



GOBART

Travel Smart

Presented by



Agenda

- What is GoBART?
- Roles and Responsibilities
- Our Story
- Project Management
- Light version vs. Full version
- Testing Experience
- Marketing and Monetizing strategies
- GoBART and it's Design



What is GoBART?

Prototype of an application that allows users to ride BART with QR codes, in a hypothetical BART system that have QR code scanners.





Designers Squad



Tina

**Project Manager/
Designer**

- Assign tasks
- Collaborate
- Identify tools

Priyatha

**Business Analyst/
Designer**

- Established workflow of light version
- My Tickets page

Nikita

**Developer/
Designer**

- Search page
- Notification page

Jayashree

**Developer/
Designer**

- Buy Tickets
- Add value page

Qiao

**Business Analyst/
Designer**

- Payment methods
- User Account

Our Story...

- Discovered a problem faced by one of us.
- BART riders still used a physical ticket in this age of digital wallets.
- Came up with a substitute for physical tickets: **QR codes!**
- QR codes are:
 - Established, Inexpensive and Easy to Use.



Limitations of Existing System

- Need to carry physical cards. (*Oops! I forgot mine at home!*).
- Complexity in purchasing tickets from vending machines. (As seen from DD)
- Some vending machines accept only coins. (*Who carries them anymore?!*)
- Long queues during rush hour. (*Wait, my train is gone?!*)



Project Management

- Excel
- Google Docs & Sheets
- Hangout
- WhatsApp !



Project Management

GobART showcase

UTM_Designer / Shared
File Number: ...

You are here: / Project management / GobART showcase

The Story... (Version of our website)

The GobART project has come to an end. We have now developed a new version of the website. This version is much more user friendly and has been developed with the help of our users. It is now easier to navigate and find what you need. The website also includes a new section for news and events. We hope you will like the new website and find it useful.

Task 1: Create a new page for the website.

Task 2: Check if there are any problems with the website.

Task 3: Make sure the website is up-to-date.

Scenario

Opened Apr 18, 2017

Tasks for GobART

UTM_Designer / Shared
File Number: ...

You are here: / Project management / Tasks for GobART

Tasks for GobART

Opened Mar 21, 2017

Task	Description
Task 1	Check if there are any problems with the website.
Task 2	Make sure the website is up-to-date.
Task 3	Create a new page for the website.

UsabilityTest_Designer's S...

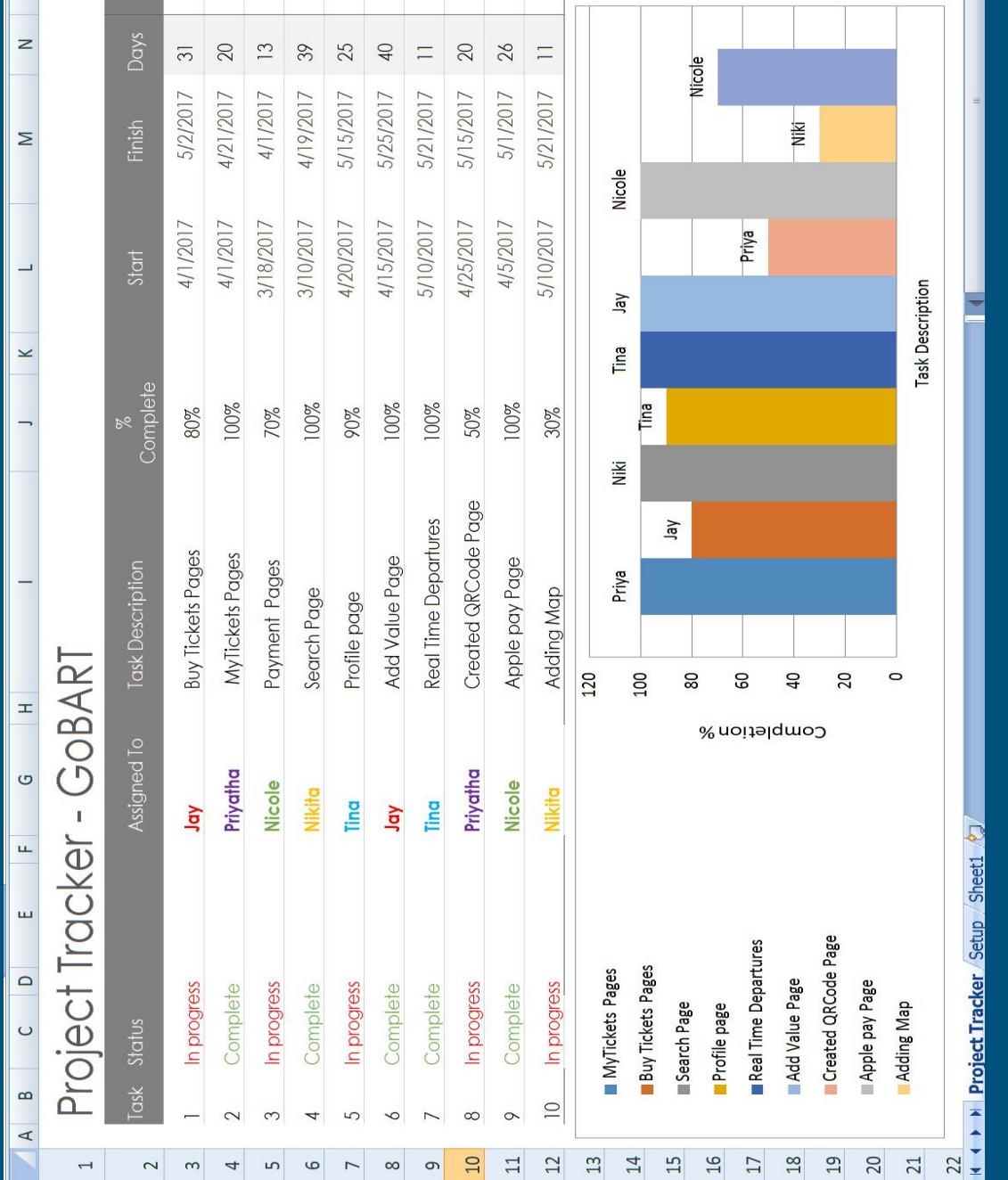
UTM_Designer / Shared
File Number: ...

