

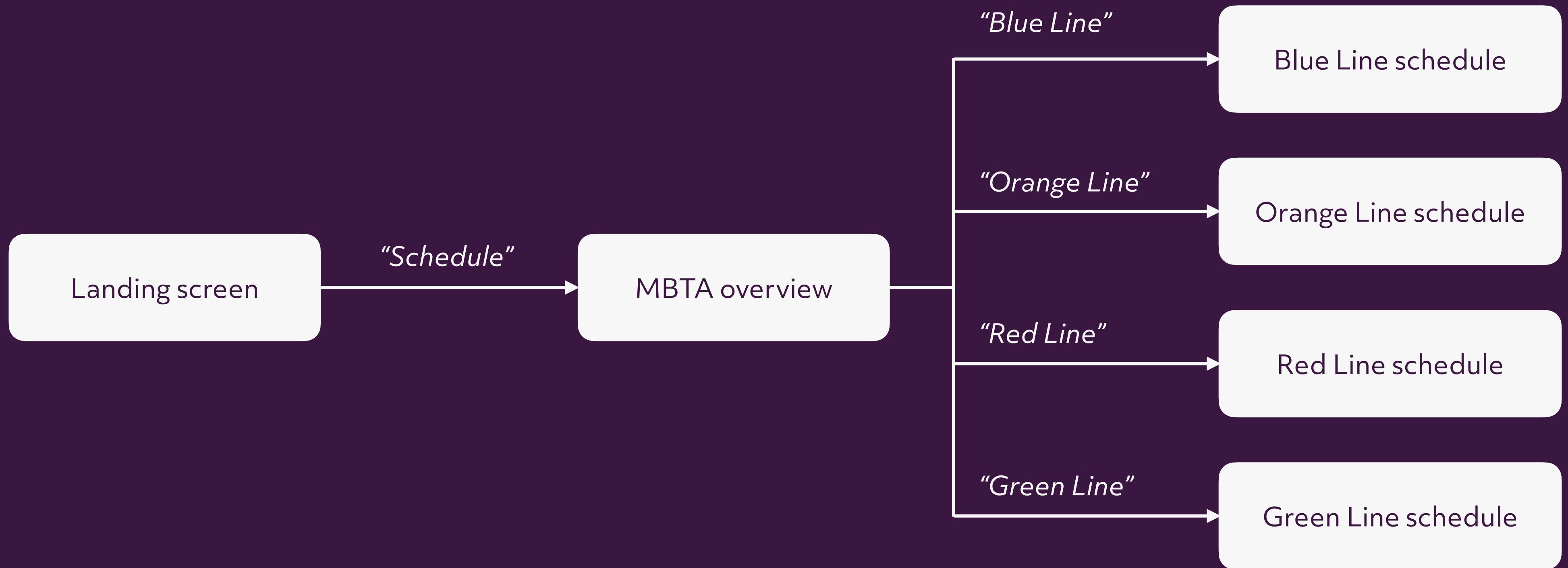
mbta app redesign

anisa anuar

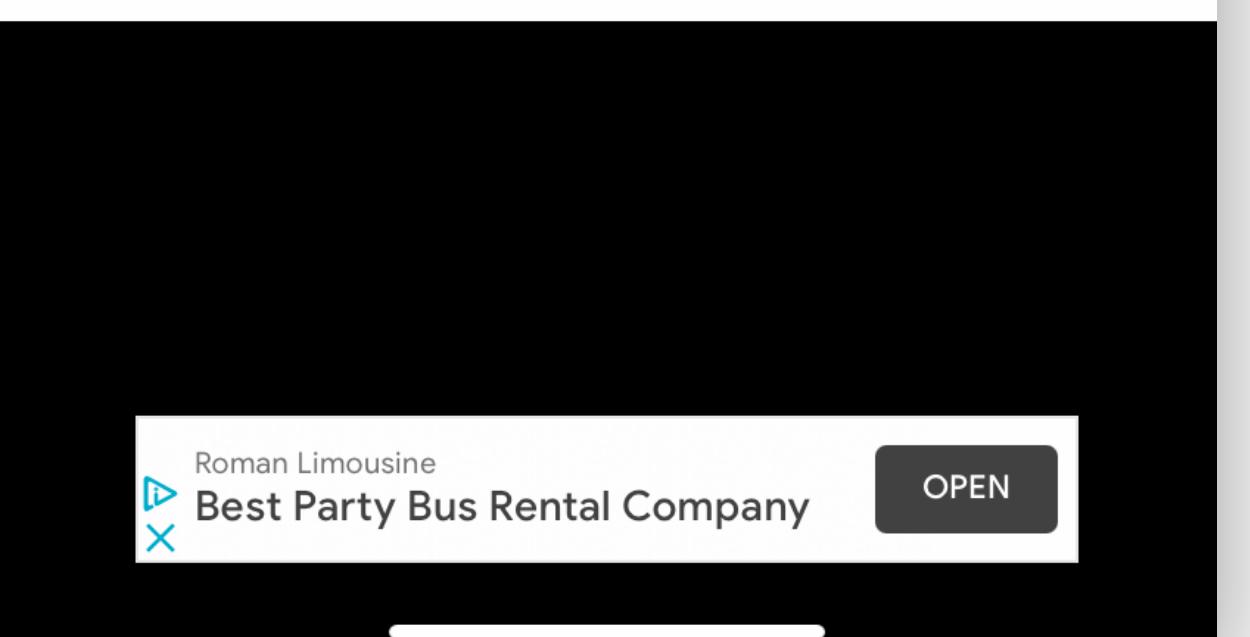
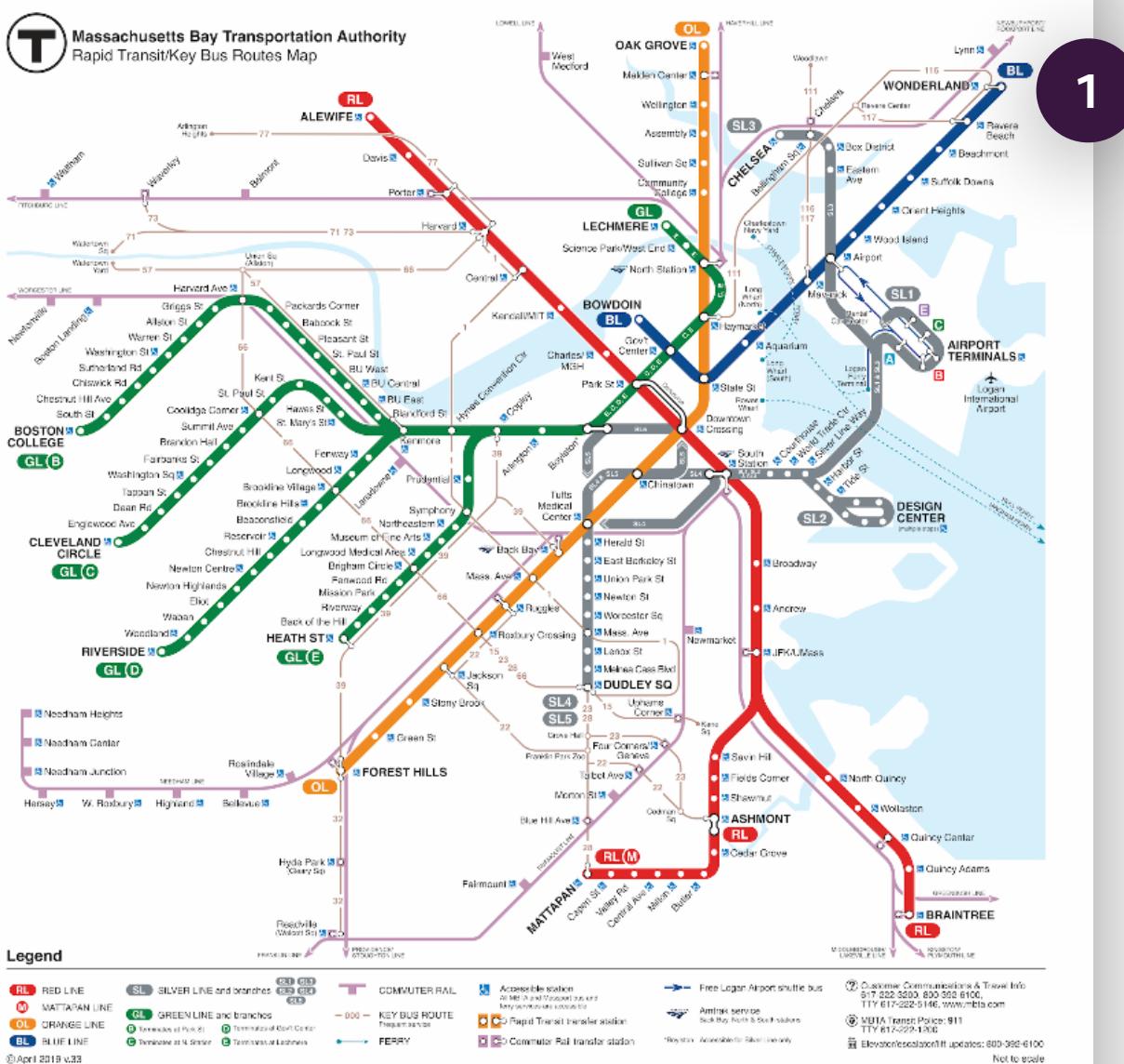
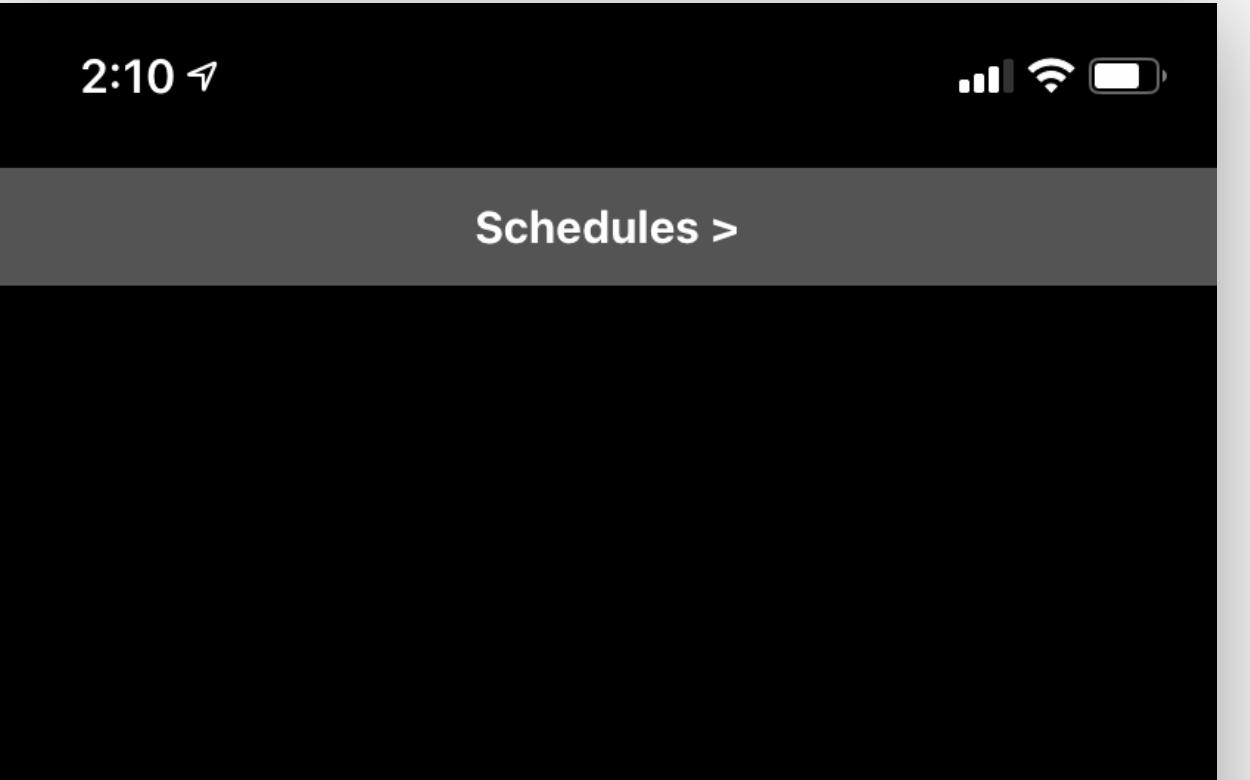


bad app example
mbta boston t transit app

Flow diagram



App name: MBTA Boston T Transit Map
Purpose: Public transportation and tracking



Critiques

1. Minimal user interaction

The only item on this screen that a user can interact with is the “Schedules >” link

The user can zoom in on the map, but nothing else is interactive

Critiques

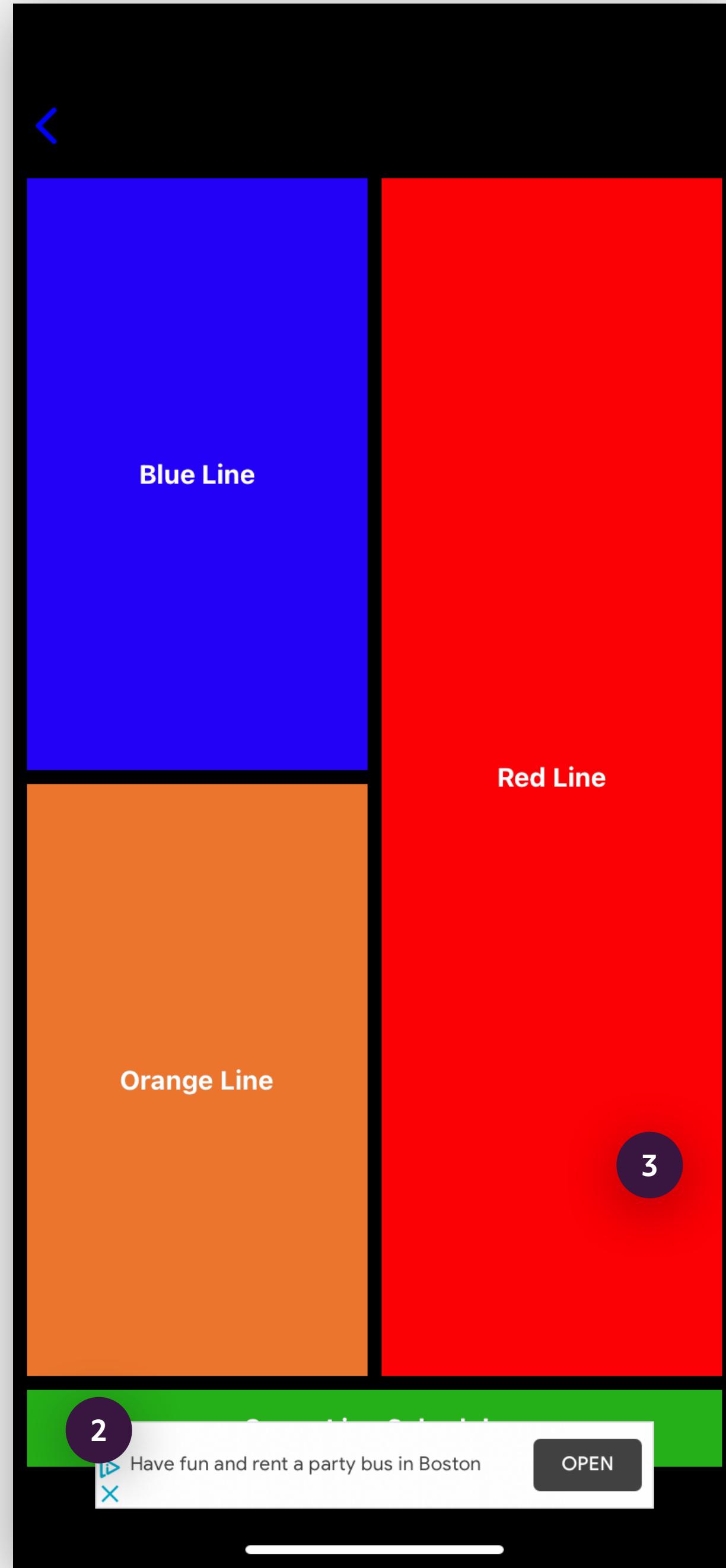
2. Ads obstruct user experience

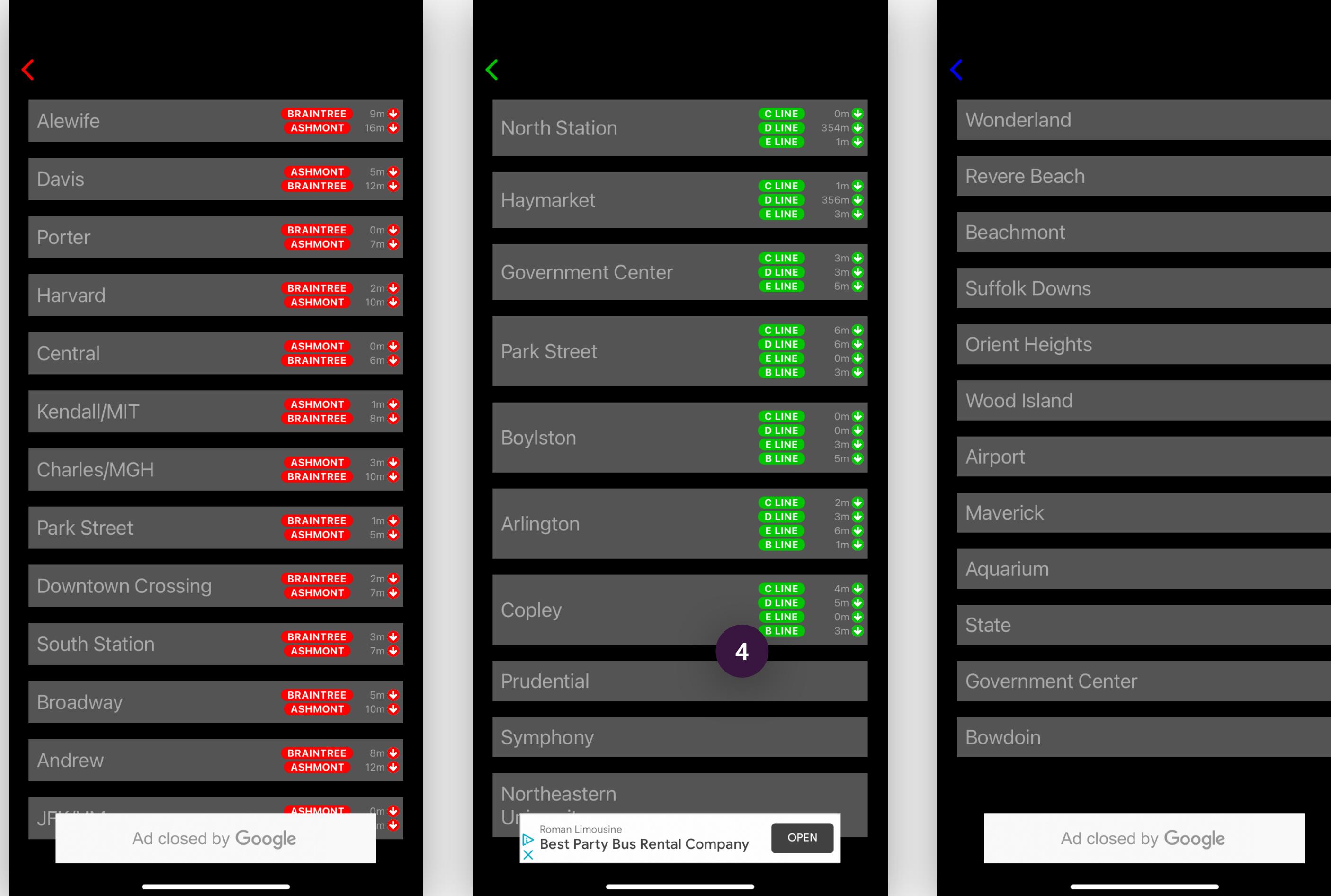
While ads are necessary for some apps, this app places an ad directly on top of a button, making it difficult for the user to interact with it

3. Visually unappealing

The colors are extremely vibrant and harsh, and the text being white and small make it difficult to read. The buttons are also sized and organized with seemingly no justification

Why is the red line such a large box and the green line so small? Why are the boxes placed where they are?





