NITTE MEENAKSHI INSTITUTE OF TECHNOLOGY

(AN AUTONOMOUS INSTITUTION, AFFILIATED TO VISVESVARAYA TECHNOLOGICAL UNIVERSITY,

BELAGAVI, APPROVED BY AICTE & GOVT.OF KARNATAKA

PROJECT REPORT

on

METRO TICKET BOOKING APPLICATION

Submitted in partial fulfilment of the requirement for the award of Degree of

Bachelor of Engineering

in

Information Science and Engineering

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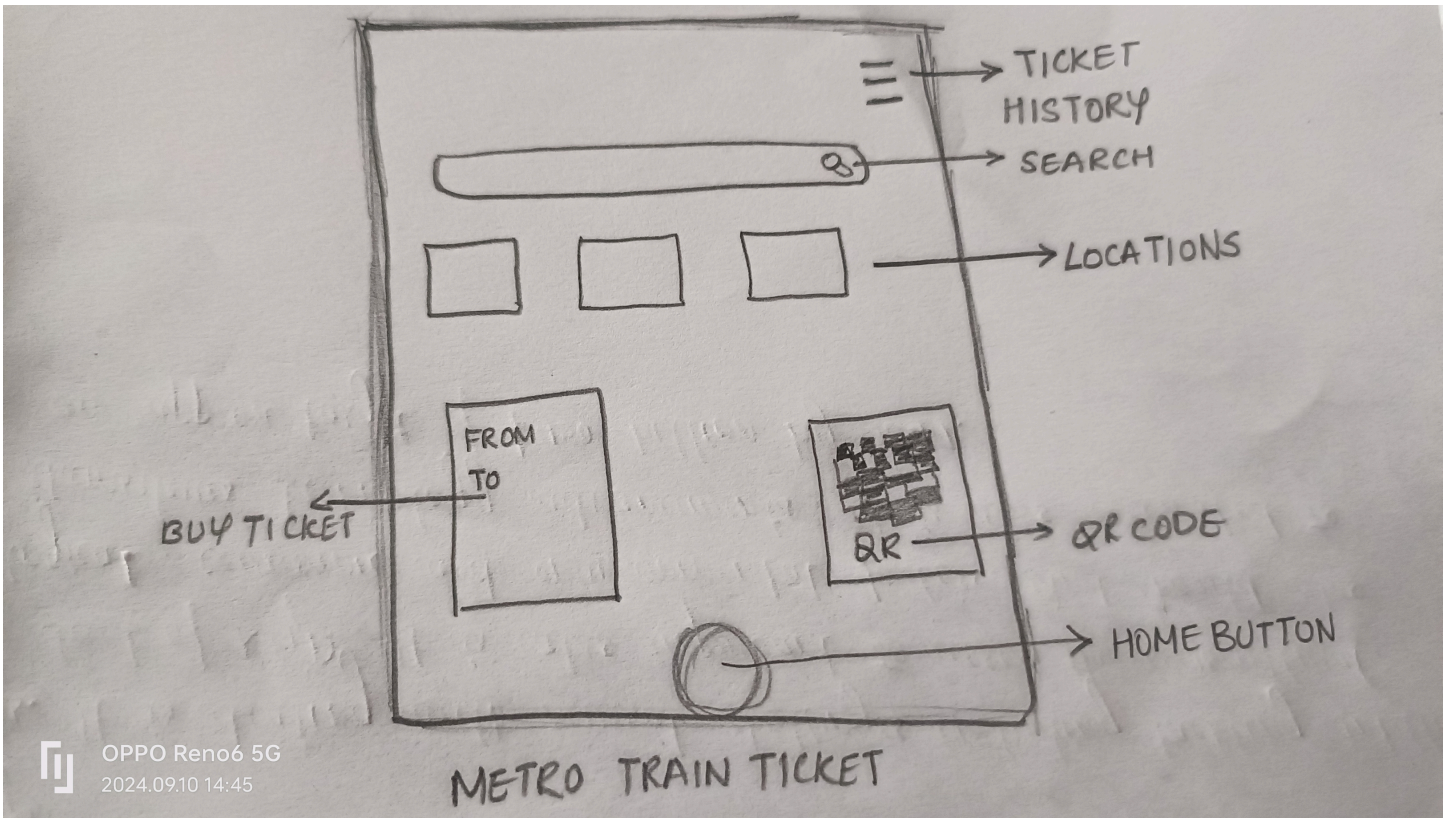
Report

Report on Metro Ticket Booking Application Using UI/UX Principles (Based on the Provided Screenshot)

