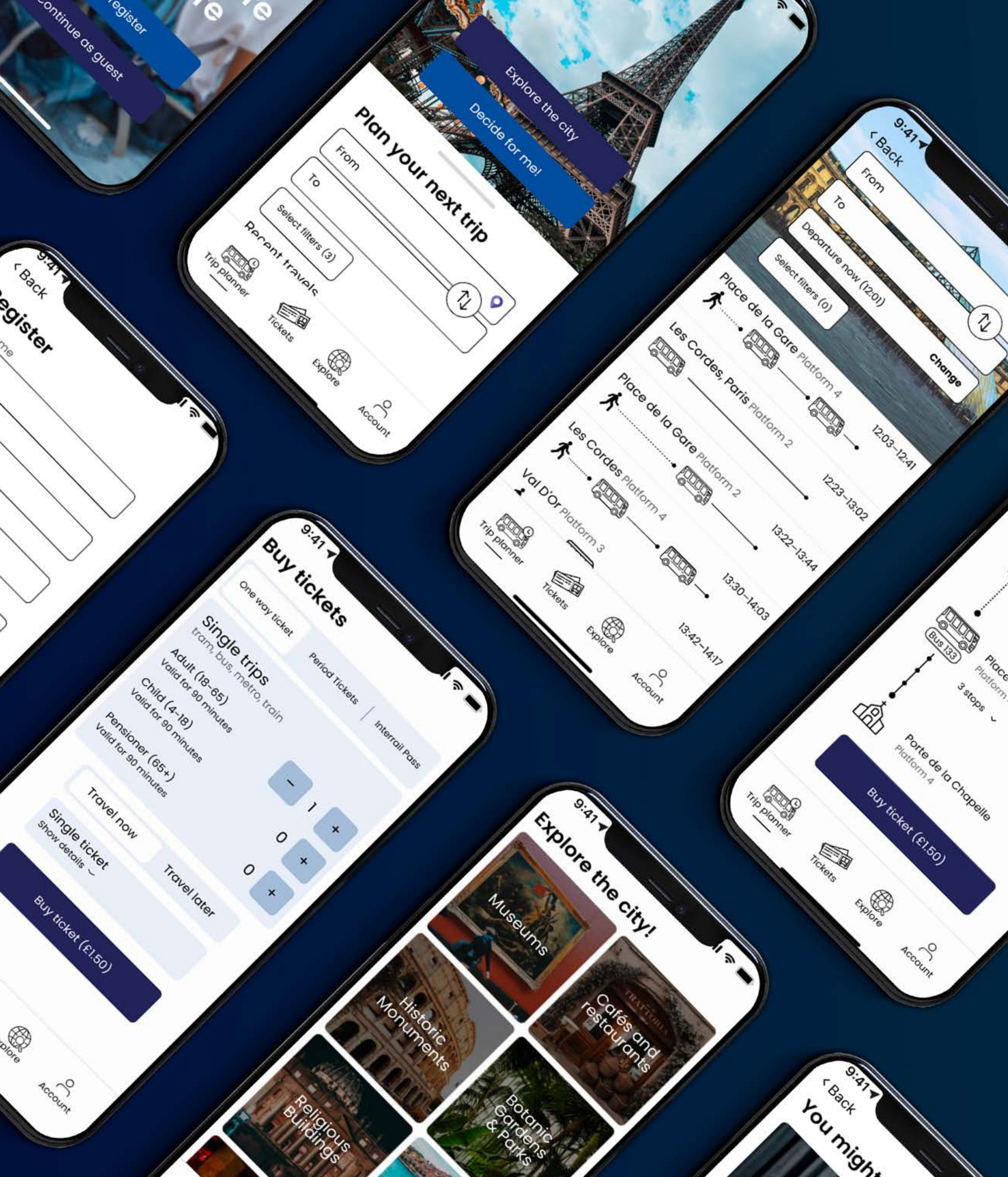




UX/UI Case Study

by Isabelle Axelsson



Isabelle Axelsson

UX/UI Design Student

Born and raised in a small city called Gothenburg in Sweden 30 years ago. My biggest hobby is to travel around the world to watch ice hockey.



Upper Manhattan,

New York City

Living in New York City and it's always been a dream of mine to do so. Here to up-skill my marketing background and get into UX/UI design



Me and Markus

Belgrad, Serbia

Will go back to Sweden in May, getting married in August with my fiancé Markus. Planning on buying a house and start my own design company



In recent years, there has been a growing trend among people in Europe to use public transportation more frequently.

To make the experience of using public transportation more convenient, many people are turning to mobile apps that provide real-time information about bus, train, and tram schedules, as well as maps, route planning, and payment options.





Over 5000 public transit companies
are currently operating in Europe, but
not one is working together.

With climate change rising, the European Union
should work together for tourists to stop renting cars
and use public transit instead.





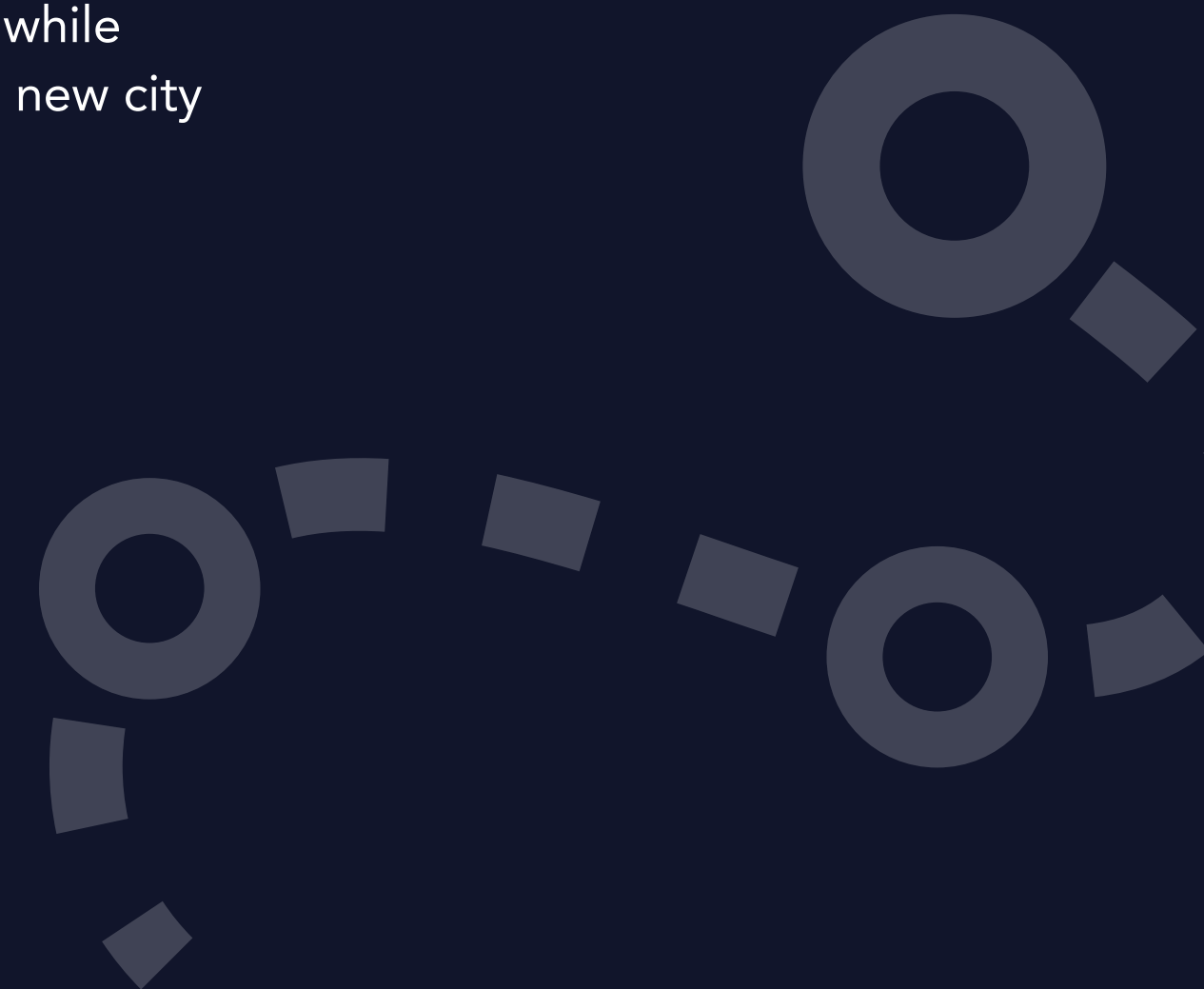
User Pain Points

- Language barriers
- Unfamiliarity with routes, schedules and fares
- Getting lost while exploring the new city

