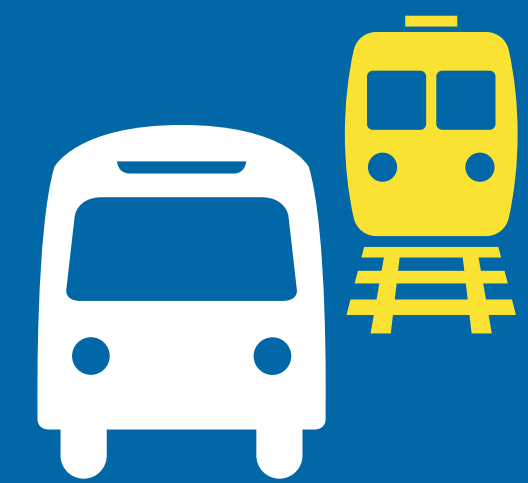


Public transit app

Experience Design Sample Exercise (client-anonymized)



CITY
TRANSIT

Agenda

What we'll look at today

Introduction

The design process

Research

Interview recap

Experiential competitors

Recommendations

Design iteration concepts (short-term + long-term)

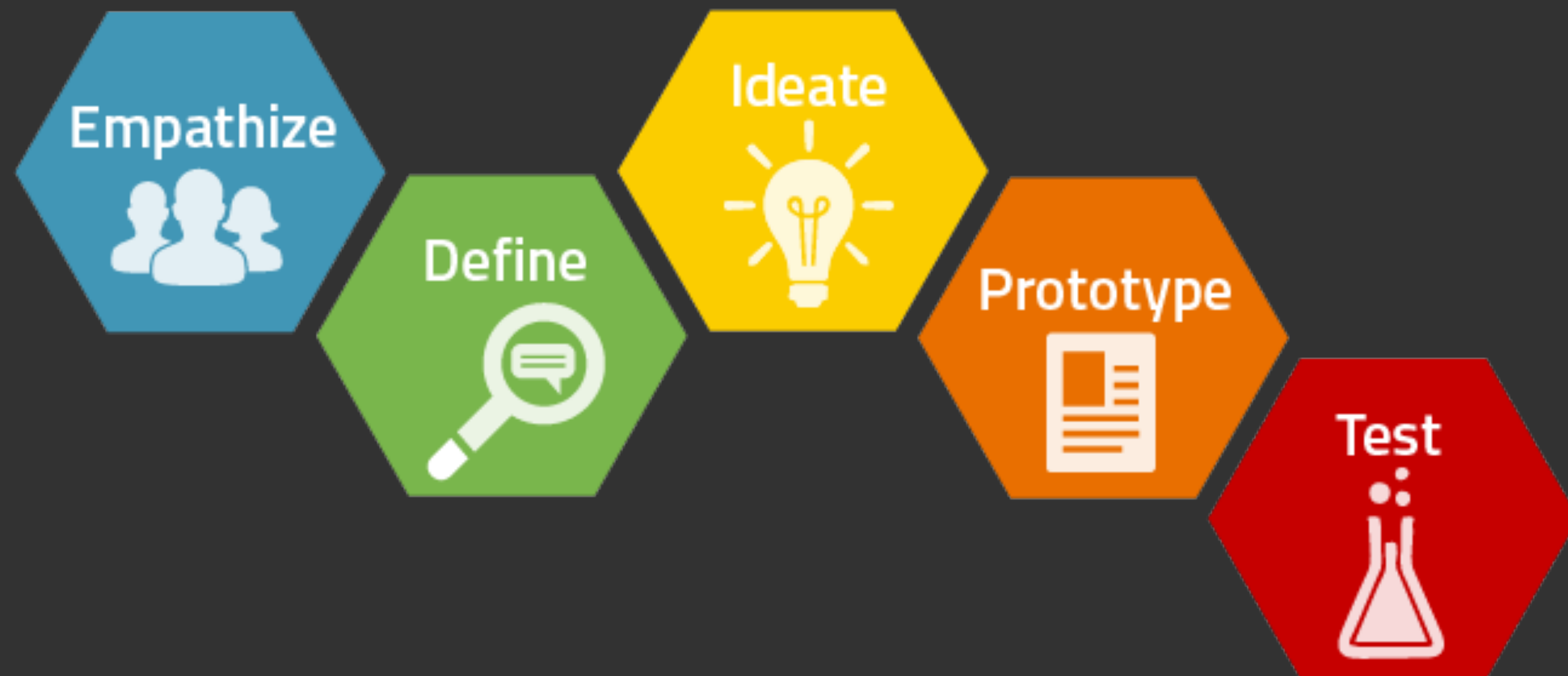
Product design best practices

Metrics

Measuring design progress & benefits

How it works

The experience design process



**Design is how it works,
not just how it looks.**

Human-Centered Design
is a problem-solving
framework, more than a
product's look and feel.

Combination of **direct user research** (human-centered) and **design best practices**
(because human brains are relatively consistent).

Expectations

About this exercise

13

focused hours for
this exercise

1.5

hours interviewing
& testing 2 users

24

insights from
interviews & tests

5

interface
wireframes

Given the limited research time, test audience, and synthesis time, the insights from these interviews are less numerous and robust than a typical project.

Research

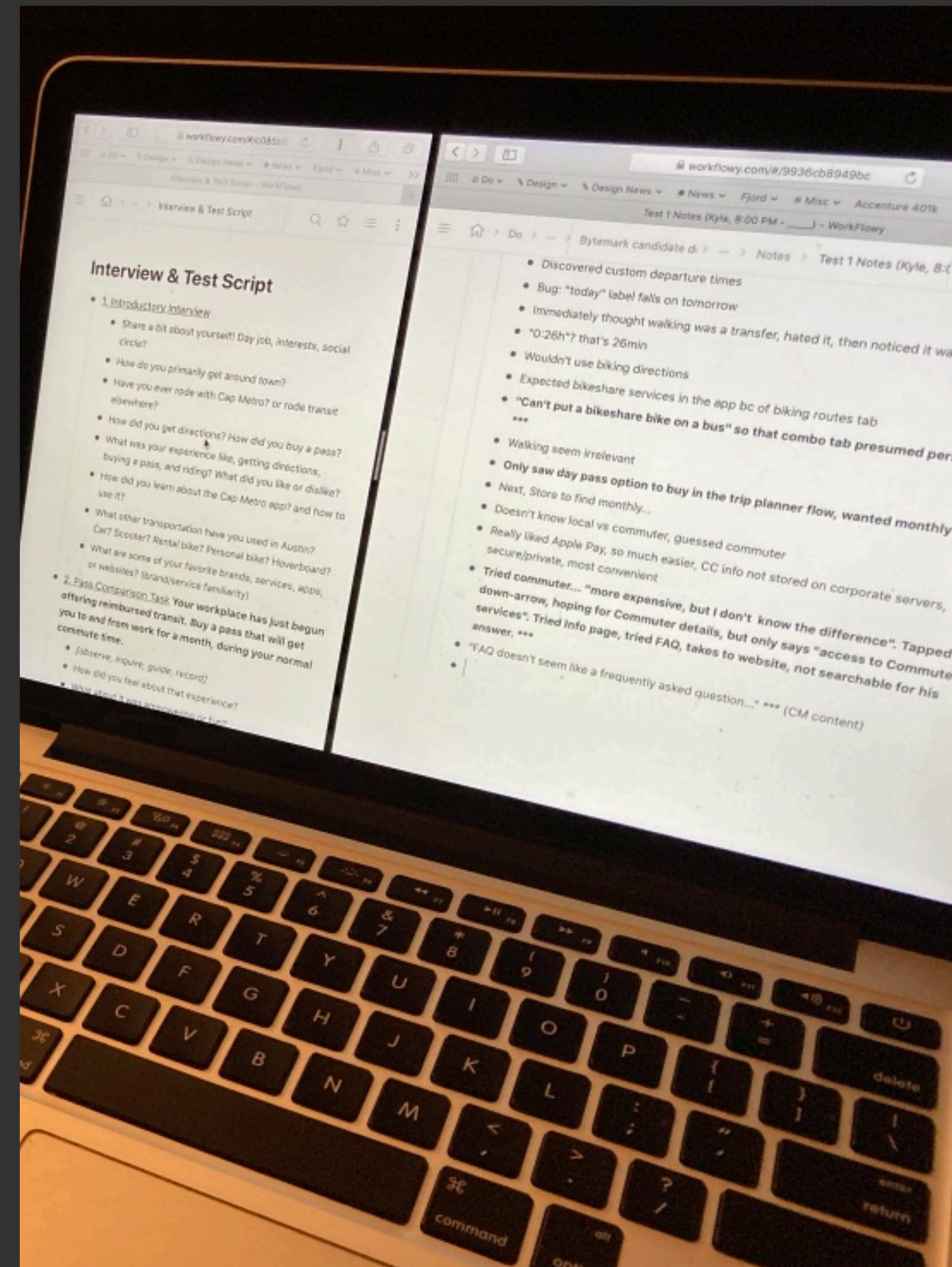
User interviews & testing



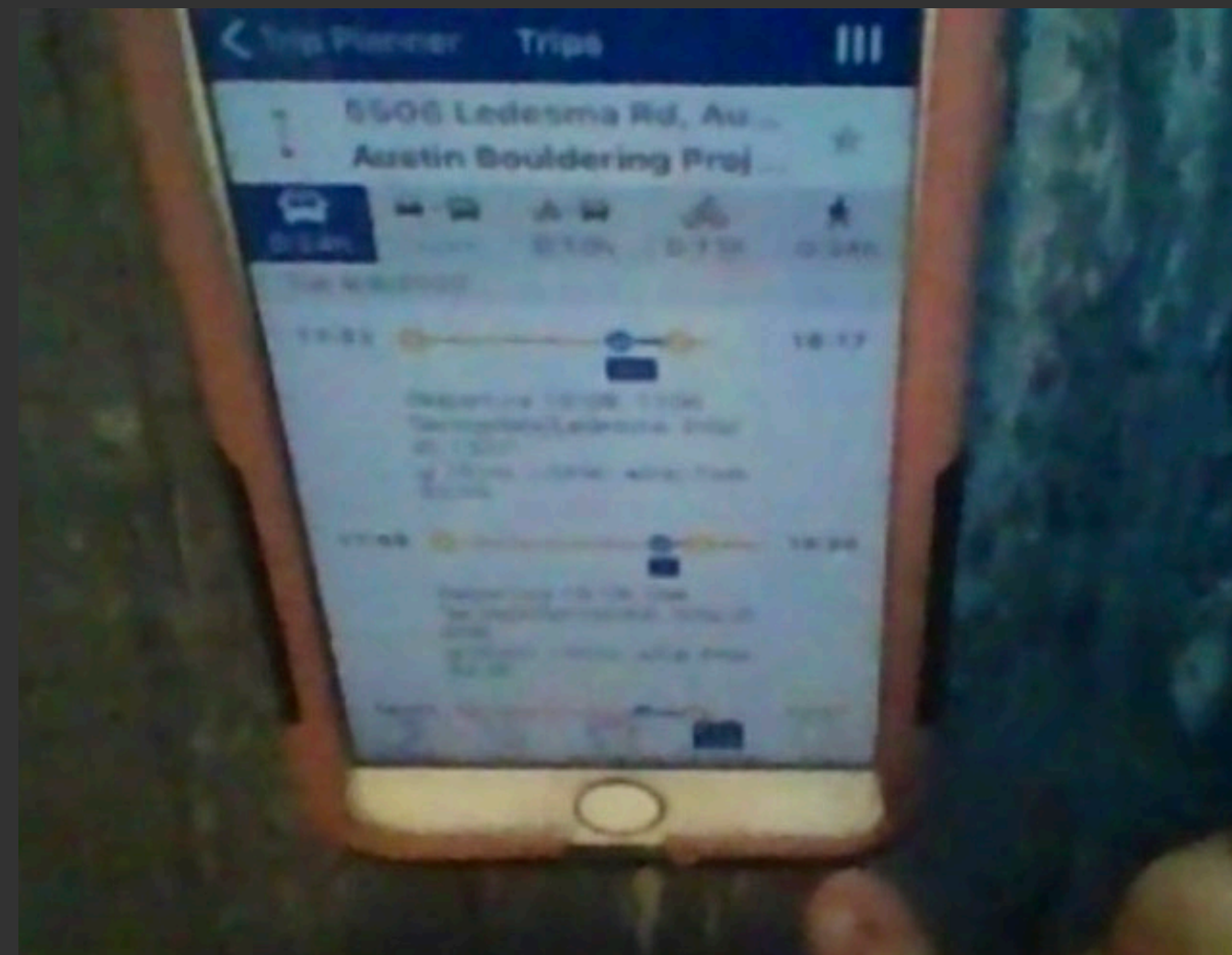
Usability test #1 (screen-share)



