

Research-Driven Kiosk Interface

In 2016, CityBase partnered with Purdue University to enhance the accessibility of our CityBase Kiosks for all users.

About the Usability Study

Purdue researchers conducted formal usability testing, observing people completing tasks on our CityBase Kiosks. Based on the academic findings, CityBase UX designers refined the user interface to launch the CityBase Kiosk 2.0 platform.

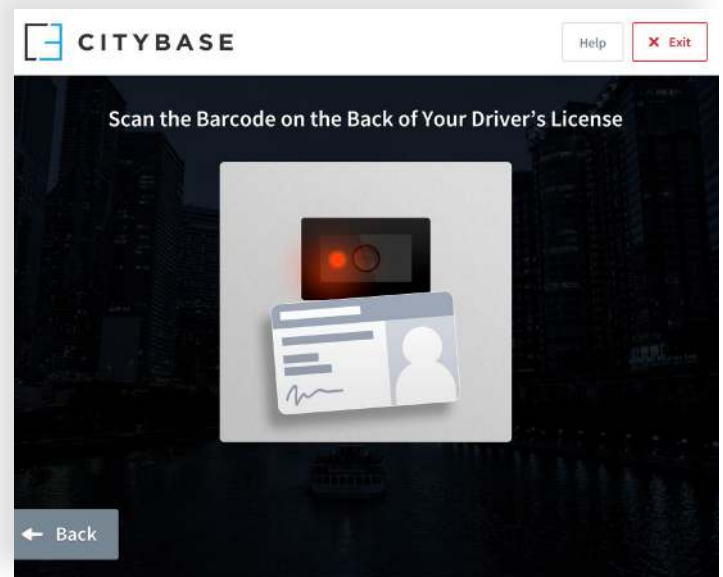
All CityBase Kiosks—for all of our clients—follow these best practices in usability. CityBase uses a standard suite of highly accessible screens, configuring functionality for the features our clients choose to offer to their customers.

The results are consistent, easy-to-use kiosks that improve customer service. On average, it takes a person less than one minute to complete a cash transaction on a CityBase Kiosk, and less than 25 seconds to complete a payment using a credit card.

ACADEMIC FINDINGS

1. Keep Instructions Clear

CityBase Kiosks use icons, high-contrast visuals, and clear, simple sentences to support comprehension for people with low literacy skills or vision impairments.



Learn more at info.thecitybase.com/kiosk-accessibility

Usability Research Findings

2. Use Consistent Action Buttons

Buttons that use consistent colors reinforce key directions. CityBase Kiosk screens use green buttons to symbolize moving forward, and gray buttons to take people back.

3. Show Users Their Progress

Progress bars help people understand how far they are in the process, and when they are almost done.

4. Confirm Successful Transactions

Validation screens let people know for sure that their payments have been accepted. This is especially important for first-time kiosk users who are unfamiliar with the process.

5. Reinforce Text with Images

Where possible, our user interface includes commonly used icons. This makes directions familiar and intuitive for your customers.