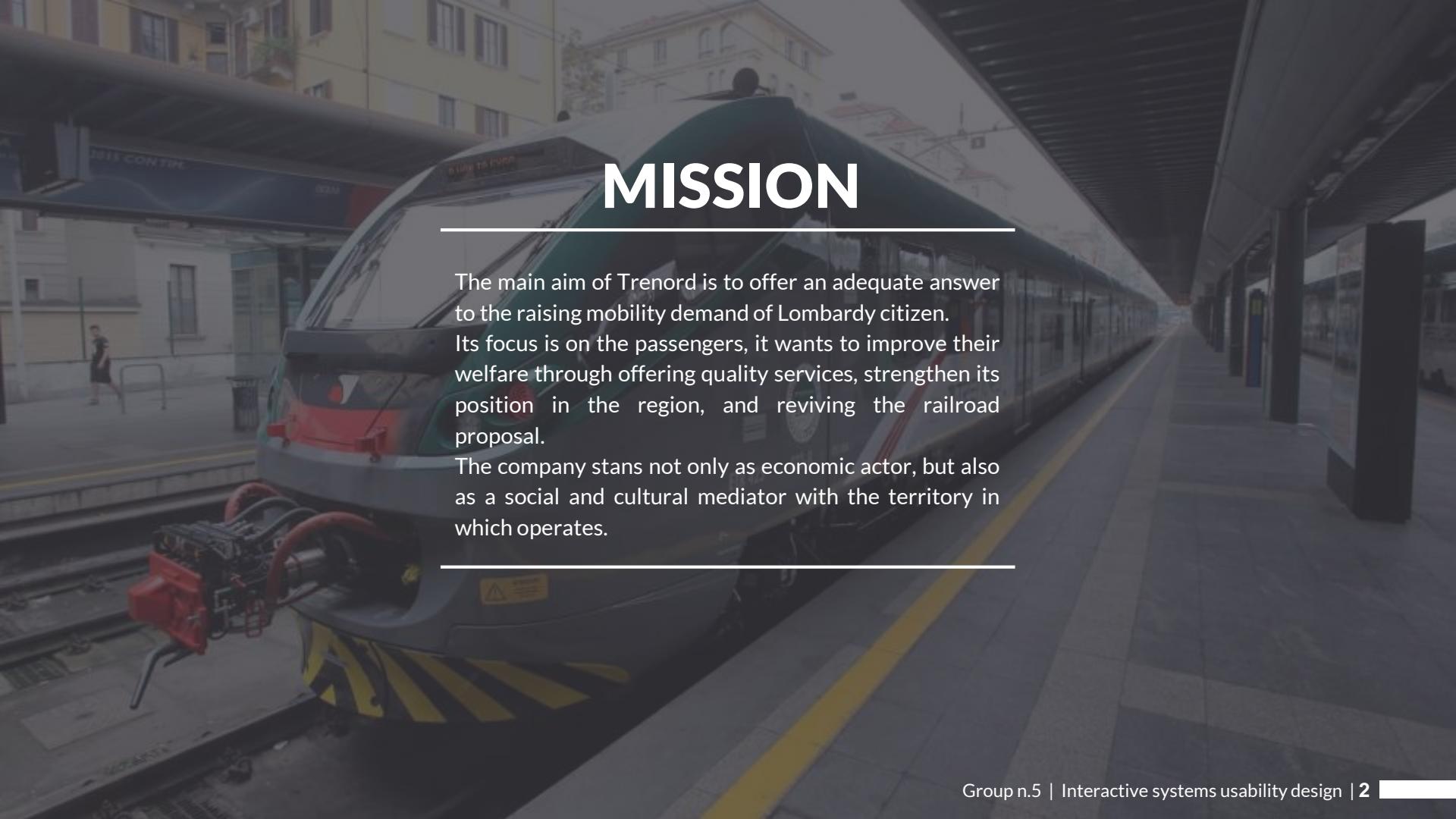


# WEBSITE & APPLICATION USABILITY ANALYSIS

STRENORD

Interactive systems usability design | Dadda Roberto | Paolo Negri | A.Y. 2019-2020

Group n.5 | Oriana Arnone | Elettra Bertazzoni | Erica Colombo | Andrea Picardi | Maria Letizia la Salvia

A photograph of a modern high-speed train, likely a Trenord train, stopped at a station platform. The train is dark-colored with red and white accents. The platform has yellow tactile paving near the edge. In the background, there are buildings and other parts of the station infrastructure.

# MISSION

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The main aim of Trenord is to offer an adequate answer to the raising mobility demand of Lombardy citizen. Its focus is on the passengers, it wants to improve their welfare through offering quality services, strengthen its position in the region, and reviving the railroad proposal.

The company stands not only as economic actor, but also as a social and cultural mediator with the territory in which operates.

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2.200 Km Railway network served



More than 400 station served  
(with 6 maintenance structures)



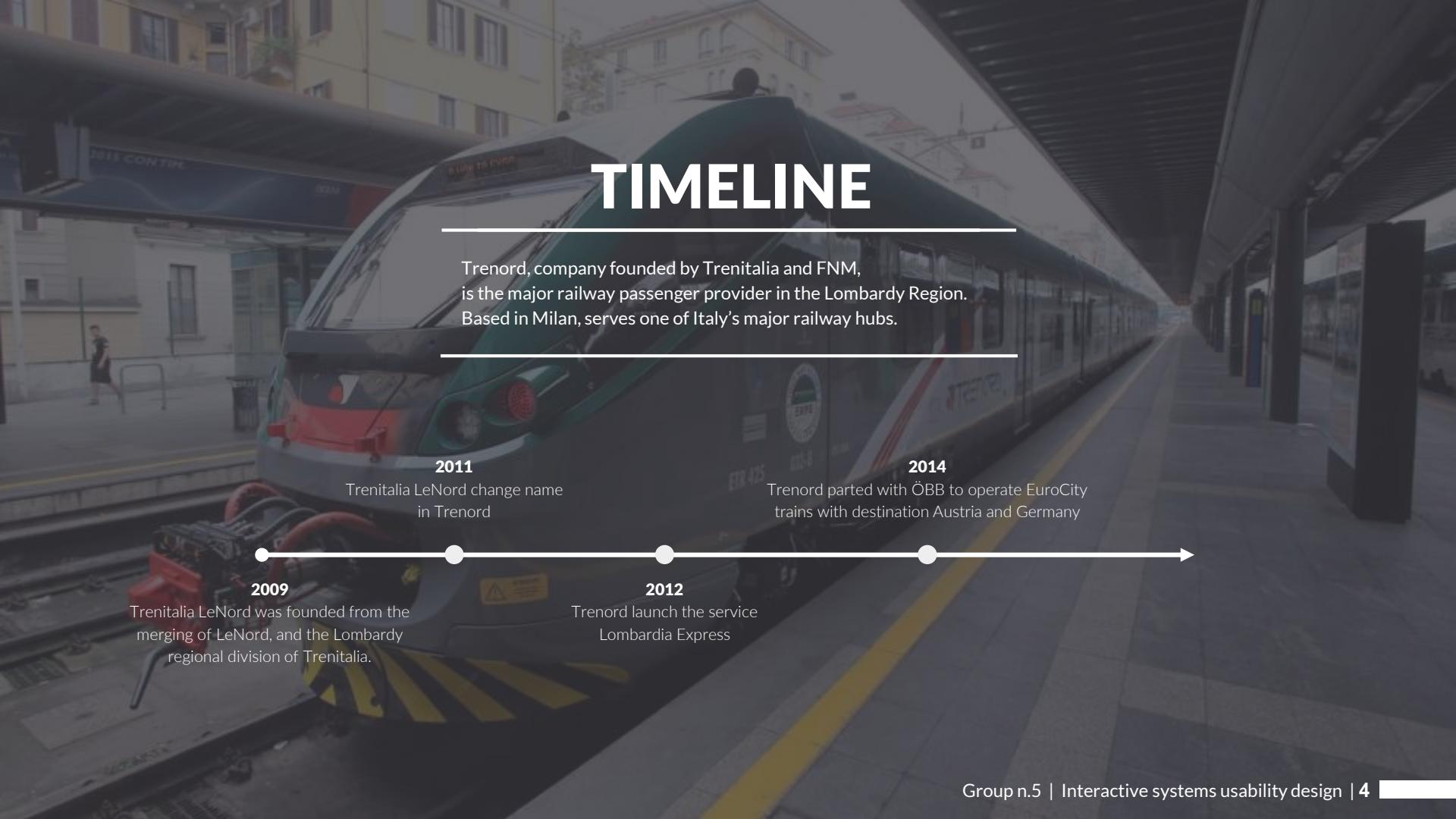
459 trains



2095 Rides every day



About 736.050 passengers  
during work days

A photograph of a modern high-speed train, likely a Trenord train, stopped at a station platform. The train is dark-colored with red and white stripes. The platform has yellow tactile paving. In the background, there are buildings and other parts of the station infrastructure.

# TIMELINE

Trenord, company founded by Trenitalia and FNM,  
is the major railway passenger provider in the Lombardy Region.  
Based in Milan, serves one of Italy's major railway hubs.

**2009**

Trenitalia LeNord was founded from the  
merging of LeNord, and the Lombardy  
regional division of Trenitalia.

**2011**

Trenitalia LeNord change name  
in Trenord

**2012**

Trenord launch the service  
Lombardia Express

**2014**

Trenord parted with ÖBB to operate EuroCity  
trains with destination Austria and Germany

# MAIN TOUCH POINTS (INFORMATION & SELLS)



Ticket offices



Ticket machines



Mylink front office  
& in station personnel



Websites



Contact Center  
(Phone & E-mail)



Application



On-board personnel



Station equipments  
(Timetable charts, speakers, screens...)



Social Channels



On-board equipments  
(Speakers, screens)

# MAIN TOUCH POINTS (INFORMATION & SELLS)



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Station equipments  
(Timetable charts, speakers, screens...)



Social Channels



On-board equipments  
(Speakers, screens)

# MAIN TRENORD WEBSITE



Get information about train & routes

Get information about Tickets & Passes

News

Passengers Support

Discounts and special offers

# TRENORD E-STORE



- Buying tickets
- Buying rail passes
- Buying multiple tickets
- Renew rail passes
- Get Information on all the tickets, rail pass and sales
- Buying Gift Cards and Special offers tickets

# MY-LINK TRENORD



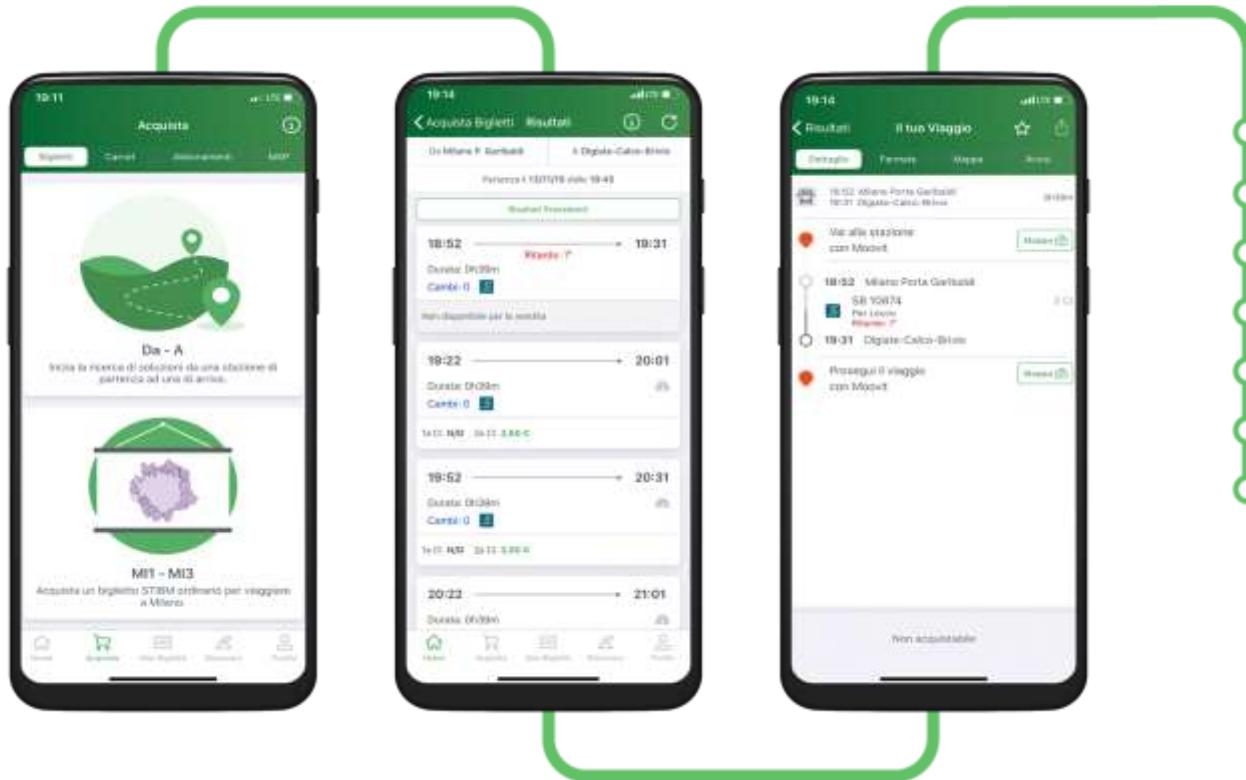
Get real-time information

Follow train

Get station timetable and real-time information

Get route schedule

# TRENORD APP



Get information about train & routes

Buying rail tickets & passes

Get real time trains status

Manage already purchased tickets

Get Information and news about Trenord

Discounts and special offers

Passengers Support

# WEBSITES & APP COMPARISON

	Get information about train & routes	Get information about Tickets & Passes	News & Warnings	Passengers Support	Discounts and special offers	Buying tickets: rail passes & multiple tickets	Buying Gift Cards & special offers tickets	Discounts and special offers	Get real-time information about the circulation	Follow train Real-time	Get station timetable real-time	Manage already purchased tickets
MAIN TRENORD WEBSITE	✓	✓	✓	✓	✓				✓			
TRENORD E-STORE		✓			✓	✓	✓	✓				✓
MY-LINK TRENORD	✓		✓						✓	✓	✓	✓
TRENORD APP	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

A photograph of a train station platform. In the foreground, a woman with long brown hair, wearing a light pink puffer jacket and dark jeans, walks away from the camera towards a train. Behind her, several other passengers are walking along the platform. To the right, a train is stopped at the platform, with large green letters spelling "TREN" visible on its side. The station has a modern, curved roof structure made of glass and steel. A small digital sign is mounted on a pillar in the background.

# PERSONAS



**Simona**



**Michela & Giuseppe**



**Ingrid**



**Giovanni**



**Lorenzo**

# 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

## 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

## USER GOALS

- Renew the subscription
- Buy online tickets
- Check train status

## DECISION INFLUENCERS

- Cost
- Comfort

## PAIN POINTS

→ I often have problems following the buying tickets procedure and sometime I can't finish the online procedure

→ Sometimes is difficult checking the train status because the information displayed are confusing and overwhelming

## WEBSITE



## APPLICATION



# Michela & Giuseppe De Carli



Old couple, grandparents of four beautiful nephews, they use to take the train to reach their daughter in Milan.

## IDENTITY KIT

**Target:** RETIRED

**Age:** 71 - 68

**Location:** Novara

**Occupation:** Retired

**Platforms:** Notebook

## USER GOALS

- Check the schedule
- Check for discounts
- Check Passenger service informations

## PAIN POINTS

→ We often have difficulties to find the most flexible time and route for our needs

→ We have difficulties to find the informations that we are looking for on the website

## DIGITAL SERVICE USABILITY

- We search for the train time schedule online
- We prefer to buy the ticket offline and to have immediate feedbacks from a human being, so we only use the website to check details for some information
- We use the website mainly for checking discounts and information about the price

## DECISION INFLUENCERS

- Cost
- Comfort

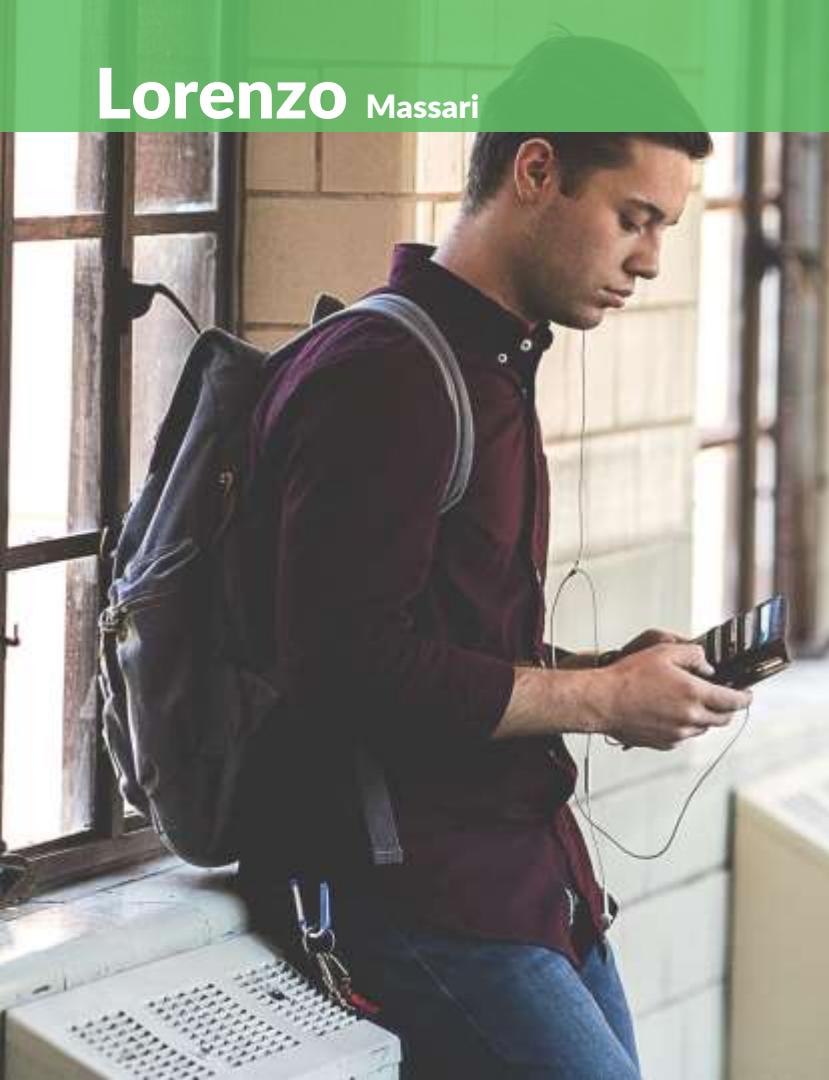
## WEBSITE



## APPLICATION



# 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 issues, 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



## APPLICATION



# 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

## DECISION INFLUENCERS

- Buy the 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 BnB
  - In order to move around the territory and respect my plans, I always check the train schedules and routes

DECISION INFLUENCER

- Cost
  - Language
  - Speed and commodities



# 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 (trenord 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

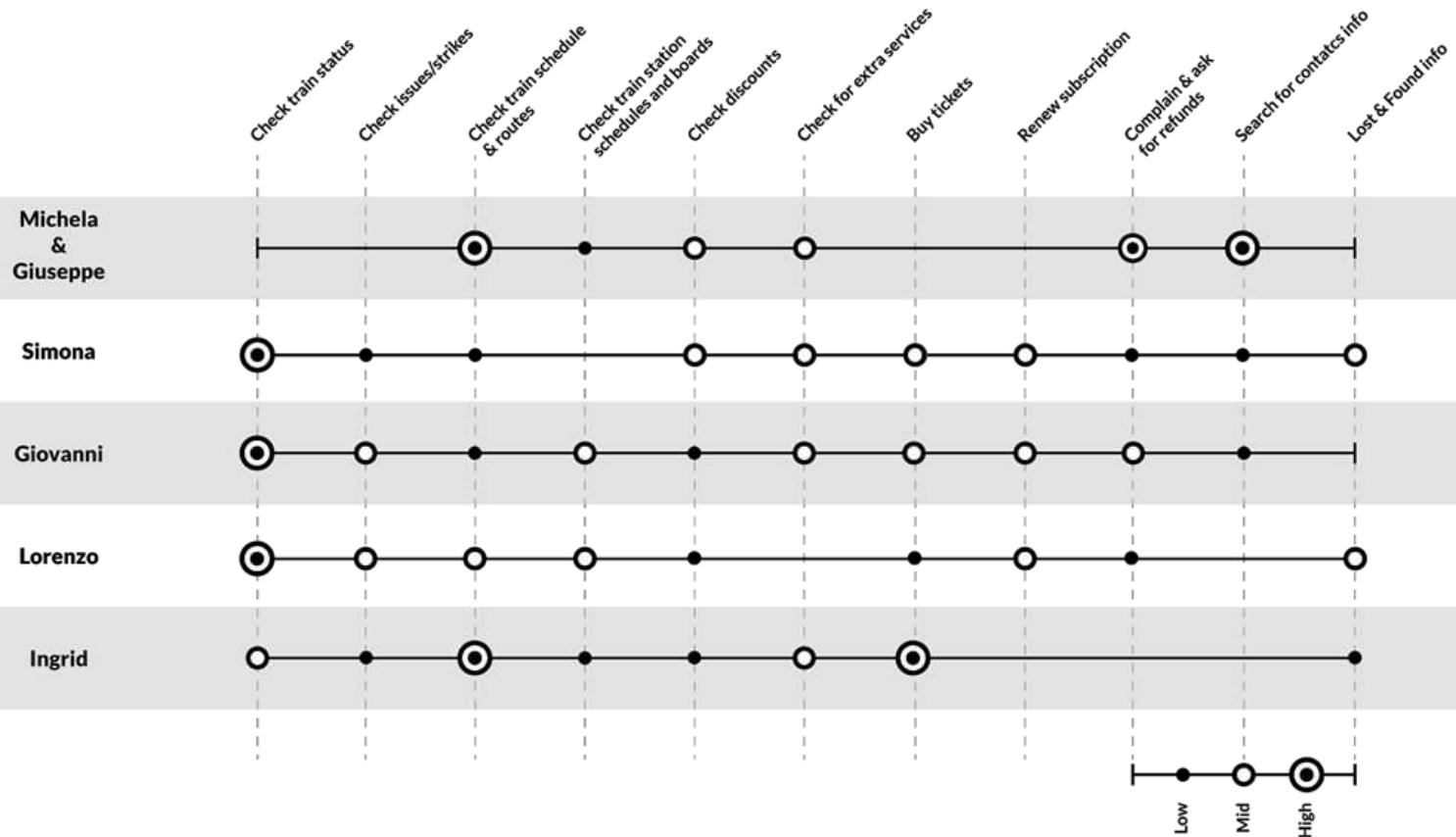
## WEBSITE



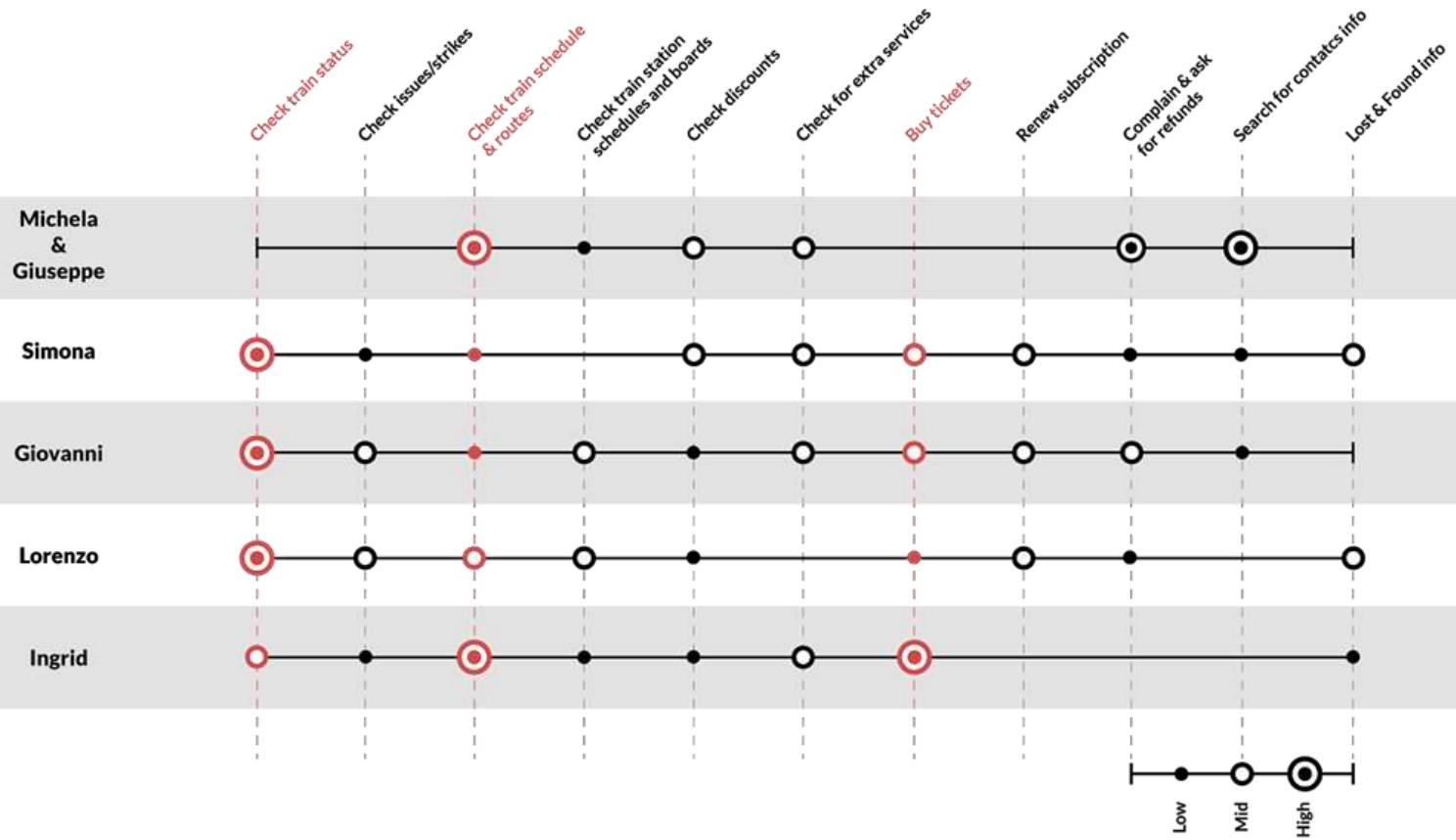
## APPLICATION



# PERSONAS PRIORITY COMPARISON



# PERSONAS PRIORITY COMPARISON



# CHOSEN TASK DESCRIPTION



## Buy Tickets

Users need to buy a ticket or a pass, complete the procedure without errors, pay and receive its ticket.



## Check train schedule & routes

Users need to check all the possible (or more convenient) routes in order to move from one place to another, according to the limitations and possibilities of the passengers and the system.



## Check train status

Users need to get all the available real-time information about a specific train in the fastest time possible.



