

# UX TEAM I

Problem statement:

Metro riders are unable to quickly check metrocard balance or add value on the go.

# UX TEAM I - COMPETITIVE ANALYSIS

## Competitor 1 - Chick-Fil-A

### PROS

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- Information to pay is up-front
- Allows multiple methods of adding money (apple pay, gift card, cc,etc)
- Repeat order feature

### CONS

- Schedule current order
- Poor naming system

### HOW TO IMPROVE

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- Card management access is featured on screen
- Allow multiple payment methods that can be used remotely
- Integrated into app

## Competitor 2 - MBTA

### PROS

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- Very straightforward
- Well-designed, clean
- Can save cc information
- Purchase ticket options
- Split payment
- Phone as a ticket

### CONS

- You can only buy tickets
- Not integrated with cc accounts

### HOW TO IMPROVE

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- Ability to split payment types
- Easy to access most used features

# UX TEAM I - PHOTO PERSONAS

## COMMUTER

35yo

Female

Naomi



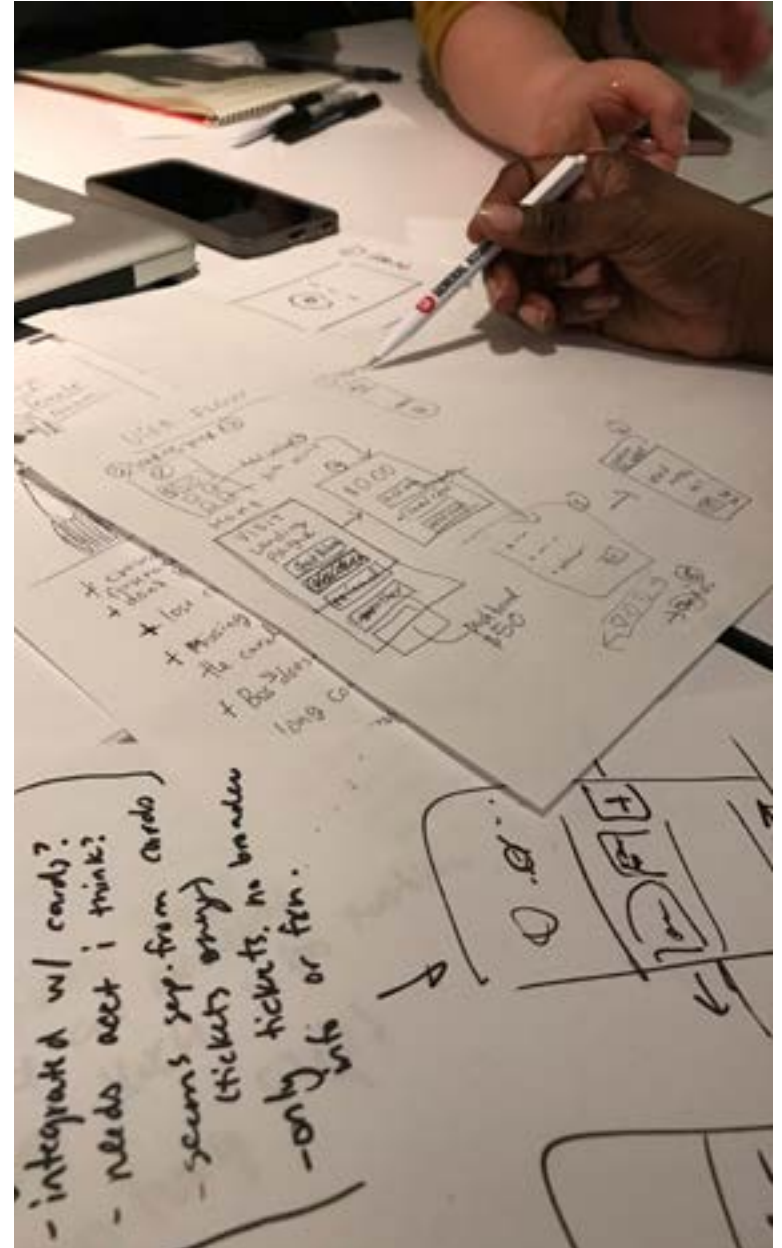
- + crowded.
- + frustrated
- + don't know what to do
- + lost cards (inactive)
- + missing train / fill up the card.
- + Bus doesn't have enough money...
- + long commute
- + loose connection
- + Does not have exact change or you need to go up stair.

- Peak hour
- commute everyday
- + specific times
- easily frustrated with.
- lives outside DC. works down town
- + long commute.
- + A lot of stuff to carry.
- + family + pets.
- + goes to gym after work.
- + she doesn't want to use computer at home.
- + does not have commuter benefits
- + parking at metro sta.
- quicker Auto reload.
- easy reload. (remotely).
- History stats. <sup>usually takes up</sup>
- Auto reload.
- stop. warning.
- Fair planner
- remote checking.
- reward.
- Use your phone as a card.
- phone line / card line /
- + cool to be able to pay parking fee as well.

