



REDESIGN OF ACCESSING YOUR METRA TICKET

THROUGH THE VENTRA APP

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EXECUTIVE SUMMARY

App name: Ventra

Ventra is a mobile app designed for the purpose of **transit around the Chicagoland area**. It allows the user to **favorite** train or bus lines, **look at times** for each mode of transportation, **map out** their route via each line, **load** their Ventra pass, and **purchase** Metra tickets. The app essentially acts as a hub for everything relative to transportation around the heart of the city, as well as the outskirts of the city such as the suburbs of Chicago.

- Ventra is **only concentrated within Chicago**, and can be used for **CTA trains and buses, Metra trains, and Pace buses**.
- Users can purchase **physical Ventra passes** for **touch-contact entry** on **CTA buses** and at **train stations**.



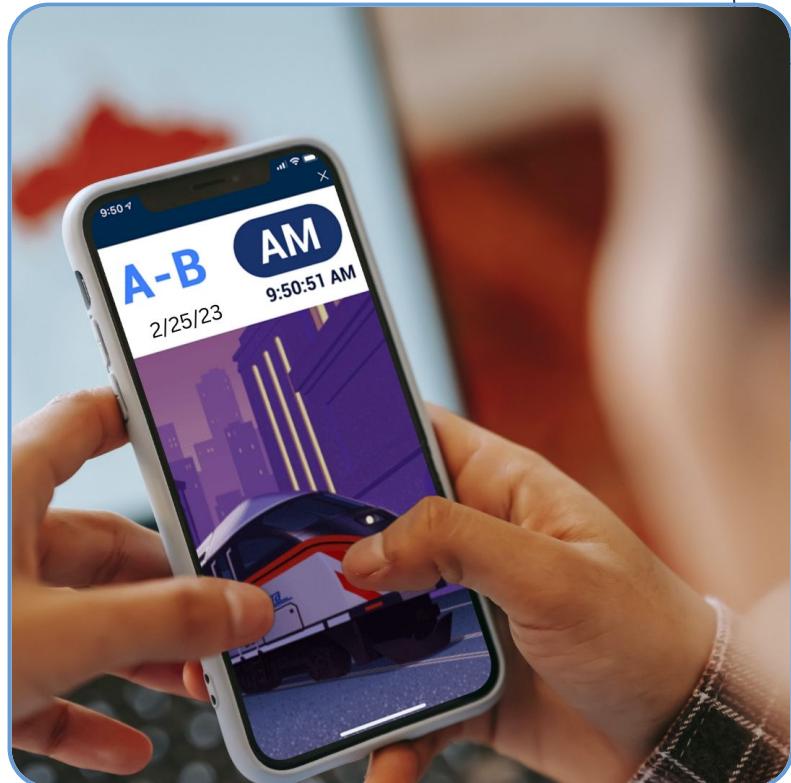
EXECUTIVE SUMMARY

We are choosing to redesign the Metra ticket function of Ventra.

Specifically, we are looking at how a user opens and uses their Metra ticket stored on the app.

WHY THIS TASK?

Currently, accessing the user's stored Metra ticket is **very convoluted**, and **very slow**. This is especially noticeable when the Ventra app is **lagging behind or running slower**, which only adds to the already present frustration of having to traverse through multiple windows to access your ticket. Purchasing a new ticket presents the same issue, just with **more screens in-between**.



INTERVIEW INFO

- Of the users interviewed that frequently traveled via Metra, (or used the Ventra app for Metra purposes), most had said that the **reliance on data or the internet to access your ticket** makes it difficult to show to the conductor when the train is pulling out of the station.
- Most, if not all of our users interviewed had claimed that the Ventra app was, generally, **difficult to navigate**.
- One of the users interviewed had claimed that **more communication of inbound and outbound stations was necessary**, as they were prone to getting the two mixed up.



HOW DID WE SOLVE THIS?

In order to mitigate some of the issues brought up by interviewees in the previous slide, we decided to create a ***home widget*** for the Ventra app. Through the context of the user's Metra tickets, ***the user will be able to see and show their stored ticket right from the homepage of their phone.*** They will not have to traverse the app just to showcase their ticket to the conductor.





CARLY

"Anybody want to be in my short film? I could really use a cast and crew..."

