

A photograph of a crowded Lisbon subway platform. A red train is stopped at the platform, and a large group of people is waiting. A digital display above the platform shows train information in Portuguese. The scene is dimly lit, with the train's headlights visible.

Lisbon's Subway

User Centered Design - G02

83441 Daniel Ramalho

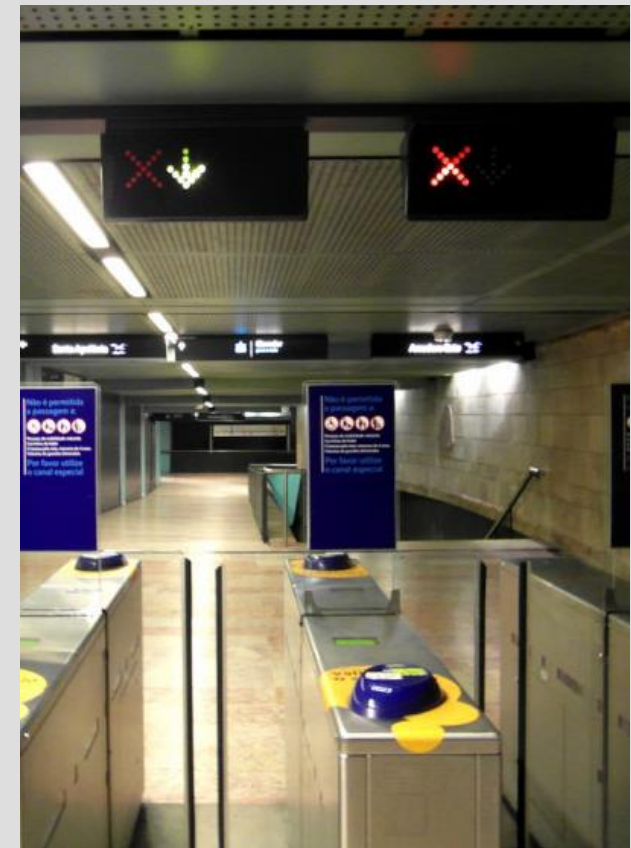
86372 Alexandre Galambas

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Why the subway?



What do we want to improve?



Less waiting time in lines



No more malfunctioning ticket machines



Easier access to schedules



Quick access to the best routes

How will we do it?

Create

Mobile app

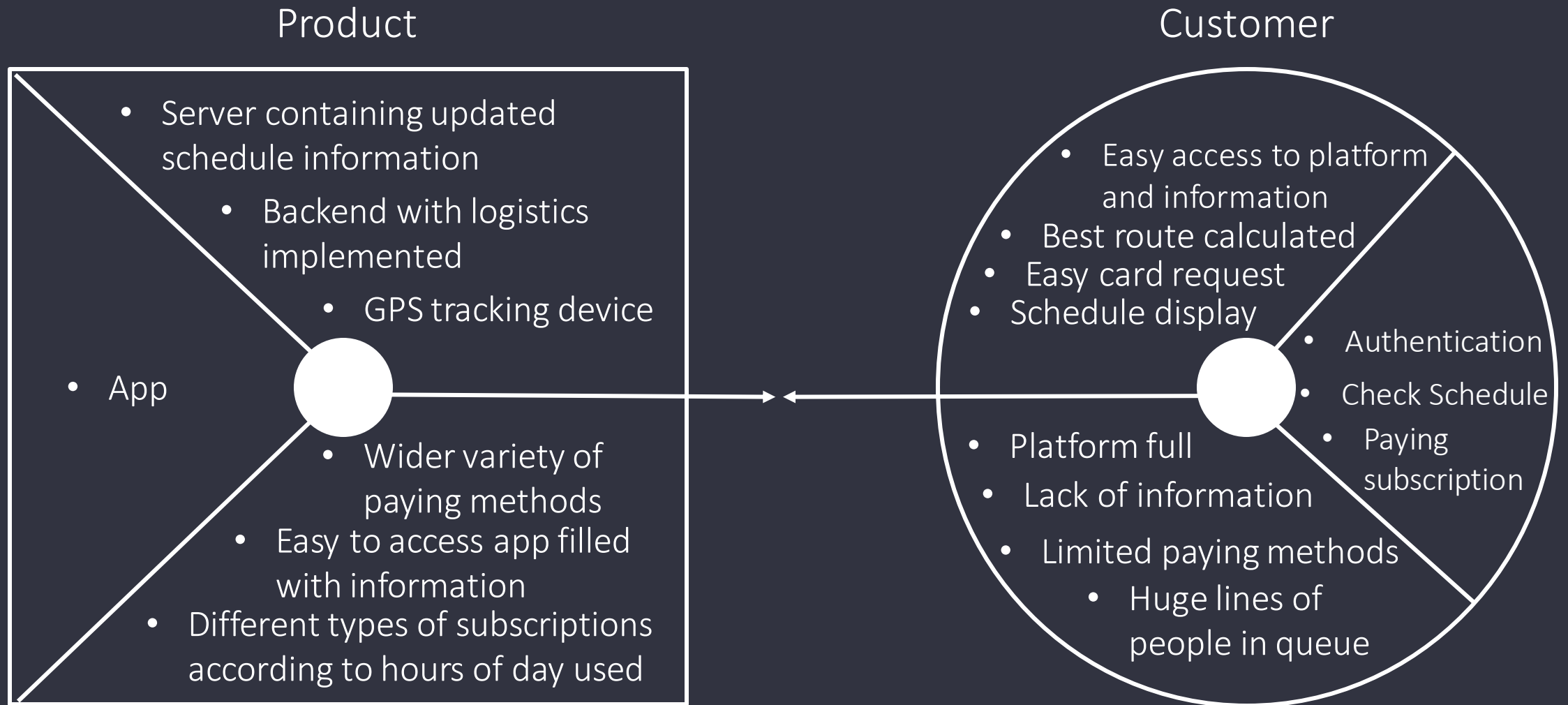
Focus

Every commuter
Suitable for occasional travellers

Objective

Provide real-time information
that users need to know when they need it

Value Proposition Canvas



Business Model Canvas

Key Partners

- Transportation companies
- Ad service companies



Key Activities

- Software Development
- Software and server maintenance
- Analysing and improving customer service through feedback



Key Resources

- Human Resources (Software Developers)
- Physical Assets (Servers)



Value Propositions

- Huge amount of relevant information displayed
- Best course calculation
- Wider variety of payment methods
- Quick access



Customer Relationships

- Call Center
- FAQ
- Customer Support Chat



Channels

- Application
- Website (Social Media)



Customer Segments

- Usual commuters (mostly workers and students)
- Tourists



Cost Structure

- Software Development
- Software and Servers maintenance
- Salaries



Revenue Streams

- Free
- Fees from transportation company
- Ads



A photograph of a train at a station platform, viewed from a low angle. The train is blue and white, with its doors open. The platform is visible on the left, and the train extends into the distance. The text 'See you on the other side of the line!' is overlaid in large white letters.

See you on the other side of the line!

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