User Needs

- Clear and accurate information in a language they understand
- To be able to buy public transit tickets with ease
- Cost-effective and efficient way to explore a new city

User Motivators

- Discover the culture of the new country
 - Save money and make the most of the travel budget
 - Feel confident and independent while exploring the new city
- 



Demographics

Age: 25

Location: Amsterdam, Netherlands

Education: Human Resources

Job: Junior Recruiter Specialist

Family: Lives with her girlfriend

Personality

- Price Conscious
- Easygoing
- Curious

Motivations

Price



Convenience



Comfort



Bio

Meet Sarah, an adventurous traveler who prefers to spend her money on exploring new cities and attending exciting events. She's always curious to learn about new cultures, try local cuisines, and immerse herself in the unique experiences that each destination has to offer.

Frustrations

Sarah is frustrated while traveling in a new country where she doesn't understand the language. When traveling, she often has difficulty finding information about where bus stations are located, making her feel lost and overwhelmed, leading to difficulties in navigating her new surroundings.

Goals

Sarah wants to travel to a new country and see new places.

Ultimately, she aims to confidently navigate the new place and reach her destination, feeling more independent and confident while traveling. She's all for hidden gems and locations outside the busiest areas of the cities she's in.

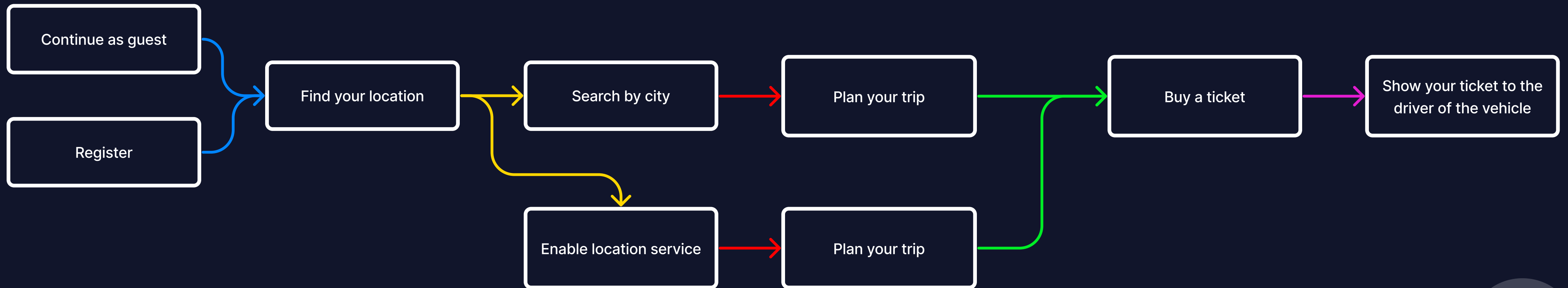


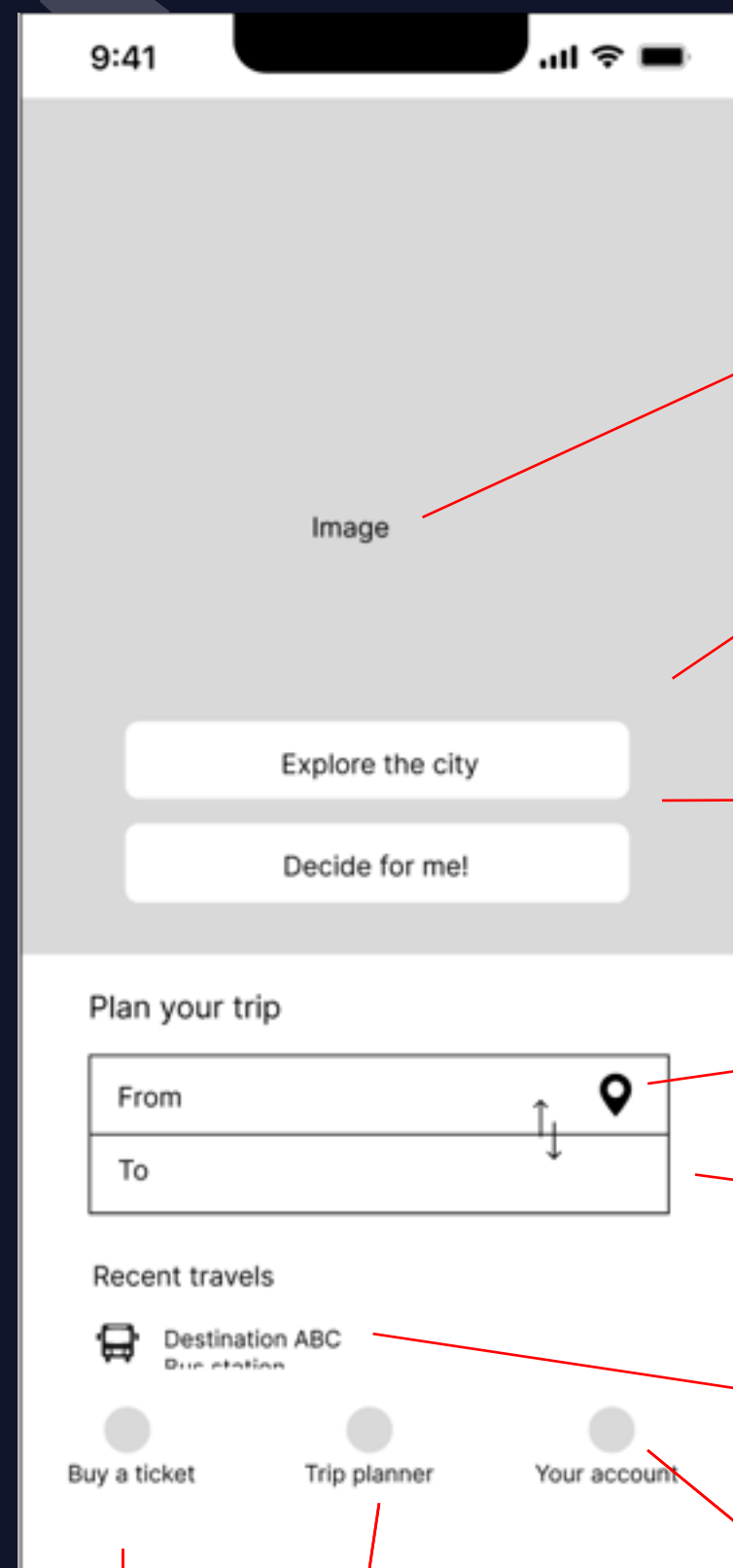
**How might we design something to
improve the accessibility of public
transportation for tourist in Europe?**



User Journey

Plan a trip to explore a new place in an European city of your choice





The trip planner but also the home page

The ticket page to buy and see your exciting ticket(s)