Script + Notes



Usability test #2 (screen-share)



Key insights lead to...

Test 1 Notes (Kyle, 8:00 - 8:45)

- 1.
 - ...
 - Car or motorcycle. He owns them and feels the need to use them. **Didn't grow up learning to use mass transit** unless all else failed, or if it's NYC or CHI.
 - Yes Cap Metro and ACL shuttles
 - Saved PDF map
 - **Bought at rail**
 - **Experience "c** of "type destin important. **Fin** totally from A- / day pass to g
 - CM app... didn
 - Others transp worked for Uber Convention Ct **transfers**).
 - Likes Lyft (tran layoff handling

- 2.
 - Initial downloa
 - **Wants sho**
 - **Immediat**
 - Sign up. D
 - **It prioritiz**
 - Wants to c purchase
 - **Contact a**
 - Disallows
 - Discoverer
 - Bug: "toda
 - Immediate was walkir

Test 2 Notes (Becca, 9:00 - 9:40)

- 1.
 - Yoga teacher 1d/wk, deep tissue massage 5d/wk, private practice in central-west Austin. Have plans most evenings, values nights without plans. Tons of movies. Exercise.
 - Primarily car, Jeep Wrangler V6 ("wildly inefficient!"). Got in college, had since then, lifestyle ..always had multiple jobs. Considered switching to bus system but didn't make sense, too hard to points A-B-C-D all in an afternoon.
 - **Rode with Cap Metro: always grateful for it when she uses it, wonders why she doesn't use it more. Mostly drinking downtown. (Pt A-B) Allows her to drink and get home safely. *****
 - **Everywhere else she's traveled, exclusively used public transit. E/W Europe, Central America. *****
 - Buy passes that day (always thinks she should have some on credit instead), uses app, best direction and what time they arrive.
 - **Liked how easy it was to find her routes, but acts of using the pass was confusing. "You gotta open this... I can't touch your phone... I'm gonna touch your phone, ok?" *****
 - Maybe heard on radio? City website? Unsure.
 - Cars, buses, def no bikes/scooter (afraid of both), yes to Lyft, in dire straits Uber, back in the day RideAustin. Used MetroRail twice, when she lived near it.
 - ...
- 2.
 - **"OH NO, I have to remember my password!..." *****
 - (Liked fast password reset email)
 - "Oh my gosh what is happening... Why do I have to do this online

Key insights lead to...

Design principles

1. Make the first time a great time.
2. Instill confidence with timely data.
3. Keep the experience “up to code”.
4. Translate transit jargon into lay-speak.
5. It’s more than payments or ticketing.
6. “The user is drunk” ([Youtube](#))



Design principles

1. Make the first time a great time.

Habits die hard, and if someone's first impression using transit is difficult, many will choose another way and stick to that way. Familiarity matters.

2. Instill confidence with timely data.

Especially in trip planning, on transfers, and when activating a pass.

Design principles

3. Keep the experience “up to code”.

People's app expectations are set by Google, Uber, Bird, and even unrelated services like Netflix.

Alamo Drafthouse lets me plan, book, and pay in 30 seconds — can [my transit agency] do that?

4. Translate transit jargon into lay-speak.

The average citizen doesn't know anything about "Commuter" services, but they do know that they want to ride on the Metro"Rail".

Design principles

5. It's more than payments or ticketing.

It's seen as the go-to app for everything [from this agency]. Navigation, service information, and more.

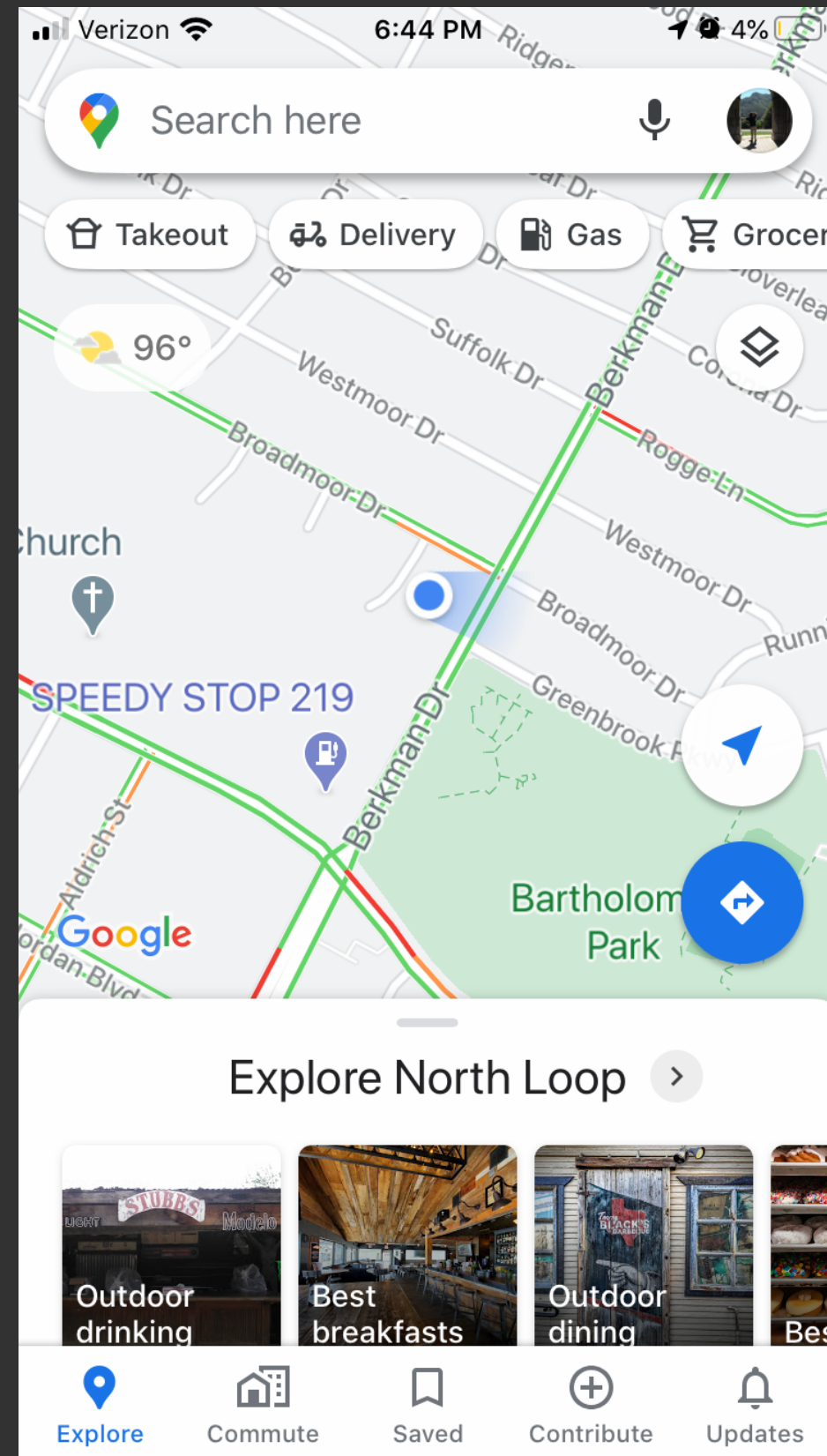
6. "The user is drunk."

...in some cases, literally. Riding the bus and paying for it should be easier than finding and starting your car, for all our sakes.

"I mostly use it when drinking downtown. It allows me to drink and get home safely."