# STEP BY STEP TASKS ANALYSIS



# TASK

---

# BUY TICKETS

---

# STEP ANALYSIS - BUY TICKET



ENI Green	Lotto	Stile	Offerte	Via	Trenord Plus
Scatola di Ricarica	Trenord Plus				
Carta di Ricarica	Trenord Plus				
Carta di Ricarica	Trenord Plus				
Carta di Ricarica	Trenord Plus				

## Homepage

In order to get a ticket, the user needs to click on the link in the top right part of the page

- X This link has small text despite the importance of its function, and it doesn't look like a link
- X Generally speaking the page is too crowded with information, and the different sections aren't coherent
- X Small text for a very important function

- 1
- 0
- 5s

# STEP ANALYSIS - BUY TICKET



The screenshot shows the Trenord e-Store homepage. At the top, there's a search bar with placeholder text "Cercare biglietti, treni, stazioni...". Below the search bar, there are several navigation links: Biglietti, Abbonamenti, Carte, Discovery Train, Trenino IO VIAGGIO, Corriere della Seta, and Carte Regalo/Prepagato. A large banner in the center features a colorful circular graphic and text about integrated tickets. To the left, there's a sidebar with links for "Treni e mezzi", "Indicazioni sulla vendita dei biglietti integrati STIBM", and "Prodotti in vetrina". The main content area displays various ticket products like "Ricevere l'abbonamento con USB", "Carte Multiservizi", and "Malpensa Express - Autovia".

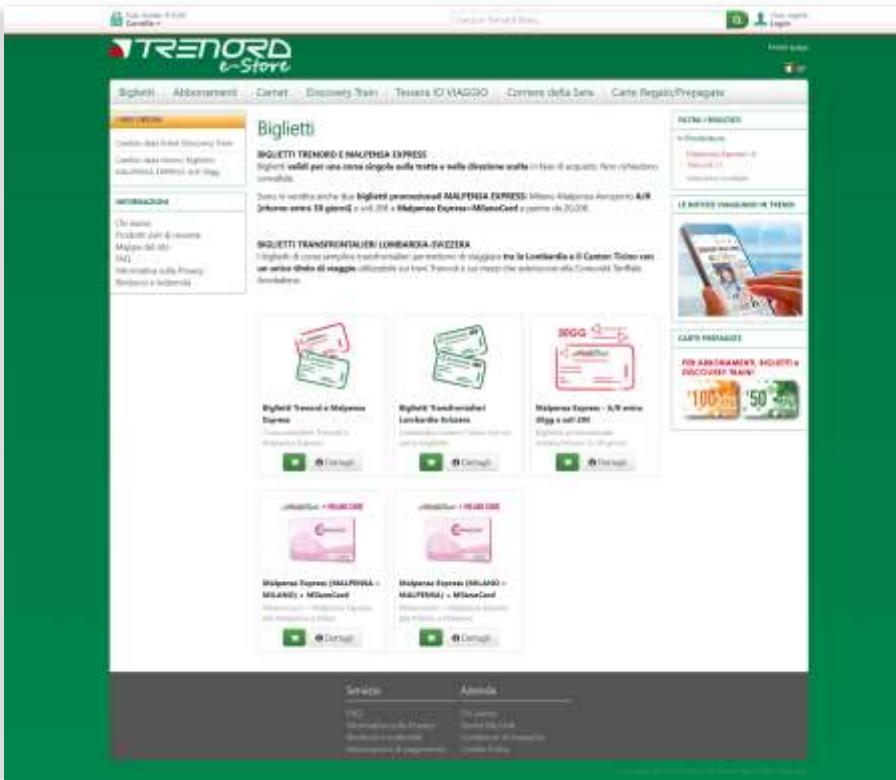
## Main Homepage Store

The user has to select the kind of ticket he/she needs

- ✗ Some elements are repeated in the page, but in different locations
- ✗ The text is too small
- ✗ There are many options but there is no hierarchy

- ⌚ 2
- 🖱️ 1
- 🕒 10s

# STEP ANALYSIS - BUY TICKET



## Ticket page

After the user selected a category, he/she has to specify again which kind of tickets/pass he/she wants.

- ✗ A lot of text with no hierarchy
- ✗ In the top part of the page there is a really small text with the login option and a link to the home page
- ✗ The advertising looks annoying and it's talking about other sections of the website, which are not needed in this one

- 📄 3
- ⌚ 2
- 🕒 22s

# STEP ANALYSIS - BUY TICKET

The screenshot shows the Trenord e-Store website with a green header bar containing the logo and navigation links like 'Scegli il servizio', 'Carrello', 'Crea account', 'Login', and 'Home page'. Below the header, there's a search bar and a main menu with options like 'Biglietti Trenord e Malpensa Express', 'Carte Regalo/Prepagati', and 'Treni'. A large central area displays a form titled 'Biglietti Trenord e Malpensa Express' with fields for 'DA' (Milano) and 'A' (Malpensa). To the left of the form, there's a graphic of two train tickets. Below the form, there's a section titled 'INFORMAZIONI' with details about ticket types (Trenord, Treni, Malpensa Express), prices (e.g., 10€ for children under 11 years old), and terms (e.g., 50% discount for children under 12 years old). At the bottom, there's a 'PAGAMENTO' section with payment method icons.

## Single ticket page

After the user decided the category and the type of ticket he/she wants, he/she needs to choose the departure and arrival stations

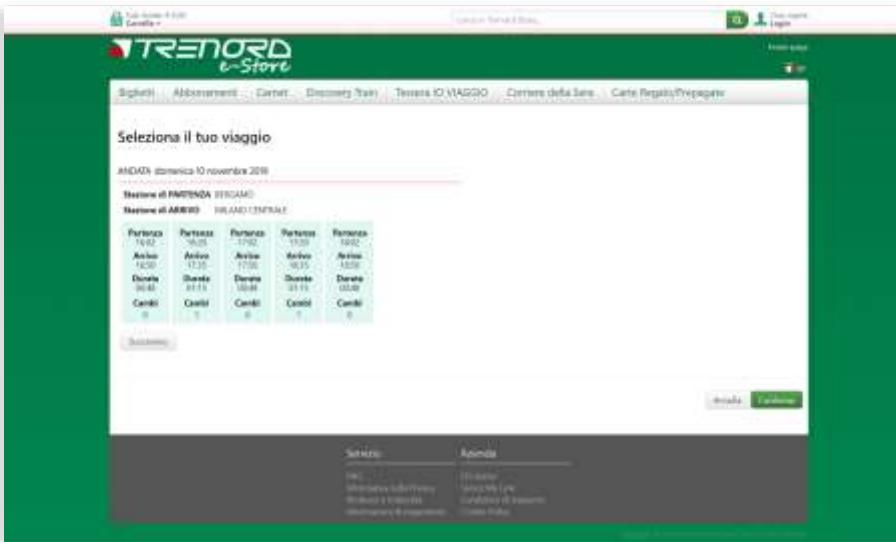
- X Not all the information displayed is actually useful. Useful and unuseful information is displayed together creating problems in readability
- X The box containing the dates information is not aesthetically coherent, and it contains useless graphical elements that add visual noise.

4

4

32s

# STEP ANALYSIS - BUY TICKET



## Solutions page

After the user chose the departure and arrival station, he/she has to choose the solution that is more suitable for him/herself

- ✗ the text is small, and the page is almost empty
- ✗ Misleading button disposition and functions
- ✗ The vertical disposition of the information regarding the same travel option is disorienting, because usually it's displayed horizontally

5

5

40s

# STEP ANALYSIS - BUY TICKET

The screenshot shows the Trenord e-Store website interface. At the top, there's a navigation bar with links like 'Biglietti', 'Abbonamenti', 'Cennet', 'Discovery Train', 'Tessera IO VIAGGIO', 'Corriere della Sera', and 'Cete Regole/Precost'. Below the navigation, a green header bar says 'Seleziona il tuo viaggio'. Underneath, a section for 'VIAGGIO DI ANDATA' is displayed, showing travel details from 'Milano Centrale' to 'Milano Centrale' at 10:30 AM on 10 November 2018. A table lists train departures and arrivals for various stations. At the bottom of the page, there's a summary table with columns for 'Città', 'Orario', 'Percorso', 'Stazione di PARTENZA', 'Arrivo', and 'Stazione di ARRIVO'. Buttons for 'Avanti' and 'Indietro' are visible at the bottom right.

## Solution page - part 2

After he/she picked the right solution, another section of the page shows up on the bottom with some more detailed information about the ride.

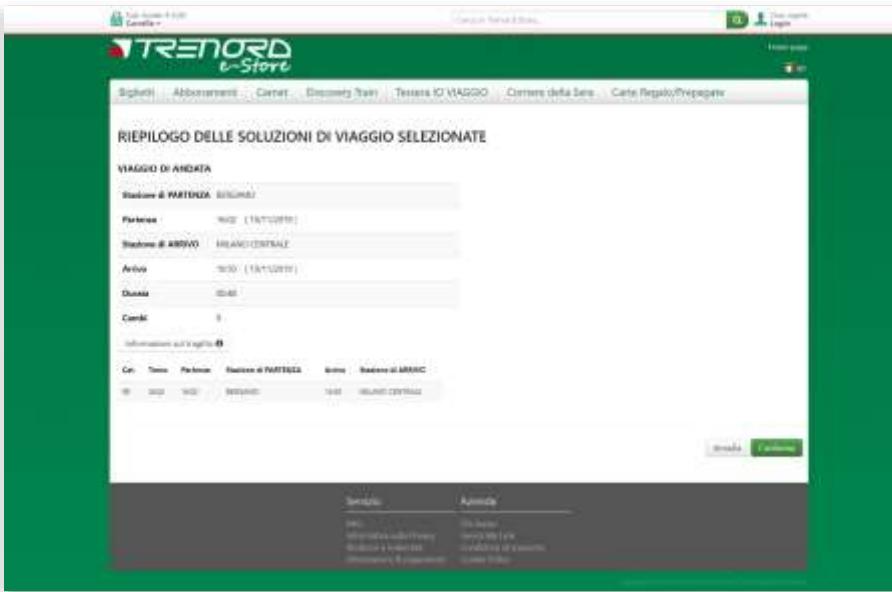
- X Different information is displayed on the same column, even if it has a complete different meaning
- X The “continue”button is useless and confusing if you can directly click on the column
- X Chosen colors are generic and they don't provide any additional information about what's happening

5

6

42s

# STEP ANALYSIS - BUY TICKET



## Ticket summary page

Then there's a page with the information already displayed in the previous section

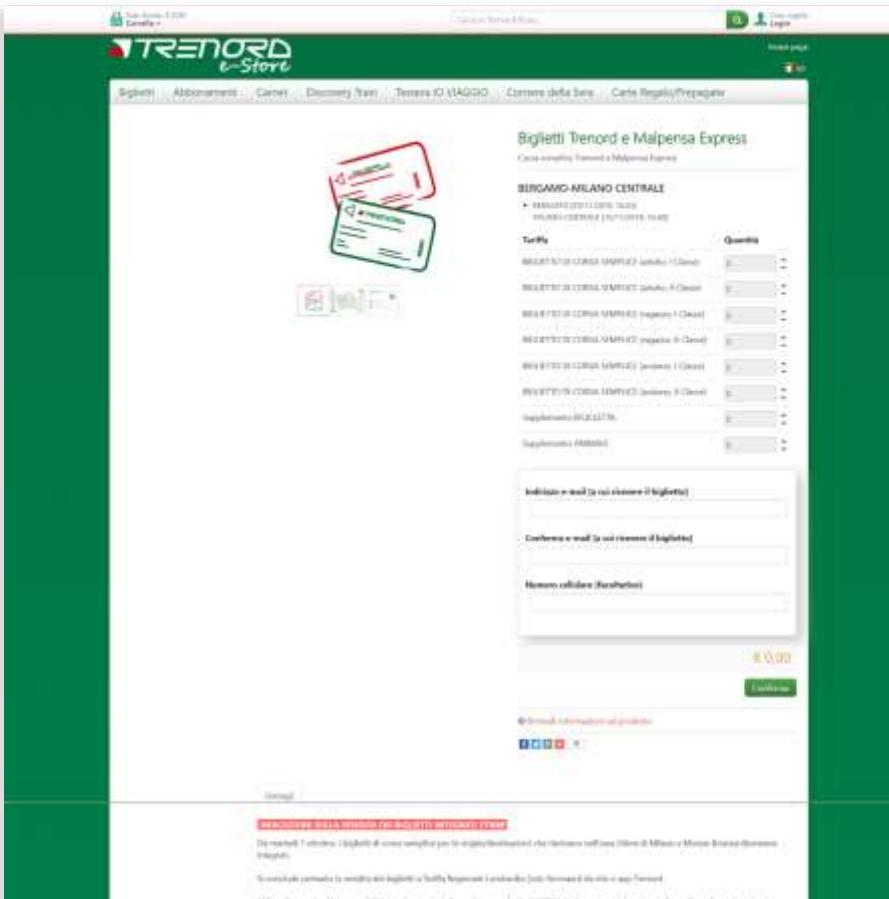
- ✓ This page could be useful for the error prevention
- ✗ But it should be placed at the end of the process, not in the middle

6

7

48s

# STEP ANALYSIS - BUY TICKET



## Select ticket type page

Then the user has to manually add the number of tickets and the category from a column

- X The user has to select one or more options in the menu. However, there are no immediate information about them, and they're not clearly explained.
- X On the other hand, there is a lot of text at the bottom of the page, partially explaining the menu content. The hierarchy between the information is not clear.
- X A lot of space is wasted.



7

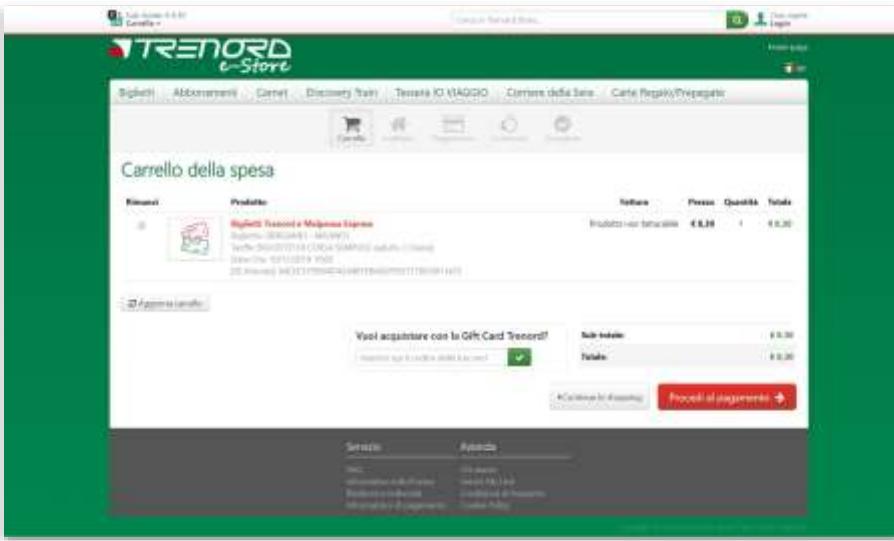


9



50s

# STEP ANALYSIS - BUY TICKET



## Carry out page

Then the user find a summary of the tickets and their cost, he/she has to manually check the box on the right and then click on “proceed” button in order to continue.

- X This procedure is misleading and confusing, because on the check box there're the text “remove”
- X For the first time, on the top of this page is showed a “map” with the procedure
- X The confirmation button is red

8

11

1m 02s

# STEP ANALYSIS - BUY TICKET



## Payment method selection page

In the end the user has to choose the payment method he/she prefer

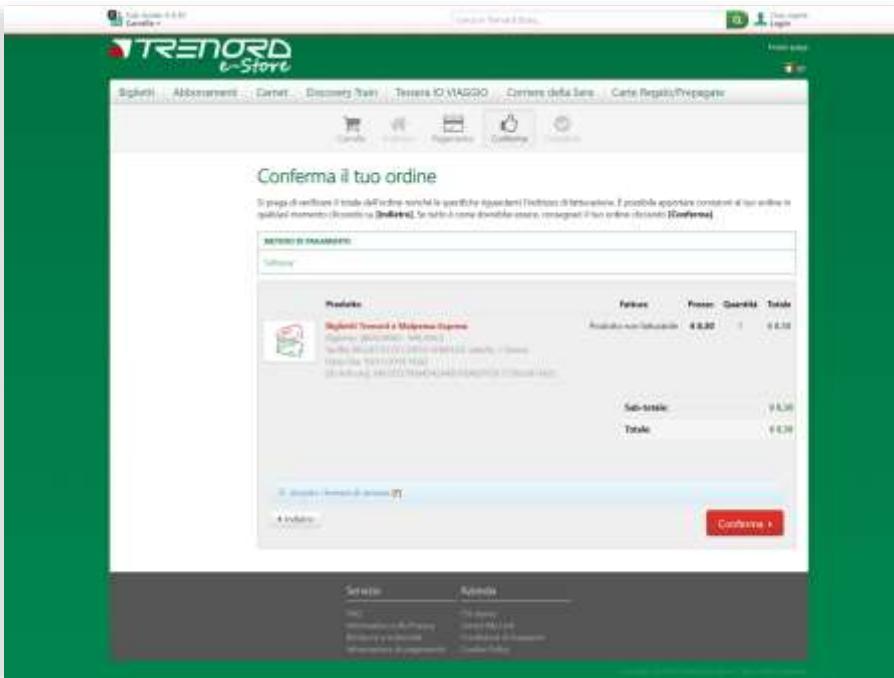
- ✓ This part is clearer than the previous ones, but still it can be graphically improved
- ✗ On the step navigation on the top of the page, the step "address" is missing, because is not necessary in the ticket procedure, so It should not be displayed at all

9

13

1m 10s

# STEP ANALYSIS - BUY TICKET



## Summary page 2

Again is displayed a confirmation and recap box containing all the prices and the informations

- X This part is clearer than the previous ones, but it can be graphically improved.
- ✓ There is a clear reference to the error prevention

10

14

1m 15s

# STEP ANALYSIS - BUY TICKET

The Home page features two large, rounded rectangular sections. The top section, labeled 'Da - A', contains a green circular icon with a dashed path and two location pins, with the text 'Inizia la ricerca di soluzioni da una stazione di partenza ad una di arrivo'. The bottom section, labeled 'MI1 - MI3', contains a green circular icon with a purple geometric pattern, with the text 'Acquista un biglietto STIBM ordinario per viaggiare a Milano'.

**Acquista**

**Biglietti** **Carretto** **Abbigliamento** **MSP+**

**Da - A**

Inizia la ricerca di soluzioni da una stazione di partenza ad una di arrivo.

**MI1 - MI3**

Acquista un biglietto STIBM ordinario per viaggiare a Milano.

**Home** **Acquista** **MSP Biglietti** **Discover** **Profile**

## Home

✓ The home page is clear and well balanced

✗ Although the top buttons are not easily visible (if not clicked, it's just text) the page is "friendly" and understandable

- 📄 1
- 👉 0
- ⌚ 5s

The 'To - From Search page' shows a form for buying tickets. It includes fields for 'Da' (Stazione Di Partenza), 'A' (Stazione Di Arrivo), and travel dates ('13/11/19, 19:11' to '13/11/19, 19:11'). It also specifies '1 Adulto' and asks if a direct train is needed. A green button labeled 'Cerca e acquista' is present. Below the form, a section titled 'Ultimi acquisti' lists recent purchases: 'Milano P. Garibaldi → Olgiate-Calcina-Brisio', 'Ongina → Milano Porta Garibaldi', and 'Milano (Tutte le Stazioni) → Olgiate-Calcina-Brisio'.

**Acquista** **Acquista Biglietti**

**Da** Stazione Di Partenza

**A** Stazione Di Arrivo

Hai bisogno del ritorno?

13/11/19, 19:11 | 13/11/19, 19:11

1 Adulto

Cerchi un treno diretto?

Cerca e acquista

Ultimi acquisti

Milano P. Garibaldi → Olgiate-Calcina-Brisio

Ongina → Milano Porta Garibaldi

Milano (Tutte le Stazioni) → Olgiate-Calcina-Brisio

**Home** **Acquista** **MSP Biglietti** **Discover** **Profile**

## To - From Search page

- ✓ Having questions instead of statements is appreciable, and easier to understand
- ✓ The sections have an average level of coherence

- 📄 2
- 👉 1
- ⌚ 6s

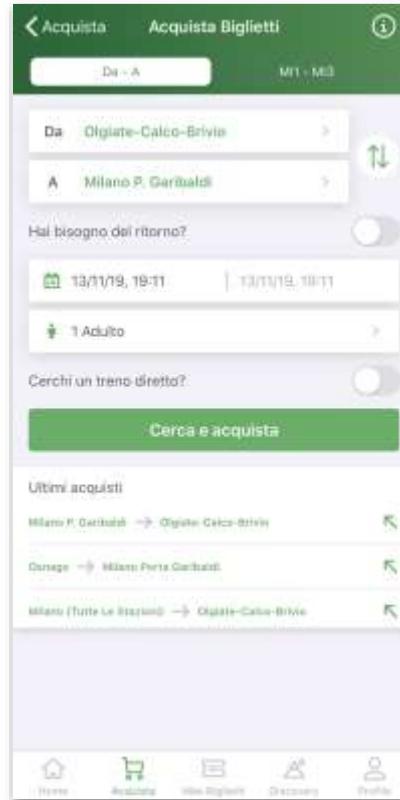
# STEP ANALYSIS - BUY TICKET



## Station results

- ✗ There is no legend, so the coloured notifications on the right side are not easy to understand for a first-time user
- ✗ It could have been a menu on the previous page, in order not to change all the view and then come back

3  
6  
15s



## To - From Search page

- ✗ The text is coloured in different ways even if it's not a link

6  
8  
22s

# STEP ANALYSIS - BUY TICKET

The screenshot shows the 'Buy Ticket' step of a mobile application. At the top, there are two tabs: 'Acquista' and 'Acquista Biglietti'. Below them is a search bar with fields for 'Da' (Milano Centrale) and 'A' (Milano S. Giacomo). A button 'Salva' is next to the search bar. Underneath, it says 'Per biglietto di ritorno?' followed by a date field '12/11/18, 18:11' and a time field '13 minuti'. A section for '1 Adulto' is shown with a plus sign. Below this is a note 'Cercate un treno piuttosto...' and a green button 'Cerca e acquista'. At the bottom, it says 'Ultimi acquisti' and shows a list for 'Milano S. Giacomo → Milano Centrale'. A date picker shows 'Oggi 19 nov' with a highlighted '19' and '11'. Other dates like 'mar 12 nov' and 'gio 14 nov' are also listed. A green button at the bottom right says 'Conferma data e orario'.

## Date selector

- ✓ This section is easily understandable, but you also need some time to slide all the numbers in order to get to the right ones
- ✗ It's also different from the other parts of the app

6  
10  
30s

The screenshot shows the 'Passenger number selector' step. At the top, it says 'Indietro Chi sono i passeggeri?' with a back arrow and an info icon. Below is a table with five rows:

Passeggero	Categoria	Quantità	+	-
1	Adulto	1	+	-
2	Ragazzo	0	+	-
3	Anziano	0	+	-
4	Bicicletta	0	+	-
5	Animale	0	+	-

A green button at the bottom right says 'Conferma i passeggeri'.

## Passengers number selector

- ✓ The section in this page could be inserted in the previous one.

8  
13  
33s

# STEP ANALYSIS - BUY TICKET



Acquista Biglietti Risultati

Da Olgiate-Calco-Brivio A Milano P. Garibaldi

Partenza il 13/11/19 dalle 19:00

8

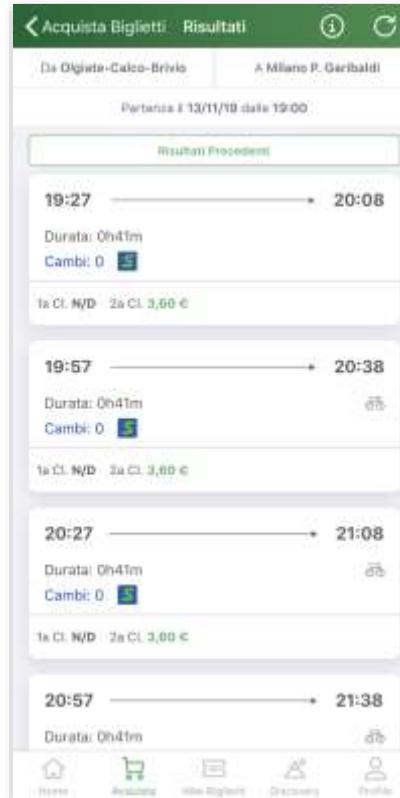
10

33s

Home Acquista Mio viaggio Discover Profilo

## Research Animation

- ✓ Nice to have in order to understand if the system is working



Acquista Biglietti Risultati

Da Olgiate-Calco-Brivio A Milano P. Garibaldi

Partenza il 13/11/19 dalle 19:00

Risultati Precedenti

19:27 → 20:08  
Durata: 0h41m Cambi: 0   
1a Cl. N/D - 2a Cl. 3,60 €

19:57 → 20:38  
Durata: 0h41m Cambi: 0   
1a Cl. N/D - 2a Cl. 3,60 €

20:27 → 21:08  
Durata: 0h41m Cambi: 0   
1a Cl. N/D - 2a Cl. 3,60 €

20:57 → 21:38  
Durata: 0h41m Cambi: 0   
1a Cl. N/D - 2a Cl. 3,60 €

Home Acquista Mio viaggio Discover Profilo

## Resultus page

- ✓ The separation between information belonging to different travel options is very clear.
- ✗ The text is a bit small but readable. It might be useful to have the sell button also in this section

- 9
- 11
- 35s

# STEP ANALYSIS - BUY TICKET

The screenshot shows the Moovit app interface. At the top, there are tabs for 'Risultati' (Results), 'Il tuo Viaggio' (Your Journey), and icons for saving and sharing. Below this, there are buttons for 'Dettaglio' (Details), 'Fermate' (Stops), 'Mappa' (Map), and 'Avvia' (Start). The main content area displays a route summary: '19:27 Olgiate-Cicco-Briano' to '20:08 Milano Porta Garibaldi'. It includes a 'Scegli' (Choose) button. Below this, there are two segments: '19:27 Olgiate-Cicco-Briano' via 'S8 10877 Per Milano Porta Garibaldi' and '20:08 Milano Porta Garibaldi'. Each segment has a 'Val alla stazione con Moovit' (Get to the station with Moovit) button with a map icon. At the bottom, there's a section for 'Acquista o modifica i passeggeri' (Buy or modify passengers) with a dropdown showing '1 Adulto' and a green '2a Cl, 3,60 €' button.

## Single solution page

- ✓ The connection with Moovit can be useful for some users, who don't live close to a train station

10  
13  
50s

The screenshot shows a payment method selection page with a green header bar. The left side has a back arrow and the text 'Indietro' (Back). The right side says 'Metodi di Pagamento' (Payment methods). Below this, it says 'SCEGLI UN METODO DI PAGAMENTO:' (Choose a payment method). There are four options with radio buttons:

- Satispay (with a red logo)
- Paypal (with a blue logo)
- Carta di Credito (with a teal logo)
- American Express (with a blue logo)

At the bottom, there's a green 'Acquista 3,60 €' (Buy 3,60 €) button.

## Payment method page

- ✓ This section is a coherent and understandable summary of the purchase.

