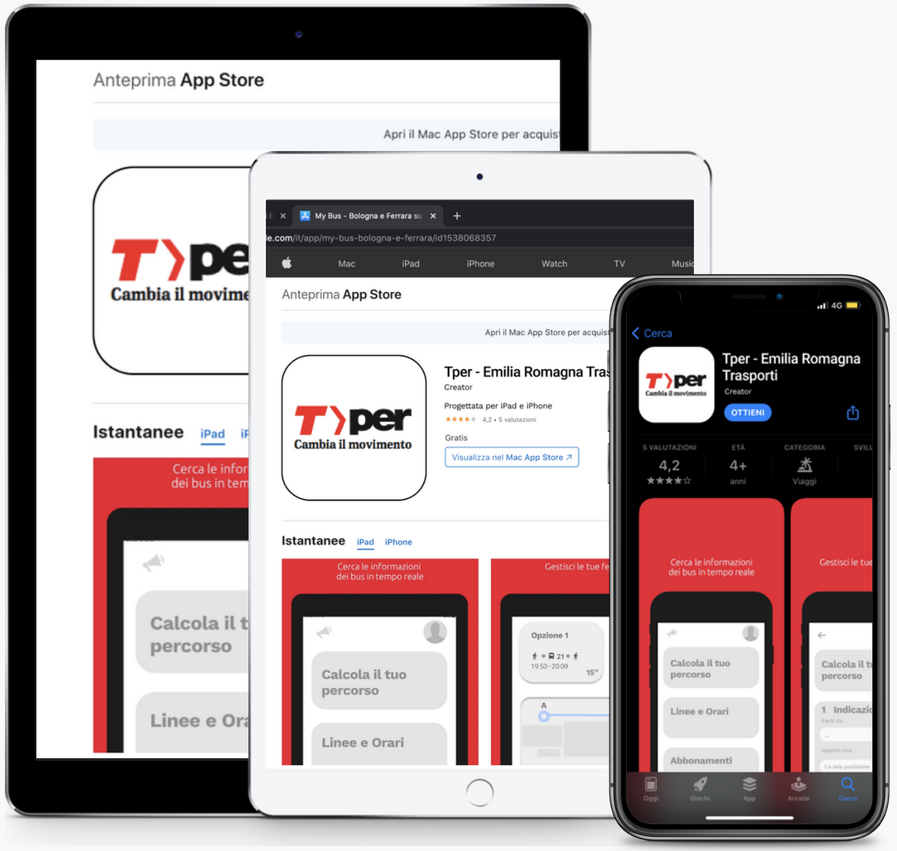
Tper Application

Final Design Highlights

Tper app

The prototype design of an official application for the Emilia-Romagna public transport



A proposal of redesign starting from the Tper website in order to fill a market void related to the absence of an official application

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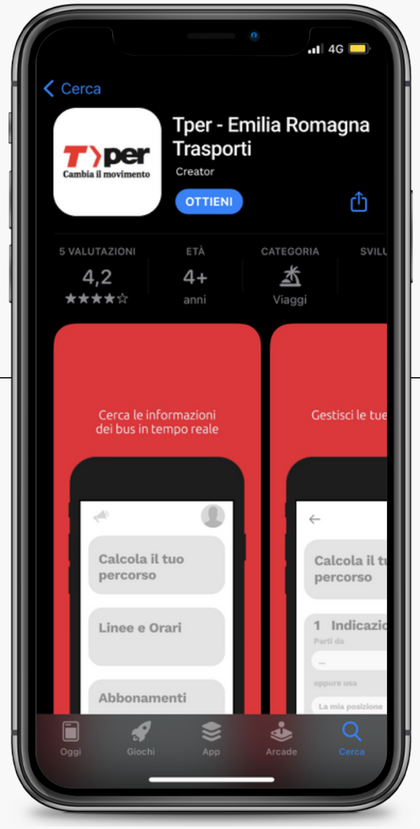
Use case

