ATM

AZIENDA TRASPORTI MILANESI S.p.A.

GROUP 6

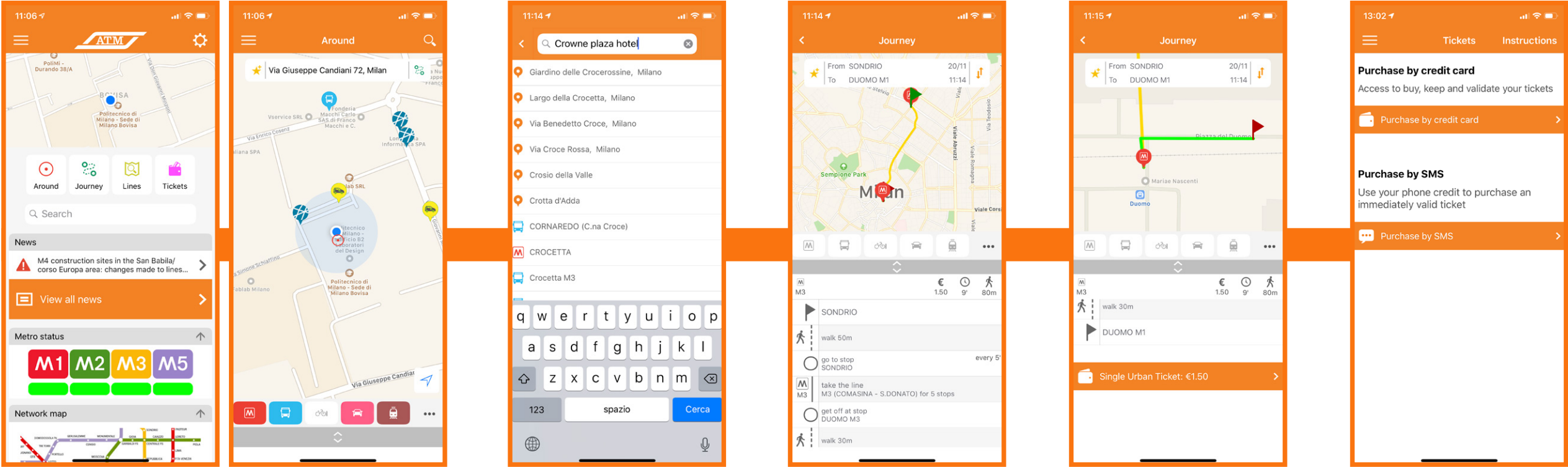Manvi Aggarwal
Elena Albergati
Michela Grisa
Maria Letizia La Salvia
Andrea Picardi
Farnaz Shahriari
Zhang Zhan

SCENARIO A

Actions

The user opens the app to try to figure out how the app works and how she can go from his hotel to Duomo.

Then, she inserts the data about the starting point and the destination.

Once the possibilities are calculated, she selects the fastest journey.

She then sees a map and a guide of the journey with time estimation.

She arrives at the tickets purchase page via the link under the map, and she tries to buy a ticket.

Painpoints

• The "around" page has too many options and information overload
• There is no simple and comprehesive explanation (e.g. on the difference of the railway and underground) for people who are new to Milan

• When users add the adress, they can only add station's or streets instead of putting the names of buildings/ restaurants/hotels etc

• There are aboundant options on thejourney page (cars, bikes, stations etc)
• The iOS version of the app doesn't show the direction (arrow)
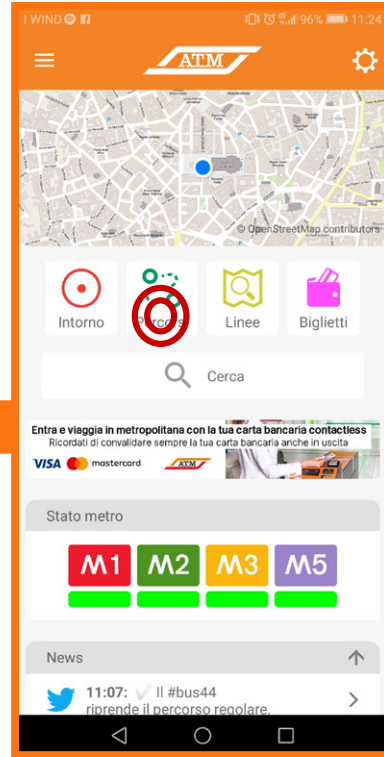• No live update on cancellation

