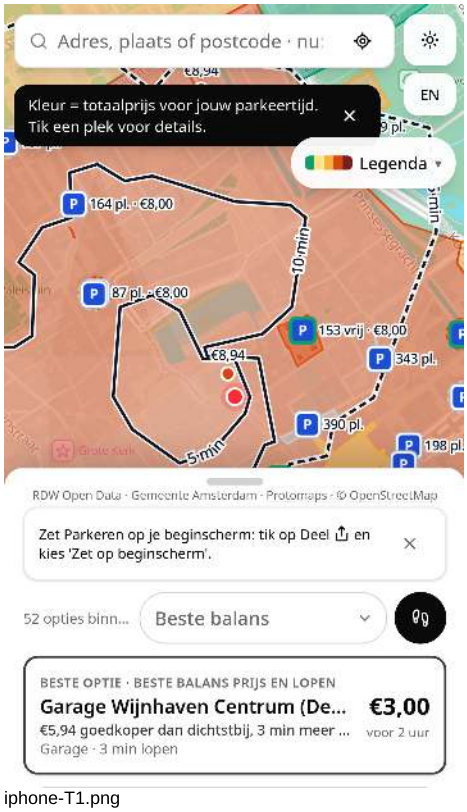
iphone-large	T5	Restrictions vs price: are prohibited areas distinguishable from expensive zones (not both red)?	❌	✅	restrictions use red (same as > €20 price): false; layers restr-prohib,restr-limited
iphone-large	T6	'approximate' and 'may have changed': is there a plain-language explanation one tap away?	❌	✅	info affordance present
iphone-large	T8	Walk: rows show real walking minutes; can switch to 'cheapest within 10 min walk'	—	❌	ERROR click: Timeout 30000ms exceeded.
iphone-large	T9	Walk rings: 5/10/15-min isochrones visible around the destination	—	✅	isochrone ring segments rendered: 10
iphone-large	T10	Door-to-door: from my location (Delft) to Den Haag Centrum: drive + walk + total and trade-offs shown	—	✅	rows: Centrum - Kernwinkelstraten · Straat · 22 min rijden + 0 min lopen = 22 min · 's-Gravenhage · €1,79 || Centrum - Rivierenbuurt - Stationsbuurt · Straat ·
iphone-large	T7	Onboarding: does a first-visit hint say what the colours/list mean?	❌	✅	Kleur = totaalprijs voor jouw parkeertijd. Tik een plek voor details. ✕
pixel	T1	First 10 s: can I see the best option (name + price) without scrolling or tapping?	✅	✅	best card: BEST OPTION · BEST BALANCE OF PRICE AND WALK · Centrum - Kernwinkelstraten · Street · you're in it · €1,79 · for 2 h
pixel	T2	Cheapest legal option near destination is ranked first and fully priced	✅	✅	Centrum - Kernwinkelstraten · Street · you're in it · 's-Gravenhage · €1,79
pixel	T3	Garage badge: tap a garage on the map, does it explain the numbers (free / total spaces)?	❌	✅	badge label "188 free · €8,00"; card explains numbers: true
pixel	T4	Legend: find what the colours mean; is it readable (≥11 px) and not covering > 8 % of the screen?	❌	✅	open: 41.9% screen, min font 12px; resting: 0% · "Colour = total price for 2 h · Free · up to €3 · €3 – €8 · €8 – €20 · over €20 · price unknown · · Dashed edg
pixel	T5	Restrictions vs price: are prohibited areas distinguishable from expensive zones (not both red)?	❌	✅	restrictions use red (same as > €20 price): false; layers restr-prohib,restr-limited
pixel	T6	'approximate' and 'may have changed': is there a plain-language explanation one tap away?	❌	✅	info affordance present
pixel	T8	Walk: rows show real walking minutes; can switch to 'cheapest within 10 min walk'	—	✅	first row: Benoordenhout - Zuidelijk deel · Street · 14 min walk · 's-Gravenhage · Free | best after 'cheapest ≤10 min': BEST OPTION · CHEAPEST WITHIN A 10-MIN
pixel	T9	Walk rings: 5/10/15-min isochrones visible around the destination	—	✅	isochrone ring segments rendered: 10
pixel	T10	Door-to-door: from my location (Delft) to Den Haag Centrum:	—	✅	rows: Binckhorst · Street · 16 min drive + 16 min walk = 32 min · 's-Gravenhage · Free || Garage Wijnhaven Centrum (Den Haag) · Garage · 18 min drive + 3 min wa