The account page with all the settings

Image of the city/country the user is currently in

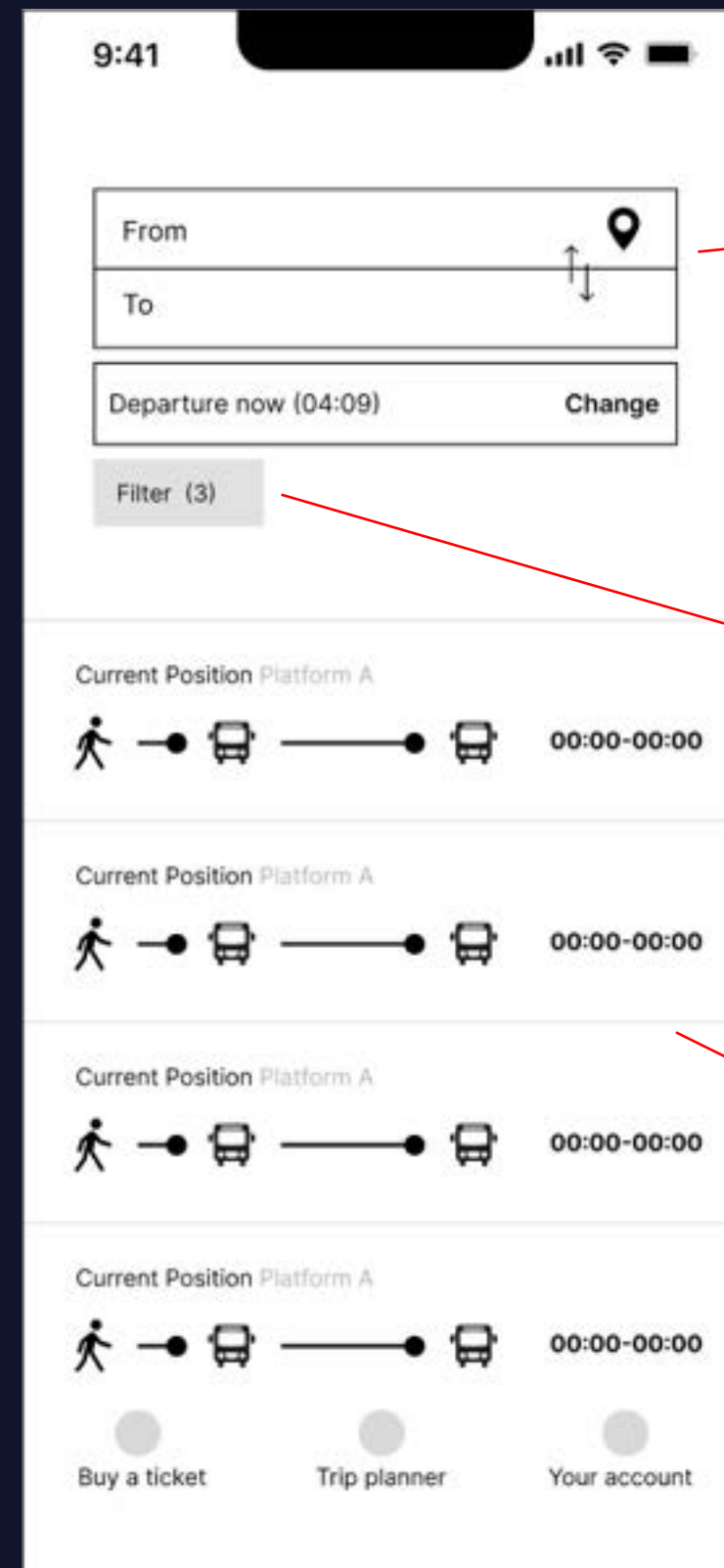
Goes to the explorer page

The app will auto generate a fun activity for the user

Find your location

The trip planner tool

Recent travels by the user



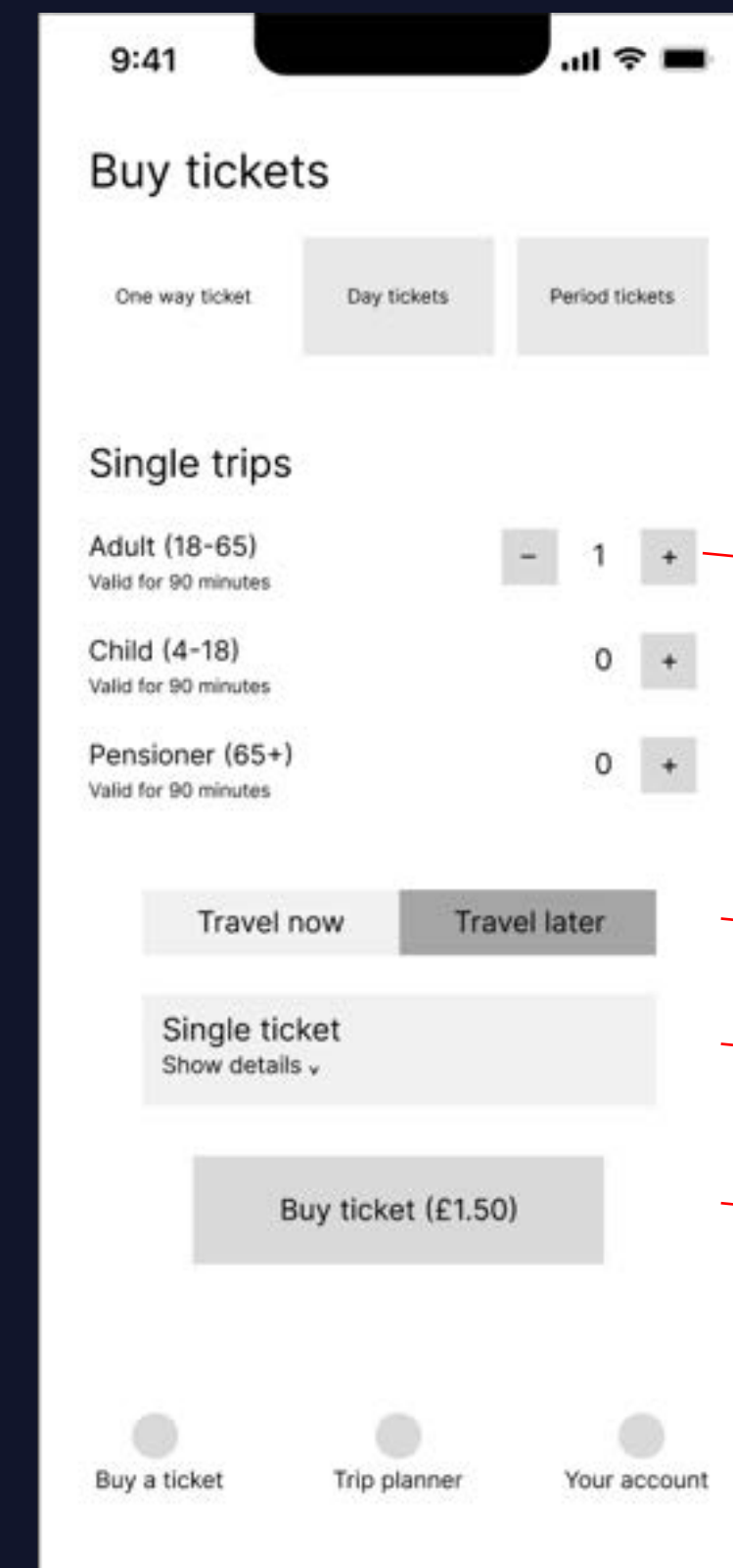
Trip planner tool

A way to filter:

- Walking pace
- Transportation vehicles
- Accessibility
- Amount of changes
- Maximum time to change

Travel suggestions that are clickable for more details.