Official Recommandation



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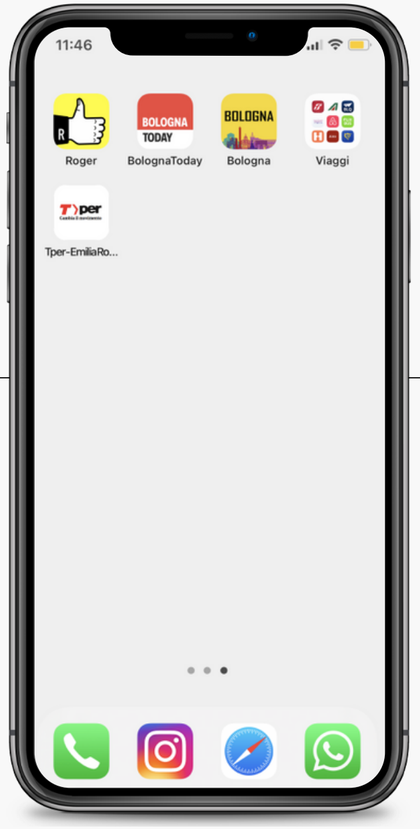

Application Downloaded

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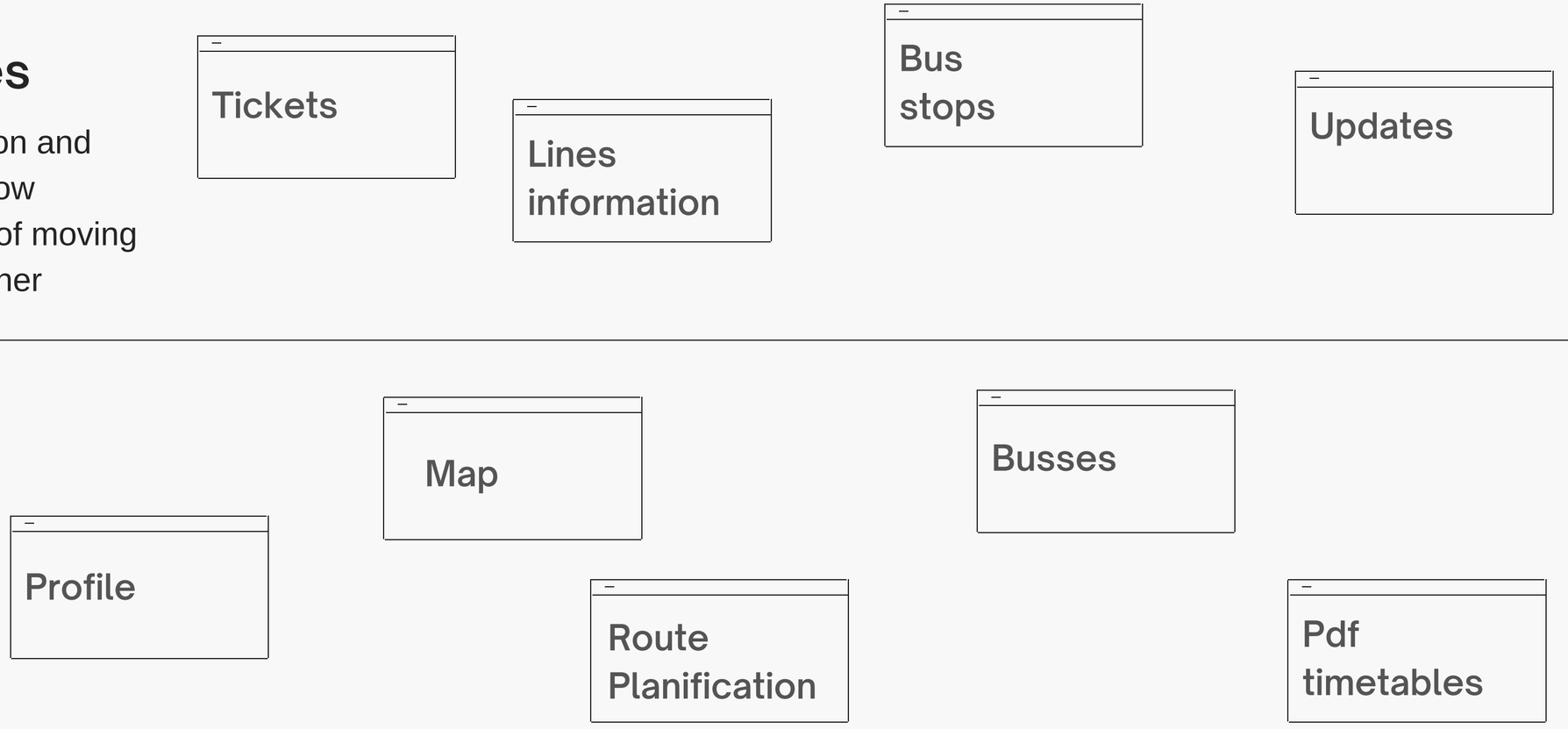
Website structure

