

Content Type	Example Pages (L1, L2, L3 etc.)	Formats	URL/Location	Description
Schedules	Tickets/Fare Finder Module, QuickLink, Whistler Mountain Schedule, Bus Tracker, Greyhound Express	Text, Phone numbers, internal links, forms, PDFs, stops/locations	https://www.greyhound.ca/farefinder/step2.asp https://www.greyhound.ca/en/quicklink/default.aspx https://www.greyhound.ca/en/WinterSpecials/Whistler/Schedules.aspx https://www.greyhound.ca/en/dealsanddiscounts/BusTracker.aspx http://bustracker.greyhound.ca/ https://www.greyhound.ca/Express/Default.aspx	There is no single place where schedules can be found. Schedule information can be found in PDF form, through the Travel/Fare Finder module, and the Bus Tracker application. The site provides schedule information according to the type or route (e.g., Express, Commuter, Whistler) instead of providing this information contextually when the user selects that preference.
Routes	Services and Routes, Toronto Pearson Airport, Greyhound Express Where We Go, BC Route Changes	Text, PDFs, Form, internal & external links, gifs, pngs, stops/locations	https://www.greyhound.ca/en/RoutesAndServices/default.aspx https://www.greyhound.ca/Express/WhereWeGo.aspx https://www.greyhound.ca/EN/Docs/Combined%20File%20of%20BC%20Abandoned%20and%20Reduced%20Frequency%20Routes.pdf https://www.greyhound.ca/en/dealsanddiscounts/TorontoPearsonAirport.aspx http://App_Themes/EN/Images/toronto-pearson-airport.png	Information about routes is also found in disparate places according to the type of route selected. Express, commuter, and special "destination" routes are all available, while some route information is provided in PDF form (e.g. under Updates), or as an image (eg. a map can be found using Bus Tracker).
Promotions	Deals and Discounts, Winter Packages, Summer Packages, Whistler Mountain Packages, Whistler Mountain Specials	Text, Prices, Addresses, dates	https://www.greyhound.ca/en/dealsanddiscounts/default.aspx https://www.greyhound.ca/en/WinterSpecials/Whistler/Packages.aspx https://www.greyhound.ca/en/WinterSpecials/Whistler/Specials.aspx http://app_themes/en/Images/Tickets/Whistler-Mountain-BC-Summer_EN.gif	Most promotions are available under Deals & Discounts; however, it requires that the user clicks a few levels down to find the pertinent information any promotion.
Fares	Tickets/Fare Finder Module, Child Discount, Student Discount, Military Discount, Senior Discount, Friends and Family Discount, Priority Boarding, Advance Purchase, Hostelling International Membership, Commuter Passes, Whistler Mountain Rates	Text, internal links, phone numbers, form, prices, dates, ages, images	https://www.greyhound.ca/farefinder/step2.asp https://www.greyhound.ca/en/ticketsandtravel/default.aspx https://www.greyhound.ca/en/WinterSpecials/Whistler/Rates.aspx https://www.greyhound.ca/en/dealsanddiscounts/childdiscount.aspx https://www.greyhound.ca/en/dealsanddiscounts/Studentdiscount.aspx https://www.greyhound.ca/en/dealsanddiscounts/militarydiscount.aspx https://www.greyhound.ca/en/dealsanddiscounts/seniordiscount.aspx https://www.greyhound.ca/en/dealsanddiscounts/HostellingMembership.aspx#discounts https://www.greyhound.ca/en/quicklink/OntarioMonthly.aspx https://www.greyhound.ca/en/quicklink/OntarioWeekly.aspx https://www.greyhound.ca/en/quicklink/OntarioFlex.aspx https://www.greyhound.ca/en/quicklink/10TripPass.aspx	It's not entirely clear how to get fare information from the home page; it seems to be housed in different places across the site. For example, commuter information is found deep in the site in the Commuter Quicklinks section. Special fare information is housed under Deals & Discounts, while regular fares can be found within the Tickets/Fare Finder module from the home page.
Service Updates	Service Disruption Alerts, BC Route Update	Text, PDF, stops/locations	https://www.greyhound.ca/en/servicealerts.aspx https://www.greyhound.ca/EN/Docs/Combined%20File%20of%20BC%20Abandoned%20and%20Reduced%20Frequency%20Routes.pdf	There is no consistent place to find service alerts or updates. One can find it when using the Ticket/Fare Finder module, but nowhere else on the site. It's also not clear to the user when there is anything new in this section to be alerted to.