- Platform
- Vehicle type
- Walking
- Travel time



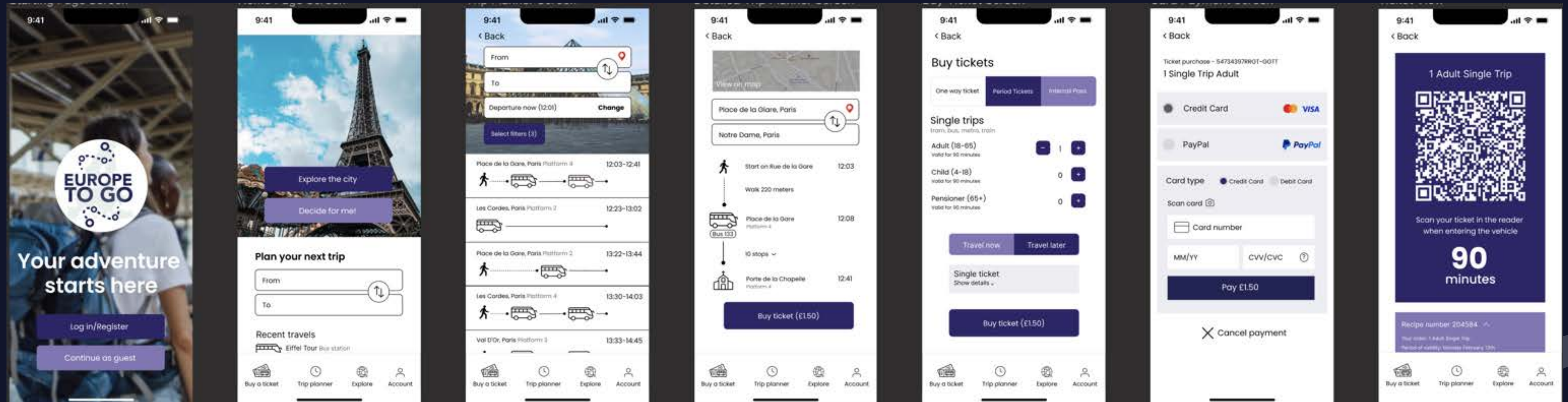
Select the type of ticket

Type of traveler

When the ticket should be activated

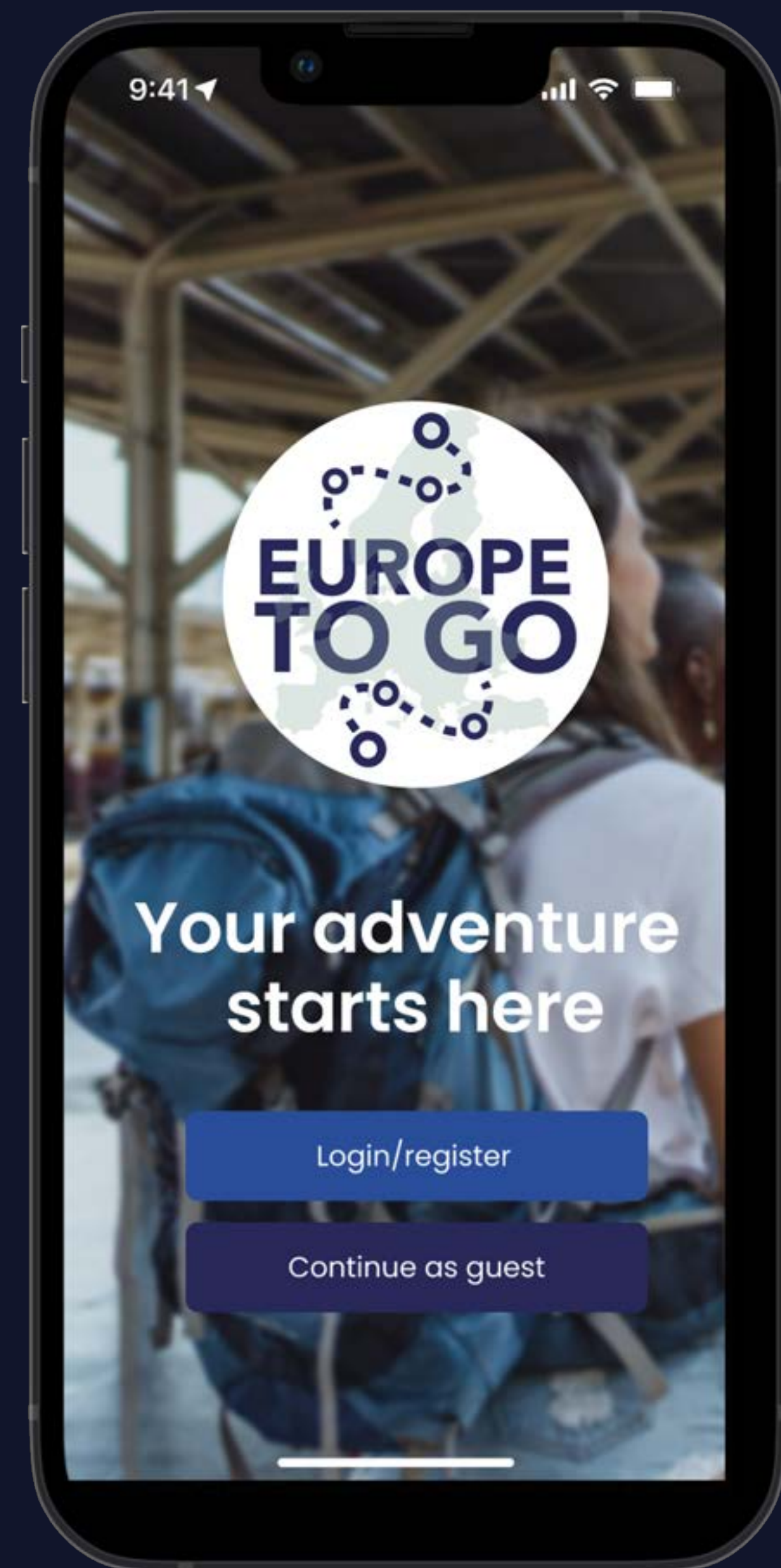
Brief ticket conditions

CTA to buy the ticket



Introducing Europe to Go!

Providing a one-stop-shop for travelers
looking to explore new cities in Europe.



Measuring Success



Users save time planning, and spend more time on the actual destination as it becomes their primary source of travel suggestions.



Travelers have a place where they can both plan a trip and buy tickets for the same trip instead of having to look up the information separately.



Users can explore places and events in the city and doesn't need to spend money on taxis or car rentals, which is good both for the environment and the wallet.