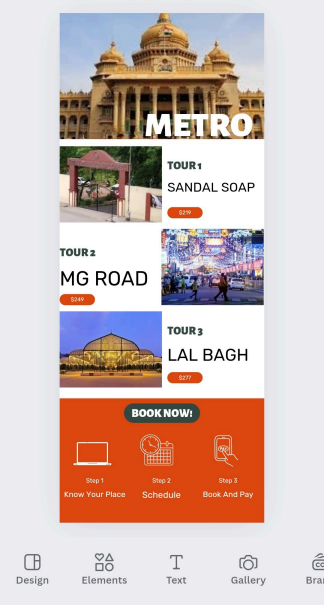
1. Introduction

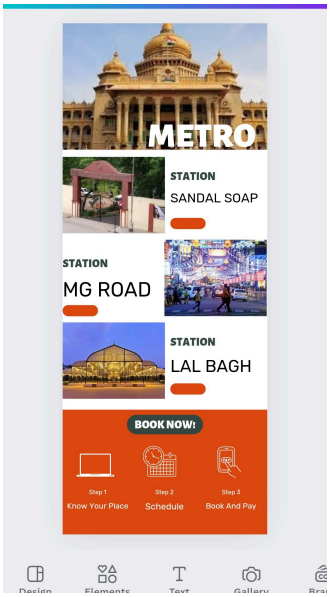
The metro ticket booking app displayed in the screenshot aims to offer a seamless way for users to select metro stations, book tickets, and plan their journeys. Good UI/UX design is essential to ensuring that users have an easy and pleasant experience while interacting with the app.

Low Fidility of UI Model



High Fidility of UI Model





2. **UI Analysis**

Header Section:

The design includes a minimalistic top bar with menu options (hamburger menu, back button, and refresh icon), making navigation straightforward for users.

The time and status bar are displayed clearly, making sure that important device info (like battery or network strength) remains visible without crowding the app interface.

Main Banner:

A large image of a prominent landmark (Vidhana Soudha, which is closely associated with the city of Bangalore) is used as a central feature, drawing attention immediately. The bold "METRO" text over the image reinforces the app’s core purpose.

This helps users instantly recognize that the app relates to metro stations and travel.

Station Selection Section:

Stations are displayed in a grid format, each accompanied by an image and a clear title (e.g., Sandal Soap, MG Road, Lal Bagh). The visuals help users identify stations either by the location image or the station name.

The color scheme used (white background with black text and orange accent lines) is clean and ensures good readability, with orange accents used for highlighting interactive elements.

Call-to-Action Section:

A bold "Book Now!" button is placed centrally at the bottom, drawing attention to the key action users are expected to take.

Below the call to action, the process steps are presented in icons:

Step 1: Know Your Place

Step 2: Schedule

Step 3: Book and Pay

These steps are communicated clearly and visually, helping new users understand how to proceed.

3. **UX Analysis**

Station Browsing Experience:

The app offers users the ability to browse through metro stations using visual aids. This makes it easier for users unfamiliar with the city or station names to select their departure or destination stations based on recognition of the image.

A clear visual hierarchy is maintained by highlighting station names and displaying them above related images, allowing users to scan and select options easily.

Interactive Feedback:

There seems to be an emphasis on action-oriented design, as the orange bars and buttons suggest interactive elements. This gives users a clear idea of what actions they can take (e.g., selecting a station or booking a ticket).

Simple Booking Flow:

The three-step booking process outlined at the bottom simplifies the overall user journey. It helps reduce cognitive load by breaking down the process into manageable steps:

Know Your Place (choose the station)

Schedule (plan your trip)

Book and Pay (complete the transaction)

This makes it easier for users, especially those unfamiliar with the app, to follow a structured path to ticket booking.

Visual Clarity and Simplicity:

The use of large, clear images combined with well-spaced, minimal text ensures the app remains clutter-free, allowing users to focus on the task at hand. The clean UI enhances accessibility, as it allows users with varying tech skills to quickly navigate and book tickets.

4. Improvements and Suggestions

Add Station Descriptions: While station names and images are displayed, the user might benefit from brief descriptions or key information about each station, such as nearby attractions, amenities, or transfer points.

Incorporate Filtering Options: With the growing number of metro stations, a search or filter option by station names or lines would help users quickly find their desired station instead of scrolling through the list.

Ticket Type and Pricing Visibility: Integrating pricing information or ticket types (e.g., single ride, day pass) directly in the station selection screen could improve user convenience and enhance the booking experience.

User Preferences and Personalization: The app could benefit from storing users' frequently used routes, preferences, or past purchases to allow quick rebooking options. This would speed up the booking process for regular commuters.

Accessibility Enhancements: Adding support for multiple languages, especially in a diverse city like Bangalore, will increase the app's accessibility. Similarly, ensuring that the color contrast meets accessibility guidelines for users with visual impairments is important.

5. Conclusion

The current UI/UX of the metro ticket booking application offers a clean, user-friendly interface with a focus on intuitive navigation and visual clarity. The use of large images, clear station names, and a step-by-step guide at the bottom helps users quickly understand the app's functionality. With a few improvements like personalization, enhanced accessibility, and additional station details, the app can provide an even more streamlined and user-centered experience.