

Individual work

Just Go | Interaction Design

In China, most people use 12306, the official app of Chinese train, to buy their train tickets. But there are so many inconvenient to use 12306. This project is the redesign of 12306 and I chose young people, especially university students as target users.

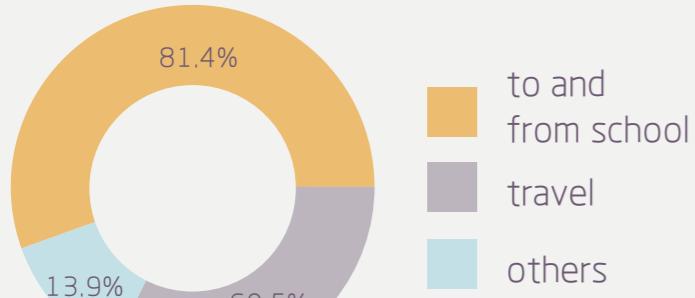
I did my research by questionares, interviews and observations. Then I created two personas and scenarios to clarify user demands and process. Then it came to framework and UI design.

There are three main highlights of my design, clear list, easy log in, and tickets center, which are shown in the video.

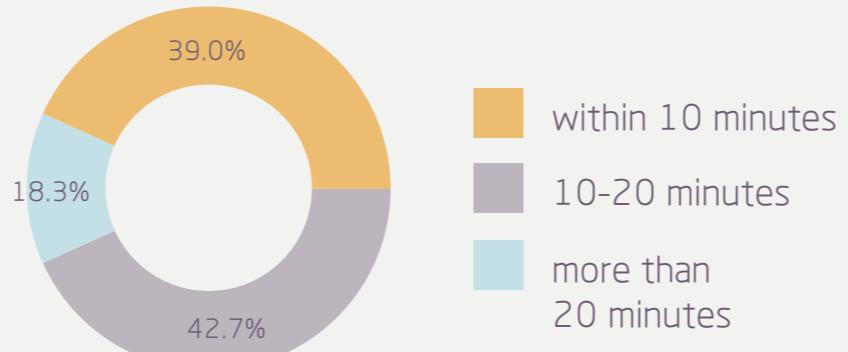


Research | Questionnaire

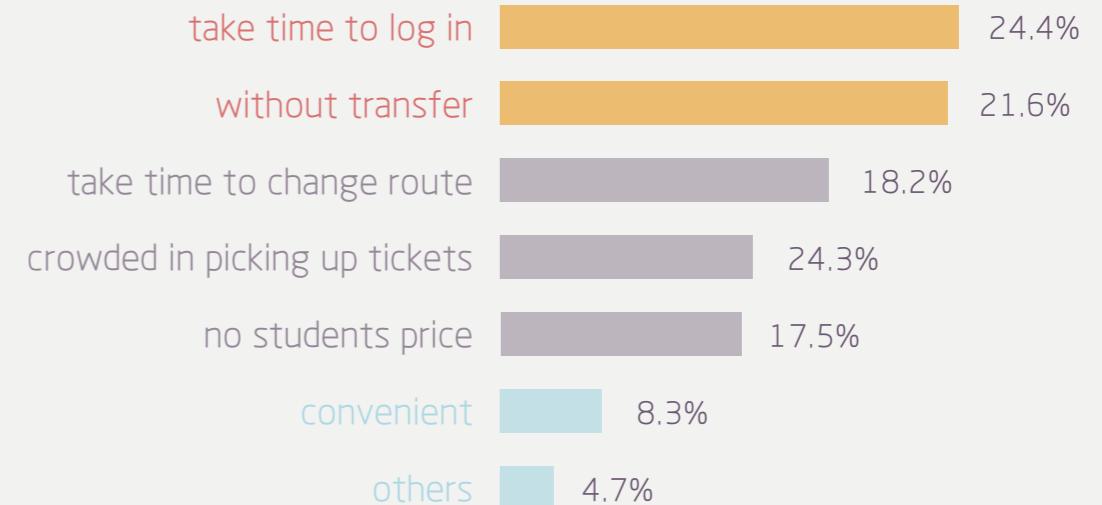
Why to buy train tickets



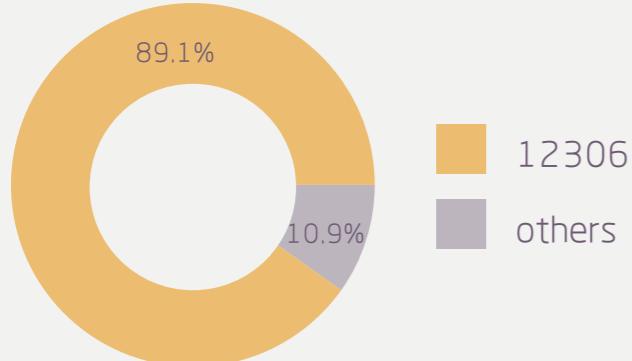
How long they take to buy tickets



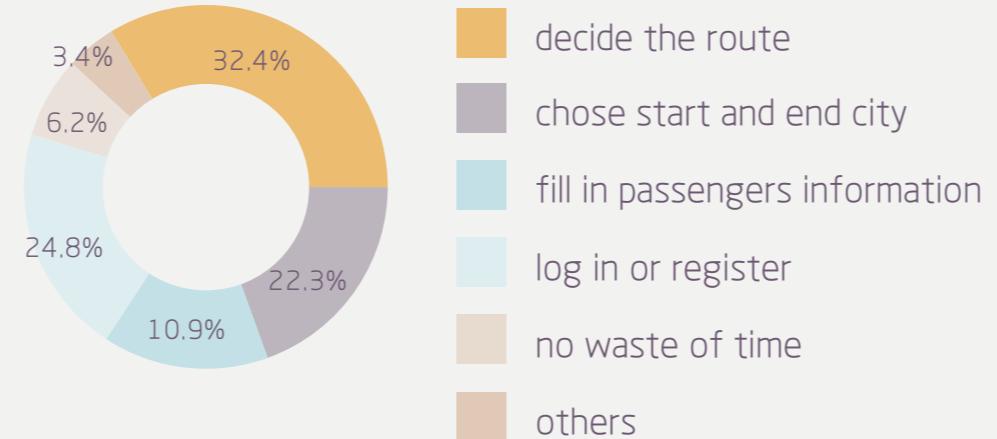
Problems in current apps



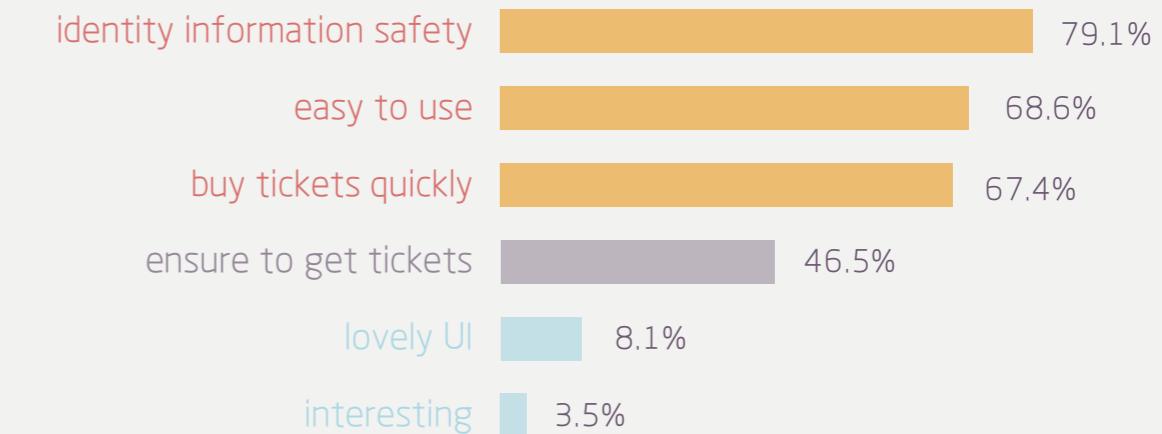
Apps in use now



Step that takes most time



expected app



Research | Interview and Observe

Interview 1



Age: 19 Grade: Freshman
App in use now: 12306

Frequency of use:

Usually in these 6 months
Almost just use when to and from school

Why not other apps:

Take too much time in registering
Don't know which one to use

When will they use new apps:

Recommended by friends
App is highly spoken of

Problems in current apps:

Take time to change route
No students price

Expectation: No more password

Interview 2



Age: 22 Grade: Senior
App in use now: 12306

Frequency of use:

