Parking NL: UX test round 3 (information hierarchy). Before vs after the redesign

Date: 11 Oct 2026 (Europe/Amsterdam). Production: https://parking.davidbroza.dev. Five **synthetic** personas, scripted with Playwright (WebKit iPhone / Chromium Pixel 7 / desktop 1440×900). The think-aloud lines in the raw JSON are generated from what the script observed; they are not quotes from real users. BEFORE is the shipped UI before the redesign (timer already removed); AFTER is the final redesign: the whole best card is tappable and opens details (chevron), with a small navigate icon on the card and on every list row. Both runs used the same script with the same tasks.

Tasks passed: 48/59 before → 55/59 after.

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/ux3.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.

Persona	Device / viewport	Scenario
Sanne (34, commuter, iPhone, NL)	iPhone 14 profile (WebKit, 390×664 CSS px viewport, touch); nl-NL; location at Den Haag Centraal; runs as installed app (standalone)	Destination Den Haag Centraal.
Tom (visitor, Android, EN, location off)	Pixel 7 profile (Chromium, 412×839 CSS px, touch); en-GB; no location	Opens the app with no location, searches the Rijksmuseum.
Priya (fleet PM, desktop, EN, + MCP)	Desktop Chromium, 1440×900; en-GB; no location	Destination Utrecht Centraal; also checks the MCP answer.
Henk (68, iPhone, large text, NL)	iPhone 14 profile (WebKit, 390×664 CSS px viewport, touch); nl-NL; text at 130 %; location in Delft	Destination Markt Delft.
Lisa (parent, iPhone, NL, Pijnacker → Ahoy event, door-to-door)	iPhone 14 profile (WebKit, 390×664 CSS px viewport, touch); nl-NL; location in Pijnacker	Event at Rotterdam Ahoy, Friday 16 Oct 19:00 for 3 h; searches “Ahoy”.

Same script before and after the redesign. “For” = which personas got the task.

Id	Task (verbatim)	Success check	For
C1	5-second comprehension: where, when, best option, price, walk, why	At least 4 of 5 visible after 5 s: place, time, price, walk/location, why-best line.	all
C2	Time to first decision (best option with price visible)	Best card with a price visible within 8 s.	all
C3	Busyness of the first view	≤ 14 interactive elements in view and ≤ 3 floating map controls.	all
S1	Search '<destination>' and keep context visible	After searching, the destination is still shown in the context.	Tom, Lisa
N1	Taps to start navigation to the best option	Navigation reachable in ≤ 2 taps.	all
L2a	Change time/duration	The time control opens and offers duration options.	all
L2b	Switch ranking to cheapest; why-line updates	Sort can be set to cheapest and a why-line is shown.	all
L2c	Open the ranked list (sheet up / list visible)	At least 3 rows in the list.	all
L3a	Find walking rings	Walking-rings toggle reachable (chip or map menu).	all
L3b	Find restrictions / legend explanation	A legend/layers control exists.	all
L3c	Share the best option	The share button in the detail card produces a link.	all
P1	Installed (standalone): no install banner, safe-area header	No install banner when running installed.	Sanne
P2	Offline: reopen the app without network	Reloading offline still shows the app/results.	Sanne
D1	Tap the sheet handle to switch between map view and list view	Tapping the handle moves the sheet and a second tap returns it.	Sanne, Henk
A1	Large text: tap targets ≥ 44 px and nothing clipped	At most 3 small (< 40 px) targets and no horizontal overflow.	Henk
DD	Door-to-door from Pijnacker: drive + walk + total on the best option	Best card shows drive time or a total (round 4: after switching door-to-door on).	Lisa
M1	MCP: same best option via find_parking	MCP find_parking returns a best option with a why.	Priya