DEMOGRAPHICS

Gender: Female

Age: 19

Marital Status: Single

Occupation: Unemployed

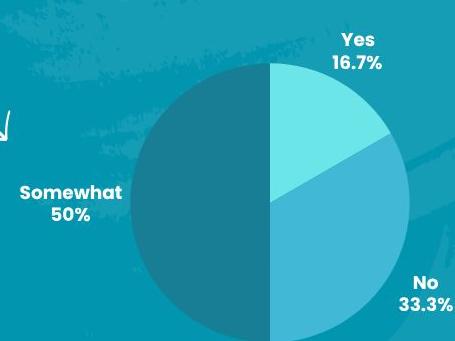
BIOGRAPHY

Carly is a sophomore Film student at DePaul University. She primarily uses the Ventra app to see when the next CTA train is going to arrive at Adams & Wabash, and takes the pink line frequently to get to the Cinespace on weekends. She also uses the brown line to get to DePaul's secondary campus in Lincoln Park.

SCENARIO

Carly never enjoys using the Ventra app. She sees that the brown line is set to arrive in 3 minutes, so she runs to the station only for the brown line to arrive 10 minutes later. On weekends, she takes the bus to the grocery store and always ends up having to wait for the bus one way or the other.

DO YOU FIND NAVIGATING THE VENTRA APP TO BE EASY?



GOALS & NEEDS

- Consistent schedule & times to get to class.
- Reliable times listed for both the Metra and the EL.

PAIN POINTS

- Slow times (as in it does not update fast enough.)
- Poor service at certain stations.



CADY

"I live off of the faces of fear when my students see their exam scores."

DEMOGRAPHICS

Gender: Female

Age: 21

Marital Status: Single

Occupation: Part-time teacher's assistant

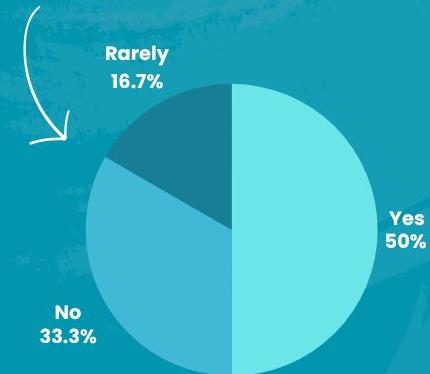
BIOGRAPHY

Cady is a senior Environmental Studies student at Northwestern University. She primarily uses the Ventra app for personal use and to get to her grandparents in Schaumburg, and uses the app to purchase Metra tickets for the Milwaukee District West line. She mostly uses the purple line to get to Union Station to catch the Metra to her grandparent's house.

SCENARIO

Cady is sitting comfortably on the Metra on a Thursday night after a long day of grading her student's papers. She made sure to buy her Metra ticket ahead of time, as she forgot to buy the monthly pass at the beginning of the month. However, when she's about to show her ticket to the conductor as the train is leaving Union Station, her LTE dips out and her app won't load. The conductor is forced to come back as Cady frustratingly tries to get her data back on.

DO YOU USE THE VENTRA APP FOR METRA PURPOSES?



GOALS & NEEDS

- Reliable way to purchase Metra tickets, look at Metra and CTA times, and look at where the nearest CTA station is to her.

PAIN POINTS

- Reliant on service to pull up Metra tickets.
- No straightforward method to look at Metra times (outside of navigating through a bunch of tabs.)

VENTRA APP: CURRENT TASK FLOW

OPEN VENTRA

↓
VENTRA HOME PAGE

Does the user
already have a
Metra ticket
purchased?

NO



Buy Metra tickets



Purchase ticket
• Know your departure station?



Purchase ticket
• Orlando Park, 179th St. - Zone 4
• Search for destination station



Purchase ticket
• SWS - Southwest Service
• Orlando Park, 179th St. - Zone 4
• Union Station - Zone 1



Select your zone 4-1 Ticket
One-Way
Buy one-way single ride ticket between selected zones \$6.75
Day Pass
Unlimited rides all day between selected zones \$13.00
Day Pass 5 Pack
5 day passes between selected zones at a discount \$64.25
June Monthly
For a calendar month between the selected zones. Available for purchase from 22nd - 28th \$125.00

Review & Purchase
Cancel
Ticket Information
One-Way
1 Line Southwest Service
From: Orlando Park, 179th St. - Zone 4
To: Union Station - Zone 1
Date: 2024-06-24
Time: Express, 14 Days
Full Fare
Quantity
1 2



Purchase



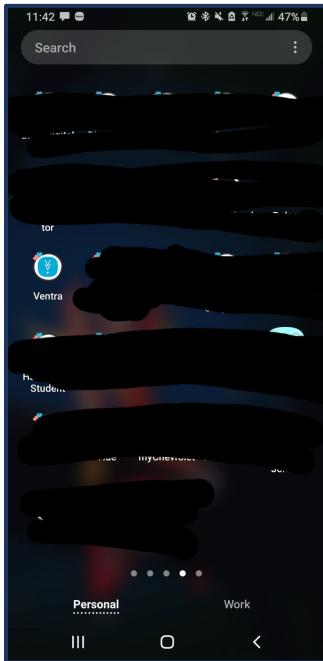
Cancel

Show
↓
END OF TASK.