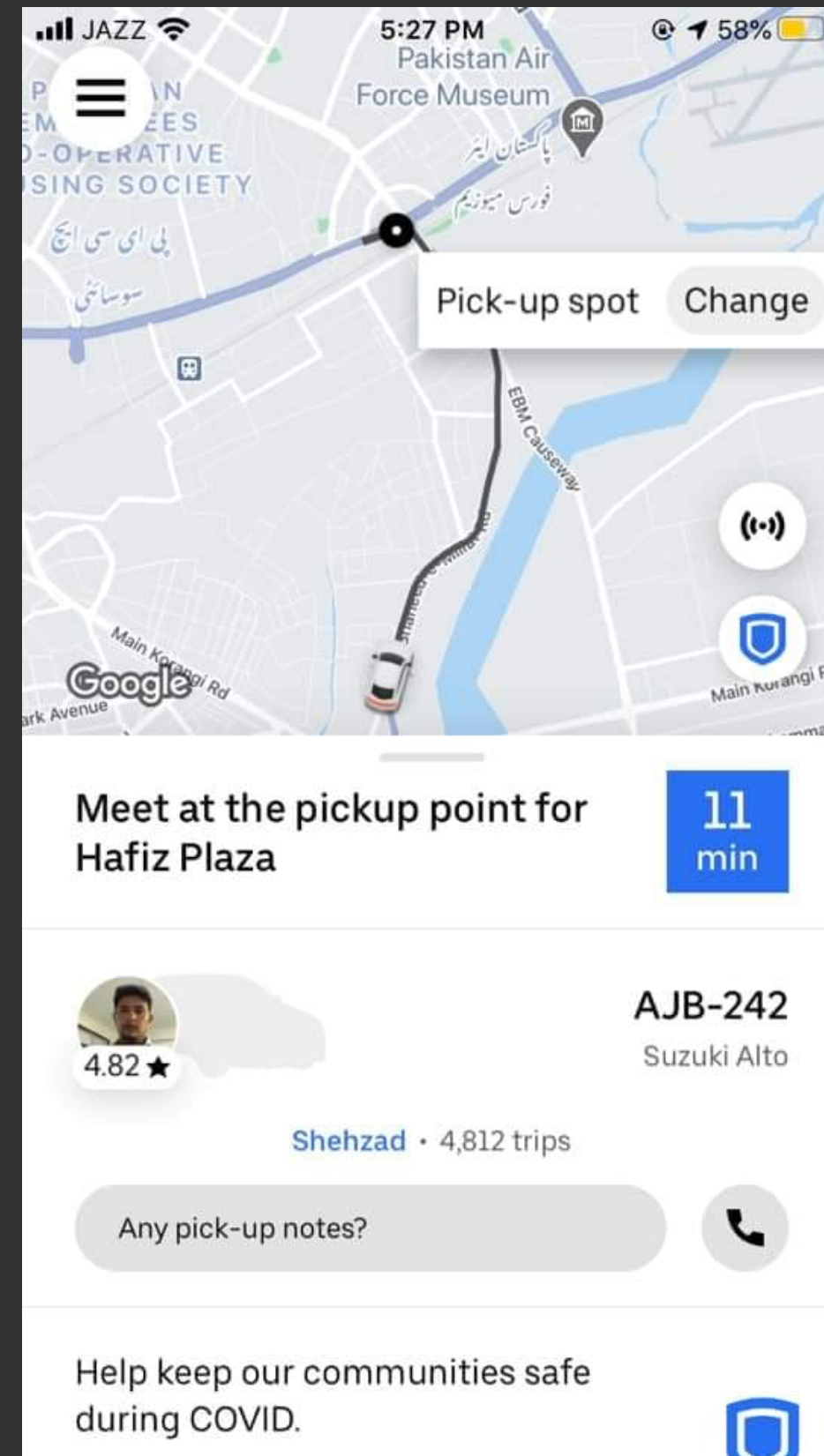
Research

Experiential competitors



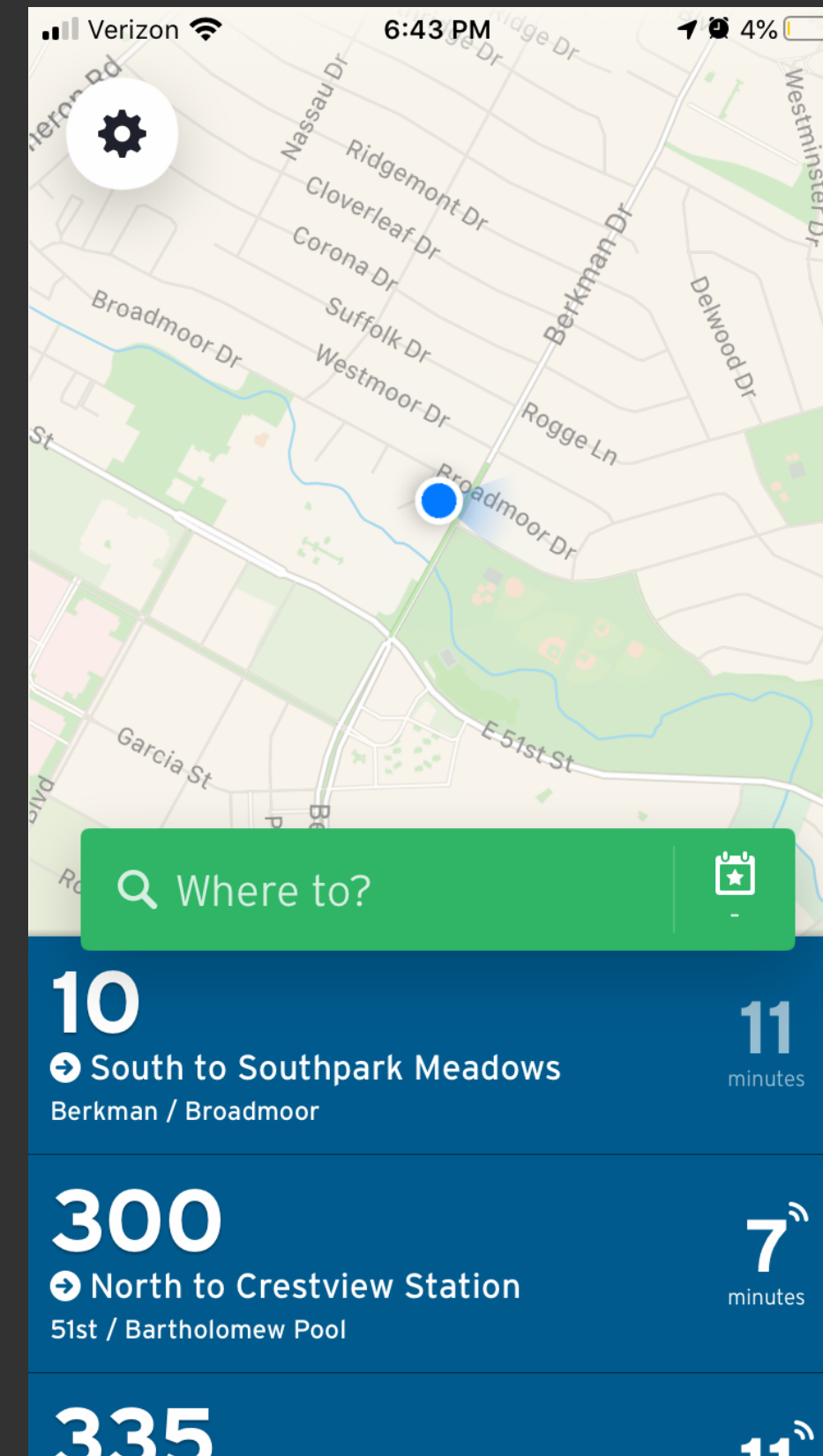
Google Maps

Direct / Experiential



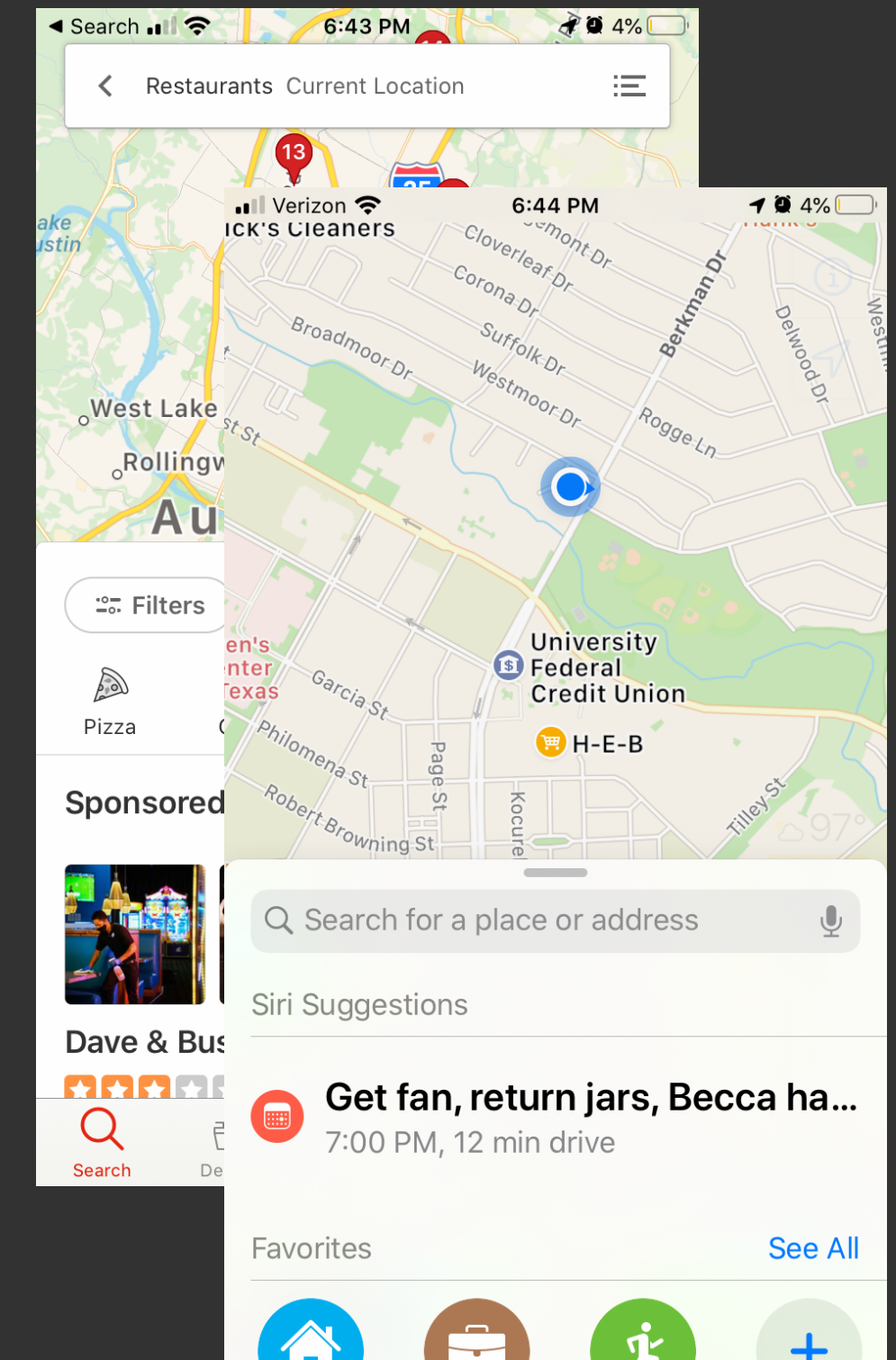
Uber

Experiential



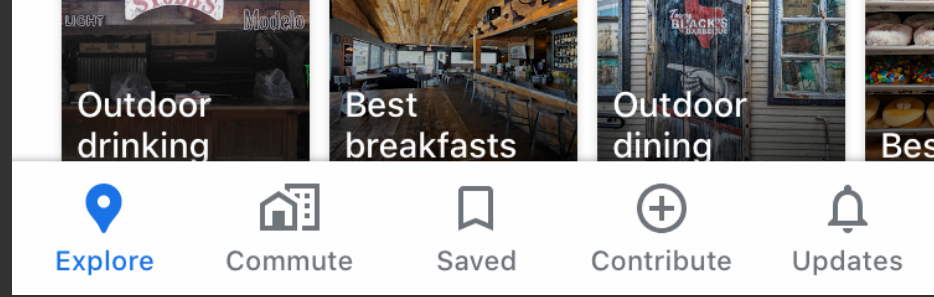
Transit

Direct



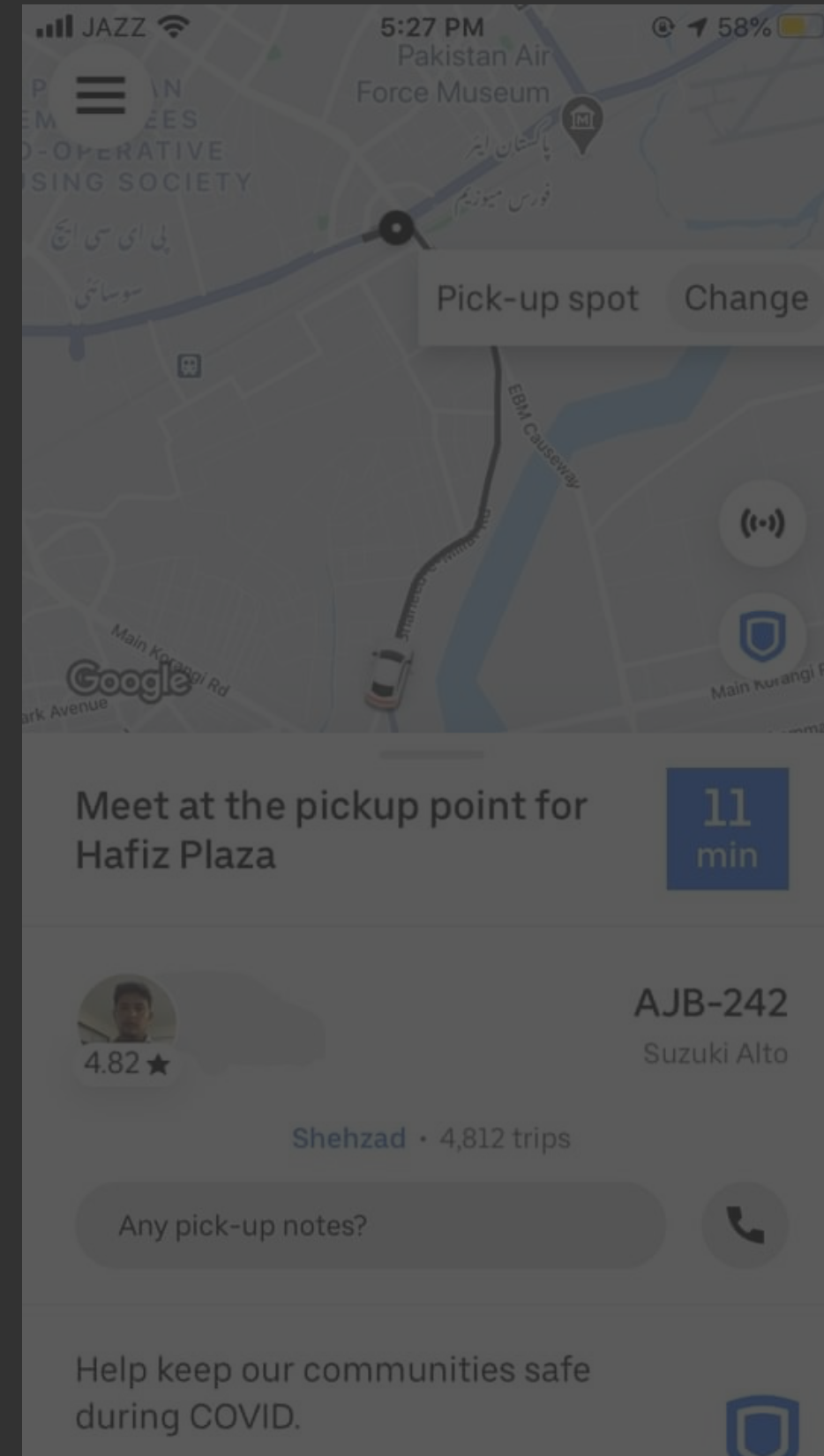
Others (Apple, Yelp)

Experiential

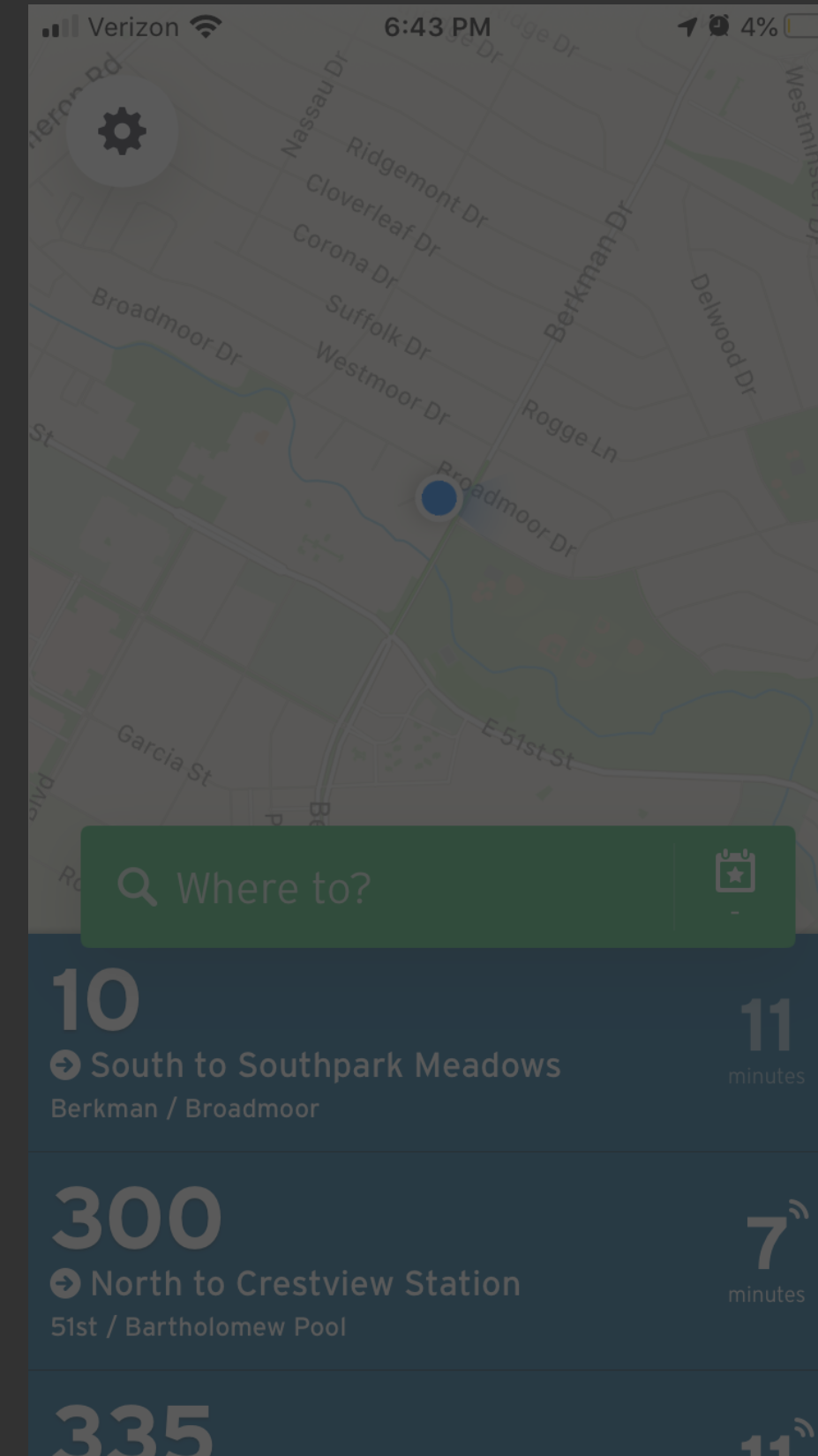


