

# Trenord Online Portal Redesign

## Redesign usabilità portale web

Gennaio 2020

L'obiettivo principale di questo lavoro è il redesign del portale web di Trenord.

Questo progetto aveva come fine ultimo il miglioramento dell'usabilità del sito web dal punto di vista del utente.

Tutto il processo è stato guidato dalle metodologie user center design, dove una volta messo al centro l'utente con i suoi bisogni e frustrazioni (in questo caso tramite personas) egli ne detta le principali linee guida.

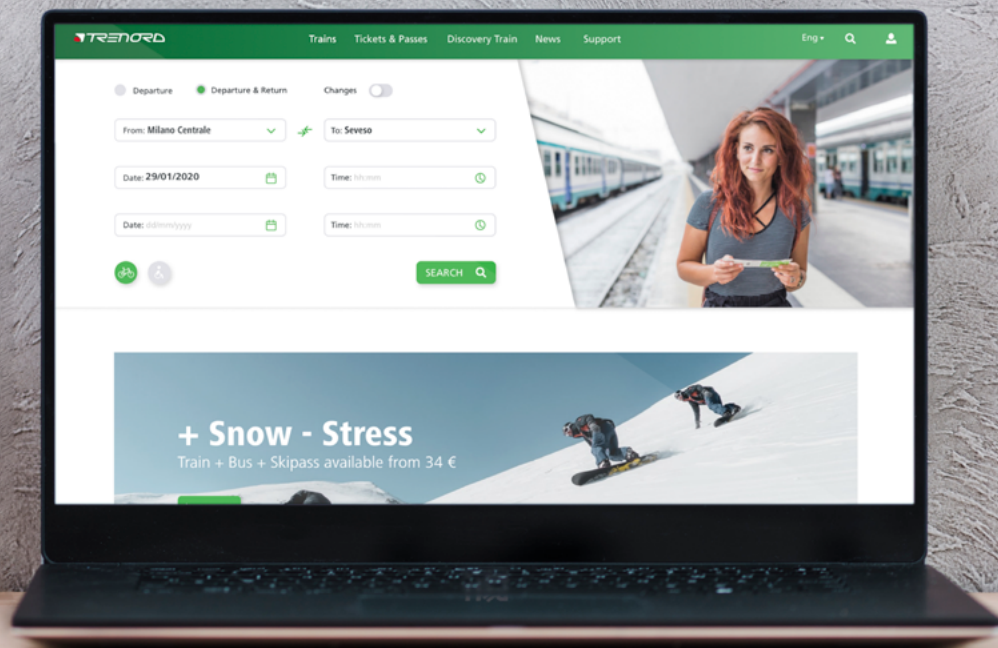
A queste metodologie sono poi state affiancate valutazioni euristiche e quantitative seguite da benchmarking con competitor per far progredire ulteriormente il processo di redesign.

## Ruolo

Analisi preliminari, definizione delle personas e users task, analisi e benchmarking competitors, riorganizzazione architettura e design soluzione.

## Team

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# Personas e Users tasks.

Essendo il processo guidato da un approccio user centred, la prima fase del progetto è stata dedicata a comprendere gli utenti del servizio. Tramite ricerche sul campo sono state definite cinque persona, e tramite l'analisi dei loro bisogni e frustrazioni, si è arrivati a stilare una lista di possibili task che questi

utenti avrebbero potuto praticare sul portale di Trenord. In seguito abbiamo definito quale di queste task erano più importanti per le nostre personas, così da poterle analizzare meglio nelle fasi di progetto successive.

