

Assignment 02

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Task

Task: Choose a mobile application with a poor user interface and redesign it to improve usability. Your goal is to enhance user experience by addressing specific usability issues.

App of choice: The app I have decided to redesign is the *BD Rail Sheba* app. Every time I had to buy a rail ticket online I used this app personally and was always annoyed at some of the UI-UX designs. Let's address those one by one to provide an alternative.

Rail Sheba

Bangladesh Railway

১০ লা+

ডাউনলোড

3+ এর অন্য রেট দেখায় হয়েছে

০

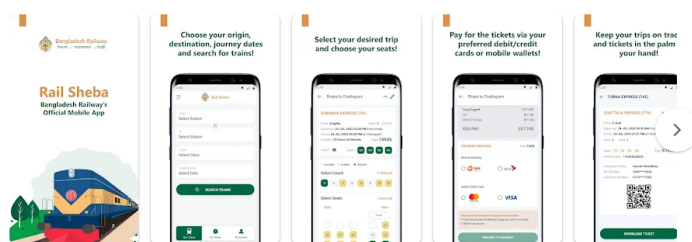


শেয়ার করুন



ইচ্ছা তালিকায় যোগ করুন

আপনার কোনও ডিভাইসেই এই অ্যাপ ইনস্টল করা যাবে না



এই অ্যাপ সম্পর্কে →

এটি বাংলাদেশ রেলওয়ের অফিসিয়াল অ্যাপ।

অ্যাপ সহায়তা ▾

একই ধরনের অ্যাপ →



KTMB Mobile
Keretapi Tanah Melayu Berhad
৪.২★



KLIA Ekspres
Express Rail Link Sdn Bhd



GoZayaan
GoZayaan

Figure 1.1: Rail Sheba App

USABILITY ISSUES IN THE EXISTING APP

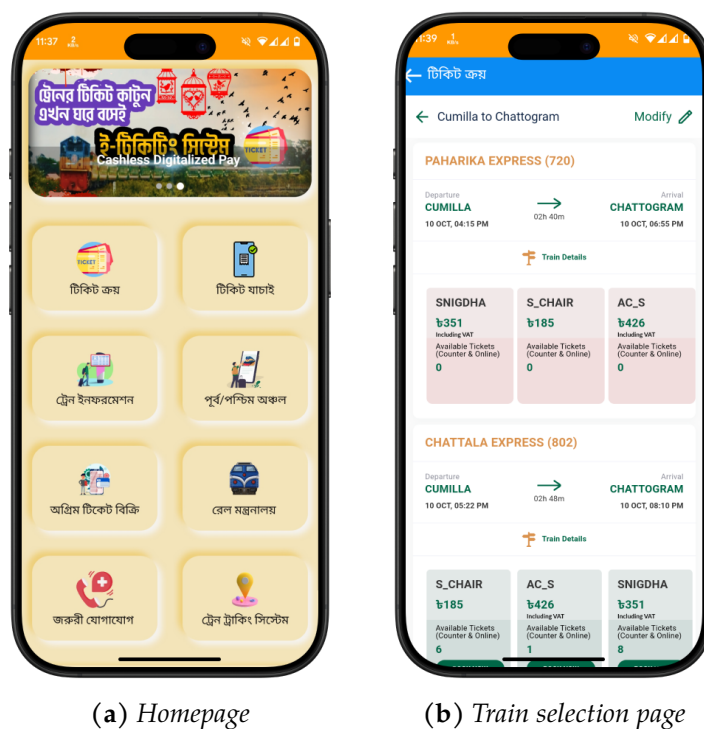


Figure 2.1: Current UI of the app

- **No Call to Action Button:** The home page overwhelms the user with options. As a ticket booking app, booking should be the priority, but it's buried among other features.
- **Redundant Ad Placement:** There is an ad-like section at the top promoting the app itself, which is unnecessary as the user is already using the app.



Figure 2.2

- **Color Scheme:** The bright yellow background with shades of orange and blue feels overwhelming and lacks harmony, making it tiring to look at.
- **Text and Icon Contrast:** The text on the top banner lacks contrast with the background, reducing readability.
- **Typography:** Various font styles and sizes make the app visually incoherent and potentially confusing.
- **Visual Hierarchy:** The buttons are similar in size, making it hard to distinguish feature relevance, especially in the ticket buying section.