From isolated pages

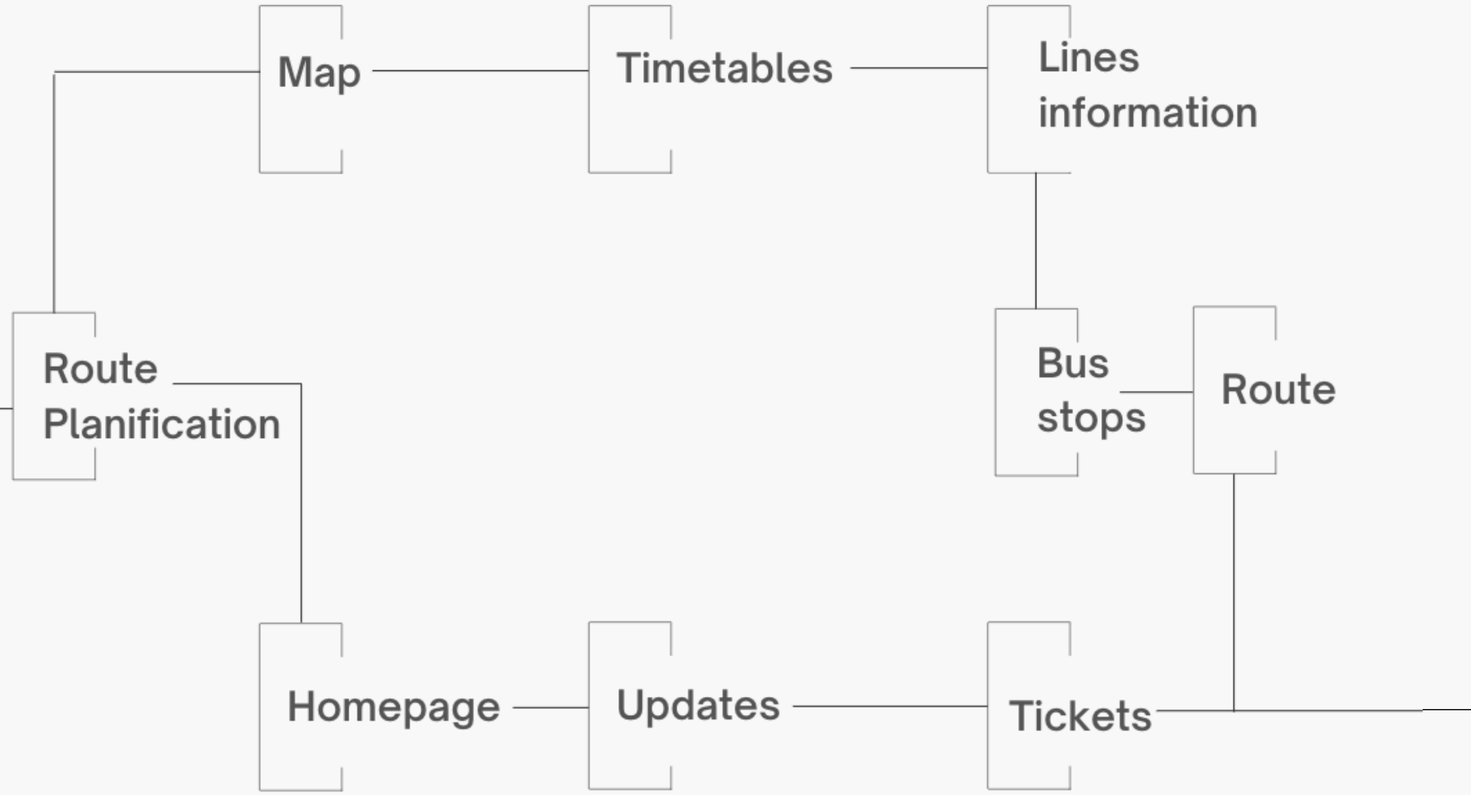
Webpages are full of information and not interactive. They do not allow manipulation or the possibility of moving freely from one feature to another