Usually on vacations
Almost just use when to and from school

Why not other apps:

Take too much time in registering
Other apps maybe not safe

When will they use new apps:

Recommended by friends
When have time

Problems in current apps:

Cannot remember the password
No transfer

Expectation: Quickly change route
Information safety

Observe



Age: 22 Grade: Junior
App used for test: 12306

General situation:

From Taiwan
Never used this app before

Problems:

Hard to find start and end city
Refresh casually
Cannot find filter button
Don't know how to buy
Don't know when there are tickets

Don't know how long to wait
So much information needed
Cannot buy tickets without logging in
Expectation: Easy to log in
Put the button obviously

Research | Conclusion

Users

College students between 18 and 25

User Target

Buy suitable tickets easily and quickly

Particularity of Users

Frequent use of mobile phones

Centralized using time

Certain start and end cities

Similar routes

App Features Envisaged

Simplify the change



Sense of safety



Simplify logging in



Offer transferred routes



Easy to chose a route



Persona

General

Ages: 18-25 youth
Jobs: College students
Consumption level: ¥1500/m
Frequency: Usually on vacations
Sometimes on holidays
Motivation: To and from school
Technique: Familiar with cell phone
Using place: Anywhere there is WiFi
Difference: Consumption ideas

Persona 1



Name: Mary
Job: College student
Age: 20

Using place: Indoors
Using time: Winter and summer vacations

Personality: She pays attention to comfort level and safety.

