



USER CENTERED DESIGN - G02

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Lisbon's Subway

USER
RESEARCH PLAN

Our Goal

- GET TO KNOW OUR CUSTOMERS

- FIGURE OUT WHAT THEY:

 - DO

 - WANT

 - NEED

- SEE IF THE POSSIBLE USERS ARE ON BOARD WITH OUR APP IDEA

Our Plan

ONLINE FORM

OBSERVATION

INTERVIEWS

On site:

Semi-structured, short interviews

Will help reach the older demographic

Off site:

Longer, more in-depth

The Stakeholders

PRIMARY:

-STUDENTS

-WORKERS

SECONDARY:

-TOURISTS

BASELINE:

-LISBON METRO

User Needs?

MINIMIZE DOWN TIME

MAXIMIZE CONVENIENCE

**HAVE INFORMATION AVAILABLE AT ALL
TIMES**

PRICE FLEXIBILITY

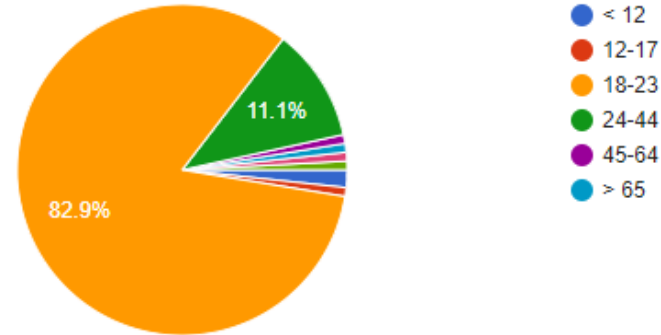
**HAVE OPTIONS ACCORDING TO
PERSONAL PREFERENCE**

Main focus for questionnaire

- WHO ARE THE CUSTOMERS?
- DO THEY USE THE SUBWAY AND, IF THEY DO, HOW?
- HOW DO THEY FEEL ABOUT OUR APP FUNCTIONALITIES

1. How old are you?

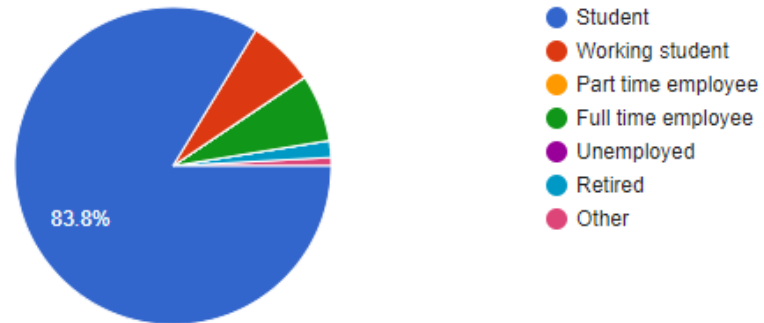
117 responses



Demographic information

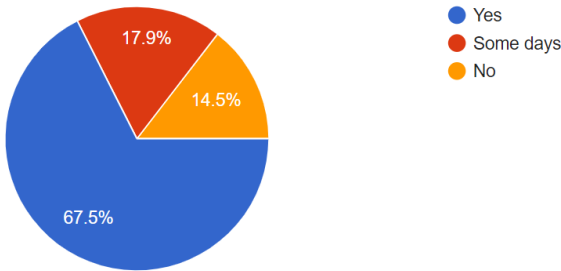
4. What is your professional status?

117 responses



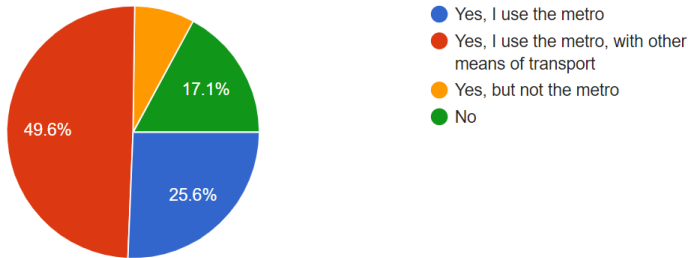
1. Does your occupation require a daily commute?