Key metrics

Persona	Time to first decision (B / A)		Taps to navigate		5-second comprehension		Floating controls / interactive in view	
Sanne (34, commuter, iPhone, NL)	2546 ms	2600 ms	2	1	5/5	5/5	7 / 14	4 / 10
Tom (visitor, Android, EN, location off)	1630 ms	1758 ms	2	1	5/5	5/5	7 / 21	4 / 8
Priya (fleet PM, desktop, EN, + MCP)	2595 ms	1341 ms	2	1	5/5	5/5	33 / 39	23 / 33
Henk (68, iPhone, large text, NL)	2342 ms	1357 ms	2	1	5/5	5/5	6 / 15	3 / 13
Lisa (parent, iPhone, NL, Pijnacker → Ahoy event, door-to-door)	976 ms	1073 ms	2	1	5/5	5/5	7 / 14	4 / 10

Taps to navigate: after the redesign, the navigate icon on the best card takes 1 tap and opens the default maps app. Choosing Apple Maps, Google Maps or Waze is 2 taps (card → detail). Before the redesign, every route took 2 taps. The comprehension score has 5 checks: where, when, price, walk and why-best, all visible after 5 s. The desktop "floating" number includes the side panel, so it is only comparable between the desktop runs.

All tasks

Persona	Id	Task	Before	After	After: observation
sanne	C1	5-second comprehension: where, when, best option, price, walk, why	PASS	PASS	score 5/5 {"where":true,"when":true,"price":true,"walk":true,"why":true} · best: BESTE OPTIE · Bezuidenhout · 1 min lopen · Goedkoopste optie · 1 min
sanne	C2	Time to first decision (best option with price visible)	PASS	PASS	2600 ms
sanne	C3	Busyness of the first view	FAIL	FAIL	{"interactive":10,"floating":4,"textNodes":11,"markers":17,"ourLayers":18}
sanne	N1	Taps to start navigation to the best option	PASS	PASS	quick navigate icon on best card: 1 tap; app choice in detail: 2 taps
sanne	L2a	Change time/duration	PASS	PASS	when control visible without scrolling: true; duration options: 18
sanne	L2b	Switch ranking to cheapest; why-line updates	PASS	PASS	1 tap(s); why before: "Goedkoopste optie · 1 min lopen" → after: "Goedkoopste optie · 1 min lopen"
sanne	L2c	Open the ranked list (sheet up / list visible)	PASS	PASS	52 rows in list
sanne	L3a	Find walking rings	PASS	PASS	in map menu (2 taps): 1
sanne	L3b	Find restrictions / legend explanation	PASS	PASS	legend/layers controls: 2
sanne	L3c	Share the best option	PASS	PASS	shared https://parking.davidbroza.dev/?lat=52.08090&lon=4.32480&t=2026-10-11T14%3A30&d=120&q=Den+Haag+Centraal&a=518%3AT11
sanne	P1	Installed (standalone): no install banner, safe-area header	PASS	PASS	install banners: 0
sanne	P2	Offline: reopen the app without network	PASS	PASS	Den Haag Centraal Vandaag 14:30 · 2 uur Kaart 52 opties binnen 1.5 km · 2 uur Cheapest parking for your stay Den Haag Centraal · Vandaag 14:30 · 2 u
sanne	D1	Drag the sheet handle down to see more map	PASS	PASS	sheet top 435 → 66 → 435 (vh 664)
tom	C1	5-second comprehension: where, when, best option, price, walk, why	PASS	PASS	score 5/5 {"where":true,"when":true,"price":true,"walk":true,"why":true} · best: BEST OPTION · Buiten Wittevrouwen · 14 min walk · Cheapest option · 1
tom	C2	Time to first decision (best	PASS	PASS	1758 ms