Background: As the only child in the family, she is a little spoiled and lazy. For travel, she prefers fast and safety to low price. Also, her parents do not mind pay for her comfort.

Why to use: Can buy tickets easily.

Persona 2



Name: Jack
Job: College student
Age: 22

Using place: Indoors or outdoors
Using time: Vacations

Pesonality: He loves travel, sports, and challenges.

Background: Although he is the only child in the family, he is not spoiled but quite independent. He focus on cost performance and hope to buy tickets during spare time when waiting the train.

Why to use: Can buy tickets quickly.

Demands | Scenario

Scenario 1

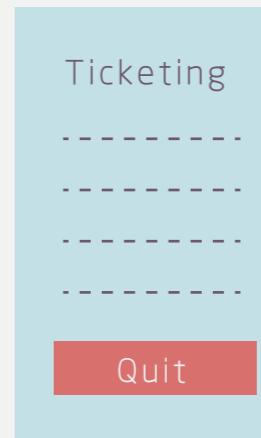
There is less than a month before Mary comes back school. She needs to buy ticket ahead of time.



- 1 After breakfast, She starts to buy ticket by app.



- 2 She is showed route list after a simple operation.



- 3 She quickly choose the route and confirm to buy.

- 4 After simple log in and confirm the info, she pays.

- 5 After quick pay, she is informed to get the ticket.

Demands | Demand

User Demands

Quick log in and register; Convenient choose routes; Quick change.

