1. Home Page Clarity

The home page of the NYC Ferry app lacks clarity in terms of directing users to the primary action they should take. When the app opens, users are greeted with multiple options and information, which can be overwhelming, especially for first-time users or those with cognitive impairments. For visually impaired users, this overload can be a significant barrier to understanding and quickly interacting with the app. A clearer, more intuitive layout could guide users more effectively, perhaps by highlighting essential tasks like ticket purchase or viewing schedules.

2. Map Icon and Access

The map of ferry routes is hidden behind an icon that resembles a foldable map. This design is not intuitive and may not clearly communicate that it's a map of the ferry routes. Users with cognitive or visual impairments might not immediately understand the purpose of this icon, making it harder for them to access this critical feature. Simplifying this interaction by making the map more visible or clearly labeled would improve usability.

3. Memorization of Routes

Switching between the ferry schedules and the map requires memorization of the routes, which can be frustrating. Users must mentally map out the connections and schedules, leading to cognitive overload, especially for users with memory or learning difficulties. To improve this, the app could implement a side-by-side view of the schedule and map or include route suggestions when viewing the schedule to eliminate the need for constant switching between screens.

4. No Built-in Accessibility Settings

The app does not provide any built-in accessibility settings within its interface. Although it links to external websites where accessibility may be enabled, these features do not apply to the app itself. For visually impaired users, features like screen reader compatibility, high contrast mode, and adjustable font sizes are critical. Integrating accessibility settings within the app itself, allowing users to adjust the visual and interactive aspects, would make it more inclusive.

5. Map Navigation Challenges

The map allows users to zoom out to a global view, which can make it difficult to find New York City again if zoomed out too far. This becomes particularly problematic if users are outside New York (for example, in South Carolina) and try to find local ferry routes. The 'current location' feature is ineffective when the user is not in New York, adding to the navigation complexity. Limiting the map's zoom to relevant areas or making the 'current location' option more functional would help.

6. Overlapping Icons

On the map screen, the icons representing ferry stops or points of interest sometimes overlap, making it difficult for users to distinguish between different locations. This presents a significant accessibility barrier for users with low vision or cognitive impairments, who may struggle to tap the correct location or understand the layout. Icons should be spaced out more clearly, and perhaps a zoomed-in view or alternative list view could be provided for better accessibility.

7. Store Cart Expansion Problem

When users purchase items in the app's store, the shopping cart list expands uncontrollably, covering the entire screen. This blocks users from accessing other parts of the app and continuing their shopping experience. For users with motor disabilities or those using screen readers, this creates a significant usability challenge, as it prevents smooth navigation. The shopping cart should be limited to a scrollable window that does not interfere with other interactions on the screen.

8. Lack of Sound Alerts

The app does not provide sound alerts or audio cues, which would be beneficial for visually impaired users. Important notifications, such as schedule changes, service disruptions, or task completions (like buying a ticket), could be accompanied by sound alerts. These cues could help users, especially those who rely more on auditory feedback, navigate and respond to updates more efficiently.

9. Confusing Notifications

The notifications in the app are broad and often difficult to interpret. They lack specificity and do not clearly communicate what action users should take or what information is essential. For example, users may receive route alerts without context on how it impacts their journey. Notifications should be more targeted and user-friendly, providing actionable insights and clear, concise information.

10. Overload of Information on Launch

When users open the app, they are bombarded with multiple pieces of information—maps, schedules, promotions, and buttons for various features—all at once. This can be overwhelming, particularly for visually impaired or neurodivergent users. Reducing the initial cognitive load by simplifying the interface on launch, and perhaps prioritizing the most important tasks (such as buying tickets or viewing schedules) would make the app more user-friendly.