		option with price visible)			
tom	C3	Busyness of the first view	FAIL	FAIL	{"interactive":8,"floating":4,"textNodes":11,"markers":16,"ourLayers":18}
tom	S1	Search 'Rijksmuseum' and keep context visible	PASS	PASS	context: Rijksmuseum, Amsterdam · Today 14:30 · 2 h
tom	N1	Taps to start navigation to the best option	PASS	PASS	quick navigate icon on best card: 1 tap; app choice in detail: 2 taps
tom	L2a	Change time/duration	PASS	PASS	when control visible without scrolling: true; duration options: 18
tom	L2b	Switch ranking to cheapest; why-line updates	PASS	PASS	1 tap(s); why before: "Cheapest option · 10 min walk" → after: "Cheapest option · 10 min walk"
tom	L2c	Open the ranked list (sheet up / list visible)	PASS	PASS	33 rows in list
tom	L3a	Find walking rings	PASS	PASS	in map menu (2 taps): 1
tom	L3b	Find restrictions / legend explanation	PASS	PASS	legend/layers controls: 2
tom	L3c	Share the best option	PASS	PASS	shared https://parking.davidbroza.dev/?lat=52.36000&lon=4.88520&t=2026-10-11T14%3A30&d=120&q=Rijksmuseum&a=363%3AT12B_U04
priya	C1	5-second comprehension: where, when, best option, price, walk, why	PASS	PASS	score 5/5 {"where":true,"when":true,"price":true,"walk":true,"why":true} · best: BEST OPTION · Hagelbuurt · 11 min walk · Cheapest option · 11 min wal
priya	C2	Time to first decision (best option with price visible)	PASS	PASS	1341 ms
priya	C3	Busyness of the first view	FAIL	FAIL	{"interactive":33,"floating":23,"textNodes":51,"markers":39,"ourLayers":18}
priya	N1	Taps to start navigation to the best option	PASS	PASS	quick navigate icon on best card: 1 tap; app choice in detail: 2 taps
priya	L2a	Change time/duration	PASS	PASS	when control visible without scrolling: true; duration options: 18
priya	L2b	Switch ranking to cheapest; why-line updates	FAIL	PASS	1 tap(s); why before: "Cheapest option · 11 min walk" → after: "€1,50 cheaper than the closest, 3 min more walking"
priya	L2c	Open the ranked list	PASS	PASS	38 rows in list

		(sheet up / list visible)			
priya	L3a	Find walking rings	FAIL	PASS	in map menu (2 taps): 1
priya	L3b	Find restrictions / legend explanation	PASS	PASS	legend/layers controls: 2
priya	L3c	Share the best option	PASS	PASS	shared https://parking.davidbroza.dev/?lat=52.08940&lon=5.11000&t=2026-10-11T14%3A30&d=120&q=Utrecht+Centraal&a=344%3A5100
priya	M1	MCP: same best option via find_parking	PASS	PASS	Hagelbuurt €0 · Cheapest and closest option.
henk	C1	5-second comprehension: where, when, best option, price, walk, why	PASS	PASS	score 5/5 {"where":true,"when":true,"price":true,"walk":true,"why":true} · best: BESTE OPTIE · Straatparkeren Gebied C · 8 min lopen · Goedkoopste opt
henk	C2	Time to first decision (best option with price visible)	PASS	PASS	1357 ms
henk	C3	Busyness of the first view	FAIL	PASS	{"interactive":13,"floating":3,"textNodes":14,"markers":13,"ourLayers":18}
henk	N1	Taps to start navigation to the best option	PASS	PASS	quick navigate icon on best card: 1 tap; app choice in detail: 2 taps
henk	L2a	Change time/duration	FAIL	PASS	when control visible without scrolling: true; duration options: 18
henk	L2b	Switch ranking to cheapest; why-line updates	PASS	PASS	1 tap(s); why before: "Goedkoopste optie · 8 min lopen" → after: "Goedkoopste optie · 8 min lopen"
henk	L2c	Open the ranked list (sheet up / list visible)	PASS	PASS	32 rows in list
henk	L3a	Find walking rings	PASS	PASS	in map menu (2 taps): 1
henk	L3b	Find restrictions / legend explanation	PASS	PASS	legend/layers controls: 2
henk	L3c	Share the best option	FAIL	PASS	shared https://parking.davidbroza.dev/?lat=52.01150&lon=4.35930&t=2026-10-11T14%3A30&d=120&q=Markt+Delft&a=503%3AC
henk	D1	Drag the sheet handle down to see more map	FAIL	PASS	sheet top 292 → 435 → 292 (vh 664)
henk	A1	Large text: tap targets ≥ 44 px and nothing clipped	PASS	PASS	small targets: 0 []; h-overflow false