Ticket Information	Refunds & Exchanges, Print at Home Tickets	Text, internal links	https://www.greyhound.ca/en/ticketsandtravel/etickets.aspx https://www.greyhound.ca/en/ticketsandtravel/refundsandexchanges.aspx	Information about how to exchange, refund or print tickets, can be found under Tickets & Travel Information. It's not clear if this information would be provided to users during the booking or checkout flow. There is currently no way to allow users to show their tickets electronically at the station. The section defined as e-tickets, in fact refers to a section about printing electronic copies of ticket or PDFs.
Bus Amenities	New Buses, Greyhound Express Perks	Text, internal links, Images	https://www.greyhound.ca/en/buses/default.aspx https://www.greyhound.ca/Express/PerksAndBenefits.aspx	General information about the experience on Greyhound buses is found under the What's New section, which is not intuitive. Information about what is offered on Express buses is in a completely separate section.
Travel Information	Traveling By Bus, Children Traveling, Accessible Travel	Text, internal links, external links, Phone numbers	https://www.greyhound.ca/en/ticketsandtravel/travelingbybus.aspx https://www.greyhound.ca/en/ticketsandtravel/childrentraveling.aspx https://www.greyhound.ca/en/ticketsandtravel/AccessibleTravel.aspx	Travel Information, although not a clearly definitive term, seems to include general information regarding traveling on a bus, as well as information for special passengers, specifically children and those with disabilities.
Help	Search Help, Help: Step 2, Greyhound Express FAQ, Customer Assistance	Text, internal links, Phone numbers	https://www.greyhound.ca/en/help/schedules.aspx https://www.greyhound.ca/en/CustomerAssistanceRequest.aspx https://www.greyhound.ca/en/help/search.aspx https://www.greyhound.ca/en/help/purchase.aspx https://www.greyhound.ca/en/help/purchase.aspx#passengers https://www.greyhound.ca/en/help/purchase.aspx#printathome https://www.greyhound.ca/en/help/purchase.aspx#billing https://www.greyhound.ca/Express/FAQs.aspx	There is no one section for users to access help. There are various help sections for different areas of the site; for example help can be accessed throughout the booking flow, but each time it takes you to a different page with different information.
Corporate Information	About Greyhound, Executive Bios, Family Of Companies, Facts & Figures, Historical Timeline, In The Community, News Room	Text, internal links, stats, Flash video	https://www.greyhound.ca/en/about/default.aspx https://www.greyhound.ca/en/about/executivebios.aspx https://www.greyhound.ca/en/about/familyofcompanies.aspx https://www.greyhound.ca/en/about/factsandfigures.aspx https://www.greyhound.ca/en/about/historicalline.aspx https://www.greyhound.ca/en/about/inthecommunity.aspx https://www.greyhound.ca/en/newsroom/default.aspx	Information about the Greyhound organization can be found under About Us, which is very standard; this information however, is visually prominent given that it is not very important to the average user.
Contact Information	Contact Us	Text, Phone numbers, emails, hours	https://www.greyhound.ca/en/contactus.aspx https://www.greyhound.ca/en/contactus.aspx	Contact information is globally available from a link on the header, but it's often duplicated at the bottom some pages, and it's not clear which pages include this kind of content from their label.
Payment Information	Hound Bucks, Interac Debit Cards	Text, Checkout Form (Quantity, Checkout Button), Address, Image	https://www.greyhound.ca/en/dealsanddiscounts/HoundBucks.aspx http://App_Themes/EN/Images/home-smbx-interac-debit-card.jpg	Typically payment options are presented to user in the booking flow, but on this site there is separate page for gift card purchases (or Hound Bucks). There also is a tile or banner on the homepage that promotes that the company now offers debit card transactions; however, it's not clear that this is offered on each bus or at the terminals.
Baggage	Baggage Travel	Text, prices, chart, address	https://www.greyhound.ca/en/ticketsandtravel/baggageinformation.aspx	Baggage information is hidden under the general label of Travel Information, and doesn't seem to be provided in the booking flow.
Shipping	Courier Express	External Sites	http://www.shipgreyhound.ca/c/pages/Home.aspx	Information about Greyhound's courier service is housed on a separate site.