You are here: / Project management / UsabilityTest_Designer's S...

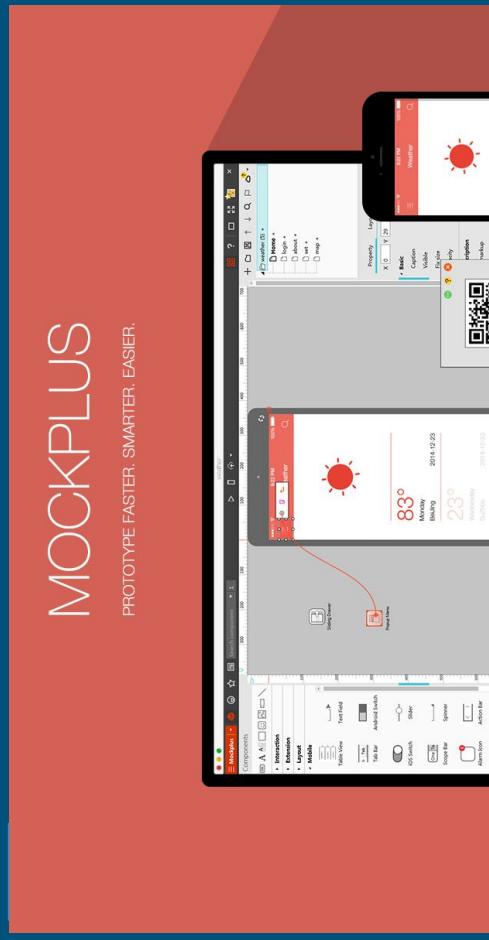
UsabilityTest_Designer's S...

Opened Apr 18, 2017

Project Management



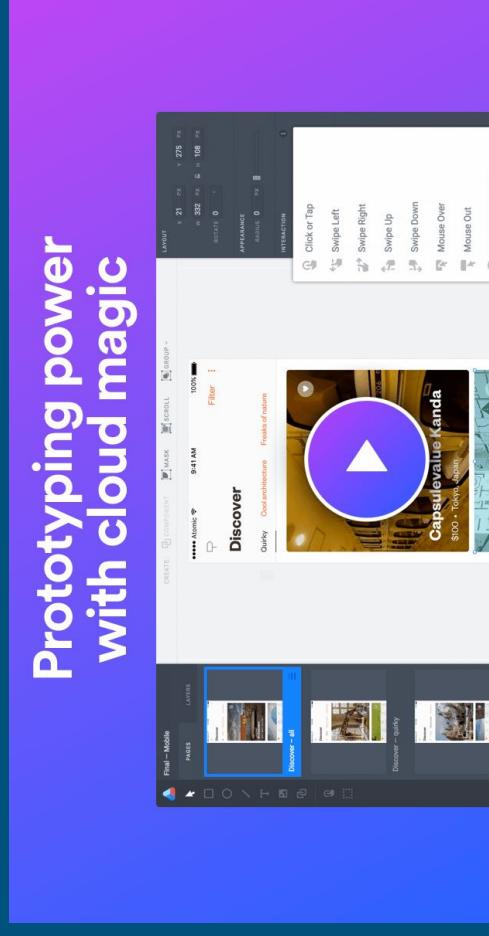
Tools



MOCKPLUS

PROTOTYPE FASTER, SMARTER, EASIER.