**4 of 5
users...**

consent to share
their location in the
app while using it

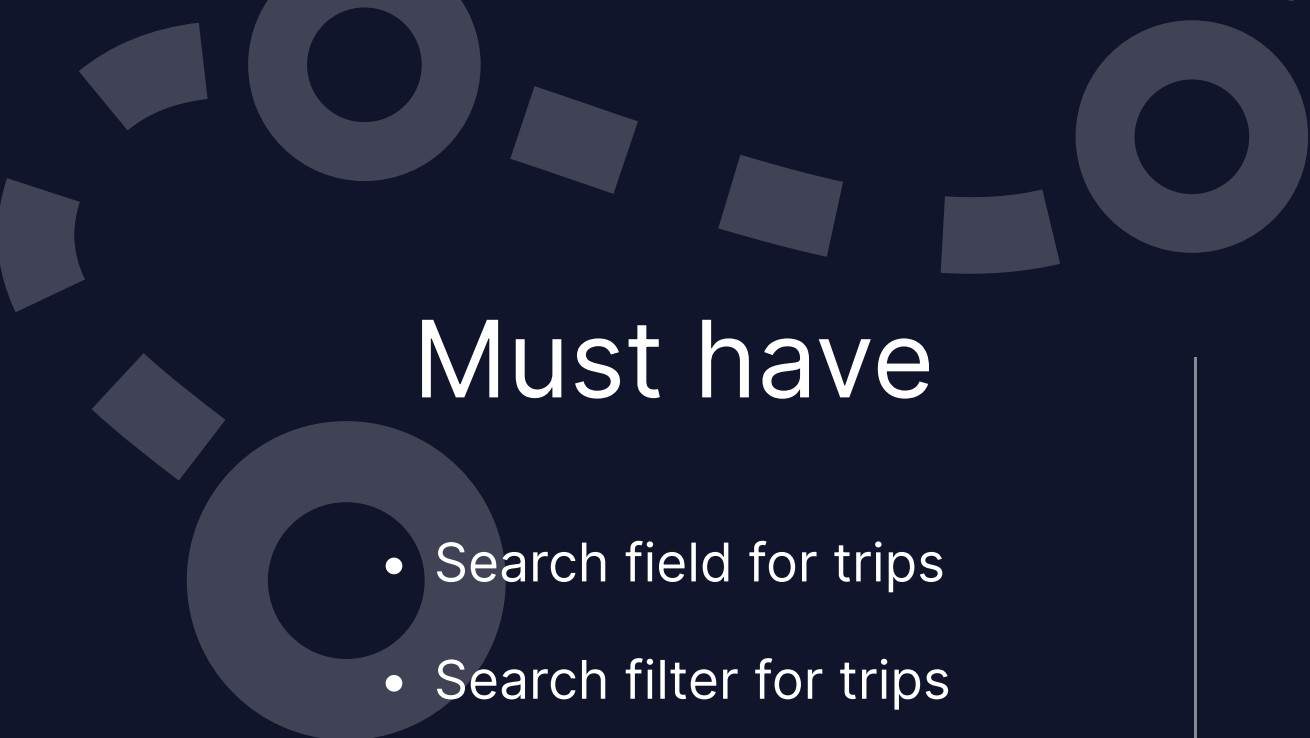
10 sec.

Was the average time
for people to buy a
ticket from finding
the right trip

**4 of 5
users...**

search for the
attraction name instead
of the bus station's
name when searching
trips





Must have

- Search field for trips
- Search filter for trips
- Home screen
- Search location option
- Buy ticket option
- Credit card input
- Ticket screen
- Trip details
- Specific time indications
- Accessibility assistant
- QR code ticket

Should have

- User profile
- Customer service
- PayPal option
- Apple/Google Pay option
- Scan card option

Could have

- Discounts and sales
- Share ticket option
- Buy event ticket option

Won't have

- Bike or scooter rental option
- 



Pure Learnings

Most users allowed the app to track their current position while using the app

The users are rather looking for the attraction in the app then the name of the actual bus stop

The icon for current location made some of the users confused

Users that didn't allow the app to track their location didn't even look at the map option

Change Considerations

Some users said that the QR code (ticket) should be moving in prevention of using the ticket over and over again

The users asked for a time estimate to move from point A to point B in minutes instead of calculating it themselves

The "trip planner" with all the scrolling was not easy to use at all

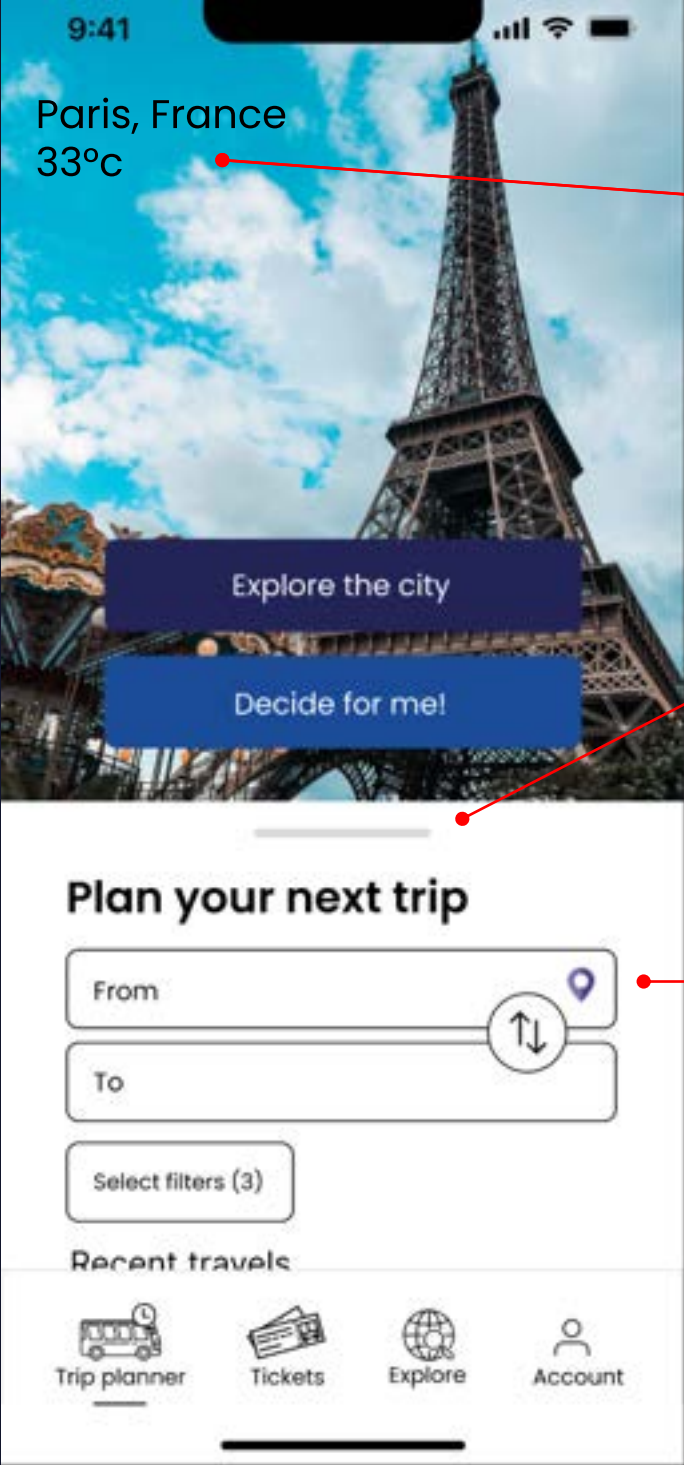
Feature requests

The user asked for a way to buy tickets to events (like Tripadvisor) because they wanted the app to have "everything"