Data Demands

Username and password

Depart and arrive station

Depart date

Depart and arrive time

Train number

Price

Fuction Demands

Simple log in and register

No needs of inputting stations everytime

Quick input the date

Quick choose the time

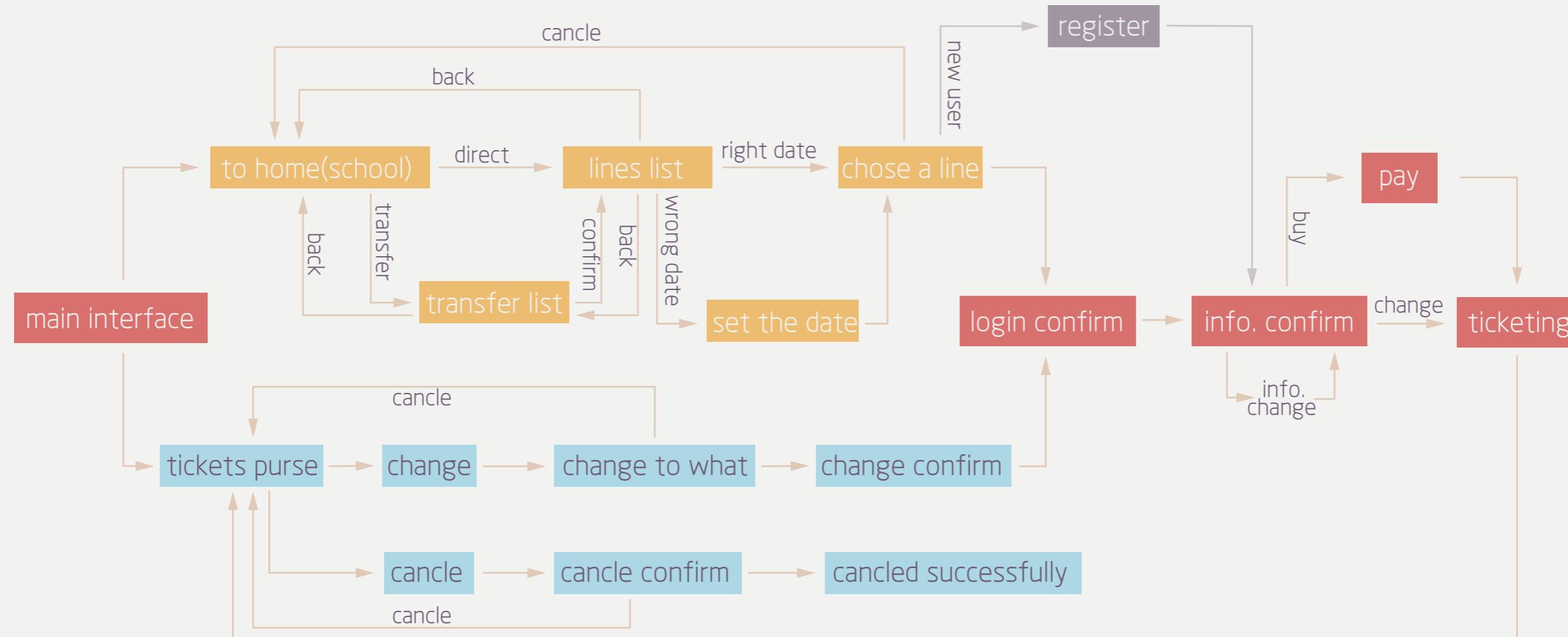
Convenient filter

Pay through another app

Check tickets that have been bought

Change the route

Framework | Process



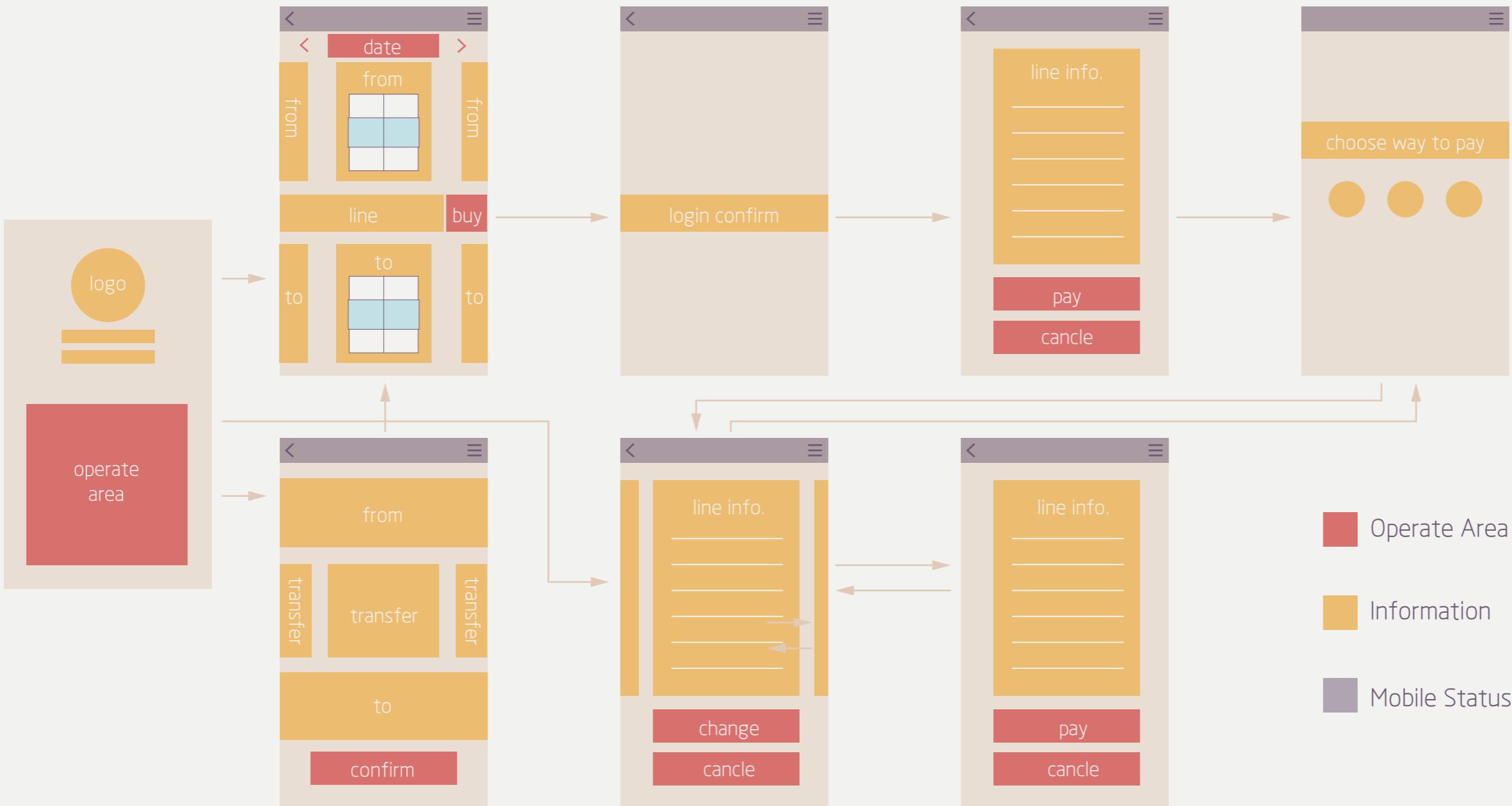
 Common

 Buy Tickets

Change and Cancel

For New Users

Framework | Interaction Framework



Framework | Visual Framework

Proposal 1



Proposal 2



Detailed UI design