Simona Brambilla



Mom, Simona buys the subscription for her daughter, who attends high school in another city


**IDENTITY KIT**  
Target: MUM with DAUGHTER  
Age: 42 - 15  
Location: Bergamo  
Occupation: Housewife - Student  
Platforms: Smartphone, notebook, tablet


**USER GOALS**  
→ Renew the subscription  
→ Buy online tickets  
→ Check train status

**PAIN POINTS**  
→ I often have problems following the buying tickets procedure and sometime I can't finish the online procedure  
→ Sometimes it's difficult checking the train status because the information displayed are confusing and overwhelming

**DIGITAL SERVICE USABILITY**  
→ Use to renew her daughter's subscription  
→ Send the request for the "io viaggio" card  
→ Buy single tickets to go shopping  
→ Check the trains status for her daughter  
→ Check about strikes and general news about the service

**DECISION INFLUENCERS**  
→ Cost  
→ Comfort

**WEBSITE**  
Rarely  Always

**APPLICATION**  
Rarely  Always

Giovanni Colombo



Active father of two, he takes the train every day to reach his workplace. Very sensitive to delays and discomforts.

**IDENTITY KIT**  
Target: COMMUTER  
Age: 41  
Location: Seveso  
Occupation: Employee  
Platforms: Smartphone, tablet, notebook

**USER GOALS**  
→ Check train status  
→ Renew the annual subscription  
→ Discover offers

**PAIN POINTS**  
→ When I check the train status, I usually find really difficult and confusing to do this on the main website  
→ When I had to renew my monthly train pass, I can't remember the data of my pass (i.e. "fascia chilometrica")


**DIGITAL SERVICE USABILITY**  
→ I use the application in order to check the train status and monitor delays  
→ I recharge my annual subscription through the website (I avoid e-Store)  
→ Sometimes I forget that the subscription is ending soon, and I end up trying to do it in a hurry  
→ If there are interesting Sunday offers, I use the train in the weekend with my family

**DECISION INFLUENCERS**  
→ Comfort  
→ Cost  
→ Functionality

**WEBSITE**  
Rarely  Always

**APPLICATION**  
Rarely  Always

Lorenzo Massari



Mechanical engineering student who loves to have fun (but doesn't have much time). He travels every day and doesn't like to be late for the lectures.


**IDENTITY KIT**  
Target: STUDENT  
Age: 24  
Location: Monza  
Occupation: Engineering student  
Platforms: Smartphone, notebook, tablet


**USER GOALS**  
→ Check train status  
→ Check updates about strikes  
→ Renew the monthly subscription

**PAIN POINTS**  
→ I usually take different trains, at different times during the week, so I can't remember all the train codes for accessing the train status information quickly  
→ When I need information about strikes and losses, I often relate to external sources rather than using the website or the app


**DIGITAL SERVICE USABILITY**  
→ I check the app daily to monitor issues and delays  
→ I take the train at different times during the week, because of the lectures schedule  
→ When I go out with my friend in Milan, I check the night train schedule  
→ I renew my subscription on the website  
→ I use the social media pages to complain about discomforts

**DECISION INFLUENCERS**  
→ Cost  
→ Flexibility  
→ Functionality

**WEBSITE**  
Rarely  Always

**APPLICATION**  
Rarely  Always

Ingrid Weber



She is visiting Milan and the surrounding cities. She is sharing an Airbnb in Saronno with friends in order to save some money.


**IDENTITY KIT**  
Target: TOURIST  
Age: 28  
Location: Frankfurt  
Occupation: Biologist  
Platforms: Smartphone, notebook


**USER GOALS**  
→ Buy tickets online  
→ Check the routes and schedules  
→ Check the prices

**PAIN POINTS**  
→ I found difficult to find information and choosing the right multi-day rail pass for my needs  
→ I have some problems in finding information about which train I need to take and in which station I need to get off the train for catching the connection train

**DIGITAL SERVICE USABILITY**  
→ I buy tickets to reach Milan from Saronno  
→ I use the website to book in advance the tickets from the airport to the Bril  
→ In order to move around the territory and respect my plans, I always check the train schedules and routes