11  
14  
55s



# **TASK CHECK**

## **TRAIN SCHEDULE**

# STEP ANALYSIS - TRAIN SCHEDULE



## Homepage Store

In order to check the schedule, the user needs to type the right information about the departure and arrival station in the search box at the top the page

- X The page in general is too full of information, and the different sections don't look coherent
- X In the top part of the page there is the search box for finding the trains schedules, the text boxes don't compile automatically and they don't even suggest any option

1

0

0s

# STEP ANALYSIS - TRAIN SCHEDULE



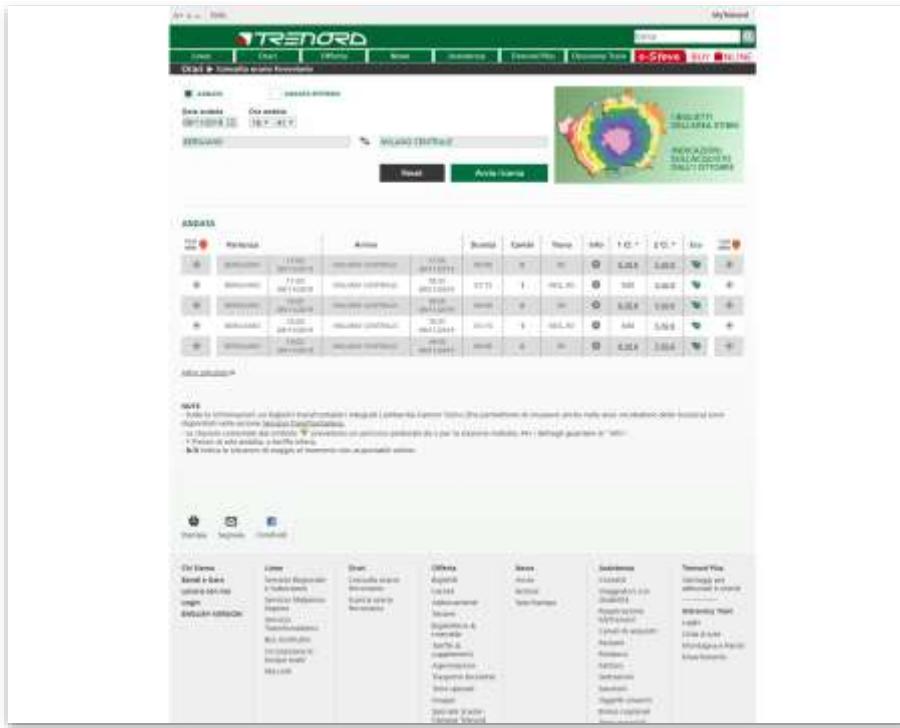
## Search solution page

The user is transported to another page showing an error of research query, because of the uncorrect (or inaccurate) input of the user.

- X Even if the text in the search box is correct, the system doesn't recognize it, this happen when the user don't type exactly the same text that the system is expecting, often providing to the user some errors
  - X Then the advertisement is right next to the travel options, confusing the user
  - X Again, the elements are not divided in the page in a thoughtful way, leaving much empty space and very small text



# STEP ANALYSIS - TRAIN SCHEDULE



## Solution page results

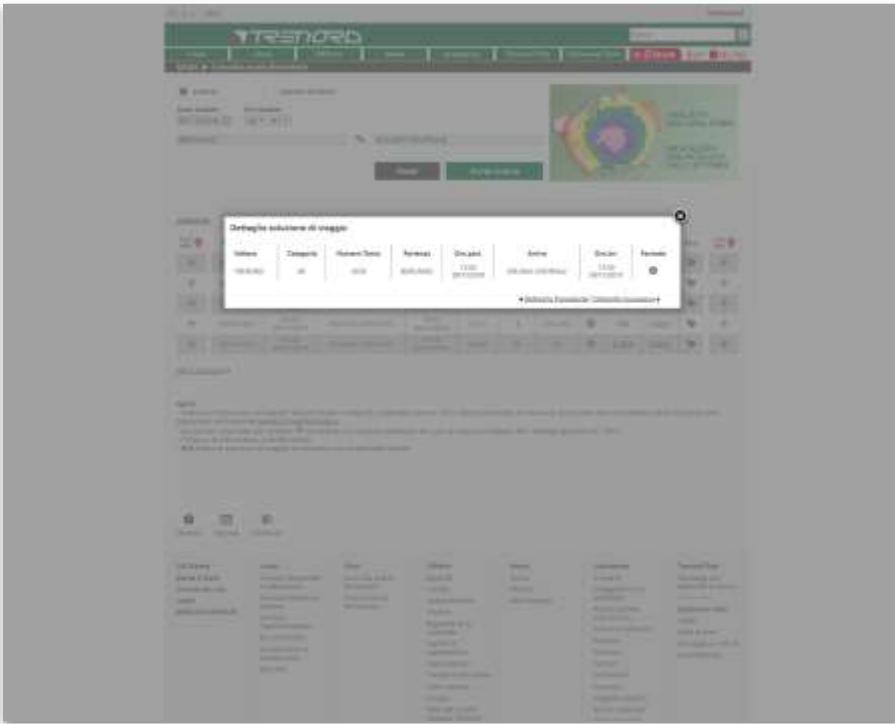
The user obtains a list of trains and he has to click on one of the in order to get more details

- ✗ There is unuseful and incomprehensible information mixed with the important elements in each travel section
  - ✗ Time scheduling is condensed in a small part of the page
  - ✗ This table layout is not coherent with the one on the e-store page (buy ticket section)



69

# STEP ANALYSIS - TRAIN SCHEDULE



## Chosen solution details over

When the user try to see more information, an over windows show up

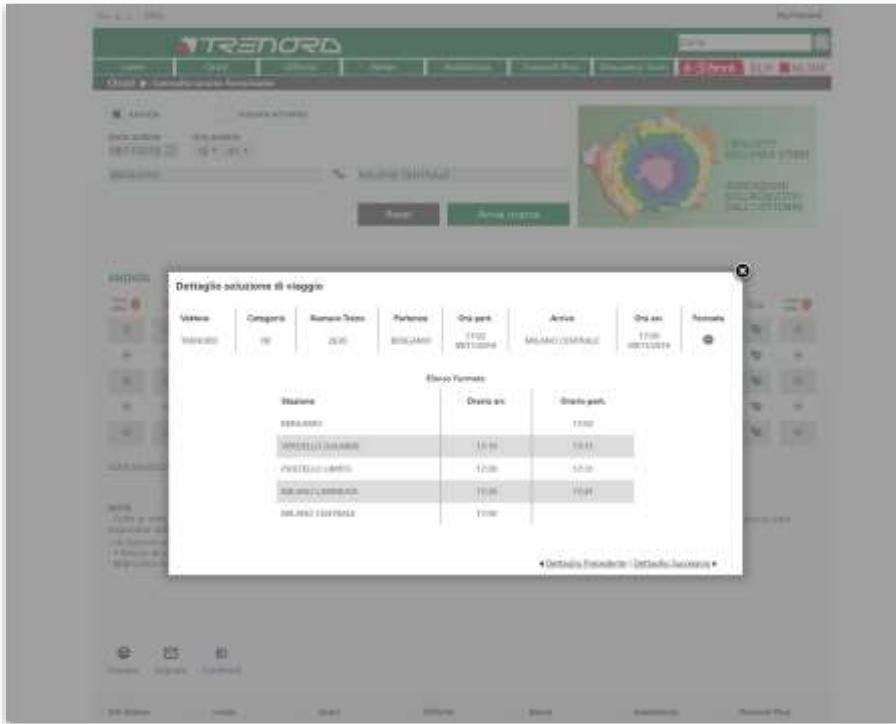
- X Inside this window there are the same information of the page below, but in a different disposition, and with a different style

📄 3

🖱️ 9

⌚ 40s

# STEP ANALYSIS - TRAIN SCHEDULE



## Chosen solution details over 2

When the user click on the "+" button, another table shows up

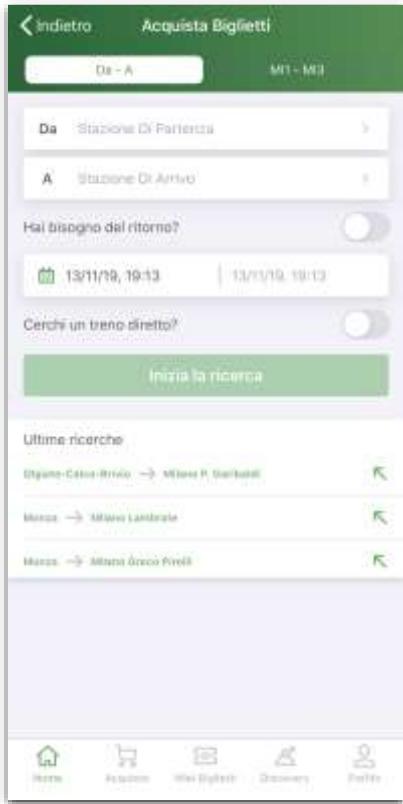
- X The further list is not fitting in a clear graphical scheme, and it's different from the top part

3

10

45s

# STEP ANALYSIS - TRAIN SCHEDULE

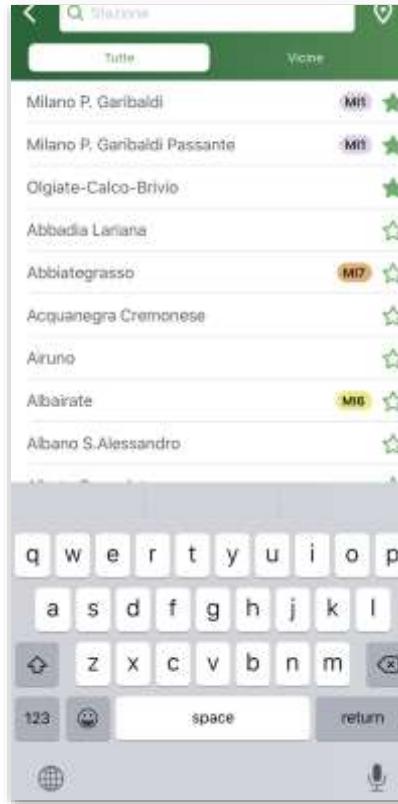


## To - From Search page

✓ The home page is clear and well balanced

✗ Although the top buttons are not easily visible (if not clicked, it's just text) the page is "friendly" and understandable

- 📄 2
- 👉 1
- ⌚ 7s



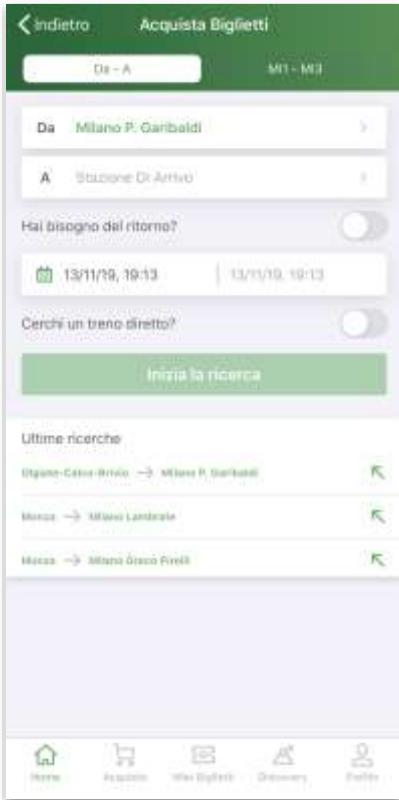
## To - From Search page

✗ There is no legend, so the coloured notifications on the right side are not easy to understand for a first-time user

✗ It could have been a menu on the previous page, in order not to change all the view and then come back

- 📄 3
- 👉 2
- ⌚ 12s

# STEP ANALYSIS - TRAIN SCHEDULE



## To - From Search page

- ✓ Having questions instead of statements is appreciable, and easier to understand. The sections have an average level of coherence

4  
3  
18s



## To - From Search page

- ✗ There is no legend, so the coloured notifications on the right side are not easy to understand for a first-time user.
- ✗ in order not to change all the view and then having to come back.

5  
5  
20s

# STEP ANALYSIS - TRAIN SCHEDULE

The screenshot shows the mobile application's search interface. At the top, there are two dropdown menus for "Da" (Milano P. Garibaldi) and "A" (Olgiate-Calcio-Brisio). Below these are sections for "Durata del viaggio" (Travel time), "Cambi" (Transfers), and "Cerca un treno alternativo" (Search alternative train). A large green button at the bottom says "Inizia la ricerca" (Start search). At the very bottom, there's a table with columns for day, hour, and minute, showing the current date and time. A green button at the bottom says "Conferma data e orario" (Confirm date and time).

## Date and hour selection

- ✓ This section is easily understandable, but you also need some time to slide all the numbers in order to get to the needed ones
- ✗ It's also different from the other parts of the app

- 5
- 6
- 24s

The screenshot shows the results page for a train search. At the top, it says "Acquista Biglietti" and "Risultati". Below that, it shows the departure station "Da: Milano P. Garibaldi" and arrival station "A: Olgiate-Calcio-Brisio". The search parameters are "Partenza il 13/11/19 dalle 18:45". The results are listed in a table:

Orario	Durata	Cambi	Prezzo
18:52 → 19:31	0h39m	7	Nono disponibile per la vendita
19:22 → 20:01	0h39m	5	1a Cl. N/D - 2a Cl. 3,60 €
19:52 → 20:31	0h39m	5	1a Cl. N/D - 2a Cl. 3,60 €
20:22 → 21:01	0h39m	6	1a Cl. N/D - 2a Cl. 3,60 €

At the bottom, there are navigation icons for Home, Acquista, Nuova Ricerca, Discovery, and Profili.

## Resultus page

- ✓ The separation between information belonging to different travel options is very clear.
- ✗ The text is a bit small but readable. It might be useful to have the sell button also in this section

- 6
- 9
- 28s

# STEP ANALYSIS - TRAIN SCHEDULE

This screenshot shows the Moovit mobile application interface for a train journey. At the top, there are tabs for 'Risultati' (Results), 'Il tuo Viaggio' (Your Journey), and buttons for 'Fermate' (Stops), 'Mappa' (Map), and 'Avvia' (Start). Below this, the route details are listed:

- 18:52 Milano Porta Garibaldi → 18:53 Olgiate-Calco-Brivio (S8 10874, Per Lecco, Ritardo: 7')
- Vai alla stazione con Moovit (button)
- 18:52 Milano Porta Garibaldi → 18:53 Olgiate-Calco-Brivio (S8 10874, Per Lecco, Ritardo: 7')
- 19:31 Olgiate-Calco-Brivio → Proseguì il viaggio con Moovit (button)

At the bottom, it says 'Non acquistabile' (Not purchasable).

**6**  
⌚ 10  
🕒 35s

## Single train solution page

- ✓ The connection with Moovit can be useful for some users who don't live close to a train station

This screenshot shows the Moovit mobile application interface for a train schedule. At the top, there are tabs for 'Risultati' (Results), 'Il tuo Viaggio' (Your Journey), and buttons for 'Dettaglio' (Detail), 'Fermate' (Stops), 'Mappa' (Map), and 'Avvia' (Start). Below this, the train schedule is displayed:

Fermata	Arrivo	Partenza
Sesto S.Giovanni	19:02	19:03
Monza	19:08	19:09
Arcore	19:14	19:15
Cernate-Usmate	19:19	19:20
Osnago	19:23	19:24
Cermusco-Merate	19:27	19:28

Red text highlights specific times: '19:07' (likely a typo for 19:03), '19:11' (likely a typo for 19:15), '19:18' (likely a typo for 19:20), and '19:21' (likely a typo for 19:24).

**7**  
⌚ 11  
🕒 38s

## Train schedule

- ✓ This section is helpful, because it displays information for each stop
- ✓ It's clearer than having a map of the path
- ✓ Another good thing are the text in red, enhancing that there are some problems



# TASK CHECK TRAIN STATUS

# STEP ANALYSIS - TRAIN STATUS



## Main homepage

In order to find the information that he/she is looking for, the user has to go to the last item of the dropdown menu on the top of the page

This position that is not convenient when is in a rush.

1

0

0s

# STEP ANALYSIS - TRAIN STATUS

The screenshot shows the Trenord website with a green header bar containing the text "STEP ANALYSIS - TRAIN STATUS". Below the header, there is a navigation bar with links like "Ligne", "Orari", "Offerte", "News", "Ricerca", "Trenord Plus", "Discovery Train", "e-Store", "BUY", and "BIE/BIE". A sub-navigation bar for "My-Link" is visible, with the current section being "My-Link - Segui il tuo treno".  
  
The main content area features a large image of a red train in motion. To the left of the image, there is descriptive text about My-Link:

- My-Link è il servizio web che permette di seguire in tempo reale i tuoi treni e i treni delle reti ferrovie, informandoti anche sulle previsioni dei ritardi.
- Guarda a My-Link è possibile:
  - Lasciare in tempo reale l'andamento del proprio treno (se segnalato dal portavoce) e dei treni delle reti ferrovie.
  - Mettere in evidenza i treni in partenza da una stazione.
  - Scoprire i treni in partenza lungo qualsiasi tratta ferroviaria.
  - My-Link è un servizio completamente gratuito e riservato ai soci della rete TRENORD.

  
Below this, there is a button labeled "Guarda il tuo treno online su My-Link".  
  
At the bottom of the page, there is a footer with links for "Home", "Segnala", "Condividi", and a search bar. The footer also contains a "Qui trovi" section with various links related to train status, offers, news, and services like "Trenord Plus".  
  
A small footer at the very bottom includes links for "Mappa dettagliata", "Nuova App", "News", "Glossario", "Copyright", and "Consentimi".

## My-Link information page

Then there is a page with a new link that leads to an external page that is the one that provides the feature the user is looking for

- X Everything seems to be static in the page, the link to the external page is not evident at all

- 2
- 1
- 5s

# STEP ANALYSIS - TRAIN STATUS



## My-Link Flash Player warning

The service does not work if the user doesn't have flash player installed on his/her computer

- X This is unacceptable, considering that Flash is not more develop and its support has been dropped by a lot of browsers, it is also can give some security problems to the user



3

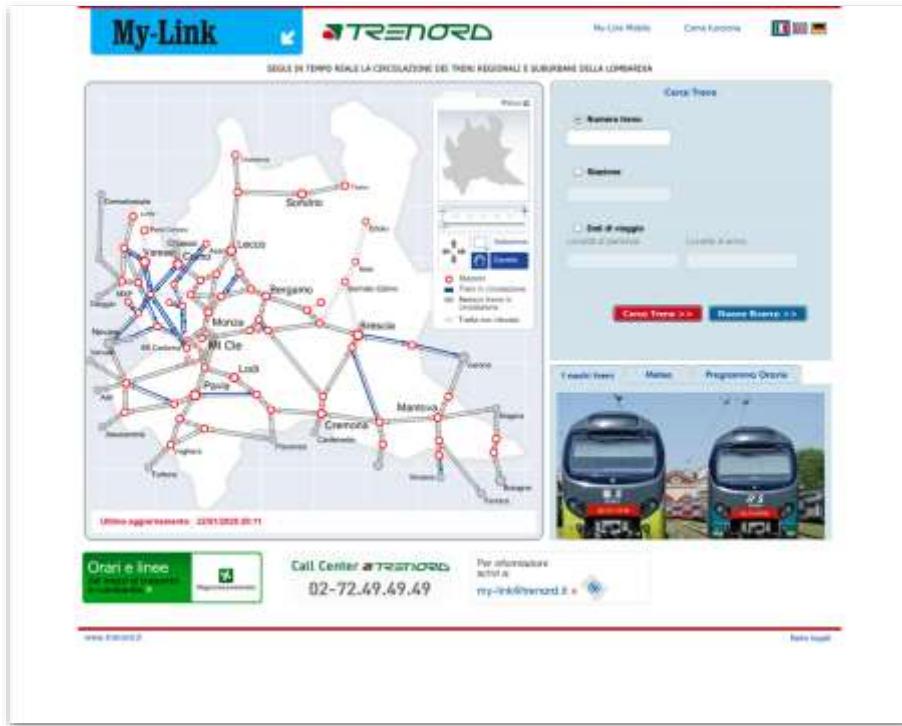


2



10s

# STEP ANALYSIS - TRAIN STATUS



## My-Link main page

Then the page finally opens

- ✗ The information hierarchy is not well conceived
- ✗ The icon and map controls are too small
- ✗ The map controls are different from usual methods (for zooming you need to use a scroll bar on the right side of the map). This creates confusion in the user

4

2

12s

# STEP ANALYSIS - TRAIN STATUS

The screenshot shows the My-Link line information window for Trenord. At the top, there's a header with the My-Link logo, the Trenord logo, and language selection buttons for Italian, English, French, German, and Spanish. Below the header is a map of the Milan-North line with various train routes highlighted in different colors. A table titled "Liste Treni" shows the following data:

Treno	Ds.	A	Ritardo
REG 176	CUSANO NORD LAGO	M N CADORNA	Ritardo 1 min.
REG 177	DELLA VENA NO	M N CADORNA	Ritardo 1 min.
REG 476	GARIBOLDI	M N CADORNA	Ritardo 2 min.
REG 1020	VARESE NORD	M N CADORNA	Ritardo 2 min.
REG 1020C	MALPENSA-AEROPORTO T2	MILANO BOVISA	Ritardo 37 min.

On the right side of the table is a legend for "Locazione di arrivo" (Arrival location) with four categories: "In stazione" (green), "In corsia" (yellow), "In attesa" (orange), and "Ritardo > 10 min" (red). Below the table is a "Previsioni Orarie" section with a photo of a train. At the bottom of the window, there are links for "Orari e linea" (Timetables and line), "Call Center TRENORD" (02-72.49.49.49), and "Per informazioni scrivere a my-link@trenord.it".

## My-Link line information window

When the user clicks on a “line” (so when he/she chooses a train from the list), the system shows all the train that are running on that line, then he/she has to find the right train and click on it.

- X The information in the table are compressed in a small space, making the schedule hard to be read
- X There are too many symbols and colors in the legend
- X The delay information are cropped on the right size

4

3

16s

# STEP ANALYSIS - TRAIN STATUS

The screenshot shows a detailed view of a train's route and status. At the top, it displays the departure from ROVANIA NORD at 18:11 and arrival at M N CADORNA at 20:12. Below this, a map shows the train's path through various stations like VARESE, MONZA, and MILANO NORD. A timeline below the map indicates the train's progress from 20:09 to 20:19, with segments labeled as 'Arrivo programmato' (Planned arrival) and 'Arrivo effettivo' (Actual arrival). The status 'Stato previsto' (Predicted state) is shown as 'Stato reale' (Real state). A note states 'Treno in viaggio con il minuti di ritardo Ultimo riferimento a MILANO NORD DOMODOSOLLA alle ore 20:18'. At the bottom, there is a link to 'Corrispondenze da MILANO NORD DOMODOSOLLA'.

## My-Link single train information window

When the chosen train is selected, the information about the single train are displayed

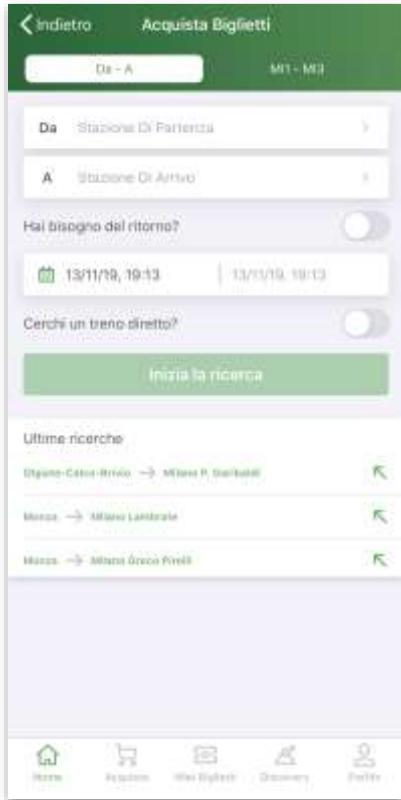
- ✓ This page is well designed, the position of the train is easily understandable

4

4

20s

# STEP ANALYSIS - TRAIN SCHEDULE



## To - From Search page

✓ The home page is clear and well balanced

✗ Although the top buttons are not easily visible (if not clicked, it's just text) the page is "friendly" and understandable

- 📄 2
- 👉 1
- ⌚ 2s



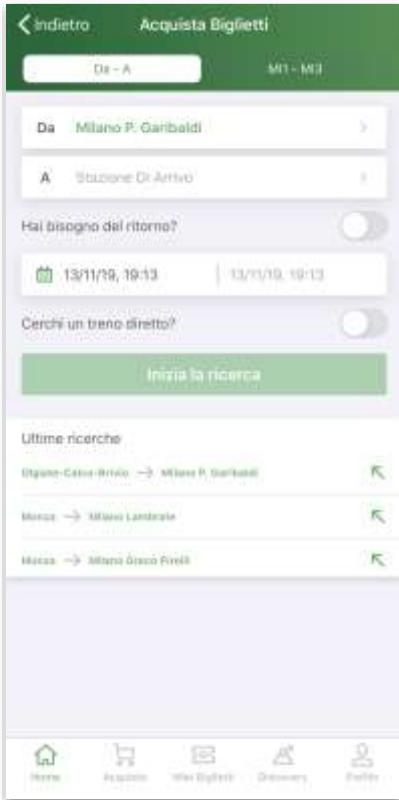
## To - From Search page

✗ There is no legend, so the coloured notifications on the right side are not easy to understand for a first-time user

✗ It could have been a menu on the previous page, in order not to change all the view and then come back

- 📄 3
- 👉 2
- ⌚ 5s

# STEP ANALYSIS - TRAIN SCHEDULE



## To - From Search page

- ✓ Having questions instead of statements is appreciable, and easier to understand. The sections have an average level of coherence

3  
3  
10s



## To - From Search page

- ✗ There is no legend, so the coloured notifications on the right side are not easy to understand for a first-time user.
- ✗ in order not to change all the view and then having to come back.

4  
5  
15s

# STEP ANALYSIS - TRAIN SCHEDULE

The screenshot shows a mobile application interface for train schedules. At the top, there are buttons for 'Indietro' (Back) and 'Acquista Biglietti' (Buy Tickets). Below these are two dropdown menus for selecting departure ('Da') and arrival ('A') locations. The departure location is set to 'Milano P. Garibaldi' and the arrival location to 'Olgiate-Calcio-Brisio'. There is also a section for 'Nuovo viaggio da inserire' (New trip to be entered). A large green button at the bottom says 'Inizia la ricerca' (Start search). Below this, there is a section titled 'Ultime incidenze' (Recent incidents) showing travel disruption information. At the very bottom is a green button labeled 'Conferma data e orario' (Confirm date and time).

## Date and hour selection

- ✓ This section is easily understandable, but you also need some time to slide all the numbers in order to get to the needed ones
- ✗ It's also different from the other parts of the app

- 4
- 6
- 22s

The screenshot shows the results page for the train search. At the top, it displays the departure and arrival locations: 'Da: Milano P. Garibaldi' and 'A: Olgiate-Calcio-Brisio'. Below this, it shows the search parameters: 'Partenza il 13/11/19 dalle 18:45'. A section titled 'Risultati Precedenti' lists three train options:

- 18:52 → 19:31 (Durata: 0h39m, Ritardo: 7, Cambi: 0)
- 19:22 → 20:01 (Durata: 0h39m, Cambi: 0)
- 19:52 → 20:31 (Durata: 0h39m, Cambi: 0)

Each result includes a green button for '1a Cl. N/D' and '2a Cl. 3,60 €'. At the bottom of the results page, there are navigation icons for 'Home', 'Acquista', 'Nuova Ricerca', 'Discovery', and 'Profile'.

## Resultus page

- ✓ The separation between information belonging to different travel options is very clear.
- ✗ The text is a bit small but readable. It might be useful to have the sell button also in this section

- 5
- 9
- 28s

# STEP ANALYSIS - TRAIN SCHEDULE

This screenshot shows the 'Single train solution page' from the Step Analysis tool. At the top, there are tabs for 'Risultati', 'Il tuo Viaggio', and 'Avvisi'. Below the tabs, the route details are listed:

- 18:52 Milano Porta Garibaldi → 18:53 Olgiate-Calco-Brivio (S8 10874, Per Lecco, Ritardo: 7')
- Vai alla stazione con Moovit (button)
- 18:52 Milano Porta Garibaldi → 19:31 Olgiate-Calco-Brivio (S8 10874, Per Lecco, Ritardo: 7')
- Proseguì il viaggio con Moovit (button)

At the bottom, it says 'Non acquistabile'.

**Metrics:**

- 6 (document icon)
- 10 (hand icon)
- 34s (clock icon)

## Single train solution page

- ✓ The connection with Moovit can be useful for some users who don't live close to a train station

This screenshot shows the 'Train schedule' page. It displays a list of stops with their arrival and departure times, color-coded in red for specific times.

