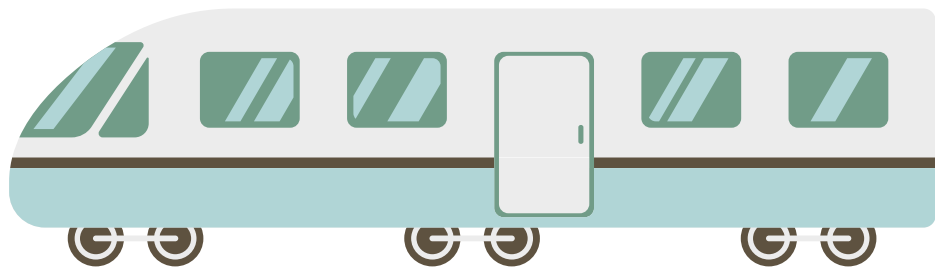


USER EXPERIENCE PROJECT

# Haramain High-Speed Railway





## **GROUP MEMBERS**

**Maha Shehab**

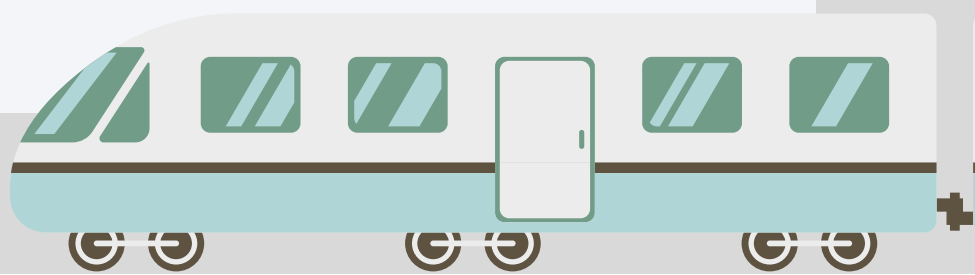
**Sahar Turki**

**Ghaida Al-jahdali**

**Rania Asiri**

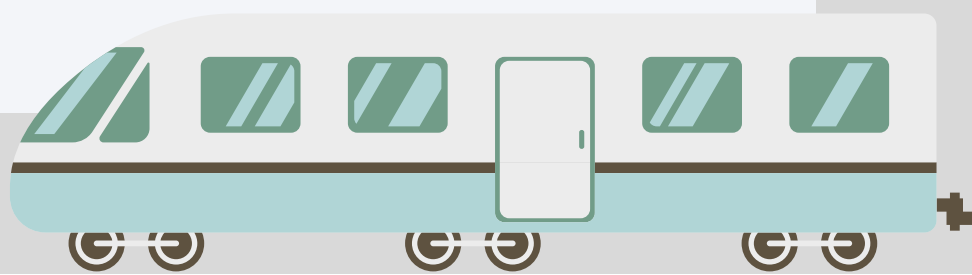
# PROJECT DESCRIPTION AND BACKGROUND

WHAT IS THE IDEA?



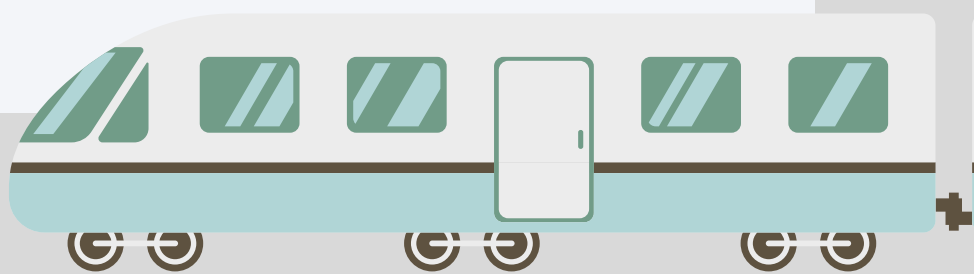
# PROJECT OBJECTIVES

## HARAMAIN RAILWAY WEBSITE



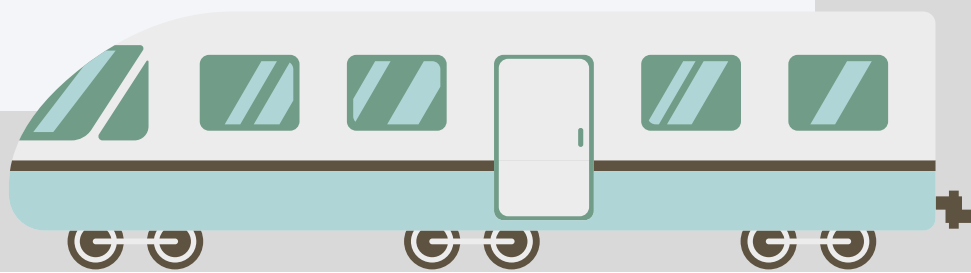
# EVALUATION GOALS

We have established several key evaluation goals for our system.