lisa	C1	5-second comprehension: where, when, best option, price, walk, why	PASS	PASS	score 5/5 {"where":true,"when":true,"price":true,"walk":true,"why":true} · best: BESTE OPTIE · Parkeergarage Ackershof · 4 min lopen · Goedkoopst én d
lisa	C2	Time to first decision (best option with price visible)	PASS	PASS	1073 ms
lisa	C3	Busyness of the first view	FAIL	FAIL	{"interactive":10,"floating":4,"textNodes":11,"markers":18,"ourLayers":18}
lisa	S1	Search 'Ahoy' and keep context visible	PASS	PASS	context: Rotterdam Ahoy, Rotterdam · vr 16 okt 19:00 · 3 uur
lisa	N1	Taps to start navigation to the best option	PASS	PASS	quick navigate icon on best card: 1 tap; app choice in detail: 2 taps
lisa	L2a	Change time/duration	FAIL	PASS	when control visible without scrolling: true; duration options: 18
lisa	L2b	Switch ranking to cheapest; why-line updates	PASS	PASS	1 tap(s); why before: "Dichtstbij · €3,36 meer dan de goedkoopste (12 min verder)" → after: "Goedkoopst én dichtstbij"
lisa	L2c	Open the ranked list (sheet up / list visible)	PASS	PASS	24 rows in list
lisa	L3a	Find walking rings	PASS	PASS	in map menu (2 taps): 1
lisa	L3b	Find restrictions / legend explanation	PASS	PASS	legend/layers controls: 2
lisa	L3c	Share the best option	PASS	PASS	shared https://parking.davidbroza.dev/?lat=51.88360&lon=4.48860&t=2026-10-16T19%3A00&d=180&q=Rotterdam+Ahoy&a=599%3A200
lisa	DD	Door-to-door from Pijnacker: drive + walk + total on the best option	PASS	PASS	BESTE OPTIE · Straatparkeren zone 200 · 27 min rijden + 5 min lopen = 32 min · Dichtstbij · €3,36 meer dan de goedkoopste (12 min verder) · €6,72 · vo

Remaining

- C3 still fails its strict threshold (≤3 floating controls). The phone now has 4: the search field, ×, the map menu and the attribution (i). That was 6–7 before.

First view after 5 s

Sanne (34, commuter, iPhone, NL)