• The map doesn't show different exit/sentries of the stations
• Only single-trip tickets are shown on the journey page

• The overall purchase seems too intangible and not trustworthy
• Users can't save the data of the credit card

SCENARIO B

Actions
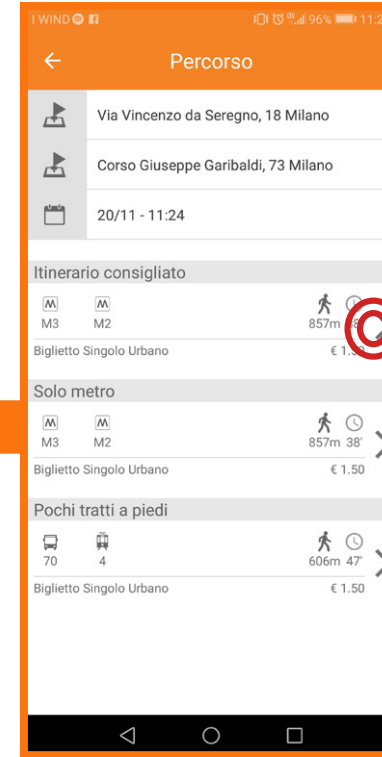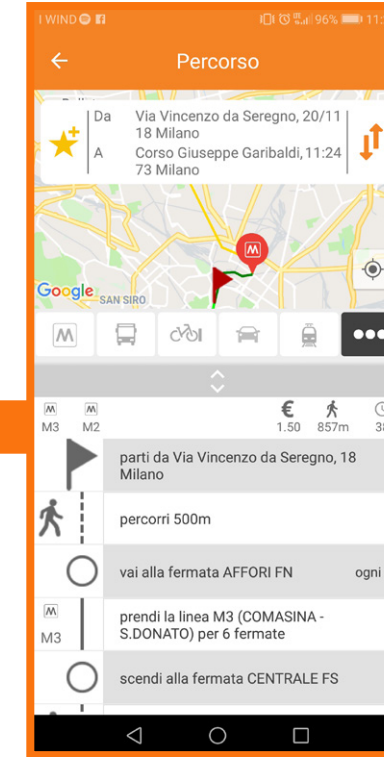
The user opens the app and selects the journey option.

Then, she inserts the data about the starting point and the arrival.

Once the possibilities are calculated, she selects the fastest journey.

The app shows a map and a detailed description of the journey.

Painpoints

• The "around" and "journey" pages are more or less identical
• No offline package for the application

• The GPS tracking is not very precise

• From experience, the commute time is different from what the app shows
• The app doesn't show all the useful transportation options (just three)
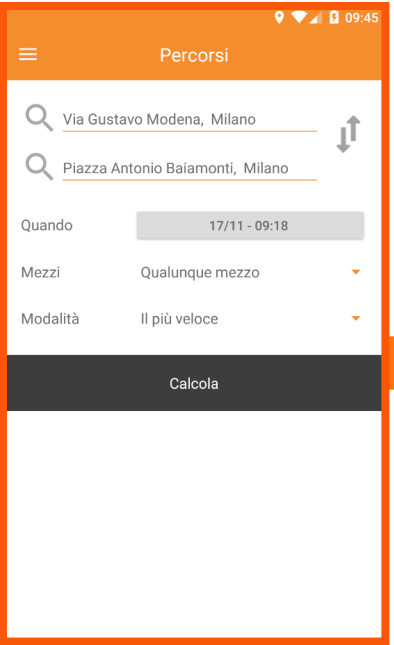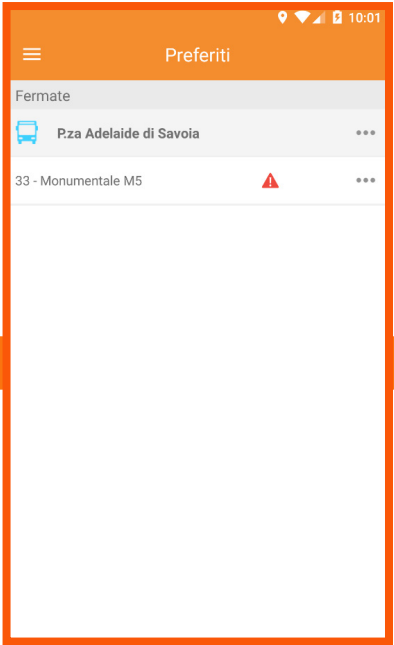• No real-time schedule for the transport
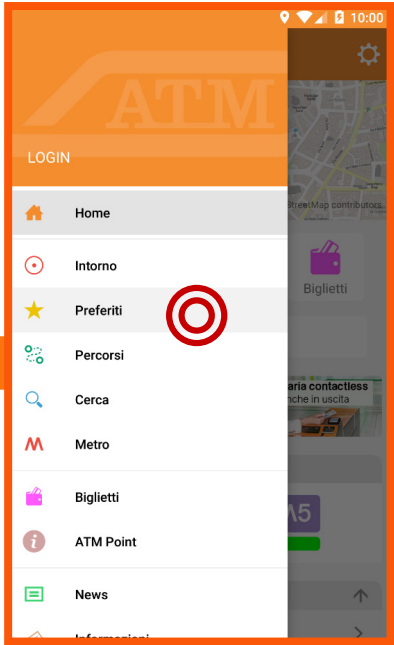
• It doesn't suggest the direction of the lines
• The map doesn't show different exit/sentries of the stations
• The layout of the screen is confusing
• There are aboundant options on thejourney page (cars, bikes, stations etc)