Google Maps

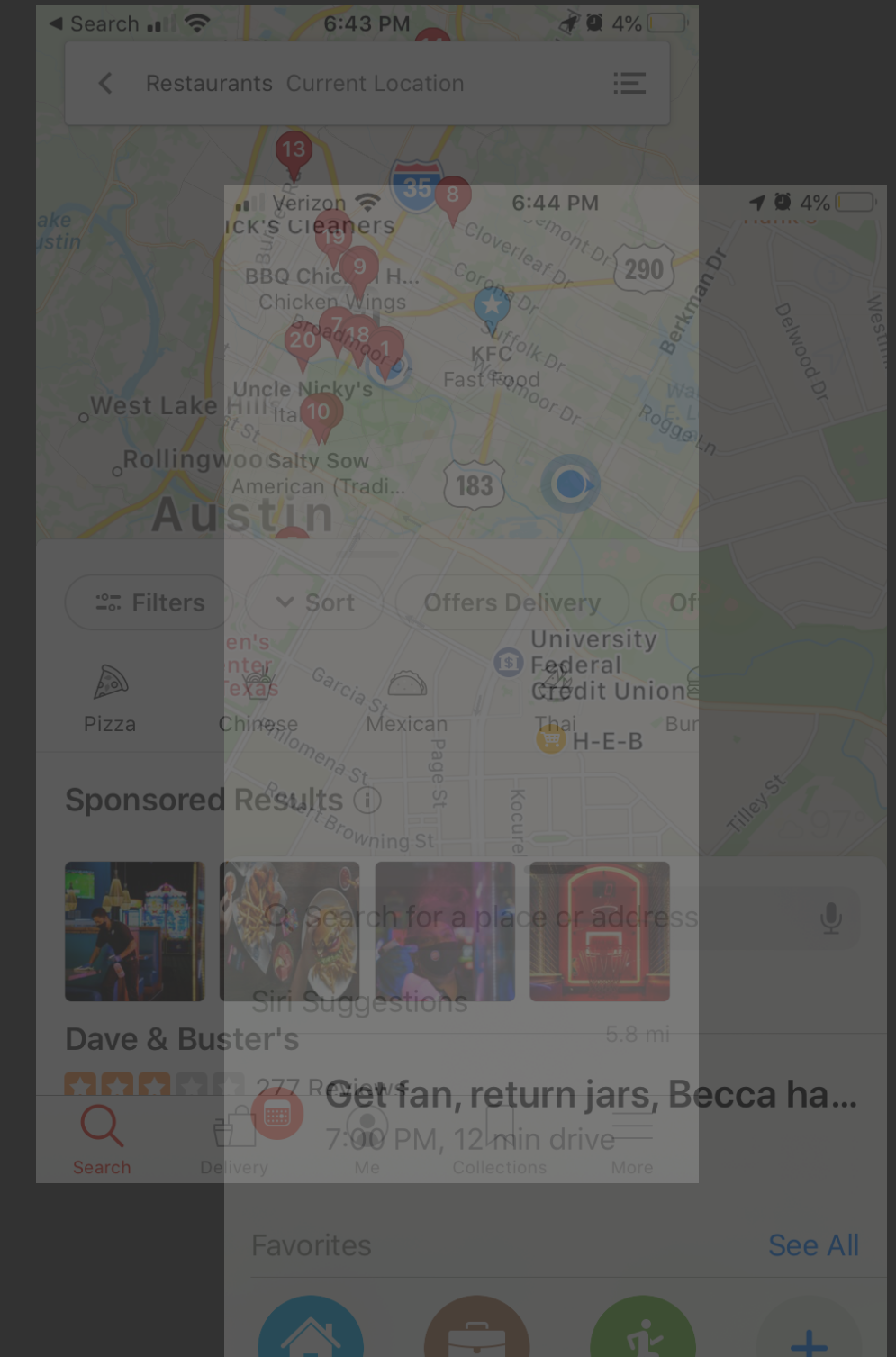
- + already installed (154 mil active users, vs 26 Waze, 23 Apple, 20 Mapquest)
 - + better search results
 - + includes non-transit transportation options
 - + reminders to leave to catch the bus
 - + additional data (like bus crowding)
 - offline (at least maps)
 - unclear route guidance
 - ads / privacy
- App Store: 4.7 ★