Stazione	Arrivo	Partenza
Sesto S.Giovanni	19:02 19:07	19:03 19:10
Monza	19:08 19:18	19:09 19:10
Arcore	19:14 19:21	19:15 19:22
Cernate-Usmate	19:19 19:38	19:20 19:27
Osnago	19:23 19:30	19:24 19:31
Cermusco-Merate	19:27	19:28

## Train schedule

- ✓ This section is helpful, because it displays information for each stop
- ✓ It's clearer than having a map of the path
- ✓ Another good thing are the text in red, enhancing that there are some problems

- 7 (document icon)
- 11 (hand icon)
- 38s (clock icon)

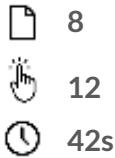
# STEP ANALYSIS - TRAIN SCHEDULE

The screenshot shows a list of train route results. Each result includes the route name, departure date, arrival time, and a brief message about train status or delays.

- Tirano-Sondrio-Lecco-Milano**  
13 nov 2019 18:42  
Il treno 2572 (MILANO CENTRALE 18:20 - TIRANO 20:52) viaggia con 16 minuti di ritardo a causa di un guasto al treno che si è verificato nella stazione di MILANO CENTRALE, ora risolto in seguito all'intervento dei personale di bordo.
- Tirano-Sondrio-Lecco-Milano**  
13 nov 2019 19:01  
Il treno 101648 (MORTARA 18:33 - MILANO PORTA GENOVA 19:23) viaggia con 15 minuti di ritardo perché è stato necessario attendere l'arrivo di un altro treno in stazione.
- Tirano-Sondrio-Lecco-Milano**  
10 ott 2019 18:28  
Si avvisa la Gentile Clientela che, per lavori di manutenzione programmata nella stazione di Lecco, il treno 18892 sarà parzialmente sostituito da Bus.  
Per maggiori informazioni, consultare la pagina: [http://www.trenord.it/media/2463089/avvisotrenord\\_2019\\_362\\_18892lecco-delt4-ticket.pdf](http://www.trenord.it/media/2463089/avvisotrenord_2019_362_18892lecco-delt4-ticket.pdf)
- Tirano-Sondrio-Lecco-Milano**  
12 nov 2019 11:00  
Cisalcoot è il più grande servizio di noleggi sharing elettrici: da oggi entra il traffico di Milano e approfitta del noleggio all-inclusive a mensili con scatole, 1 casco e assicurazione (Allianz).  
CON TRENOORD CONVIENE  
Per i clienti Trenord che acquistano un biglietto online sullo store, 45 minuti gratis di noleggio!

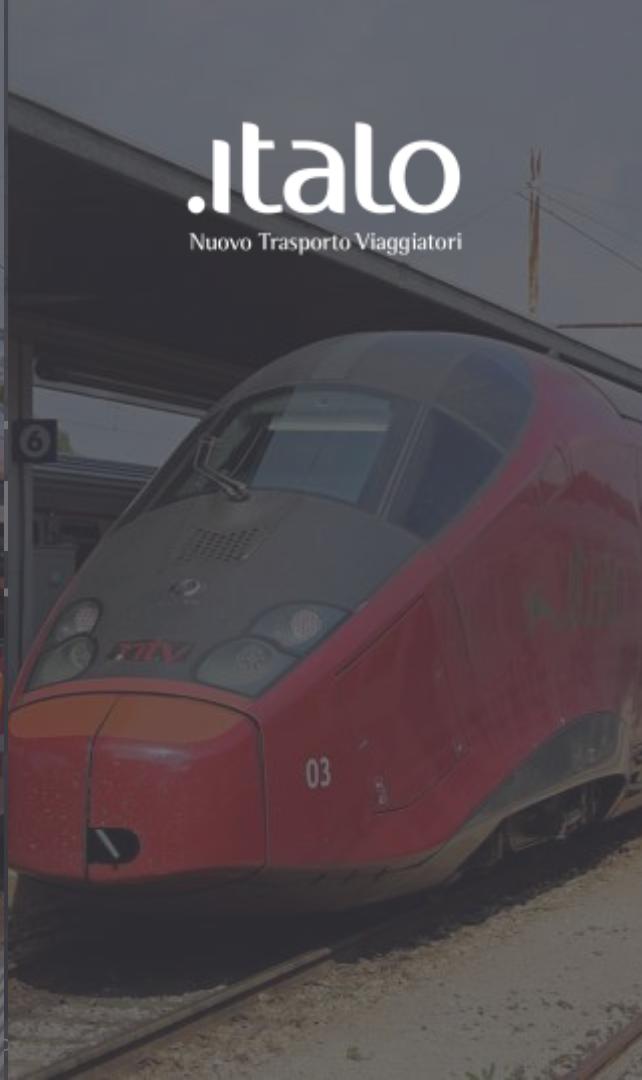
## Informations and warnings page

- ✓ The user can easily access further information about problems on the lines
- ✗ There is advertising inserted in the information about the train status, which can be confusing.





# BENCHMARKING



# TRENITALIA



Trenitalia is the primary train operator in Italy.

A subsidiary of Ferrovie dello Stato Italiane itself, it is owned by the Italian government, it was established in 2000 following a European Union directive on the regulation of rail transportation. Its headquarter is placed in Rome.

Trenitalia offers national rail transport in Italy and international connections to Austria, France, Germany, and Switzerland.

The company operates both regional and long-distance trains.



# 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.



## 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.





# COMPETITORS QUANTITATIVE BENCHMARKING

## BENCHMARKING - BUY TICKET WEB

**TRENORD**



📄 10

\* 14

⌚ 1m 15s

**TRENITALIA**



📄 5

\* 26

⌚ 58s

**SBB CFF FFS**



📄 9

\* 6

⌚ 55s

**.italo**



📄 4

\* 16

⌚ 1m 05s

# BENCHMARKING - TRAIN SCHEDULE WEB

**TRENORD**



📄 3

🖱️ 10

⌚ 45s

**TRENITALIA**



📄 2

🖱️ 6

⌚ 22s

**SBB CFF FFS**



📄 4

🖱️ 4

⌚ 18s

**.italo**



📄 2

🖱️ 6

⌚ 28s

# BENCHMARKING - STATUS WEB

TRENORD



4

4

55s

TRENITALIA



2

5

18s

SBB CFF FFS



3

3

14s

.italo



3

8

22s

# BENCHMARKING - BUY TICKET APP



19:12

→ **E tuo viaggio. Ricorda il viaggio.**

**PARTENZA E DESTINAZIONE:**  
Olgiate-Cicco-Bivio  
Milano Porta Garibaldi

**ANDATA - 2A CLASSE:**  
13/11/19, 19:27

**PASSAGGERI:**  
1 Adulto 3,60 €

**TELEFONO:**  
Inviami SMS del biglietto

**Acquista 3,60 €**

10

11

55s



→ **Dati passeggero**

**NOVARA → MILANO CENTRALE**  
gi: 14/11/2019 10:04 - 18:48 | ADULTO

**Dati passeggero Adulto**

Nome\* Emanuele **TISSUTI**

Cognome\* Bettazzoni

Data di Nascita 01/01/1990

Carta PRECIA **Carta di credito** + 800pt

Hai un Buono Sconto?

Totale € 5,50 **Dettaglio viaggio** **VAI ALL'ACQUISTO**

10

14

1m 05s



← **Collegamento** →

Lugano → Basel SBB

20:04 → Lugano Bin. 3

**IC 2 800** 14h 29m  
In direzione di Zurich HB  
+ 82 82 8

21:44 → Rotkreuz Bin. 5

← **Cambio**

21:53 → Rotkreuz Bin. 8CD

**S 26 800** 11h 29m  
In direzione di Lenzburg  
Lenzburg Bin. 6

**Biglietti da CHF 44,00**

7

11

48s



← **ACQUISTA BIGLIETTO** →

**Scelta stazione di partenza**

**Scelta stazione di arrivo**

**Andata:** 09 Nov **Aggiungi ritorno**

**1 Adulti** **-** **+**

**Altri passeggeri:** **AGGIUNGI**

Acquista utilizzando i punti Italo Più

Prima  Tariffe Ressatik

**CALCOLA**

**CERCA TRENI**

5

12

53s

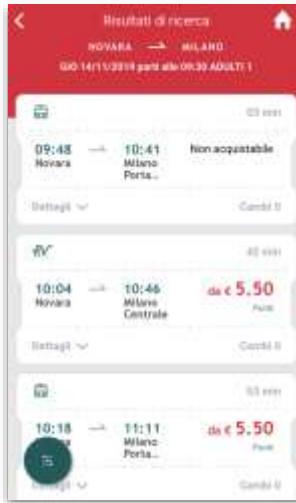
# BENCHMARKING - TRAIN SCHEDULE APP



7

11

38s



5

9

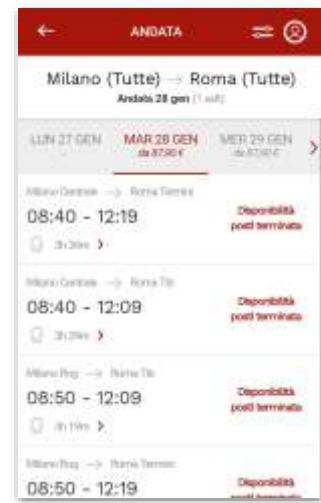
30s



4

1

22s



4

9

30s

# BENCHMARKING - STATUS APP



The screenshot shows a list of train journeys. The first journey is from Milan Porta Garibaldi to Verona at 09:22. The second journey is from Sesto San Giovanni to Verona at 10:29. The third journey is from Monza to Verona at 11:20. The fourth journey is from Arcore to Verona at 11:42.

8

10

42s



The screenshot shows the status of train 10625. The train is delayed by 4 minutes. The departure from Novara is at 09:18, and the arrival at Piacenza-Lentate is at 10:17. The train is currently at Novara. The next stop is Trècate at 09:30. The final destination is Magenta at 10:17. The train is operated by FS.

6

8

40s



The screenshot shows a connection status page. The connection between Poschiavo and St. Moritz is delayed by 43 minutes. The departure from Poschiavo is at 18:28, and the arrival at St. Moritz is at 20:11. The train is operated by R 4672. The connection is in direction of St. Moritz. The status is "Tutte le informazioni senza garanzia".

5

7

32s



The screenshot shows the status of train 8937/39. The train is on time. The departure from Torino Porta Nuova is at 15:23, and the arrival at Salerno is at 22:32. The train is operated by Alstom ETR 500. The status is "Arrivata SMART in testa".

5

6

25s



## QUALITATIVE EVALUATION & CASE STUDIES ANALYSIS



### Graphic Coherence

graphic coherence through the pages of the website or application.



### Usefulness of contents

provide useful informations at the right time, in the right page.



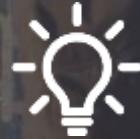
### Languages

number of languages available



### Error prevention

the website and the application have constrances to let the user avoid error



### Intuitiveness

level of intuitiveness of each page  
lower level of cognitive effort



### User Support

The quality of support available for the customer

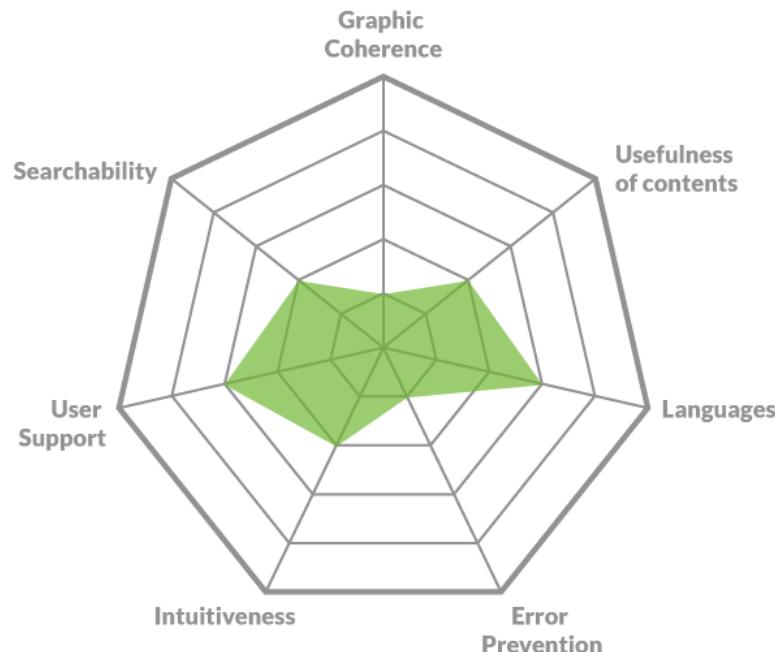


### Searchability

Ease to find the informations or sections of the website



# TRENORD WEBSITE



**Graphic Coherence:** The website architecture is incoherent and fragmented.

**Usefulness of contents:** The most relevant info are not placed in a convenient position and there is an overflow of information and visual noise.

**Languages:** There are only two languages: Italian and English.

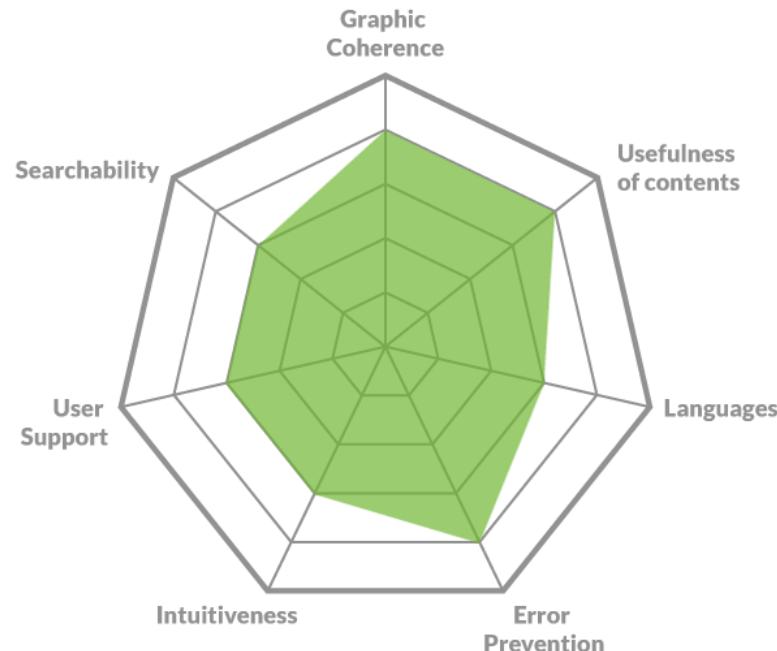
**Error Prevention:** No elements for preventing user errors, and the procedure ask to the user confirmation at every step step.

**Intuitiveness:** Starting from the sections on the homepage is impossible to understand where to search for the specific info, there is no help.

**User Support:** The support sections are sufficient but can be improved.

**Searchability:** The paths for reaching the information are twisted and disorganized, the user feel disoriented many times.

# TRENORD APP



**Graphic Coherence:** Updated graphic, coherent in the different sections, except for the personal profile.

**Usefulness of contents:** The most relevant info is available in the homepage but only if the user is logged in, if not they are still easy to find.

**Languages:** Only two languages: Italian and English.

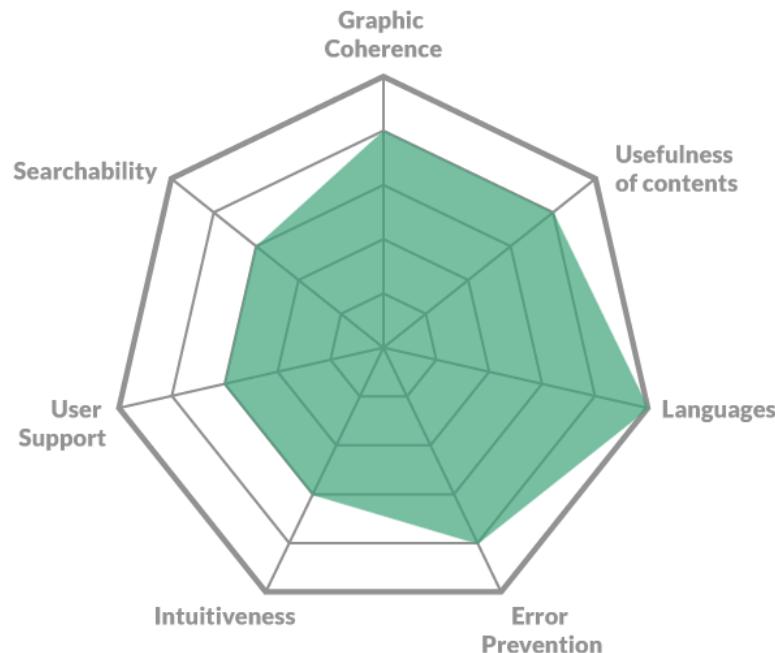
**Error Prevention:** In general, the user is well supported in almost every phase of the navigation

**Intuitiveness:** the homepage is clear and simple, but some icons could be misleading for the new users.

**User Support:** There are very limited support directly from the app.

**Searchability:** Info is coherently organised, but there are some misunderstandings for the new users.

# 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)

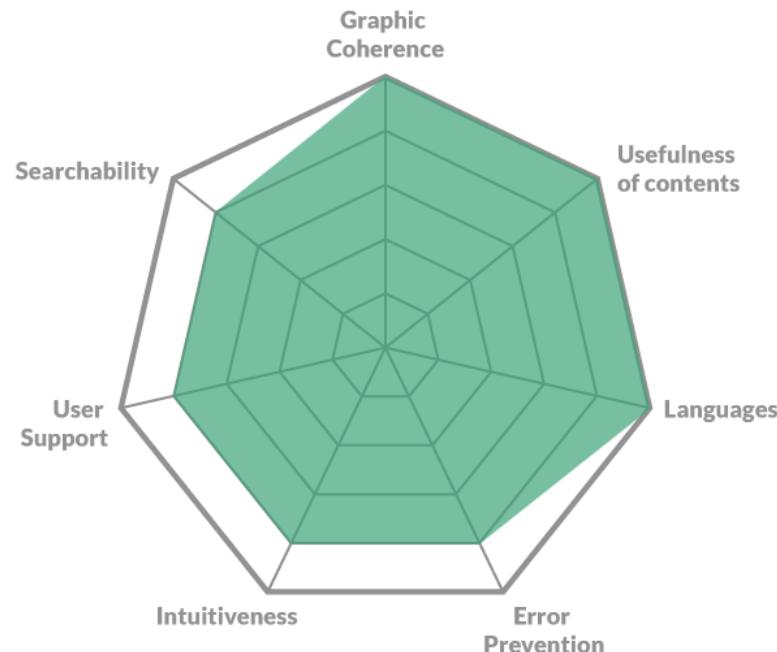
**Error Prevention:** In general, the user is well supported in almost every phase of the navigation

**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

# TRENITALIA APP



**Graphic Coherence:** All the pages have the same style and respect a general schema

**Usefulness of contents:** Relevant information is available on the homepage and in the other pages in a clear way

**Languages:** 4 languages available (Italian, English, French, German)

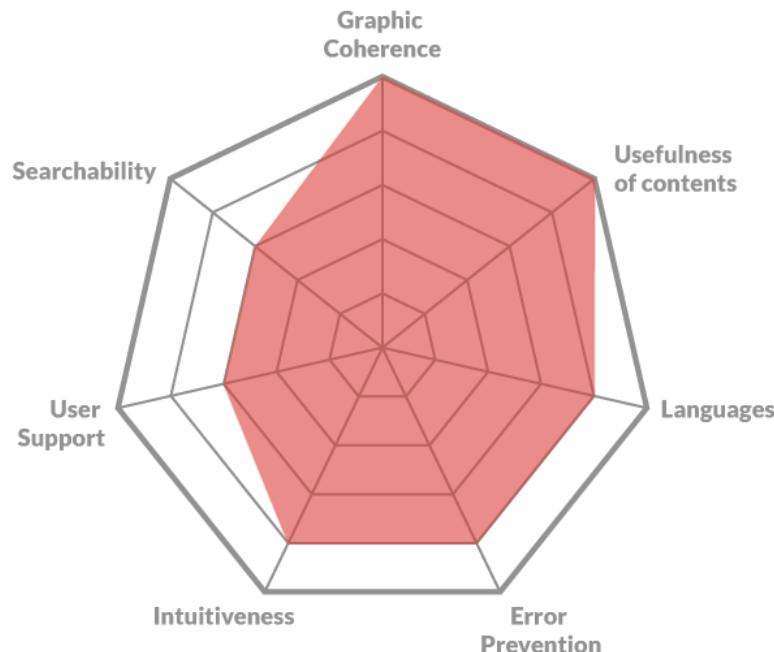
**Error Prevention:** In general, the user is well supported in almost every phase of the navigation

**Intuitiveness:** the app is intuitive, but the detail and the description of each track can be improved

**User Support:** Different tools for asking assistance (chat, call center, FAQ..., custom forms)

**Searchability:** The information are clear and easy to find because they are clustered in a good way.

# SWISS FEDERAL RAILWAYS WEBSITE



SBB CFF FFS

**Graphic Coherence:** The website style is very coherent in all the sections.

**Usefulness of contents:** Relevant information is highlighted and in general, each content is specific for every need of the user.

**Languages:** 4 languages available (Italian, English, French, German)

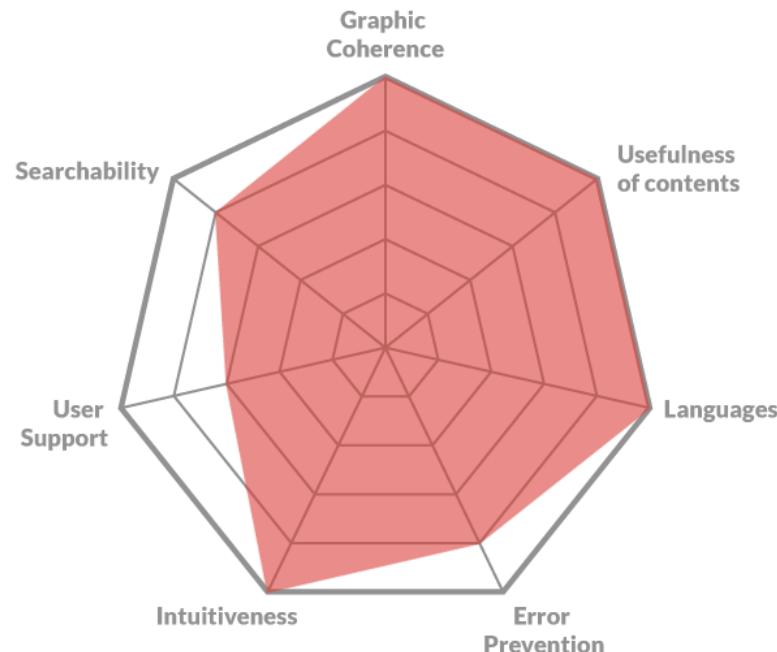
**Error Prevention:** In general, the user is well supported in almost every phase of the navigation.

**Intuitiveness:** Good balance between available and displayed information. In this way the navigation is intuitive.

**User Support:** The user can access the FAQ section but they can't talk with the customer service.

**Searchability:** Finding specific information is often difficult because lots of content is placed in the same sections.

# SWISS FEDERAL RAILWAYS APP



**Graphic Coherence:** The website style is very coherent in all the sections. All the services are in a one app.

**Usefulness of contents:** the information is concise and clear. Different tools to give useful information to the traveler

**Languages:** 4 languages available (Italian, English, French, German)

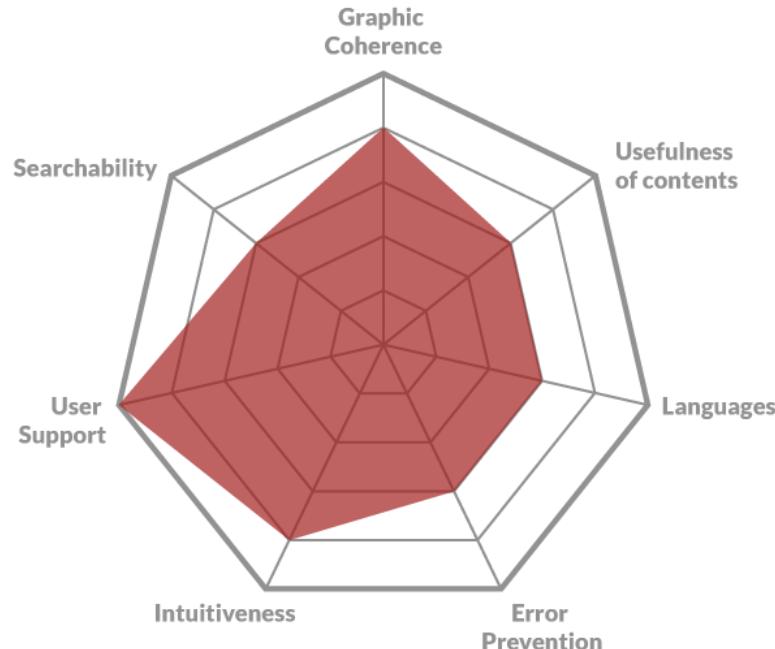
**Error Prevention:** In general, the user is well supported in almost every phase of the navigation.

**Intuitiveness:** Good level of intuitiveness, all the contents are well organized. Everything is where you expect it to be.

**User Support:** FAQ, support forum, report forms on maintenance, cleaning. The call center number is visible only if you are logged in.

**Searchability:** The app is very well structured and the information are easy to find.

# ITALO WEBSITE



.italo

**Graphic Coherence:** The pages are coherent and most of the times are based on a common schema, but it is improvable.

**Usefulness of contents:** There is some information that appear to be repeated with different hierarchies while belonging to the same area of meaning.

**Languages:** There are only two languages: Italian and English.

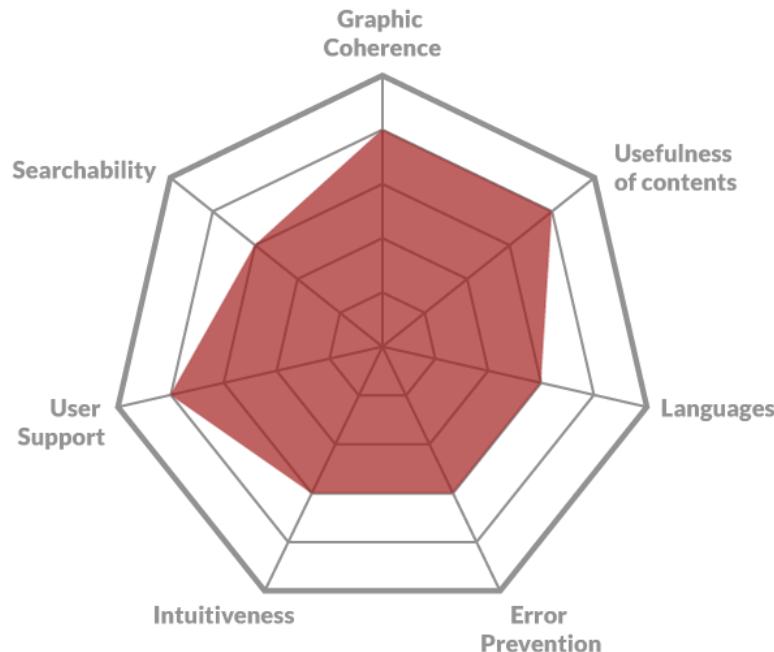
**Error Prevention:** When you insert data is difficult to come back to recover errors. the pages are badly connected to each other.