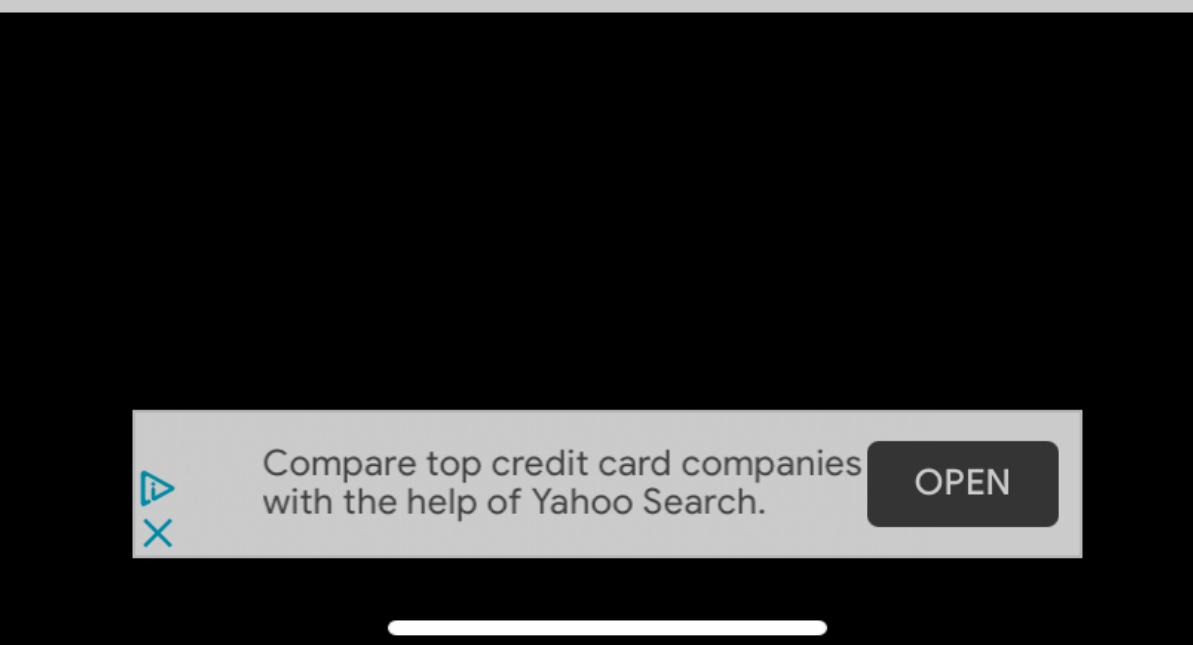
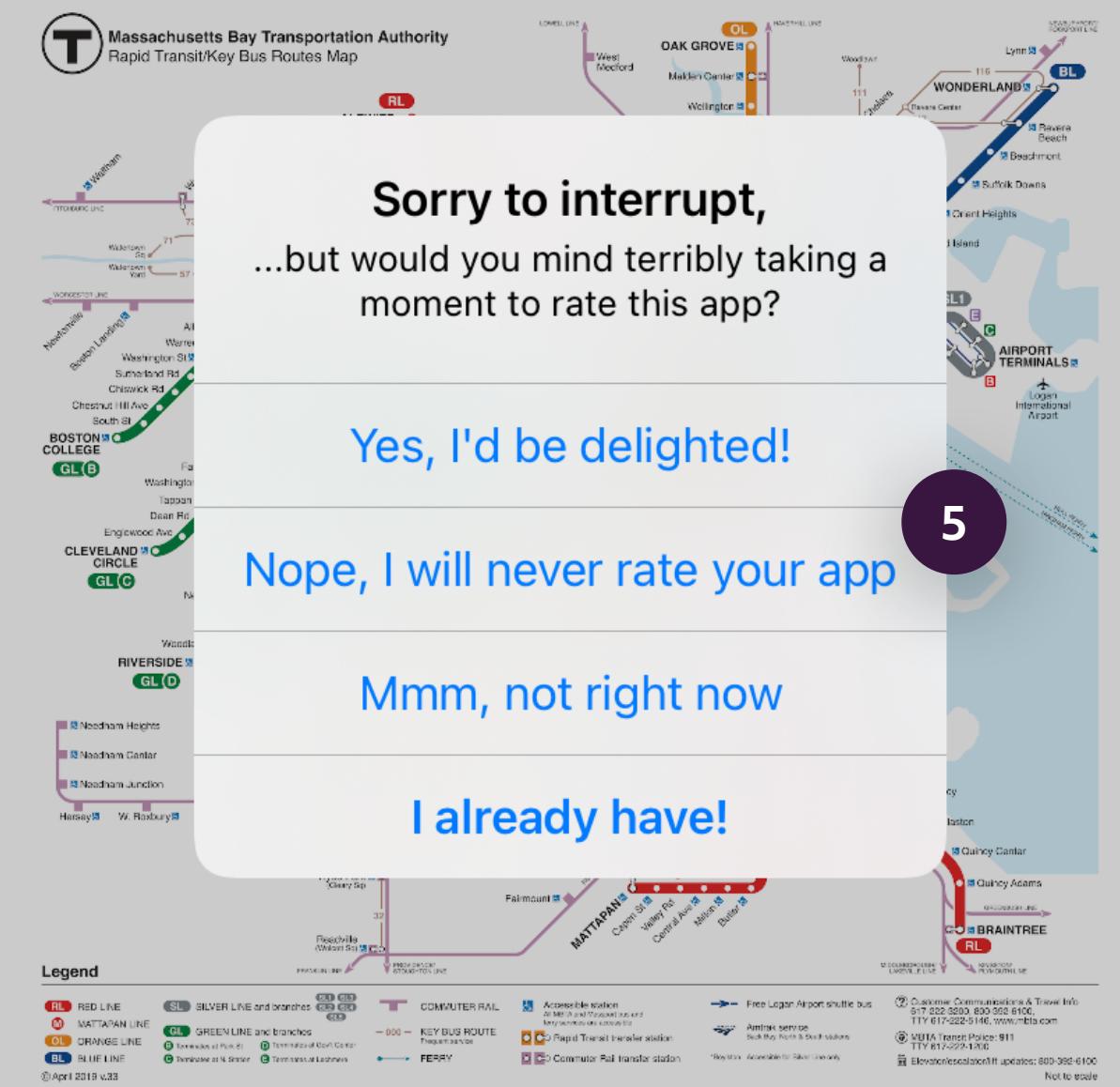
Critiques

4. Inconsistency

This may be a visual bug, but the app is inconsistent with how data is displayed

For example, the red line shows all the upcoming times for the T, depending on whether the car is going inbound or outbound. However, the green line only shows some, and the blue line shows none.

Schedules >



Critiques

5. Asking for a review almost instantly

I had only interacted with the app for a matter of a few minutes before a prompt came up asking me to review the app. I had barely experienced anything, so asking for a review this early was a bit jarring.

Quick look at: ProxiMiT

+ ProxiMiT Edit

HUNTINGTON AVE @ WIGGLESWORTH ST
39 ↳ Back Bay
6m 10m

BRIGHAM CIRCLE
Green Line ↳ Heath Street
42s 6m

RUGGLES
Orange Line ↳ Oak Grove
2m 9m

NORTHEASTERN UNIVERSITY
Green Line ↳ Lechmere
1m 13m

PARK STREET
Total round-ups: \$128.00 Acorns GET

Favorites Nearby Browse Settings

This screen shows transit options from several locations. At the top, there's a '+' button, the app name 'ProxiMiT', and an 'Edit' button. Below that, there are five cards: Huntington Ave @ Wiggleworth St (bus 39 to Back Bay), Brigham Circle (Green Line to Heath Street), Ruggles (Orange Line to Oak Grove), Northeastern University (Green Line to Lechmere), and Park Street. Each card includes a travel time and distance. At the bottom, there's a summary of total round-ups (\$128.00) and an 'Acorns' icon, followed by a 'GET' button.

Subway Bus Rail

This screen displays a map of Boston with transit routes highlighted. The Green Line (blue) and Orange Line (orange) are shown as subway lines. Numerous bus routes are represented by grey lines with small circles indicating stops. Landmarks like the Prudential Center, Newbury Street, and Back Bay are visible. A red pin marks a specific location in the South End area.

Search

Subway

- Blue Line Rapid Transit
- Green Line B Rapid Transit
- Green Line C Rapid Transit
- Green Line D Rapid Transit
- Green Line E Rapid Transit
- Orange Line Rapid Transit
- Red Line Rapid Transit

Bus

- 1 Key Bus
- 4 Commuter Bus
- 7 Local Bus
- 8 Local Bus
- 9 Local Bus

Total round-ups: \$128.00 Acorns GET

Favorites Nearby Browse Settings

This screen lists subway and bus routes. It shows the route name, color, and type (e.g., Rapid Transit for subways, Key Bus for bus 1). Below this, a summary of total round-ups (\$128.00) and an 'Acorns' icon, followed by a 'GET' button, is displayed. Navigation icons for Favorites, Nearby, Browse, and Settings are at the bottom.

CITY Boston

SPREAD THE WORD Rate app Share with friends

PROXIMIT PRO Upgrade now Remove ads

EXPERIMENTAL Show crowding indicators Available on select bus routes

SETTINGS Manage permissions Restore purchases

Total round-ups: \$128.00 Acorns GET

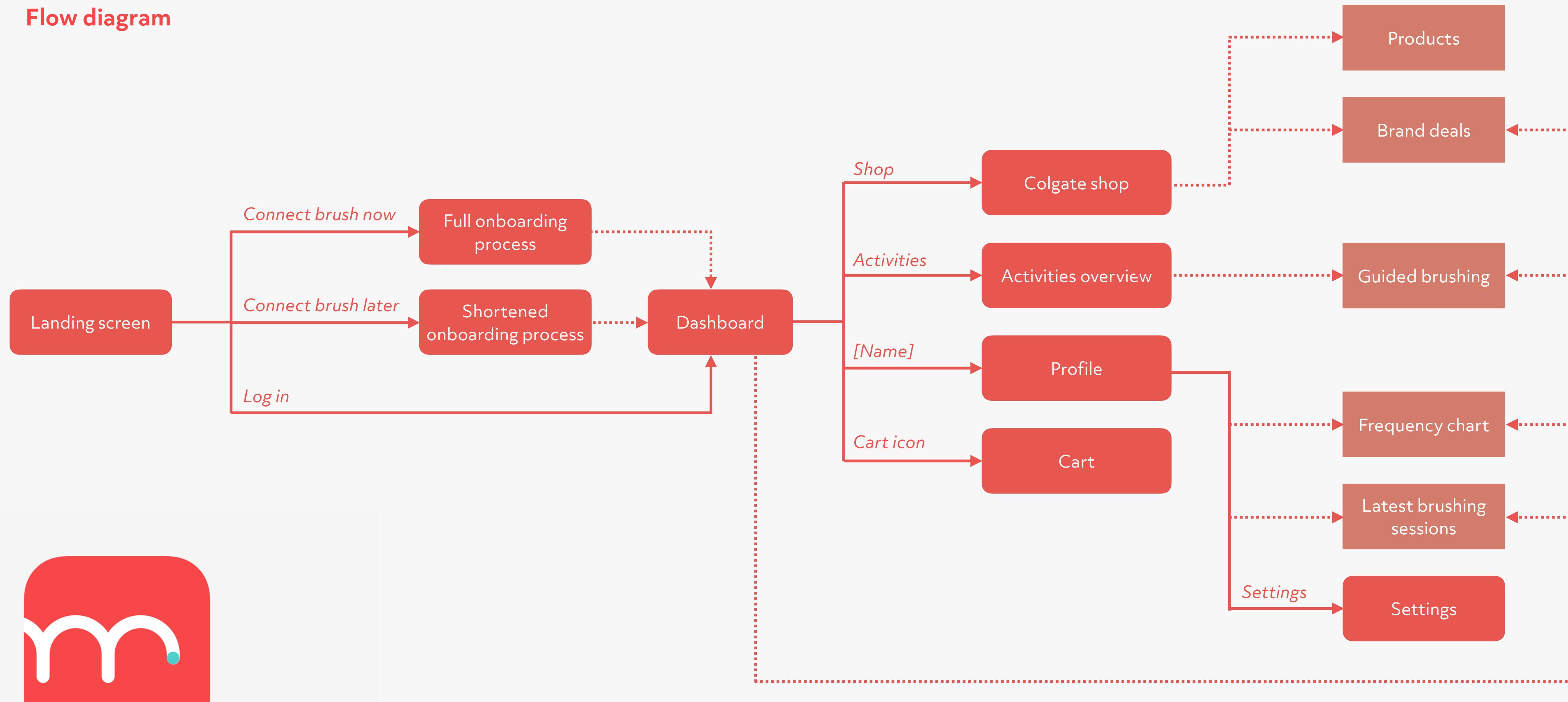
Favorites Nearby Browse Settings

This screen is a side menu. It starts with a 'CITY' section set to 'Boston'. Below it are sections for 'SPREAD THE WORD' (Rate app, Share with friends), 'PROXIMIT PRO' (Upgrade now, Remove ads), and 'EXPERIMENTAL' (Show crowding indicators, which is turned on). At the bottom, there are 'SETTINGS' options for Manage permissions and Restore purchases. A summary of total round-ups (\$128.00) and an 'Acorns' icon, followed by a 'GET' button, is also present. Navigation icons for Favorites, Nearby, Browse, and Settings are at the bottom.



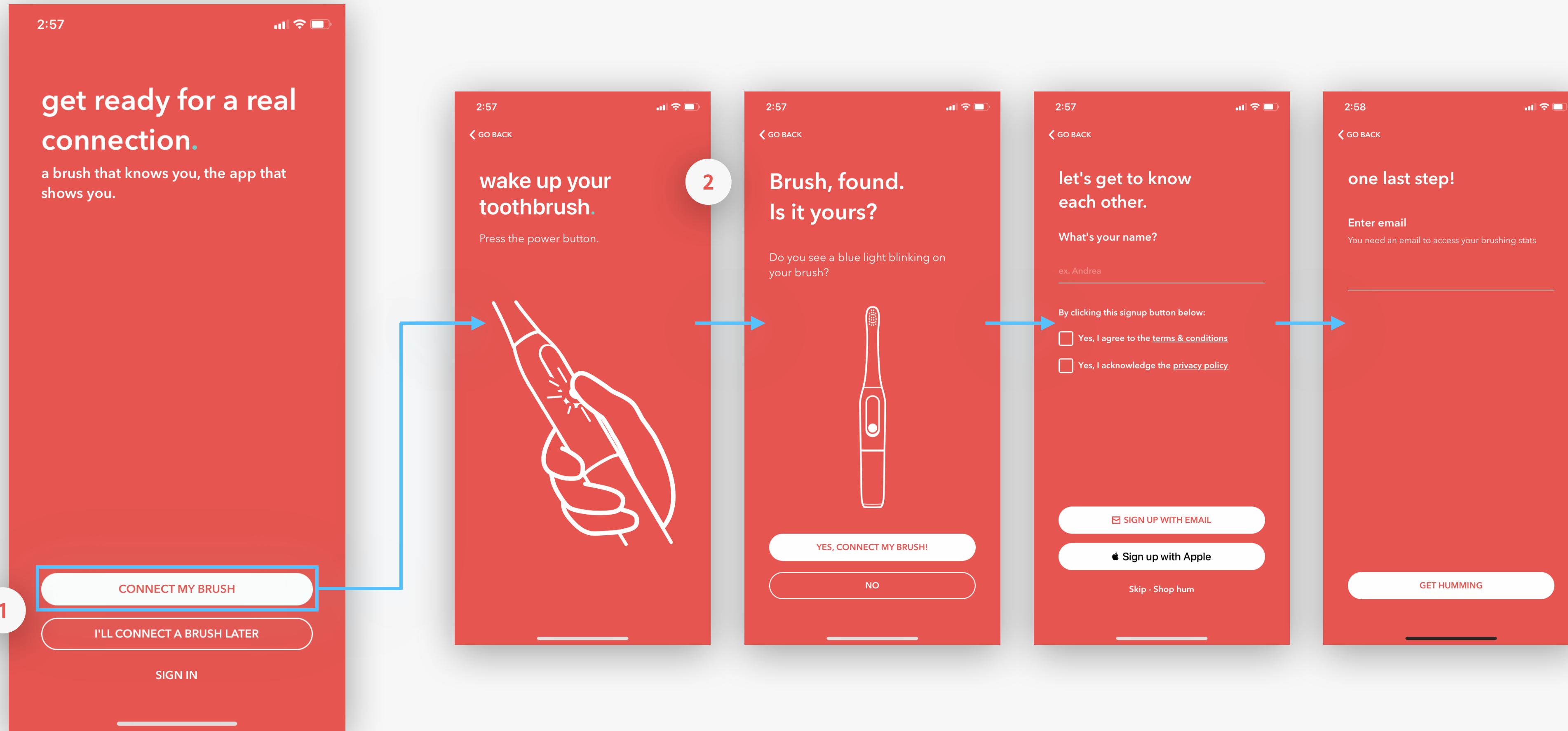
good app example
hum by colgate

Flow diagram



App name: hum by Colgate

Purpose: Teeth brushing tracker



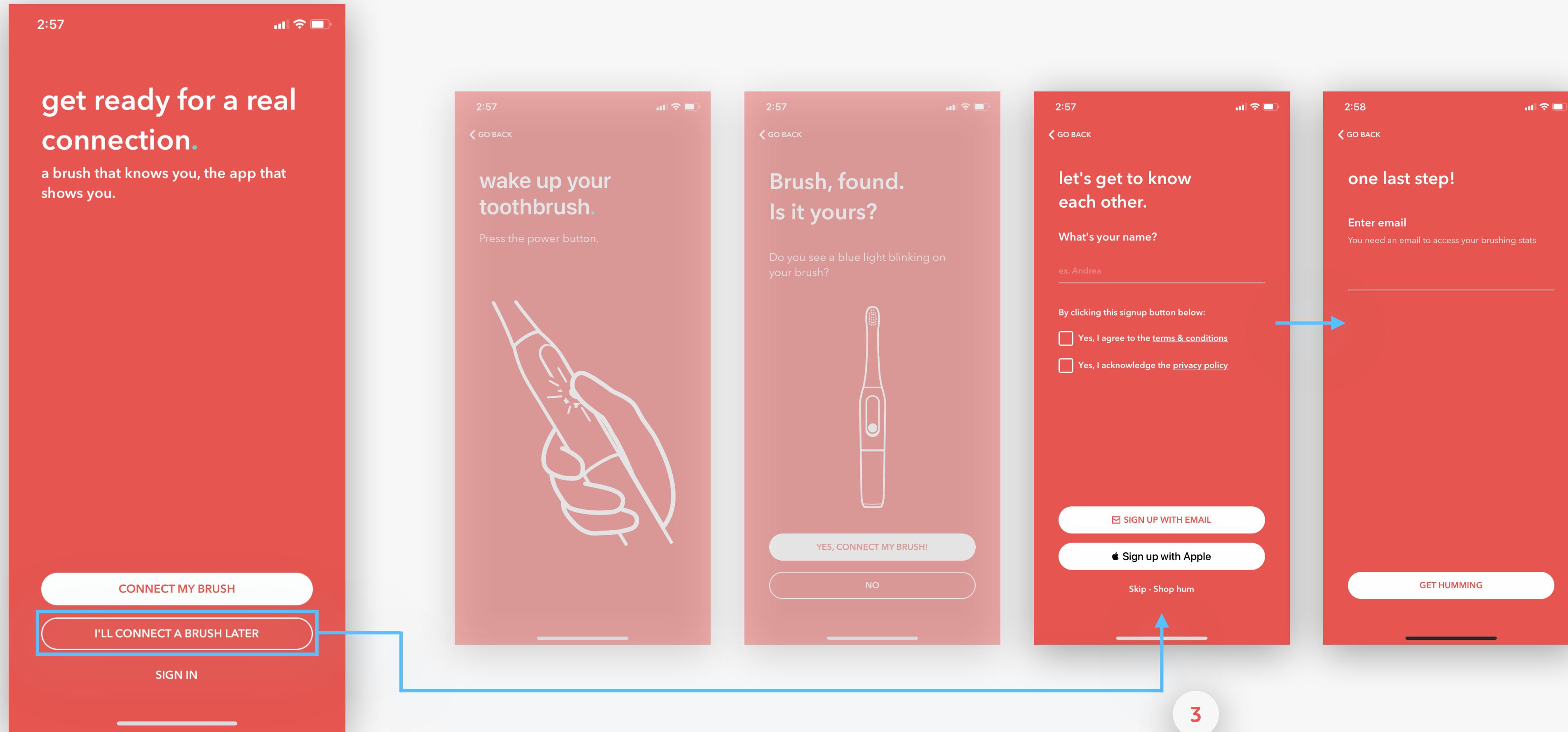
Onboarding process

1. Multiple options to log in or register

Allows user to access the app regardless of whether they have an account or brush