The user asked for the possibility to share tickets with friends



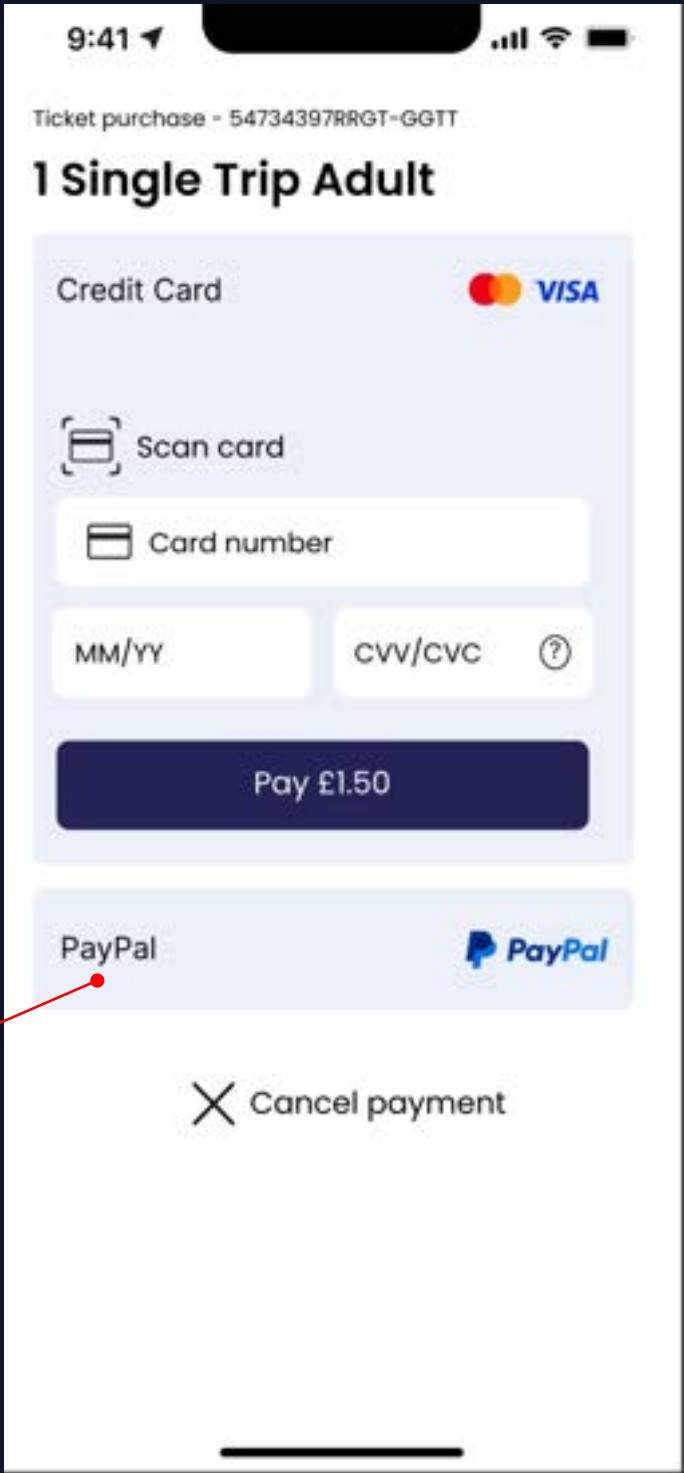
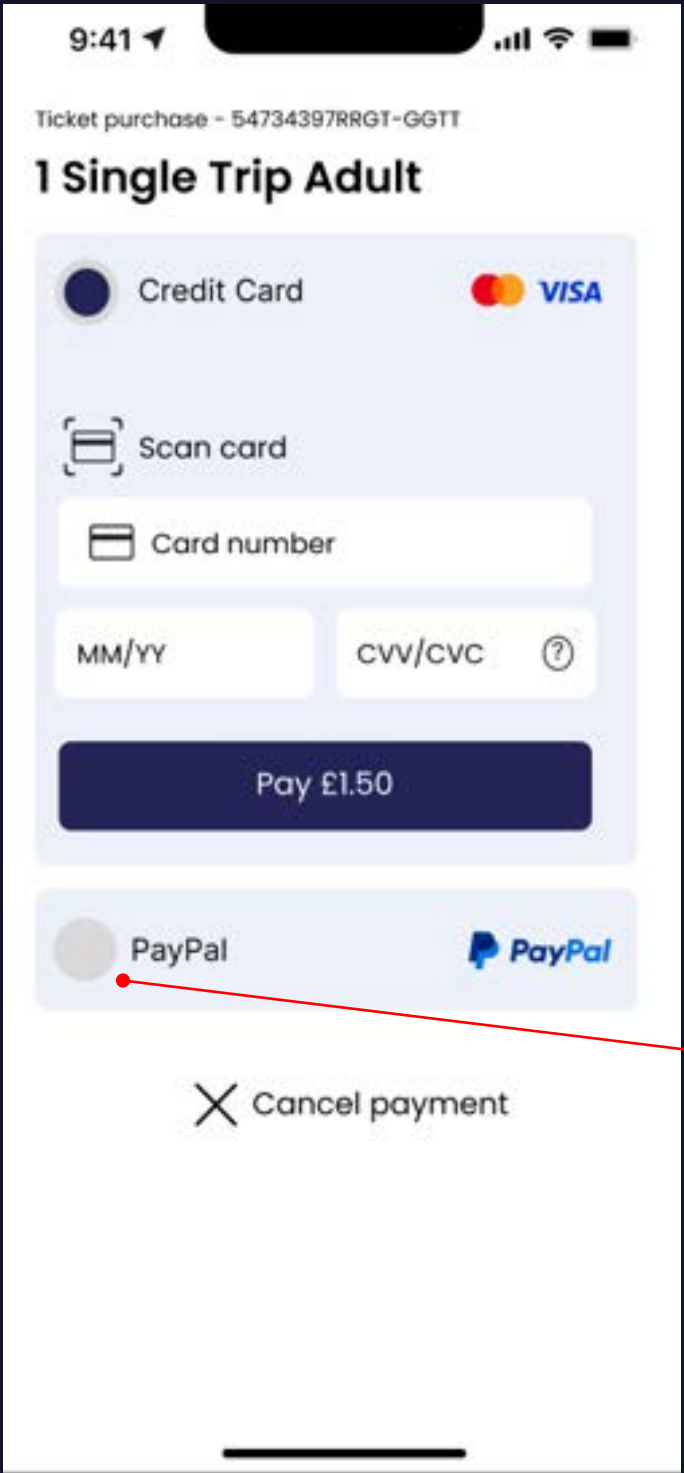
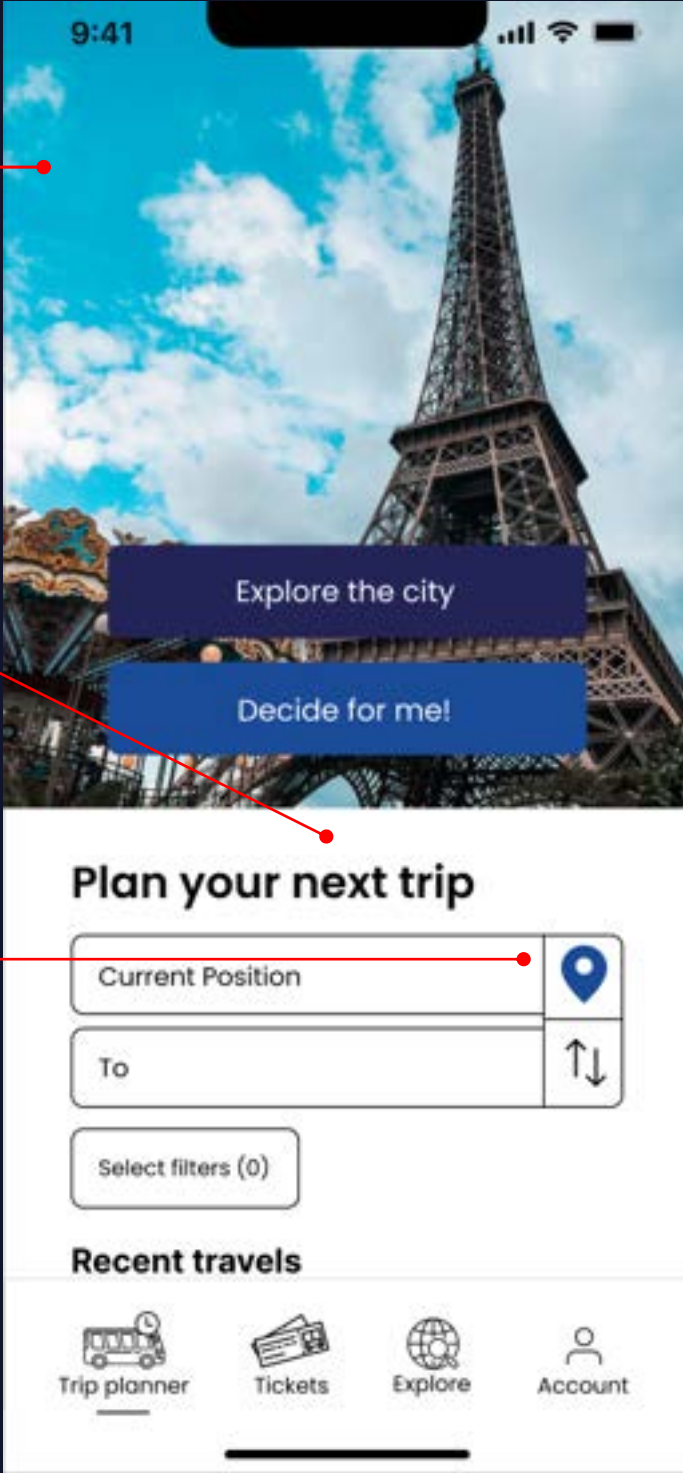