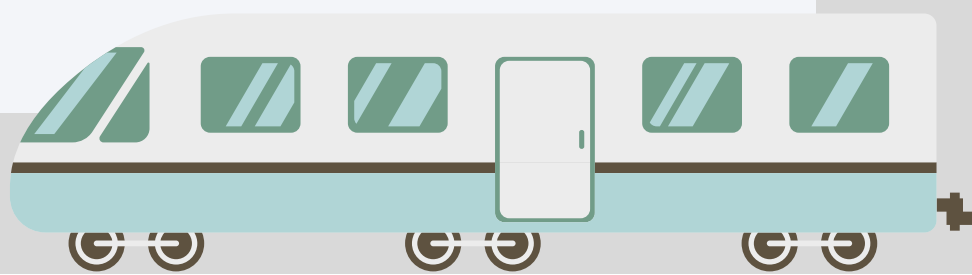
# QUESTIONS OF UX STUDY GOALS

- Do you find it easy to use?
- Is the current payment method an ideal method for payment?
- The way the times displayed are good for you?
- The system is not available all the times?
- Do you find a 24/7 trips available?



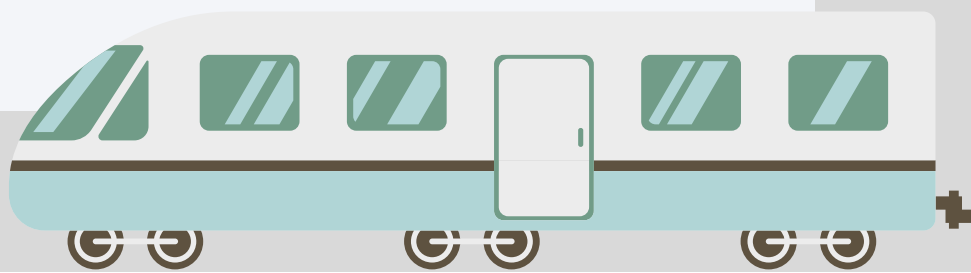
# RECRUITMENT PROCESS

We studied 10 users who dealt with the Haramain with (unmoderated) online survey.



# TARGETED PARTICIPANTS GROUP

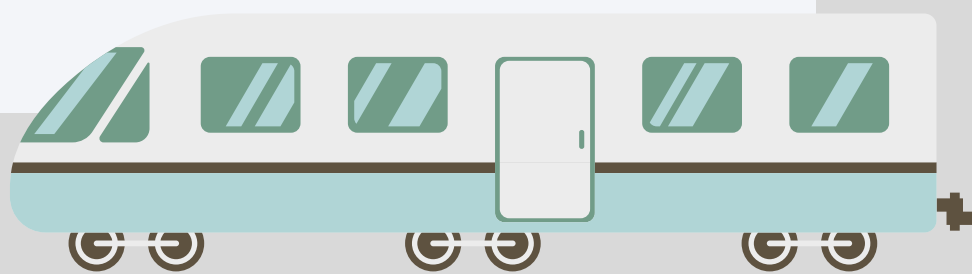
Adult users who are planning to travel between Jeddah, Mecca, and Madinah and they are willing to make online bookings and payments for their trips.