Prototyping power
with cloud magic

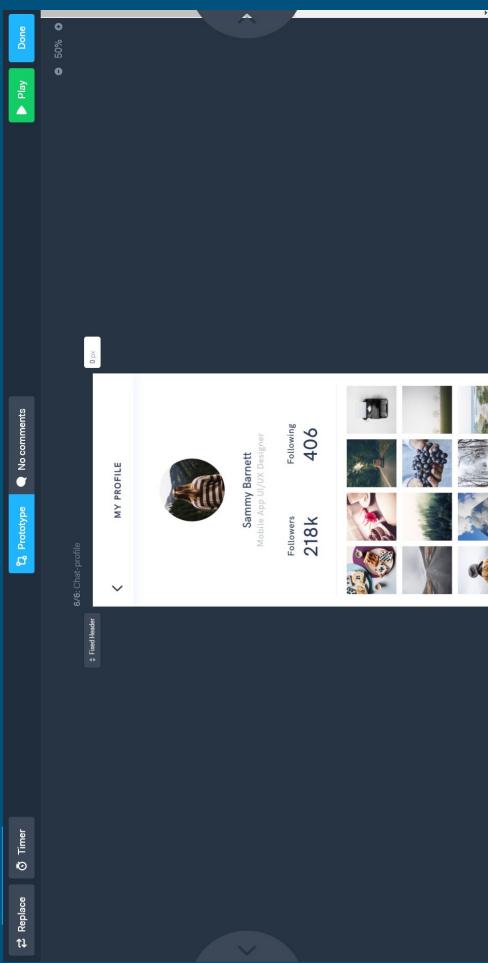


Mockplus

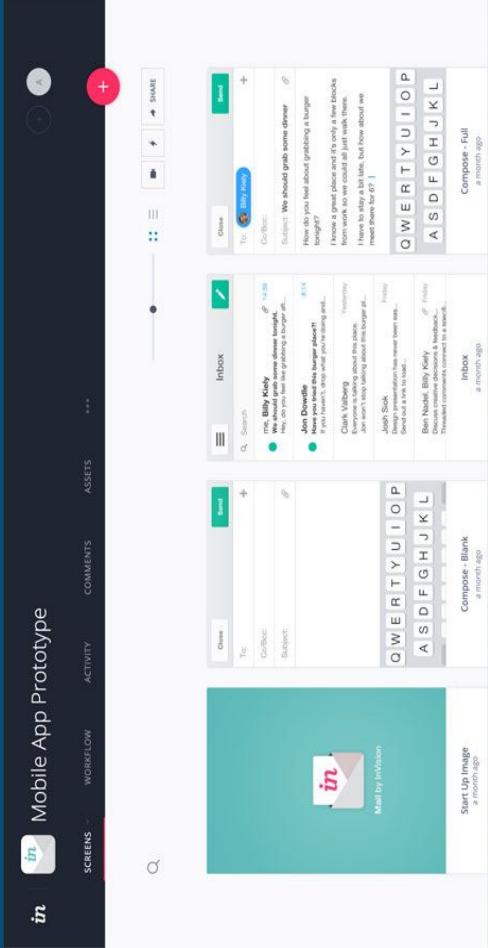
Couldn't try all features without upgrading

