User Need: A simpler app for NYC/PATH travelers
Idea: App focused on updates about trains & busses
User Group: Person traveling from NYC subway & PATH

- We could include updates about ETA (estimated time of arrival)
- Take inputs and provide customize updates based on time and days (weekends)
- Let's combine all existing MTA apps into one. I am TIRED of switching apps.
    - Anything that takes a Metro Card
- Better delay notes, accessibility pointers (icons) (more obvious)
- Inputs should be on home page
    - Commonly used lines on home page to make more habituating
- Notification usual trips are running late
- MORE HABITUATING!
    - Reminders
- Hard coded / downloadable train lines (when underground, have to wait to load and can never see info on time)
- Interactive map?

To Do:
- Develop Personas / Jobs to be done framework
- Talk to *AT LEAST* two users
    - Document research

Users:
- Non-new yorkers

4 Goal Tasks:
1. Want to get from point A to point B

App can contain:
- Have all maps (train, subway, buses…)
- Notification of delays etc…
- Helpful explanations of the app without signal/service
    - Basic info be hard coded: *Does train A stop at B street at night?*
- Education mode to it (explaining PATH vs Shuttle etc.)
- Communication of what is going on, *What's going on between point A and point B?*
    - Crowdsource/Community based navigation alerts
- Language barriers

Find 1 person who uses the MTA app & 1 person who does not [targeted to non New Yorkers]
1. Do you regularly commute through New York City?
    a. If yes: Do you use an application to help you navigate?
        i. If yes: What were your thoughts while using an app? How easy was it to navigate?
    b. If not: Has any app you used helped you? Why or why not?
2. Are you familiar with the Metro Systems/different ways to get around NYC?
    a. What didn't the app tell you about commuting in NY that you wish it did?

My Findings
MYmta

User: Chandini and Aditya

Do you use any app?
NjTransit: Departure and destination
very tricky to find out what's there and what's not
when is the next train, it will not show

All in same color so very confusing to read

Use Google
J Track: sometimes trains will not come on exact time

Information tab:
accessibility and alerts
they are in the blue color instead of red and hence lost in the content
require to do multiple clicks to read what went wrong

NJTransit
If you want to check train schedule, you need to create an account and login
Also, in the first tab we select the source / place from where we want to go
and then on the next tab we select the destination, which is confusing.

It also asks to select a zone, so for someone new, we are not aware about the zones.
Targeted Features
Offline maps
Notifications

Priyanka
New New Yorker 1
1. Do you regularly commute through New York City?
   No
      a. If yes: Do you use an application to help you navigate?
         i. If yes: What were your thoughts while using an app? How easy was it to navigate?
      b. If not: Has any app you used helped you? Why or why not?
         Google maps, helps me understand which route to take and tells the total travel time.
2. Are you familiar with the Metro Systems/different ways to get around NYC? *Yes*
      a. What didn't the app tell you about commuting in NY that you wish it did?
         Where a certain train is. ie live location

New New Yorker 2
Do you regularly commute through New York City?
- *No*

If yes: Do you use an application to help you navigate?
If yes: What were your thoughts while using an app? How easy was it to navigate

If not: Has any app you used helped you? Why or why not?
- I used google maps but it can get confusing and overwhelming for people new to the city.

Are you familiar with the Metro Systems/different ways to get around NYC?
- No

What didn't the app tell you about commuting in NY that you wish it did?
- How to get a ticket/card , how to navigate through the station and which direction/platform to take the train from. If the train is crowded and if I will get place to sit let alone stand comfortably.

New Yorker
- *Do you regularly commute through New York City?*
  Yes
     - *If yes: Do you use an application to help you navigate?*
       Yes, Apple maps and rarely google maps
          - *If yes: What were your thoughts while using an app? How easy was it to navigate?*
            Actually, I like using apple maps now that I'm especially used to the city. It gives you time based information for mta and explanatory descriptions.
     - *If not: Has any app you used helped you? Why or why not?*

- *Are you familiar with the Metro Systems/different ways to get around NYC?*
  Yes
  - *What didn't the app tell you about commuting in NY that you wish it did?*
    What reddit's have. Sometimes, some stations can be sketchy, also huge and hard to get around like grand central or the times. Train descriptions are harder to understand in my opinion than subway directions.
- *Are there any specific features that you would want in a MTA app for an overall better commute experience?*
  Some user inputs, ip to date comments reviews.

Tiffany:

Test #1:

3. Do you regularly commute through New York City? - **yes**
   a. If yes: Do you use an application to help you navigate? - **yes**
      i. If yes: What were your thoughts while using an app? How easy was it to navigate?
      ii. **"gmap does not always have the most recent traffic updates so sometimes it will misinform on train times, schedules, or which ones r currently available. usually have to use mymta to double check whats running."**
      iii. **"it also does not always give the most optimal route. it only works off based on what it thinks will be fastest."**

Test #2:

4. Do you regularly commute through New York City?
   a. If yes: Do you use an application to help you navigate?
      i. If yes: What were your thoughts while using an app? How easy was it to navigate?
   b. If not: Has any app you used helped you? Why or why not? **- google maps/apple maps but mostly the physical map and landmarks**
5. Are you familiar with the Metro Systems/different ways to get around NYC?
   a. What didn't the app tell you about commuting in NY that you wish it did? - **landmarks, how busy the trains are, a map i can read, when the trains are coming, if there are delays and why, safety (citizen app/waze style)**