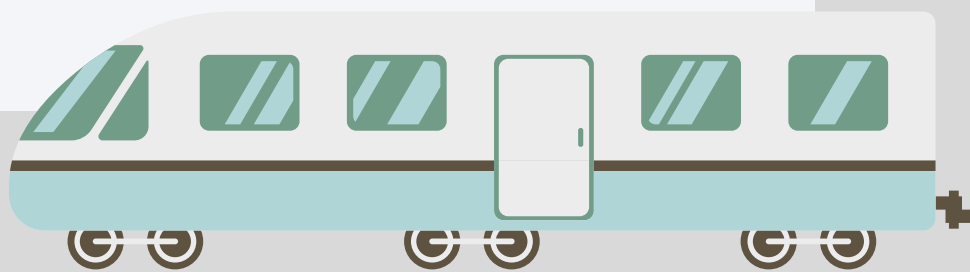
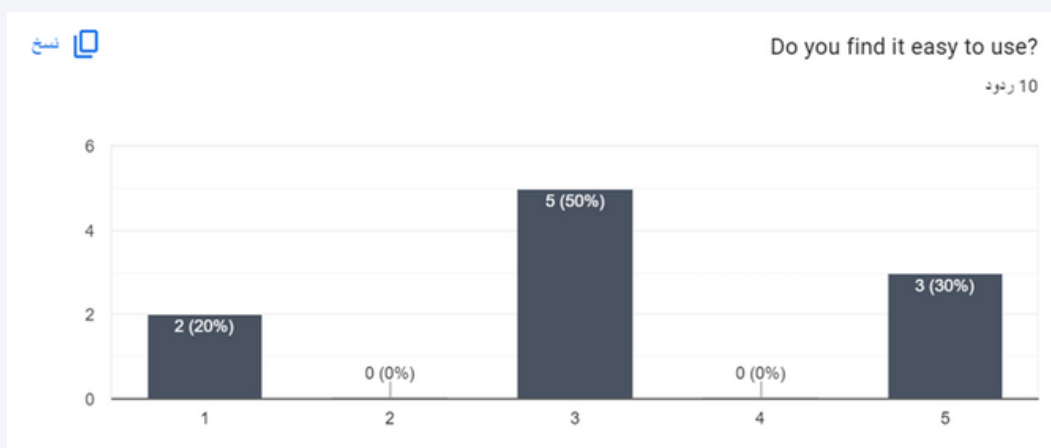
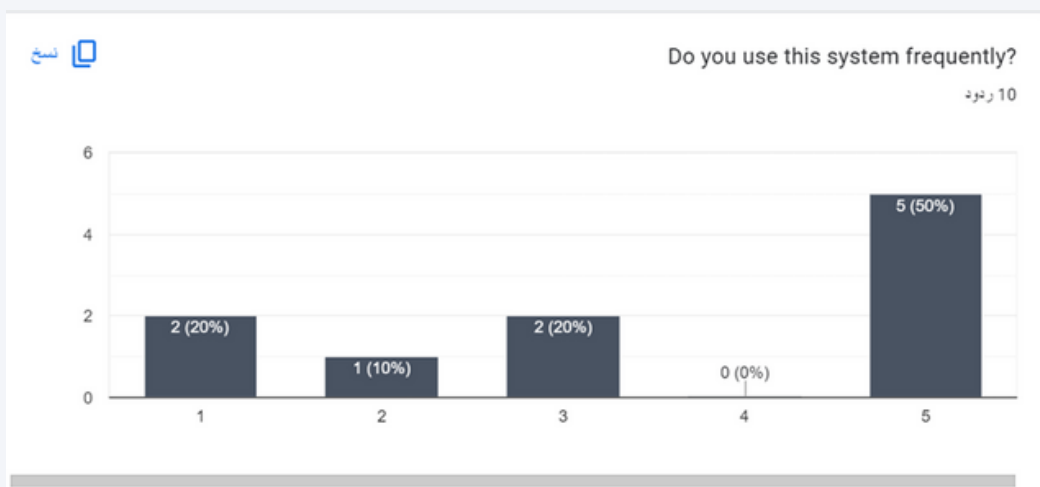


# UX METRICS USED

- Efficiency
- learnability
- self-reported metric
- live website metric
- task success
- issue based metric
- task time
- Clarity metric



