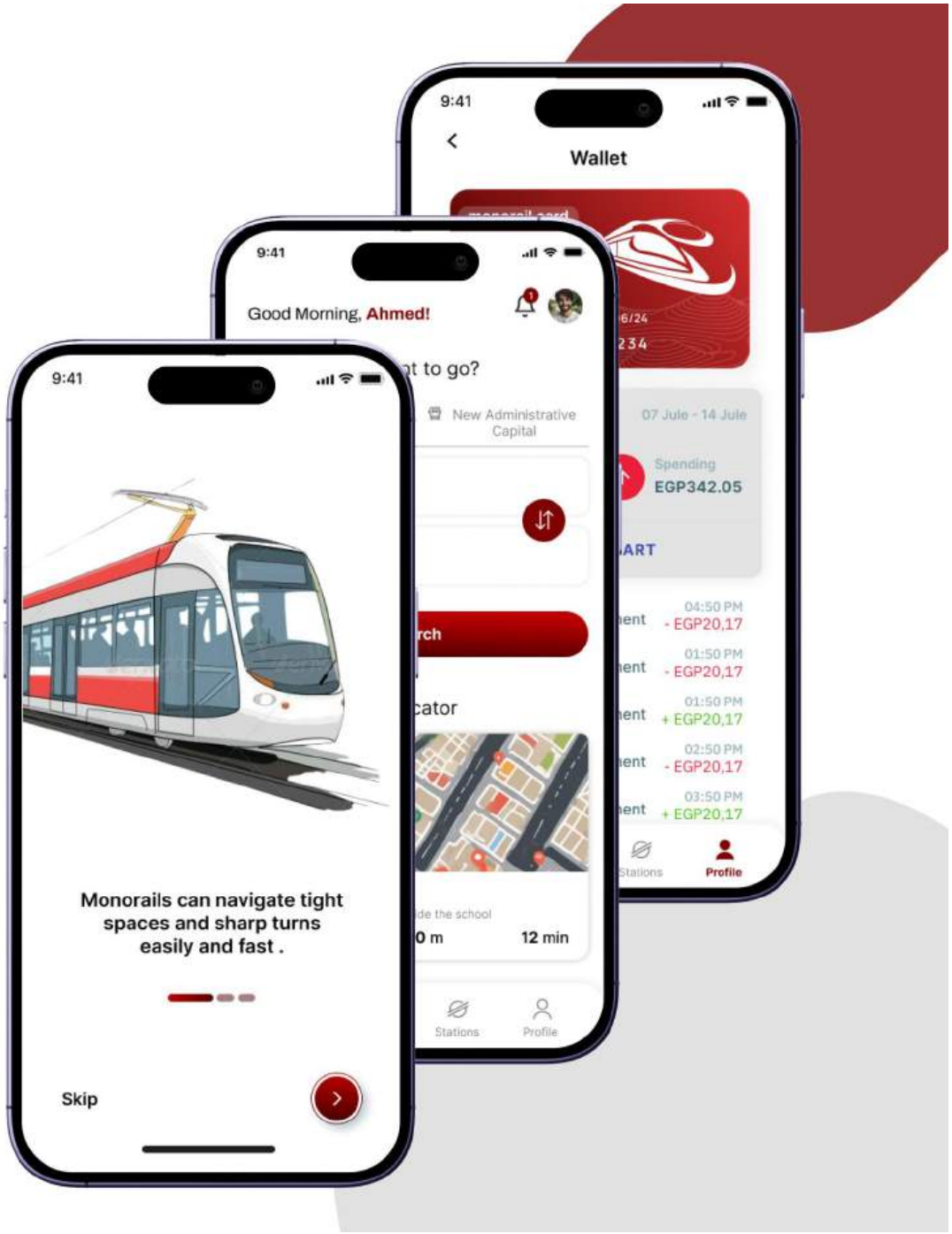
UI/UX Case Study

MONORAIL

+30 Screens



Project overview

The Monorail is set to develop a comprehensive mobile application that offers real-time updates, live tracking, and ticket booking services for the Monorail Egypt system, aimed at enhancing user experience and promoting efficient transportation.