**Intuitiveness:** Good balance between available and displayed information

**User Support:** F.A.Q., Do it yourself, 3 different phone numbers and different forms.

**Searchability:** Bad structure of information in the website, they are difficult to find

# ITALO APP



.italo

**Graphic Coherence:** The pages are coherent and most of the times are based on a common schema, but it is improvable.

**Usefulness of contents:** The app is clear, but in the home page the advertisement is too invasive.

**Languages:** There are only two languages: Italian and English.

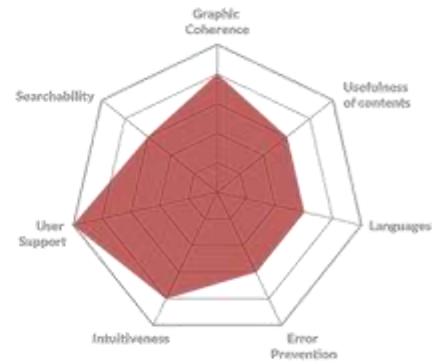
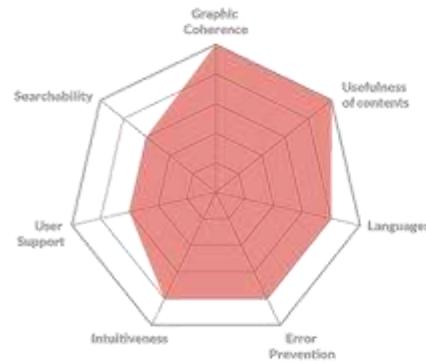
**Error Prevention:** The user is not well supported. It's difficult return back and there is only a check box at the end.

**Intuitiveness:** The names of some functions are not intuitive, difficult to understand what the term refers to. Wrong position of some functions.

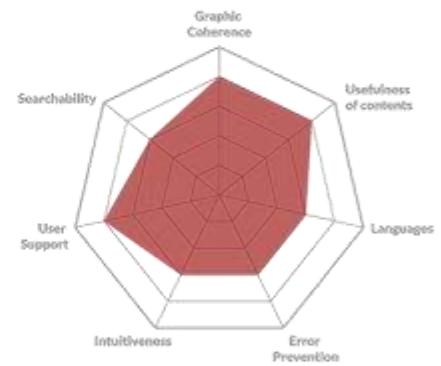
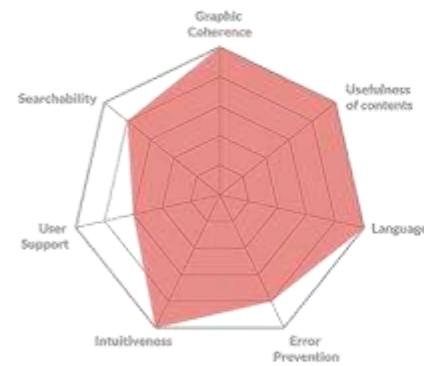
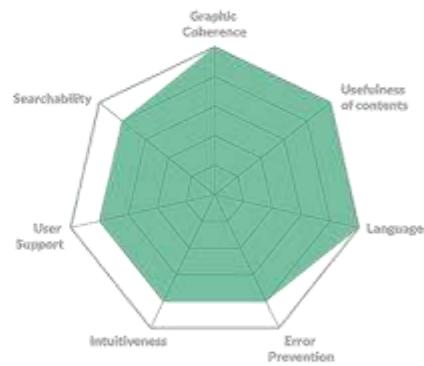
**User Support:** Incoherence between the website and app user support . App only paid Call Center, FAQ, complain module.

**Searchability:** The homepage is good, but on the lateral menu, it's difficult to find things.

# WEBSITES COMPARISON



# APP COMPARISON



As we can see the application is on par with its counterparts,  
for this reason we decide to concentrate mainly on the website.



# BENCHMARKING INSIGHTS

# TRENITALIA - BUY TICKET WEB INSIGHTS

The screenshot shows the Trenitalia website's search results page. At the top, there are navigation links: "Nuova ricerca", "Scelta viaggio", "Dettagli pagamento", and "Riseggi". Below this is a search bar with fields for "Stazione di partenza" (Milano Centrale), "Stazione di arrivo" (Bologna Centrale), "Data partenza" (30-01-2020), and "Ore" (17:00). There are dropdowns for "Adulti" (1) and "Bambini" (0+). A "Ricerca" button is present. Below the search bar, there are filters: "Stato risultato" (Treno), "Prezzo" (Prezzo minimo), "Regionale" (Regione Emilia-Romagna), and "Principali Salutare". The results section displays two train options:

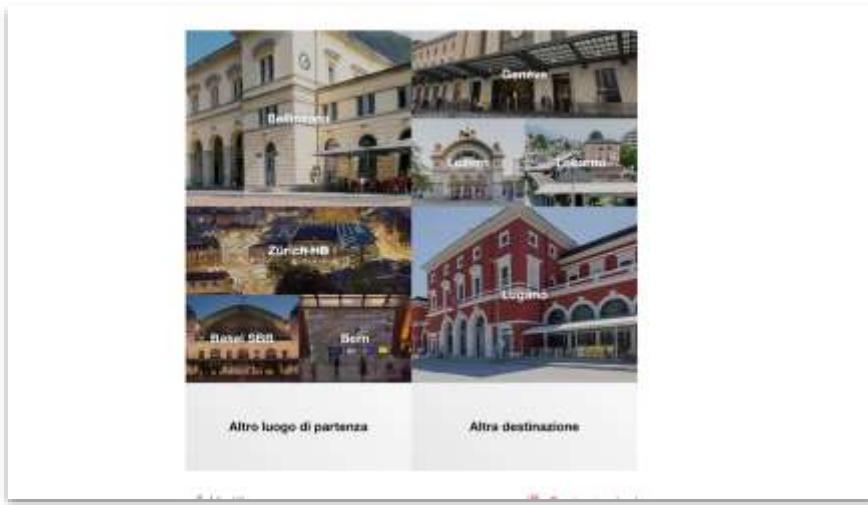
Partenza	Arrivo	Durata	Treno	Prezzo
Milano Centrale 17:10	Bologna Centrale 18:22	0 h 12'	Precalanca 1000 9555	48,00 €
Milano Centrale 17:20	Bologna Centrale 20:10	0 h 50'	Regionale Vivalto 2283	(P)

There is a counter continuously showing the amount of time the user has left for the purchase. That prevents the error of having to reload and search everything again, by knowing when the page will not function anymore.

The screenshot shows a modal window titled "Hai bisogno di aiuto?" (Do you need help?) with a red background and white text. It contains a question mark icon and two buttons: "No" and "Yes". The background of the main page is visible, showing the Trenitalia logo, a search bar for "Viaggio Milano Centrale - Bologna Centrale", and a price of "48,00 €". Below the modal, there are sections for "Autenticazione" (Authentication) and "Passengeri" (Passenger), which are partially obscured by the modal.

If the user is not active on the page for more than two minutes, a modal window appears in order to help the user if he has some problems in filling the boxes. By doing so the site is simplifying the process, especially for users with special needs.

# SBB CFF FFS - BUY TICKET WEB INSIGHTS



The tactile option is a brilliant way to make the selection of the stations intuitive and pleasing. The user drags a line between the departure and the arrival station. If a connection is not available, the opacity of the line is reduced, clarifying it.

Vista standard	Direzione	Partenze	Ora partenza	Arrivo	Durata	Occupazione
S 20 Direzione Locarno	Bellinzona → Locarno	0	18:02	18:29	27 min	1 (red)
B 311 Direzione Locarno, Piazzetto Fei	Bellinzona → Piazzetto Fei	0	18:04	18:48	47 min	0 (green)
S 20 Direzione Locarno	Bellinzona → Locarno	0	18:32	18:59	27 min	1 (red)
B 311 Direzione Locarno, Piazzetto Fei	Bellinzona → Piazzetto Fei	0	18:45	19:13	47 min	0 (green)

The information display looks clean, and there is a function which makes the decisions wiser: the website shows how crowded the train should be, based on statistical data.

# ITALO TRENO - BUY TICKET WEB INSIGHTS

## tinerario

Ultimi ricerche: Da **Milano (Tutte)** ➔ A **Bologna**

Andata e Ritorno

Andata

ove

Quando

Andata:

28-gen-2020

Ora di partita:

indifferente

Chi

1 Adulti

0 Bambini

0.13 Anni con passaporto

0.00 mesi senza passaporto

0 Adulti

0 Senior

aggi di Gruppo 30+ passeggeri ➞

recarsi codice premio

PROSEGUI

→ Andata	← Ritorno	Passeggeri	Totale Andata	Destinazione
Milano (Tutte) ➔ Bologna 18-28 gen 2020	Bologna ➔ Milano (Tutte) 18-28 gen 2020	1 Adulto	13,90 €	

Andata

Milano ➔ Bologna 18-28 gen 2020				
Biglietto da 22,90 €	Biglietto da 18,30 €	Biglietto da 17,90 €	Biglietto da 17,90 €	Biglietto da 14,90 €

18-28 gen 2020	Milano ➔ Bologna 18-28 gen 2020	Prezzo
18-28 gen 2020	Milano ➔ Bologna 18-28 gen 2020	18,30 €

Biglietto da 18,30 €	Milano ➔ Bologna 18-28 gen 2020	Prezzo	Smart	Comfort	Prima	Club Executive
Biglietto da 22,90 €	Milano ➔ Bologna 18-28 gen 2020	22,90 €	Eseguibile	35 €	39,90 €	
Biglietto da 18,30 €	Milano ➔ Bologna 18-28 gen 2020	18,30 €	Eseguibile	Eseguibile	Eseguibile	Eseguibile
Biglietto da 17,90 €	Milano ➔ Bologna 18-28 gen 2020	17,90 €	Eseguibile	Eseguibile	Eseguibile	Eseguibile

On the top-right of the page, the website is showing the path searched during the last researches. That's extremely useful, and creates a sense of belonging between the user and the company. The titles of the different sections are pretty different from what's shown in the other websites. They're extremely easy, and at the same time evoke the feeling of a simple operation.

The system is showing not only the options for the selected day, but also the different prices in the following days. This prevent the user to leave the page and start the research multiple times.

# TRENITALIA - BUY TICKET APP INSIGHTS



First of all, the app shows the last researches but also the favourite trips, creating a bond with the user and also promoting the reuse of the system.



Inside of the trip details, there's a specification of the functionalities of the ticket and especially about its limits and possibilities (for example, suggesting the possibilities of changing them in some cases and pointing out that they are/aren't already yet).

# SBB CFF FFS - BUY TICKET APP INSIGHTS



The page is intuitive, with a useful set of filters thanks to which the user is able to set specific parameters for the research (and, by doing so, to save time and cognitive effort).



In case of delays and/or climate issues, the app automatically shows alternative paths from the standard ones, specifying the cause of the problem and especially clarifying if the standard ticket (or pass possessed by the logged-in user) is adequate.

# ITALO TRENO - BUY TICKET APP INSIGHTS

The interface is different from all the others, but is extremely comprehensible. The essential elements (and them only) take all the available space on the page, and the date stands out - showing also the day of the week, which makes life easier in the sense of error prevention.

Each passage on the pages takes a proper space, having the right steps clearly specified. There are facilitations, showing the cheaper solutions first, but each pricing options is completed with the benefits the user will have by choosing it.

# TRENITALIA - SCHEDULE WEB INSIGHTS

The screenshot shows the Trenitalia website interface for booking a train ticket. At the top, there's a navigation bar with links for "Home Trenitalia", "P.I. Utente", "Italiano", "Anagrafe e Contatti", and "Area riservata". Below the header, a progress bar indicates the user is at step 4 of 4: "Nuova ricerca", "Scelta viaggio", "Dati e pagamento", and "Respingo". A "Help" button with a question mark icon is also present.

The main area is titled "Viaggio" and contains a search form with fields for "Stazione di partenza" (Milano Centrale), "Stazione di arrivo" (Bologna Centrale), "Data partenza" (30-01-2020), and "Orario" (17:00). There are dropdown menus for "Adulti" (1+) and "Bambini" (0+), and a "Ricerca" (Search) button.

Below the search form, there are filtering options: "Stato risultato" (Search results), "Prezzo" (Price), "Ritardata" (Delayed), and "Principali Salutari" (Main Health). A "Treno" (Train) button is also visible.

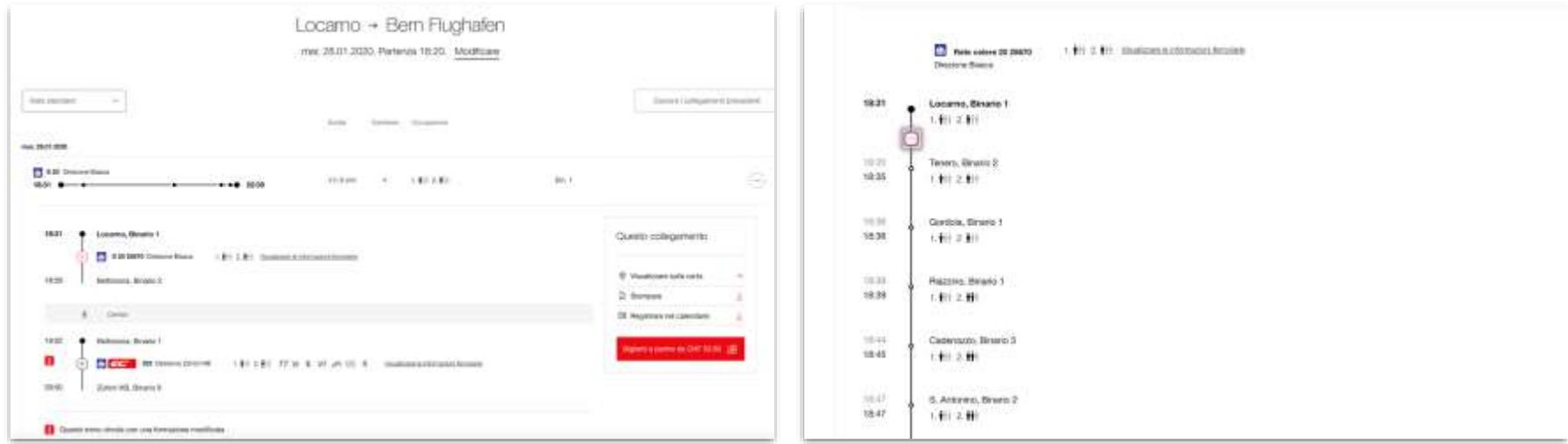
The search results show two available train services:

Partenza	Arrivo	Durata	Treno	Prezzo
Milano Centrale 17:10	Bologna Centrale 18:22	01h 12'	Precalanassa 1000 9255	48,00 €
Milano Centrale 17:20	Bologna Centrale 20:10	03h 50'	Regionale Veleno 2283	(P)

The first service is a regional train (RegioExpress) with a duration of 1 hour and 12 minutes, departing at 17:10 and arriving at 18:22. The price is 48,00 €. The second service is a regional train (Regionale Veleno 2283) with a duration of 3 hours and 50 minutes, departing at 17:20 and arriving at 20:10. The price is marked with a "(P)" symbol, likely indicating a promotional or discounted fare.

The travel information displayed at the top of the page is organically divided, and it's easy to understand all the categories properly. At the same time, the chart is always displayed inside of the page, even though the user scrolls down. In this way, the information about the selected ticket are always easily accessible.

# SBB CFF FFS - SCHEDULE WEB INSIGHTS



The section is displaying not just the basic aspect of the schedule, but also every possible information about it. If the user needs it, he can go deeper into various aspects of the journey, and at the same time it's easily possible for him to print the page, to see it on the map and to register the travel informations on his personal calendar.

By clicking on the plus symbol, the user can see each train stop and everything about it, even the amount of people that are usually in the train. This is, again, an adaptation to all the needs a user could have, from programing where to make a cigarette break to changing abruptly his plans.

# ITALO TRENO - SCHEDULE WEB INSIGHTS

## Orari Treni Italo

Ricerca gli orari dei treni di Italo. Inserisci la stazione di partenza e quella di destinazione per vedere gli orari del treno di andata e di ritorno.  
Una volta visualizzati gli orari e i prezzi dei treni, inserisci il treno desiderato e acquista un biglietto con l'italia viaggia di Italo, basta un solo click!

The screenshot shows a search interface for train schedules. At the top, there are input fields for 'Milano Centrale' (Departure) and 'Bologna' (Arrival), with a 'Cerca' (Search) button. Below this, there are filters: 'solo treni No Stop' (only non-stop trains) and 'solo treni Italo'. The main section displays the search results for the route "Milano Centrale > Bologna" on the date 29-Oct-2020. The results are presented in a table:

PARTENZA	ARRIVO	DURATA	TRENO/BUS	FERMATE	L M M G V S
06:48 Centrale	08:52 Bologna	1:04	Italo 9997	Reggio Emilia	✓ ✓ ✓ ✓ ✓ ✓ <b>Acquista</b>
09:48 Centrale	11:52 Bologna	1:04	Italo 9911	Reggio Emilia - Bologna Centrale	✓ ✓ ✓ ✓ ✓ ✓ <b>Acquista</b>
09:49 Centrale	09:47 Bologna	1:00	No STOP		✓ ✓ ✓ ✓ ✓ ✓ <b>Acquista</b>
07:46 Centrale	08:52 Bologna	1:06	Italo 9915	Reggio Emilia - Bologna Centrale	✓ ✓ ✓ ✓ ✓ ✓ <b>Acquista</b>

For completing this task, instead of having to insert the train number and other complicate information, the user only needs to select the departure and arrival stations. Another interesting aspect is the information about the schedule during the other days of the week. In this way, the page is giving further information about the period of time that can be important for the user, without needing more pages or saturating the space.

# TRENITALIA - SCHEDULE APP INSIGHTS

The interface is friendly and playful, virtually resembling the idea of paper tickets.

**Risultati di ricerca**  
MILANO → BRESCIA  
MER 29/01/2020 partì alle 17:00 ADULTI 1

1 h 12 min

17:00 → 18:12 Brescia Non acquistabile  
Milano Lambrate

Dettagli Cambi 0

**FRECCIAROSSA** 9749 36 min  
17:15 → 17:51 Brescia da € 29.00 Punti 87.30  
Milano Centrale

Dettagli Cambi 0

1 h 3 min

17:24 → 18:27 Brescia da € 7.30 Punti  
Milano Centrale

Cambi 0

It's possible to see all the train stops directly in the trip details. Also, the location of the train is enabled, so the user can see if it is already departed or not and its position on the path. There also is the differentiation between programmed times and effective ones.

**Stato trend** D

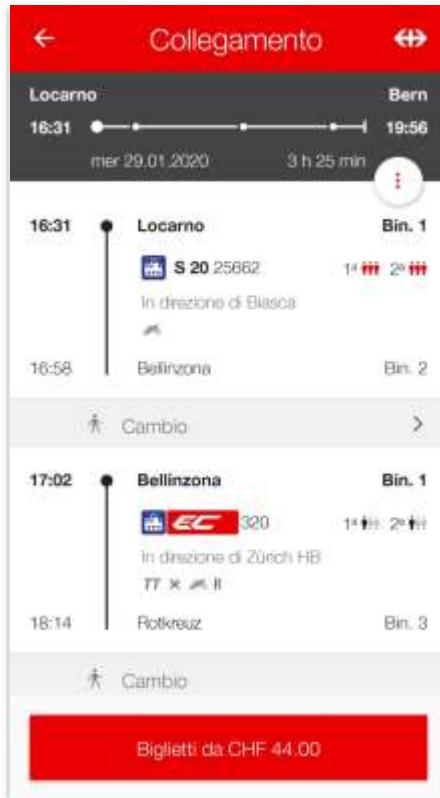
PRECIAROSSA 9749  
29/01/2020

Ultimo rilevamento alle ore --:  
Non ancora partito

Val alla mappa

Effettivo	Partenza	Stazione	Bin.
Programmato	-:-	Milano Centrale	11
Effettivo	17:15	Brescia	16
Programmato	-:-	Peschiera Del Garda	1
Effettivo	17:51	Verona Porta Nuova	4
Programmato	-:-	Vicenza	2
Effettivo	-:-	Padova	-

# SBB CFF FFS - SCHEDULE APP INSIGHTS



The train schedule section also displays trains that are already on the path, specifying their location. As usual, the service shows a lot of information that can be useful for the user.



There is a function enabling the user to visualize the composition of the train, also highlighting the special functions each wagon has (for example the access for disabled people and/or baby carriages, the class and their disposition on the binary).

# ITALO TRENO - SCHEDULE APP INSIGHTS

The screenshot shows a mobile application interface for train travel. At the top, there's a header with a back arrow, the word "ANDATA", and a user profile icon. Below this, the departure city "Ferrara" and arrival city "Napoli C.le" are displayed, along with the date "Andata 30 gen (1 adt)". A navigation bar below shows dates: MAR 28 GEN, MER 29 GEN, and GIO 30 GEN, with "GIO 30 GEN da 84,90 €" highlighted in red. The main content area lists three train journeys:

Journey Details	Price	Class
Ferrara → Napoli C.le 11:11 - 15:28 4h 17m	<b>€ 84,90</b>	Miglior prezzo Smart-Flex
Ferrara → Napoli C.le 12:11 - 16:28 4h 17m	<b>€ 84,90</b>	Miglior prezzo Smart-Flex
Ferrara → Napoli C.le 15:11 - 19:28 4h 17m	<b>€ 84,90</b>	Miglior prezzo Smart-Flex

The solutions on the schedule are flexible, in the sense that it's easily possible to choose to display the schedule on another day, perhaps to base the decision of buying the ticket on the best solution available. There also is a highlight on the best price obtainable, pointing out the class solution it implies (smart, business etc).

# TRENITALIA - STATUS WEB INSIGHTS



This section permits to see what's the weather like on the train's destinations, which can help the user in the planning of his trip and with its logistics. The map display can be modified by selecting just a part of the train types, reducing the visual noise on the map. The news section is always displayed, giving importance to them, which is a crucial aspect for a service that is connected to many destinations and many different environments.

# ITALO TRENO - STATUS WEB INSIGHTS

The screenshot shows the Italo Treno website's search interface. At the top, there are input fields for "Cerca per stazione" (Bologna and Milano Centrale) and "Cerca per n. di treno" (empty). Below this is a section titled "Treni in Circolazione" listing several train routes:

Treno	Itinerario	Ultimo aggiornamento
Italo 9948	Napoli 18:20 → Torino Porta Nuova 21:27	18:38
Italo 9990	Napoli 18:35 → Milano Centrale 20:16	18:38
Italo 9922	Napoli 18:20 → Torino Porta Nuova 22:27	18:38
Italo 9944/48	Salerno 13:22 → Torino Porta Nuova 20:27	18:38
Italo 9940	Napoli 13:20 → Torino Porta Nuova 18:27	18:38
Italo 9968	Napoli 14:35 → Milano Centrale 19:16	18:38
Italo 9900	Napoli 18:20 → Milano Centrale 23:20	18:38
Italo 9990	Roma Termini 18:55 → Milano Centrale 21:18	18:38

On the right side, there is a "Stazioni in tempo reale" section with a dropdown menu set to "Seleziona". Below it is a "Italo Informa" section with a small note about the news service.

The screenshot shows a mobile device displaying the status of train Italo 9948. The title bar says "Italo 9948" and "Napoli 18:20 - Torino Porta Nuova 21:27". A green checkmark indicates the train is "In sosta". The path is shown with red dots for stations already passed and green dots for others. The stations listed are:

- Napoli (arrivo 18:38, effettivo 18:34; partenza 18:35, effettivo 18:36)
- Napoli Afragola (arrivo 18:39, effettivo 18:34; partenza 18:35, effettivo 18:36)
- Roma Termini (arrivo 16:30, effettivo 16:31; partenza 16:40, effettivo 16:41)
- Roma Tiburtina (arrivo 16:47, effettivo 16:48; partenza 16:50, effettivo 16:51)
- Firenze Santa Maria Novella (arrivo 18:00, effettivo 18:00; partenza 18:05, effettivo 18:05)

A green dot at the bottom right corner indicates the train is "In orario".

This structure presents a wise use of the color in the section of the status. Green and red dots intuitively express different meanings, and their dimension is also implied in the information display. At the same time, it's also possible to just check the overall situation in a train station.

The train's path is clearly explained, with the differentiation between the parts of the path where the train has already passed across and the others. There also is a useful indication of the programmed arrive times and the expected ones.

# TRENITALIA - STATUS APP INSIGHTS

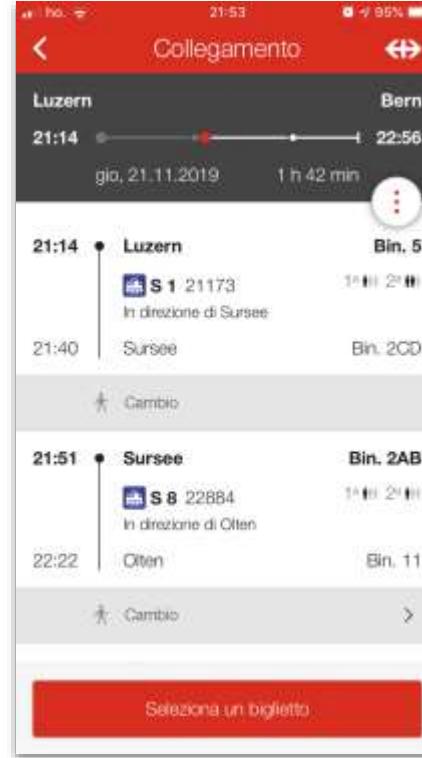
The screenshot shows a red header bar with the text "Imposta notifica". Below it is a large green circle containing a white checkmark. The main text area says "Stai aggiungendo il treno 9325 ai tuoi 'Treni Seguiti'" (You are adding train 9325 to your 'Followed Trains'). Below this, smaller text reads "Da ora potrai seguire l'andamento del tuo treno con un semplice tap!" (From now on you can follow the progress of your train with a simple tap!). A section titled "Vuoi attivare una notifica?" (Do you want to enable a notification?) contains text about receiving real-time updates. At the bottom is a red button labeled "PROCEDI" (Proceed).

There is a function that enables the user to follow a certain train, even allowing him to receive notifications about its status. This is especially important for people who travel for work or school, and can be crucial during strikes and bad weather conditions.

# SBB CFF FFS - STATUS APP INSIGHTS



The train status is displayed in the principal page, so the user just has to write down the stations of departure and arrival and he'll see the trains that are already on that path. By doing so, the flow it's extremely simplified, in fact the app doesn't have too many diversified functions while still answering to all the user's needs.



The information is various, and (just as the website) it's adapted to the different situation a user can find himself in.

