



UX Design Presentation

TRANSIT APP by Raffaello Cardinaletti
DEC 2, 2018



Presentation Outline

Introduction

- Problem Space

User Discovery

- User Interviews
- Personas

Information Architecture

- Information Architecture
- User Flows
- Sketches

Wireframing & Prototyping

- Wireframes
- Moqups Demo

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- Style Guideline



Introduction



Organizing Transit Solutions By Price

The idea is to organize different transit solutions by price. For example you have to go from downtown to the airport. The app will give you a bunch of different solutions, including public transit or uber and cabs, ordering them by the cheaper one. Similar concept of what Trivago does with hotels.





Project Description

The app will simply list transit options, displaying exact fares. You will see the cheapest on top.

For example: *“I have to go from downtown to Mississauga. Would it be cheaper going by GOTrain from Union, getting on an Uber, or going to Kipling Station by TTC and then take the MiWay Transit?”*

The app would solve the problem and will include warnings for any eventual disruptions on your route.





User Interviews



User Interviews

I interviewed class mates and friends (around 10 people) who usually use public transit or Uber to get at work.

Here are the questions:

- When was the last time you travel by TTC?
- Do you remember last time you could have used TTC and you preferred an alternative solution? Why?
- What lead you to that decision?
- Is there anything about transportation in general that you would wish to be different? Tell me about it! Why?





User Interviews - Insights

All my interviews lead to the fact that public transit, in Toronto and surrounding areas, is very expensive.

Many people, often, look for discounts on Uber, that sometimes could be less expensive for short trips and it is always more comfortable than TTC or other companies.





User Personas



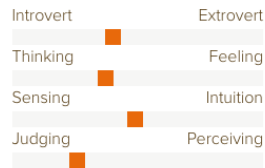
Samantha Williams



"I'd rather take an uber, since they often offer discounts, rather than losing my time on TTC, which is often not really clean on certain lines"

Age: 25
Work: Technology Blogger
Status: Single
Location: Toronto
Character: The Storyteller

Personality



- Ambitious
- Focused
- Organized
- Practical

Bio

Samantha Williams is a technology blogger who recently writes about crypto currencies. She owns a website where she write her articles and works mostly from home, but sometimes she has to go in downtown for meetings and courses during rushing hours.

She prefer the comfort of an Uber but she doesn't want to be stuck in the traffic so she is open to take the subway. She expect a smooth travel without spending too much, for this reason she often looks for Uber discount

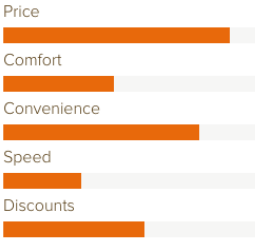
Goals

- Looking for cheap solutions
- Be aware on any delay due to weather or constructions
- Compare different kind of transit solutions

Frustrations

- Expensive fares.
- Uncomfortable travels on dirty and crowded old streetcar or buses
- Weather condition and constructions interfere on timing travels.

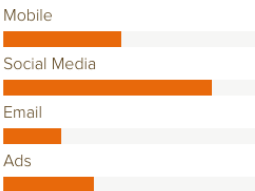
Motivation



Brands & Influencers



Preferred Channels





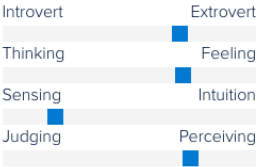
Johann Rossi



"I prefer TTC only because is cheaper than Uber, there is no other reason why I would prefer them otherwise!"

Age: 32
Work: Bakery Manager
Family: Single
Location: Toronto
Character: Busy, Time-Poor

Personality



- Friendly
- Clever
- Free Spirited
- Hard Working

Bio

Johann was born and raised in Italy from a Canadian father and an Italian mother. He moved to Canada 6 years ago and he works in a Bakery in Toronto downtown.

For him is very important to be at work in time and he would take always Uber for the comfort, but he is actually taking more public transit to save money.

He is very organized and he likes to schedule in advance how he is gonna travel to work on the next day.

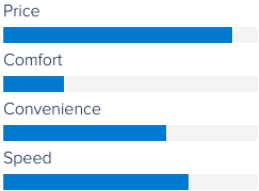
Goals

- Don't wait too much time for the bus
- Find lowest Prices
- Find a quick commute to work, without spending much.