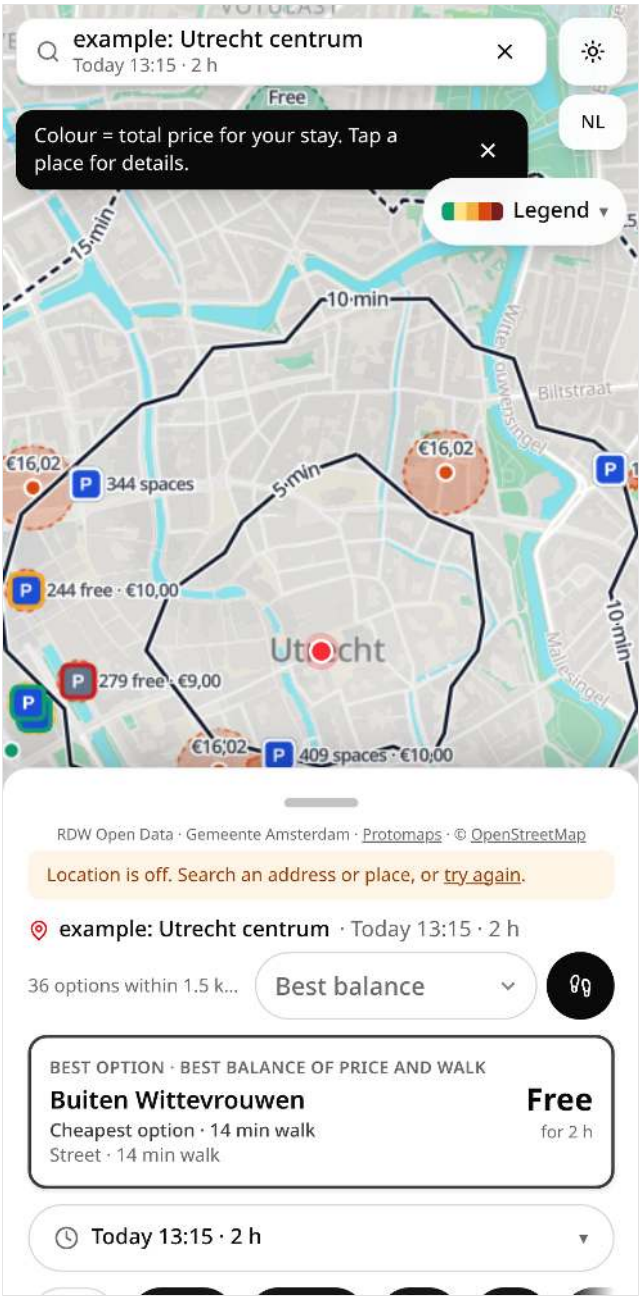


Before

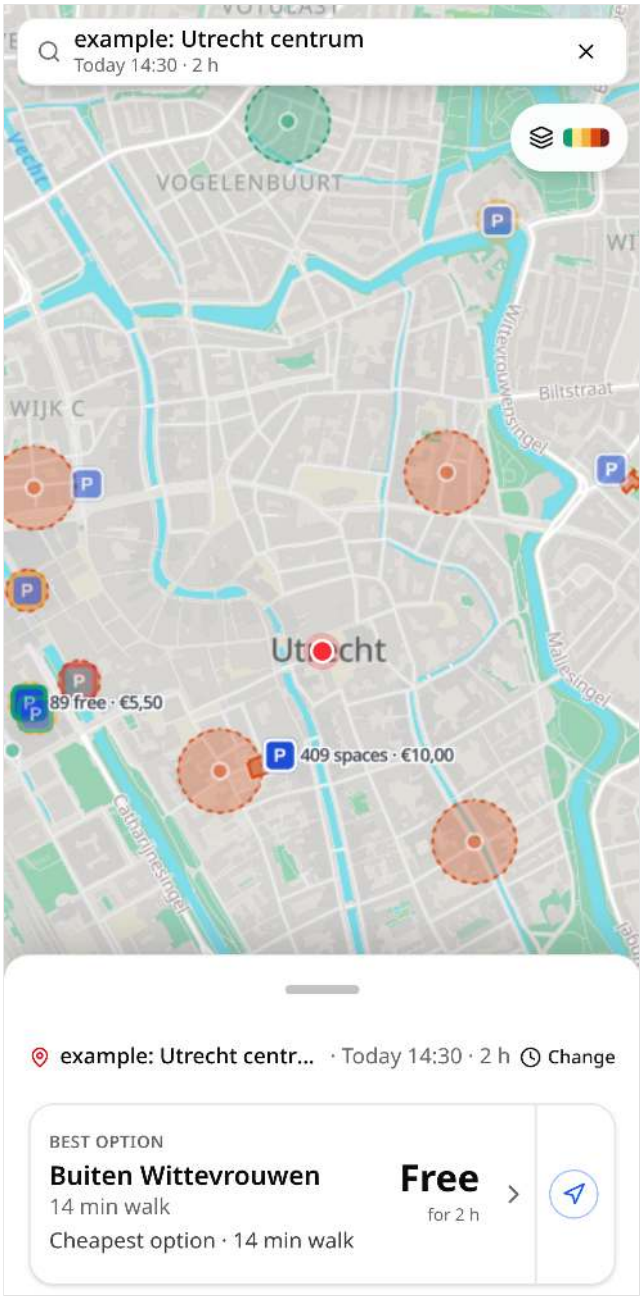


After

Tom (visitor, Android, EN, location off)