Atomic
Steep learning curve

Tools



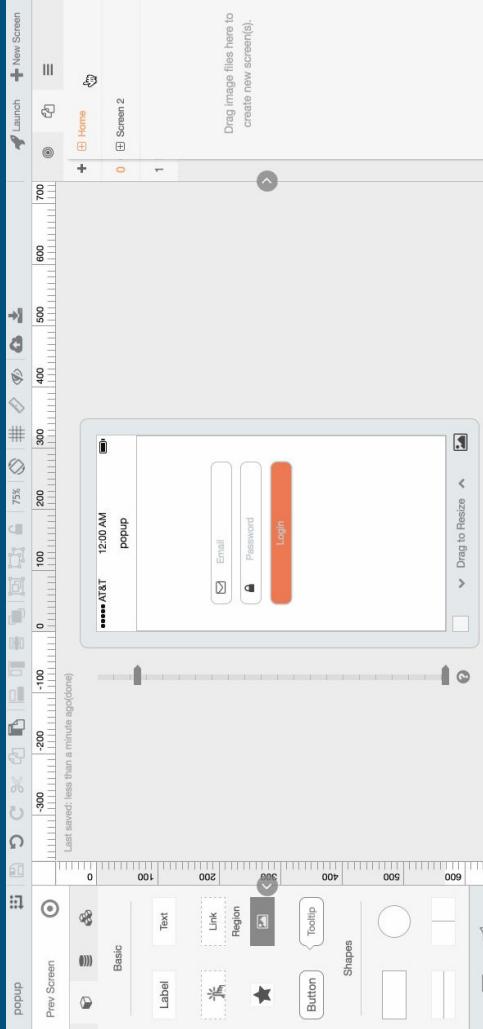
Marvel
Collaboration issues



Invision
No drag and drop widgets
Not easy to create design

Mockingbot

- Easy to learn
- Many built in widgets
- Easy to collaborate
- Intuitive drag and drop features
- Add interactive features to elements or images
- Real time collaboration with team
- Preview all screens with workflow feature
- Prototype can be viewed on laptops/phones
- No coding required



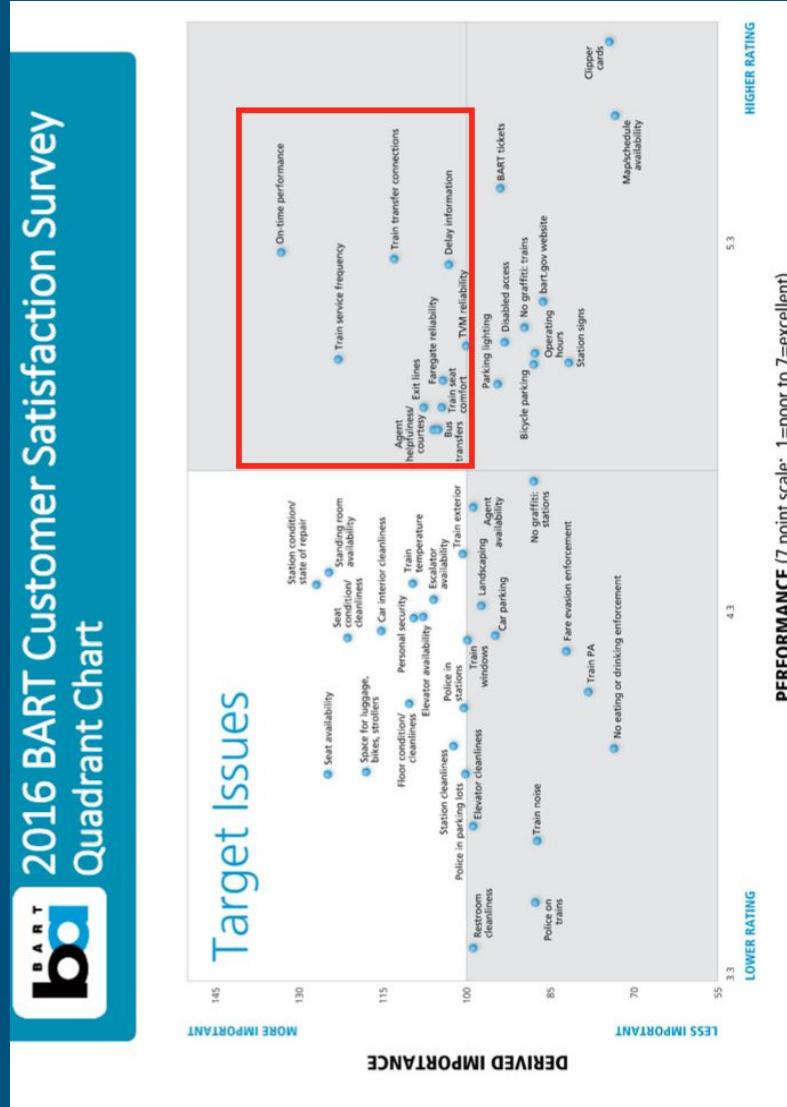
Know Your Audience

- Important selling point.
- A great app must provide value to a specific group of people.
- Identify your target audience on initial stages.
- Save time and money during development and promotion stages.
- Plan functionality and design around their needs and preferences.