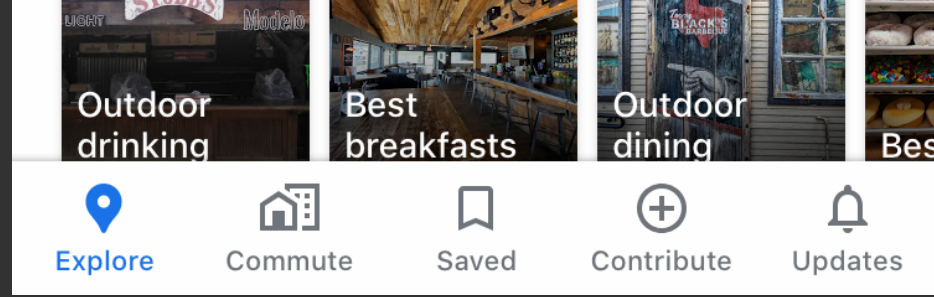
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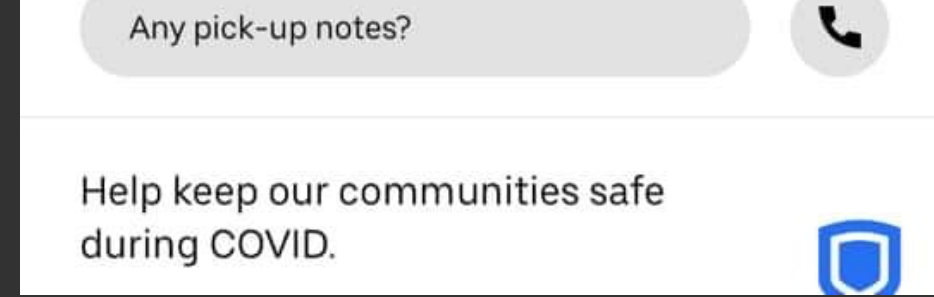
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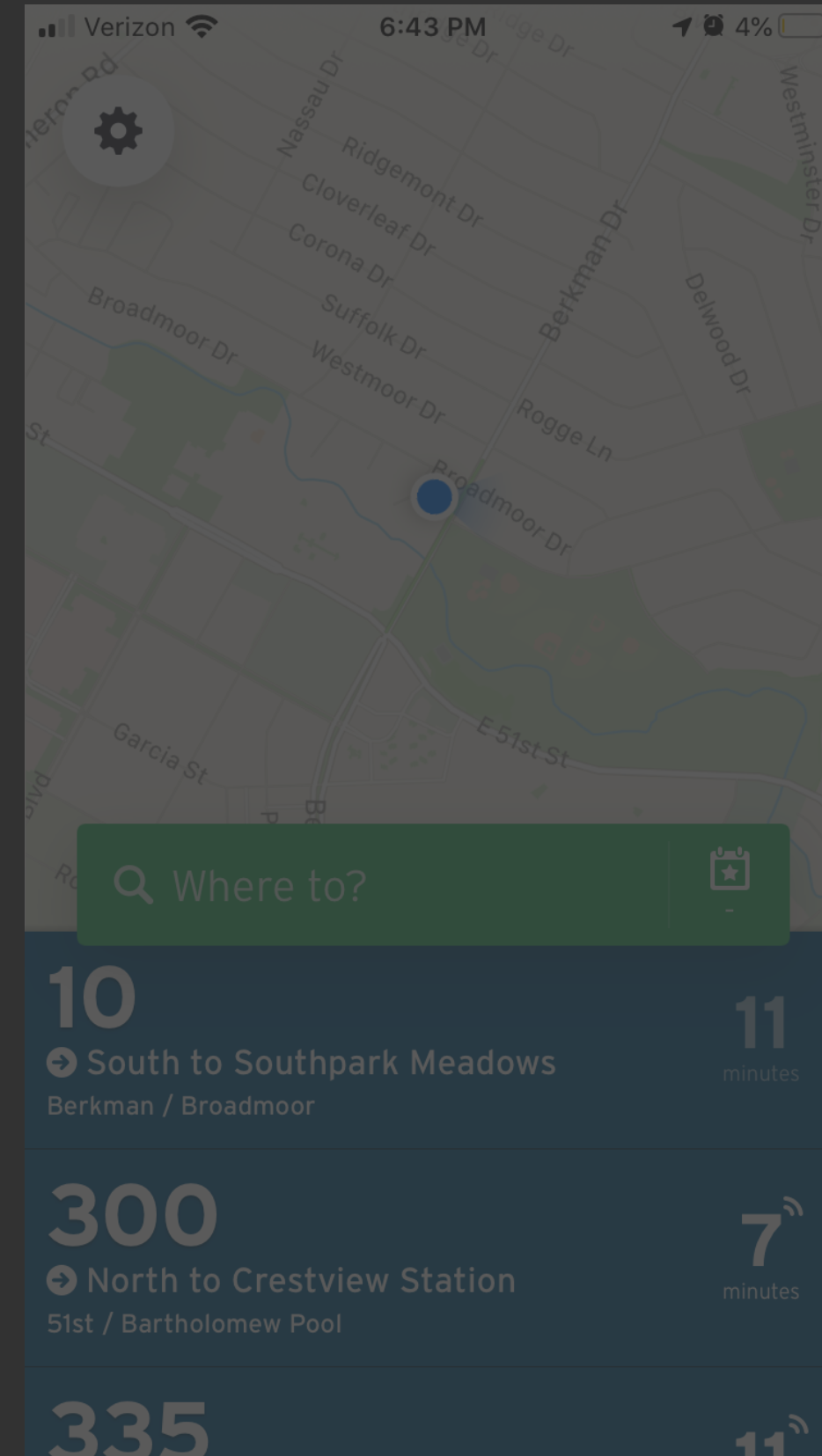
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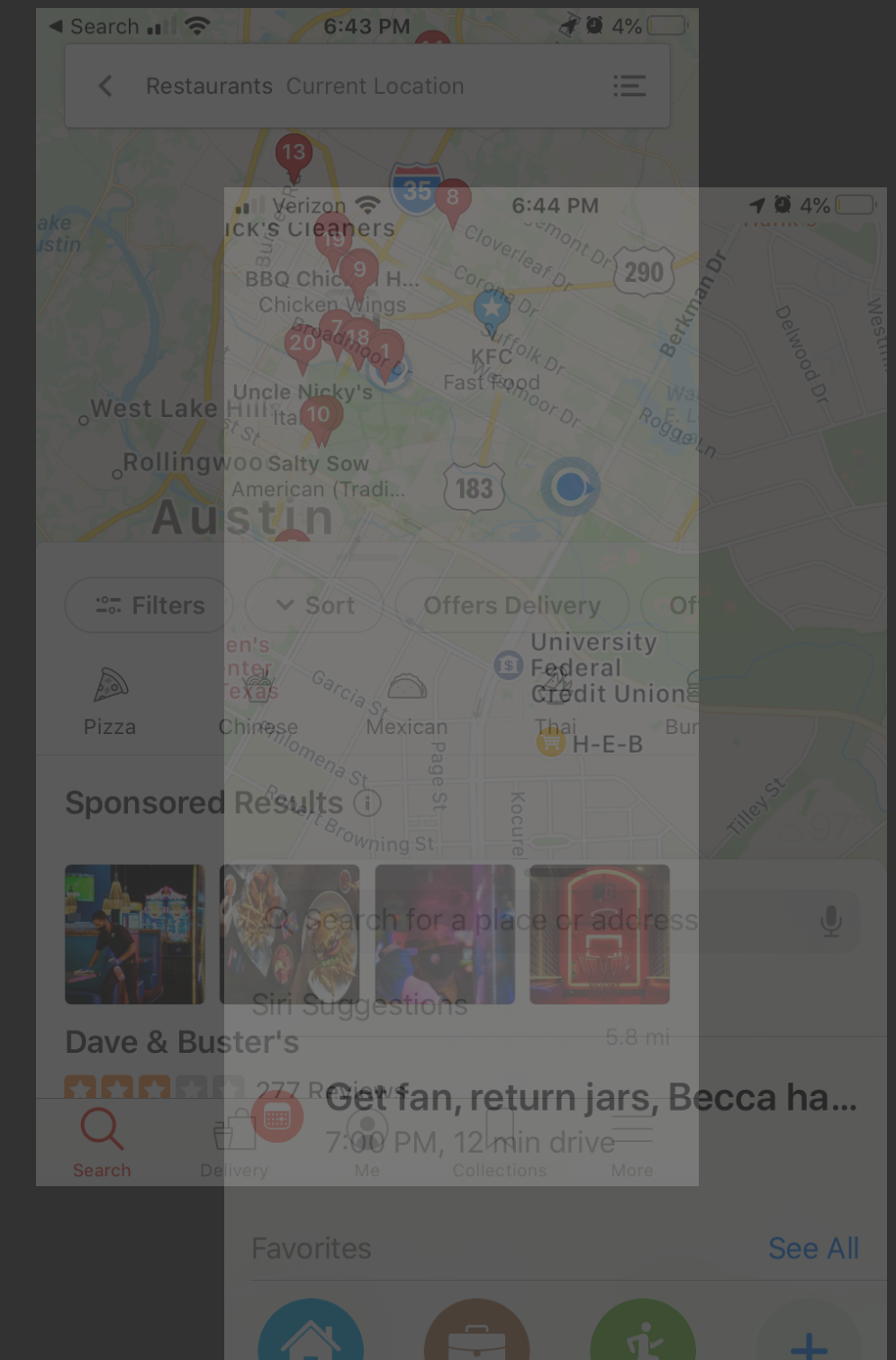
Uber

- + already installed
- + perceived safety (no or fewer strangers, no bus stops, COVID)
- pricey compared to transit
- transit directions spotty
- clunky app experience
- shaky brand / privacy trustworthiness