Charters	Charter, Get A Quote	Text, email, phone number, form	https://www.greyhound.ca/en/charters/default.aspx https://www.greyhound.ca/en/charters/GetAQuote.aspx	Information about booking a charter can be accessed from the footer and includes a form where users can request a quote.
Merchandise	Merchandise	External Sites	https://www.co-store.com/firstgroup/	Merchandise, which is likely only purchased by employees, can be accessed through a separate site linked from the footer.
Stations and Stops	Station Locator, Bus Tracker	Text, form	https://www.greyhound.ca/en/locations/default.aspx https://www.greyhound.ca/en/locations/terminal.aspx?city=126300 http://bustracker.greyhound.ca/stops/120274/Toronto_ON/departing	Stations can be located through the Station Locator, available in a secondary, persistent footer. Users are also able to find station information, as well as schedule times through an application built by the US team entitled the Bus Tracker.
Grayline Canada	Grayline Canada	External Sites	https://www.grayline.com/	Information about their tour bus company can be accessed through an external site linked from the footer.

Mobile Site	Mobile Site	Text, images, external and internal links, forms	https://mobile.greyhound.ca/index.html?jsessionid=2E3DFECAE392B70087910C929F54D18F.jvm17?0&lng=en-US	
Legal	Copyright Notice, Privacy Policy, Terms & Conditions, Terms and Conditions of Purchase & Carriage	Text, email, phone numbers, addresses, internal links	https://www.greyhound.ca/en/privacypolicy.aspx https://www.greyhound.ca/en/termsandconditions.aspx https://www.greyhound.ca/en/ticketsandtravel/TermsAndConditions.aspx	Legal information, such a Copyright Notice, Privacy Policy and Terms & Conditions regarding purchases can be found globally from the footer. There is, however, two pages for Terms and Conditions, and it's not clear what the difference is in terms of content.
Site Map	Site Map	Text, internal links	https://www.greyhound.ca/en/sitemap.aspx	The site map is accessible to users through the footer, rather than being only exposed to Google, like most sites today.
Careers	Apply Online, Career Opportunities, Driving Careers, Careers	Text, external and internal links, form	https://www.greyhound.ca/en/drivingcareers.aspx ; https://www.greyhound.ca/en/careers/ https://www.greyhound.ca/en/ApplyOnline.aspx	Career information is available through persistent links in the footer, which produces one page of information for open driving jobs and another page for all other opportunities.
Social Media	Facebook, Twitter, Flickr, YouTube	Text, icons, images, video	https://www.flickr.com/photos/greyhound_bus https://www.facebook.com/GreyhoundBus https://twitter.com/greyhoundbus/ https://www.youtube.com/user/GoGreyhound	Links to social media channels, specifically Facebook, Twitter, Flickr and YouTube are available near the footer on the bottom right side. The icons, some of which are not immediately identifiable, take the user to Greyhound's US channels.
Email Subscription	Commuter Updates	Text, Form	https://www.greyhound.ca/en/quicklink/commuterupdates.aspx	There is one place on the site that users can subscribe to email newsletters, and that is through the Quicklink or commuter section of the website.
International Subsidiaries	Greyhound US, Mexico, UK	External Sites	https://www.greyhound.com/ http://www.greyhound.com.mx/ http://www.greyhounduk.com/	Being an international company, Greyhound exists in the US, the UK and Mexico. The US and Mexican sties have more functionality, a more logical IA and content structure, while the UK website is offline. An article in the Financial Times notes that Greyhound UK is on the brink of extinction (Jacobs & Odell, 2012), suggesting that the division was bought or is now defunct.
External Links	Greyhound US, Mexico, UK	External Sites	https://www.whistlerblackcomb.com/mountain-info/snow-report http://www.cbp.gov/travel/us-citizens/whit-program-background http://www.cic.gc.ca http://www.tc.gc.ca/eng/policy/acc-accf-menu.htm https://www.essentialaccessibility.com/greyhound/ http://www.neonbus.com/ https://www.grayline.com/ http://www.shipgreyhound.ca/c/pages/Home.aspx https://www.ontario.ca/laws/regulation/r11191 https://ca.firstgroupcareers.com/home/ http://www.firstgroupplc.com/about-firstgroup https://www.samaritanspurse.ca/what-we-do/operation-christmas-child/ http://operationcomehome.ca/frame.html http://www.travellersassistance.ca/ http://hihostels.ca/en/ http://www.hihostels.ca/en/destinations/british-columbia/hi-whistler	The site links to a series of external sites; links can be categorized as subsidiaries, partners and government agencies. It should be noted that many of these links are broken, suggesting that site maintenance is poor and infrequent
PDFs	BC Route Changes, Whistler Routes	PDFs	https://www.greyhound.ca/en/Docs/710c%20-%20Vancouver%20-%20Whistler%20Village%20&%20Whistler%20Village%20-%20Vancouver%20(EXPRESS)%20-%20ENGLISH.pdf https://www.greyhound.ca/EN/Docs/Combined%20File%20of%20BC%20Abandoned%20and%20Reduced%20Frequency%20Routes.pdf	While most information on the site is presented as text in HTML, some information is available only in PDF form, such as the Whistler bus schedule and the BC route announcement.