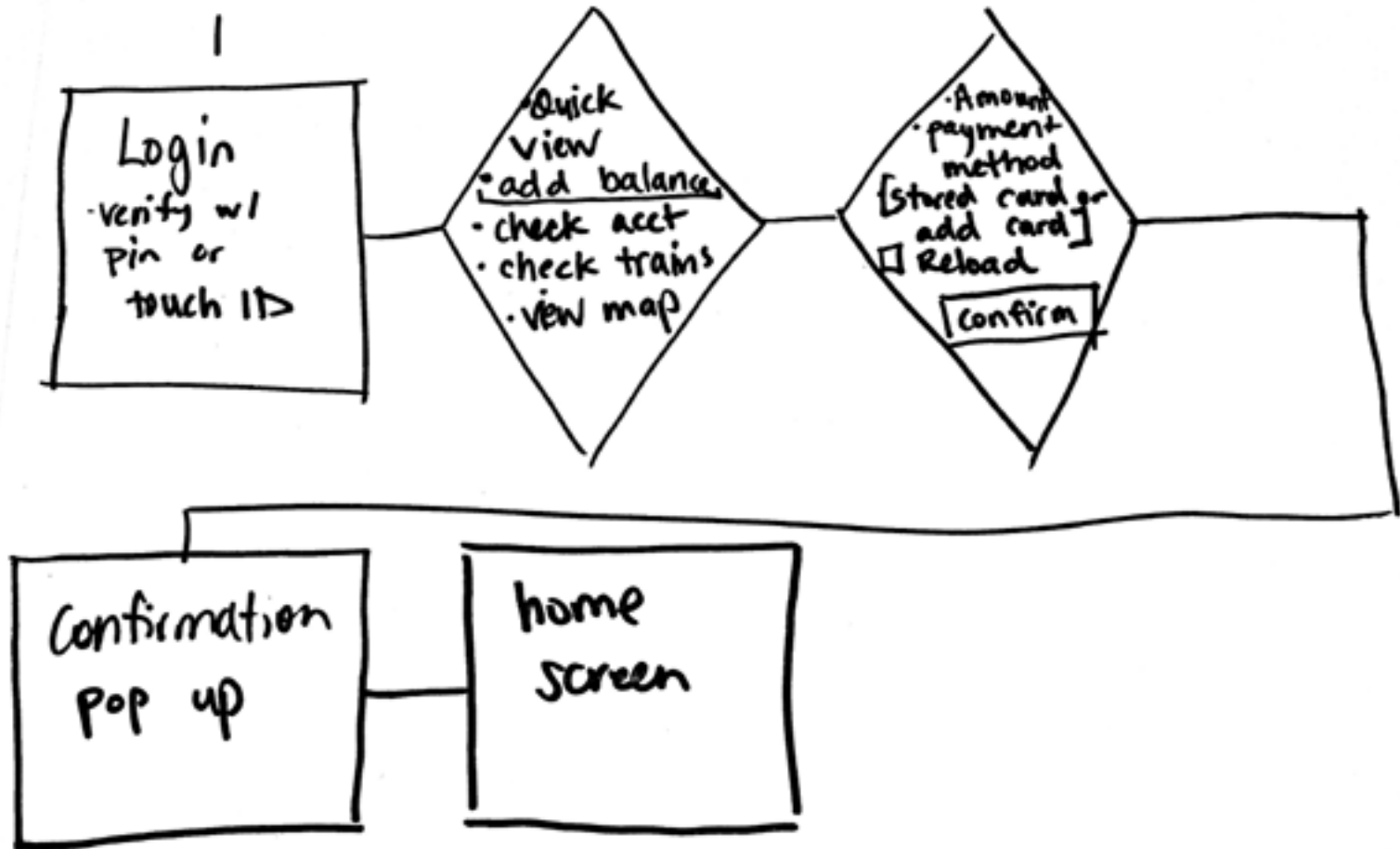
# UX TEAM I - USER FLOWS

## STEP BY STEP

- 1 Open app
- 2 Verify (PIN# or fingerprint)
- 3 Select Option
- 4 Add money
- 5 Enter Amount
- 6 Select Payment Method (Fund source)
- 7 Set up Auto-reload (Optional)
- 8 Confirm
- 9 Back to Dashboard (Automatic)

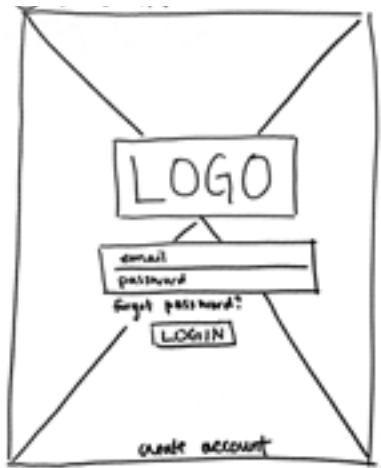


## USERFLOW

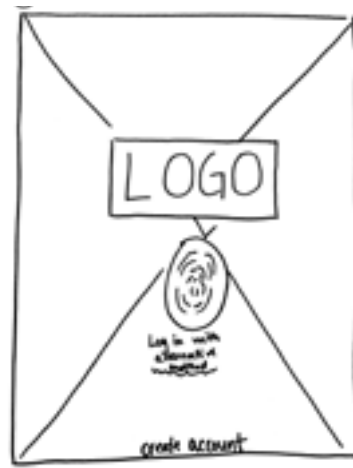


# UX TEAM I - DESIGN STUDIO

1. Log-in | 1st Time User



1. Log-in | Recurrent User



2. Dashboard



2. Dashboard | Menu



3. Add Money



4. Confirmation



1. Thank You



**CLICK!**

<https://marvelapp.com/29538g0>

**THANK YOU!**