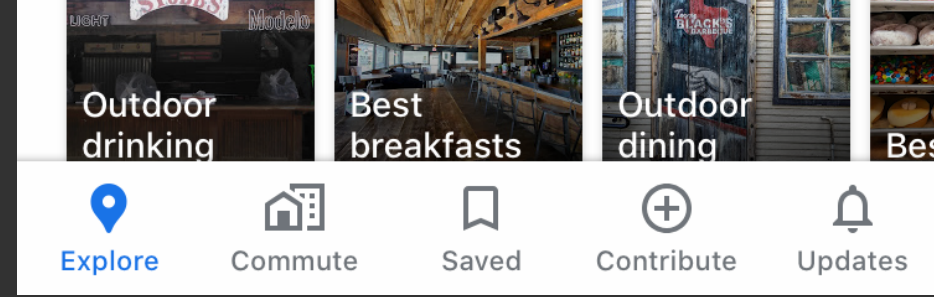
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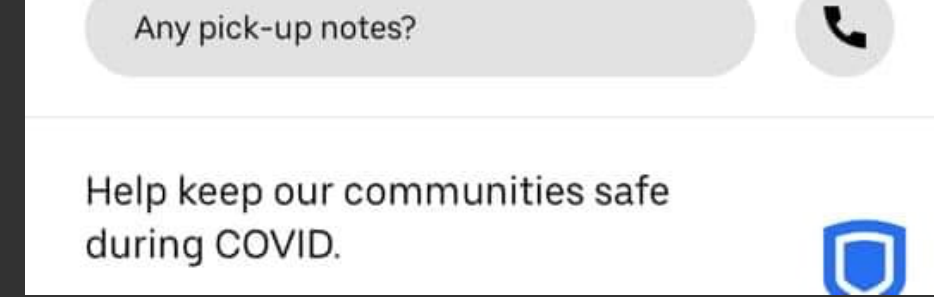
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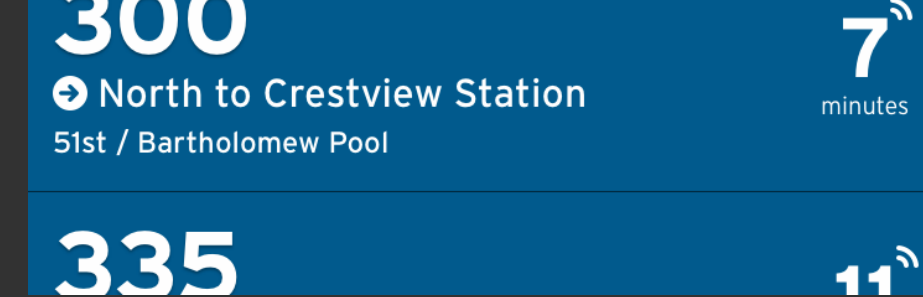
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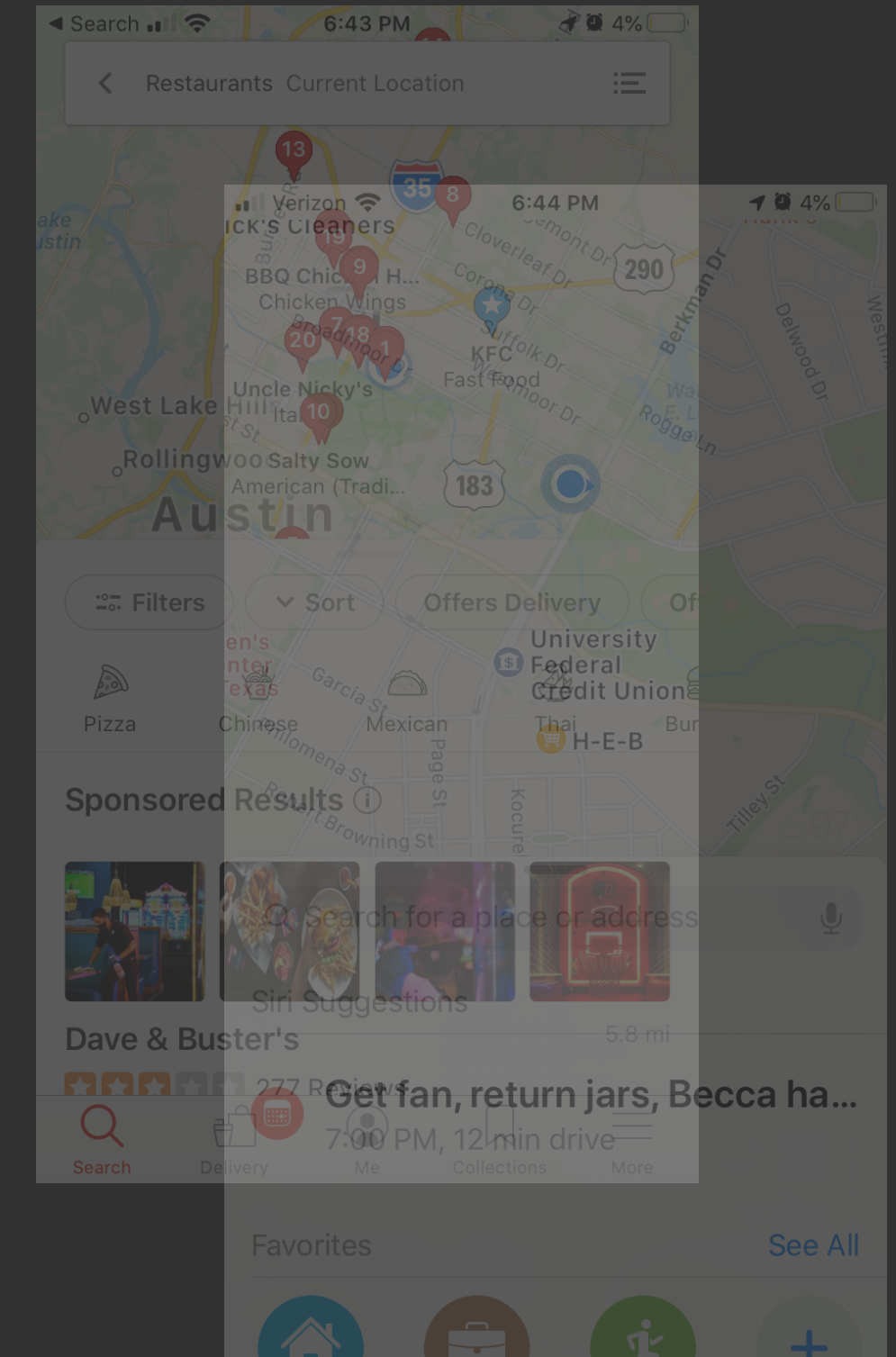
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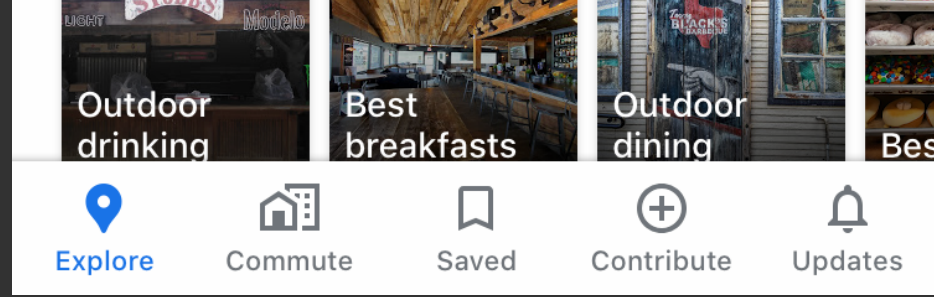
Transit

- + visual design
- + intuitive, modern, gestural, animated UX
- + visualized trip planner
- + live route/boarding/deboarding guidance
- + combo routes (ridehailing+transit, bike+transit)
- + works in numerous cities
- + buy passes (some cities)
- + additional data (like bus crowding)
- + very polished website
- + App Store Editors' Choice
- (no notable downsides)

App Store: 4.7 ★



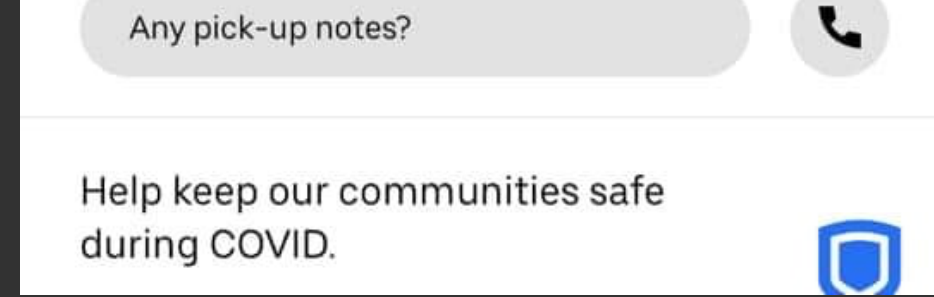
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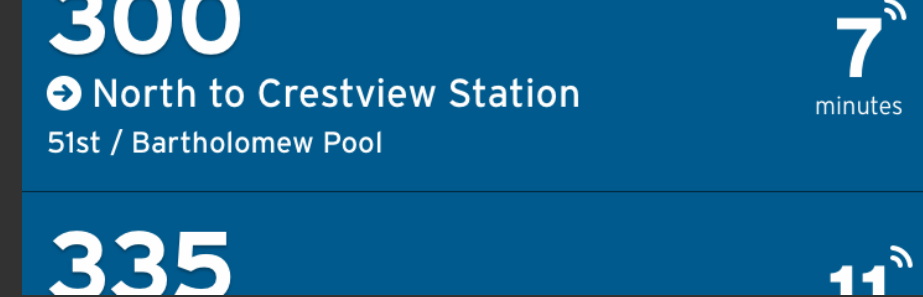
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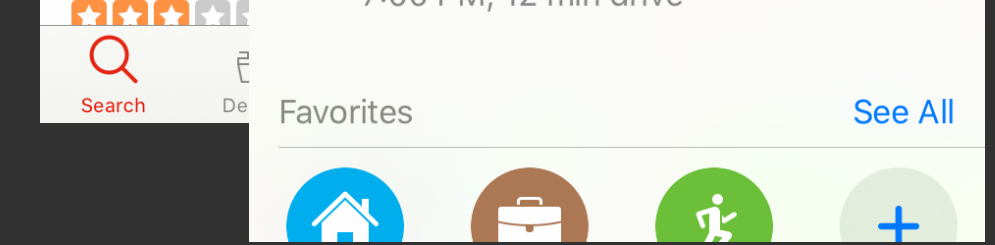
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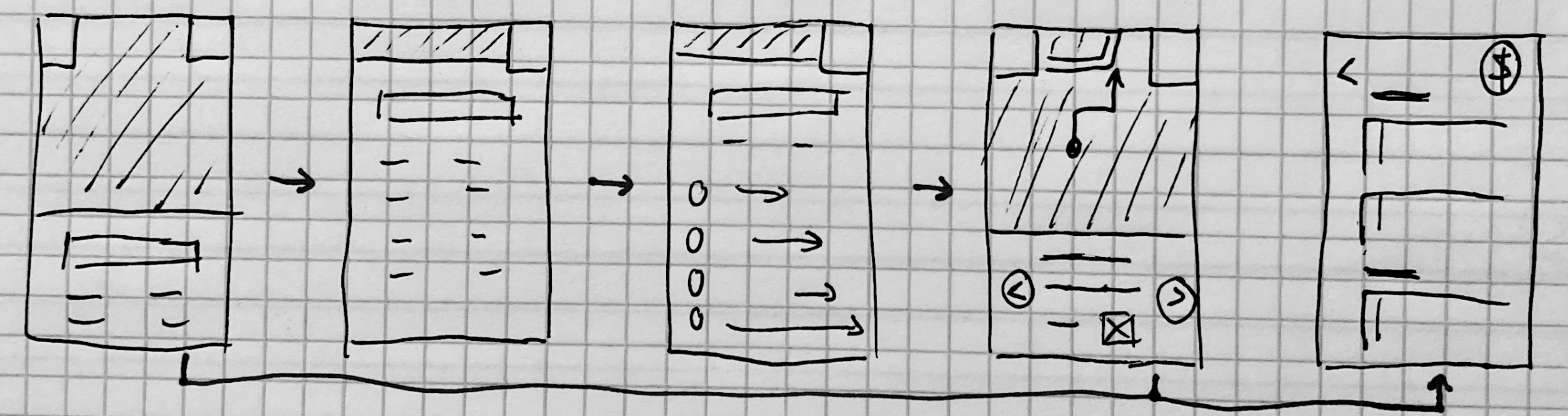
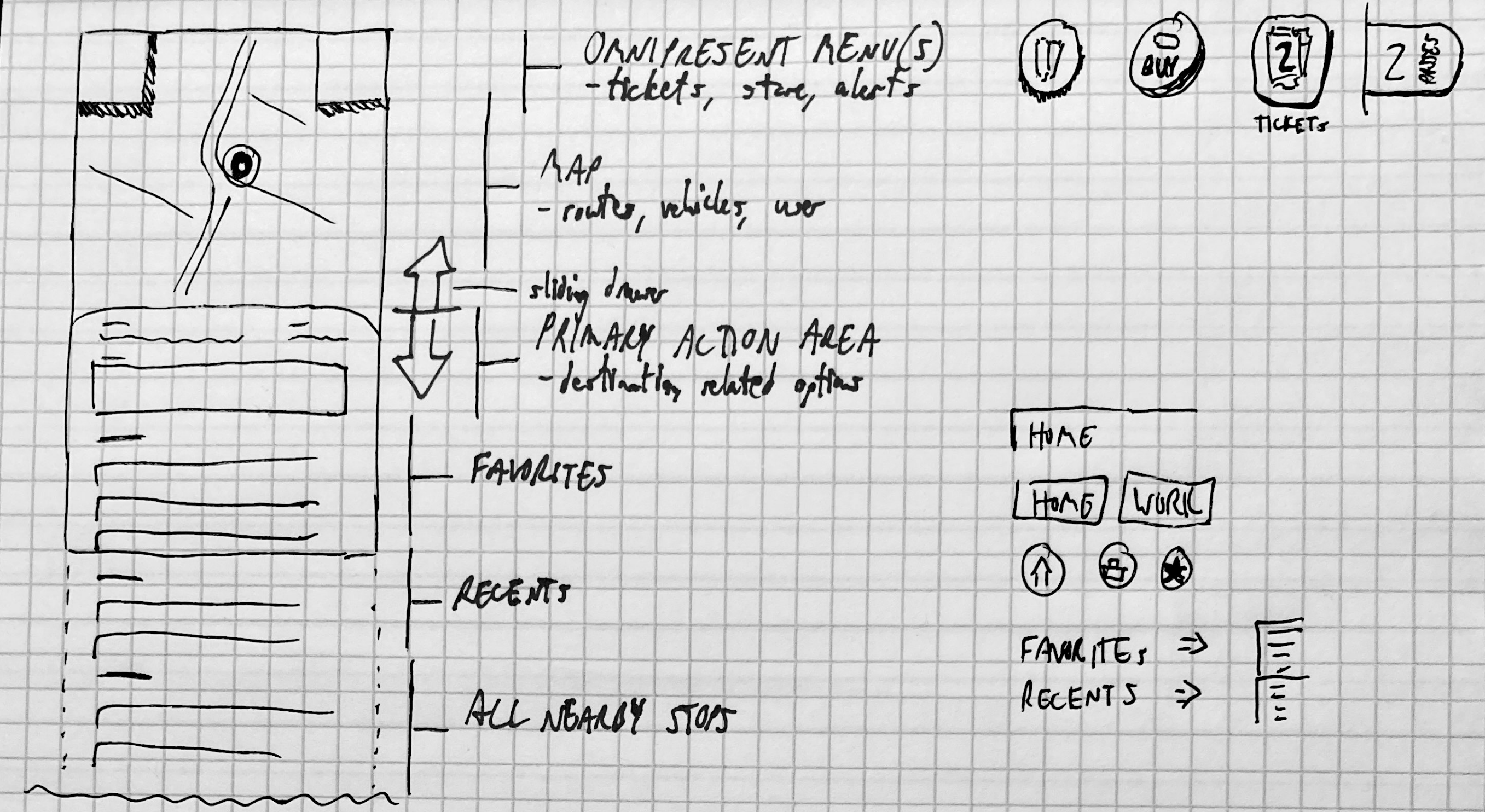
- + preinstalled or already installed
- + allow saving locations, favorites
- + integrate with partners and apps (calendar, reservations, weather)
- + continue UI precedent of the “bottom drawer”