2. Well-defined steps with minimum user input

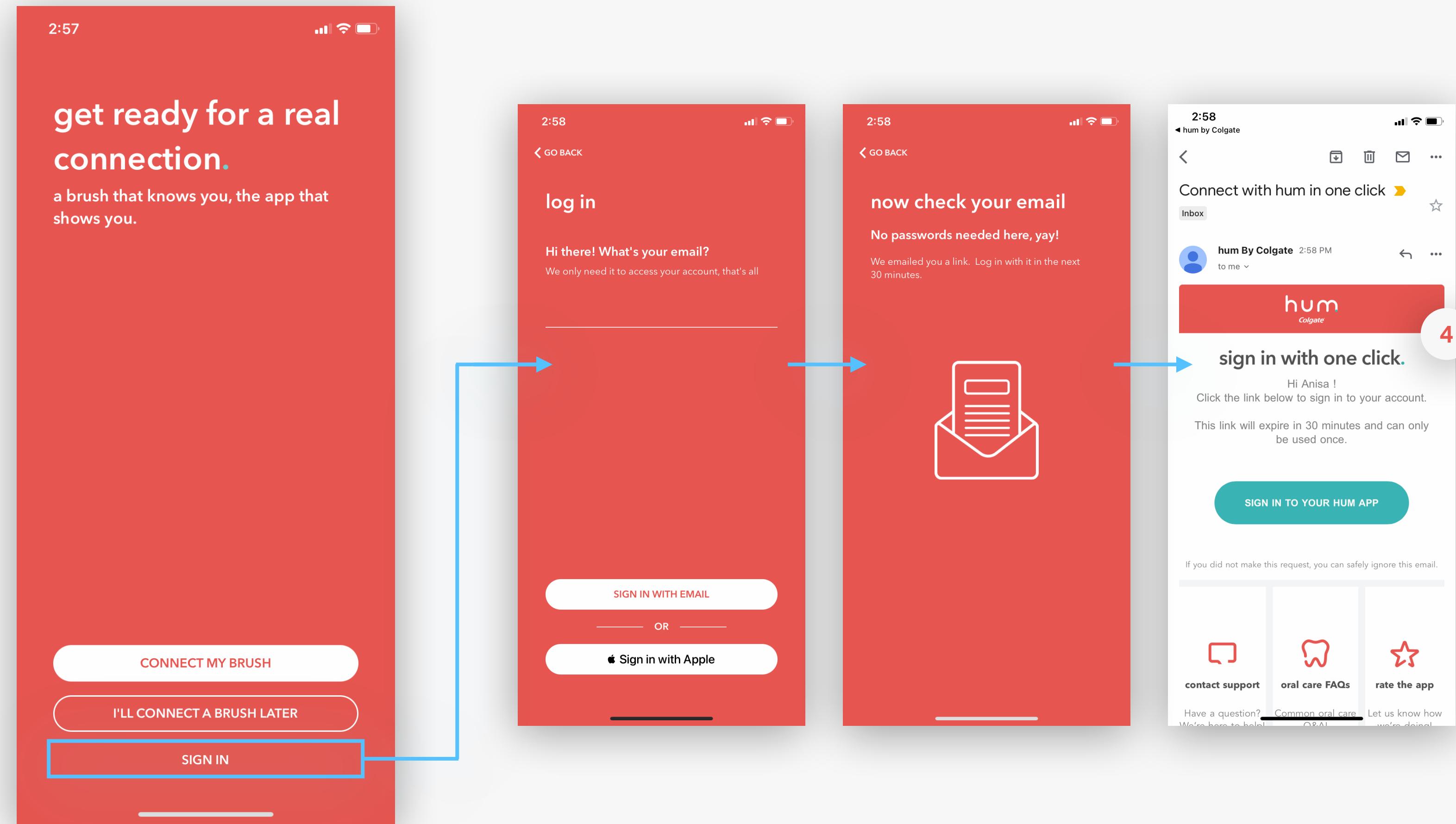
Guides user through the app in minimal time with little required action or simple prompts



Onboarding process

3. "Skip" to app option

Gives user the opportunity to access the app without the intended product, allowing them to preview the app before making purchases (great user experience, mark of a confident app)



Onboarding process

4. Password-less login!

Allows user to log in to and access the app without a password permanently

Note:

I've personally never seen this before and love it, since I have so many different passwords

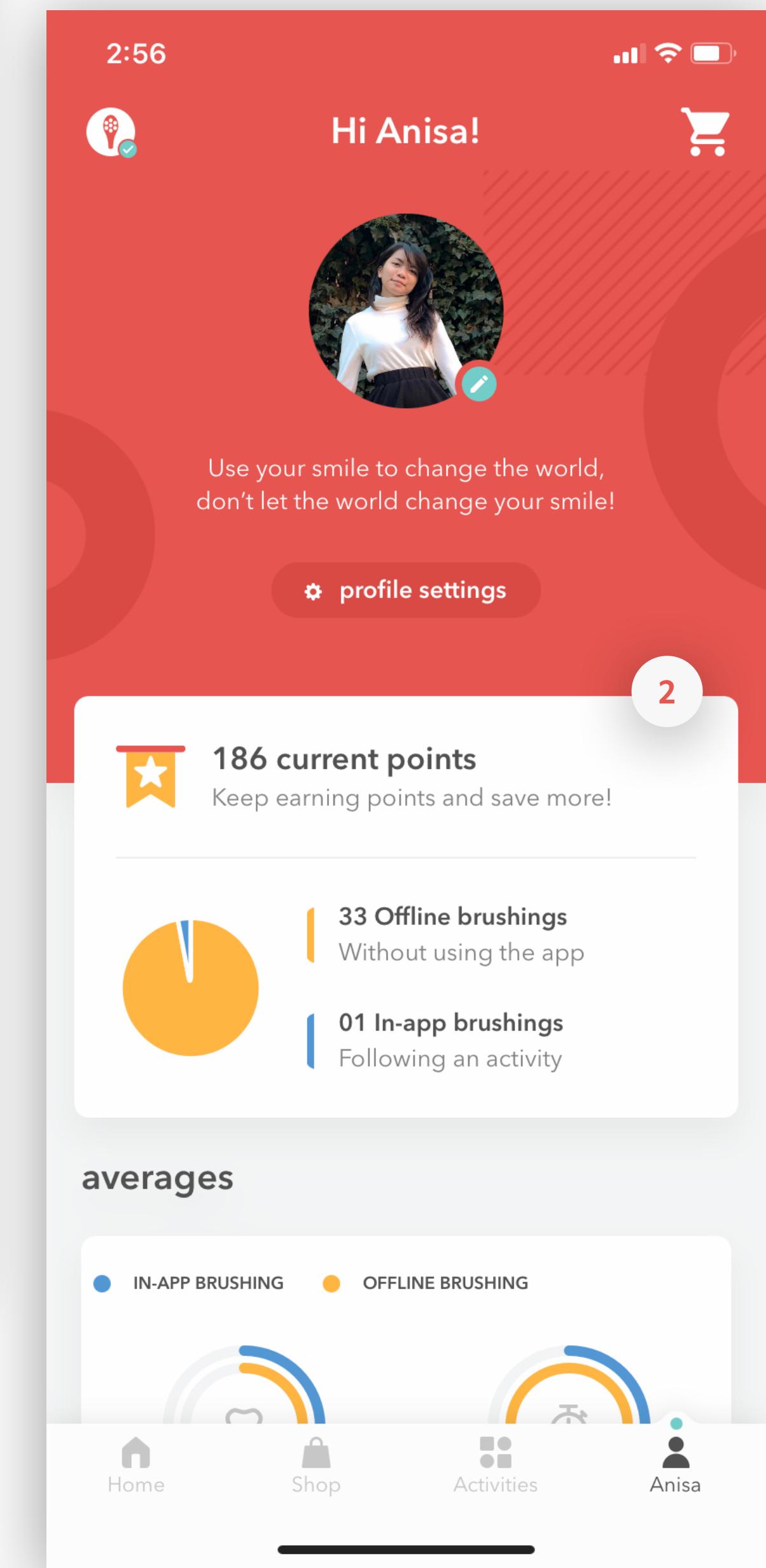
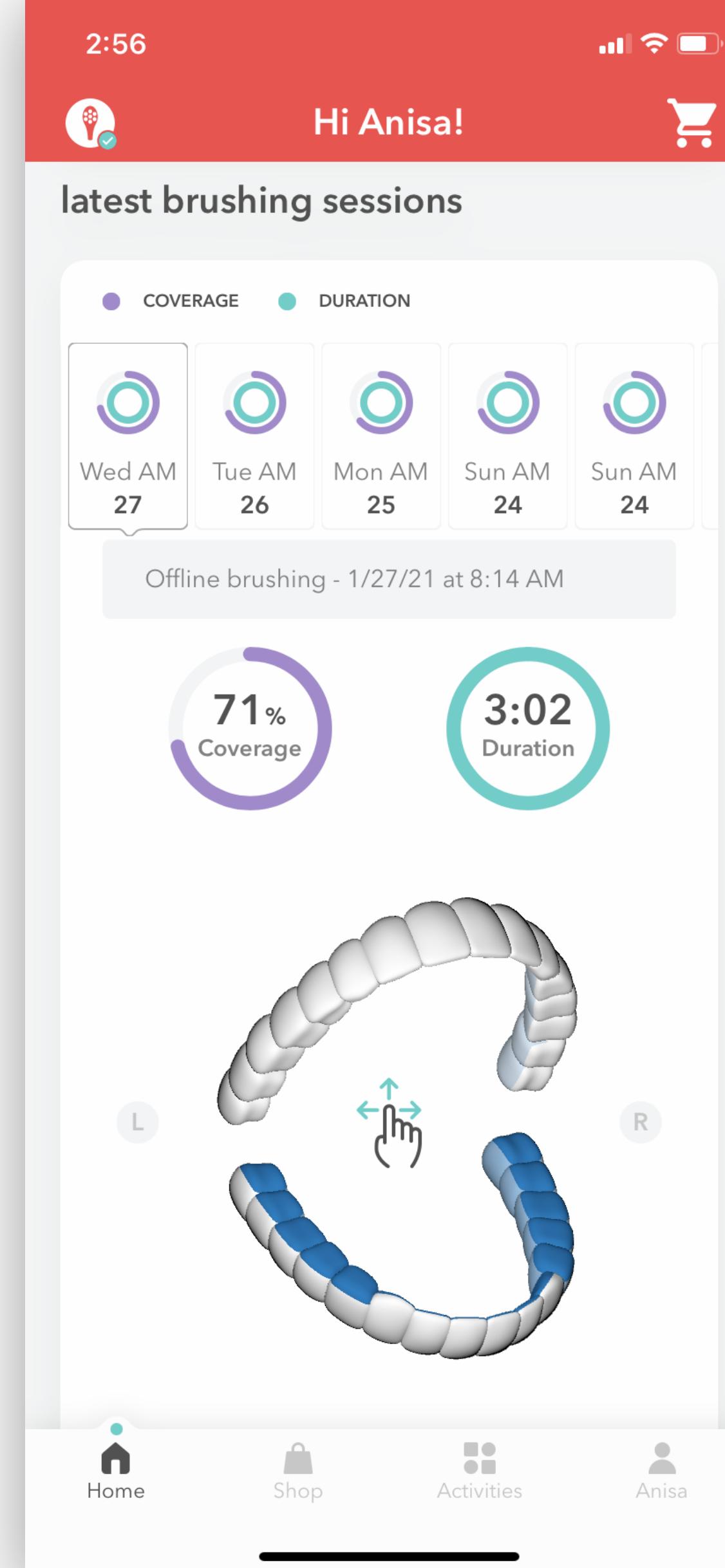
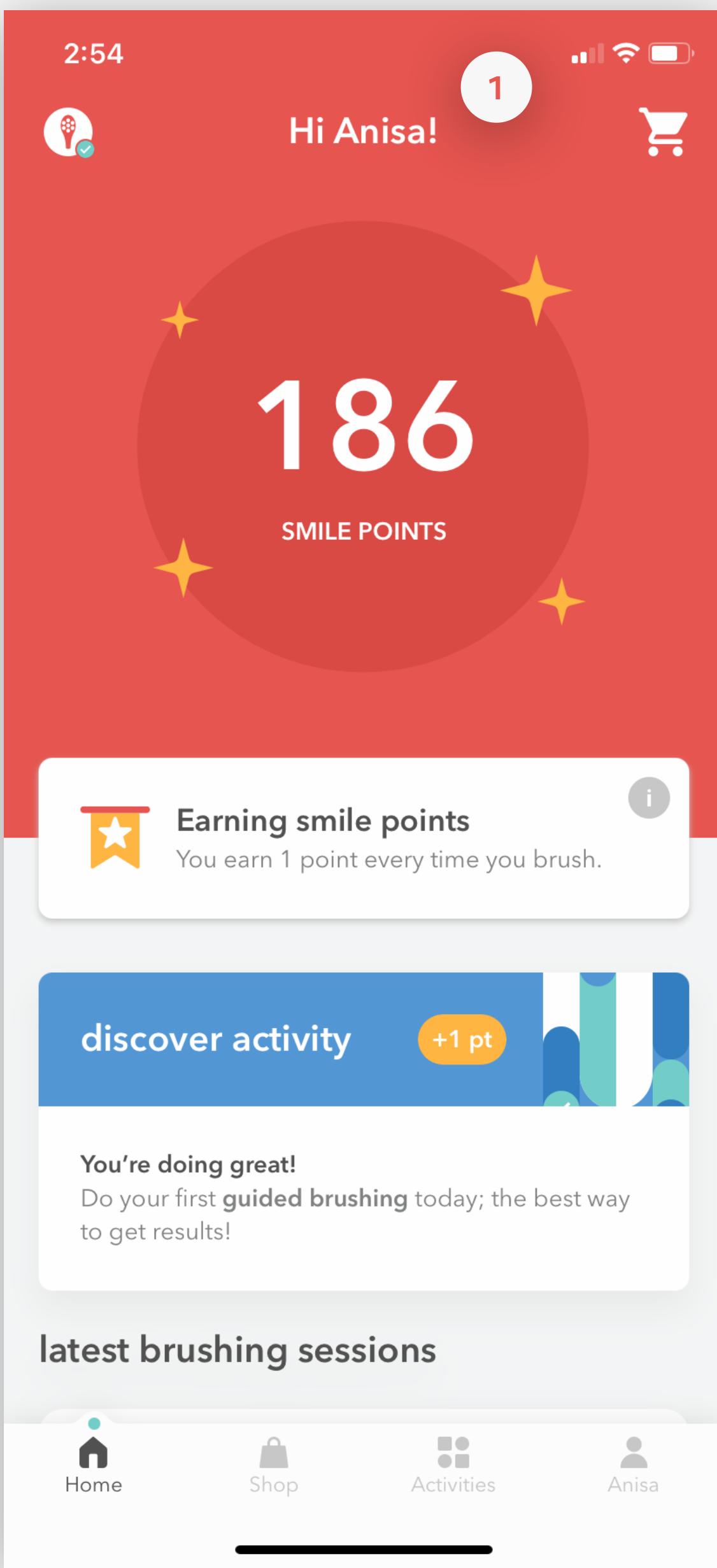
In-app activity

1. Personalization

The app makes a very conscious effort to personalize the app, offering a friendly and welcoming environment

2. Gamification

User activity is encouraged and heavily visualized. There are several specific data representations such as coverage, duration, and offline vs in-app brushings