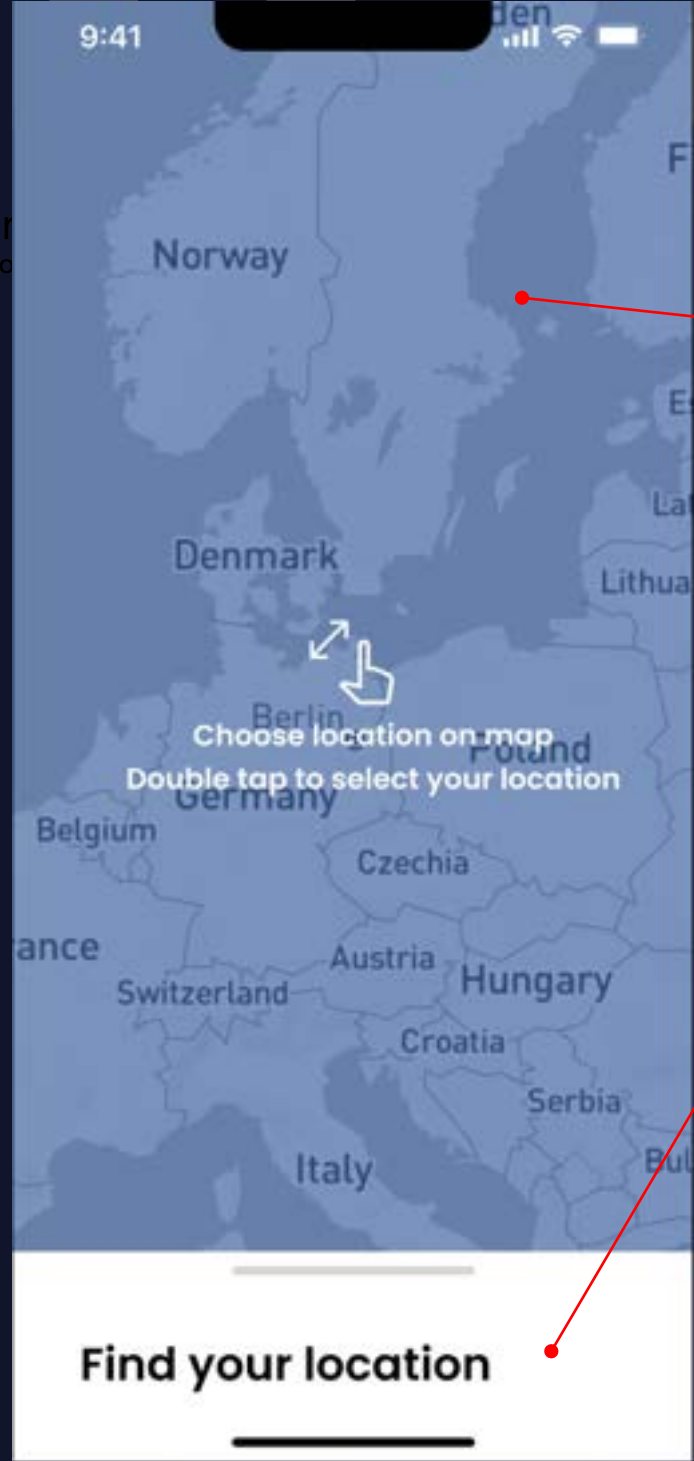
I decided to remove the widget with the current information about the destination

The scrolling option with the trip planner wasn't as smooth as I thought it would be so I decided after testing to remove it