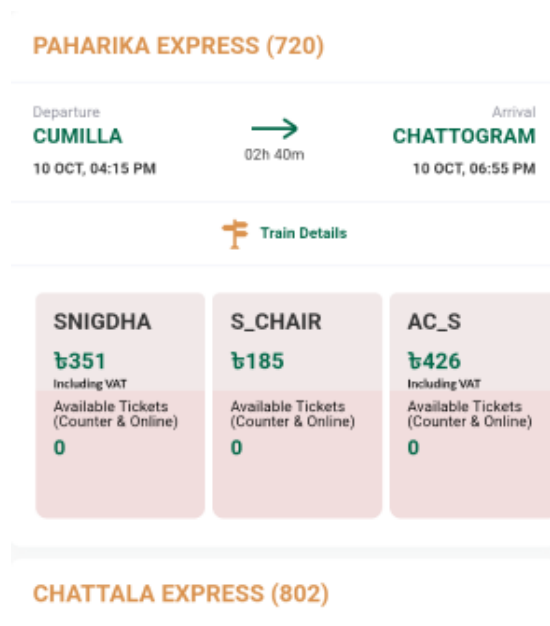


Figure 2.3

- **Redundant Buttons:** Buttons like 'Buy a ticket' and 'Advanced Ticket Booking' serve the same purpose. 'Train information' and 'East/West region' also duplicate functions, with the latter linking to a PDF download page unnecessarily. The 'Emergency contact' button redirects to the ticket buying page.
- **Mixed Language Usage:** The homepage is in Bangla, but ticket buying and advanced features are in English, with no language selection option, potentially confusing users and foreign tourists.