4:22

Profile

First Name
harrison

Last Name
holt

Email Address
hholt2901@gmail.com

Logout

Delete Account

Save Changes

4:22 4:25

Ferry Blog

St. George
632.28mi

Bay Ridge
633.52mi

Sunset Park
634.3mi

Red Hook/A
636.29mi

Gov. Island/
636.4mi

Atlantic Ave
637.24mi

Wall St/Pier
637.53mi

Battery Park
637.55mi

Dumbo/Ful
637.98mi

Brooklyn Na
638.81mi

Corlears Hook
638.94mi

September Events Near NYC Ferry Landings

August 15, 2024

September is buzzing with exciting events near NYC Ferry landings! From cultural festivals to vibrant markets, there's something for everyone to enjoy. Hop aboard and let the ferry take you to these fun-filled events across the city. 13th Annual New York Black College Expo Date: 9/28 | 10AM-3PM Route: Astoria Landing: Brooklyn Navy Yard Explore

Read More

Hey! Ho! Let's Go! Celebrating

4:23

Concessions

Store | Orders

Shopping Cart

Montauk Summer 12 oz cans	1	$7.34
Archer Roose Malbec 250 ml cans	1	$10.10
Archer Roose Bubbly Prosecco 250 ml cans	1	$10.10
Modelo Especial 12 oz cans	1	$7.34
Smile My Guy 16 oz cans	1	$10.10
Five Boroughs City Light Lager 12 oz cans	1	$7.34
Boozy Tea 12 Oz cans	1	$8.26
Bronx Summer Ale 12oz cans	1	$7.34
Bronx No Resolutions IPA 12oz cans	1	$7.34
Gatorade/Orange	1	$2.75
Gatorade/Lemon Lime	1	$2.75
Aquafina Water	1	$2.75
Gatorade/Cool Blue	1	$2.75

Subtotal $86.26

Checkout

4:24

4:27

Notifications

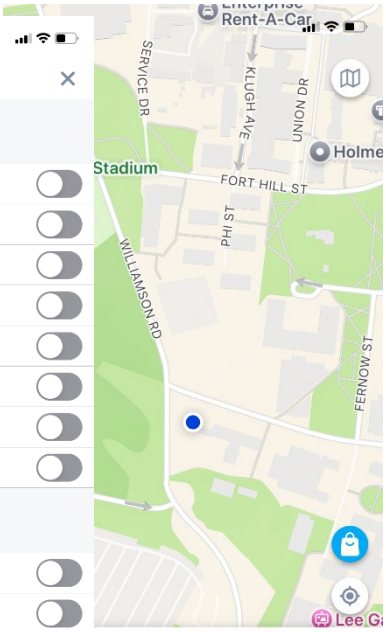
Service Alerts

- General Service Advisories
- East River Route Alerts
- Rockaway Route Alerts
- South Brooklyn Route Alerts
- Astoria Route Alerts
- Soundview Route Alerts
- Lower East Side Route Alerts
- St. George Route Alerts

Special Alerts

- Special Events and Concerts
- Affiliate Promotional Offers

All Routes

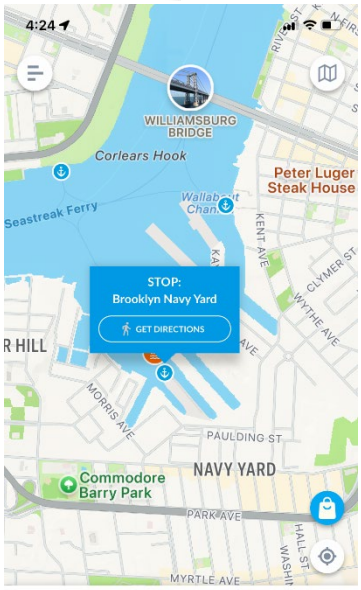


are you going?