Identification of Customer Issues

1. TVM Reliability
2. BART Tickets
3. Agent helpfulness
4. Delay information
5. Train transfer
6. Map/Schedule availability
7. Unresponsive Bart.gov websites



Source: BART 2016 BART Customer Satisfaction Survey

GoBART - Target User Group

- Who are the BART Riders ??
- Tourist and BART Commuters
- Design around their need and preferences
- Caters all age group
- Intended for iOS users



Design Phases

- Paper prototype
- Iteration 1: Initial design
- Iteration 2: Ensure consistency
- Iteration 3: Final design
-
-
-
-



GoBART Versions



Light Version





Testing Experience

Initial Testing

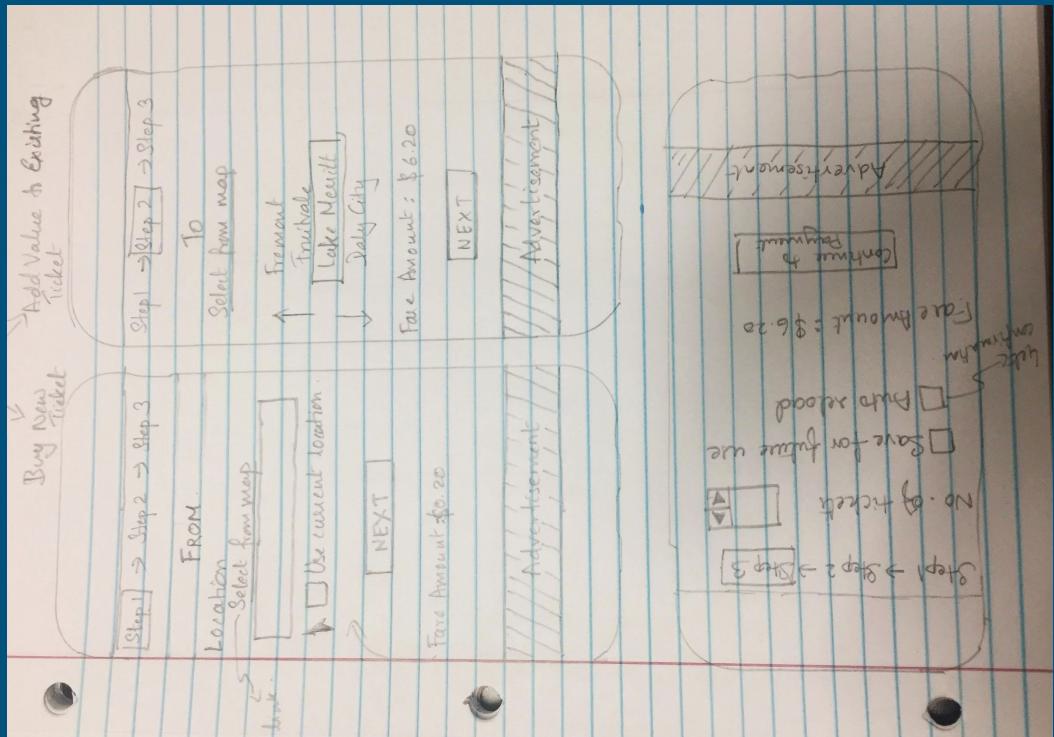
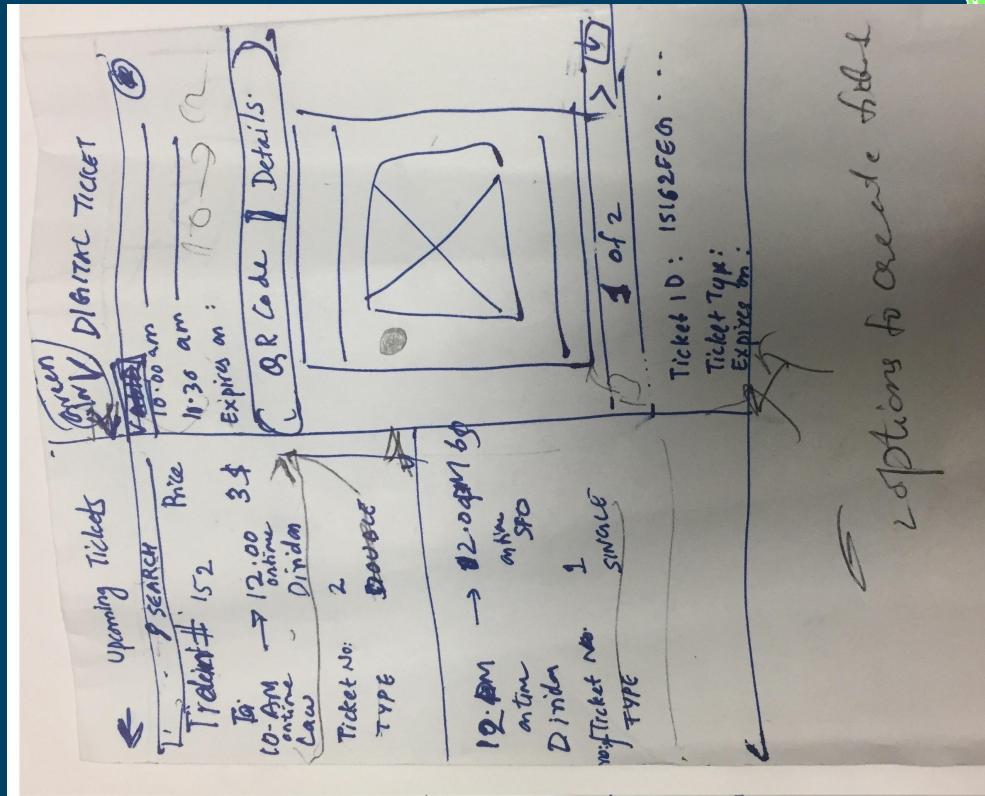
- Did people like the idea?
- Are we really solving a pain point for a BART rider?
- How many are willing to move away from the traditional clipper cards ?