Frustrations

- Some TTC lines doesn't have a private lane, so the bus or streetcar get stuck in the traffic
- TTC is too expensive

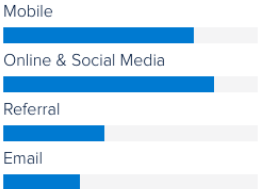
Motivation



Brands & Influencers



Preferred Channels

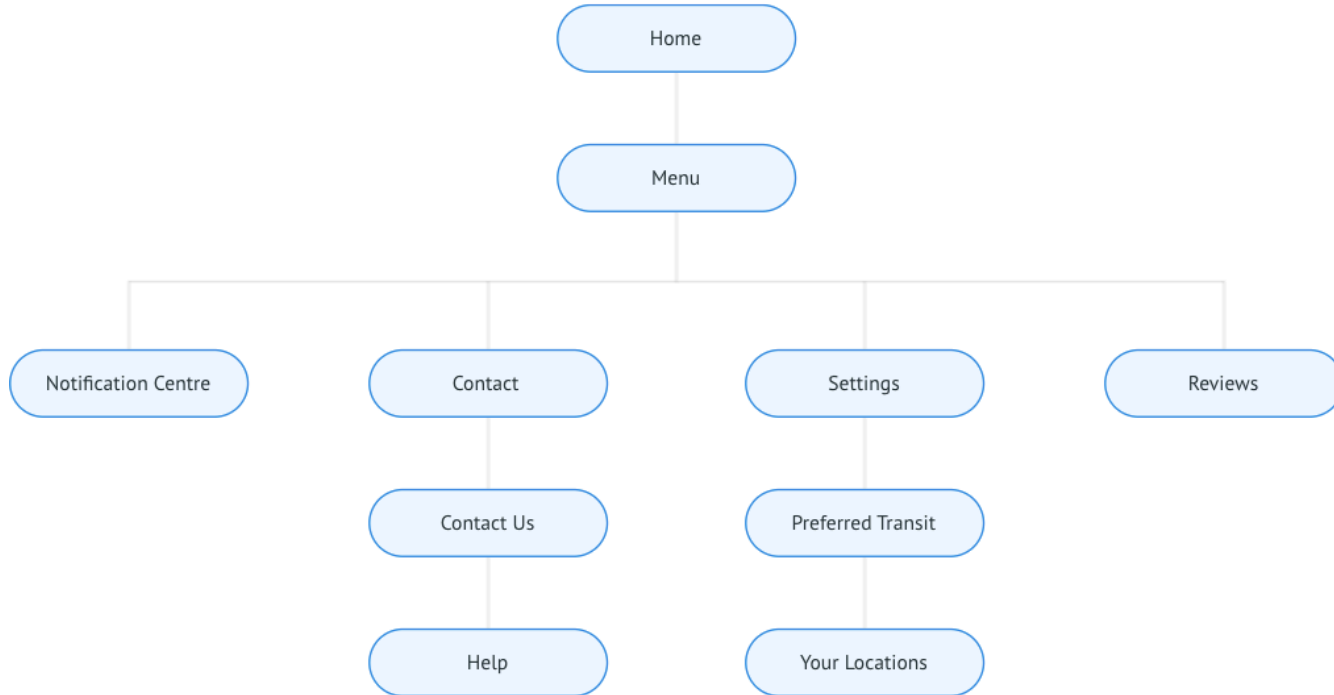




Information Architecture



Information Architecture

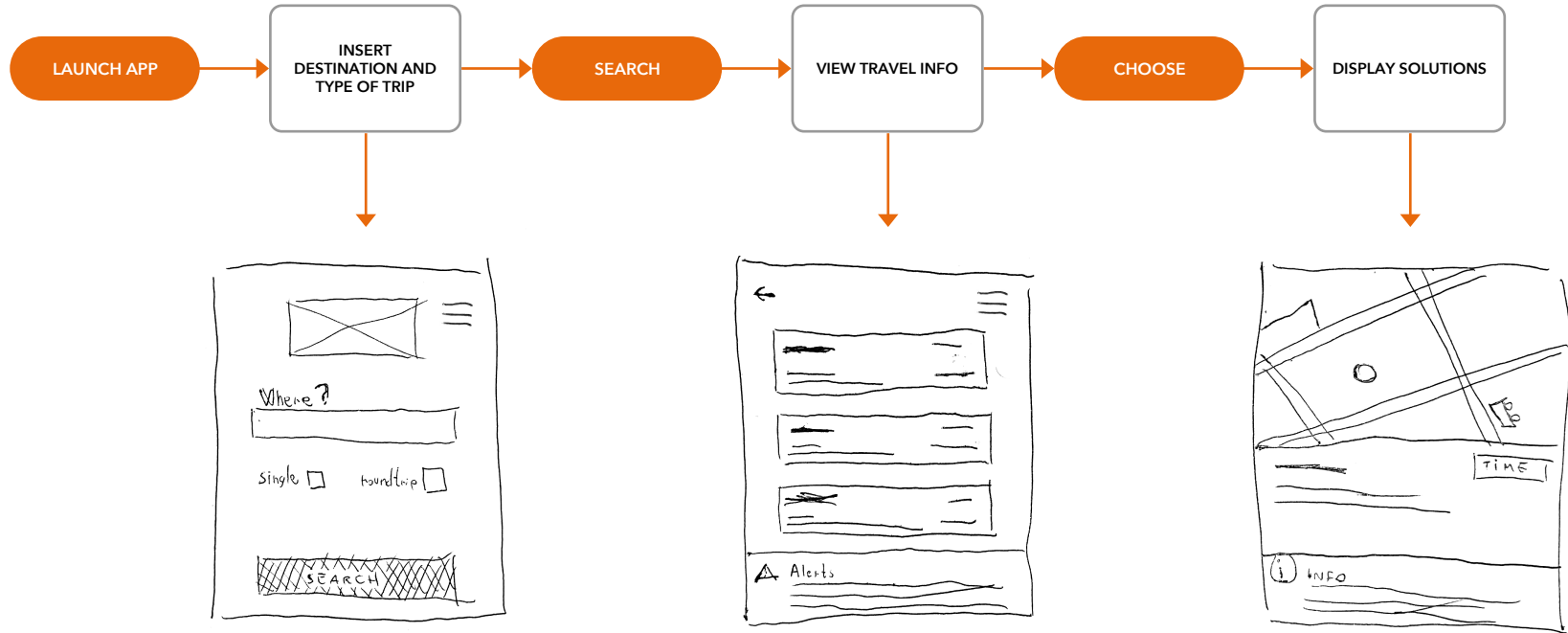




User Flows

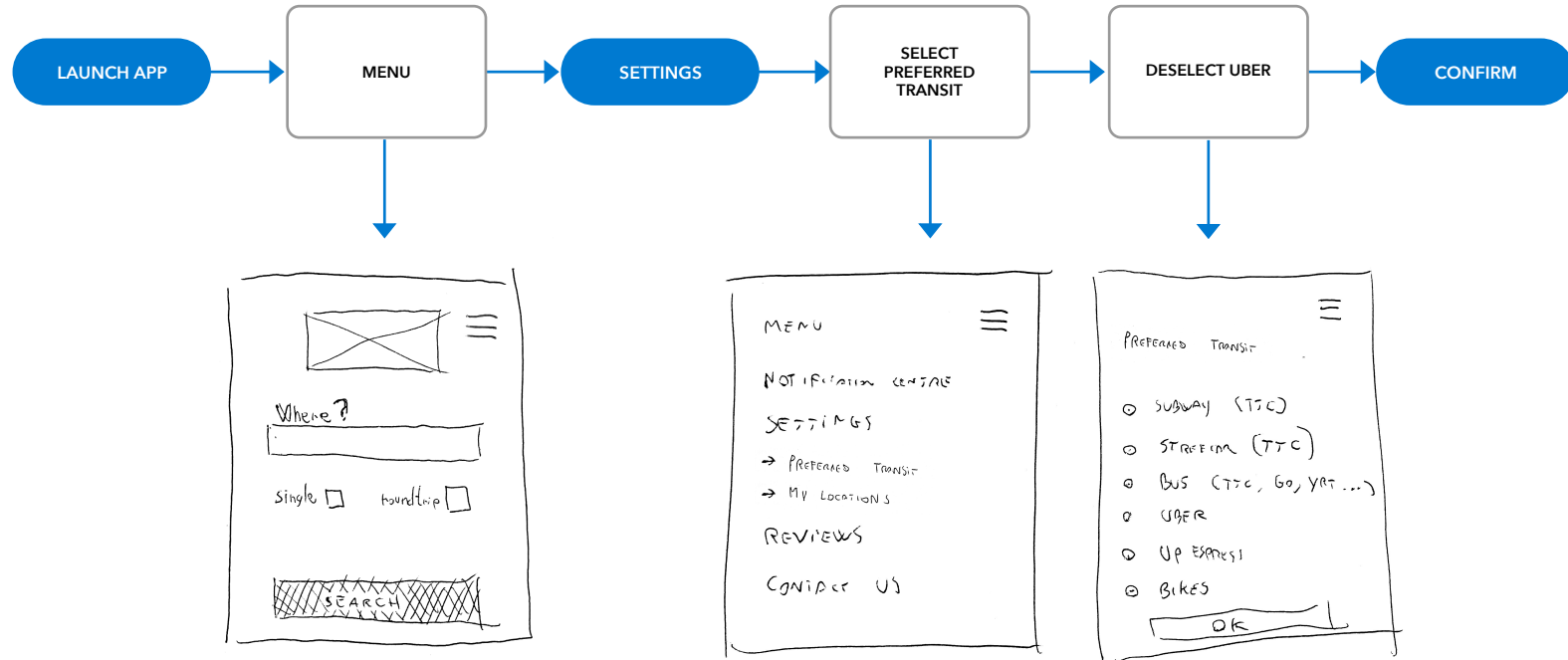