rch destination

Tickets Schedules

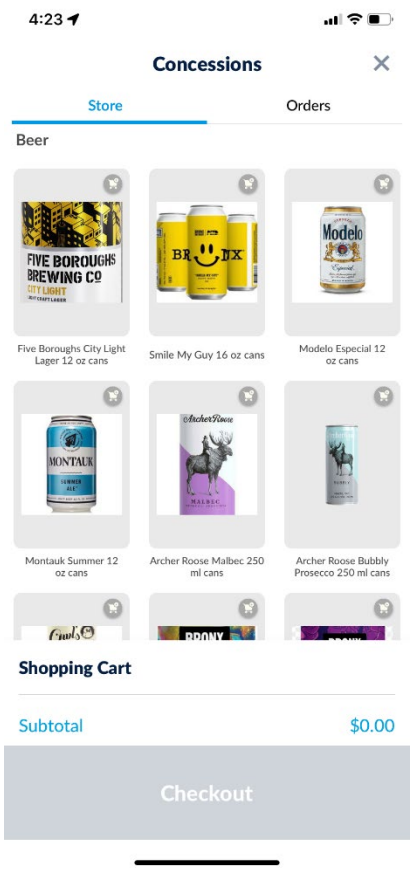
4:24

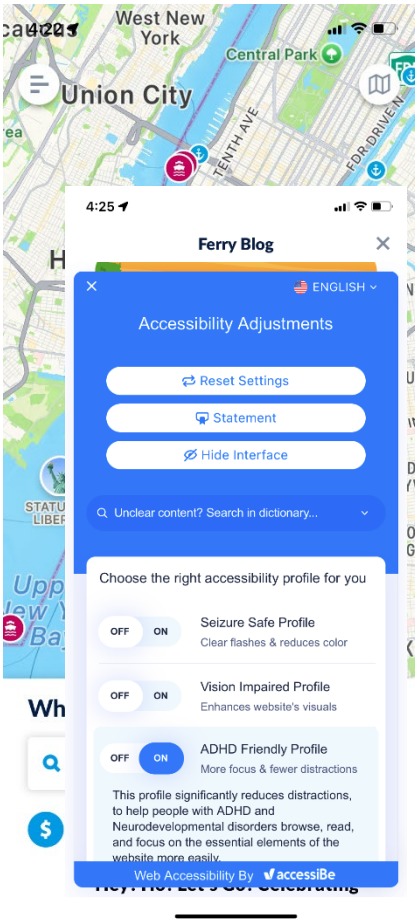


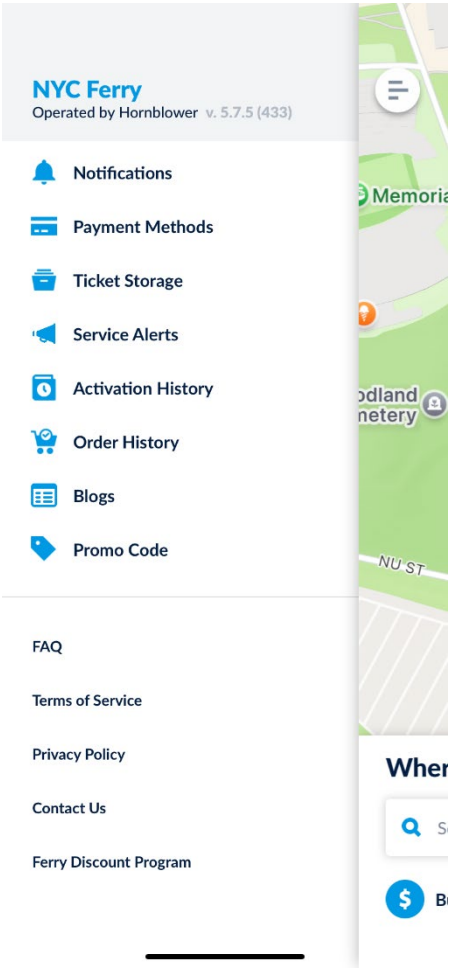
Where are you going?

Search destination

Buy Tickets Schedules


4:23
Concessions
Store
Orders
Beer
Five Boroughs City Light Lager 12 oz cans
Smile My Guy 16 oz cans
Modelo Especial 12 oz cans
Montauk Summer 12 oz cans
Archer Roose Malbec 250 ml cans
Archer Roose Bubbly Prosecco 250 ml cans
Shopping Cart
Subtotal
$0.00
Checkout


West New York
Central Park
Union City
TENTH AVE
FDR DRIVE N
4:25
Ferry Blog
ENGLISH
Accessibility Adjustments
Reset Settings
Statement
Hide Interface
Unclear content? Search in dictionary...
Choose the right accessibility profile for you
OFF
ON
Seizure Safe Profile
Clear flashes & reduces color
Vision Impaired Profile
Enhances website's visuals
ADHD Friendly Profile
More focus & fewer distractions
This profile significantly reduces distractions, to help people with ADHD and Neurodevelopmental disorders browse, read, and focus on the essential elements of the website more easily.
Web Accessibility By accessiBe


NYC Ferry
Operated by Hornblower v. 5.7.5 (433)
Notifications
Payment Methods
Ticket Storage
Service Alerts
Activation History
Order History
Blogs
Promo Code
FAQ
Terms of Service
Privacy Policy
Contact Us
Ferry Discount Program