SCENARIO C

Filippo Angeloni

Actions

He is a computer engineer at Vodafone Milano and he is a daily commuter who use the service every day.

He has an annual subscription and and already know where to go and how to reach his destination.

He uses the app only to get real time information about the service.

Today he is at the tram stop of piazza Adelaide di Savoia and he need to go back home to make dinner because he has invited his friends that evening.

He opens the application to check the waiting time of the line at that stop through the favorite page in the burger menu.

Doing so he finds out that tram n.33 has some issue and the entire line is out of order, thus he need another mean of transportation.

So the check the application to find other possible way to reach his destination through the journey option in the burger menu.
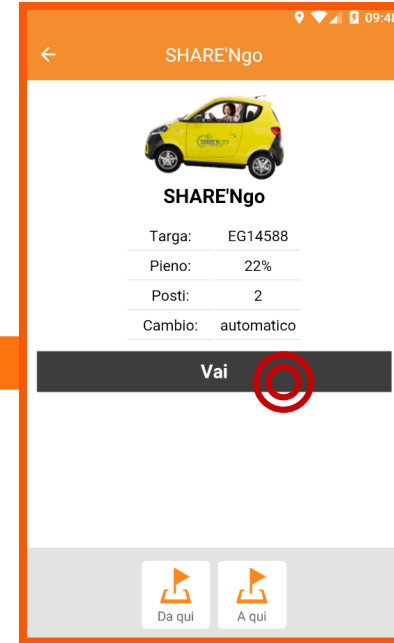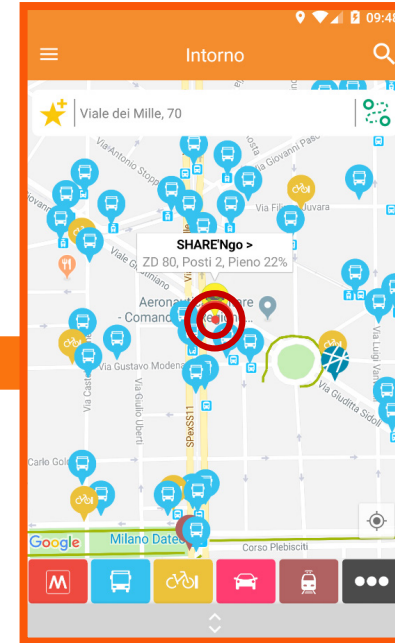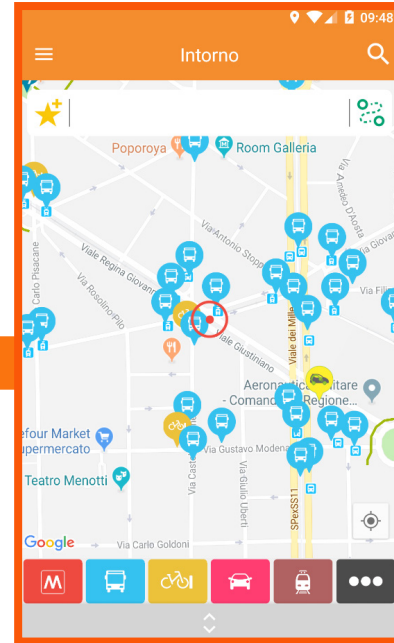
Painpoints
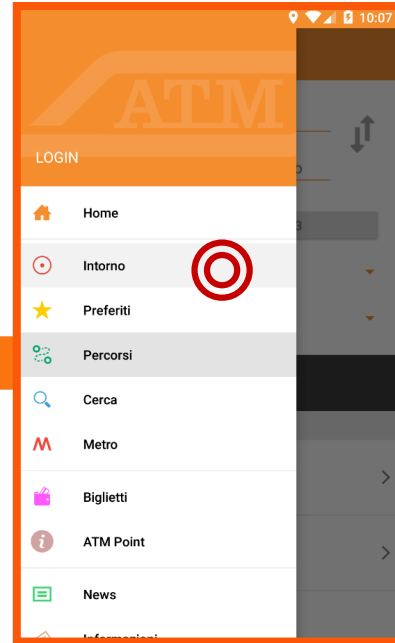
Even if there are sostitutive means of transportation activated by ATM to overcome the inconvenience, they are not show in the page.