# ITALO TRENO - STATUS APP INSIGHTS



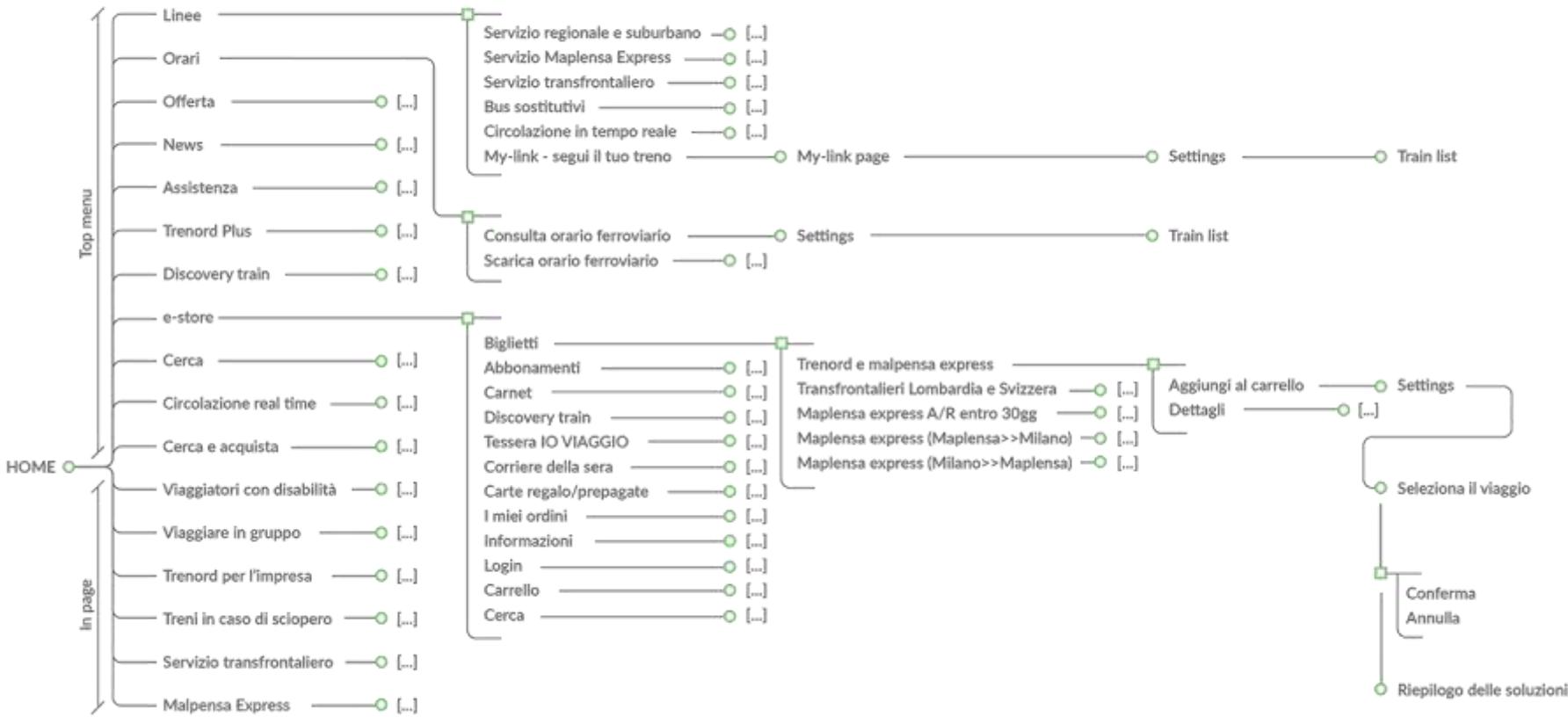
The page is very clear and you can check super fast the status of your train by number or arrival and departure places. The app shows all the trips that are active in that moment in the determined path, clarifying the delay time. The different disposition of the two sections of the page, one in the top and the other in the bottom, makes it visually comprehensible, especially thanks to the use of the shadow effect and of the colors (making the section appear on two levels of height).



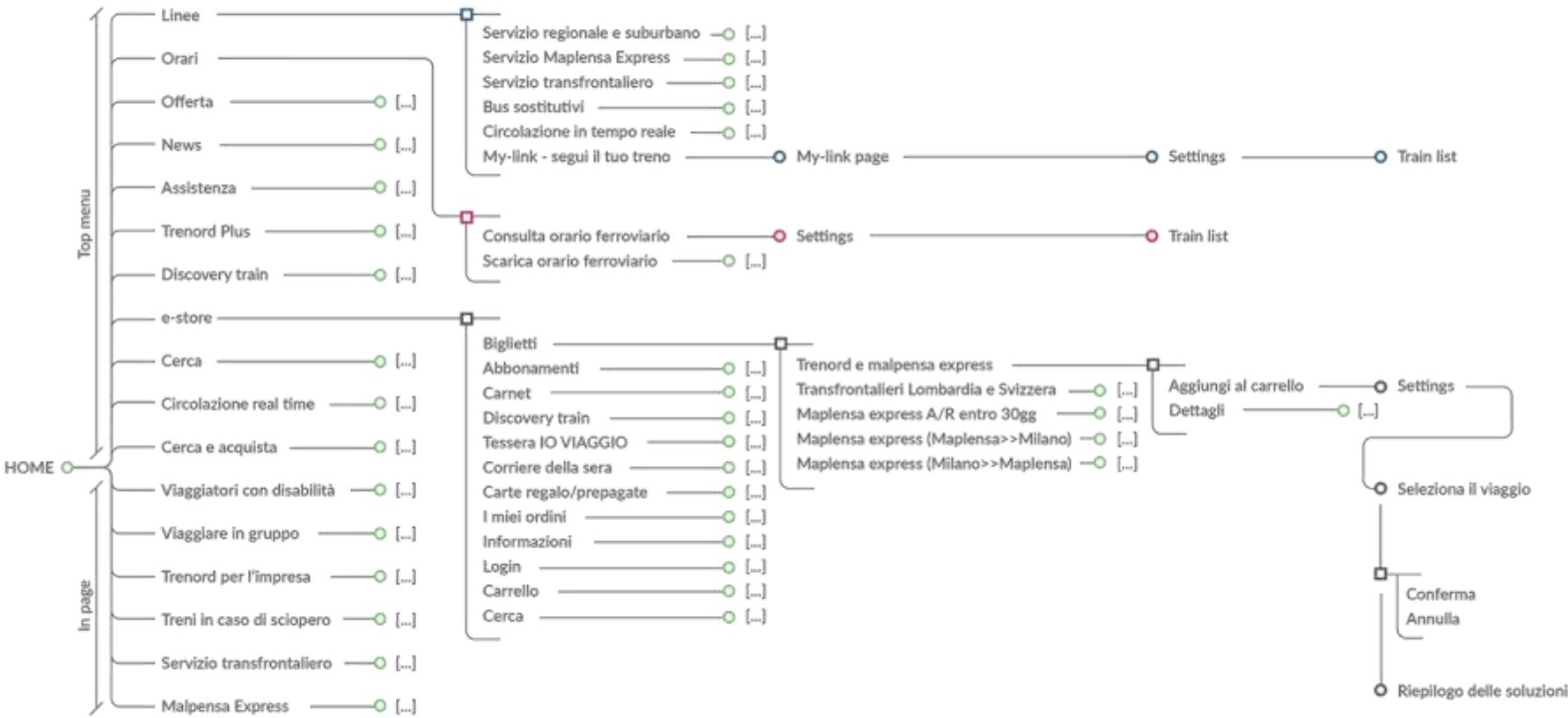
The page displaying the details of the trip is comprehensible and very clean, putting the right emphasis on the correct elements and thus eliminating the sense of visual noise.

# REDESIGN

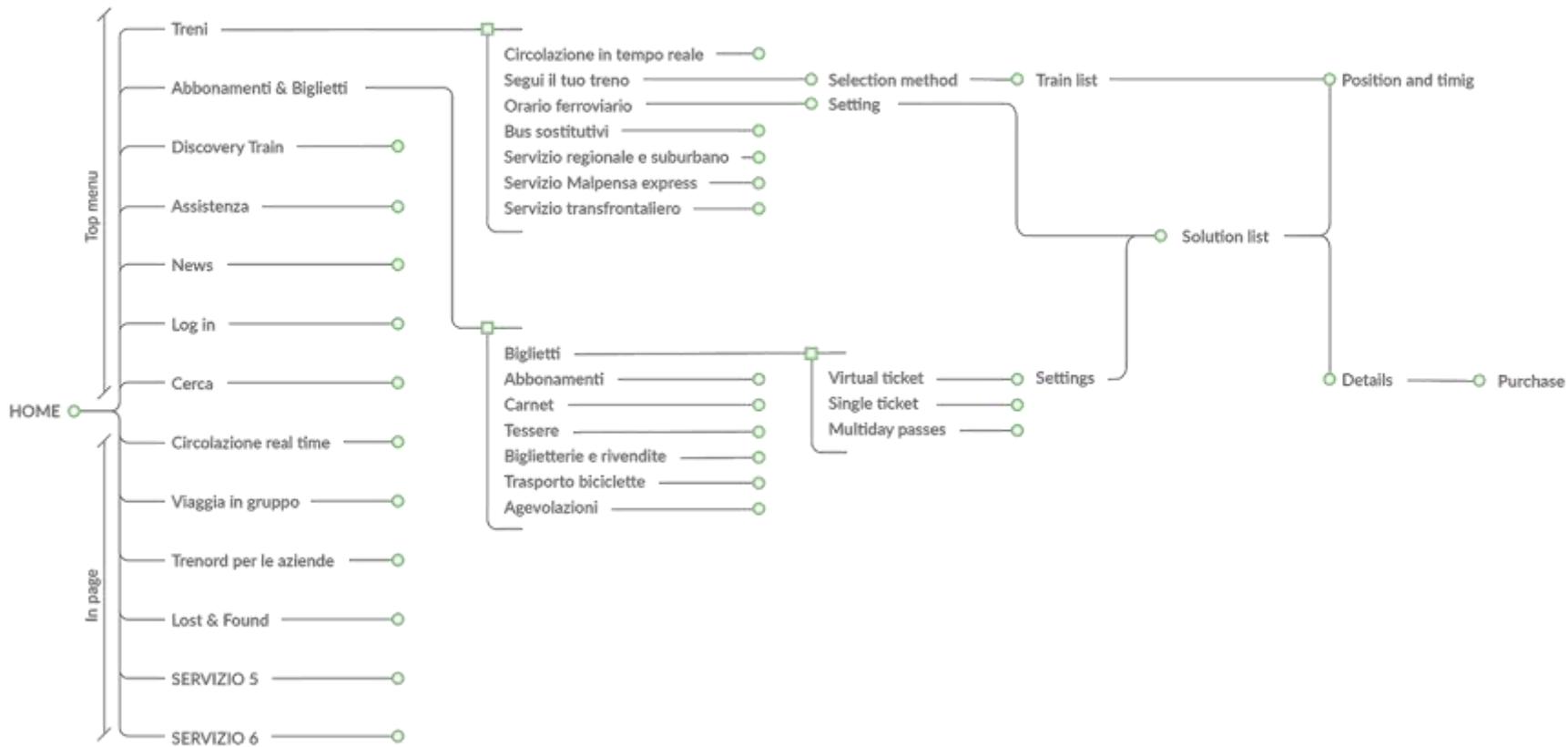
# OLD INFORMATION ARCHITECTURE



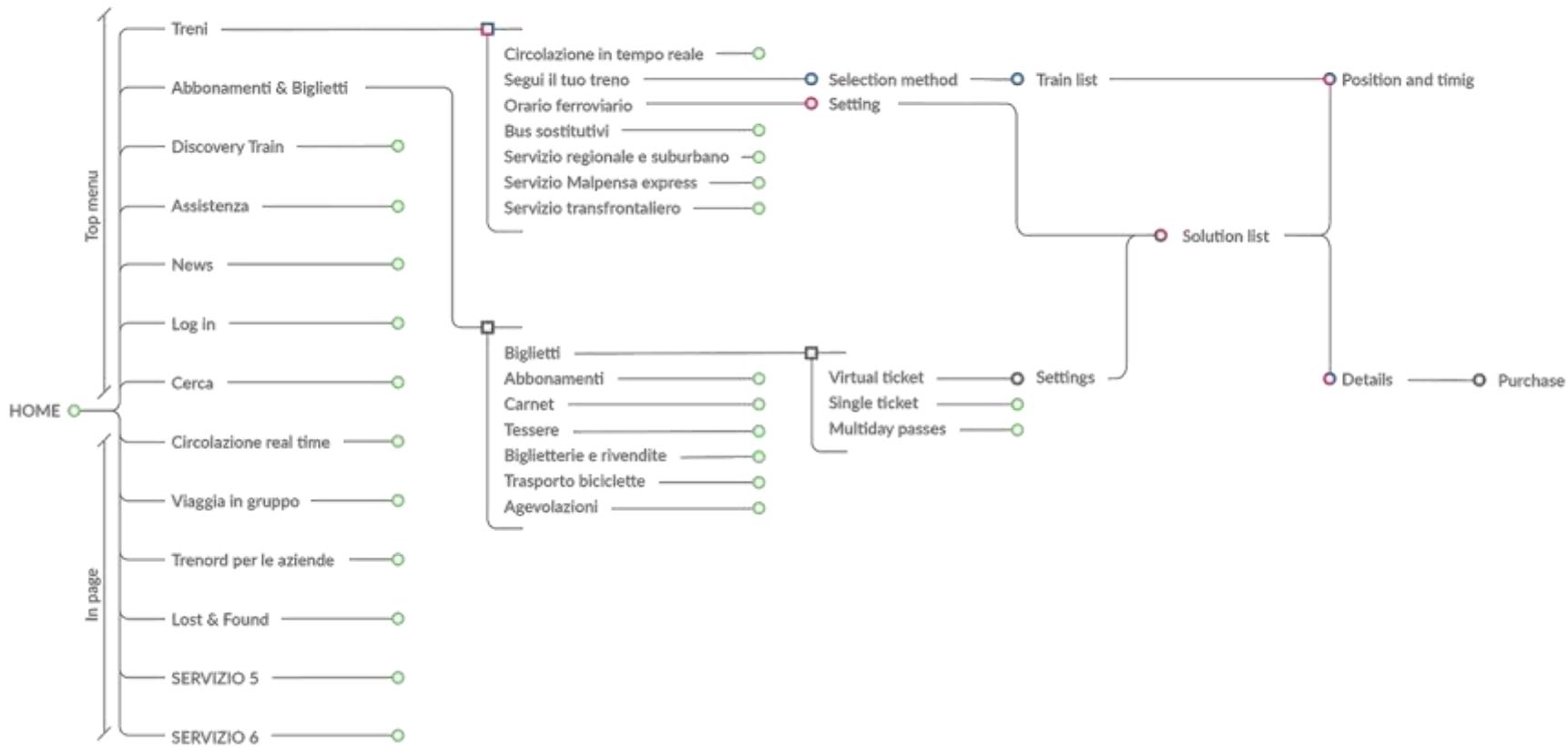
# OLD INFORMATION ARCHITECTURE



# NEW INFORMATION ARCHITECTURE



# NEW INFORMATION ARCHITECTURE



# STYLE GUIDE LINES

## 01 Boxes

Angles radius: 25px/10px



## 04 Color palette

Derived from Trenord application, website and logo



Green: #006634, #39B44A,  
#006634 - #62BA76



Grayscale: #2A3135, #DEDEE5,  
#F7F7F7



Warning: #F54937, #FF7F00

## 02 Icons

Rounded angles and ends



## 03 Buttons

Angles radius: 20px

	Text + icon	Text	Icon	Switch	Dot
Normal					
Selected					

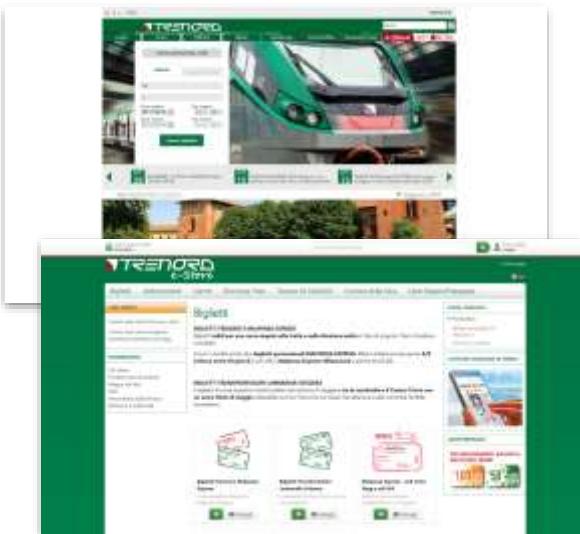
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# REDESIGN BUY TICKETS

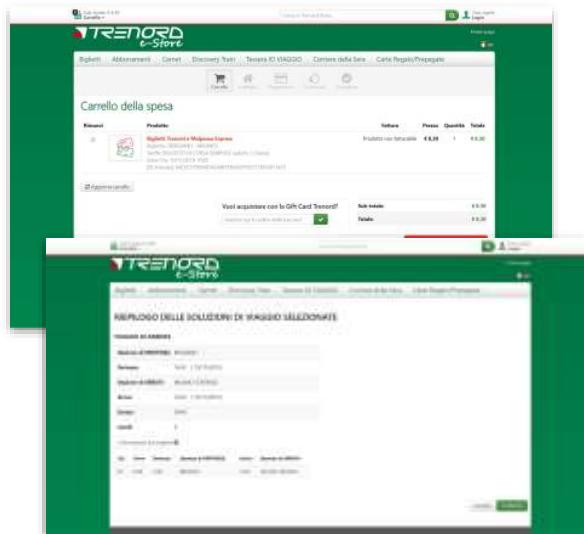
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# BUY TICKETS - PROBLEMS

Information and process is frammented on multiple websites, with incoherencias between them



Too much information repetition steps with no to little error check and prevention



Bad layout of information and bad designed forms



# BUY TICKETS - SOLUTION

Old website

The screenshot shows the Trenord website's ticket booking page. At the top, there are navigation links: Linee, Orari, Offerta, News, Assistenza, Trenord Plus, Discovery Train, e-Shuttle, BUY ONLINE, and MyTrenord. A large green train image is prominently displayed. On the left, there's a search form for "CERCA VOLI REAL TIME" with fields for "DA" and "A". Below it, travel details are shown: Date partita 26/11/2018, Ora partita 12:15, Date ritorno 26/11/2018, Ora ritorno 12:15. A green button labeled "Come a scoperto" is present. To the right, there are three promotional banners: one for "NOVEMBRE - TUTTE LE MODALITA' NELLA CIRCOLAZIONE" (with a green circle containing the number 29), one for "TITOLI SPECIAZI per GELTONI che si rinnova al prezzo di base Gennaio-Dicembre 2019" (with a green circle containing the number 15), and one for "Vigevano (PV)" (with a green circle containing the number 13). Below these is a section titled "VANTAGGI PER CLIENTI" showing a photo of a building. At the bottom, there's an offer for "ANA E MUSEI CIVICI VIGEVANO" with a 10% discount, and sections for "PALLACA" and "I NOSTRI SERVIZI" featuring icons for accessibility, group travel, business travel, car rental, Treno Express, and Malpensa Express.

Our solution

The screenshot shows a modern, minimalist ticket booking interface. At the top, there are tabs for "Ricerca" (selected), "Ricerca & Prezzo", and "Calcolo". Below are four input fields for "Stazione di partenza", "Data partenza", "Stazione di arrivo", and "Data arrivo". A "Search" button is located to the right. The main area features a large "Advertisement" banner with the text "Offre dettagli" and a "See more" button. Below this is a section titled "Easy access services" with six placeholder boxes labeled "Servizio 1" through "Servizio 6".



**BUY TICKETS - SOLUTION**

Old website

Trenord e-Store

Biglietti Abbonamenti Carteletta Disponibili Traini Tessera IO VIAGGIO Corriere della Seta Carte Regalo/Prepagato

## Abbonamenti integrati STIBIM

Così i nuovi abbonamenti integrati viaggiano su tutti i mezzi di trasporto pubblico nelle province di **Milano e Monza Brianza**.

Un nuovo modo di viaggiare: multimediale e sempre più solo se tessera IO VIAGGIO!

[Acquista ora](#)

### Indicazioni sulla vendita dei biglietti integrati Stibim

Da ottobre 2015 i biglietti di corsa semplice per le origini/Monza/Brianza che connettono nell'area Stibim di Milano e Monza Brianza sono disponibili integrati.

Una carica persistente in corrispondenza dei biglietti a tariffa flessibile (comprati con il bancomat) da oltre 4 giorni beyond.

Al termine di questa carica si può operare l'acquisto di una tessera abbonamento STIBIM. L'adeguamento dei servizi, al momento esclusivo nelle stazioni di Atella, prende in considerazione progressivamente, abbonati M1/M3, i nuovi servizi di rete urbana e, in particolare, il Tuglievo. Il tagliere rispettoso risiede nel pannello del tag, non ha cioè problemi con nuove connessioni o "hot" quando viene.

Si ricorda che i nuovi biglietti integrati Stibim sono disponibili presso lo **biglietteria**, i distributori automatici di stazione e i punti vendita autorizzati.

### Prodotti in vetrina

Ricevere l'abbonamento con 100 CUCI

Proteggere il portafoglio, accedendo a tutti i servizi

[Vai alla scheda](#)

Tessera Multivia, 10 viaggi in locali

10 viaggi viaggio rispettoso e prezzo accessibile

[Vai alla scheda](#)

Maltempo Express - 500 viaggi in locali

Maltempo proteggere il portafoglio, accedendo a tutti i servizi

[Vai alla scheda](#)

Tessera IO VIAGGIO

La tessera per tutti i mezzi

[Vai alla scheda](#)

Abbonamento integrato "Prezzo"

Prezzo rispettoso di tutti i mezzi

[Vai alla scheda](#)

Abbonamento integrato STIBIM

Risparmio 100% rispetto ai servizi disponibili al pubblico

[Vai alla scheda](#)

Tessera STIBIM

La tessera per tutti i mezzi

[Vai alla scheda](#)

Abbonamento integrato "Prezzo"

Prezzo rispettoso di tutti i mezzi

[Vai alla scheda](#)

Abbonamento integrato STIBIM

Risparmio 100% rispetto ai servizi disponibili al pubblico

[Vai alla scheda](#)

## Our solution

Item 1	Item 2	Item 3	Item 4	Item 5
<p>Page1 • Page2</p> <h2>Page2</h2> <div><p><b>TICKET 1</b></p><p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p><p>- <b>Order</b>: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p><p>- <b>Purchased</b>: Lorem ipsum</p><p>- <b>Validation</b>: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p><p><b>Buy now</b></p></div>				
<p><b>TICKET 2</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>  <ul style="list-style-type: none"><li>● <b>Paper ticket (to be validated)</b></li><li>● <b>Paper ticket (self-validation)</b></li><li>● <b>Electronic ticket</b></li></ul> <p>● Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>				

Buy now

---

**TICKET 2**

• **Paper ticket (to be validated)**

• **Paper ticket (self-validation)**

• **Electronic ticket**



**TICKET 3**

• **Form**

• **Printed ticket**

• **Validation**

• **Machine validation**

• **Barcode**

• **QR code**

• **RFID**

• **Smart card**

• **Mobile ticket**



Social pages: [Facebook](#) [Twitter](#) [LinkedIn](#)

Press kit download: [General](#) [Detailed](#)

Info: [info@ticketsofticket.com](#)

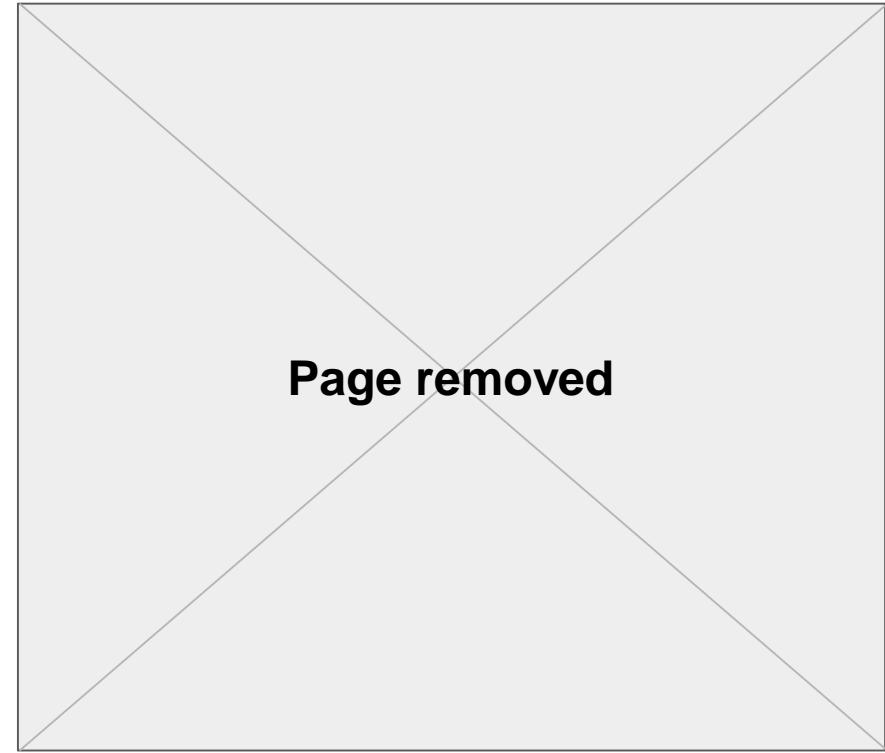
Phone: +34 91 123 4567

# BUY TICKETS - SOLUTION

Old website

The screenshot shows the Trenord e-Store website interface. At the top, there are navigation links: Soggetti, Abbonamenti, Carte, Discovery Train, Tessera ICI VIAGGIO, Città delle Ferrovie, and Carte Regalo/Preparati. Below this, there's a sidebar with sections for Trenord e-Store (Ticket Purchase, Abbonamenti, Cards), Discovery Train, and Tessera ICI VIAGGIO. The main content area features sections for "Biglietti" (with a sub-section for Malpensa Express tickets) and "BIGLIETTI TRANSFRONTALIERI LOMBARDIA-FRANCIA" (with a sub-section for Malpensa Express tickets). There are several large thumbnail images of tickets or cards, each with a "Consegnati" button below it. At the bottom, there are two tabs: "Soggetto" and "Agenzia".

Our solution



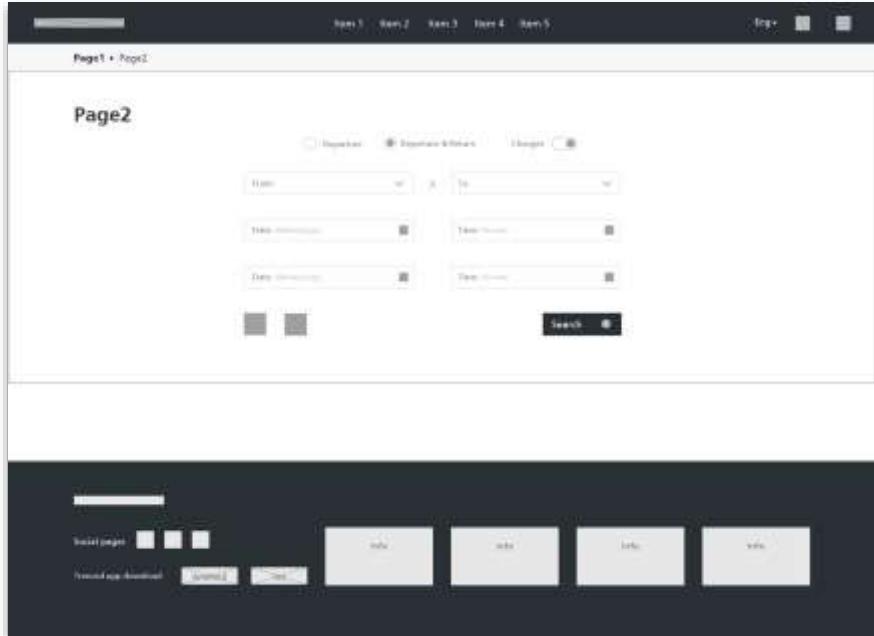
Page removed

## **BUY TICKETS - SOLUTION**

## Old website



## Our solution



# BUY TICKETS - SOLUTION

Old website

The screenshot shows the Trenord e-Store website. At the top, there are links for "Sighetti", "Abbonamenti", "Carte", "Discovery Train", "Trenord IO VIAGGIO", "Carrere della Sera", and "Carte Regalo/Preparare". Below this is a search bar with the placeholder "Seleziona il tuo viaggio". Underneath, there's a section for "Andata domenica 10 novembre 2019" and "Mese di partenza ITALIA". A table shows travel times from Milan Centrale to various destinations like Novara, Vercelli, Pavia, and Monza. At the bottom, there are buttons for "Successivo" and "Indietro".

Our solution

The screenshot shows a search interface titled "Page1 > Page2 > Page3". It includes a header with "Home", "Item 1", "Item 2", "Item 3", "Item 4", "Item 5", and a "Prev" button. Below the header is a search form with fields for "From" and "To", a date selector, and a "Search" button. The main area displays five search results, each with a map icon, departure station, arrival station, travel time, class (N, N+M), distance (km), and a "From Price €" dropdown. Each result also has a "Change" and "Delete" button.