		drive + walk + total and trade-offs shown			
pixel	T7	Onboarding: does a first-visit hint say what the colours/list mean?	❌	✅	Colour = total price for your stay. Tap a place for details. ✕
desktop	T1	First 10 s: can I see the best option (name + price) without scrolling or tapping?	✅	✅	best card: BEST OPTION · BEST BALANCE OF PRICE AND WALK · Benoordenhout - Zuidelijk deel · Street · 14 min walk · Free · for 2 h
desktop	T2	Cheapest legal option near destination is ranked first and fully priced	✅	❌	Benoordenhout - Zuidelijk deel · Street · 14 min walk · 's-Gravenhage · Free
desktop	T3	Garage badge: tap a garage on the map, does it explain the numbers (free / total spaces)?	❌	✅	badge label "188 free · €8,00"; card explains numbers: true
desktop	T4	Legend: find what the colours mean; is it readable (≥11 px) and not covering > 8 % of the screen?	❌	✅	open: 12% screen, min font 12px; resting: 0% · "Colour = total price for 2 h · Free · up to €3 · €3 – €8 · €8 – €20 · over €20 · price unknown · · Dashed edge:
desktop	T5	Restrictions vs price: are prohibited areas distinguishable from expensive zones (not both red)?	❌	✅	restrictions use red (same as > €20 price): false; layers restr-prohib,restr-limited
desktop	T6	'approximate' and 'may have changed': is there a plain-language explanation one tap away?	❌	✅	info affordance present
desktop	T8	Walk: rows show real walking minutes; can switch to 'cheapest within 10 min walk'	—	✅	first row: Benoordenhout - Zuidelijk deel · Street · 14 min walk · 's-Gravenhage · Free | best after 'cheapest ≤10 min': BEST OPTION · CHEAPEST WITHIN A 10-MIN
desktop	T9	Walk rings: 5/10/15-min isochrones visible around the destination	—	✅	isochrone ring segments rendered: 10
desktop	T10	Door-to-door: from my location (Delft) to Den Haag Centrum: drive + walk + total and trade-offs shown	—	✅	rows: Binckhorst · Street · 16 min drive + 16 min walk = 32 min · 's-Gravenhage · Free || Garage Wijnhaven Centrum (Den Haag) · Garage · 18 min drive + 3 min wa
desktop	T7	Onboarding: does a first-visit hint say what the colours/list mean?	❌	✅	Colour = total price for your stay. Tap a place for details. ✕

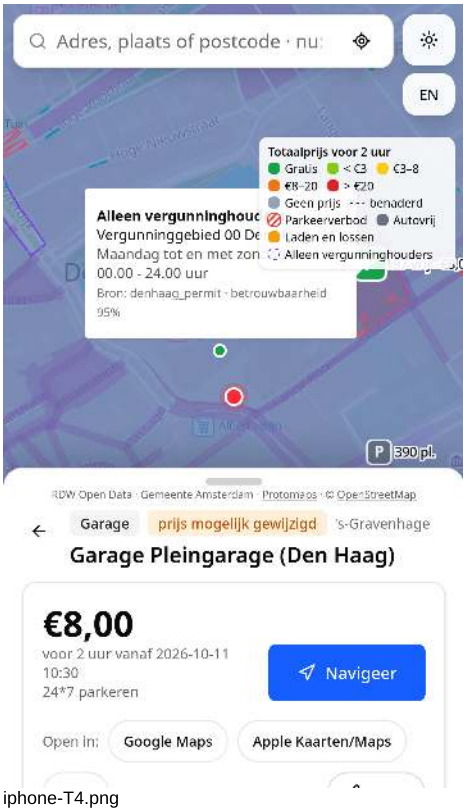
Screenshots — before vs after (iPhone)