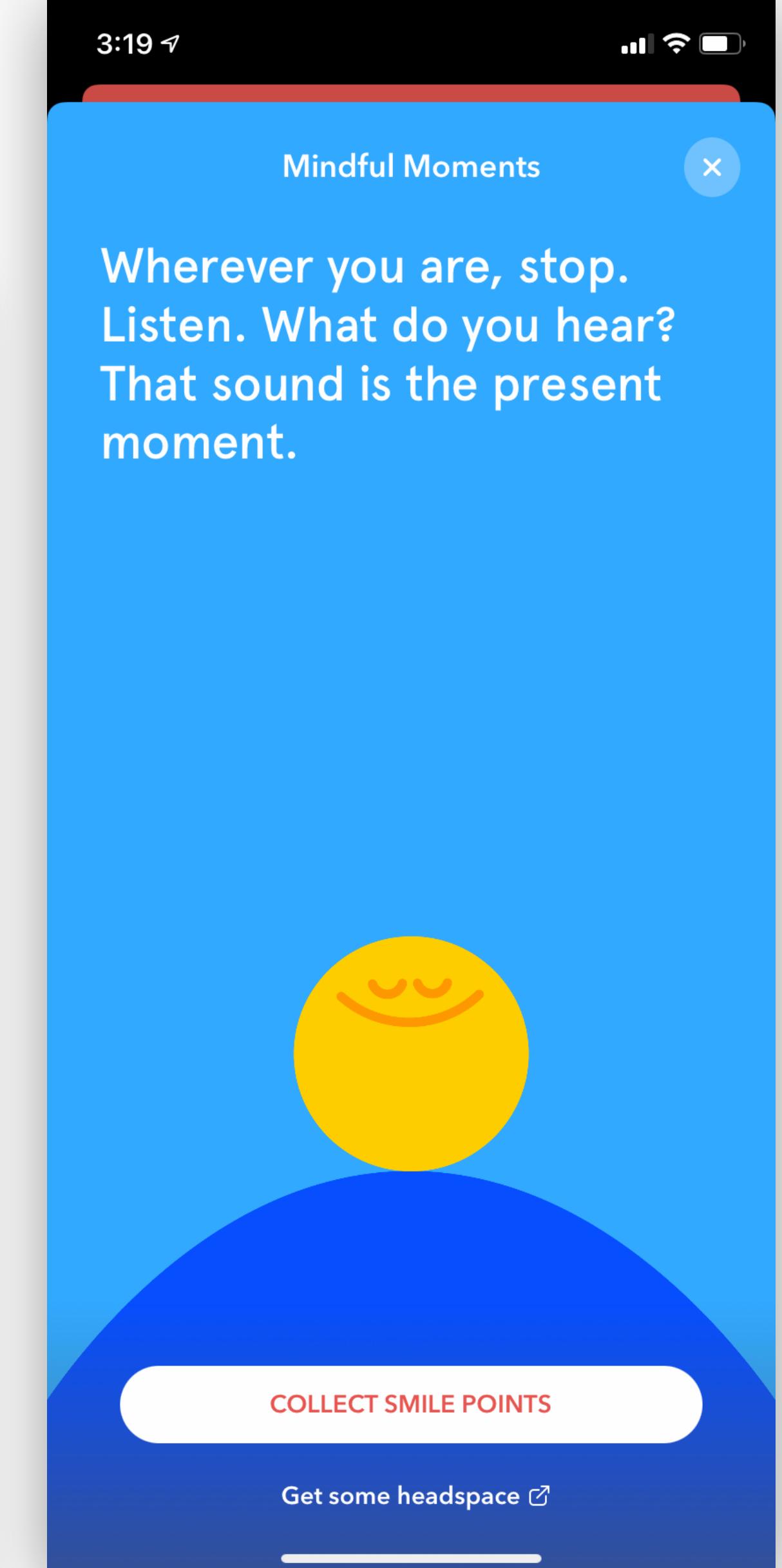
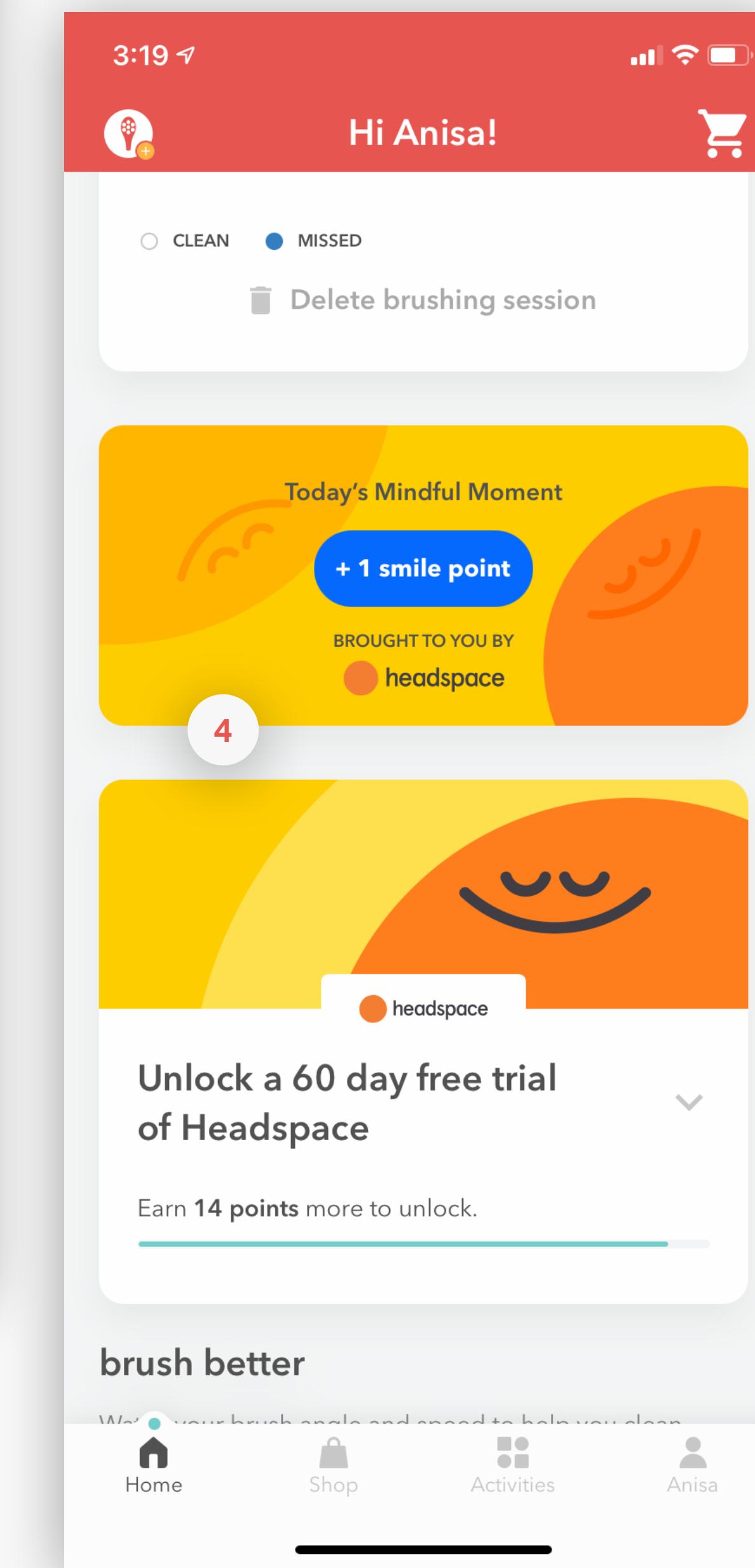
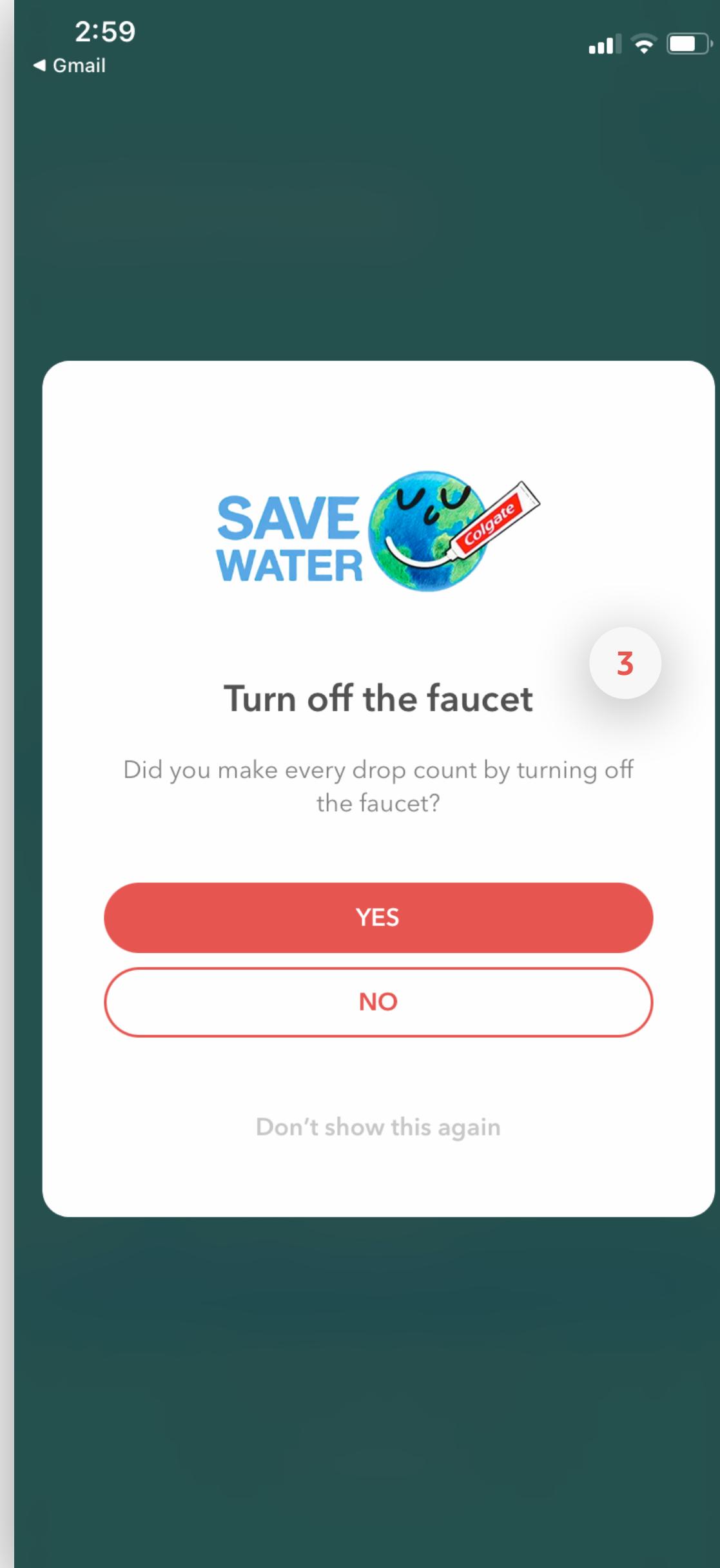
In-app activity

3. Awareness

The app has occasional messaging to bring awareness to environmental issues and the ways a user can be more eco-friendly

4. Mindfulness

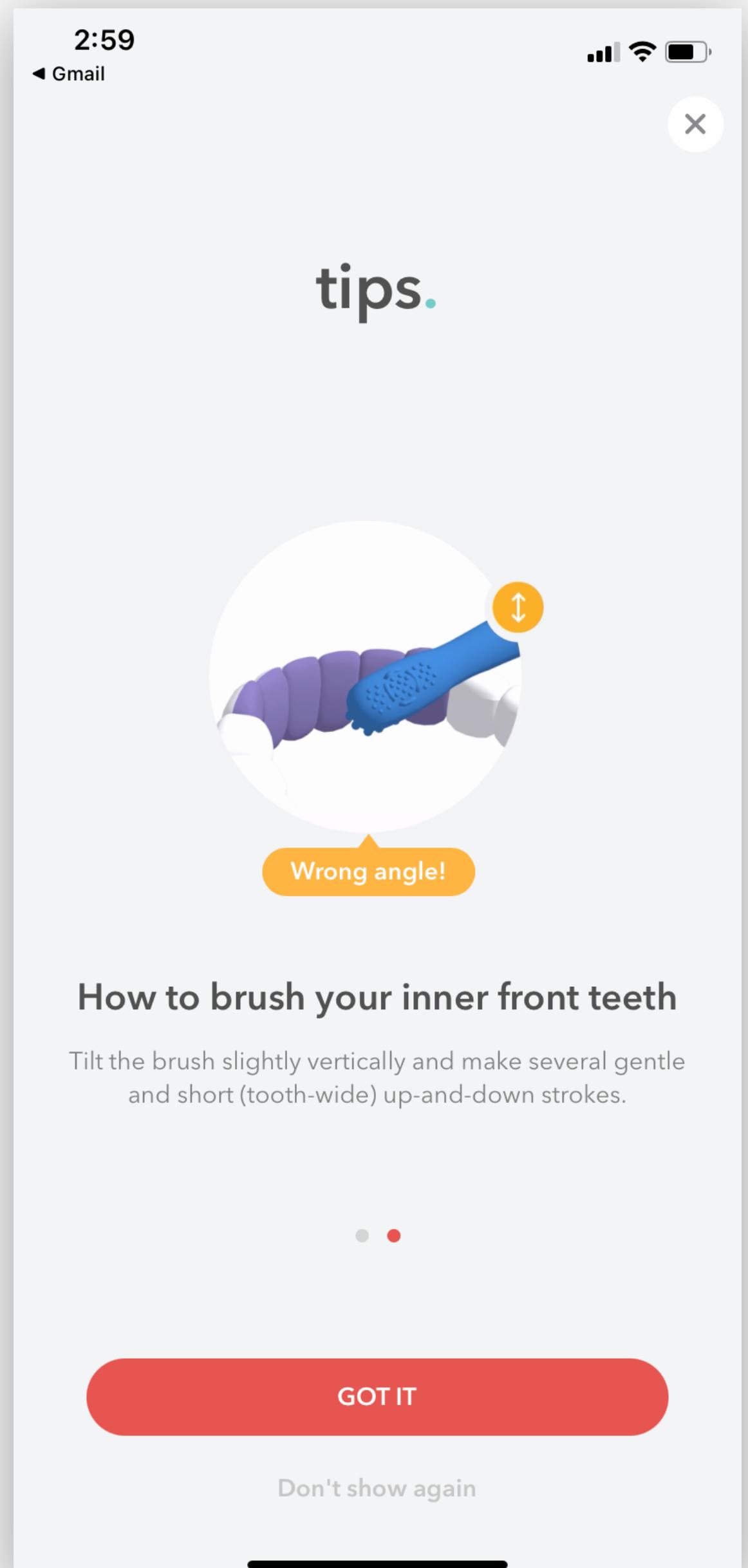
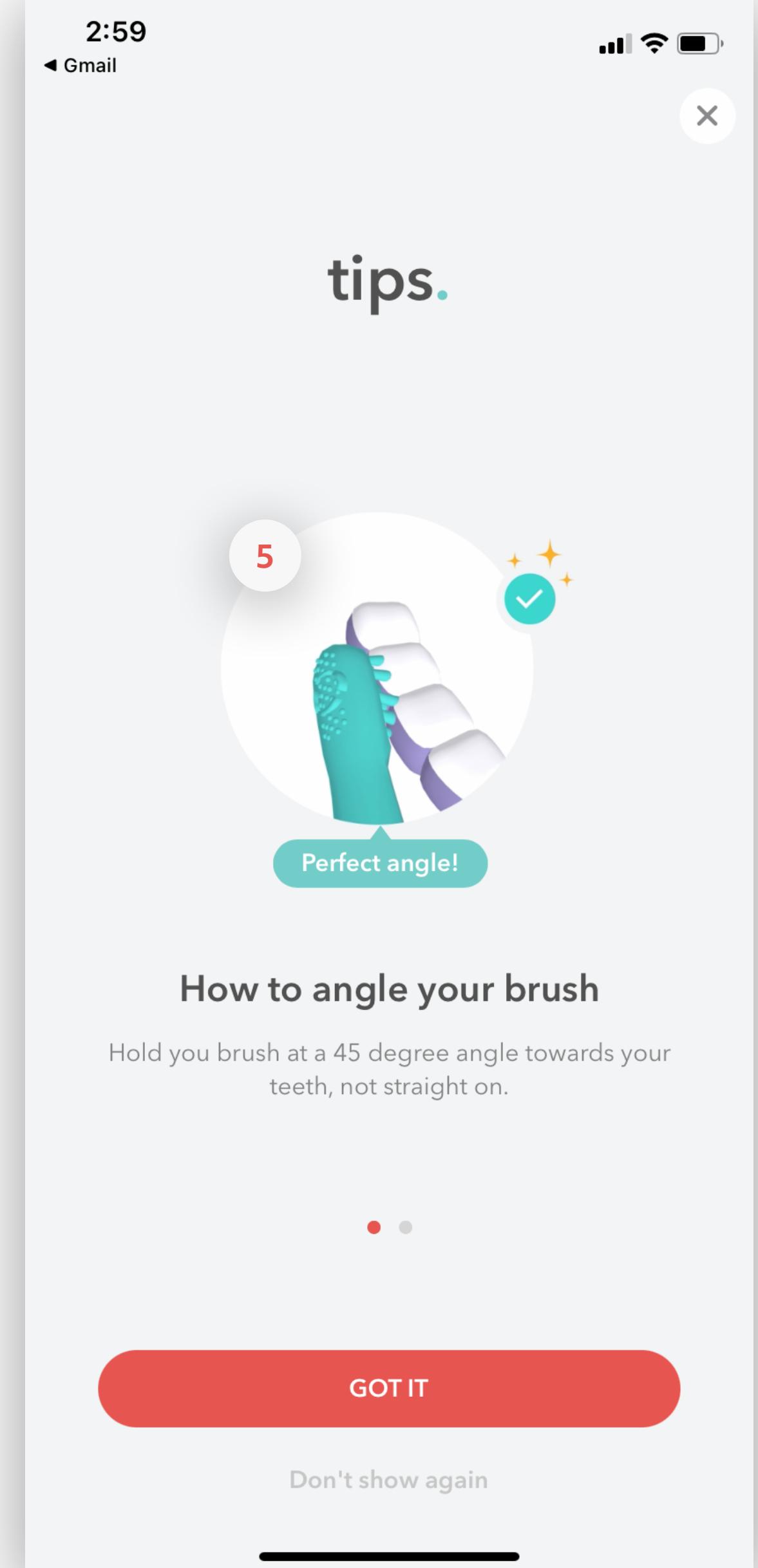
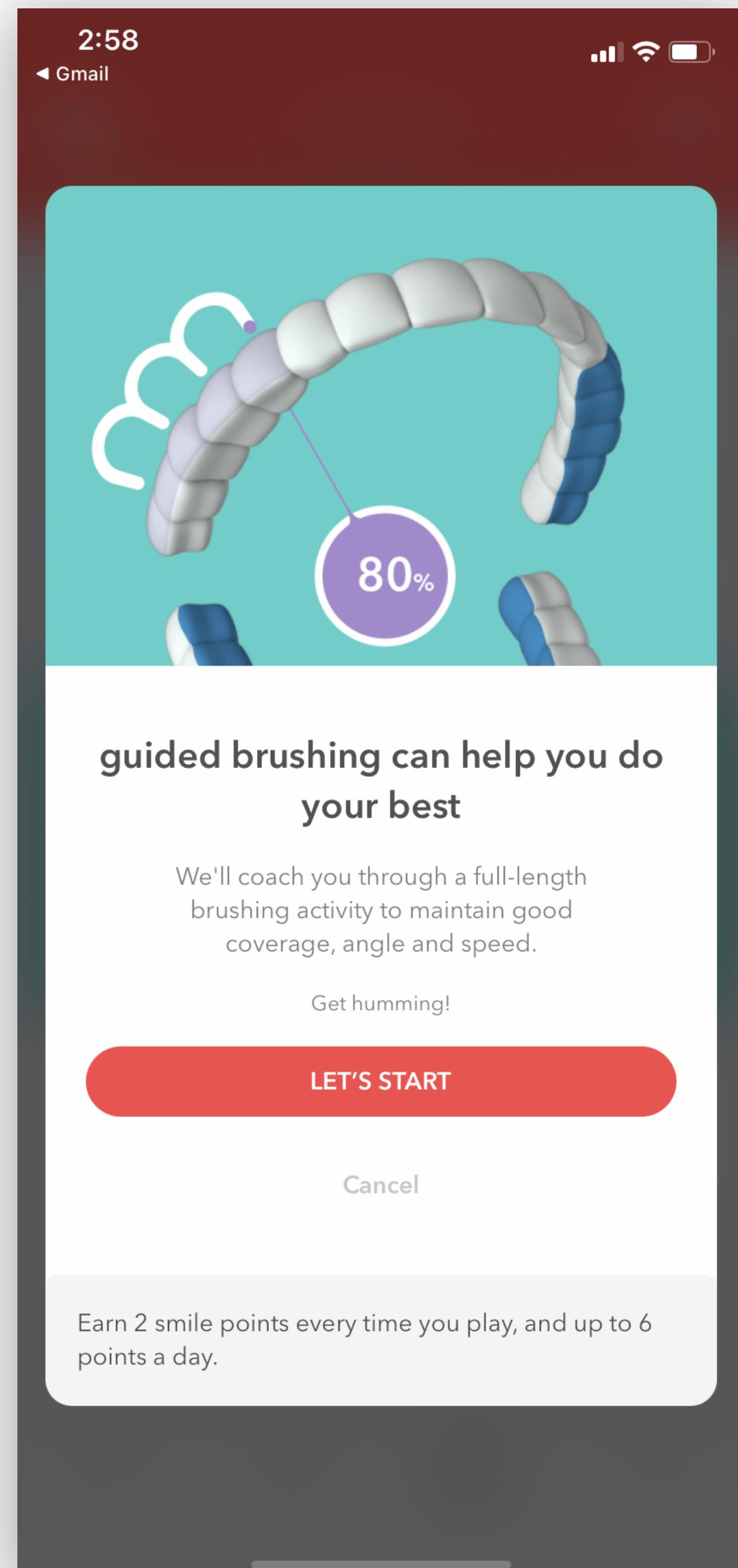
The app has a partnership with Headspace and offers "Mindful Moments" for their users as a free daily reminder to be present and to practice mindfulness



