WayBetter

UI UX Case Study

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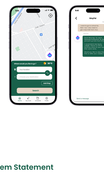


Problem Statement

Despite the availability of various journey planner tools, many commuters still face challenges in efficiently organizing their public transportation routes. The existing solutions often lack personalized assistance and fail to adapt to the user's routine and preference.

How might we design a journey planning tool that offers personalized assistance and adapts to individual commuters' routines and preferences to streamline their use of public transportation?

Objectives & Goals

Manual search function for direct route planning

An AI powered chatbot that not only assist in planning routes but also recommends nearby facilities tailored to the user's travel patterns and weekly routines.

This innovative approach seeks to streamline the journey planning process, making public transportation more accessible and user-friendly.

User Research

- Understand the pain points of public transportation
- Identify Features user value in a journey planner app
- Explore how AI recommendations can enhance user experience

Competitor Analysis

Competitor 1

A mapping service

Pros :

- Real-Time Updates : Live traffic conditions, public transport timings etc
- User-Friendly : intuitive interface that's easy to use
- provides recommendation

Cons :

- Unable to add multiple destination for public transport

Competitor 2 [ROAM AROUND]

AI Travel Planner

Pros :

- Plans itinerary for users through using AI
- Chat bot feature : allows user to ask question or recommend other itinerary
- Access to high-quality images : Roam Around generates photos of popular destinations helping user better understand an area
- User-friendly : simple interface

Cons :

- lack of direction : The AI generated content only generates places of interest does not tell user the directions, only provided link to google map
- Limited customization: only asked user to input destination and date of travel, to alter need to interact with the chatbot

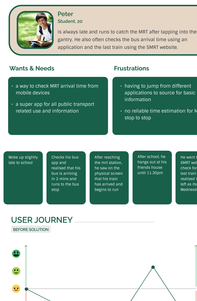
Competitor 3 [TRIP.COM]

AI Travel Planner

Pros :

- Plans itinerary for users through using AI
- Utilizes Large Language Model (LLM) to handle app aspects of travel including itinerary crafting and bookings
  - Supports both text and voice commands
- Enhance the user experience by displaying images, links while swiftly directing users to relevant app results.

Response of Qualitative & Quantitative Research


What is your age group ?
Responses
Under 18
18-25
26-35
36-45
46-55
56-65
65 or over
What are your main reasons for using mobile planning app ?
Responses
I prefer mobile app because it's convenient, faster and is easier than to go to a travel agency
Saving time
Avoiding the hassle of waiting in line at a physical travel agency
Convenience
Flexibility and control
Real-time updates
Cost savings
Accessibility
Customization of travel itinerary
Ease of booking
Avoiding the hassle of waiting in line at a physical travel agency
Mobile app offers more flexibility and suggestions personalized results, I suggest mobile phone is best ?
Responses
Mobile app
Both
Website
Not sure
Mobile app
Both
Website
Not sure
What are your main reasons for using public transportation? (Choose all which apply)
Responses
Convenience
Cost-effectiveness
Environmental impact
Avoiding traffic congestion
Time-saving
Accessibility
Health benefits
Convenience
Cost-effectiveness
Environmental impact
Avoiding traffic congestion
Time-saving
Accessibility
Health benefits
It is a pain of 1 or 2 to commutate we can with using the shabbies for traffic such as
Responses
Yes
No
Maybe
Yes
No
Maybe
Please explain why you ticked "maybe" or "no" in the question in which it asked if you think it's safe to commute with public transport
Responses
Lowering Carbon Footprint: Public transport helps reduce carbon emissions, contributing to a cleaner, more sustainable environment.
It's safe because I've never had a problem
It's safe because I've never had a problem
It's safe because I've never had a problem