117 responses



2. Do you use public transportation in your daily commute?

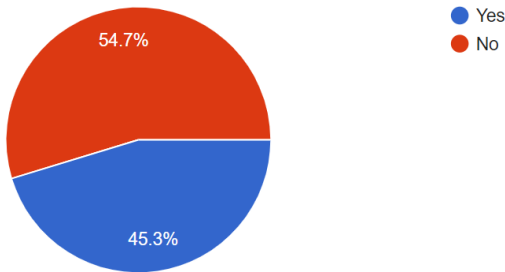
117 responses



Subway Usage

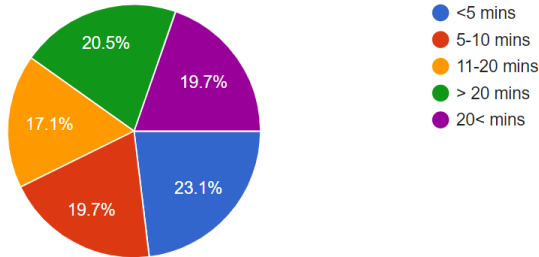
3. Do you have any good alternatives to your main way of transportation?

117 responses



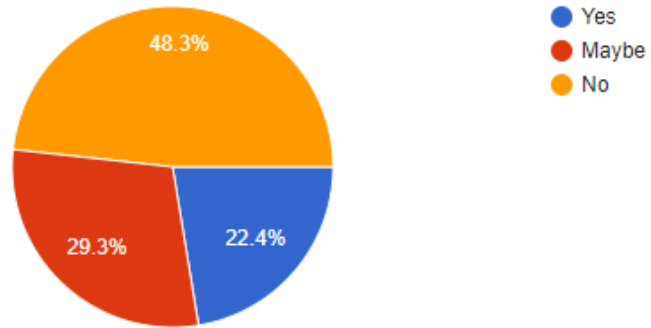
4. How long do you take to get from your place of residence to the closest Lisbon Metro station?

117 responses



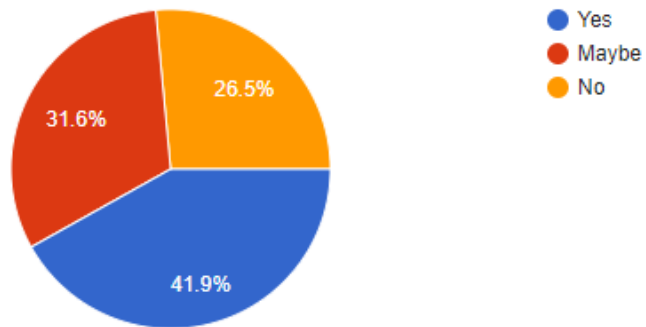
6. Would you consider paying less to travel in the metro in exchange for having restricted access at certain times of day?

116 responses



7. Would you consider paying less to travel in the metro in exchange for having to deal with advertisements?

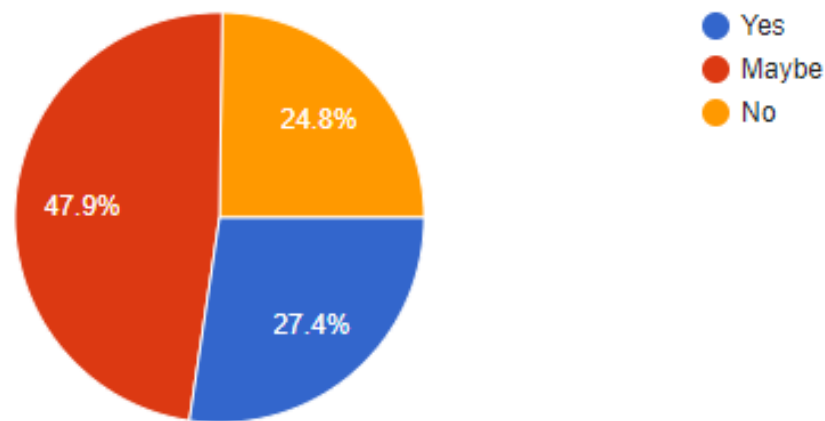
117 responses



Trade-offs regarding price

5. Would you consider taking a longer route to your destination to avoid overcrowded areas of the metro?

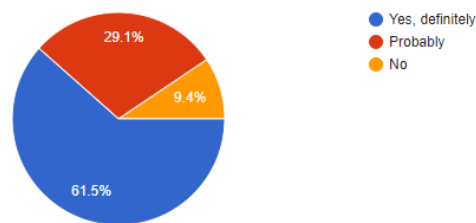
117 responses



Trade-offs
regarding
commute

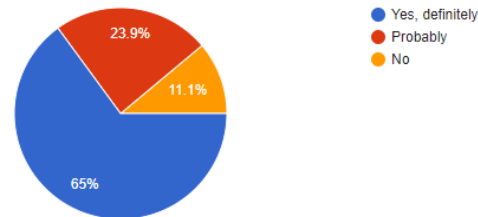
4. Would you like to have prior access to information regarding the amount of people in the metro cars?