Problem Statement

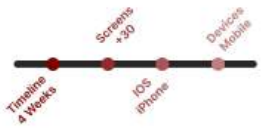
With the introduction of the Egyptian Monorail, a key challenge was ensuring that users can seamlessly navigate the new transportation system. Common pain points for users included:

- Unfamiliarity with the Monorail routes: As the Monorail is a new addition, many commuters were unsure of station locations and connections.
- Lack of real-time information: Users needed up-to-date information on train schedules, delays, and disruptions.
- Ticket purchasing complexity: Commuters often faced long queues at stations, with no clear digital alternative for purchasing tickets.
- Accessibility: Ensuring the app is usable for a wide audience

Solutions

- Interactive Route Navigation: Implement a map feature to help users easily find stations and plan their routes.
- Real-Time Information: Provide live updates on train schedules, delays, and disruptions, with notifications for changes.
- Digital Ticket Purchasing: Enable users to buy tickets through the app, generating QR codes for quick station entry and reducing wait times.
- Accessibility: Design the app with features like large text, high-contrast visuals
- User-Friendly Interface: Ensure a simple, intuitive design for easy navigation and access to essential features like ticket buying and route planning.
- Personalized Account Features: Allow users to create accounts to save the user payment information.

Duration



Design Thinking

01 Empathize

- Star Bursting
- Stakeholder Interview
- Competitors Reviews
- SWOT Analysis
- Mind Mapping
- Crazy Eight
- User Interviews (Survey)

02 Define

- Empathy Map
- Creating Personas

03 Ideate

- Story Boards
- Card Sorting
- User Flow

04 Prototype

- Wireframes
- Visual Design
- UI Styling
- Prototype

05 Testing

- A/B Testing

01 Empathize

Star Bursting

Stakeholder interviews

- What is the main goal of the app?
- Who is the primary target audience?
- Which features are essential for the app?
- How do you plan to generate revenue?
- How do you want to gather feedback from users?
- What type of ticketing options should the app support?
- Which analytics tools or frameworks do you prefer?
- How should we approach accessibility for different users?
- What is your vision for the app's design and user interface?
- How often should data (train schedules, delays) be updated?
- Should the app work offline or require constant internet connection?
- Do you have any specific design preferences or guidelines?
- What payment methods do you think should be integrated into the app for ticket purchases?
- What timeline do you envision for the development and launch of the mobile application?

Competitive Analysis

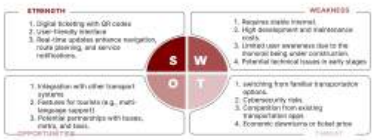
	Monorail App	Cairo Metro	Egypt Trains	Egypt National Railways
Real-Time Navigation	✓	✓	✓	✓
Ticketing Integration	✓	✓	✗	✓
Multi-Modal Transportation	Monorail, future integration	Rail only	Metro, limited integration	Rail only
Coverage	Monorail	Metropolitan	Cairo Metro	Nationwide
User Interface	Sleek, user-friendly	Simple, user-friendly	Clean, minimal	Functional, lacks modern design
Real-Time Alerts	✓	✓	✓	✓
Integration with Other Services	Potential	✗	Limited	✗
Accessibility Features	✓	✓	✓	✓

Summary:

- **Monorail App:** Best for real-time navigation and ticketing for Monorail Egypt services.
- **Egypt Trains:** Ideal for nationwide train schedules and ticketing.
- **Cairo Metro:** Provides real-time navigation and information for the Cairo Metro system.
- **Egypt National Railways:** Offers real-time updates and ticketing for long-distance rail travel.

