

Group 6

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UX-DESIGN

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Railshare

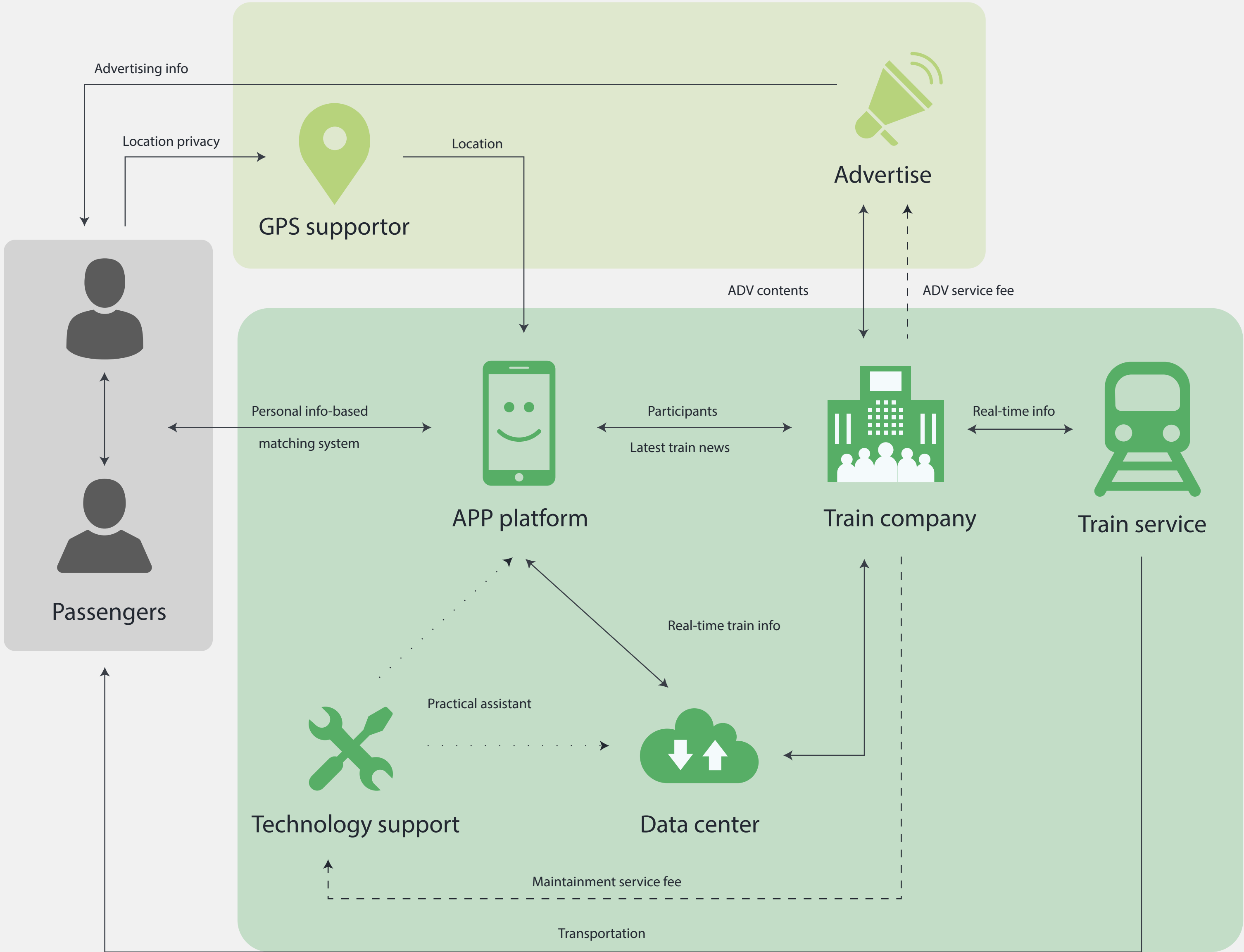
SYSTEM MAP

SYSTEM ARCHITECTURE

- External organization
- Service provider
- Users

FLOWS