# DATA ANALYSIS

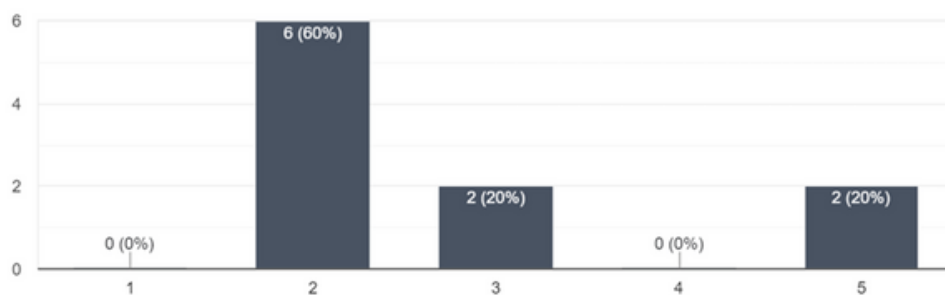


# DATA ANALYSIS



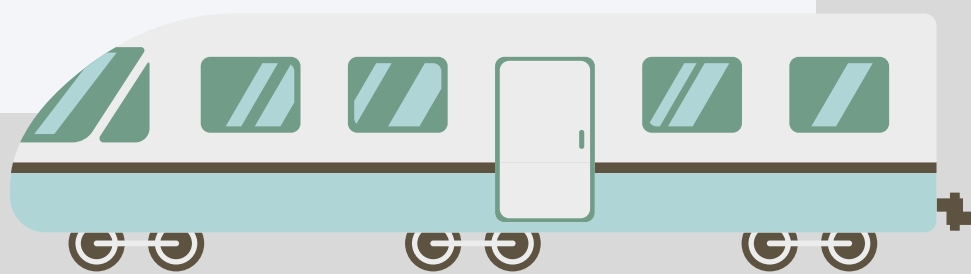
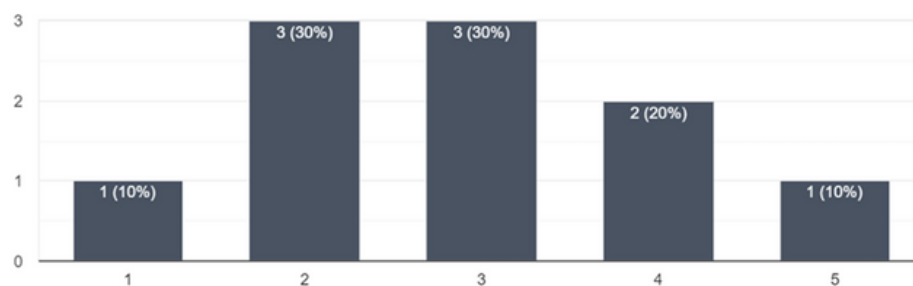
The current payment method is ideal way for payment

10 ردود

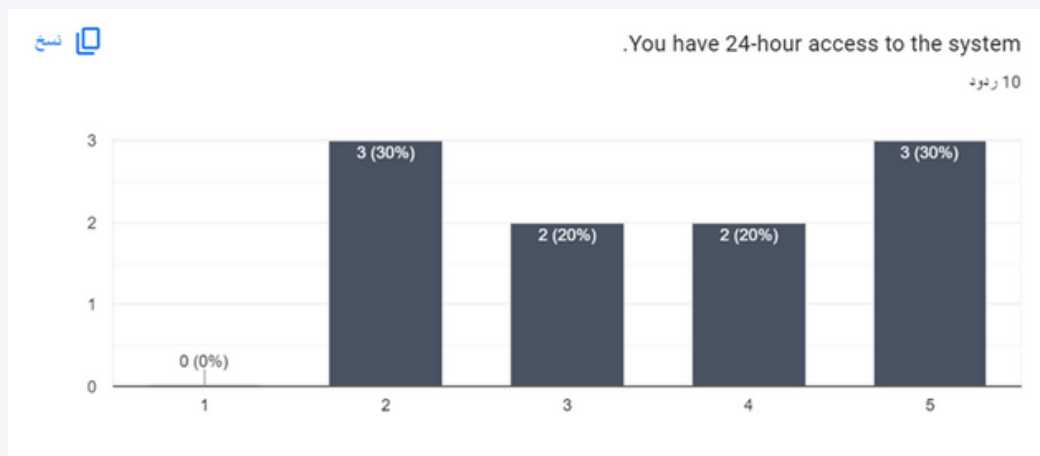


.The way the times and dates display are comfortable for you

10 ردود



# DATA ANALYSIS



# DESIGN DECISIONS AND PROTOTYPE

THE LINK:  
[HTTPS://SAR.HHR.SA/#](https://sar.hhr.sa/#)

قطار الحرمين السريع

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SSTPC

Search

①	②	③
> 08:25AM 08:25	09:25AM 09:25	1h
> 04:00PM 16:00	05:00PM 14:00	1h

قطار الحرمين السريع

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SSTPC

PAYMENT INFORMATION

VISA  
Visa

Mastercard

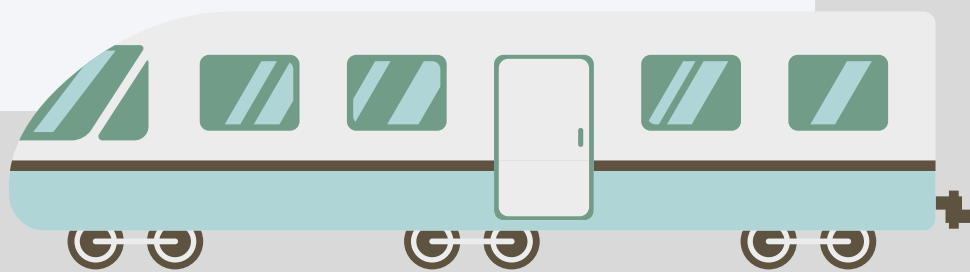
PayPal

Apple pay

CASH  
Cash

Confirm

Back



- END -

**thank you**