**BUY TICKETS - SOLUTION**

## Old website

Trenord e-Store

Sigilli | Abbonamenti | Carte | Discovery Train | Trenord ID VIAGGIO | Corriere della Sera | Carte Regalo/Precapito

### Seleziona il tuo viaggio

ANDATA: domenica 10 novembre 2019

**Stazione di PARTENZA** (SELEZIONA)  
Stazione di ARRIVO: MILANO CENTRALE

Partenze 10/11	Partenze 11/11	Partenze 12/11	Partenze 13/11	Partenze 14/11
Arrivo 16:50	Arrivo 17:15	Arrivo 17:30	Arrivo 17:45	Arrivo 17:50
Durate 00:00	Durata 01:45	Durata 02:45	Durata 03:00	Durata 03:15
Cambi 0	Cambi 0	Cambi 0	Cambi 1	Cambi 0

**VIAGGIO DI ANDATA**

**Stazione di PARTITA** (SELEZIONA)

Partenza: 16:50 [18/11/2019]

Stazione di ARRIVO: MILANO CENTRALE

Arrivo: 17:50 [18/11/2019]

Durata: 00:59

Cambi: 0

Informazioni sul biglietto: **0**

Circ.	Nome	Partenza	Stazione di PARTITA	Arrivo	Stazione di ARRIVO
10	20.00	01/11	MILANO CENTRALE	16:50	MILANO CENTRALE

[Annulla](#) [Continua](#)

## Our solution

From	To	Class	Passenger Type	Price
Moscow	Departure Station	Business	Adults	From Price €
Moscow	Change	Business	Adults	From Price €
Moscow	Arrival Station	Business	Adults	From Price €
Moscow	Departure Station	Business	Adults	From Price €
Moscow	Change	Business	Adults	From Price €
Moscow	Change	Business	Adults	From Price €
Moscow	Arrival Station	Business	Adults	From Price €
<input type="checkbox"/> By choosing this option you're saving 50% off your fare. <span style="float: right;">Select</span>				
Moscow	Departure Station	Business	Adults	From Price €
Moscow	Change	Business	Adults	From Price €
Moscow	Arrival Station	Business	Adults	From Price €
Moscow	Departure Station	Business	Adults	From Price €
Moscow	Change	Business	Adults	From Price €
Moscow	Arrival Station	Business	Adults	From Price €

# BUY TICKETS - SOLUTION

Old website

The screenshot shows a complex web form for buying train tickets. At the top, there's a navigation bar with links like 'Soggetti', 'Abbonamenti', 'Carte', 'Discovery Train', 'Trenord IO VIAGGIO', 'Carte della Banca', 'Carte Regalo', and 'Preparare'. Below the navigation, there's a large image of two train tickets. The main form area has sections for 'Biglietti Trenord e Malpensa Express' and 'Biglietti Trenord e Malpensa Express'. It lists various travel options from 'BERGAMO-MILANO CENTRALE' to 'MILANO CENTRALE-MALPENSA AIRPORT'. There are dropdown menus for 'Treno' and 'Quantità'. Below this, there are fields for 'Indirizzo e-mail (a cui ricevere il biglietto)', 'Conferma e-mail (a cui ricevere il biglietto)', and 'Numero cellulare (Facoltativo)'. At the bottom, there's a 'Continua' button and a note about the ticket being valid for 10 days.

Our solution

The screenshot shows a simplified ticket purchase interface. At the top, it says 'Step 1 Step 2 Step 3 Step 4 Step 5'. Below this, there's a 'Step 1' section titled 'Autenticazione' with 'Login' and 'Continue without login' options. It includes fields for 'Nome utente' and 'Password' with a 'Forgot password?' link, and 'Login' and 'Register' buttons. Below that is an 'Account holder' section with fields for 'Nome' (filled with 'Marco'), 'Cognome' (filled with 'Baldini'), 'Data di nascita' (filled with '12/01/1985'), 'Capitale' (filled with 'Milano'), 'Prov. / Città' (filled with 'Milano'), and 'Città' (filled with 'Milano'). It also shows 'Economy' and 'First class' radio buttons, and a 'Buy ticket discount?' checkbox. A 'Add passenger' button is at the bottom. At the very bottom, there's a 'Next >' button.

# BUY TICKETS - SOLUTION

Old website

The screenshot shows a shopping cart page from the Trenord e-Store. At the top, there's a navigation bar with links like "Soggiorni", "Abbonamenti", "Carnet", "Discovery Train", "Trenord IO VIAGGIO", "Carriera della Salute", "Carte Regalo/Prepagato", and "Logout". Below the navigation, there's a "Carrello della spesa" section with a table showing a single item: "Biglietto Trenord e Malpensa Express" with a price of € 0,30. The table includes columns for "Nome", "Prezzo", "Quantità", and "Totale". There are also buttons for "Procedi al pagamento" and "Calcola le tasse". At the bottom, there's a sidebar with sections for "Servizi" and "Prodotti".

Our solution

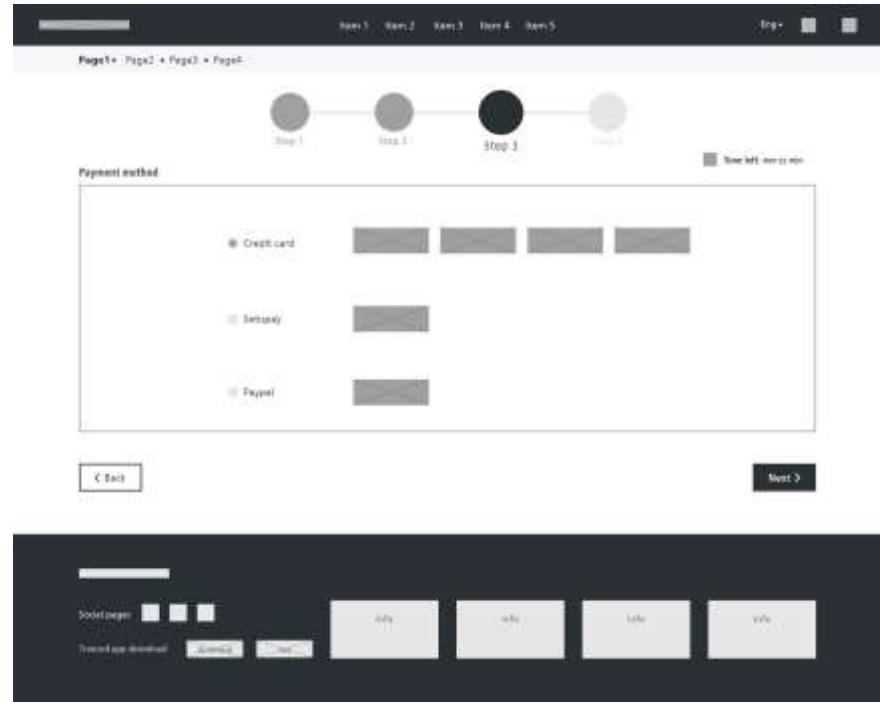
The screenshot shows a proposed ticket booking interface. At the top, it says "Page 1 > Page 2 > Page 3 > Page 4". Below that is a circular progress bar with five steps labeled "Step 1" through "Step 5". A timer on the right indicates "Time left: Mon 21 min". The main area is divided into two sections: "Departure" and "Return". Each section has a table with columns for "Percorso", "Passenger", "Boarding", "Price", and "Total". Under "Departure", there are two rows: one for "Departure Station" at 10:45 and another for "Arrival Station" at 11:30. Under "Return", there are two rows: one for "Arrival Station" at 10:45 and another for "Departure Station" at 11:30. Each row has dropdown menus for "User", "N", and "Price €". At the bottom, there are buttons for "Back" and "Next >". The footer features social media icons and a QR code.

# BUY TICKETS - SOLUTION

Old website

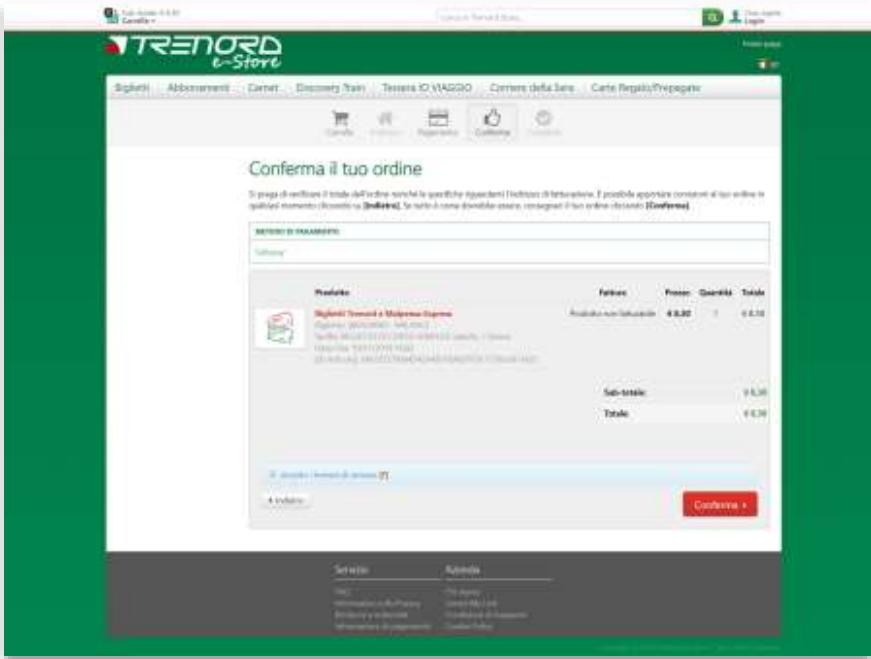


Our solution

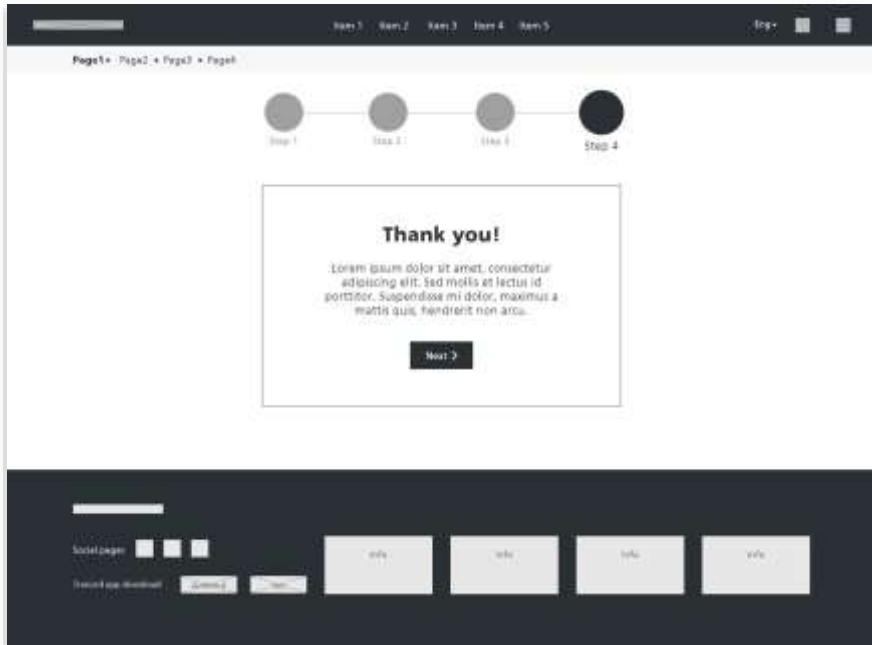


**BUY TICKETS - SOLUTION**

Old website



## Our solution



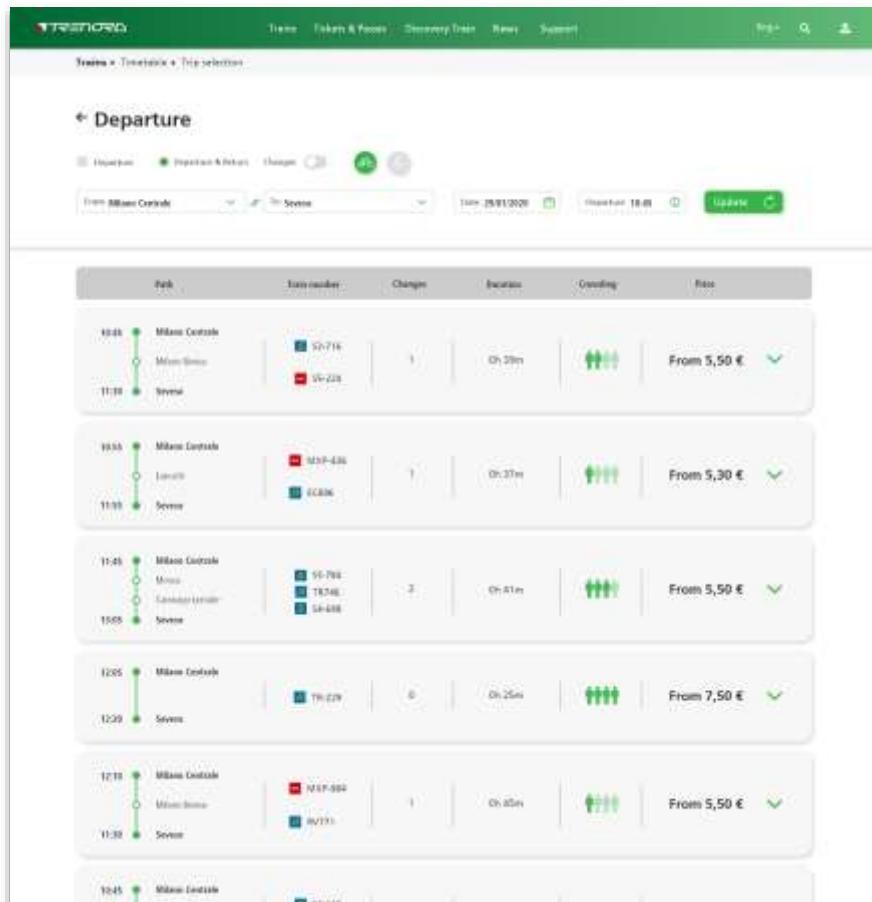
# BUY TICKETS - REDESIGN



The search interface features a green header bar with the Trinord logo and navigation links: Train, Tickets & Passes, Discovery Train, News, Support, and a search bar. Below the header is a large search form with fields for Departure and Arrival stations, Date, Return date, and Class. A "SEARCH" button is at the bottom right. To the right of the form is a photograph of a woman holding a train ticket.



How can we help you today?



The trip selection interface shows a "Departure" section with a search form for departure station (Milan Centrale), arrival station (Seveso), date (28/01/2020), and time (08:00). Below is a table of train options:

Part	Train number	Change	Duration	Coupling	Fare
10:48	Milano Centrale	SV-716	1	0h 29m	From 5,50 €
11:18	Milano Somma	VR-228			
11:35	Seveso	SE-436	1	0h 37m	From 5,30 €
11:45	Milano Centrale	SE-436	2	0h 51m	From 5,50 €
11:55	Milano Somma	TR-228			
12:29	Seveso	TR-229	0	0h 25m	From 7,50 €
12:39	Milano Centrale	VR-228	1	0h 45m	From 5,50 €
12:45	Milano Somma	SE-436			

# BUY TICKETS - REDESIGN

**Train** **Tickets & Fares** **Discovery Train** **New** **Support** **Help** **Logout** **User**

**Trains** > **Timetable** > **Trip selection**

### ← Departure

Departure: **Milano Centrale** | Seats: **2** | Date: **26/01/2020** | Departure: **16:45** | Update

Park	Train number	Classes	Duration	Occupied	Fare
1645 1138	Milano Centrale Sesto	SE-718 VI-224	1 0h 29m	2/2	From 5,50 €
1631 1137	Milano Centrale Milano Novara Novara Laveno-Mombello	SE-718 VI-224	1 0h 15m	2/2	Economy 2,50 € First Class 3,00 €
1134	Sesto	VI-224	0 0h 15m	2/2	Economy 3,00 € First Class 4,19 €
By choosing this solution you're saving 1,60 € (17%) <a href="#">Learn more</a>					
<b>Select</b>					
1654 1135	Milano Centrale Sesto	VI-224 EC-96	1 0h 31m	2/2	From 5,50 €
1143 1139	Milano Centrale Novara Laveno-Mombello	SE-704 VI-224 VI-271	2 0h 41m	2/2	From 5,50 €

**Train** **Tickets & Fares** **Discovery Train** **New** **Support** **Help** **Logout** **User**

**Trains** > **Timetable** > **Trip selection**

### ← Return

Departure: **Sesto** | Seats: **2** | Date: **26/01/2020** | Departure: **16:45** | Update

Arrival: **Milano Centrale** | Seats: **2** | Date: **26/01/2020** | Arrival: **11:45** | Update

Park	Train number	Classes	Duration	Occupied	Fare
1140 1138	Sesto Milano Novara	VI-224 SE-718	1 0h 29m	2/2	From 5,50 €
1135	Sesto	VI-224 EC-96	1 0h 31m	2/2	From 5,50 €
1145 1135	Sesto Caronno Pertusella Moy	VI-768 VI-748 VI-224	2 0h 41m	2/2	From 5,50 €
1225 1220	Sesto	VI-224 Milano Centrale	0 0h 25m	2/2	From 7,50 €
1219 1139	Sesto	VI-224 VI-271	1 0h 25m	2/2	From 5,50 €

# BUY TICKETS - REDESIGN

The screenshot shows the Trenoro website's ticket search interface. At the top, there are tabs for "Trains", "Tickets & Passes", "Discovery Train", "News", and "Support". Below the tabs, a search bar and a "Find" button are present. The main content area displays a list of train trips from Salzburg to Milan. Each trip entry includes the departure and arrival times, the route name (e.g., "Salzburg - Innsbruck - Brenner - Verona - Milan"), the train number (e.g., "SG-224", "SG-716", "HSP-426", "ICR06"), the number of stops, the duration, the class (e.g., "Economy", "First Class"), and the price starting from (e.g., "From 5,50 €"). A green "Select" button is located at the bottom right of each trip entry.

The screenshot shows the Trenoro website's ticket purchase interface. At the top, there are tabs for "Trains", "Tickets & Passes", "Discovery Train", "News", and "Support". Below the tabs, a search bar and a "Find" button are present. The main content area is titled "Trip selected" and "Purchase". It features a flow diagram with four steps: "Passenger data" (highlighted in green), "Seat", "Payment", and "Confirming". A progress bar indicates the current step. The "Passenger data" section contains fields for "First name" and "Last name" with placeholder text "John Doe" and "Doe John". It also includes "Continue without login" and "Login" buttons. The "Account holder" section lists "John Doe" as the account holder with "Economy" selected. A "Add passenger" button is available. The footer features the Trenoro logo, social media links (Facebook, Twitter, YouTube), and links to "Buy Train tickets", "Train Pass Tickets", "Discover", "Contact", "Privacy", "Terms of use", and "Cookie settings".

# BUY TICKETS - REDESIGN

This screenshot shows the first step of the ticket purchase process on the Trainline website. At the top, there's a navigation bar with links for Home, Tickets & Passes, Discovery Train, News, and Support. Below the navigation is a progress bar with four steps: "Passenger data" (green), "Seat", "Payment", and "Confirm". A timer indicates "Time left: 0:10 min".

The main section is titled "Authentication". It includes a "Login" button and a "Continue without login" link. There are two input fields: one for "Email" and another for "Password or PIN code". A "Forgot password?" link is also present.

Below the authentication section is a "Account holder" section. It shows a placeholder for "Name" and "Surname" with "Passenger 1" highlighted in red. It also shows "Date of birth" (1-November-1980) and "Gender" (Male). There are radio buttons for "Economy" (selected) and "First class". A "Do you have children?" link is available.

The "Passenger 1" section follows, showing fields for "Name" (Passenger 1), "Surname" (Passenger 1), "Relationship" (Passenger 1), and "Gender" (Male). It also shows "Date of birth" (1-November-1980) and "Gender" (Male). A "Do you have children?" link is available.

At the bottom right is a green "Next" button.

This screenshot shows the second step of the ticket purchase process, focusing on "Departure" and "Return" details. The top navigation and progress bar are identical to the previous screen.

The "Departure" section shows a table for the "Milano Centrale - Milano Sesto" route. It lists "Adult" (2), "Child" (0), "Price" (\$ 11,00), and "Total" (\$ 22,00). The departure time is 10:45 and the arrival time is 11:30. The "Return" section shows a similar table for the same route, with "Adult" (1), "Child" (0), "Price" (\$ 5,50), and "Total" (\$ 11,00). The return time is 10:45 and the arrival time is 11:30.

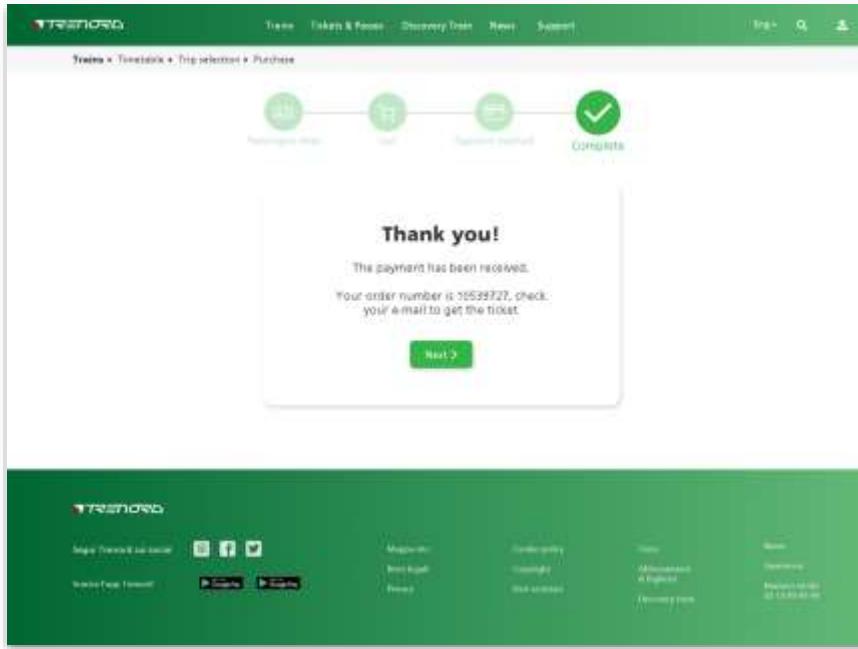
At the bottom left is a "Back" button, and at the bottom right is a "Next" button.

# BUY TICKETS - REDESIGN

The screenshot shows the payment method selection step in the Trainline ticket purchase process. At the top, a progress bar indicates 'Payment' is the current step. Below it, a 'Payment method' section lists three options: Credit card (selected), Banking (with a satispay logo), and PayPal. Each option has a 'Next >' button to its right. A green 'Back' button is located at the bottom left. The footer contains social media links and a 'Help' section.

The screenshot shows the credit card data entry step. The 'Credit card data' section contains fields for Name, Cardholder name, Expiry date, and Card number. Below these are fields for CVV, Zip code, and a 'Check' button. A green 'Next >' button is on the right. The footer features a Trainline logo, social media links, and a 'Help' section.

# BUY TICKETS - REDESIGN



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# REDESIGN CHECK TRAIN SCHEDULE

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# TRAIN SCHEDULE - PROBLEMS

Interaction with the search fields  
on the top of the page does not provide any  
error prevention or auto hint,  
leading the user to errors



The information are displayed  
in an incoherent way, The information  
are displayed in a chaotic and confusing way



# TRAIN SCHEDULE - SOLUTION

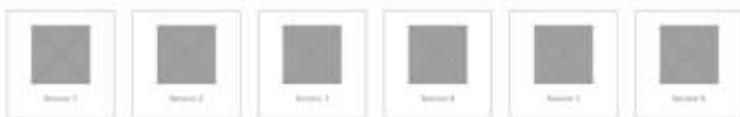
Old website



Our solution



Easy access services



The screenshot shows the Trenord website homepage. At the top, there's a navigation bar with links like "Treno", "Biglietto", "Scopri", "Destinazione", "Trenord Live", "e-Steve", and "Scrivimi". Below the header, there's a large image of a modern green train. To the left of the train is a sidebar with a "COSTRUZIONI RAIL TIME" section and a "Treni" section. The main content area features a "Treni" section with a "Treno 1" button, followed by a "VANTAGGI PER GLI IScritti" section featuring a photo of a building and a "10% PALLACA" offer. Below these are sections for "I NOSTRI SERVIZI" (with icons for accessibility, elderly, business, disabled, and travel) and "Sponsor" (with logos for satispay, reLombardia, genapayd, and moovit). At the bottom, there's a footer with links for "Chi Siamo", "Storia e Rent", "Glossario", "Linee", "Gallerie", "Offerte", "Musei", "Trenord Plus", and "Trenord Free". The footer also includes social media links for Facebook, Twitter, LinkedIn, YouTube, and Instagram.

The screenshot shows the Trenord Community app interface. On the left, there's a "News" section with three cards labeled "News title 1", "News title 2", and "News title 3", each with a "DAY" and "month" header. In the center, there's a "Trenord Community app" section with a large "New service" banner. On the right, there's a "Sponsor" section with a dark background and several small, mostly illegible cards. At the very bottom, there's a "Social page" section with icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram.

# TRAIN SCHEDULE - SOLUTION

Old website

The screenshot shows the homepage of the old Trenord website. At the top, there's a navigation bar with links for "Treno", "Città", "Treni", "Biglietti", "Ricerca", "Economy", "S-Dove", and "Biglietti". Below the navigation, there's a search bar with placeholder text "Data partenza" and "Data arrivo". To the right of the search bar is a colorful graphic with the text "TRENORD" and "TRENORD - BIGLIETTI TUTTO INCLUSI". The main content area contains several lists of train services, each with a small thumbnail image and descriptive text. At the bottom, there's a footer with links for "Mappa del sito", "Contatti", "Privacy", "Informativa sulla Privacy", "Glossario", "FAQ", "Regolamento", "Glossario", "FAQ", "Regolamento", and "Glossario".

Our solution

The screenshot shows a modern, minimalist user interface for a train schedule search. The top navigation bar includes links for "Home", "Page 1", "Page 2", "Page 3", "Page 4", and "Page 5". The main header "Page2" is displayed above a search form. The search form consists of two input fields for "From" and "To", followed by dropdown menus for "Time departure" and "Time arrival", and two additional dropdown menus for "Date departure" and "Date arrival". Below the search form is a "Search" button. The bottom section of the page features a dark background with several small, white, rectangular cards or cards, each containing some text and icons. A progress bar is visible at the top of this section.