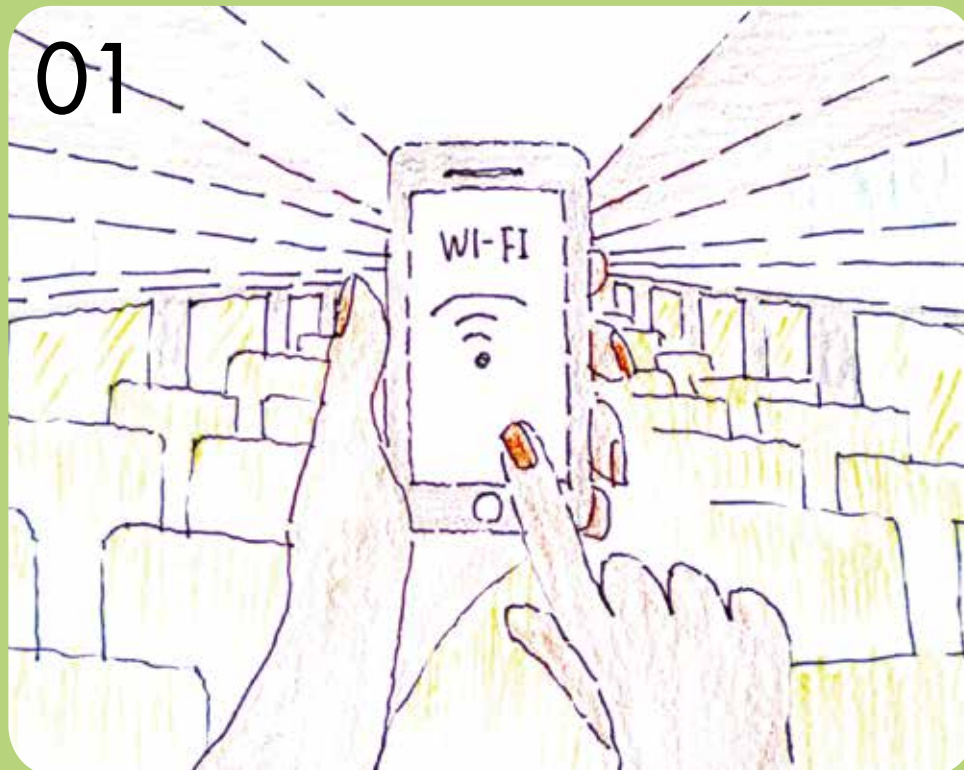
- Information
- - - Financial
- Material



STORYBOARD

one main function of the app: offer transportation information in real-time.

01



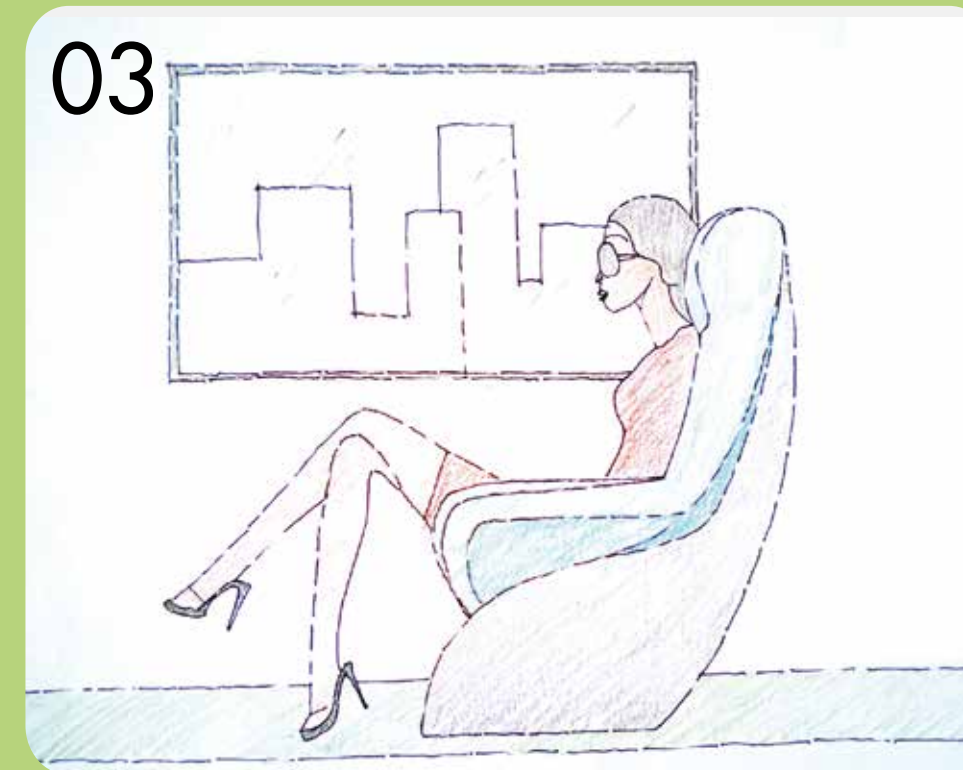
Get in the train and join the wifi environment offered by the train.