REDESIGN

3.1 Redesign Overview

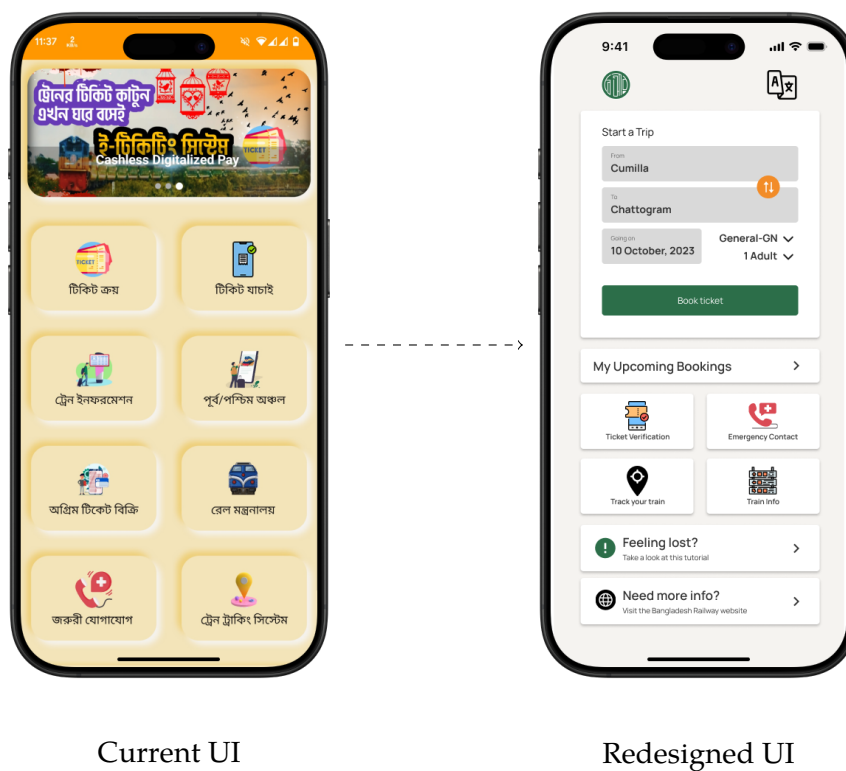


Figure 3.1: Homepage of Rail Sheba app

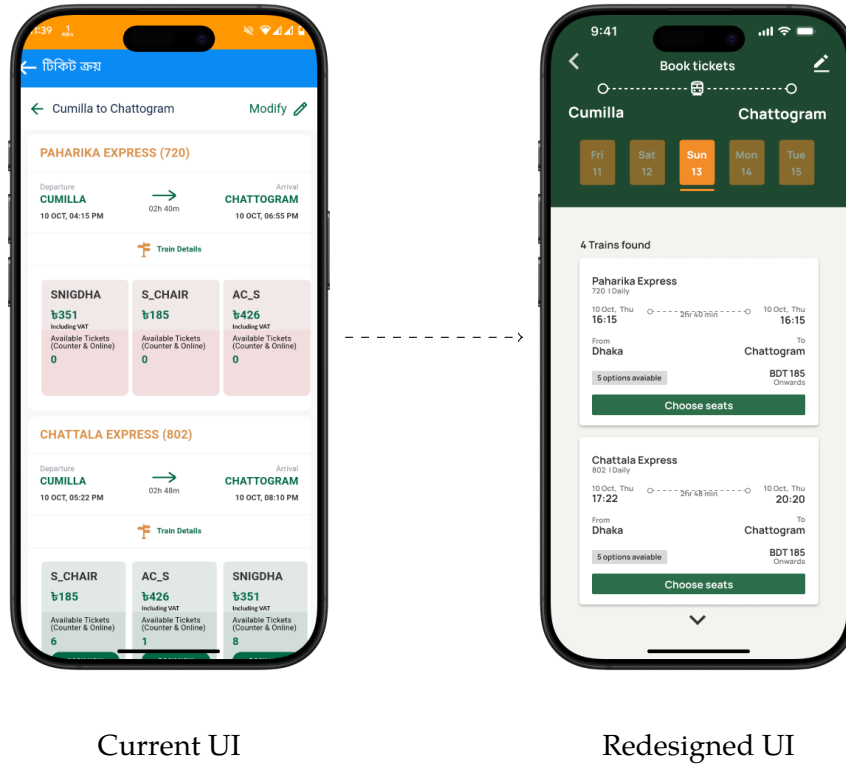


Figure 3.2: Train Selection Page

3.2 Benefits of the redesigned UI

- **Improved Color Scheme:** The redesigned UI replaces the overwhelming yellow and orange with green and beige, giving it a more welcoming feel.
- **Top Banner:** Removed the top banner, as it was unnecessary and cluttered the UI.
- **Call to Action Button:** The ticket buying section is now part of the homepage, enhancing clarity. Additionally, a dropdown for selecting the number of passengers has been added to improve availability checking.

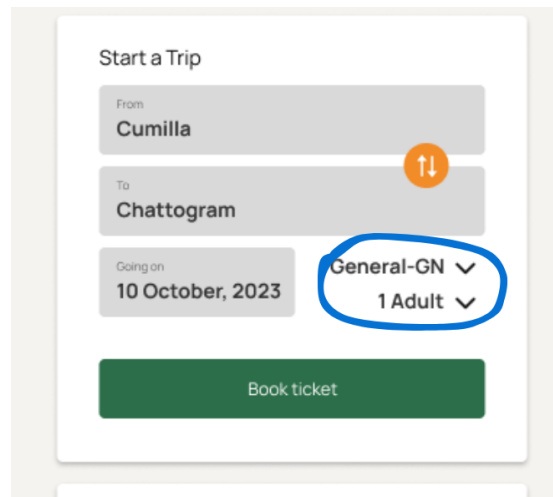


Figure 3.3

- **Hierarchy:** The train list page now has improved visual hierarchy, making it more structured and easier to navigate.
- **Buttons:** The homepage buttons were redesigned for clarity and purpose. The redesigned UI features four buttons: 'Train info,' 'Emergency contact,' 'Track your train,' and 'Ticket Verification'.

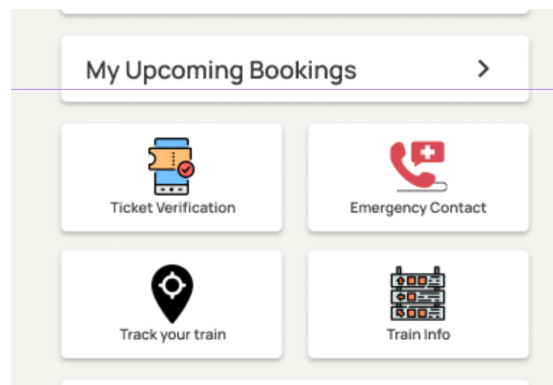


Figure 3.4

- **Slider:** A slider has been added to the train selection page for quickly toggling between dates, allowing for easier comparison of prices and availability across different dates.



Figure 3.5

- **Ticket Selection Page Structure:** Each train is now presented in a distinct section, with a dropdown for prices to reduce visual clutter and enhance organization.

CONCLUSION

4.1 Summary

The redesign provides users with more clarity about all the sections and buttons and the purpose of each of those. By creating a more organized and visually appealing layout, the app fosters a smoother, more engaging interaction for its users.

4.2 Mockup

Here is the [Figma link](#) to this redesign.