In-app activity

5. Beautiful visuals

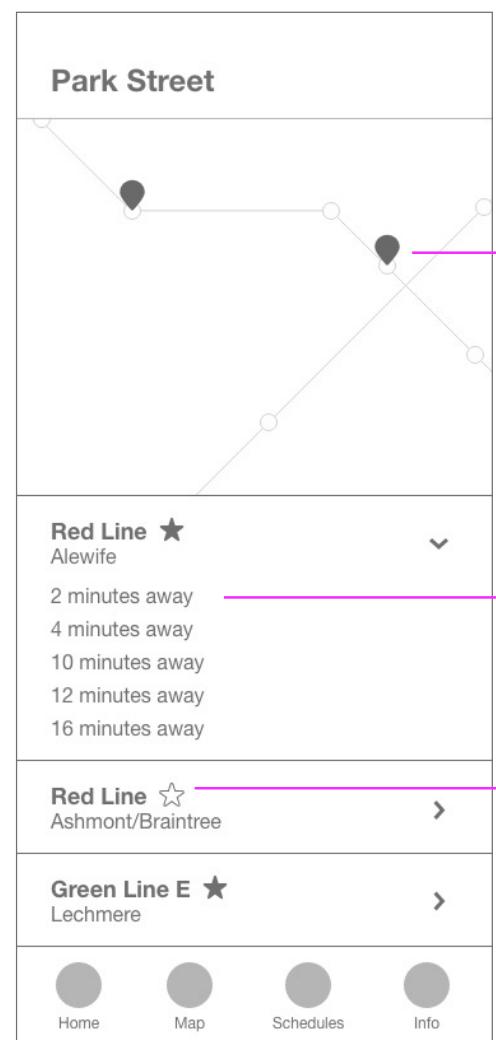
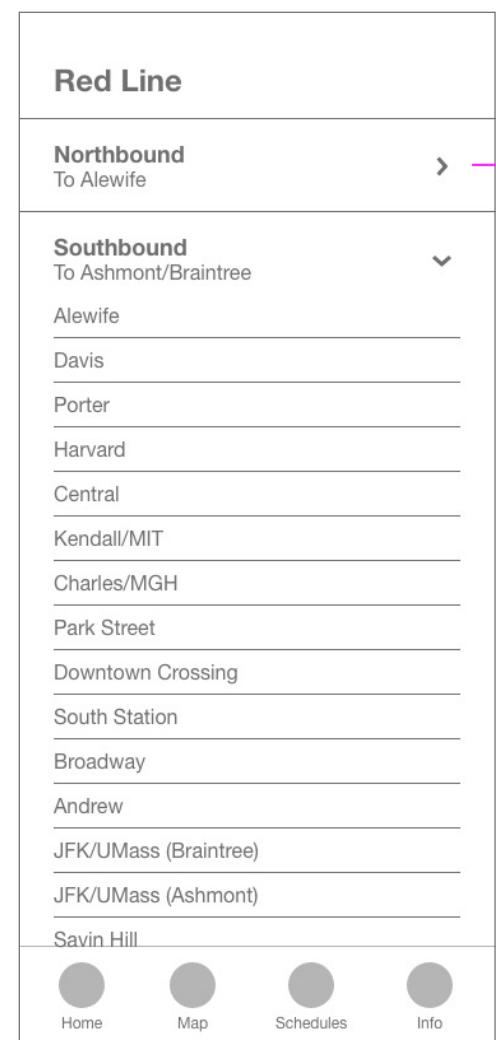
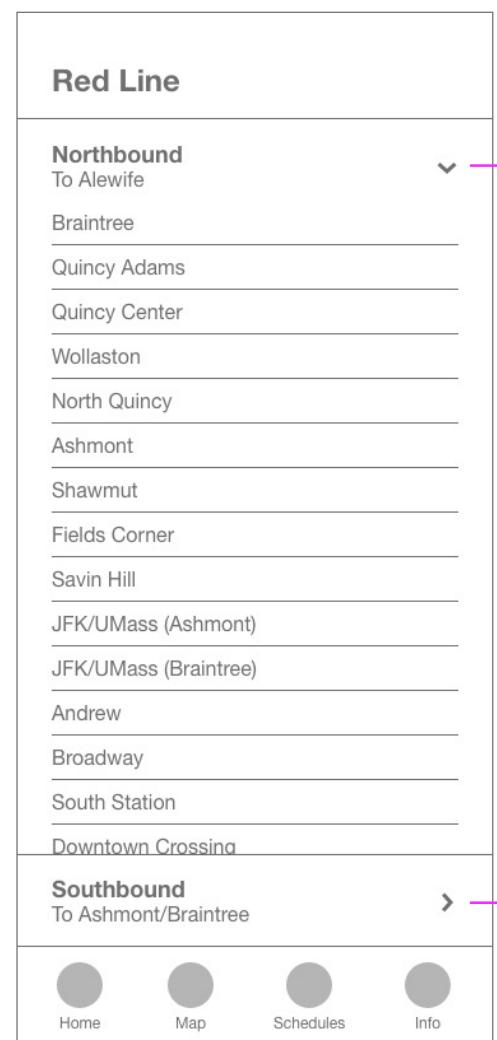
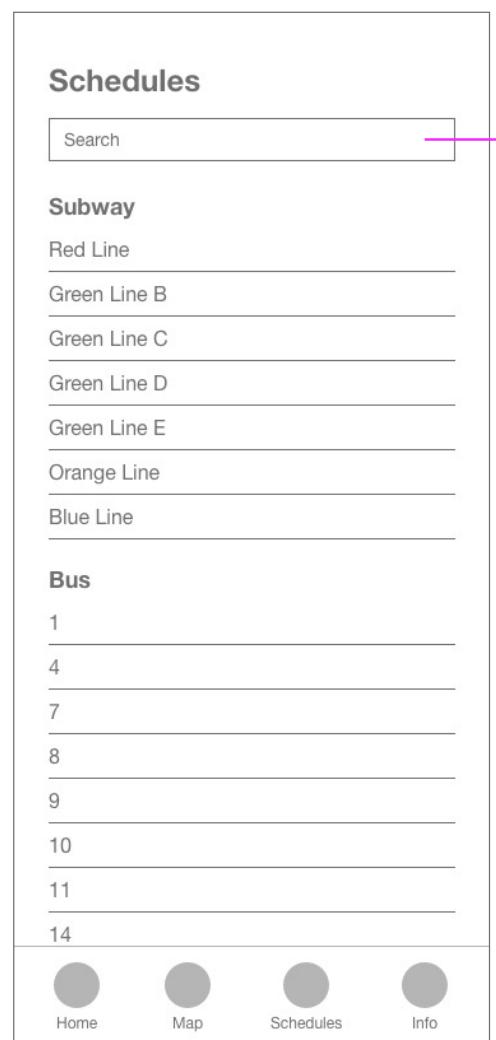
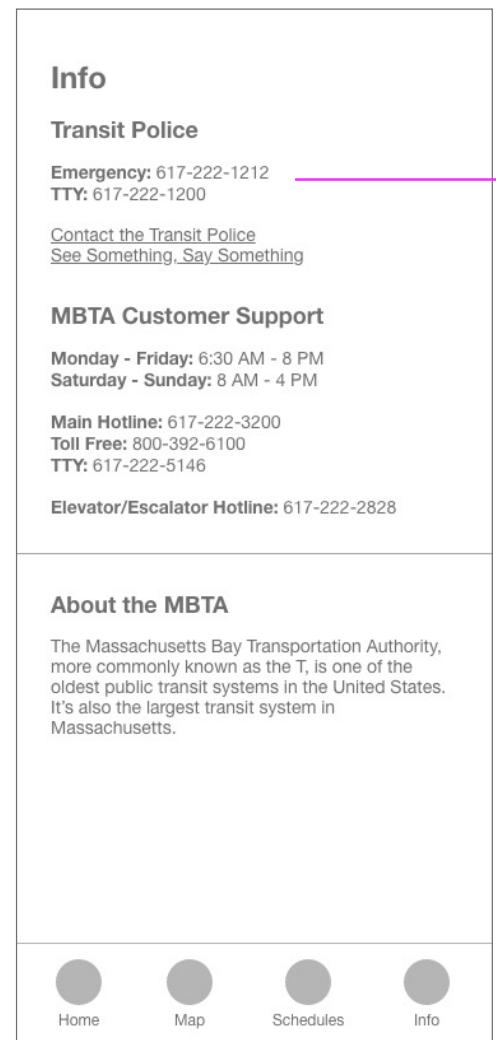
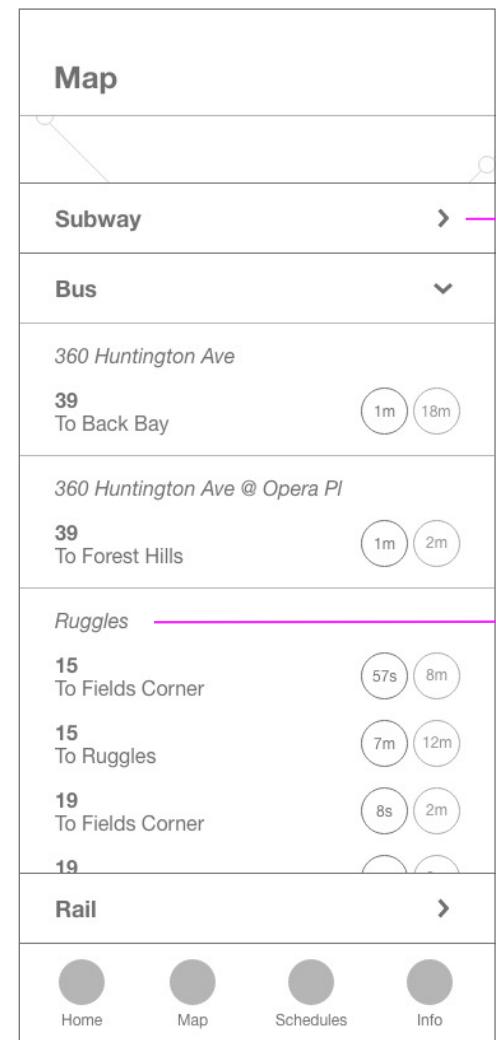
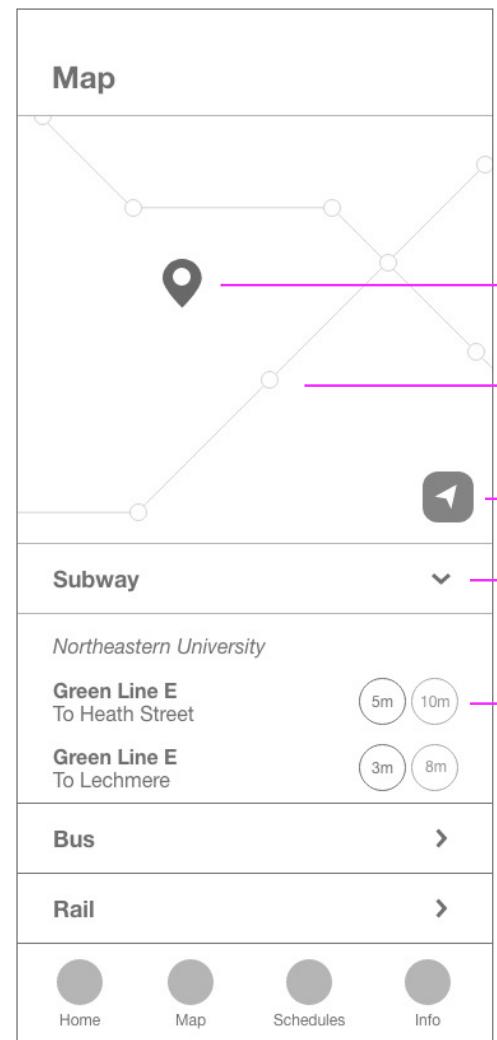
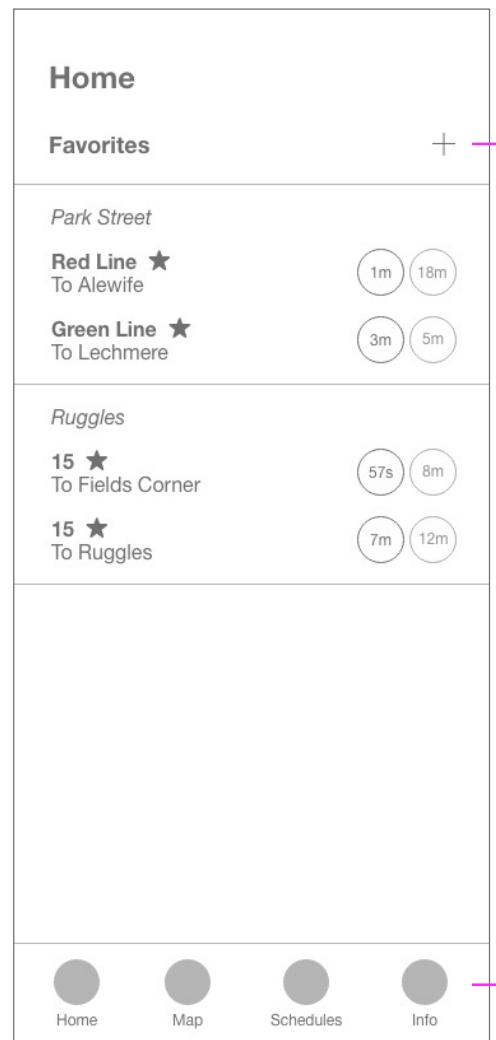
Every screen has aesthetically pleasing graphics that are clear and descriptive



ui specs

UI Specs (at a glance)

Anisa Anuar
Interaction Design 2
Project 1 - UI Specs



UI Specs

- Home page
- Info page

Home

Favorites

Park Street

Red Line ★
To Alewife

Green Line ★
To Lechmere

Ruggles

15 ★
To Fields Corner

15 ★
To Ruggles

+

1m 18m

3m 5m

57s 8m

7m 12m

Home Map Schedules Info

"Favorites" are shown on the first page for easy access

"+" button to add favorites quickly

Info

Transit Police

Emergency: 617-222-1212
TTY: 617-222-1200

Contact the Transit Police
See Something, Say Something

MBTA Customer Support

Monday - Friday: 6:30 AM - 8 PM
Saturday - Sunday: 8 AM - 4 PM

Main Hotline: 617-222-3200
Toll Free: 800-392-6100
TTY: 617-222-5146

Elevator/Escalator Hotline: 617-222-2828

About the MBTA

The Massachusetts Bay Transportation Authority, more commonly known as the T, is one of the oldest public transit systems in the United States. It's also the largest transit system in Massachusetts.

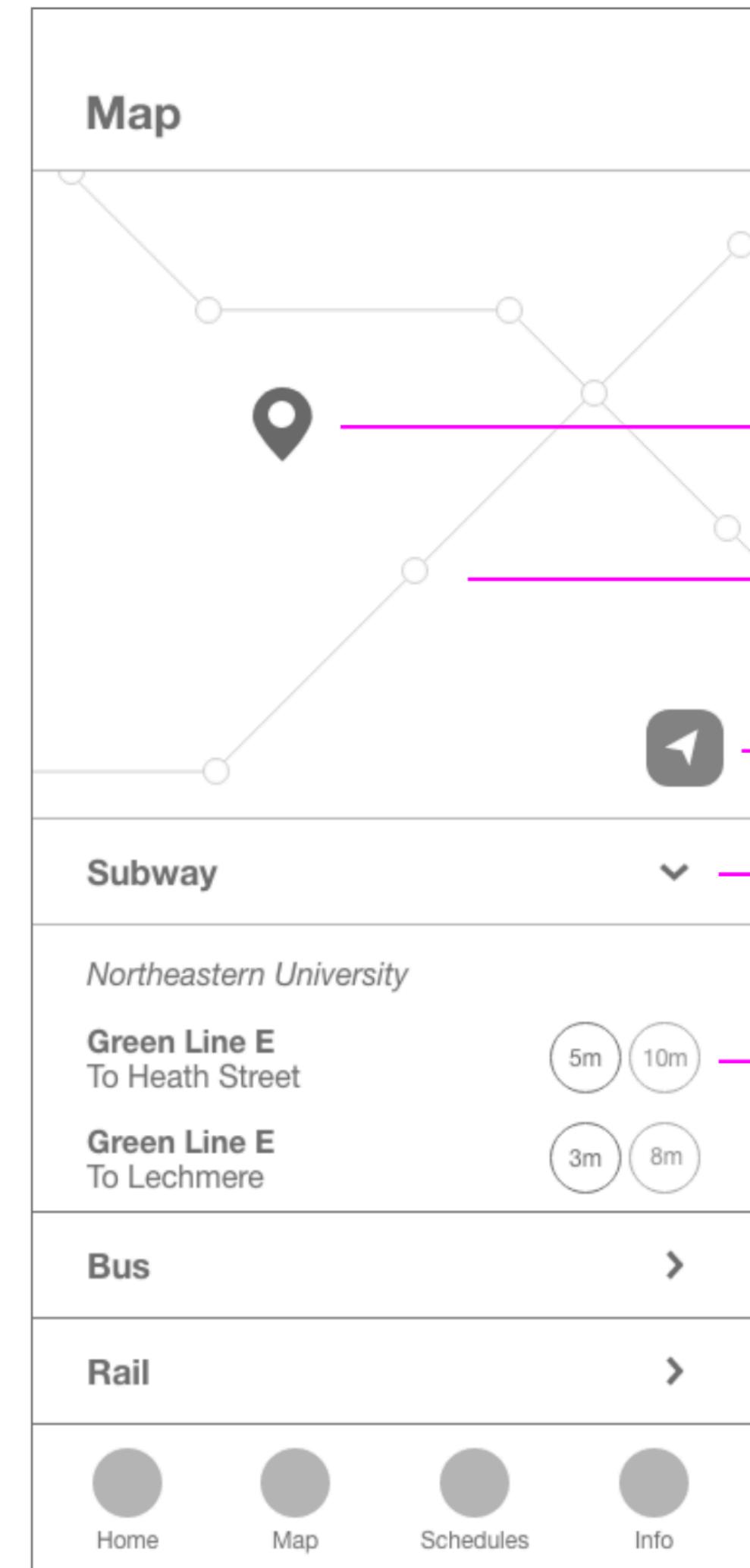
Home Map Schedules Info

Important phone numbers are included for quick access

All primary pages can be viewed and accessed in the fixed footer

UI Specs

- Map page



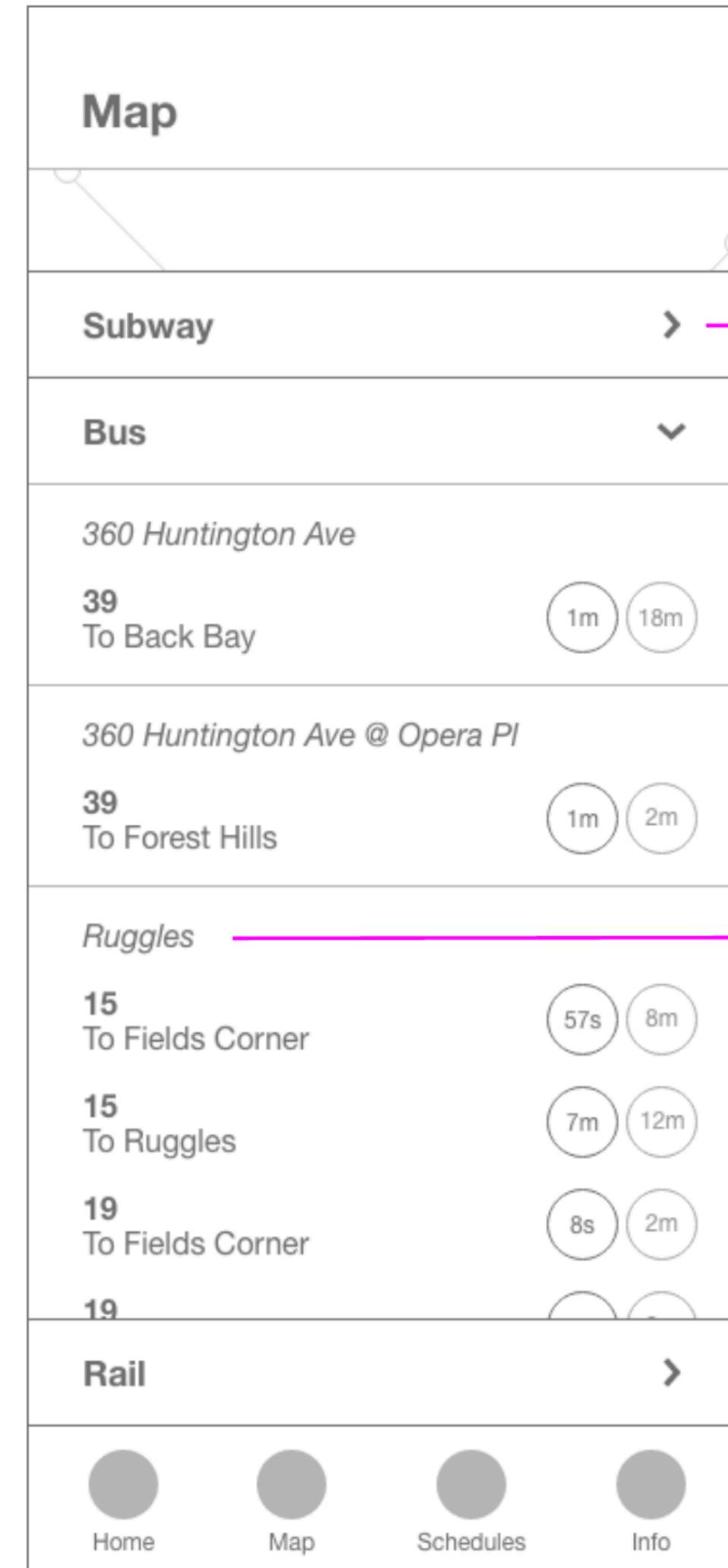
Pin to show current location of user on map