02



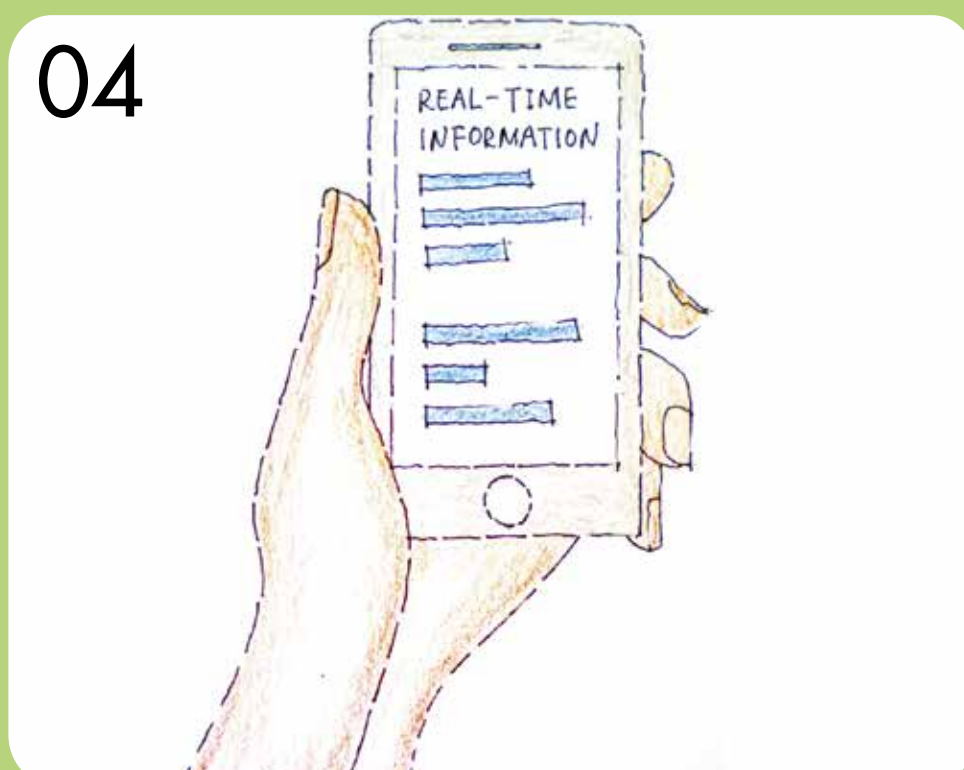
Download the app and register your account fill in detail info.

03



The user today have a bad mood and do not want to talk to anyone.

04



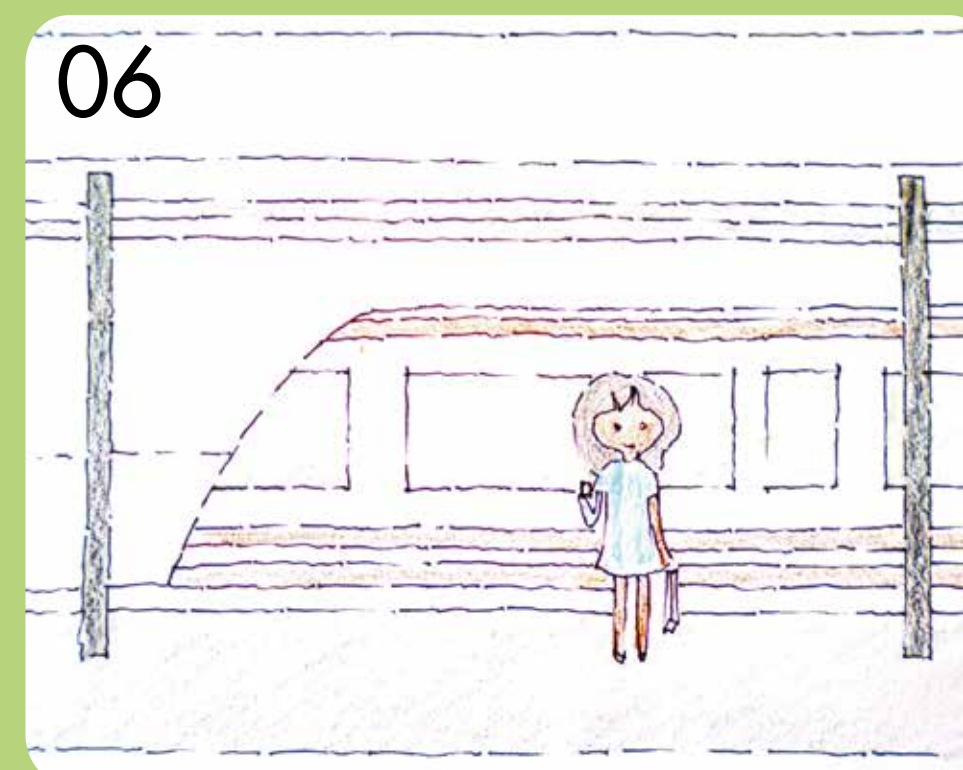
The user can check the phone to know the real-time information about the train.

05



If the train is delay or reach the destination then the user will be informed.

06



After the user has get off the train the application ask for feedback on the user.

STORYBOARD

one main function of the app: entertainment and socialize.

01



Get in the train and join the wifi environment offered by the train.

02



Download the app and register your account fill in detail information.

03



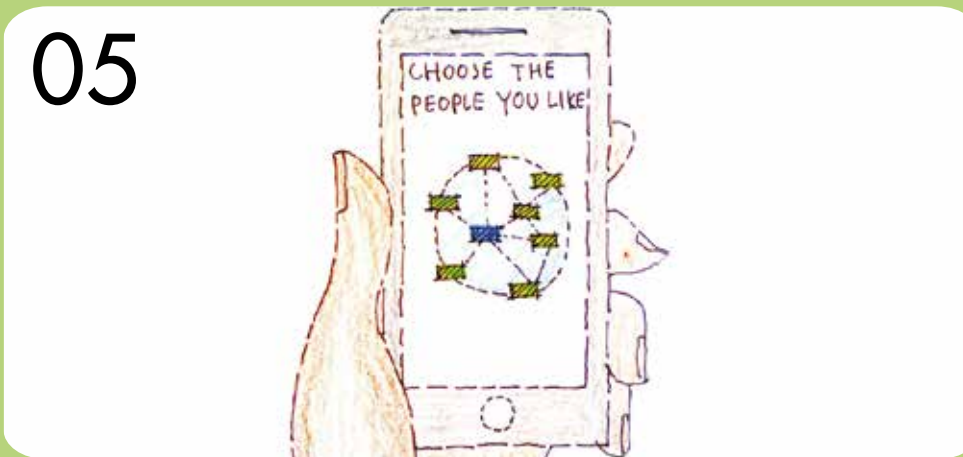
The app offer three main functions: information, socialize and entertainment.