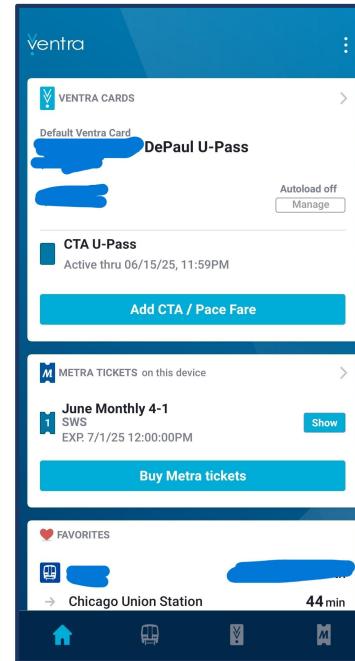
This is the task flow chart for **accessing/purchasing a Metra ticket**. It needs redesigning, because we believe the user has to **jump through extra hoops** for a task that should, theoretically, be readily accessible.

CURRENT FLOW SCREENSHOTS

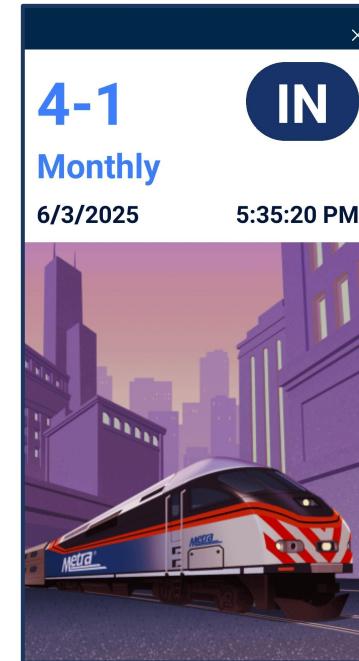
If the user has a ticket:



Step 1: Open the Ventra app.



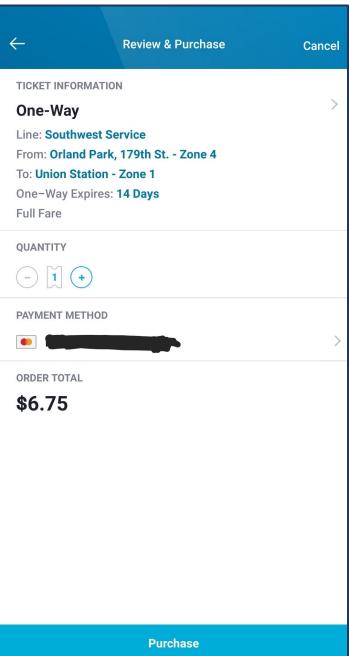
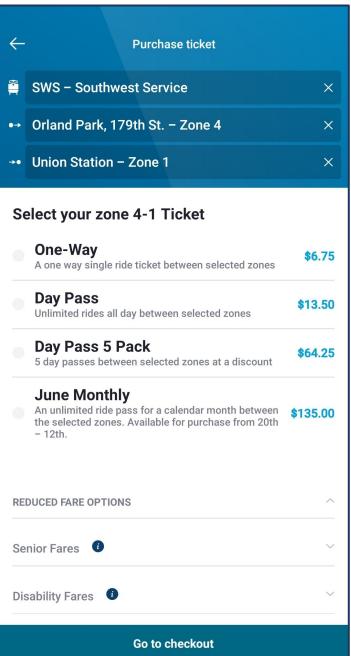
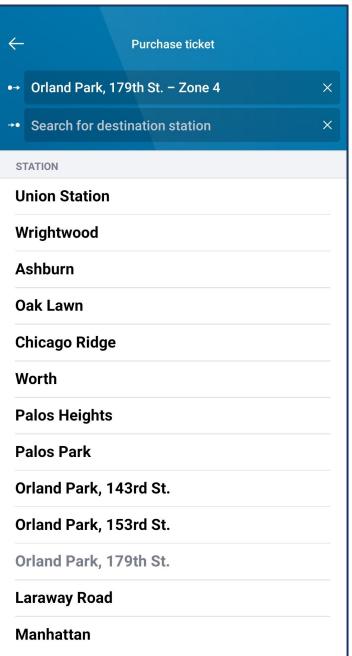
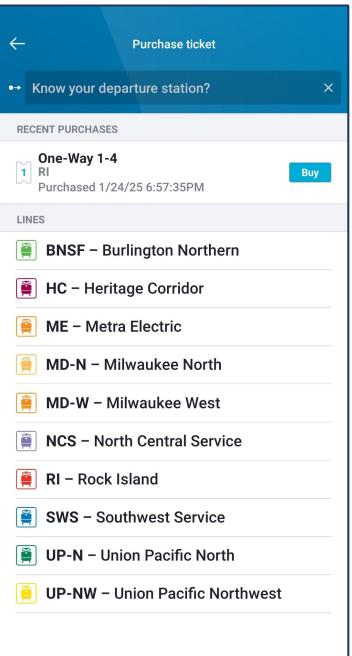
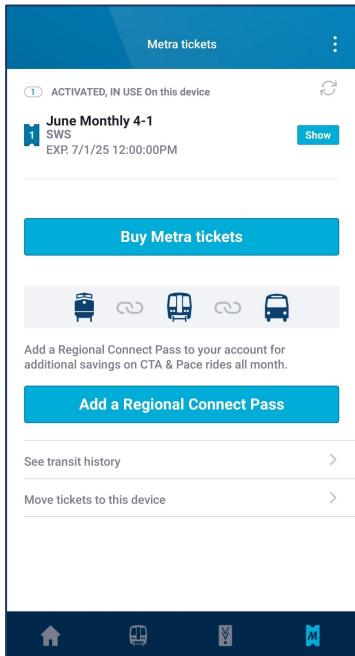
Step 2: Navigate to the "METRA TICKETS on this device" section.