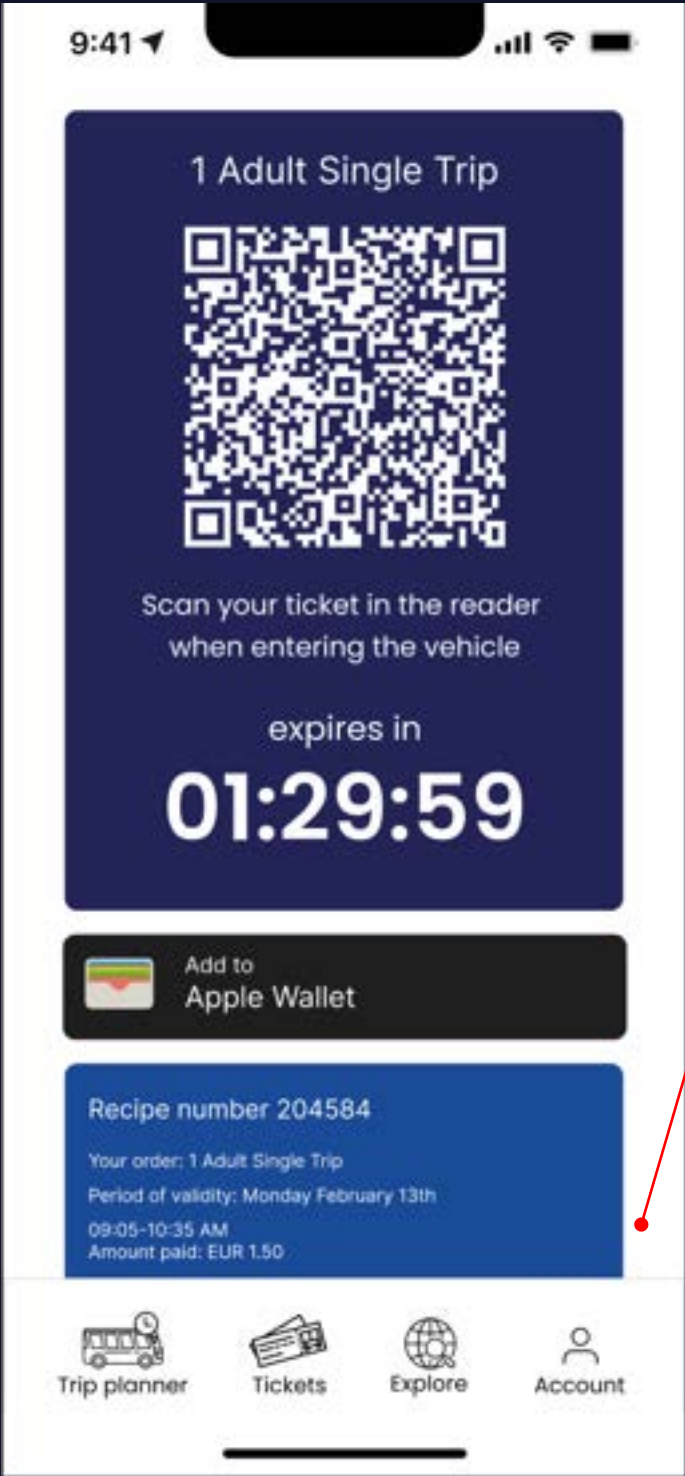
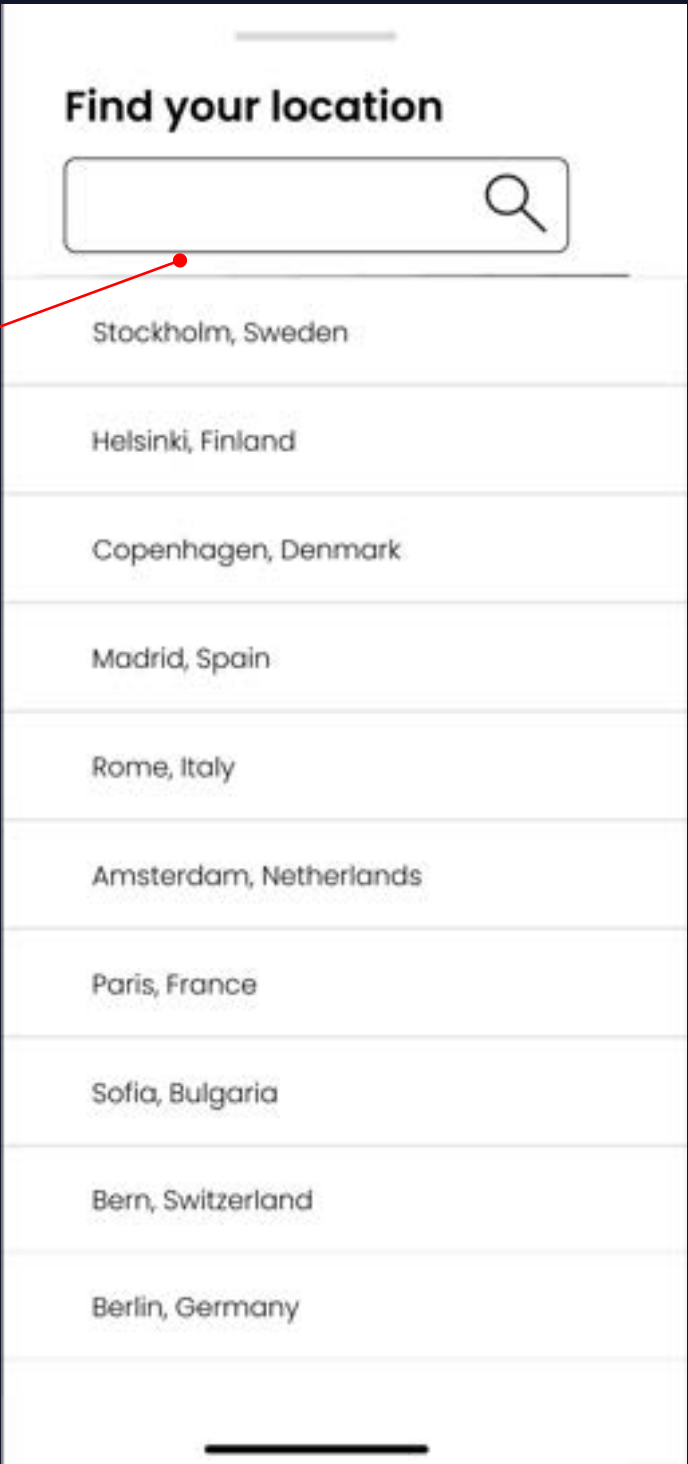
The location tag was too small and needed to be broader from the switch button



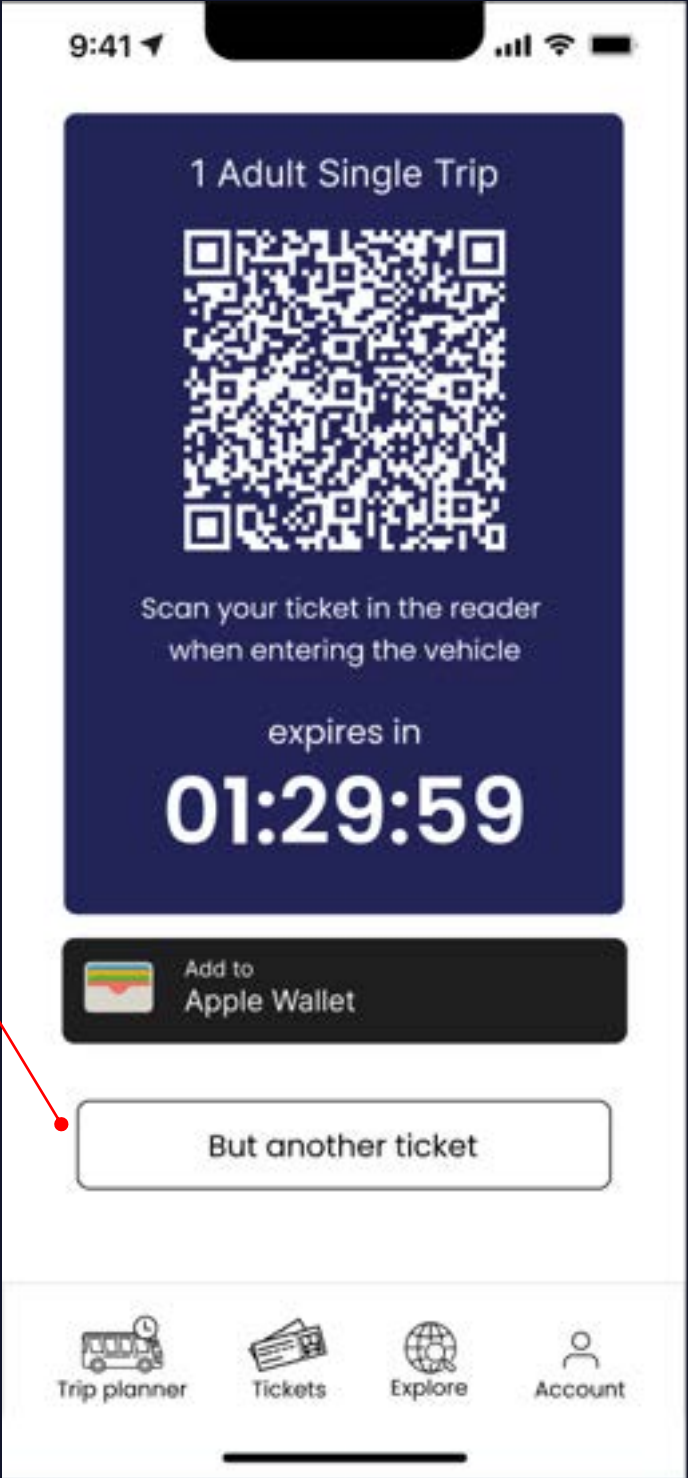
Instead of having small buttons to select Credit card or Paypal, I decided to remove it and make the buttons bigger



Since the user's didn't use the "Choose location option and went straight to the search option, I think it's not efficient to have the map here. 4 out of 5 users did allow the app to permit app location services.



It was when one of the testers asked how you would buy another ticket I decided to put a button here and make the ticket clickable



Font

Ad

Poppins Bold
Poppins Regular

Headline 25px

Headline 20px

Regular 14px

Logo



Icons



Style Guide

Input field

Type text

Password input

Phone numbers

 +46 ▾

Date picker

Option 1

Option 2

Option 3

Option 1

Option 2

To	
From	

Errors

Error: The password you entered for the username is incorrect. [Forgot username or password?](#)

Sorry! There is no stop nearby an address you typed. Try entering a stop instead.

Buttons

Button 1

Button 3

Button 2

Button 5

Button 4

Colors

Midnight blue
#232457

Clear Blue
#1A4B98

Dove blue
#2E5285

Next steps



The next development will be to share tickets with friends and family



In the “Decide for me” section of the app we will start selling event tickets



Thank you!