04



The app offer many matching options. Users can choose anyone he like.

05



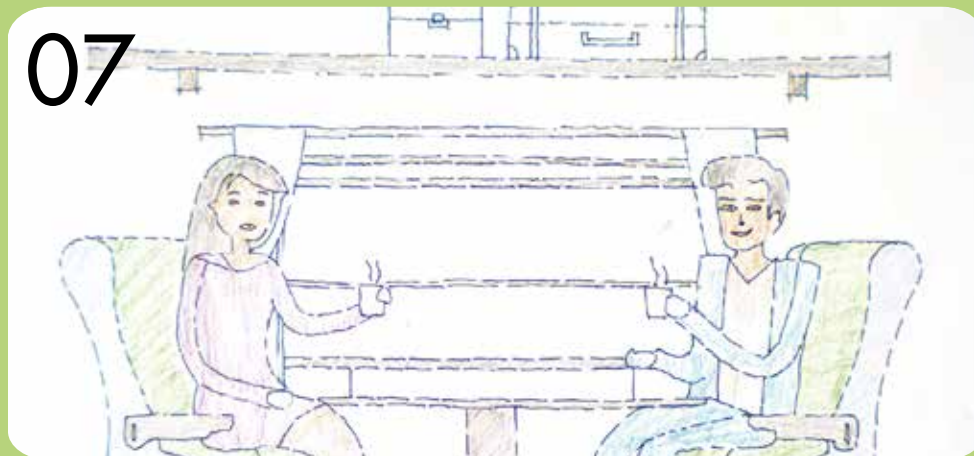
After choose the matching options, choose the user you want communicate.

06



The user can choose talk with online and know each other.

07



If users want, they can have a face-to-face conversation.

08



The chatting room automatically closed when the user get off the train.

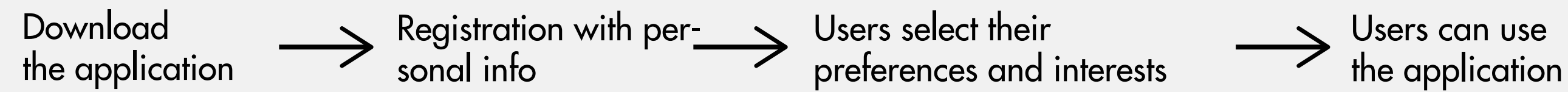
09



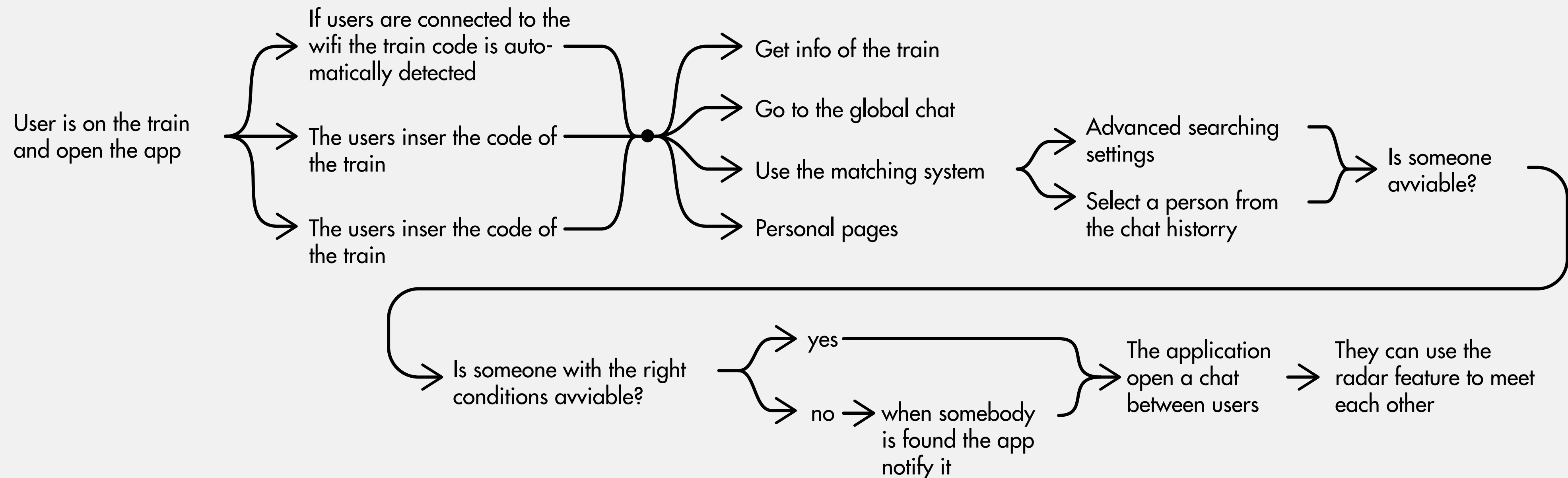
Feedback is asked both the train service and the other users.