Paper Prototype Phase

- Combined everyone's proposals
- Prominent tasks stand out.
- Easy and Quick to navigate.
- Workflow check.





Phase 1 Testing (Informal)

- Needed a Theme
- More changes to the workflow:
One Time user and Everyday
BART riders
- Made elements have a non-flat
visual - Skeuomorphism





Scenario

Task 1:

You want to travel from Fruitvale to Embarcadero - 1 ticket - One way.

Task 2:

Check for any notifications or alerts.

Task 3:

Navigate to the ticket and use it.

Task 4:

Navigate through the application to find something that is interesting or unnecessary.

Devices Tested On: Laptop and iPhone



Phase 2 Testing

- Types of Testers: BART rider & non BART rider - Different expectations
- Again identified the obvious places users will look at.
- Gathered all the requirements and made decisions on changes.
- Overall Users were satisfied



Buy Tickets Page

3 Step Process

The image shows a smartphone screen with a dark blue header bar. In the top left corner, there are signal strength, battery level, and time indicators. The top right corner has a small icon. Below the header, the text "Buy Tickets" is centered in a light blue box. A thick vertical blue bar on the left side contains the text "Step 1" at the bottom. To the right of this bar, the text "Step 2" is centered above a large white rectangular input field. This input field has "FROM" and "TO" labels with dropdown arrows. Between them is a section labeled "Use Current Location" with a checkbox. The "FROM" field contains "Fruitvale". The "TO" field is empty. To the right of the "TO" field is another large white rectangular input field with a dropdown arrow, which is currently empty. To the right of this second input field are two blue rectangular buttons: "NEXT" on the left and "CANCEL" on the right. At the very bottom of the screen, there is a navigation bar with icons for Home, Search, My Tickets, and Notifications.

Phase 3 Testing

- Final set of feedback.
- Yet a lot of changes - Mostly weeding out unnecessary elements.
- Making it cleaner.



Buy Tickets Page

2 Step Process

12:00 AM
Buy Tickets

Step 1 Step 2

FROM: Fruitvale Use Current Location

TO:

Number of Tickets:

Available Balance: \$0.00

Total Amount: \$0.00

Home Search My Tickets Notifications More

AT&T 12:00 AM Pay

Step 1 Step 2

Embarcadero Train

Fruitvale 8:20 PM One Way **on-time**

Embarcadero 8:40 PM

\$ 6.00

Paying With:

>

>

Home Search My Tickets Notifications More





A screenshot of a mobile navigation application. The top status bar shows signal strength, battery level at 12:00 AM, and a blue header bar with the text "Start At" and "Search". Below this is a large white search bar containing the text "Fremont" with a red arrow pointing upwards. To the right of the search bar is another white bar with the text "Go To" and "Embarcadero". The main area is a map of San Francisco and the surrounding areas. A green route line starts at a red dot labeled "Fremont" and ends at a blue dot labeled "Embarcadero". Along the route, there are several callout boxes with icons for traffic (red), speed limit (blue), and distance (green). The map also features various geographical features like hills, water bodies, and city boundaries. On the right side of the screen, there is a vertical toolbar with icons for "Home", "Search", "MyTickets", "Notifications", and a zoom control with plus and minus signs. At the very bottom, there is a thin blue footer bar.