User can scroll within map

User can return to their current location by clicking on this button

Categories are separated into collapsible containers

Time markers show how far away the closest subway/bus is



User can pull the bottom window up to view more of the schedule

Name of station shown above all the corresponding buses

UI Specs

- Schedules

Schedules

Subway

- Red Line
- Green Line B
- Green Line C
- Green Line D
- Green Line E
- Orange Line
- Blue Line

Bus

- 1
- 4
- 7
- 8
- 9
- 10
- 11
- 14

[Home](#) [Map](#) [Schedules](#) [Info](#)

Search feature to quickly access a station, line, or route

Red Line

Northbound To Alewife ▾

- Braintree
- Quincy Adams
- Quincy Center
- Wollaston
- North Quincy
- Ashmont
- Shawmut
- Fields Corner
- Savin Hill
- JFK/UMass (Ashmont)
- JFK/UMass (Braintree)
- Andrew
- Broadway
- South Station
- Downtown Crossing

Southbound To Ashmont/Braintree ➤

[Home](#) [Map](#) [Schedules](#) [Info](#)

Inbound and outbound trains are separated to show the proper route order

Bottom collapsible is fixed so user can scroll through top window and still access the bottom window

UI Specs

- Schedules

Red Line

Northbound To Alewife ➤

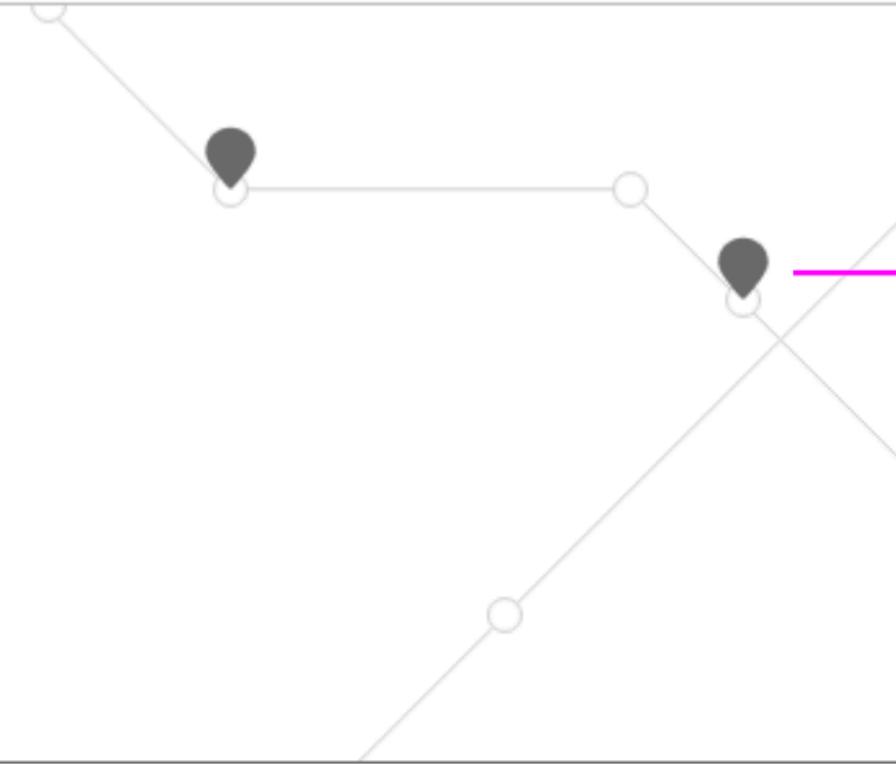
Southbound To Ashmont/Braintree ▾

Alewife
Davis
Porter
Harvard
Central
Kendall/MIT
Charles/MGH
Park Street
Downtown Crossing
South Station
Broadway
Andrew
JFK/UMass (Braintree)
JFK/UMass (Ashmont)
Savin Hill

Home Map Schedules Info

Top collapsible is fixed so user can scroll through bottom window and still access the top window

Park Street



Red Line ★
Alewife ▾

2 minutes away
4 minutes away
10 minutes away
12 minutes away
16 minutes away

Red Line ★
Ashmont/Braintree ➤

Green Line E ★
Lechmere ➤

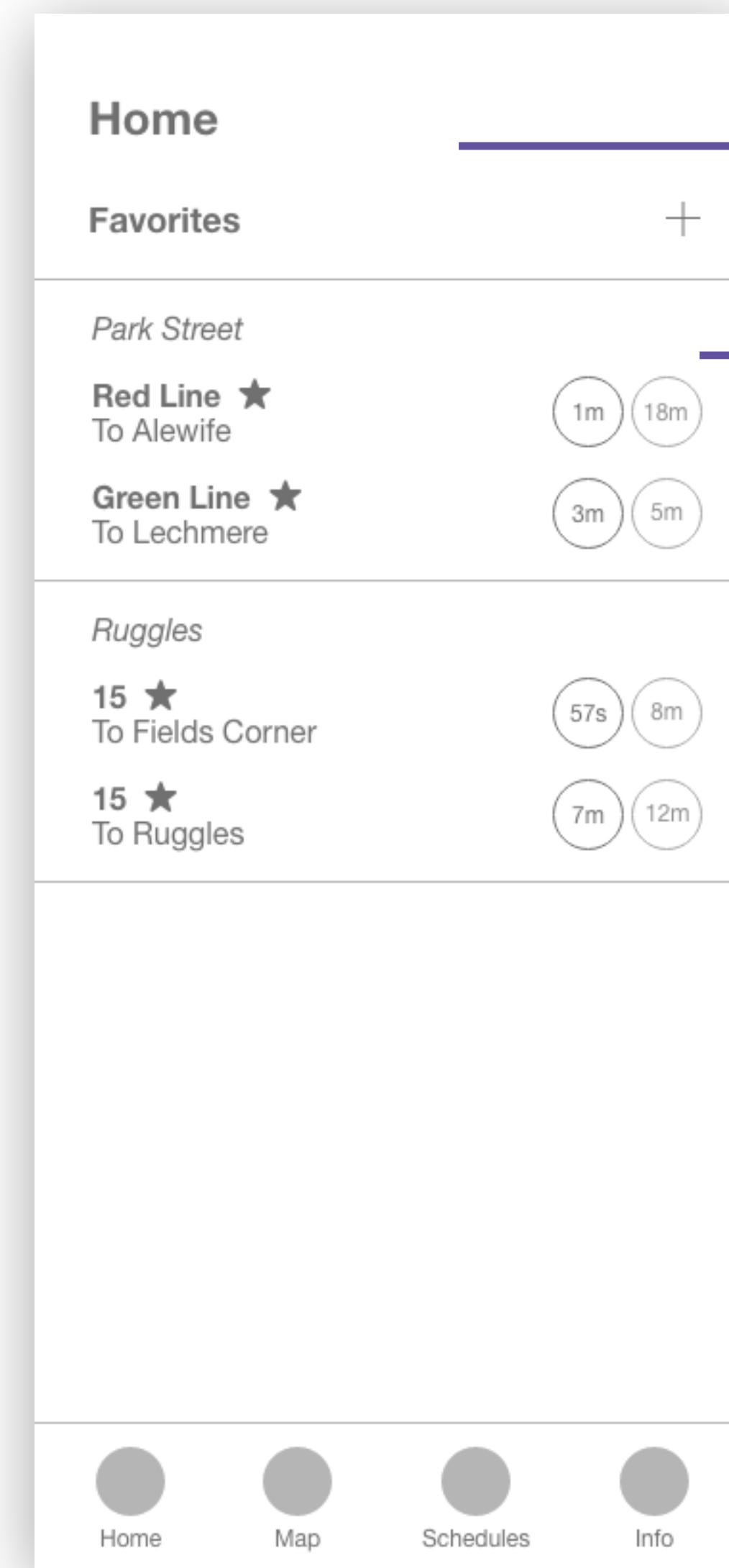
Home Map Schedules Info

Pins indicate current location of trains in the vicinity

Times are shown for the next five trains/buses

Stars allow user to quickly favorite or remove from favorites

Notes for moving forward



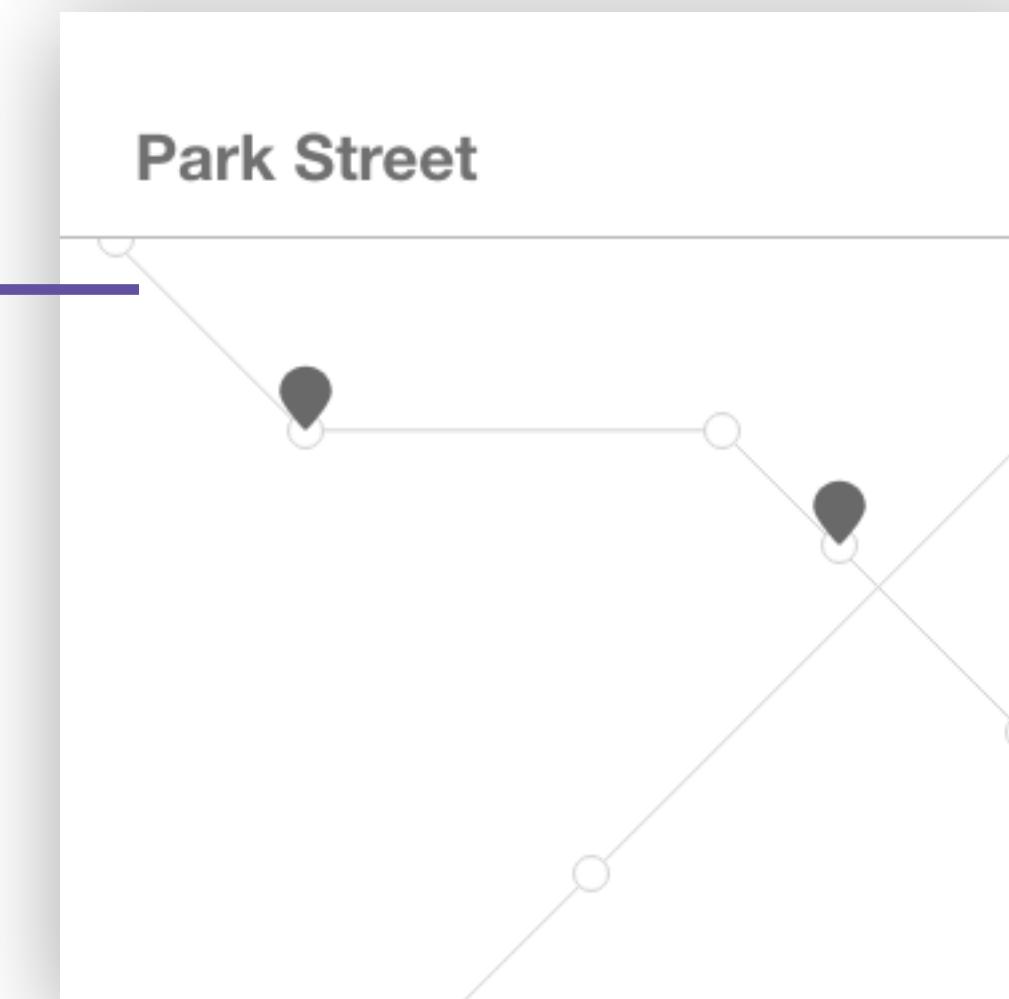
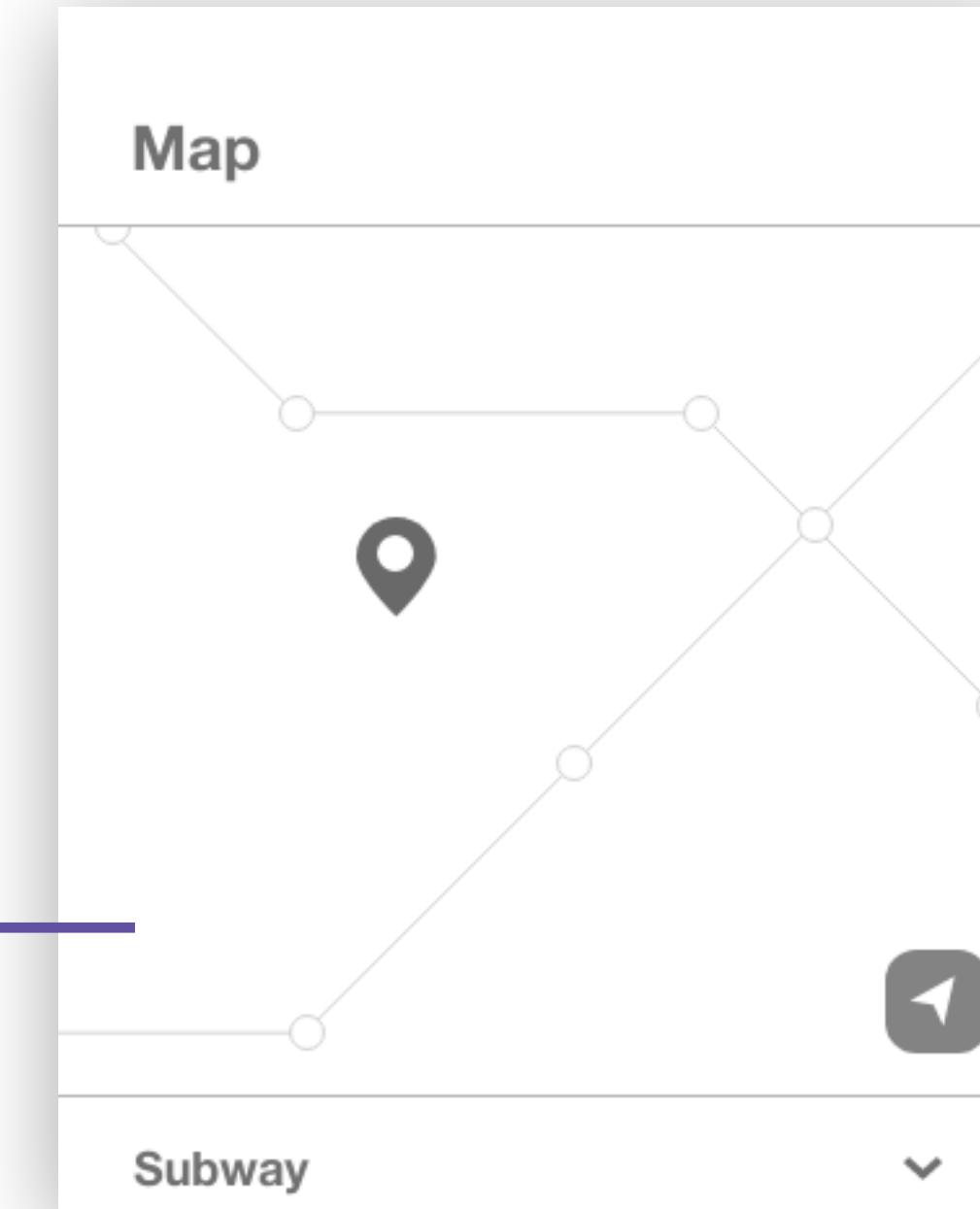
Incorporate personalization
(maybe just asking for a name)

Add an “edit” button to
rearrange or remove favorites

Add a toggle button to show/
hide subway/bus/rail routes

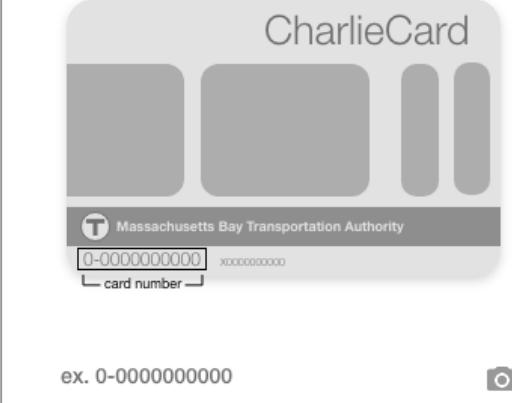
Add info button(?) or place on
screen to learn more about
station or service updates

Also, incorporate more
environmental awareness
where it makes sense!



Updated screens

2/22

<p>Welcome!</p> 	<p>Complete your account</p> <p>E-mail address</p> <p>ex. email@email.com</p> <p>Continue</p>	<p>Verify your e-mail address</p> <p>Enter the code we sent to you at your e-mail address: email@email.com</p> <p>I entered the wrong e-mail address</p> <p>Confirm</p>	<p>Welcome!</p> <p>Welcome to the MBTA Tracker app. Keep track of your CharlieCard, manage your commutes, and access your transaction history - all in one place!</p>  <p>Create an account</p> <p>Sign in</p>	<p>Create your account</p> <p>What's your name?</p> <p>ex. Sydney</p> <p>Continue</p>
<p>Perfect!</p> <p>Your account is all set. Now, you can add your CharlieCard to your account. Or, if you prefer, you can go straight to the app and add a card later!</p>  <p>Add CharlieCard now</p> <p>Add a card later</p>	<p>Add a new CharlieCard</p> <p>Please provide your card number</p> <p>The card number should be located on the bottom left of your CharlieCard. You can also use your camera to scan your card to get the card number.</p>  <p>ex. 0-0000000000</p> <p>Continue</p> <p>Add a card later</p>	<p>That's all for now!</p> <p>You have successfully added your CharlieCard to your account. You will now be able to access your current balance and transaction history. You can add additional CharlieCards later on the home page.</p>  <p>Finish</p>	<p>That's all for now!</p> <p>You can now visit the main page.</p>  <p>Finish</p>	<p>Continue without adding your CharlieCard?</p> <p>Without adding your CharlieCard, you will not be able to access your current balance or transaction history.</p> <p>You can always add your CharlieCard later on the home page.</p> <p>Continue</p> <p>Go back</p> <p>Add CharlieCard now</p> <p>Add a card later</p>

Updated screens

2/22

Sydney's CharlieCard

CharlieCard

Massachusetts Bay Transportation Authority

CURRENT BALANCE \$21.72

Saved

Work

- Park Street
 - Red Line ★ To Alewife (1m 18m)
 - Green Line ★ To Lechmere (3m 5m)
- Ruggles
 - 15 ★ To Fields Corner (57s 8m)

Home **Map** **Schedules** **Profile**

Sydney's CharlieCard

CharlieCard

Massachusetts Bay Transportation Authority

CURRENT BALANCE \$21.72

TRANSACTION HISTORY

Date	Description	Amount
01-20-2021	PARK ST STATION SUBWAY	-\$2.75
01-17-2021	ROUTE 15 BUS - RUGGLES	-\$1.25
01-20-2021	PARK ST STATION SUBWAY	-\$2.75
01-17-2021	ROUTE 15 BUS - RUGGLES	-\$1.25
12-13-2020	CARD RELOAD AT BOYLSTON ST STATION INBD	+\$24.00
12-11-2020	ROUTE 15 BUS - RUGGLES	-\$1.25

SEE FULL TRANSACTION HISTORY

Ruggles

15 ★ To Fields Corner (57s 8m)

Home **Map** **Schedules** **Profile**

Map

Subway

Bus

360 Huntington Ave

39 To Back Bay (1m 18m)

360 Huntington Ave @ Opera Pl

39 To Forest Hills (1m 2m)

Ruggles

15 To Fields Corner (57s 8m)

Green Line E To Heath Street (5m 10m)