Maps	Bus Tracker Map, Express Route Map, Toronto Pearson Map, Hostelling International Hotels	Applet (Javascript), pngs, jpgs	http://gh.ca.odn.bustracker.utrackapps.com/content/scripts/lib/modernizer/2.8.3.min.js https://b.tiles.mapbox.com/v4/mapbox.streets/3/1/2@2x.png?access_token=pk-eyJ1ljoiz3JleVhvdW5kMSlmlEiOUjaWkwZ3JjaGQwNHZkdGxtMTBqWJsbtW0ln0.ileA3Sv8hCShqjUJUZxwUA http://app_themes/EN/Images/toronto-pearson-airport.png http://app_themes/EN/Images/Tickets/HiHotelsMap.jpg https://www.greyhound.ca/en/locations/terminal.aspx?city=126300	Some information can be best communicated through maps, such as routes and locations. Maps are used across the site, but in various forms with varying levels of functionality. For example, the Station Locator, Bus Tracker and Express Bus section entitled "Where we go" generate maps based user input, while the Toronto Pearson Airport Route page and the Hotel International partnership page use a basic, static images of maps.
Images	"What's New" infographic, Express Perks & Benefits images, Fare "e" icon, Maps (e.g., Station Locator), Landing Page tile modules (e.g., Debit Cards Accepted), Background image, headline text (e.g., Equals, Plus), flag icons	Jpg, Png, gif	/Express/images/exp-pab-icon-wifi.jpg /app_themes/en/images/buses/What's-New-CA.png app_themes/Marketing/Images/FareIcon1_20141001_031332_ImageData.png app_themes/EN/Images/home-smbx-Interac-debit-card.jpg app_themes/EN/Images/toronto-pearson-airport.png app_themes/common/images/flag-icons.gif /app_themes/en/images/D&D-GH-Express.gif https://a.tiles.mapbox.com/v4/mapbox.streets/18/73264/95668@2x.png /app_themes/en/images/student-fares-D&D-box.gif /app_themes/en/images/dad-Priority-Boarding.gif /app_themes/en/images/Courier-Express-D&D-box.gif /app_themes/en/images/Gray-Line-D&D-box.gif /app_themes/en/images/hound-bucks-D&D-box.gif /app_themes/en/images/D&D-GH-Express.gif /app_themes/en/images/sat-srv-box-neon.gif /app_themes/en/images/Tickets/Whistler-Mountain-BC-Summer_EN.gif /app_themes/en/images/hdr-gh-logo.gif /app_themes/en/images/D&D-Advance-Purchase-CA.gif /app_themes/en/images/dad-box-webOnlyFares.jpg /app_themes/en/images/student-fares-D&D-box.gif /app_themes/en/images/D-&D-Friends-&-Family-EN.gif /app_themes/en/images/Tickets/denimgirl.bmp /app_themes/en/images/dad-Priority-Boarding.gif /app_themes/en/images/Hostel-Intl-D&D-box.gif /app_themes/en/images/Tickets/hostellinginternational.gif /app_themes/en/images/Tickets/HiHotelsMap.jpg /app_themes/en/images/Tickets/equals.jpg /app_themes/en/images/Tickets/plus.jpg /app_themes/en/images/backgrounds/home-content-bg-photo-3.jpg	In general, the site lacks appropriate descriptive imagery. For example, there is an infographic that describes new bus amenities, but it doesn't show the user what it look like inside, and isn't optimal for search (SEO). Images on the site also vary in terms of file format; there are jpgs, png and gif. They do, however, seem to be stored in a central place (i. e., app_themes/images).