The BART map displays the Bay Area Rapid Transit system's network of rail lines. The map shows the following stations and lines:

- Richmond** (Red line)
- Pittsburg/Bay Point** (Yellow line)
- Concord** (Yellow line)
- North Concord/Martinez** (Yellow line)
- Orinda** (Yellow line)
- Lafayette** (Yellow line)
- Rockridge** (Blue line)
- MacArthur** (Blue line)
- 19th St/Oakland** (Blue line)
- 12th St/Oakland City Center** (Blue line)
- West Oakland** (Blue line)
- Embarcadero** (Blue line)
- Montgomery St.** (Blue line)
- Powell St.** (Blue line)
- Civic Center/UN Plaza** (Blue line)
- 16th St Mission** (Blue line)
- 24th St. Mission** (Blue line)
- Glen Park** (Blue line)
- Balboa Park** (Blue line)
- Daly City** (Blue line)
- Colma** (Blue line)
- South San Francisco** (Blue line)
- San Bruno** (Blue line)
- Millbrae** (Blue line)
- BART International Airport (OAK)** (Blue line)
- Oakland International Airport (OAK)** (Blue line)
- Fruitvale** (Green line)
- San Leandro** (Green line)
- Bay Fair** (Green line)
- Castro Valley** (Green line)
- Dublin/Pleasanton** (Green line)
- Lake Merritt** (Green line)
- South Hayward** (Green line)
- Union City** (Green line)
- Fremont** (Green line)

Legend:

- MON-FRI after 7pm** (Yellow box)
- SAT-SUN all day** (Yellow box)
- MON-FRI before 7pm** (Blue box)
- SAT-SUN all day** (Blue box)

www.bart.gov

From To Search Search

AT&T 12:00 AM

Home Search My Tickets Notifications More

©BART

Improvements

- Made it quicker for users to buy a ticket.
- User can concentrate on the purpose of the application
- Mainly used features easily accessible.
- Adaptable to different types of users.



Marketing Strategy - #OnlinePresence



Follow me on
twitter

Home Moments Notifications Messages

GoBART Mobile App
Get your BART Tickets
in your phone !!

GoBART Travel Smart

Like Us On
Facebook

Go BART

Page Messages Notifications Insights Publishing tools

Go BART Travel Smart

Go BART

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Home Services Reviews Shop Photos Videos Posts Events About Likes

Call Now

Edit profile

View 1 new Tweet:

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#GoBART #SFOBART @GoBART_App Download our Mobile App today to get
digital tickets

GoBART @GoBART_App · 3m
#GoBART #BARTUpdate: Tomorrow's the big day for Union City Station District
transit-oriented development milestone.

Who to FOLLOW · Refresh · View all

Jenn McAllister · @jenn...
Follow

Lana Del Rey · @LanaD...

Know friends who might like your Page?
Help more people discover your Page by inviting
friends to like it.

Search for friends to invite

Sue Jo

Ruby Sony Thomas

Like Comment Share

Write something...

Share a photo or video Get phone calls Get messages

Advertise your business

Call Now

Marketing Strategy

- Within app marketing
 - Sharing with friends
- Place in AppStore

The screenshot shows a sharing interface for a barcode ticket. At the top, there's a header with signal strength, battery level, and the text "AT&T 12:00 AM". Below this are three buttons: "Cancel", "Share", and "Send". A progress bar indicates the share process is complete. The main area has a "To:" field containing "Receiver email address" and a "Sub:" field containing "Share BarCode - GoBart App". Below this, a message says "Hey," followed by "Sharing the BarCode of GoBart App ticket." To the right is a QR code for the "Embarcadero Train" ticket, which includes the time "8:20 PM", location "Fruitvale", price "\$6.00", and route "Embarcadero". At the bottom are navigation icons for Home, Search, MyTickets, Notifications, and More.



Marketing Strategy

- Impressive Advertisements
 - Mobile Ads
 - Posters on BART
 - Emphasis on the importance of this app



Marketing Strategy

- Market the user experience
 - Market how app will simplify BART rider's life
 - Test the app with BART riders and collect feedback

The screenshot shows a mobile application's review section. At the top, it says "Reviews" and displays a large blue "5.0 ★★★★☆" rating with "1 Review" next to it. Below this, there is a placeholder text "Tell people what you think" followed by five empty star icons. Further down, a specific review is shown for "Tina Philip" with a timestamp of "24 minutes ago". The review text reads: "Go BART is an excellent! It's accurate and I use it all the time to see when my train is coming. I like the feature to automatically reload my ticket and also the ability to see more details if needed. Thanks!" At the bottom right of the review card, there is a link "See All".