CUSTOMER JOURNEY

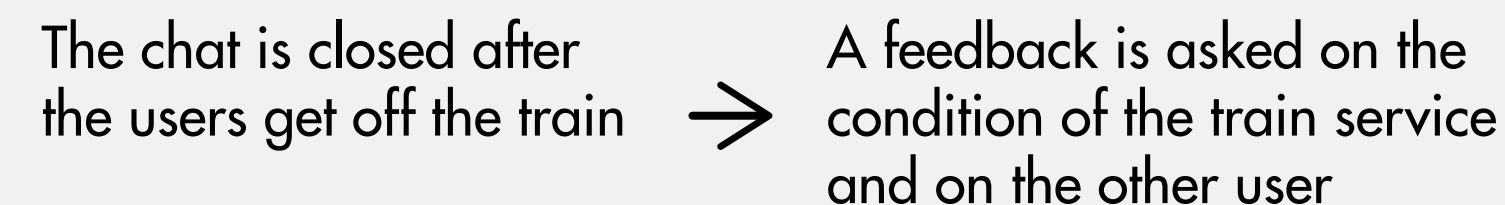
Registration Stage



Users use the app



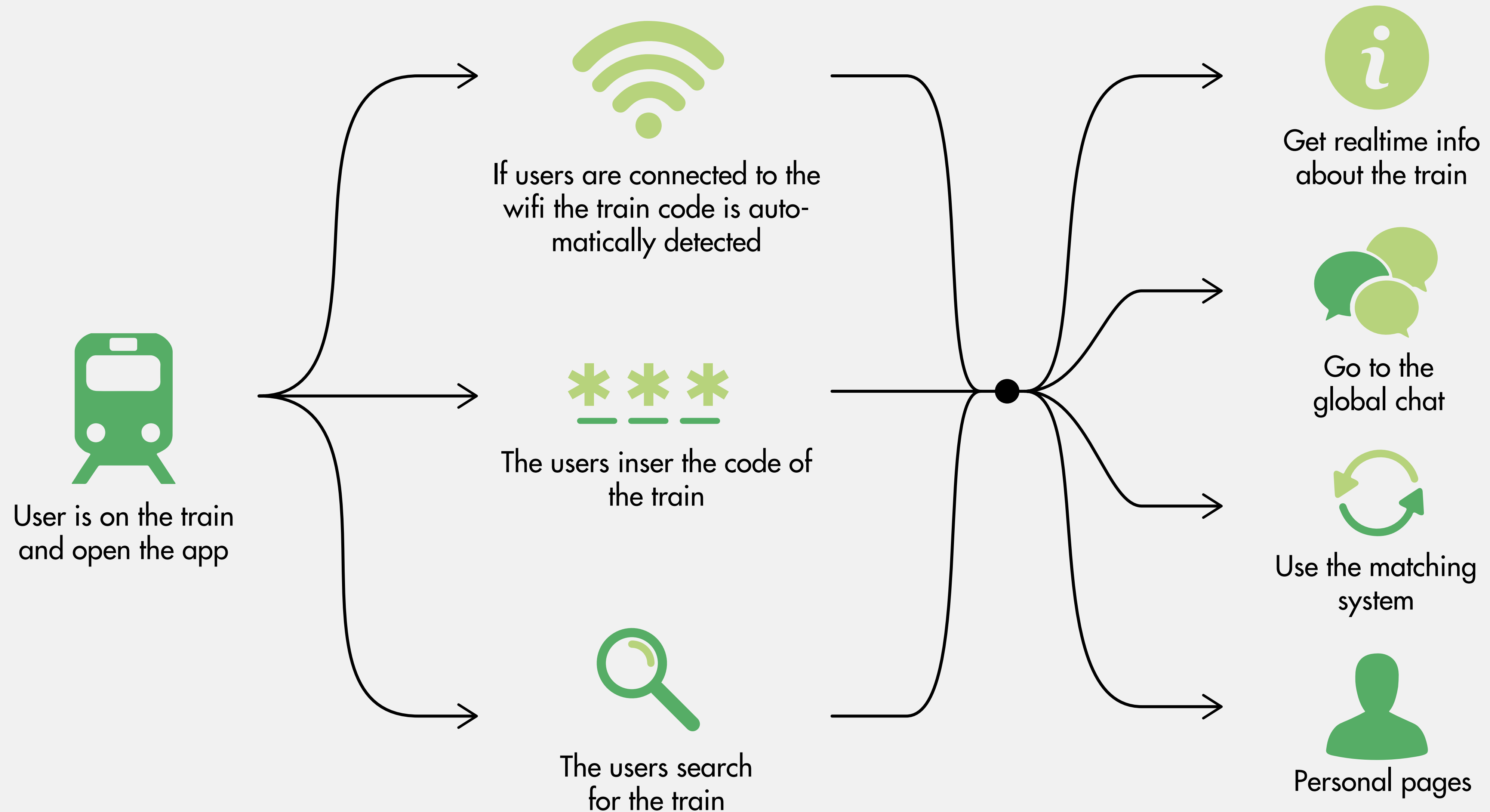
After the person get off the train



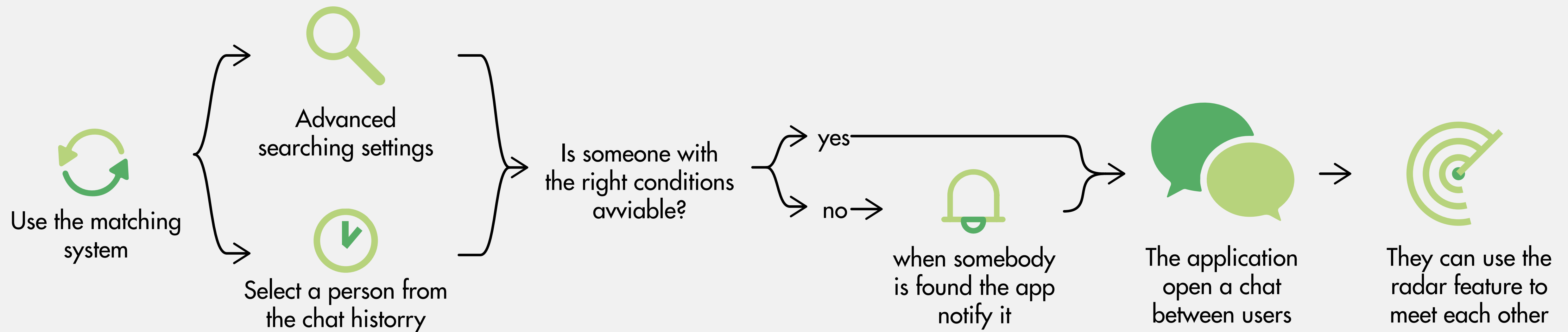
CUSTOMER JOURNEY - Registration



CUSTOMER JOURNEY - Using the app



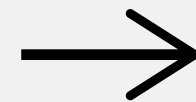
CUSTOMER JOURNEY - Matching system



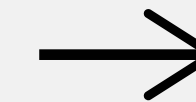
CUSTOMER JOURNEY - After the trip



The chat is closed automatically after the users get off the train



A feedback is asked about the condition of the train service



A feedback is asked about the other user

PERSONA



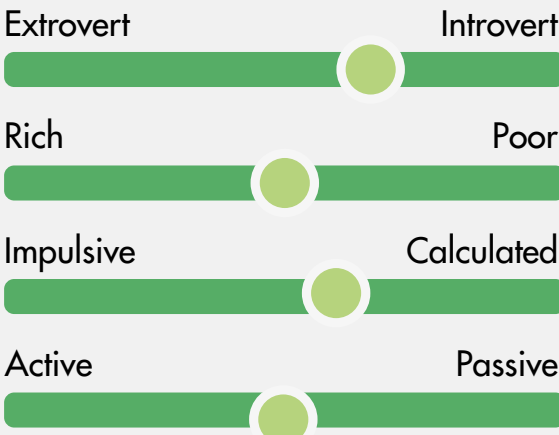
"I'd like to have more friends"



GIULIA BIANCHI, 27

Giulia is an Italian girl and lives near Milan. She has to take the train every day to reach the university and spend almost two hours a day on it. Since