App structure

To sequential interconnect paths

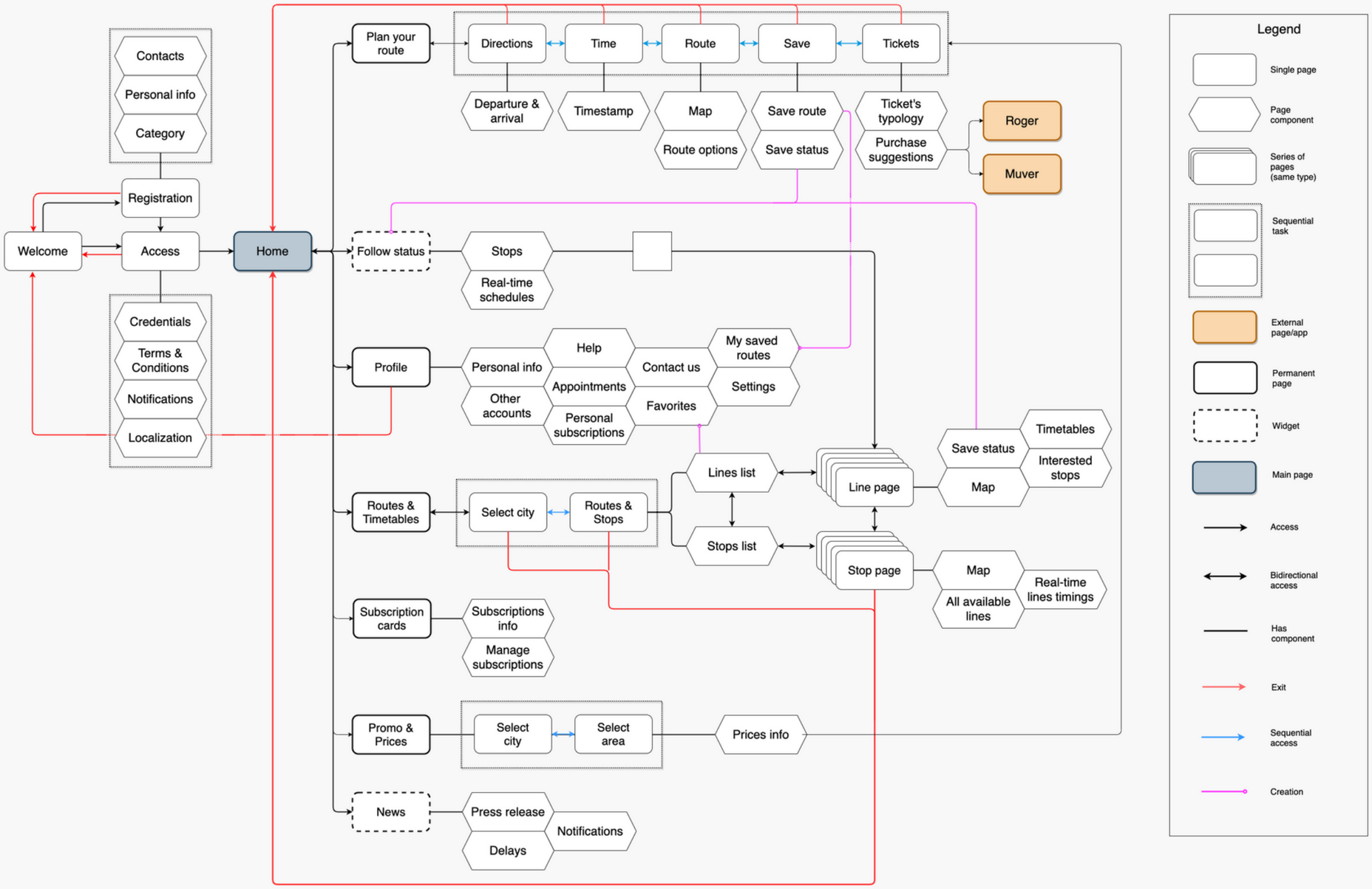
Pages are now part of an interactive structure, which allows the users to complete tasks following a step by step procedure.