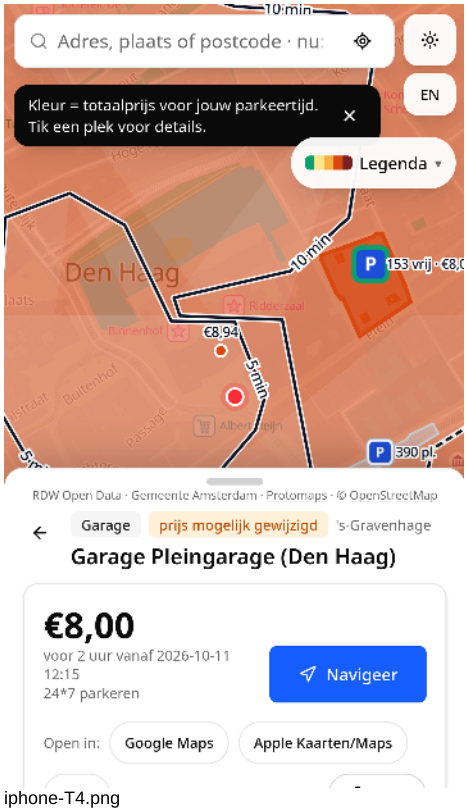
iphone-T1.png



iphone-T1.png

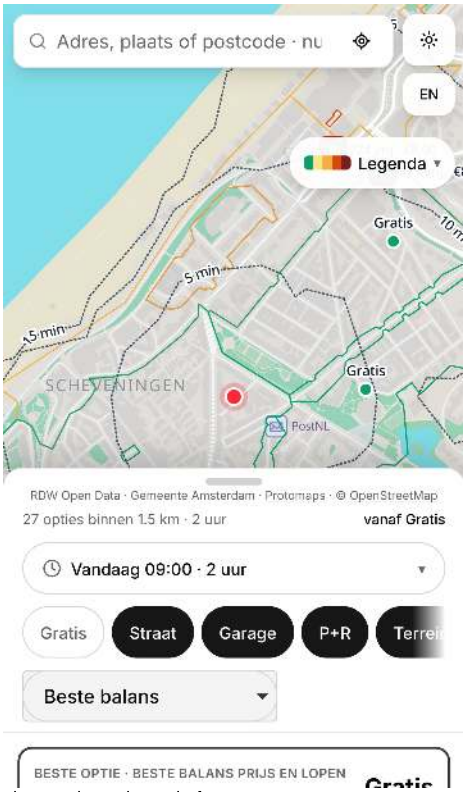


iphone-T4.png

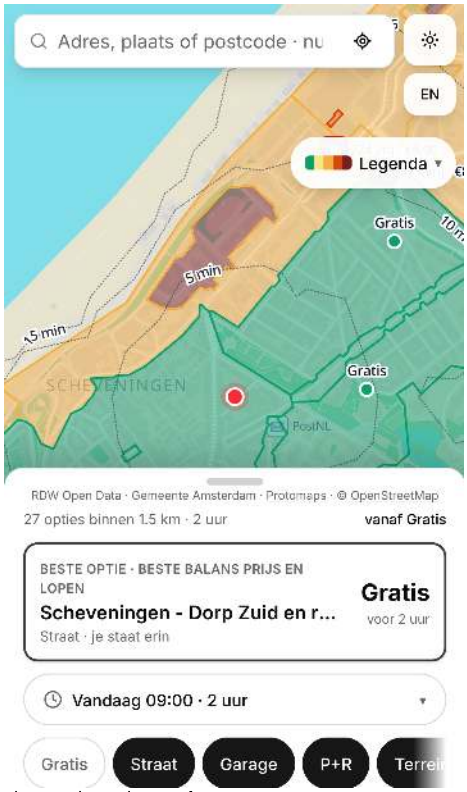


iphone-T4.png

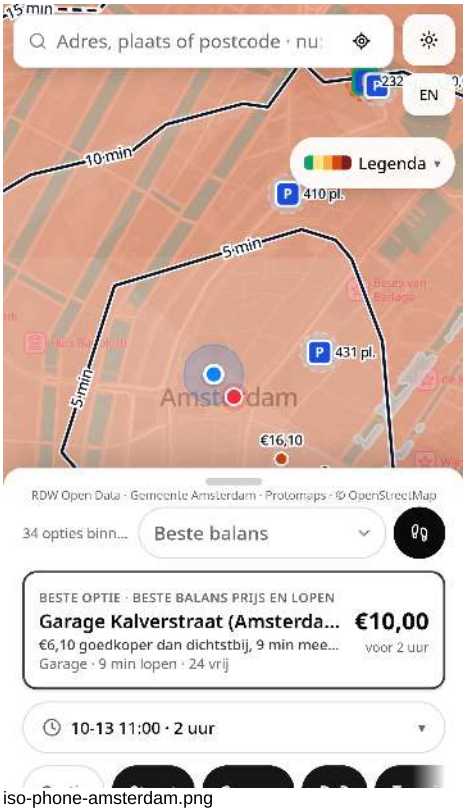
Zones filled + isochrones + location dot (after)