TASK ONE: Search and Choose Your Travel Solution





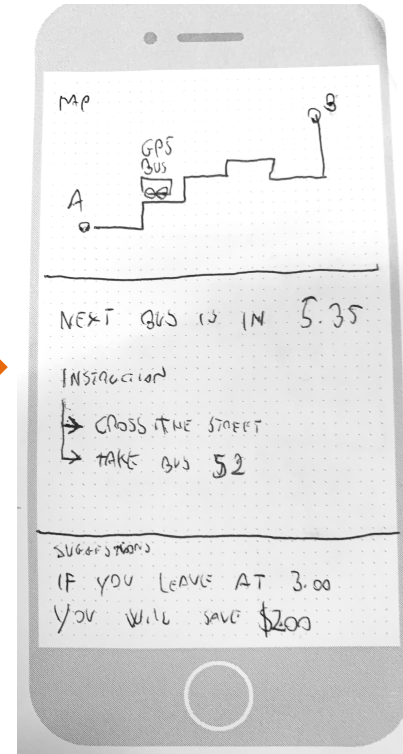
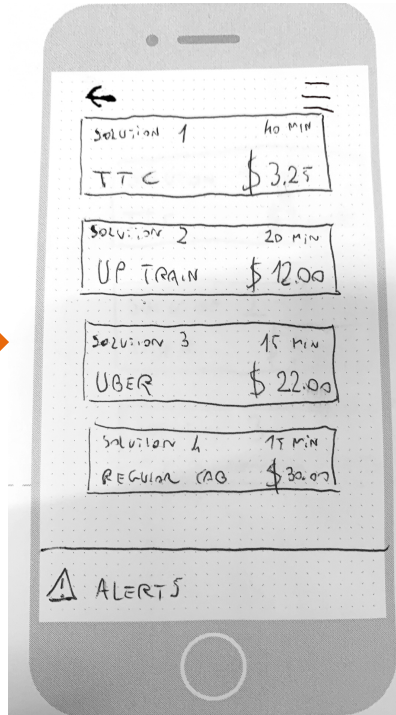
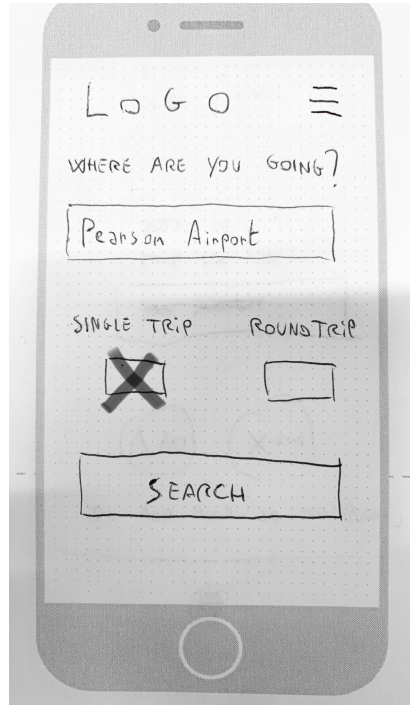
TASK TWO: Deselect Uber From Preferred Transit Panel