the train's environment is noisy and crowded she find it difficult to listen to music or read a book so is usually bored; she would like to have someone to talk to but she's to shy to start a conversation with a stranger face to face.

PERSONALITY



PAIN POINTS

- Commute every day for two hour
- Feels lonely or bored when alone
- She is shy with new people
- Lives far from family

PERSONA



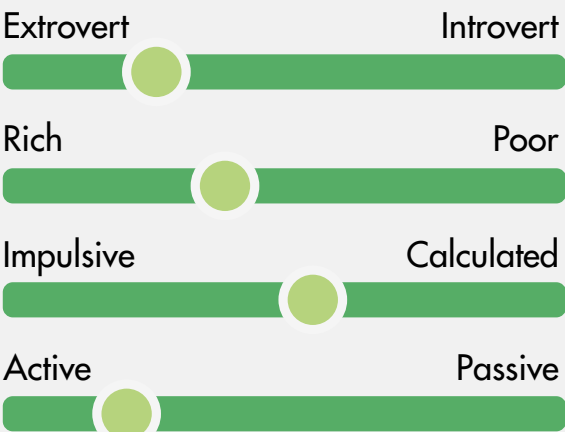
"Always be on time"



LUCA COLOMBO, 34

Luca lives near Milan and has to go to his office evry day: the train is the best solution to him because traffic is always a problem and he needs to be on time. Sometimes he has to go on a business trip in other big cities so he takes the train. Trains are not always reliable so he feels the need to have more information regarding the state of the journey to act accordingly in case of problems.