Blueprint

This blueprint shows the clear internal structure of the application, which spreads like a tree starting from the home page.

There is one preliminary path, with its internal ramifications, which allows the access to the home page, and seven other alternative paths, which are directly reachable from the same page.



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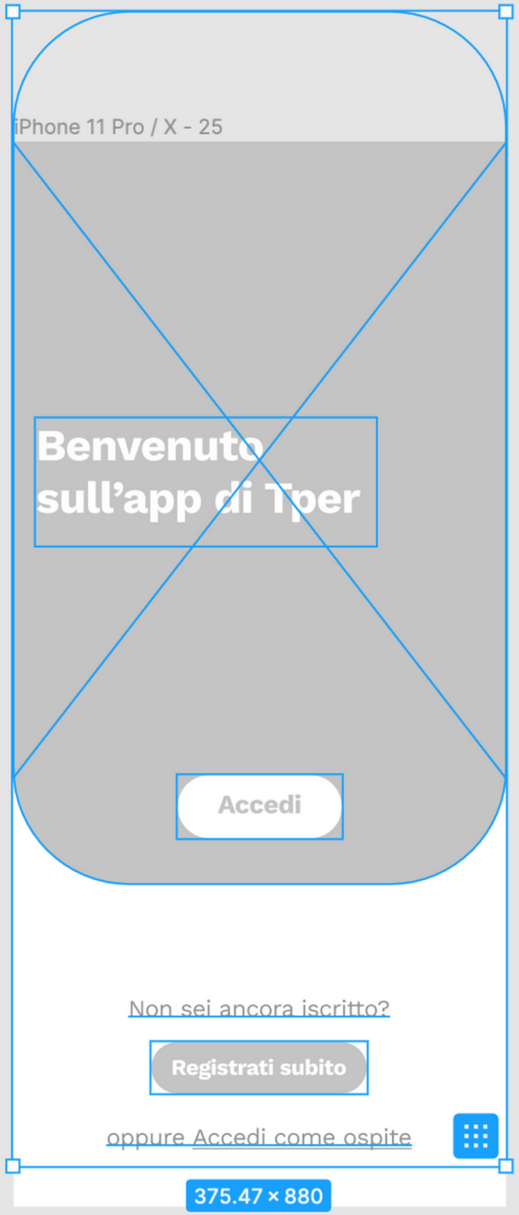
The app sections

Presentation of the final design of the prototype



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Homepage

The homepage is the core of the application. From this page the user can not only access every section, but he can also stay updated about level of completion of tasks and many other information.
The homepage is designed not to remain static, but it constantly changes according to the needs of the user. Four big blocks allow the access to as many different services. On the top right the user can find the access point to its profile, where all the other ancillary information and options can be found. On the top left the user can find the updates, which could be highlighted by small notifications.