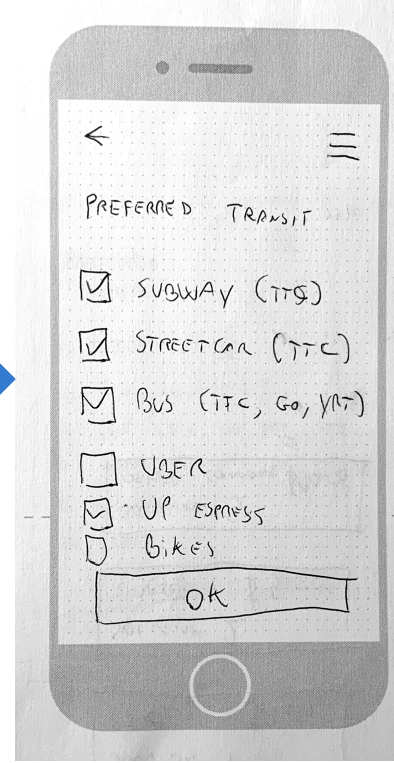
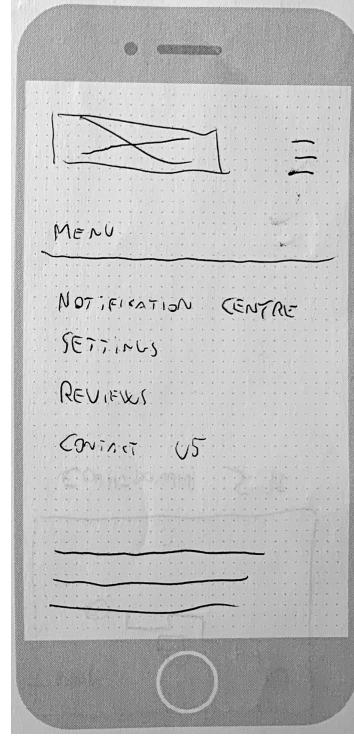
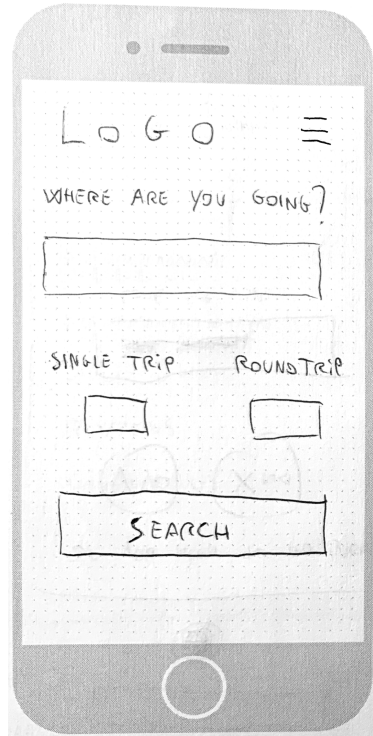


Sketches

TASK ONE: Sketches



TASK TWO: Sketches



POP Testing

The POP Testing was very useful for the project. After testing the sketches with few classmates and friends, I implemented more call to actions buttons, new features in the menu that were missing.