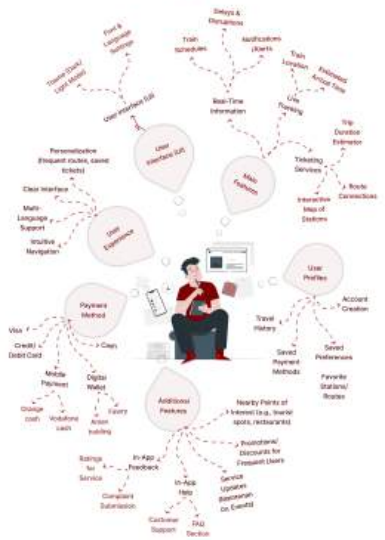
SWOT Analysis

SWOT For App



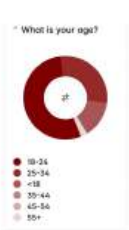
SWOT For Business

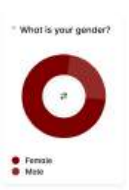
Mind Map

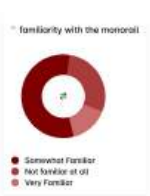


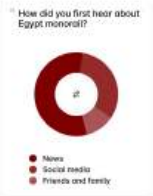
Crazy8

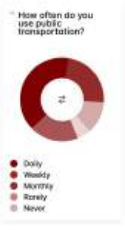
Survey

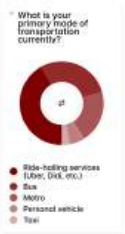


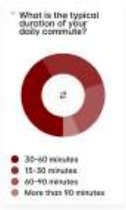


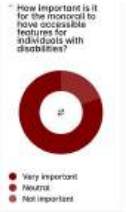


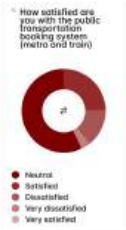


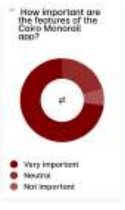


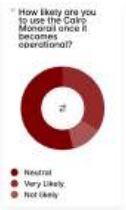


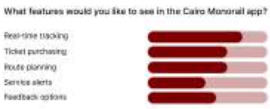


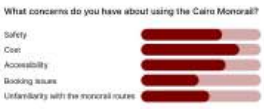












02 Define

User Persona

Ahmed Younes

Ahmed lives in a busy area in Cairo and works in the tech industry. He's tech-savvy, and accustomed to using apps for daily activities, including transportation. His primary modes of transportation are public transport (metro, buses) or ride-hailing services. Due to Cairo's crowded roads and inefficient transportation options, Ahmed often commutes long hours, affecting his work-life balance and leisure time.

Age	27
Status	Single
Education	B.Sc. in CS
Location	Cairo, Egypt
Occupation	the tech industry

Goals

- Seeks efficient, affordable, and fast transportation to avoid Cairo's traffic.
- Values reliable, real-time tracking and clear routes for timely arrivals.
- Prefers budget-friendly options over expensive alternatives like taxis.
- Appreciates eco-friendly transportation solutions due to environmental concerns.

Frustrations

- **Traffic congestion:** Frequent delays and unpredictable travel times due to heavy traffic in Cairo.
- **Inefficient public transport:** Long waiting times and overcrowded buses and metros, making his commute stressful and uncomfortable.
- **Booking difficulties:** Limited options for pre-booking public transport, leading to uncertainty about availability.
- **Unfamiliarity with new transport routes:** Concern about navigating the new Monorail system when it launches.

Technology Use

Tech-savvy, frequent users of smartphones, and apps like Uber, DiDi, and public transportation apps .

Social

Facebook

Instagram

Twitter

Empathy Map

Says

- "Public transportation is so unreliable and crowded, but it's the only affordable option."
- "I hope the Monorail system will be faster and more convenient."
- "I wish there was a better way to track my commute in real-time."
- "It's exhausting dealing with the delays every day."

Thinks

- "I spend way too much time commuting; it affects my work and personal life."
- "Will the Monorail system really solve the transportation problems in Cairo?"
- "If I can get real-time updates and avoid waiting around, I'll be much less stressed."
- "I need a more eco-friendly transport option, but it has to be affordable."

Does

- Frequently checks public schedules and alternative routes to avoid delays.
- Uses ride-hailing services during emergencies but avoids them during peak hours due to high costs.
- Compares transport options like buses, metro, and ride-hailing services for each trip.
- Actively searches for updates and news about the Cairo Monorail and how it might improve his commute.

Feels

- Frustrated: Ahmed feels frustrated with the current public transport system's delays and inefficiencies.
- Anxious: He's anxious about how reliable the Monorail system will be when it launches.
- Hopeful: He feels hopeful that the Monorail app app will provide better transportation solutions.
- Tired: Ahmed feels mentally and physically exhausted by the overcrowded and unpredictable public transportation options.