_____

Zo:

Subject 1 - New New Yorker: (West Hurley, NY → Manhattan)

1. **Do you regularly commute through New York City?**
   Yes… No…? I got here in July 2022
   a. **If yes: Do you use an application to help you navigate?**
      Yes, Apple Maps & Google Maps. But I use Apple more in the City.

        i. **If yes: What were your thoughts while using an app? How easy was it to navigate?**

        Apple Maps is fairly easy to navigate. It's easy to go from transit to walking. I also like that you are able to plan in advance "Oh, want to go to the Museum of Natural History rightnow, I should take the B. But If I wanted to go on Saturday at 10pm, I would have to take the L to the C." It also says the fare which is nice if you're not local. It is hard to understand delays or cautions. Especially if you don't know the train system it is hard to get acclimated to. For example, train reroute, does that still mean it will take me where I need to go? It is generally okay with delays but other things it can improve on.

    b. **If not: Has any app you used helped you? Why or why not?**

2. **Are you familiar with the Metro Systems/different ways to get around NYC?**

Not as familiar as a born and raised New Yorker, I've lived here for a few months so I have gotten better at knowing where I need to go and how to get there. I know the train stops. But usually if I haven't been there or am not there often, I look it up on maps before I leave to make sure.

    a. **What didn't the app tell you about commuting in NY that you wish it did?**

    I wish Apple maps would tell me how busy the train would be. (I told the subject that google Maps does that, she didn't know.)

Subject 2 - Non-City New Yorker: (Mount Kisco, NY)

1. **Do you regularly commute through New York City?**

No

    a. **If yes: Do you use an application to help you navigate?**

        i. **If yes: What were your thoughts while using an app? How easy was it to navigate?**

    b. **If not: Has any app you used helped you? Why or why not?**

    I recently downloaded an app called citymapper. The app allows you to input the destination you want to go to and will show you nearly every possible way to get there. If for some reason you did not want to take a bus for example, the app would allow you to find an alternative way. The app also gives you a pretty accurate estimate of how long the trip will take, as well as the total cost of the trip. For somebody who does not often go into the city, the app is very helpful to get where I need to go efficiently.

2. **Are you familiar with the Metro Systems/different ways to get around NYC?**

Yes, although I do not often go into the city I am still familiar with the many different forms of transportation that are available in the city.

    a. **What didn't the app tell you about commuting in NY that you wish it did?**

    I don't know what to say about what the app didn't tell me. The app was pretty good

3. **Do you regularly commute through New York City?**

   Not as much as I used to, but I commute a few times a week.

   a. **If yes: Do you use an application to help you navigate?**

      I usually use Google Maps to give me a heads up about which trains and buses to take.

      i. **If yes: What were your thoughts while using an app? How easy was it to navigate?**

         I'd say it's fairly accurate with train times, though not as accurate when it comes to buses. There have been times where Maps has said the Bx12 was 5 minutes away , but those 5 minutes were more like 20. So when it comes to bus times especially, I cross check with the MTA website to get a more clear estimate of when the bus will arrive.

   b. If not: Has any app you used helped you? Why or why not?

4. **Are you familiar with the Metro Systems/different ways to get around NYC?**

   I'm familiar with the Metro Systems that pertain to where I live and the places I frequently visit. I've lived in the Bronx for most of my life, so commuting has been a mixture of knowing both bus and train routes, though for places outside of probably the Bronx, Harlem, and Midtown, I'd probably use an app to help me navigate.

   a. **What didn't the app tell you about commuting in NY that you wish it did?**

      If there was a way to get more accurate information in regards to bus times within Maps, then it would be the perfect app.

Kshitij:

Person 1

Find 1 person who uses the MTA app [targeted to non-New Yorkers]

1. **Do you regularly commute through New York City?**

   Yes

   a. **If yes: Do you use an application to help you navigate?**

      No, I usually follow signs posted by the MTA to get around.

      i. If yes: What were your thoughts while using an app? How easy was it to navigate?

   b. **If not: Has any app you used helped you? Why or why not?**

      No, some apps don't have the features I need to help me navigate.

2. **Are you familiar with the Metro Systems/different ways to get around NYC?**

   Yes

   a. **What didn't the app tell you about commuting in NY that you wish it did?**

      For example, It would be great to have an update on what time trains come and go to a station. Also, an update on delays and other problems that can arise.

Person 2

Find 1 person who does not use the MTA app. [targeted to non-New Yorkers]

1. **Do you regularly commute through New York City?**
   No
   a. **If yes: Do you use an application to help you navigate?**
      NJ Transit or Google maps
      i. **If yes: What were your thoughts while using an app?**
         Google was easy to navigate and it comes pre-installed in your android devices
         1. **How easy was it to navigate?**
         2. Pretty Easy. Yes, it was pretty easy as it has a refined UI in which we just need to type to and from and it will show us multiple ways to reach there
   b. **If not: Has any app you used helped you?**
      Yes, It has
      i. **Why or why not?**
2. **Are you familiar with the Metro Systems/different ways to get around NYC?**
   No, it is pretty hard to understand anything there. Could be because of so many symbols and lines there.
   a. **What didn't the app tell you about commuting in NY that you wish it did?**
      Pop-Up Notification for the train arrival/delay.