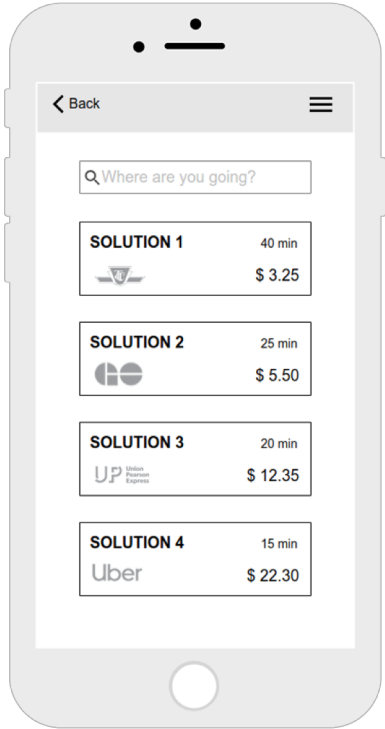
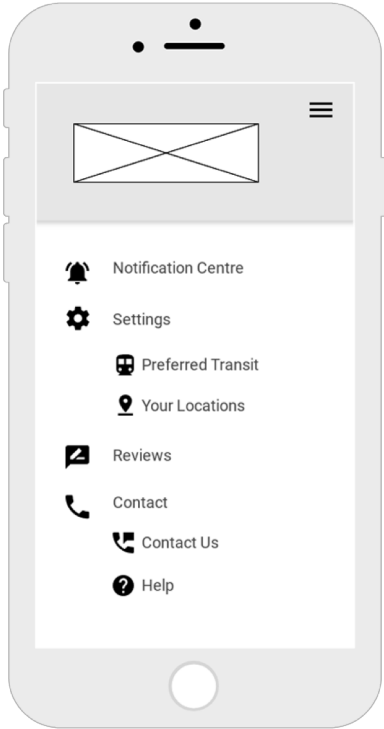
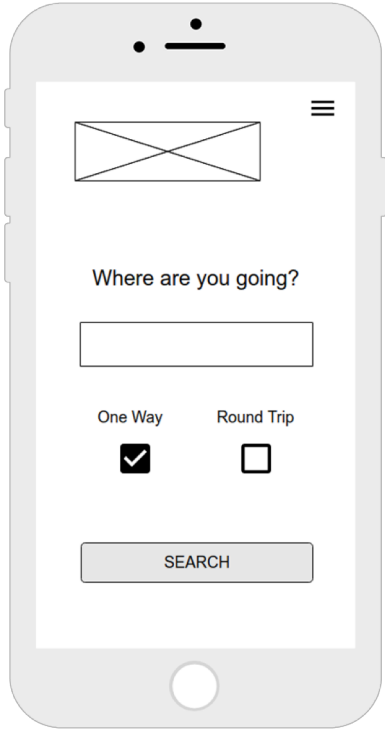