117 responses



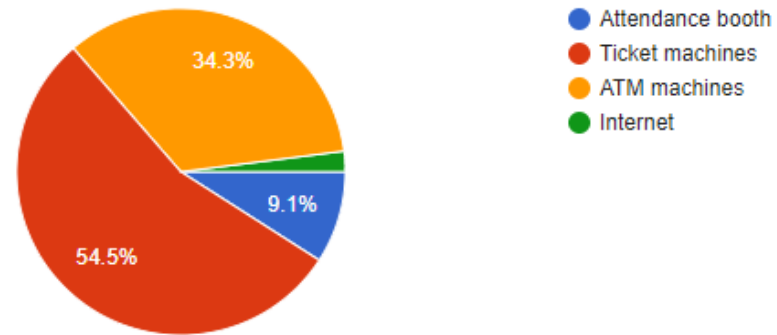
3. Would you like to have prior access to information regarding the amount of people in the metro platforms?

117 responses



7. If you use the metro pass, how do you pay for it?

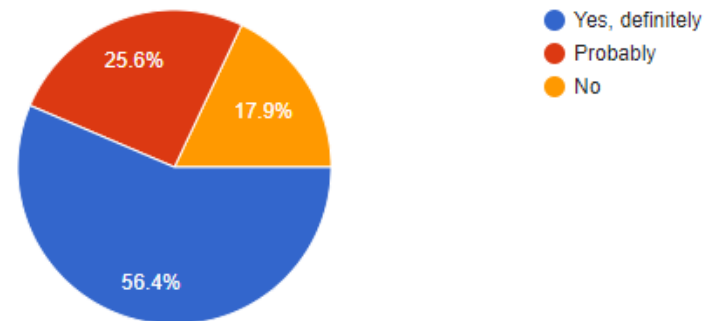
99 responses



Payment Methods

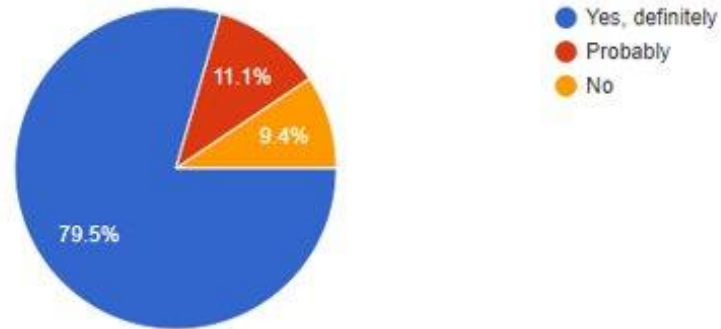
1. If you could, would you use a mobile app to take care of your payments?

117 responses



2. If you could, would you use a mobile app to see the metro's timetables and waiting times?

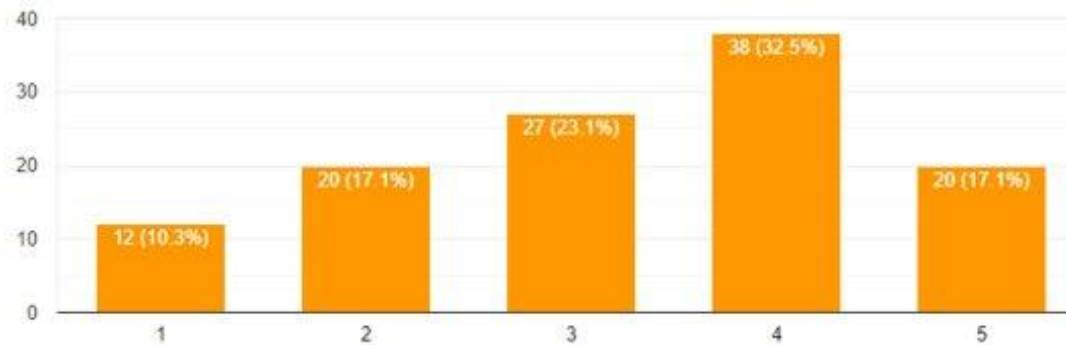
117 responses




Waiting Time

10. How inconvenient do you consider the metro's waiting times?

117 responses





See you on the other side of
the line!

USER RESEARCH