Green Line E To Lechmere (3m 8m)

Bus

Rail

Home **Map** **Schedules** **Info**

Map

Subway

Bus

360 Huntington Ave

39 To Back Bay (1m 18m)

360 Huntington Ave @ Opera Pl

39 To Forest Hills (1m 2m)

Ruggles

15 To Fields Corner (57s 8m)

15 To Ruggles (7m 12m)

19 To Fields Corner (8s 2m)

Rail

Home **Map** **Schedules** **Info**

Schedules

Search

Subway

- Red Line
- Green Line B
- Green Line C
- Green Line D
- Green Line E
- Orange Line
- Blue Line

Bus

- 1
- 4
- 7
- 8
- 9
- 10
- 11
- 14

Home **Map** **Schedules** **Info**

Red Line

Northbound

To Alewife

- Braintree
- Quincy Adams
- Quincy Center
- Wollaston
- North Quincy
- Ashmont
- Shawmut
- Fields Corner
- Savin Hill
- JFK/UMass (Ashmont)
- JFK/UMass (Braintree)
- Andrew
- Broadway
- South Station
- Downtown Crossing

Southbound

To Ashmont/Braintree

- Alewife
- Davis
- Porter
- Harvard
- Central
- Kendall/MIT
- Charles/MGH
- Park Street
- Downtown Crossing
- South Station
- Broadway
- Andrew
- JFK/UMass (Braintree)
- JFK/UMass (Ashmont)
- Savin Hill

Home **Map** **Schedules** **Info**

Park Street

Red Line ★ Alewife

- 2 minutes away
- 4 minutes away
- 10 minutes away
- 12 minutes away
- 16 minutes away

Red Line ★ Ashmont/Braintree

Green Line E ★ Lechmere

Home **Map** **Schedules** **Info**

vd specs

Color Palette



Buttons

Primary button

Secondary button

Tertiary button

Typography

Font name Boston

Swatches

the quick brown fox jumps over the lazy dog
the quick brown fox jumps over the lazy dog
the quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Icons

Active Menu



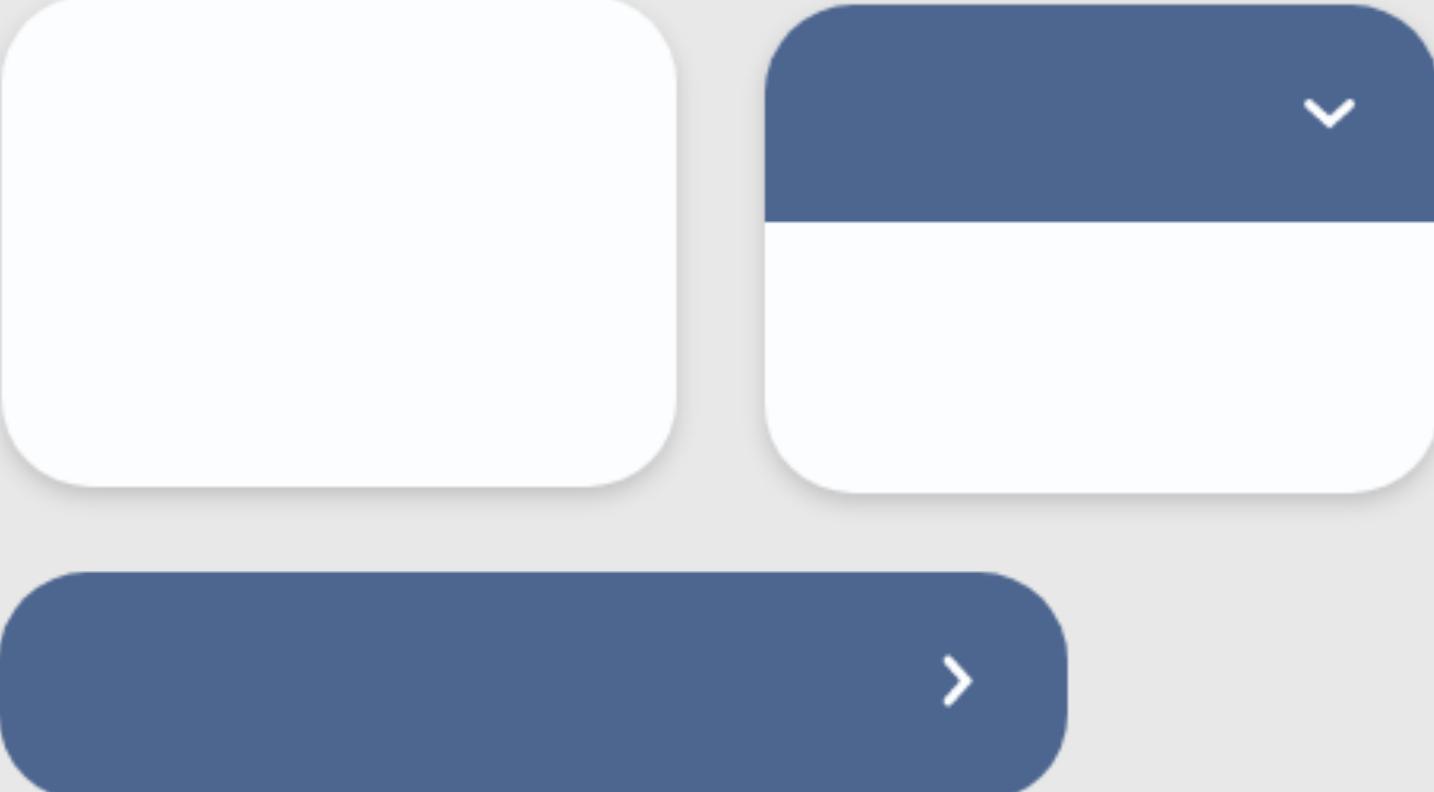
Inactive Menu



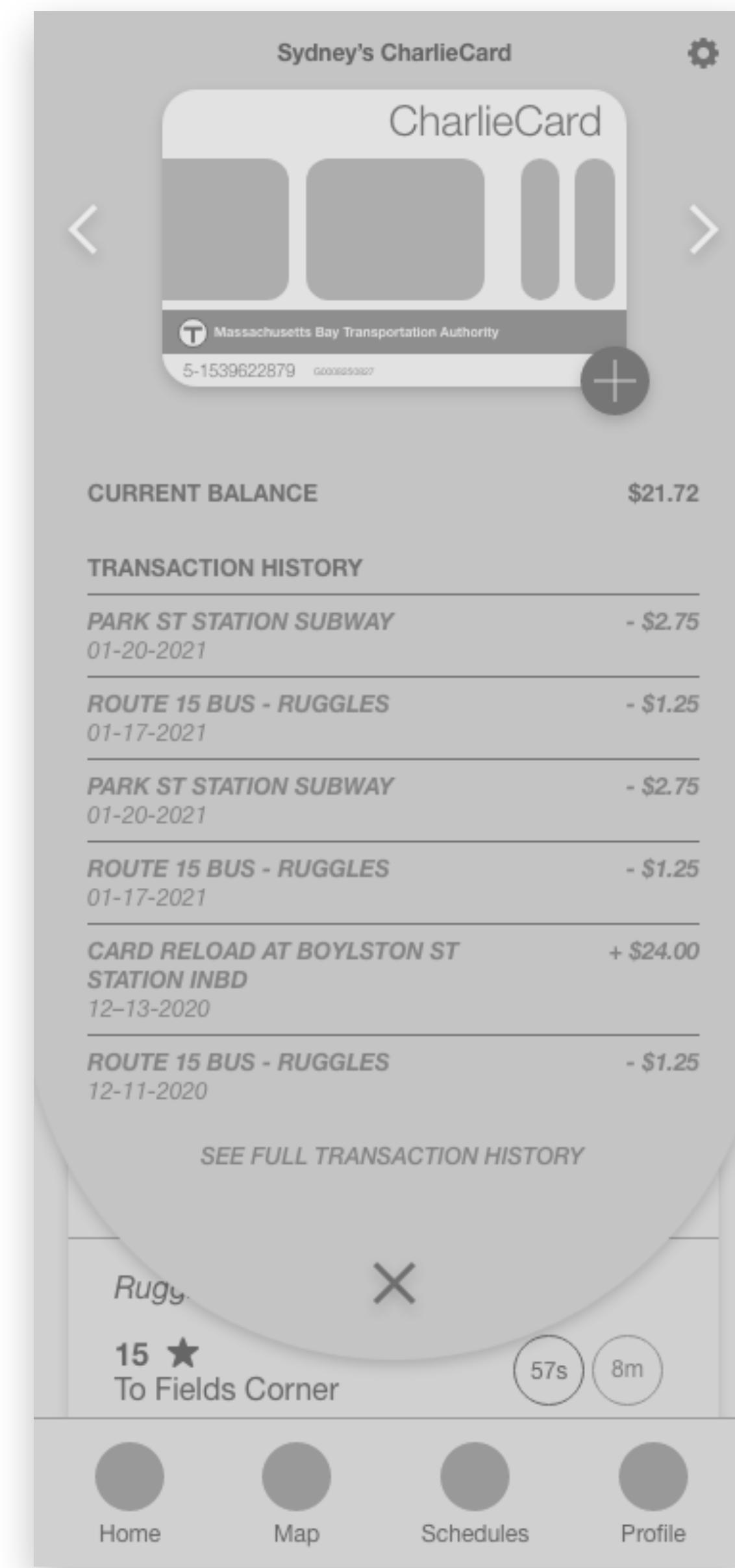
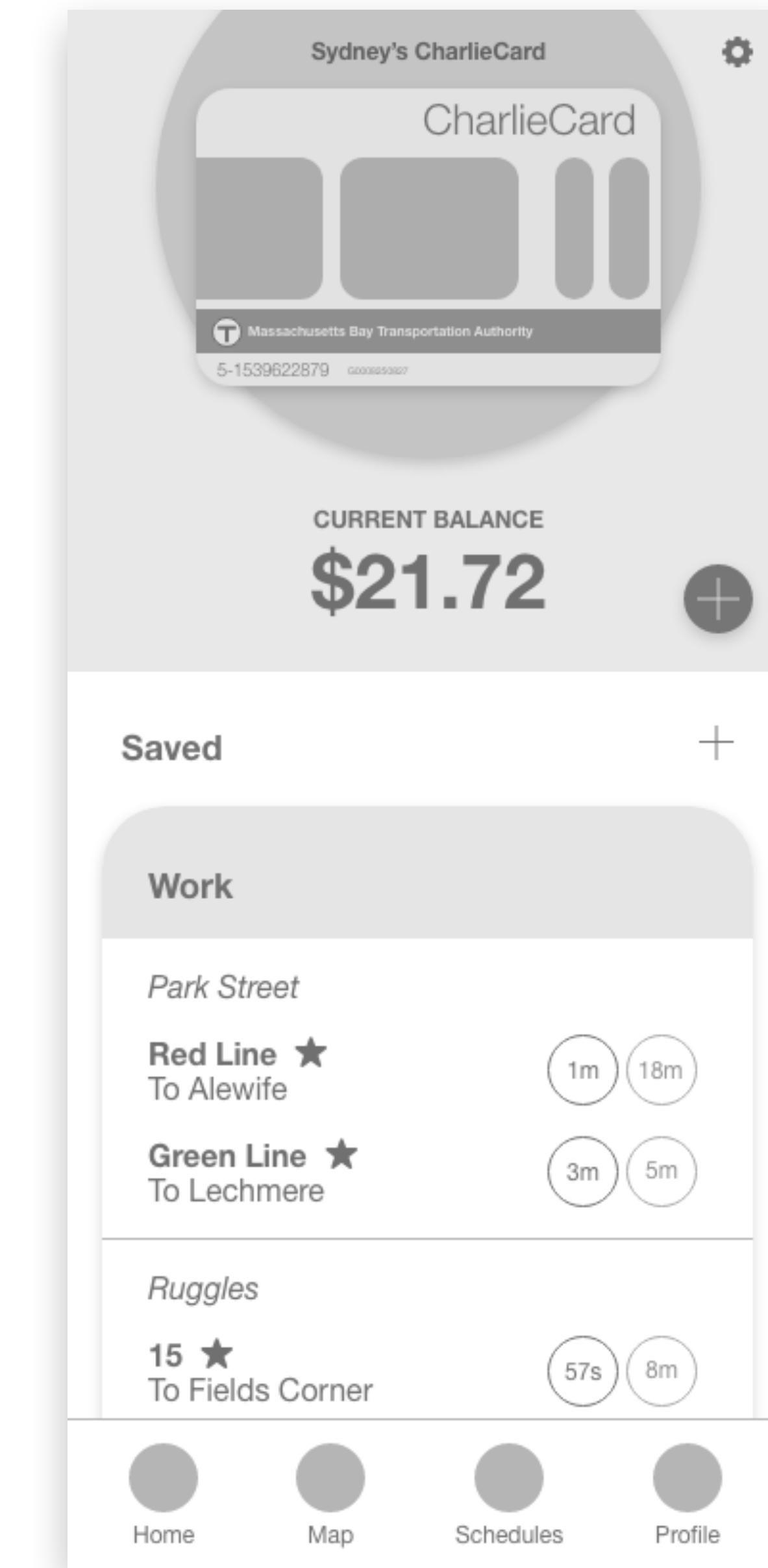
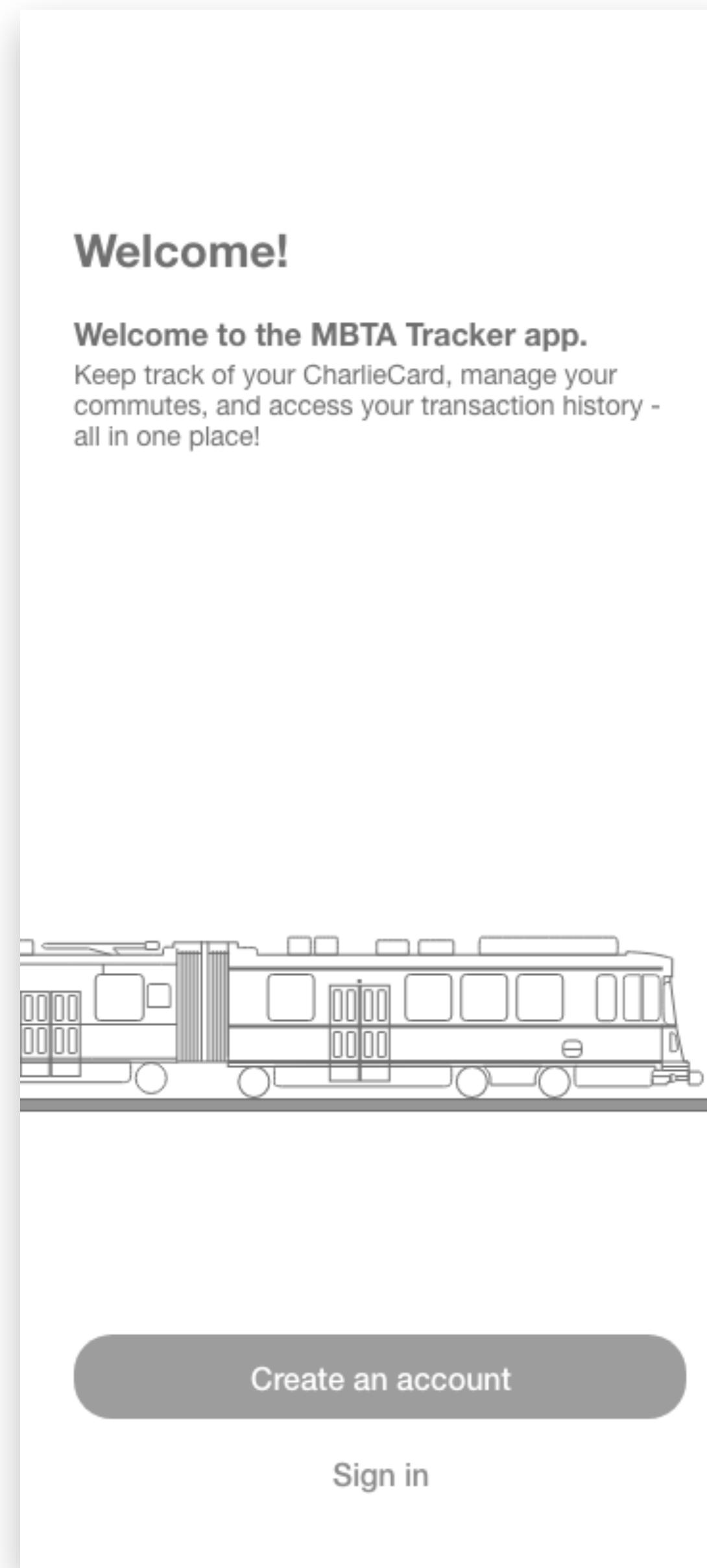
Additional icons