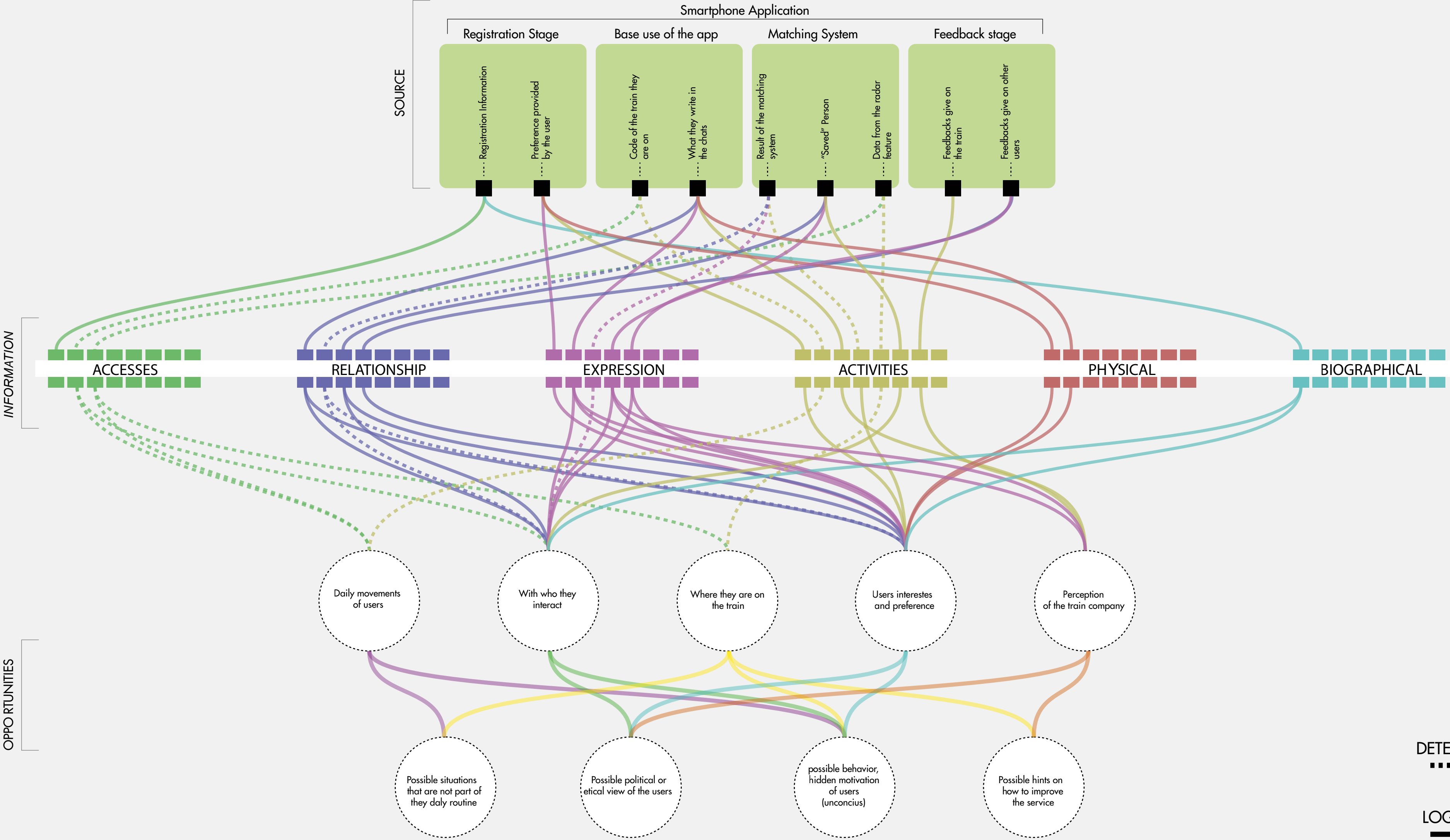
PERSONALITY



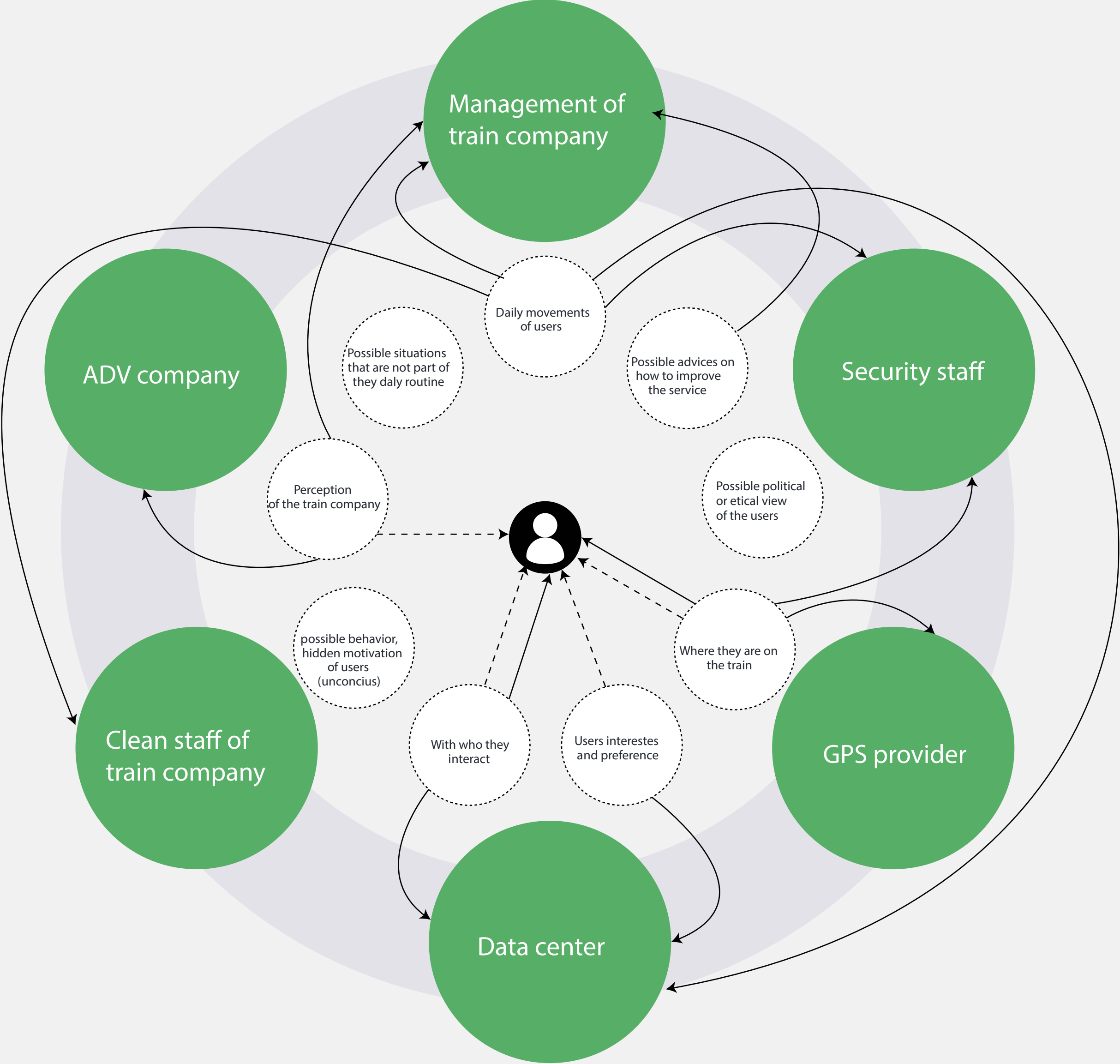
PAIN POINTS

- Commute every day for one hour
- Needs to be always on time
- Does not like not having control
- Does not like to waste time

PERSONAL INFORMATION FLOW



STAKEHOLDERS MAP



AWARENESS



FUNCTION



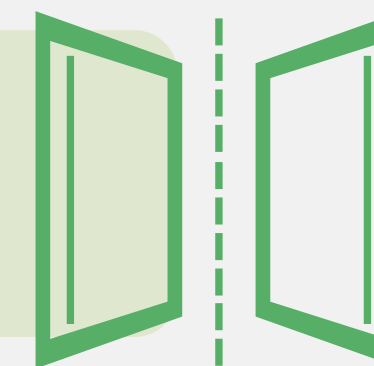
CRITICAL THEMES

Data use for public benefit.



Risk of judgement by others and reduction of perceived judgement by machine interactions.

Self-mirroring.



Creation and management of communities of value.

Accessibility or denial to services thanks to data collection and sharing.



Changes in self-knowledge and self-perception.

KEYPOINTS

This app could alter the self-perception of the users, who could be bullied, and feel themselves as victims.

In some extreme cases the users could stop using the train and start using other types of transportations.

This service could lead to segregation, or creation of community based on same interests that on the long time could lead to "bubble issue", the person who hate another community according to something that haven't in common.

The matching system could match people according to wrong or biased data, or if the users provide wrong or biased data, this could lead to even more segregation and social problems.

IMPROVEMENTS



Matching system sometimes does not match you according to your preferences but according to your network(i.e. you spend a lot of time within the same community or with people with the same interests; to prevent being stuck in the same community circle the system match you with people with other interests



To prevent people with bad behaviour to interact with other users a feedback system will take the average value of the feedbacks and, after 3 warnings, “freeze” the person’s account for an amount of time; this system could also take in consideration real time complains from other users in the global chat (these complains are then check by the staff to see if they are legitimate, in this case they will “freeze” the account)



Monitor the chats to find some sensitive topics by keywords (such as racism or criminal activities)

SYSTEM'S STRENGTHS



The chats are deleted short time after the user jump off the train



The users cannot access private area of other users (i.e. real personal informations)



Railshare

THANK YOU