phone-scheveningen-before.png



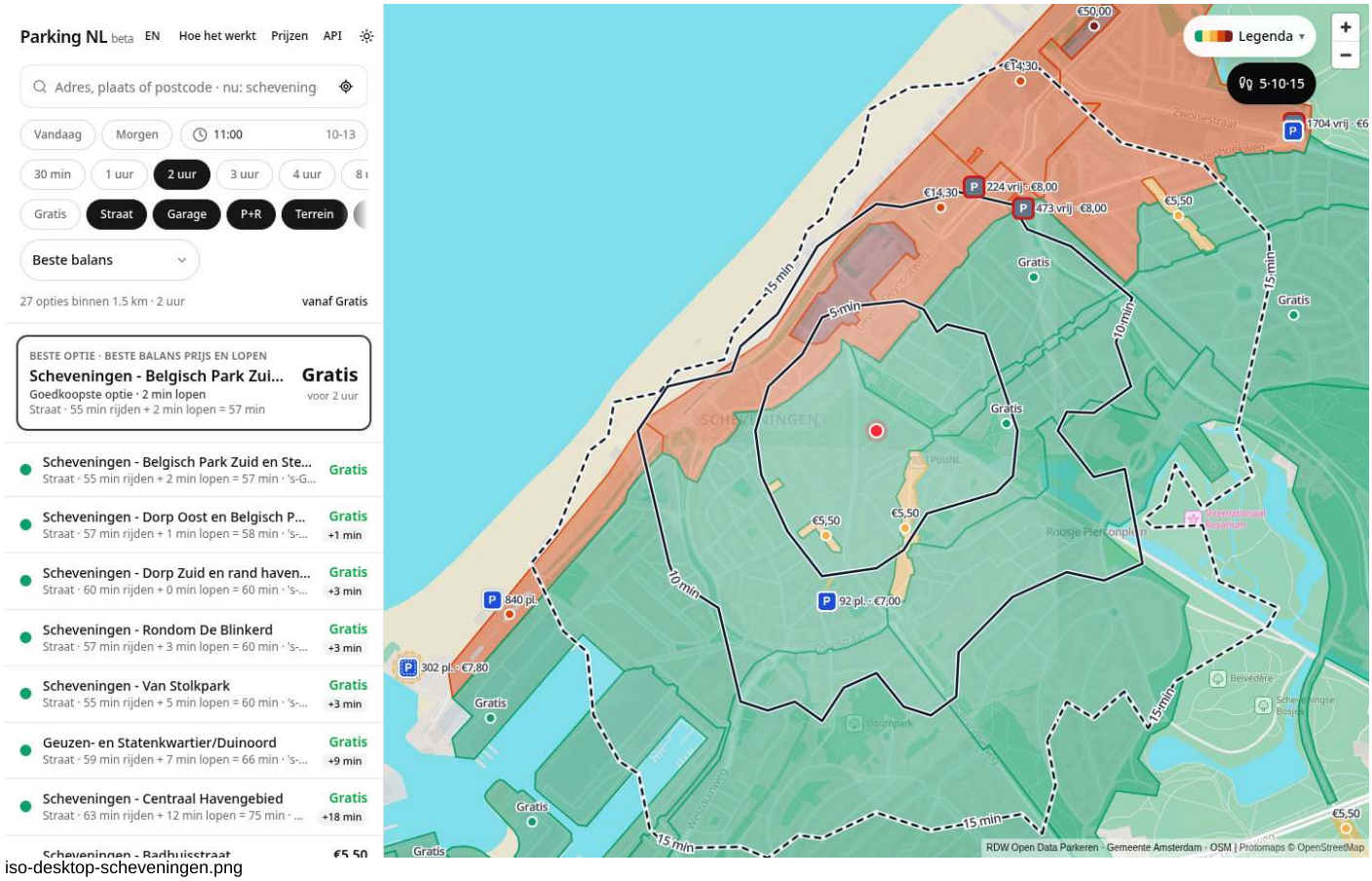
phone-scheveningen-after.png



iso-phone-amsterdam.png