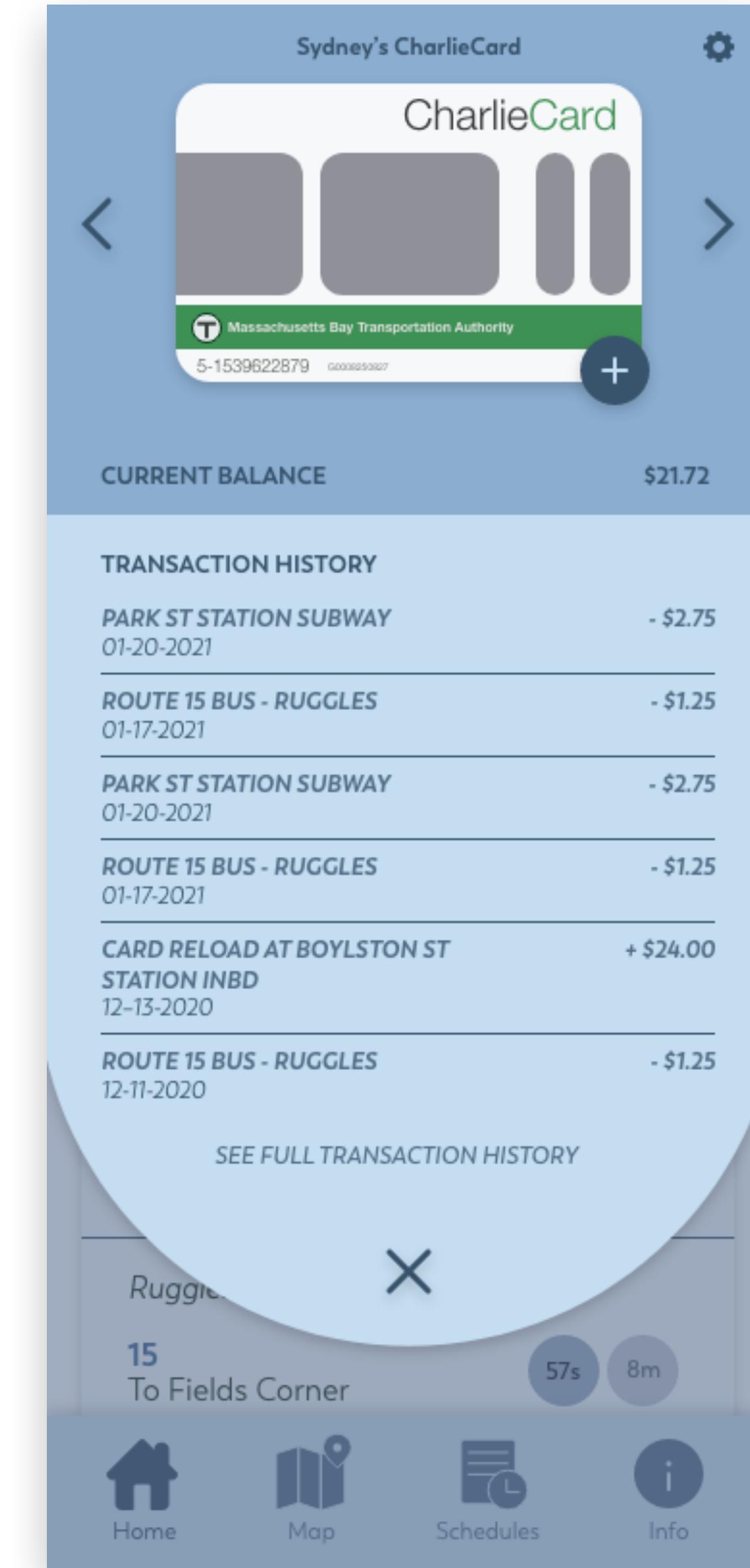
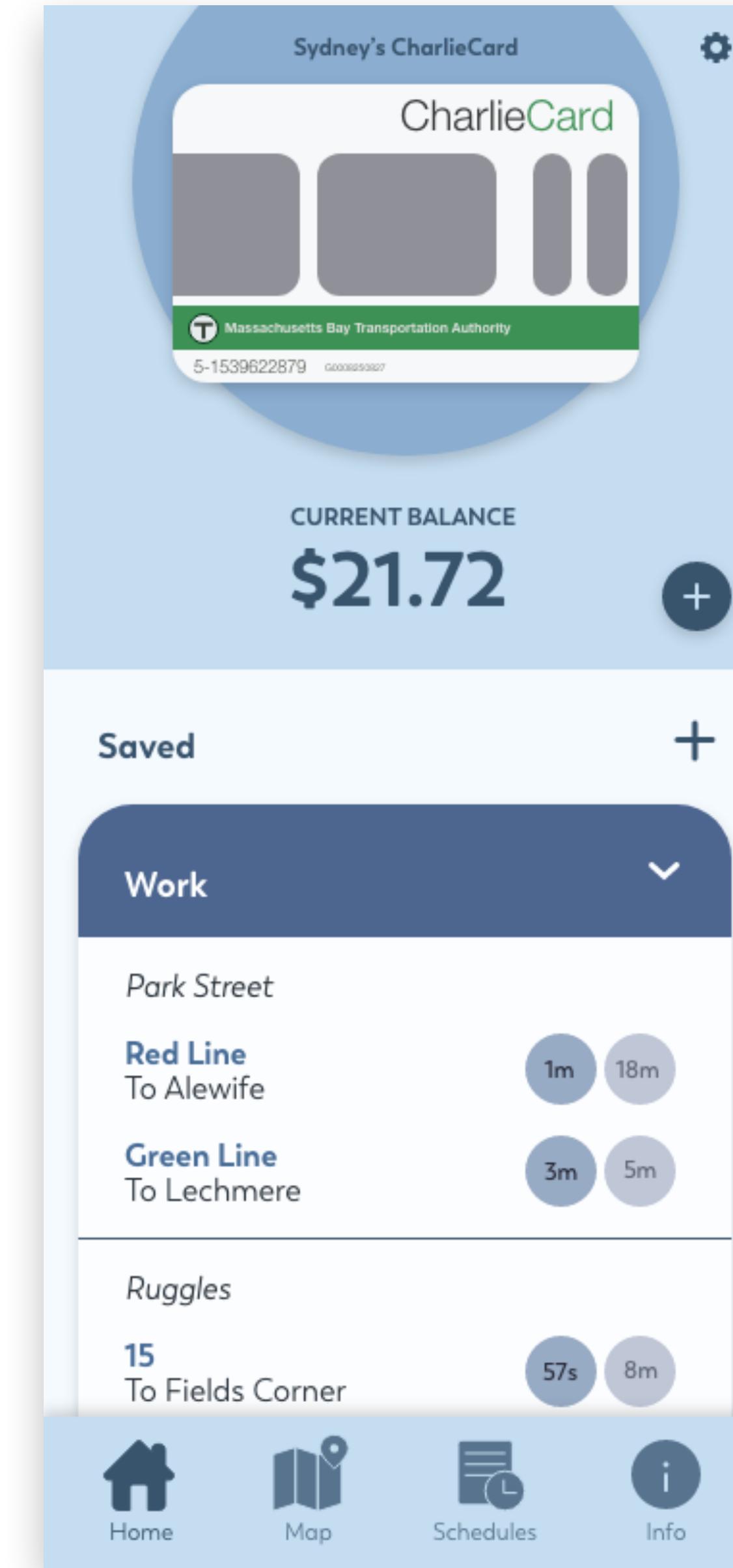
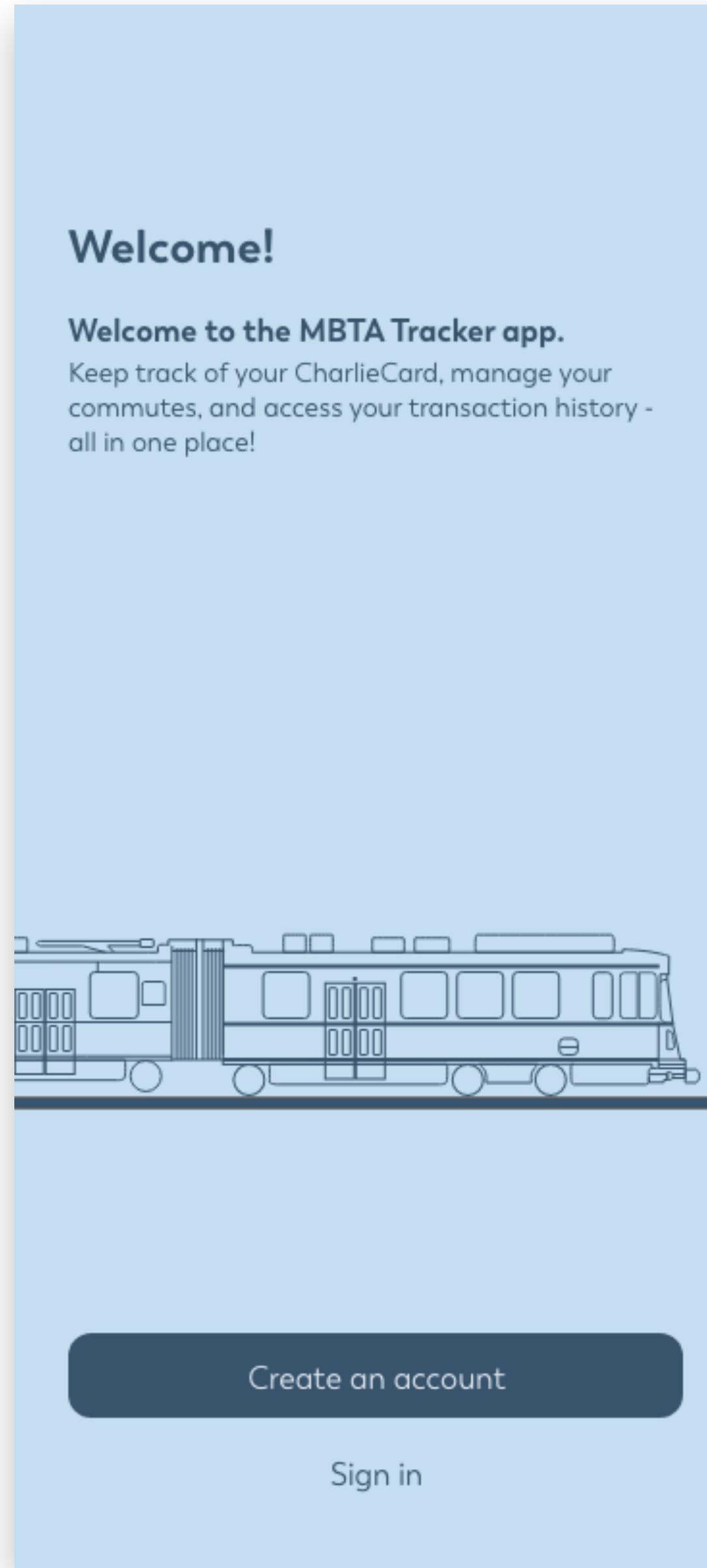
Cards, Modals, and Overlays



Sample screens



Sample screens



Sample screens

Park Street

Red Line ★
Alewife

- 2 minutes away
- 4 minutes away
- 10 minutes away
- 12 minutes away
- 16 minutes away

Red Line ★
Ashmont/Braintree

Green Line E ★
Lechmere

Home Map Schedules Info

Schedules

Subway

- Red Line
- Green Line B
- Green Line C
- Green Line D
- Green Line E
- Orange Line
- Blue Line

Bus

- 1
- 4
- 7
- 8
- 9
- 10
- 11
- 14

Home Map Schedules Info



Sydney
e-mail@e-mail.com



Transit Police

Emergency: 617-222-1212
TTY: 617-222-1200

[Contact the Transit Police](#)
[See Something, Say Something](#)

MBTA Customer Support

Monday - Friday: 6:30 AM - 8 PM
Saturday - Sunday: 8 AM - 4 PM

Main Hotline: 617-222-3200
Toll Free: 800-392-6100
TTY: 617-222-5146

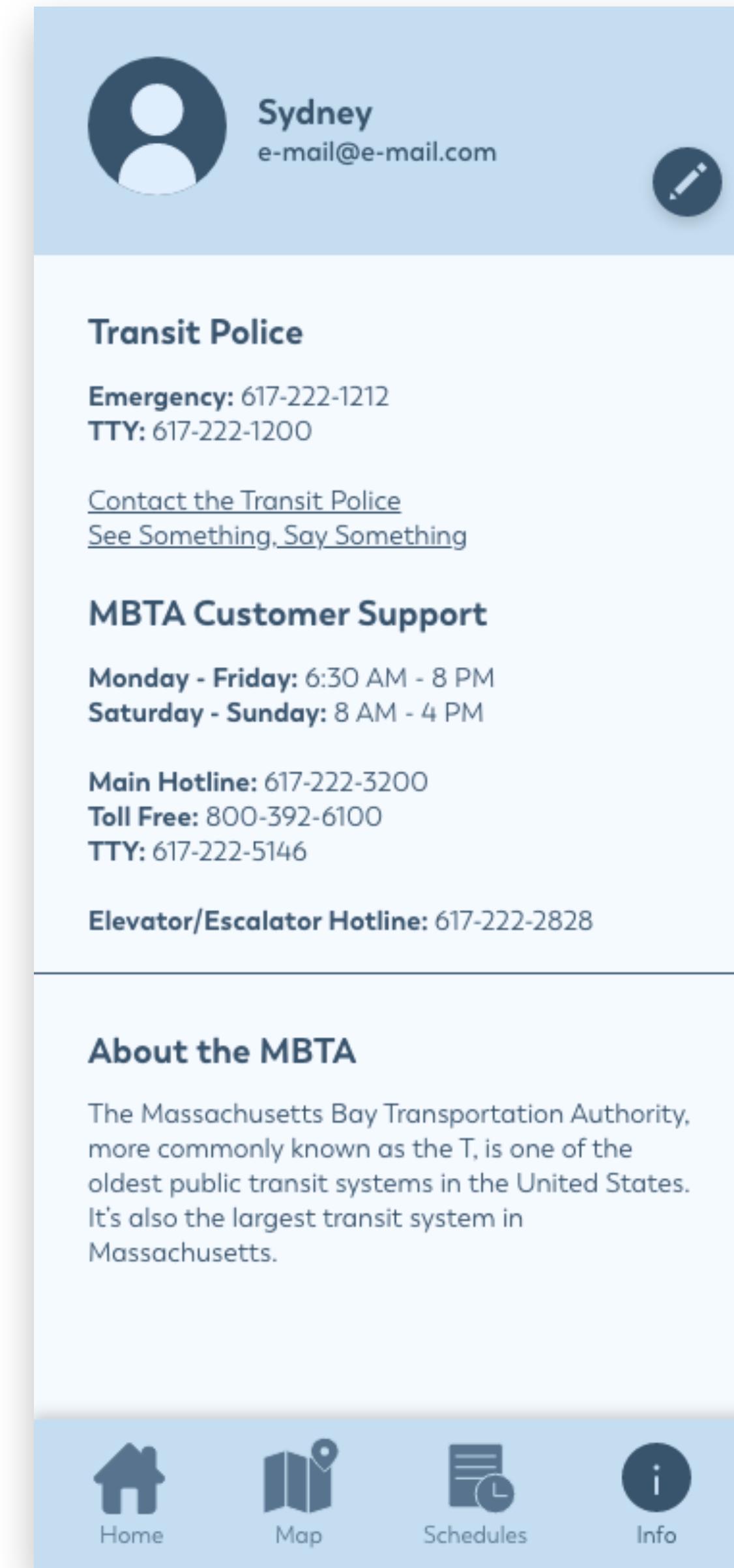
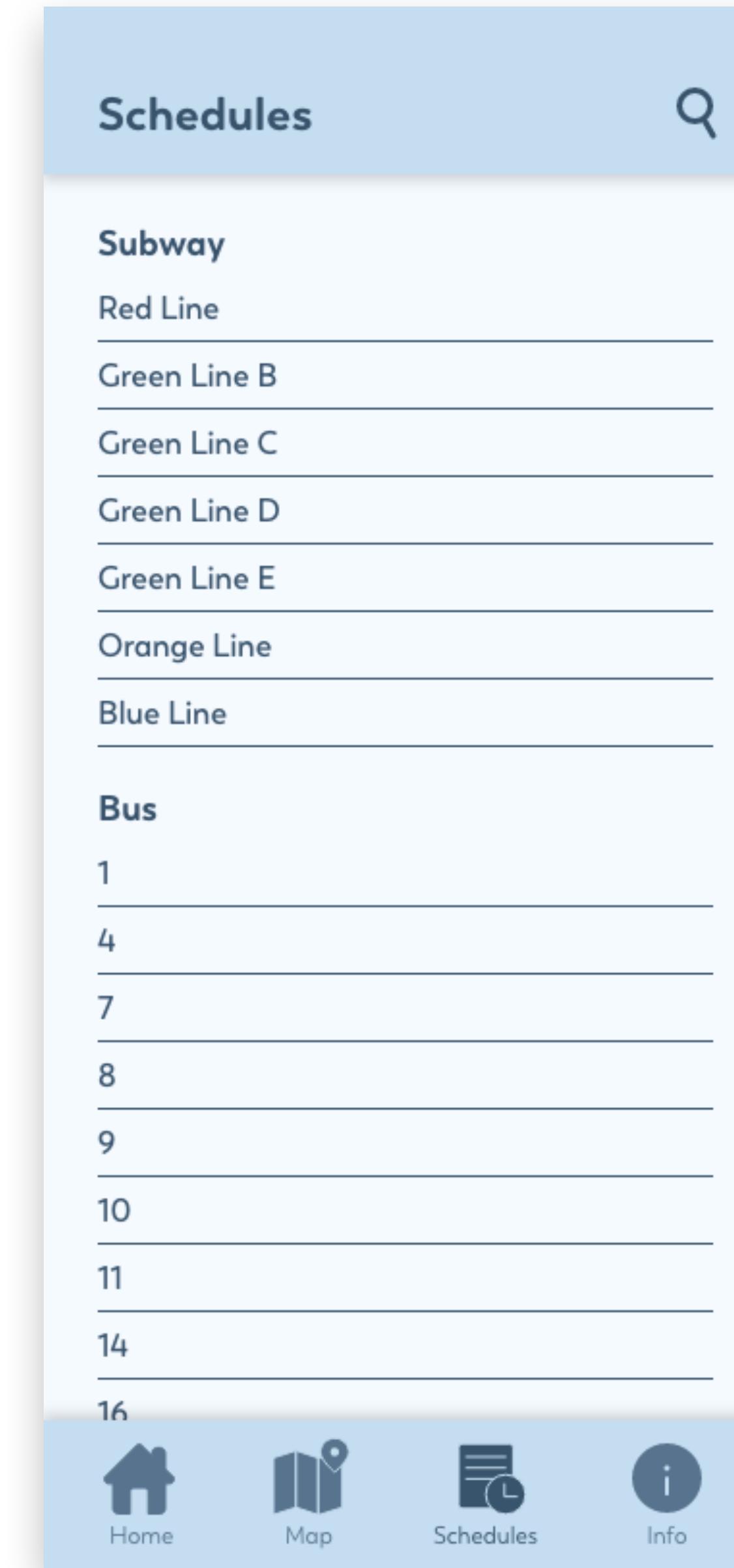
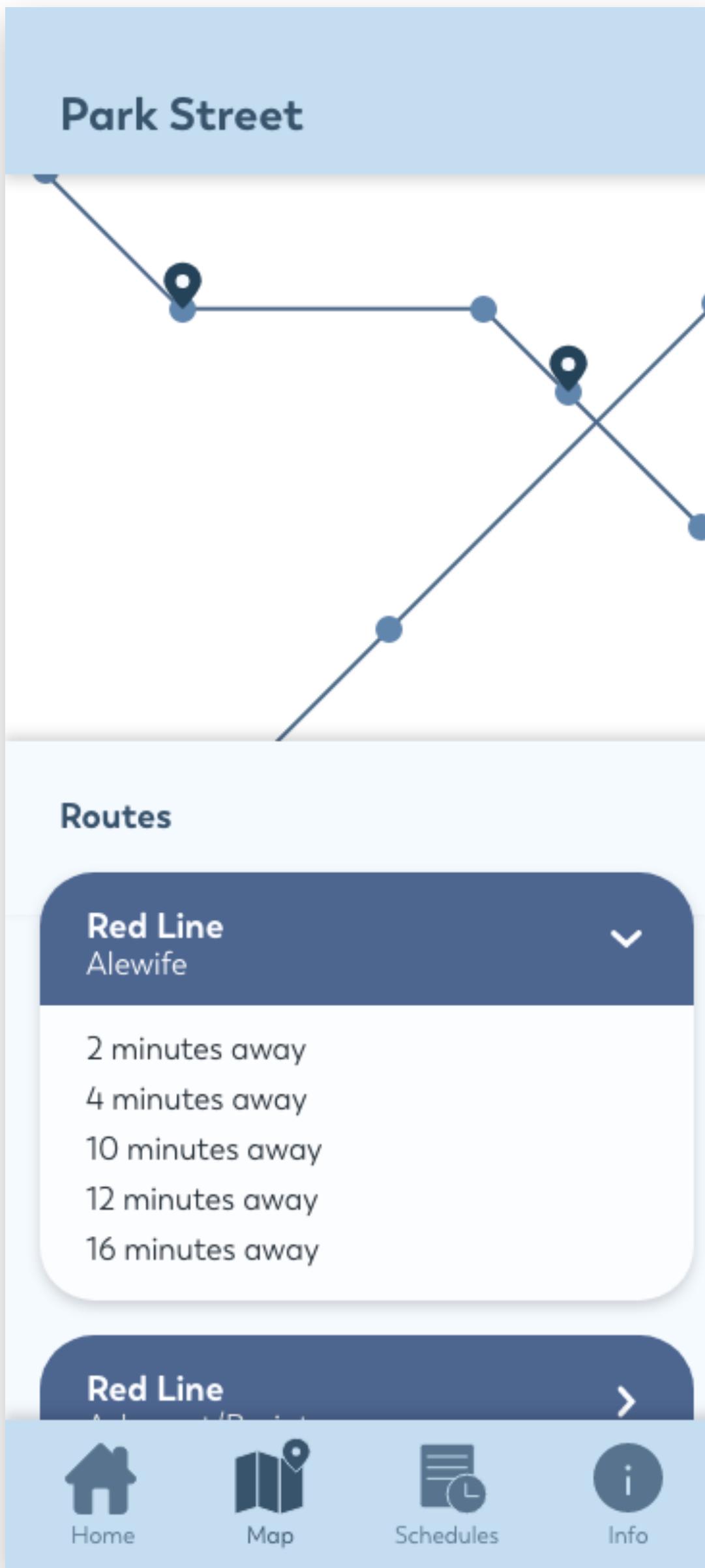
Elevator/Escalator Hotline: 617-222-2828

About the MBTA

The Massachusetts Bay Transportation Authority, more commonly known as the T, is one of the oldest public transit systems in the United States. It's also the largest transit system in Massachusetts.

Home Map Schedules Info

Sample screens



prototype

Prototype

<http://bit.ly/AnisaMBTAPrototype>