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Few components

modeled accordingly to the Gestalt principles, it avoids short-memory load and assumes a predictable aspect for users

Task completion traceback

it provides guidance to users by updating them with the level of completion of tasks and saving already inputed information

Customization

it changes according to user needs and provides shortcuts to their interests

Route planning

It is the most complex and articulated section of the application. It combines multiple tasks in one service, allowing the user to calculate their route in the most expressive and complete way possible.
In features multiple internal chapters identified by numbers. Each chapter represents a step forward towards the completion of the task.
The procedure has been designed to be clear, functional, and not misunderstandable. The user feels to be in control of the tool, provided with a clear guidance of their activity, the possibility to going back to the previous step or going back to the main page. In this case, the user can choose to save the status of advancement or to cancel every input. In addition, at almost every stage of the procedure the user must confirm his decision or change it in order to avoid a mistake

Info queriability

the user is provided with the possibility to search for the information they need without being overloaded by non-significant (to them) ones

Task segmentation

step-by-step guidance and traceback of the activity completion augment the user feeling of control

Input facilization

pre-compiled formulas for input information light the user effort and reduce errors

Choice confirmation

confirmation is a lock-in startegy which provides feedback and avoids user errors

Intuitive output

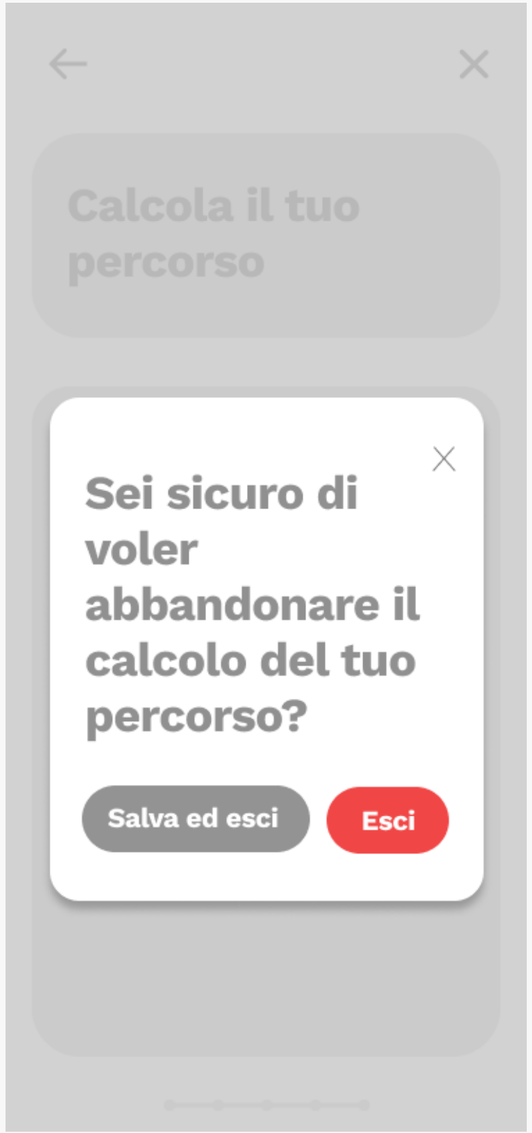
graphic solutions and easy visualizations help user in better understanding the output

Recap of info

at the end of the task, the user is provided with the possibility to control again all the inserted information in order to avoid mistakes and misunderstandings

Skeumorfism

a skeuomorphic representation of the ticket help the user in identify the correct one without compromising the app layout



Back to previous step and back to home

the user is always given the possibility to go back to a sub-task or to exit the task itself by returning to the home

Lock-in strategies

pop-ups are used to realize constraints and lock-in strategies so that users are prevented to exit the task before the completion

Serendipity

serendipity is encouraged by providing the user with services they may need even without knowing it

Route status

Particularly, we decided to encourage serendipity by adding, at the end of the planning route activity, the possibility, already provided in a different way by the website itself, to consulte the status of the line chosen by the user. Indeed, through the decision to 'follow the status' of the line, the user adds at their homepage a notification ban with all the information related to that. The layout of the ban is thought to be similar to the classical table of information present at bus stops, and represents a clickable link to a section with real-time information about that specific line.