In the case of troubles on the line, there is not a way to quick search alternative way to reach the destination, but it is necessary to search them through the journey page.
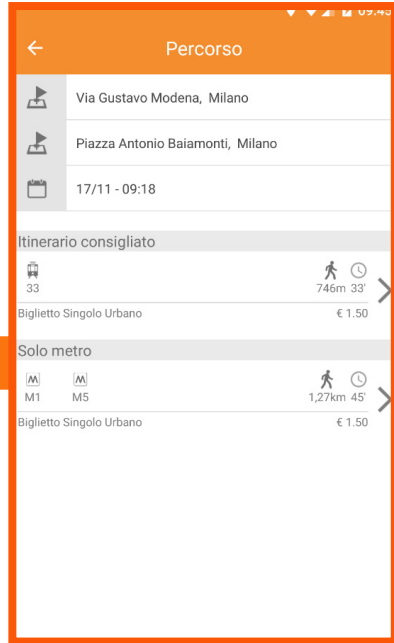
The app shows only two options, suggested route (that can't use because is out of order), and underground only.

Even if the line is suspended due to some issues, this is not show in the journey results, leading to some misunderstandings and possible confusion.

He thinks that the other two routes take too much time. So he search "around them" through the favorite page in the burger menu.

Doing so he see that there are some sharing cars available near his position.

So he decides to choose one.

He tap the car closer to him and see some information on the car. if he tap on "go" the right car sharing application starts on the corrispondent car (or if the app is not installed on the smartphone it opens the download page of the app).

PAINPOINTS

SCENARIO A

The "around" page has too many options and information overload

There is no simple explanation on the difference of the railway and underground for people new here

When users add the adress, they can only add station's or streets instead of putting the names of buildings/restaurants/hotels,...

There are aboundant options on thejourney page (cars, bikes, stations etc)

The iOS version of the app doesn't show your direction (arrow)

The map doesn't show different exit/sentries of the stations

Users can't save the data of the credit card

The overall purchase seems too intangible and not trustworthy

No live update on cancellation

Only single-trip tickets are shown on the journey page.

SCENARIO C

The notification of the problems in trasportation is only shown on a dedicated page (you don't see it while choosing the journey)

If the transport is blocked, the app doesn't show the substitute transports

There are differences between the version of the app according to the different language

SCENARIO B

The app doesn't show all the useful transportation options (just three)

It doesn't suggest the direction of the transportation lines (San Donato or Comasina?)

There are aboundant options on thejourney page (cars, bikes, stations etc)

The layout of the screen is confusing

No real-time schedule for the transport

The "around" and "journey" pages are more or less identical

From experience, the commute time is different from what the app shows

The map doesn't show different exit/sentries of the stations

No offline package for the application

The GPS tracking is not very precise

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DESIGN HINTS

• **REDUCE REDUNDANCY**

• **MORE SIMILARITY IN THE ITALIAN AND ENGLISH VERSION**

• **BETTER ROUTE OPTIMISATION AND MAP MARKERS**