Short-term and long-term

Design recommendations

User needs inform the design

This process ensures that design recommendations are based on **users' pain points and needs**, rather than only business goals or personal taste.



Yelp, Google, Apple, Transit, Uber/Lyft

NAV/OPTIONS

MAP = TRANSPORT APP

LOWER = REACHABLE

Design recommendations

Short-term

improve usability or clarify
written content with low effort

7 large experience wins

+ 7 small wins

Long-term

update or reimagine the product
experience conceptually

5 large experience wins

+ 4 small wins

Design recommendations (short-term big wins)

Explain the service types upfront...

...or better yet, don't make the user learn about service types, and display ticket choices immediately

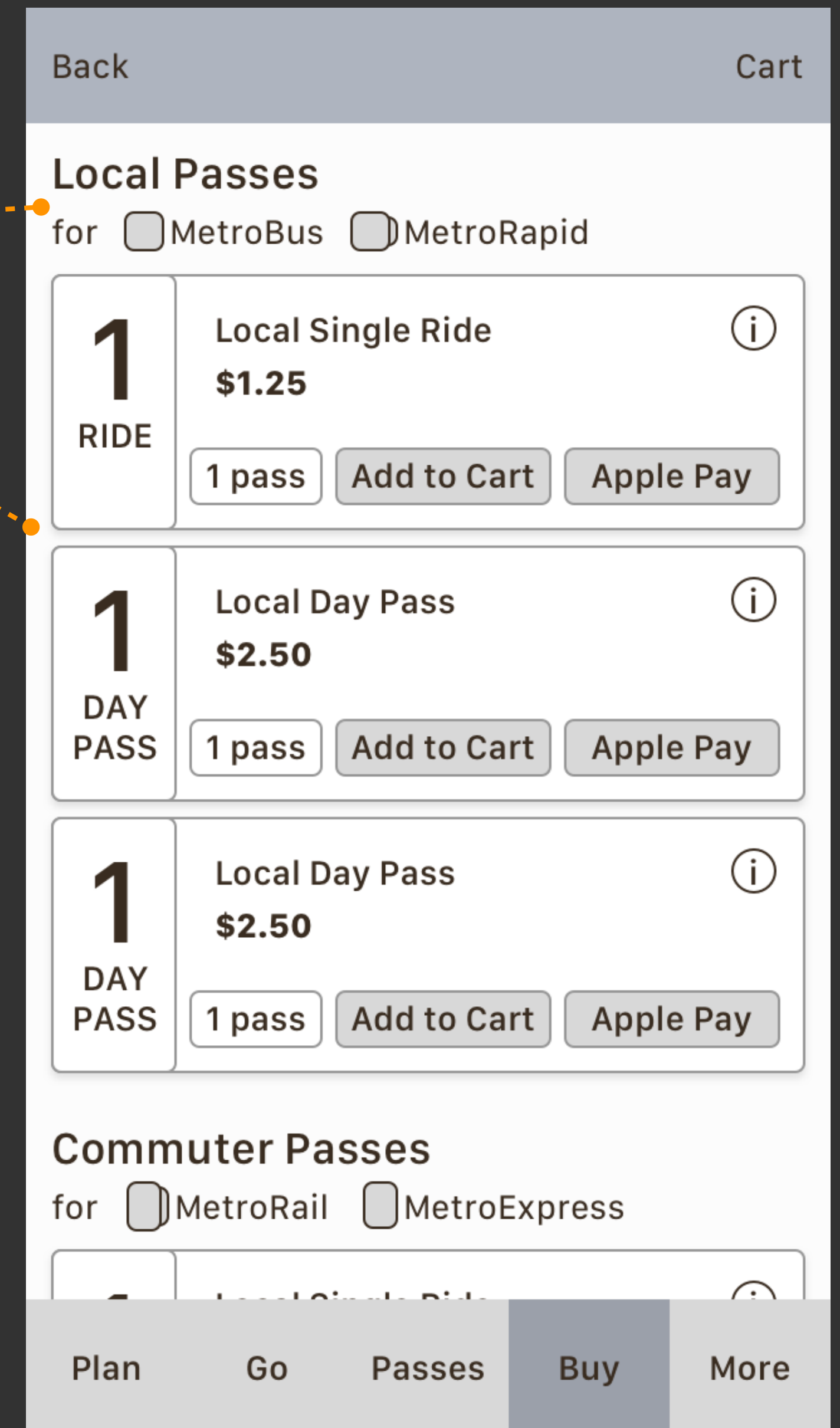
Clarify the experience of activating of a ticket (at least with words, ideally with language, visual design, and motion)

Use map prominently as source of confidence, a centering device, navigation tool, discovery tool, and app identity

Arrange tabs chronologically, starting with the Trip Planner

Offer a first-time onboarding tour

Offer more than just a single pass at the end of the trip planner; all passes of that type



Design recommendations (short-term big wins)

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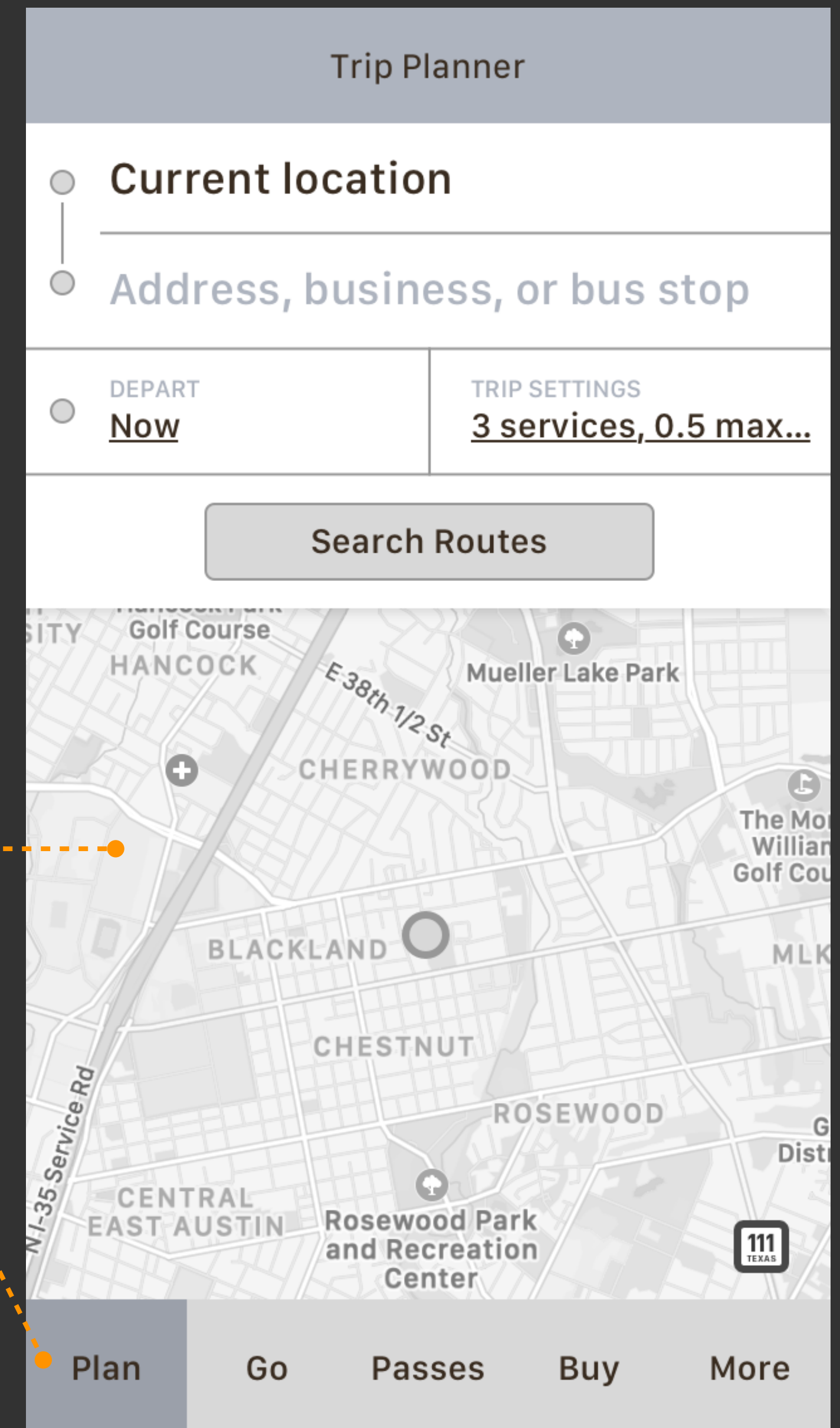
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Use map prominently as source of confidence, a centering device, navigation tool, discovery tool, and app identity



"I actually had no idea they had this many buses!"