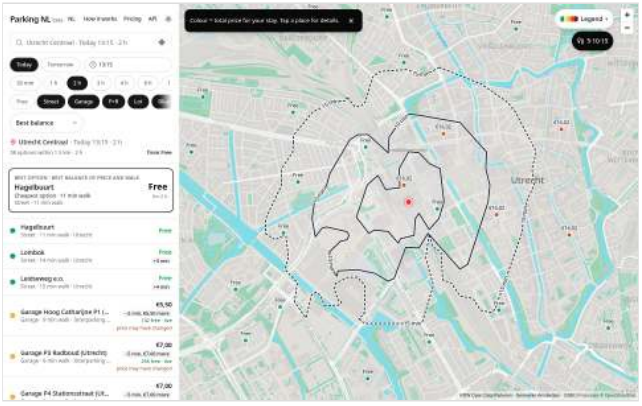


Before

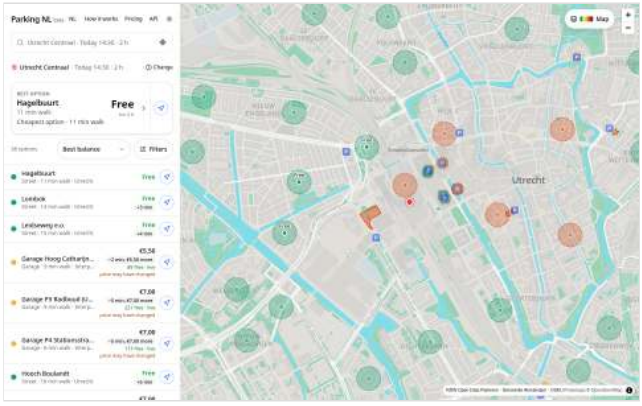


After

Priya (fleet PM, desktop, EN, + MCP)

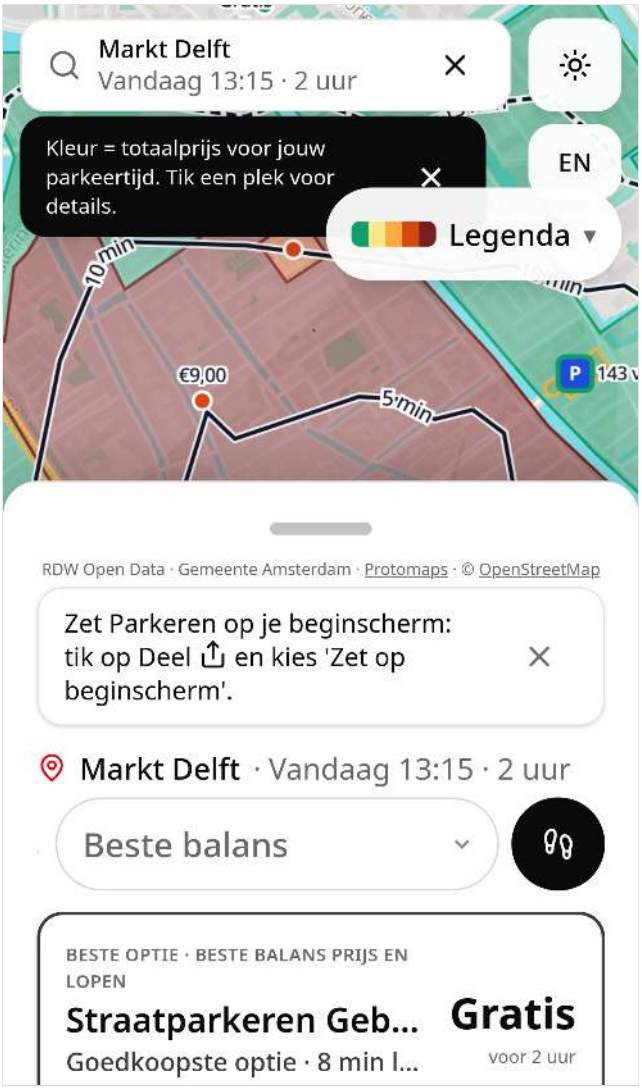


Before



After

Henk (68, iPhone, large text, NL)