# TRAIN SCHEDULE - SOLUTION

## Old website

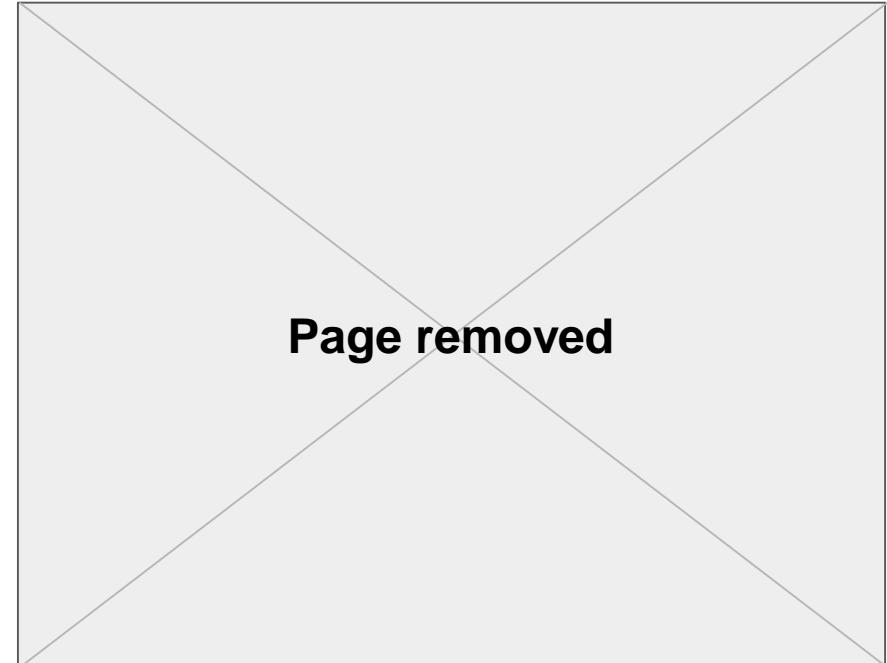
## Our solution

# TRAIN SCHEDULE - SOLUTION

Old website



Our solution



# TRAIN SCHEDULE - SOLUTION

## Old website



## Our solution

Page1 • Page2 • Page3

## ← Page3

Departure    Departure & Return    Changes

Date  To Date availability  Date return

Path	From station	Changes	To station	Grouping	Price
Moscow  Departure Station Change Arrival Station	<input type="checkbox"/> Moscow <input type="checkbox"/> Novosibirsk	N	Adm. Men		From Price €
Moscow  Departure Station Change Change Arrival Station	<input type="checkbox"/> Moscow <input type="checkbox"/> Novosibirsk	N	Adm. Men		Class Price €
Moscow  Departure Station Change Arrival Station	<input type="checkbox"/> Moscow <input type="checkbox"/> Novosibirsk	N	Adm. Men		Class Price €
Moscow  Departure Station Change Arrival Station	<input type="checkbox"/> Moscow <input type="checkbox"/> Novosibirsk	N	Adm. Men		From Price €
Moscow  Departure Station Change Arrival Station	<input type="checkbox"/> Moscow <input type="checkbox"/> Novosibirsk	N	Adm. Men		From Price €
<input type="checkbox"/> By choosing this option you're saving 30% off total price.					
Select...					

# TRAIN SCHEDULE - REDESIGN

The screenshot shows the initial redesign of the Trenord website's train schedule search feature. At the top, there are two tabs: "Frequent" (selected) and "Supplement & Token". Below them is a search bar with dropdowns for "From" and "To", and date pickers for "Date departure" and "Date return". A "SEARCH" button is present. To the right is a large image of a woman with red hair holding a green ticket. The main content area features a blue banner with the text "+ Snow - Stress" and "Train + Bus + Skipes available from 34 €". Below the banner, there are three snowboarders on a slope.

The screenshot shows the updated version of the train schedule search feature. The layout is identical to the previous one, with tabs for "Frequent" and "Supplement & Token", a search bar, and a woman holding a ticket. The main content area now features a larger blue banner with the same "+ Snow - Stress" and "Train + Bus + Skipes available from 34 €" text, and the three snowboarders are more prominent.

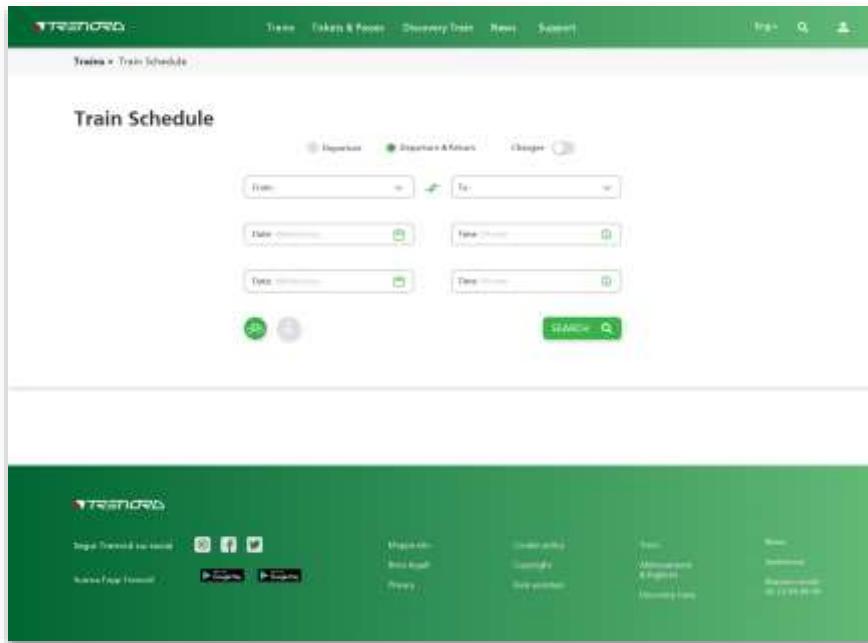


How can we help you today?

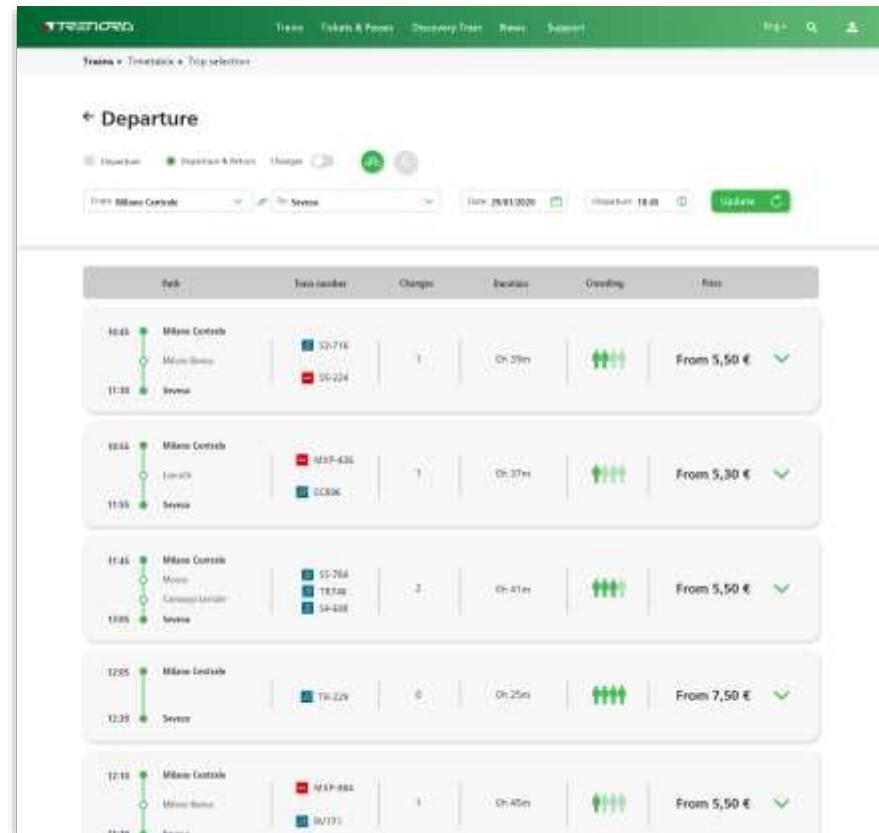


Scarica l'app Trenord

# TRAIN SCHEDULE - REDESIGN



This screenshot shows the redesigned Train Schedule interface. At the top, there's a navigation bar with links for Home, Tickets & Passes, Discovery Train, News, and Support. Below the navigation is a search bar with dropdowns for Departure, Arrival, and Charger status. The main area is titled "Train Schedule" and contains input fields for Date, Time, and Duration, along with a "SEARCH" button. At the bottom, there's a footer with social media links, a "Report Train Delay" button, and a "Helpful Page Feedback" button.



This screenshot shows the redesigned Train Timeline interface. It features a header with "Train" and "Timeline" sections, and a "Trip selection" dropdown. Below is a "Departure" section with a search bar and a table of train trips. The table columns include Path, Train number, Charger, Duration, Occupancy, and Price. Each row shows a green line icon with dots indicating stops, the train number, the number of chargers available, the duration, the occupancy level (green bars), and the price starting from. The table has five rows, each representing a different train trip from Milan Centrale to various destinations.

Path	Train number	Charger	Duration	Occupancy	Price
Milan Centrale → Milan Stazione → Inverso	57-716 55-224	1	0h 29m	3 people	From 5,50 €
Milan Centrale → Lodi Ost → Novara	437-436 2C826	1	0h 37m	3 people	From 5,50 €
Milan Centrale → Monza → Casnigo-Laveno → Novara	55-268 18748 54-418	2	0h 41m	3 people	From 5,50 €
Milan Centrale → Novara	18-229	0	0h 25m	3 people	From 7,50 €
Milan Centrale → Univas-Soncino → Novara	18P-884 18J771	1	0h 45m	3 people	From 5,50 €

# TRAIN SCHEDULE - REDESIGN

**TRENORD** Trains Tickets & Passes Discovery Train New Support Print Search

Trains ▶ Timetable ▶ Trip selection

← Departure

Departures Departure & Return Changes ⏪ ⏩

From: Milano Centrale To: Sesto Date: 29/01/2020 Departure: 10:45 Update

Date	Train number	Changes	Duration	Coupling	Price
10:45 Milano Centrale Milano Brera Sesto	53-716 53-226	+	0h 23m	↔	From 5,50 €
10:45 Milano Centrale Milano Brera	53-716	1	0h 15m	↔	Economy 2,60 € First Class 3,80 €
10:47 Milano Brera Milano Brera Milan Orio Sesto Sessese	53-226	0	0h 17m	↔	Economy 1,90 € First Class 4,10 €
10:55 Milano Centrale Sesto	53-716 EC89	+	0h 37m	↔	From 5,30 €

No journey this solution you're using. Only 1 trip. [Learn more](#)

Select

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# REDESIGN TRAIN STATUS

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# TRAIN STATUS - PROBLEMS

The needed informations are hide beyond a long and unclear procedure, not useful when this information are needed in short times



There are again fragmentation and incoherence between the websites, The features use outdated and non-updated according to today's standards (both from an technology and usability point of view)



# TRAIN STATUS - SOLUTION

Old website



Our solution

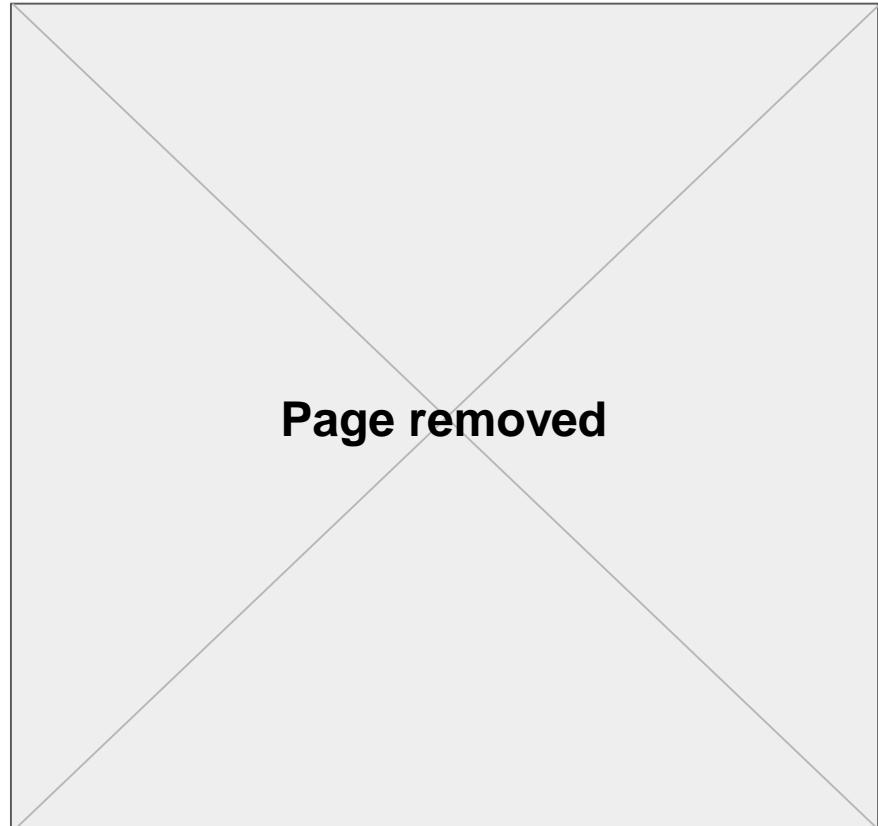
A screenshot of the new Train Status solution interface. It features a dark header with "Item 1", "Item 2", "Item 3", "Item 4", "Item 5", and a "Trova" button. Below the header is a search form with dropdowns for "Da" and "A", and a "Search" button. To the right of the search form is a large, light-gray area with a large 'X' shape overlaid, which contains the word "Advertisement" and a "See more" button. Below this is another "Advertisement" section with a similar 'X' overlay. At the bottom, there's a section titled "Easy access services" with six small gray boxes labeled "Service 1" through "Service 6".

# TRAIN STATUS - SOLUTION

Old website

The screenshot shows the Trenord website's "My-Link" service page. At the top, there are navigation links for Lines, Over, Offers, News, Assistance, Trenord Plus, Discovery Train, e-Shop, BUY, and ONLINE. Below this, a sub-menu for "My-Link - Regolai il tuo treno" is displayed, with options like "Treni e Movimenti", "Alimentazione", "Ritorno", "Voci e messaggi", and "My-Link - Regolai il tuo treno". A large central image shows a red and white train at a station. Below the image is a button labeled "Scopri di più su My-Link". The main content area contains text about My-Link and a "Trova orari e prezzi" search bar. At the bottom, there are links for "Chi siamo", "Servizi e Stato", "Lavori e contatti", "Loghi", and "TRENORD ITALIA". The footer includes links for "Mappa del sito", "Privacy Policy", "Cookie Policy", "Copyright", and "Siti associati". Logos for Trenord, Trenitalia, and other partners are also present.

Our solution



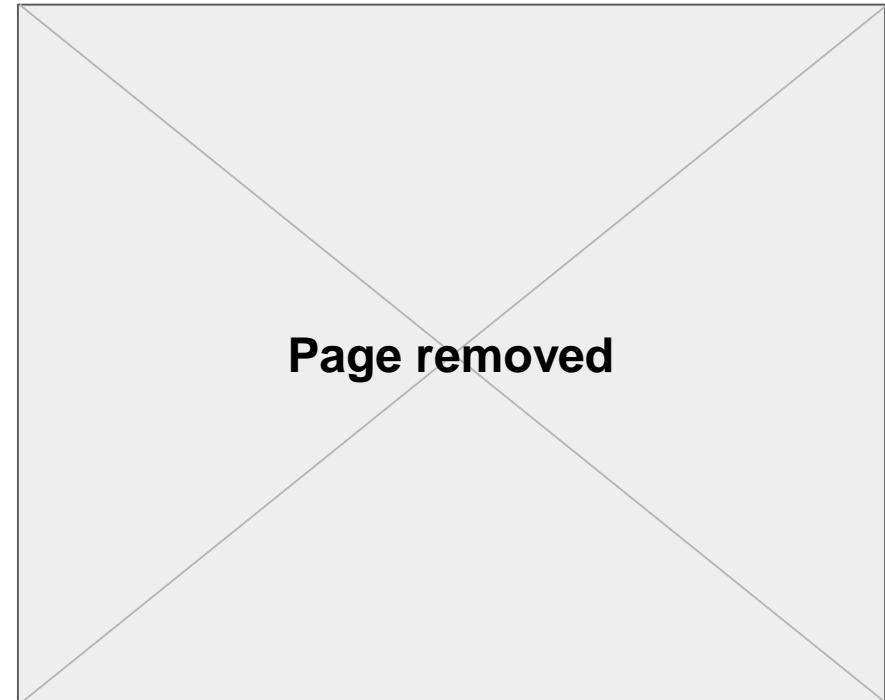
Page removed

# TRAIN STATUS - SOLUTION

Old website



Our solution



# TRAIN STATUS - SOLUTION

Old website

The screenshot shows the Trenord My-Link website. At the top, there's a header with the Trenord logo and language selection (Italian, English, German, French). Below the header is a map of Northern Italy with red dots indicating train stations and lines. A sidebar on the right contains a search form for "Cerca Treno" (Search Train) with fields for "Stazione di partenza" (Starting Station) and "Stazione di arrivo" (Arrival Station), along with buttons for "Cerca Treno" and "Ricerca breve". At the bottom, there are links for "Orari e linee" (Timetables and routes), a "Call Center" number (02-72.49.49.49), and an email address (my-link@trenord.it). The footer includes a "Nota Informativa" link.

Our solution

The screenshot shows a simplified web interface for train status. It features a header with navigation items (Item 1 to Item 5) and language selection (English). Below the header, it says "Page1 > Page2". The main content area is titled "Page2" and contains a search form. The form has three input fields: "D & A Stations", "Train Number", and "D & A station from the map". Below these fields are dropdown menus for "From" and "To", and a "Search" button. The footer includes social media links and download links for "Trenord App download" (Android and iOS).

# TRAIN STATUS - SOLUTION

Old website

The screenshot shows the Trenord My-Link website interface. At the top, there's a header with the Trenord logo and a map of the regional rail network. Below the header, there's a search bar labeled "Cerca Treno" and a dropdown menu for "Numero Treno". A large central area displays two tables of train information:

Treno	Da	A	Stato
REG 176	COSMO NORD LAGO	M N CADORNA	Ritardo 5 min.
REG 376	VERGATE-NORD	M N CADORNA	Ritardo 5 min.
REG 876	SARONNO	M N CADORNA	Ritardo 2 min.
REG 3097	VARESE-NORD	M N CADORNA	Ritardo 3 min.
REG 1027	MALPENSA AEROPORTO T2	MILANO BOVISA	Ritardo 37 min.

Below these tables, there's a section titled "Locazione treno" with a dropdown menu for "Località di arrivo" and a button "Ricerca treno". To the right, there's a "Prestazioni Orarie" section with a dropdown menu for "Locazione treno" and a "Trova orario" button. At the bottom left, there's a "Orari e linee" button and a "Call Center TRENORD" section with a phone number "02-72.49.49.49". At the bottom right, there's a "Nota legge" link.

Our solution

The screenshot shows the new Train Status solution website interface. At the top, there's a navigation bar with links for "Home", "Item 2", "Item 3", "Item 4", and "Item 5". Below the navigation, there's a breadcrumb trail "Page1 > Page2". The main content area has a title "Page2" and a "D & A Stations" section with a "From" dropdown set to "Milano" and a "To" dropdown set to "Milano". There are four input fields for "Train Number: M9", "Delay: 0 min", "Train Number: M8", "Delay: 0 min", "Train Number: M7", "Delay: 0 min", and "Train Number: M6", each with a "Details" button. To the right, there's a large map with a red arrow indicating the train's current location. At the bottom, there's a footer with social media icons and a "Social login" section.

# TRAIN STATUS - SOLUTION

Old website

The screenshot shows a web page titled "My-Link" with the Trenord logo. The main content is a map of Northern Italy with a red line indicating the route from Novara Nord to Milan Nord Cadorna. A callout box displays information for REIS 276: Departure from Novara Nord at 18:11, Arrival at Milan Nord Cadorna at 20:12. It also shows the train's current position along the track and arrival times at various stops. At the bottom, there is a "Corrispondenze da MILANO NORD DOMODOSOLA" section and contact information for the Call Center.

Our solution

The screenshot shows a modern web interface titled "Page2". It includes a header with navigation links (Item 1, Item 2, Item 3, Item 4, Item 5) and a search bar. Below the header, there is a large map area with a legend for "D & A Stations" and "Train Number". On the left, a sidebar lists train details: Train Number: MV, Date: 2015-05-11, Last update: Train station - Milano. The main content area displays a timeline of train events with icons for departure and arrival at specific stations. At the bottom, there is a "Close Details" button.

# TRAIN STATUS - REDESIGN

The screenshot shows the old version of the Train Status redesign. At the top, there's a green header bar with the Trenoro logo and navigation links: Train, Tickets & Passes, Discovery Train, News, and Support. Below the header is a search bar with fields for From, To, Date, Return date, and Seats. To the right of the search bar is a placeholder image of a woman holding a ticket. Below the search area is a large promotional banner for "Snow + Stress" featuring two snowboarders on a slope. A green button labeled "Book now" is visible. At the bottom, there's a section titled "How can we help you today?" with six icons: "One-way train tickets", "Group Travel", "I need for business", "Cost and Board", "Forward just & connect", and "Look and Board".

The screenshot shows the new version of the Train Status redesign. The layout is similar to the old one, with the Trenoro logo and navigation links at the top. The search bar has been updated with dropdown arrows and placeholder text. The placeholder image of the woman holding a ticket remains. The "Snow + Stress" promotional banner is identical to the old version. The "How can we help you today?" section at the bottom has been simplified, displaying only five icons: "One-way train tickets", "Group Travel", "I need for business", "Cost and Board", and "Forward just & connect".

# TRAIN STATUS - REDESIGN

TRINORD

Train Tickets & Passes Discovery Train News Support

Trains Follow your train

### Follow your train

D & A Stations Train Number D & A Tickets Train line map

From To SEARCH

This screenshot shows the original 'Follow your train' interface. It features a search form with fields for 'From' and 'To' stations, and a 'SEARCH' button. Below the form, there's a placeholder text 'D & A Stations' and 'Train Number' followed by a link 'D & A Tickets Train line map'.

TRINORD

Train Tickets & Passes Discovery Train News Support

Trains Follow your train

### Follow your train

D & A Stations Train Number D & A Tickets Train line map

From: Milano Centrale To: Milan-Rome

12:55 → 13:11  
Train Number: 24938 Delay: +3 minutes Details

12:56 → 13:41  
Train Number: 24838 Delay: +9 minutes Details

12:57 → 13:31  
Train Number: 24540 Delay: 0 minutes Details

14:21 → 14:41  
Train Number: 24942 Delay: 2 minutes Details

This screenshot shows the redesigned 'Follow your train' interface. On the right side, a large map displays the route from Malpensa to Milan and surrounding areas like Pavia and Monza. The map highlights the path of the trains with red lines and shows station locations. On the left, a sidebar lists train details for each leg of the journey, including the train number, arrival time, delay, and a 'Details' button. The overall design is more visual and integrated than the original version.

# TRAIN STATUS - REDESIGN

Train Status - Redesign

Train Number: 24098  
Delay: +2 min 53 sec  
Last update: Milano Porta Garibaldi - 13:07

Milano Centrale  
Arrival: 12:59 - Departure: 13:01

Milano Porta Garibaldi  
Arrival: 13:03 - Departure: 13:05

Milano东  
Arrival: 13:11 - Departure: 13:12 - 13:18

Milano Malpensa  
Arrival: 13:48 - 13:49

Map showing the route from Malpensa to Milano Central Station.

Follow your train

D & A Stations

From: Milano Centrale To: Milano Malpensa

12:59 → 13:01

Train Number: 24098  
Delay: +2 min 53 sec  
Last update: Milano Porta Garibaldi - 13:07

Milano Centrale  
Arrival: 12:59 - Departure: 13:01

Milano Porta Garibaldi  
Arrival: 13:03 - Departure: 13:05

Milano东  
Arrival: 13:11 - Departure: 13:12 - 13:18

Milano Malpensa  
Arrival: 13:48 - 13:49

More Details

# TRAIN STATUS - REDESIGN

TRINORD

Train Tickets & Passes Discovery Train News Support

Train Q A

Trains > Follow your train

## Follow your train

D & A Stations Train Number D & A Access from the map

Train Number: 24028  
Search

TRINORD

Train Tickets & Passes Discovery Train News Support

Train Q A

Trains > Follow your train

## Follow your train

D & A Stations Train Number D & A Access from the map

Train Number: 24028

12:55 → 13:11

Train Number: 24028  
Milano - 24028  
Milano Porta Garibaldi - 13:07

Milano Centrale  
Arrival: 12:59 - **13:11**  
Departure: 13:02 - **13:11**

Milano Porta Garibaldi  
Arrival: 13:02 - **13:11**  
Departure: 13:05 - **13:11**

Milano Borsa  
Arrival: 13:11 - **13:11**  
Departure: 13:12 - **13:11**

Milano Malpensa  
Arrival: 13:46 - **13:48**

MALPENSA MILANO PAVIA MONZA

# TRAIN STATUS - REDESIGN

**TRAINORD** Train Tickets & Passes Discovery Train News Support Train Q A

Trains • Follow your train

### Follow your train

From Milano Centrale To Venezia Mestre

Train Number: 24540 Delay: +3 minutes

From Milano Centrale To Milano Porta Nuova

Train Number: 24538 Delay: +3 minutes

From Milano Centrale To Bologna Centrale

Train Number: 24540 Delay: 0 minutes

From Bologna Centrale To Roma Termini

Train Number: 24542 Delay: 0 minutes

D&A Station from the map.

**TRAINORD** Train Tickets & Passes Discovery Train News Support Train Q A

Trains • Follow your train

### Follow your train

From Milano Centrale To Venezia Mestre

Train Number: 24540 Delay: +3 minutes

From Milano Centrale To Milano Porta Nuova

Train Number: 24538 Delay: +3 minutes

From Milano Centrale To Bologna Centrale

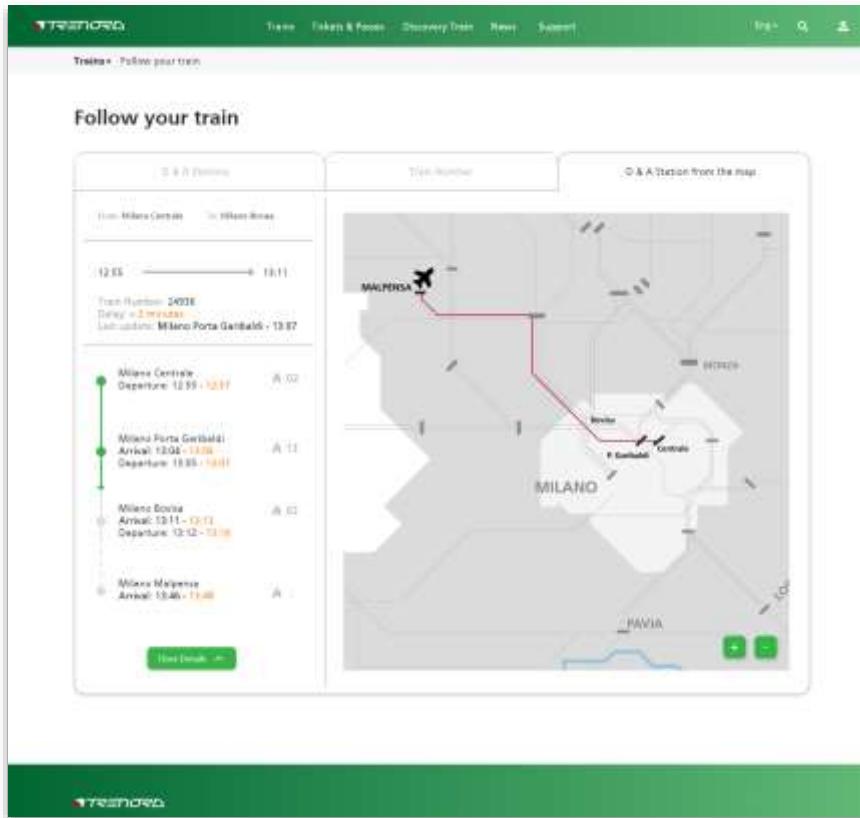
Train Number: 24540 Delay: 0 minutes

From Bologna Centrale To Roma Termini

Train Number: 24542 Delay: 0 minutes

D&A Station from the map.

# TRAIN STATUS - REDESIGN





**THANK YOU FOR  
THE ATTENTION**

**Interactive systems usability design** | Dadda Roberto | Paolo Negri | A.Y. 2019-2020

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