Monetizing Strategy

- Pay per download after few months of free service
- Free apps with in-app purchases for one-time items/functions



GoBART - 3 Month Free Trial



GoBART and Design

Different version for different user group.

- Each task is clear
- Match the user scenario, thus, no noise
- Doesn't increase learning curve. The switch between those two versions match the user's mental model

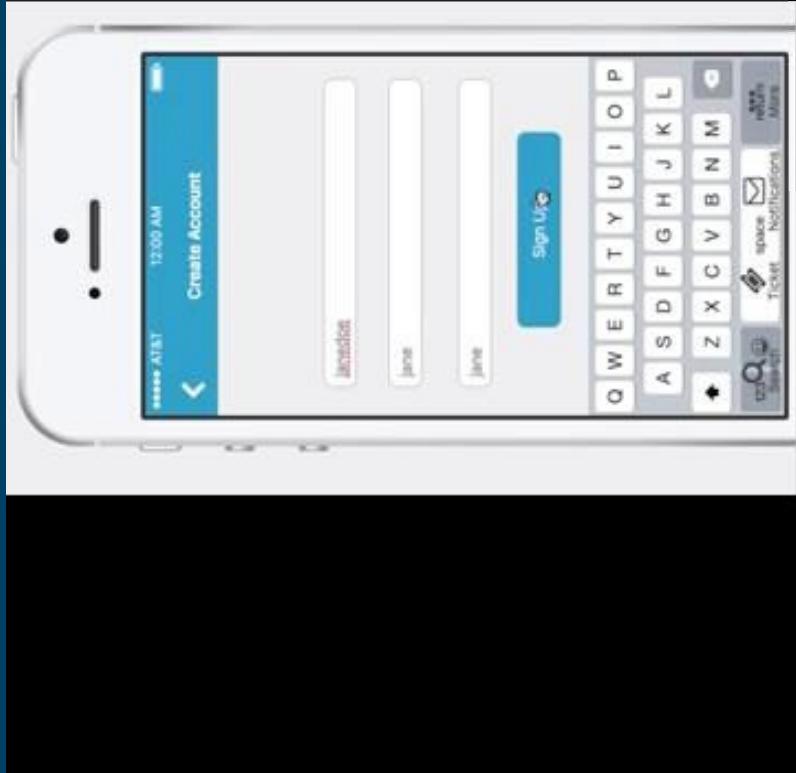
“Simplifying the structure of the tasks such that the possible actions at any moment are intuitive.”

reference:User-centered design, wikipedia



GoBART and Design

“Simplifying the structure of the tasks such that the possible actions at any moment are intuitive.”



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GoBART and Design

“Simplifying the structure of the tasks such that the possible actions at any moment are intuitive.”



reference:User-centered design, wikipedia

GoBART and Design

- Affordance supported by
 - convention: icons, color code, blurring, etc
 - Self-explanatory

“First law of usability: Don’t make user think”

reference: Don’t Make Me Think, Steve Krug



GoBART and Design

- Keep the key information visible.
Ex, User doesn't need go back to confirm the information in the whole payment process.
 - Result and feedback back is given as user expectation.
Ex, After payment goes through, the ticket with QR Code is present.
- “Make things visible, including the conceptual model of the system, actions, results of actions and feedback.”

reference: The Design of Everyday Thing, Don Norman



GoBART and Design

- Each task doesn't require much operation
- Easy to purchase ticket
- Easy to retrieve tickets.

Efficiency “work most of their magic at a glance”

reference: Don't Make Me Think, Steve Krug



What We Learnt

- Start with paper prototype, no restriction on imagination
- Find a good tool for collaboration.
- Test early and iteratively
- Learnt about high fidelity prototyping
- Maintenance of consistency throughout application
- Importance of usability testing and user feedbacks
- Project Management
- Strategies to market our app
- Most importantly, gave us a different perspective about design.



References

- The Design of Everyday Things - Don Norman
- Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules - Jeff Johnson
- Don't Make Me Think - Steve Krug
- BART 2016 Customer Satisfaction Survey
https://www.bart.gov/sites/default/files/Board%20Workshop%202017_4B_CustSat2016_Pri ntVersion.pdf



Thank you
Questions?