**DECISION INFLUENCERS**  
→ Cost  
→ Language  
→ Speed and commodities

**WEBSITE**  
Rarely  Always

**APPLICATION**  
Rarely  Always



# Definizione dei competitors e benchmarking.

In seguito alla definizione delle task più importanti per le nostre personas, abbiamo iniziato a esplorare più affondo. Inizialmente abbiamo analizzato lo stato dell'arte del sito di Trenord, analizzandolo sia in termini quantitativi (numero di pagine per raggiungere il goal della task, tempo impiegato, numero di click...), sia in termini qualitativi (tramite parametri come: nume-

ro di lingue, user support, error preventions...). In seguito sono stati definiti 3 "competitors" operanti nello stesso settore o in settori adiacenti, e la stessa analisi, con gli stessi parametri è stata fatta per questi ultimi, in modo da comparare i vari risultati per generare insights e capire dove era opportuno andare ad intervenire nella fase successiva di redesign.



**SBB CFF FFS**

Swiss Federal Railways is the national railway company of Switzerland.

It is usually referred to by the initials of its German, French, and Italian names, either as SBB CFF FFS, or used separately. The company is headquartered in Bern.

SBB was ranked first among national European rail systems in the 2017 European Railway Performance Index for its intensity of use, quality of service, and safety rating.

Two screenshots of the SBB CFF FFS website. The left one shows a laptop screen with a search interface and a train image. The right one shows a smartphone screen with a similar interface.

**ITALO TRENO - NTV**

Nuovo Trasporto Viaggiatori is an Italian company which is Europe's first private open access operator of 300 km/h high-speed trains. It is headquartered in Rome.

Since April 2018 the company is majority owned by the infrastructure equity investment fund Global Infrastructure Partners.

NTV was created by four Italian businessmen (among them Luca Cordero di Montezemolo) to compete with Trenitalia.

Two screenshots of the ITALO TRENO - NTV website. The left one shows a laptop screen with a search interface and a train image. The right one shows a smartphone screen with a similar interface.

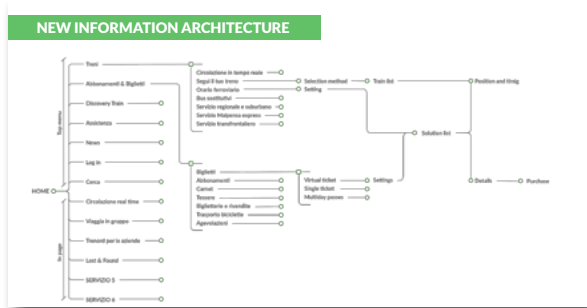
## TRENITALIA WEBSITE



- Graphic Coherence:** Non-coherence between the main web site and website for the real-time situation
- Usefulness of contents:** Relevant information is available on the homepage in a clear way, but they are improvable
- Languages:** 5 Languages available (Italian, English, French, Chinese, German)
- Error Prevention:** In general, the user is well supported in almost every phase of the navigation
- Intuitiveness:** The home page is good, in the other page there is an overload of information and the menu are super long and messy
- User Support:** Different tools for asking assistance (chat, call center, FAQ....custom forms)
- Searchability:** Dropdown menus are too messy, complex, and there is an overload of information

## WEBSITES COMPARISON





Dopo aver definito quali erano le principali aree di intervento per i relativi task derivati dalle personas e dalla user analysis, la nostra attenzione si è spostata sul redesign della piattaforma.

In seguito, partendo dalla homepage e muovendosi in ordine su tutte le altre pagine, sono stati abbozzati i primi wireframe, per capire dove le informazioni e le funzioni del sito dovevano porsi all'interno delle pagine, per garantire la miglior comprensione dei contenuti e usabilità.

In parallelo, seguendo le linee guida dell'immagine coordinata del brand, sono state definite le style guidelines, così da poter garantire uniformità in ogni elemento del portale web.

# Mockup e delivery finale.

In fine sono stati creati i mockup finali di ogni pagina relativi a ogni task scelto per mostrare l'aspetto del nuovo sito dopo il redesign. Sono stati anche create le interazioni principali che l'utente porrebbe avere con la pagina in vista di un eventuale test di usabilità con utenti.

