

Name: Sonny Chea

Class: COMP 3500 Special Topics (HCI)

Professor: M. Ichinco

Date: 10/27/18

## Project Proposal: MBTA mTicket

### Project Selection

For any UX designer, focusing on keeping users relevant with their usability goals is important because disregarding them can usually make designers forget who their targeted audience is. That's why many UX designers allow users to be part of the core foundation of any product being developed.

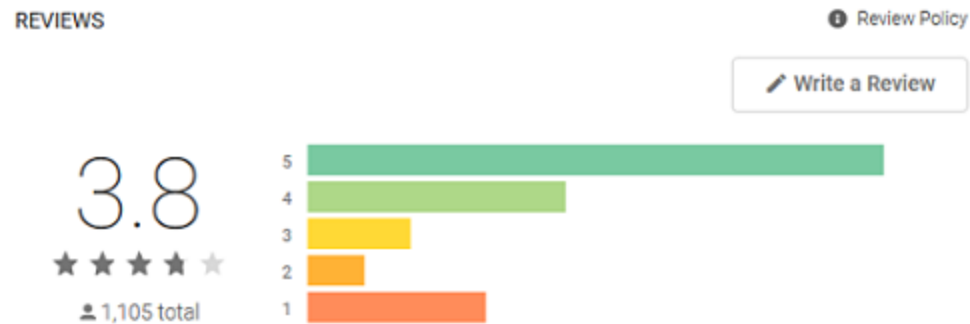
The MBTA mTicket app was the app that I selected because as an avid user of transportation and the MBTA it would be beneficial for a user like myself an opportunity to assist in redesigning the mTicket app for the better.



Buy a ticket anywhere, anytime - in seconds. The Official MBTA mTicket App is like a ticket office in your pocket. Your smartphone is your ticket!




With the new MBTA mTicket App for Commuter Rail and Ferry, you can securely purchase MBTA Commuter Rail and Ferry Single Ride, Round-Trip, 10 Ride, and Monthly tickets in seconds. Purchasing a ticket is easy: select your trip & ticket type, enter your payment card information and

On the Google Play store and the App store the MBTA mTicket app isn't highly rated with the users and is littered with tons of comments filled with issues. Fortunately, that's great because the users did half the job for us in our search for their needs.



## Reviews

For the project I will be focusing on user feedback and using that data to generate Need finding.

- **User 1**  
★★★★★ October 3, 2018  
It's not totally user friendly when I try and get the schedule for each line, but it does do the job with everything you need.
- **User 2**  
★★★★★ October 8, 2018  
The app doesn't send me to the correct location of the nearest train station, why do I even need this?
- **User 3**  
★★★★★ October 26, 2018  
I tried to contact customer service, but the app randomly got error messages stopped working.

Please note that I edited the names of the users as it would be unethical for me to blatantly use their names without their consent.

## Task Description's

Now that we've captured the user's thinking and experience with the mTicket app, we have a better insight into their thinking. The three task I had selected for redesign are:

- User locates nearest Train Station
- User gets the schedule for each Line (train)
- User lodges a complaint by calling customer services