iso-phone-scheveningen.png

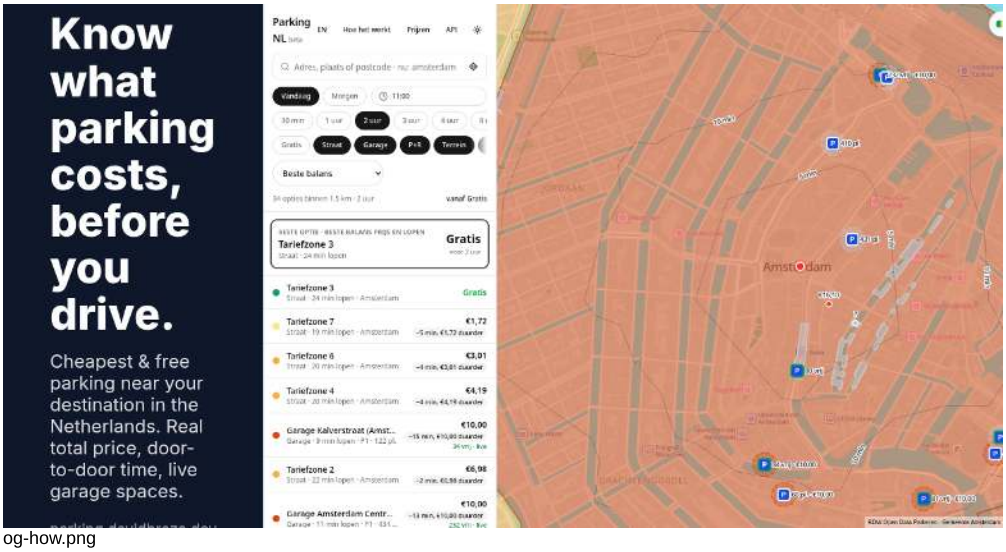


iso-desktop-scheveningen.png

How it works page



hiw-phone.png



og-how.png