Step 3: Show ticket.

CURRENT FLOW SCREENSHOTS

If the user needs to purchase a ticket:



Step 1: Navigate to Metra tickets tab, and choose "buy Metra tickets."

Step 2: Select departure station (either type it, or choose from list.)

Step 3: Select destination station (either type it, or choose from list.)

Step 4: Select the desired type of ticket from the provided list.

Step 5: Review your order, then hit purchase to buy your ticket. Refer back to previous slide to access ticket.

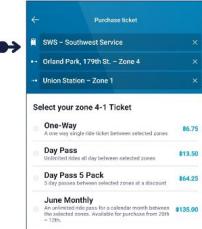
VENTRA APP: IMPROVED TASK FLOW

OPEN PHONE

↓
VENTRA WIDGET ON USER'S HOME SCREEN



NO



Cancel

Purchase

END OF TASK.

This is the **improved task flow chart**. Not only does creating a home widget dedicated to Metra ticket access **streamline the process of auditing**, but it also **eliminates the reliance on good LTE** to showcase your ticket in a hurry.

IMPROVED FLOW SCREENSHOTS

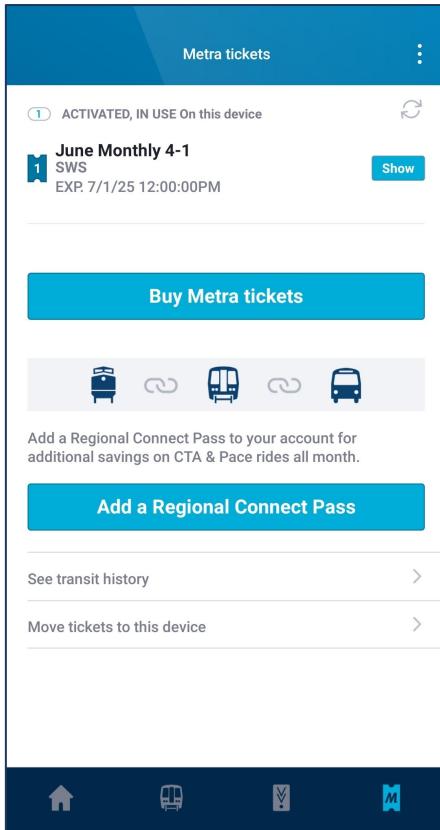
If the user has a ticket:



Unlike the previous task flow, because the ticket is displayed right on the homepage of the user's phone, **there is only one step.**

IMPROVED FLOW SCREENSHOTS

If the user needs to purchase a ticket:



If the user does not own a ticket, the user will be able to tap the widget and **immediately open up to the “purchase ticket” screen.**



INTERACTIVE PROTOTYPE LINKS

WITH TICKET:

<https://1gt5o6.axshare.com/?g=4>
<https://o9v2zx.axshare.com/?g=4>
<https://u2fr9v.axshare.com/?g=4>

NO TICKET:

<https://yjr4tg.axshare.com>

Any Questions?



THANK YOU!

- *Tina Alkayed, Dylan Jones, Caiden Sprague*