Arrange tabs chronologically, starting with the Trip Planner

Offer a first-time onboarding tour

Offer more than just a single pass at the end of the trip planner; all passes of that type

Design recommendations (long-term big wins)

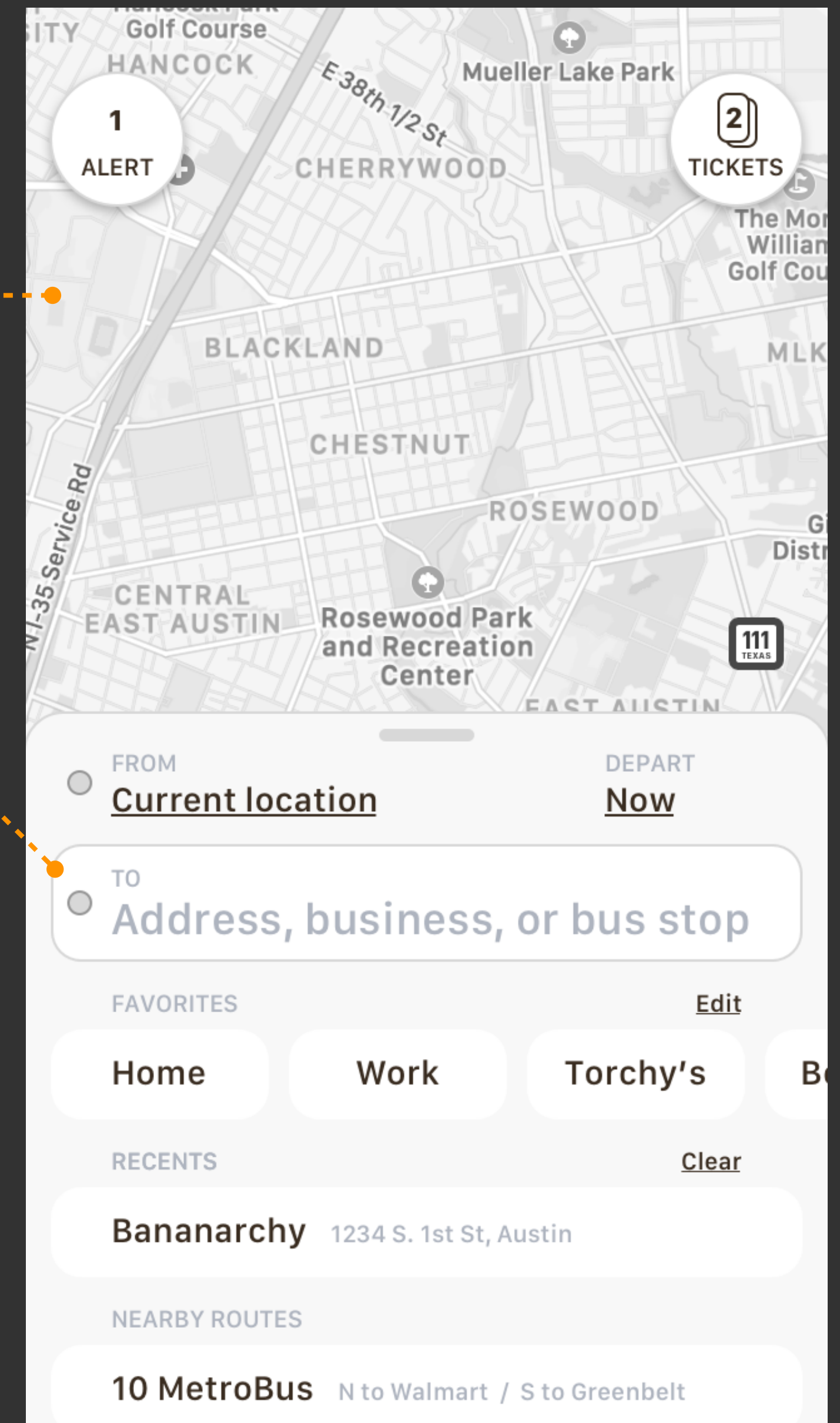
Clarify the options and supporting information in the Trip Planner with easier to read information, supporting map visualization, and clear icon/color-coding

Lead the user more obviously through the trip process, from planning to purchase to arrival. Make use of a map UI to make the ability to navigate more intuitive. (One user switched to Google Maps to get walking directions to the bus stop.)

Clarify vehicle types (namely personal bike vs. bikeshare)

Make all buttons, switches, and links finger-sized

Consider solutions to prevent abandonment due to inconveniences. (A 16-min walk to her bus stop caused one user to abandon. What if she were shown trip time of a bike + bus? Or shown the health benefits of walking? Or offered a podcast to listen to that matched her commute time?)



Design recommendations (long-term big wins)

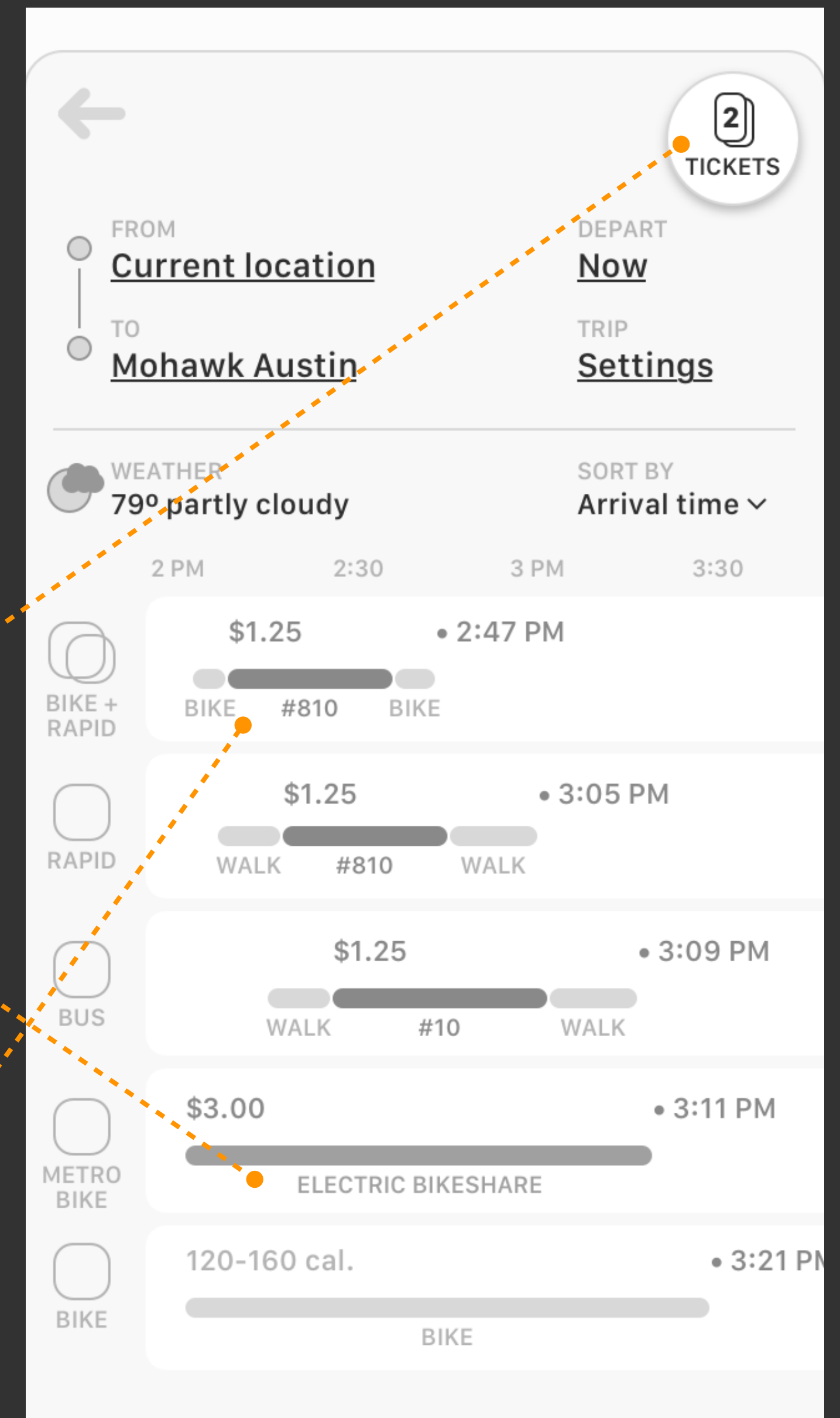
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How to track progress

Design metrics & benefits

How to track progress

Design metrics & benefits

Satisfaction

of users and clients, in surveys or social media

Reviews

and downloads from the App Store

Returning

users, sometimes reflecting a good experience

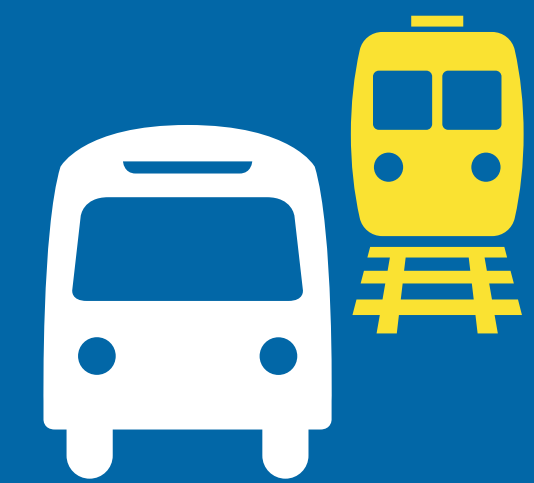
Support

demand reduction, when the app is intuitive enough

Dev time

reduction, as the experience is refined before it ever hits code

Thank you



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