Wireframes

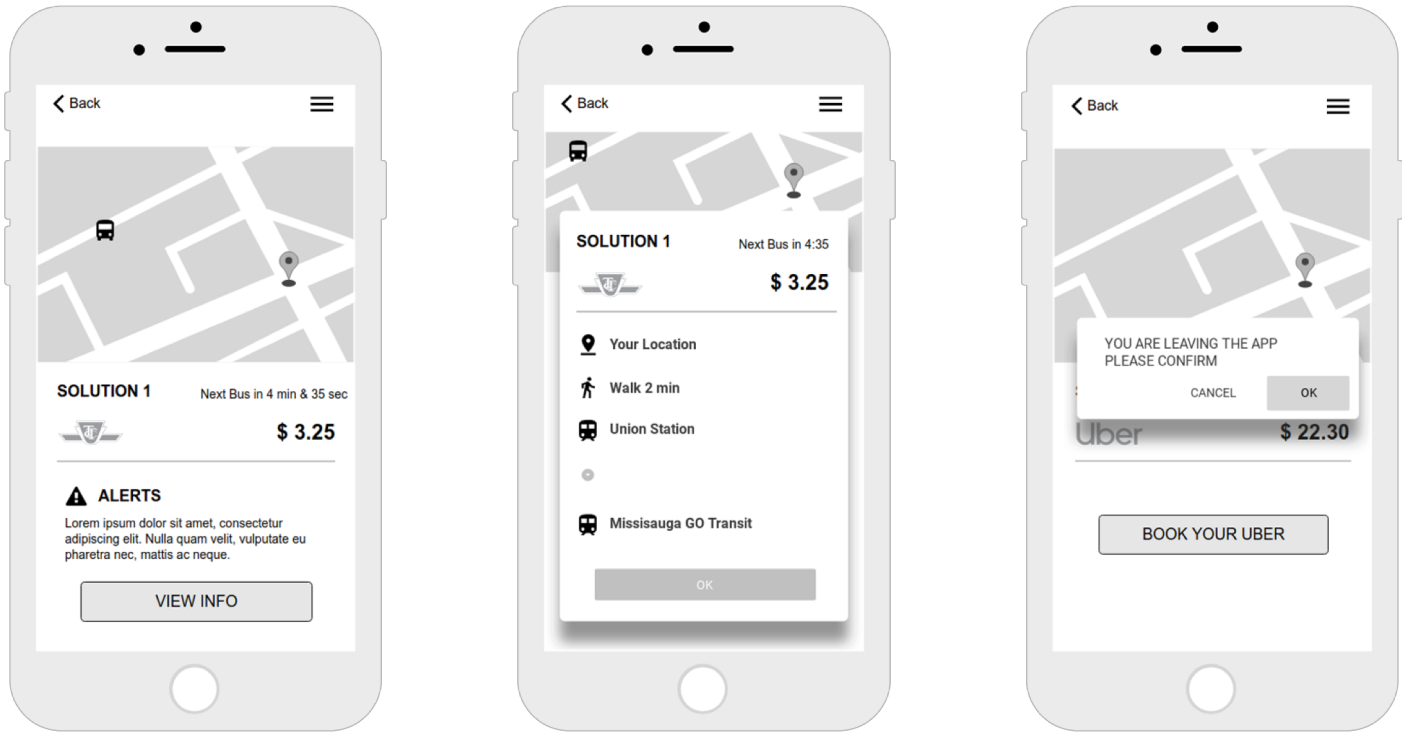


Wireframes





Wireframes





Moqups Demo



Clickable Prototype



Moqups Prototype



UI Design



Style Guidelines

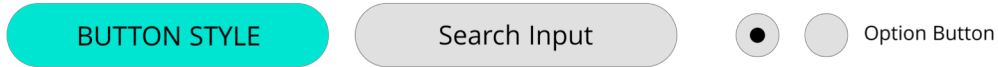
Colours



Typography

Title: Khula, 24
Subheader: Khula, 18
Body: Khula, 14
Caption: Khula, 18
Button: Khula, 24

Buttons





Learning Outcomes



Learning Outcomes

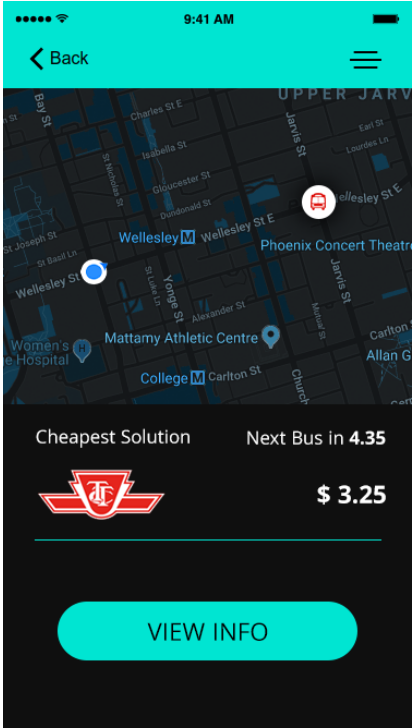
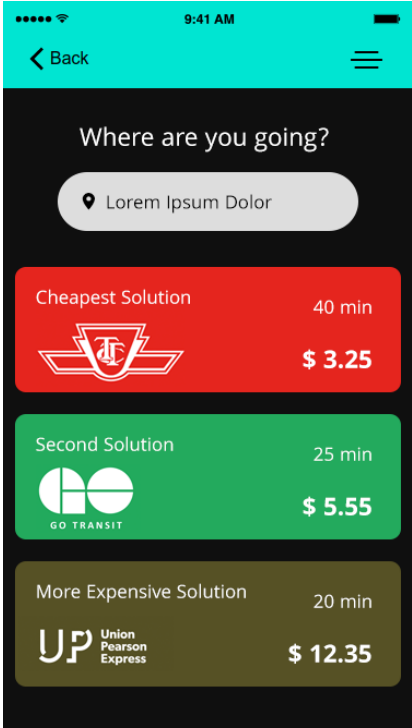
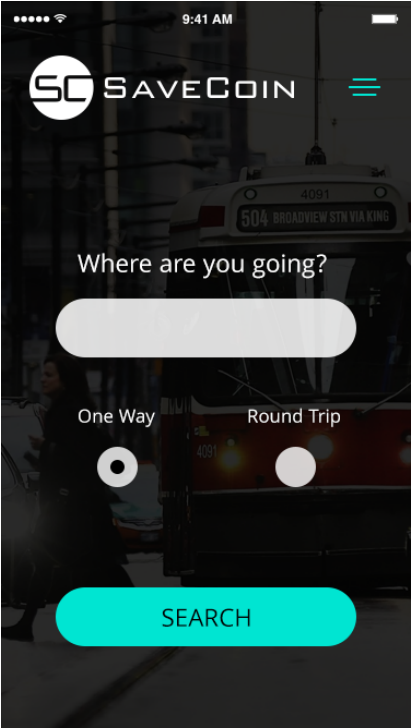
Thanks to this course I learned what's behind the process of designing an app. I learned how the design thinking is so centered to the final user.

After realizing the wireframes, it's time to realize some branding and UI Design. Here's a little preview of my idea, which include also a concept for the name and the logo of the app





UI Design Ideas





Thank You!