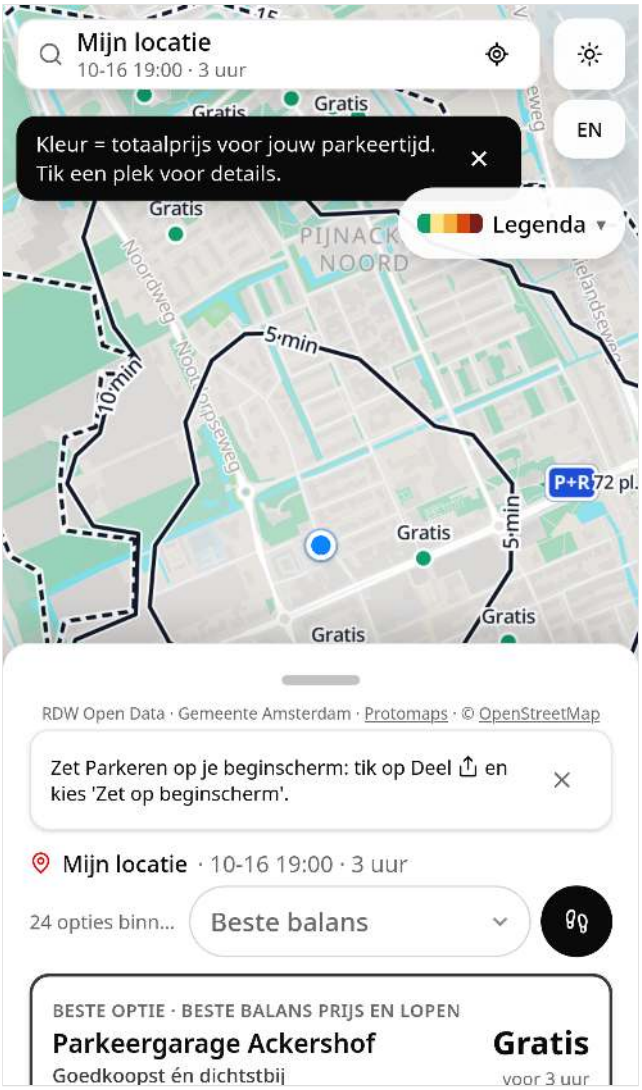


Before

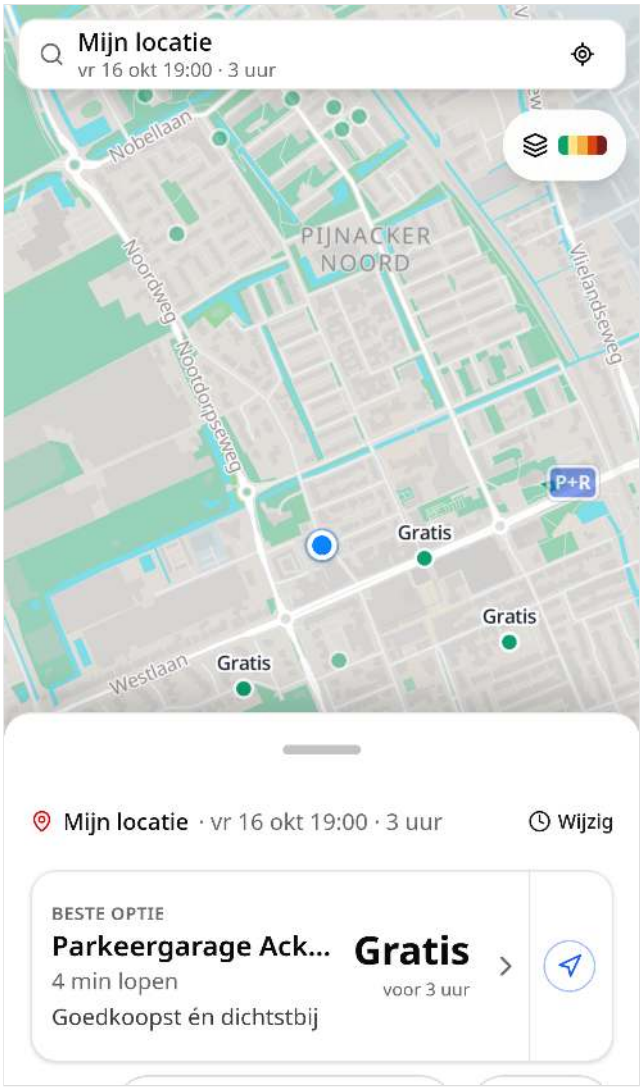


After

Lisa (parent, iPhone, NL, Pijnacker → Ahoy event, door-to-door)



Before



After