03 Ideate

Story Board

Card Sorting

User Flow

04 Prototype

Wire Frame

Low Fidelity

Mid Fidelity

High Fidelity

Visual Design

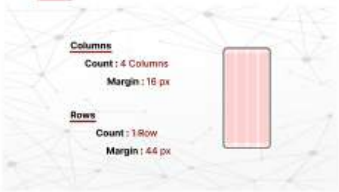
Colors

Typography

Font: Inter

Regular Bold Medium

Grid System



Icons

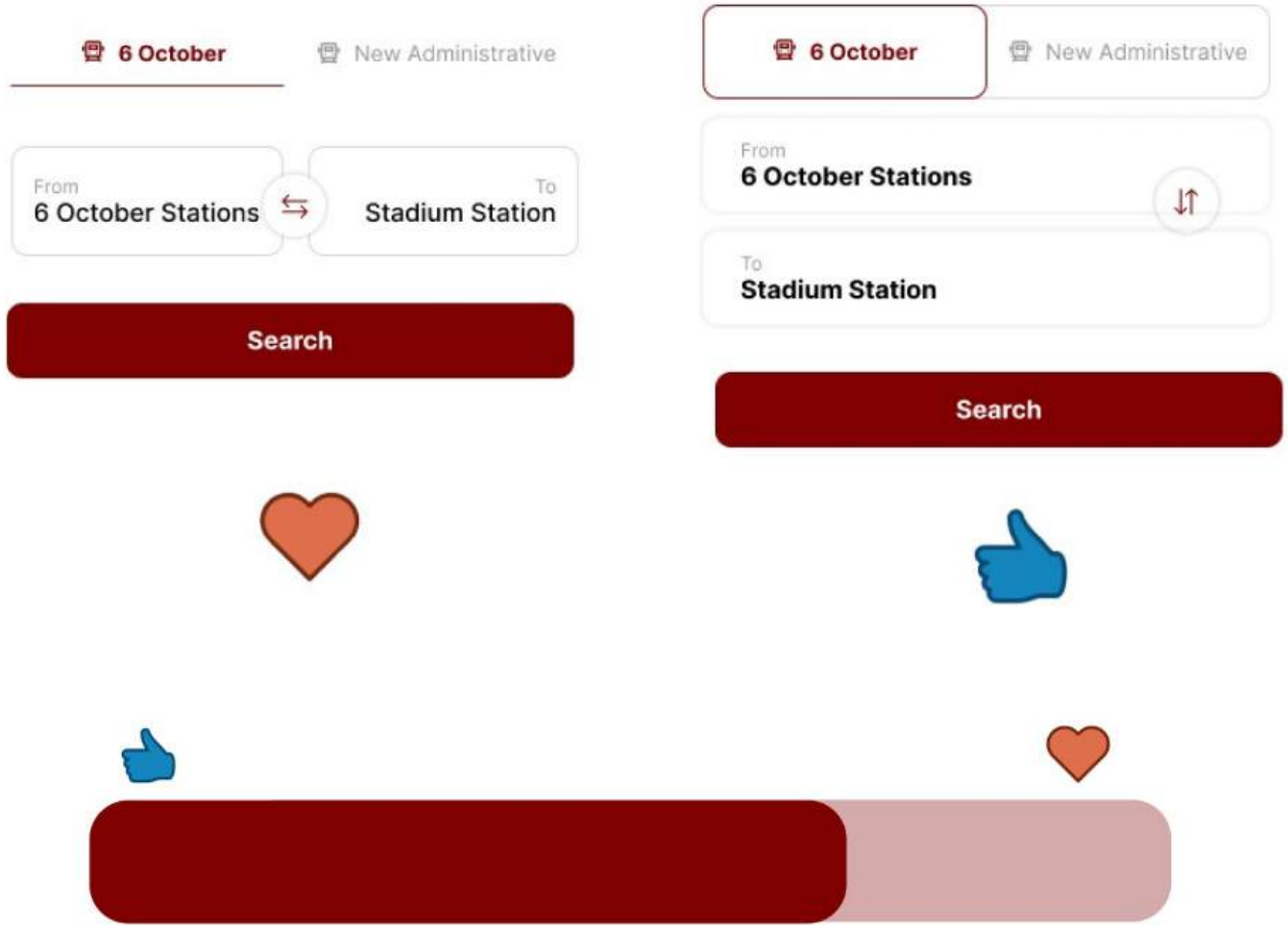
UI Styling

Light Mode

Dark Mode

05 Testing

A/B Testing



Our Team

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Thank you for your Time

Feel Free to Leave Your Feedback