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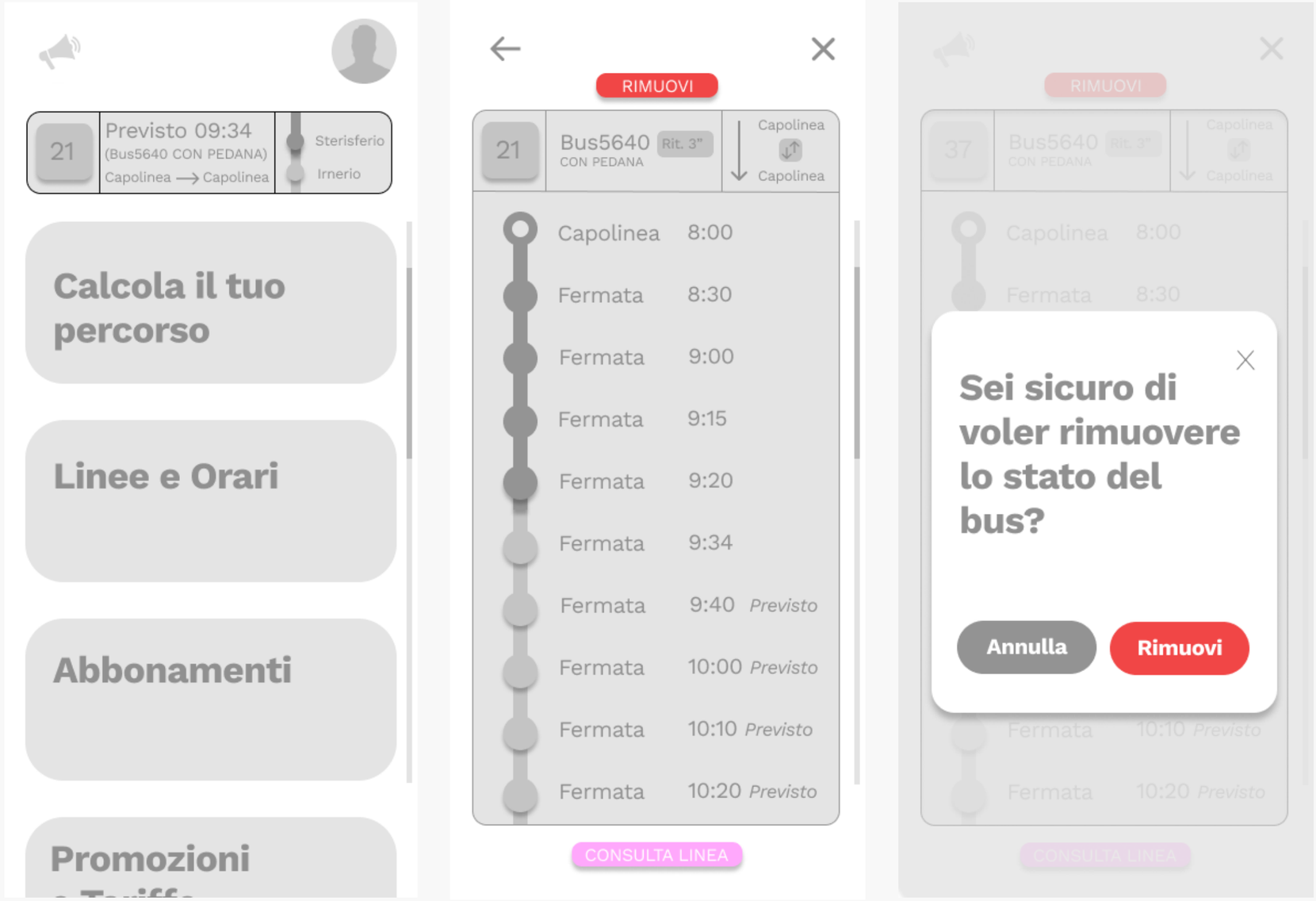
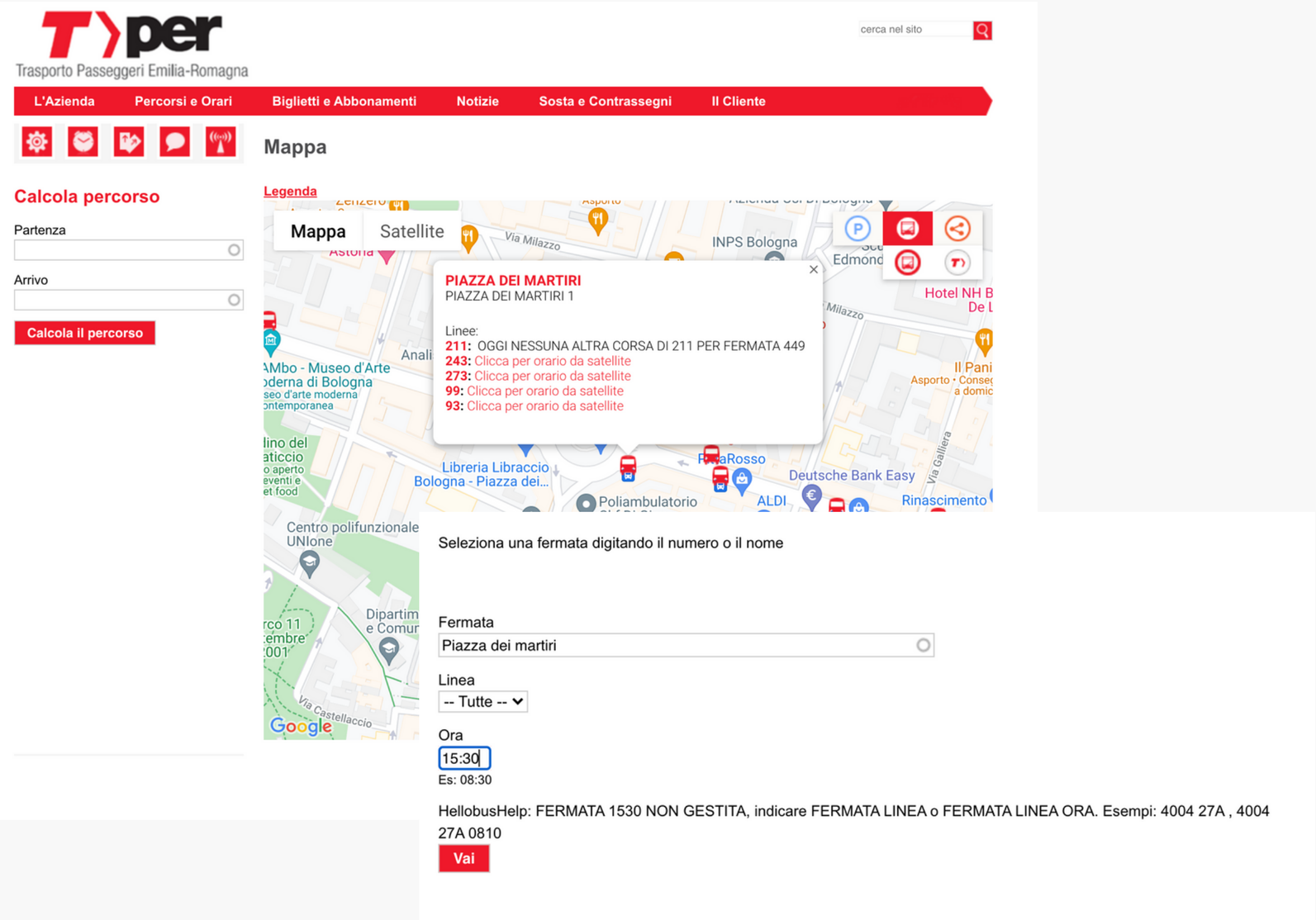


Service customization

the Tper website provides the possibility to consult the real-time status of a line through the service so-called 'Hello bus'. However, this is very difficult to reach due to the website structure and it is likely to be missed by non expert users. The decision to insert this option at the end of the route planning has been moved by the will to encourage serendipity and at the same time valorize a very useful service which users have proved to expect.

The decision of taking advantage of this service is personal to the user and goes in the direction of customization and simplification of the needed information.



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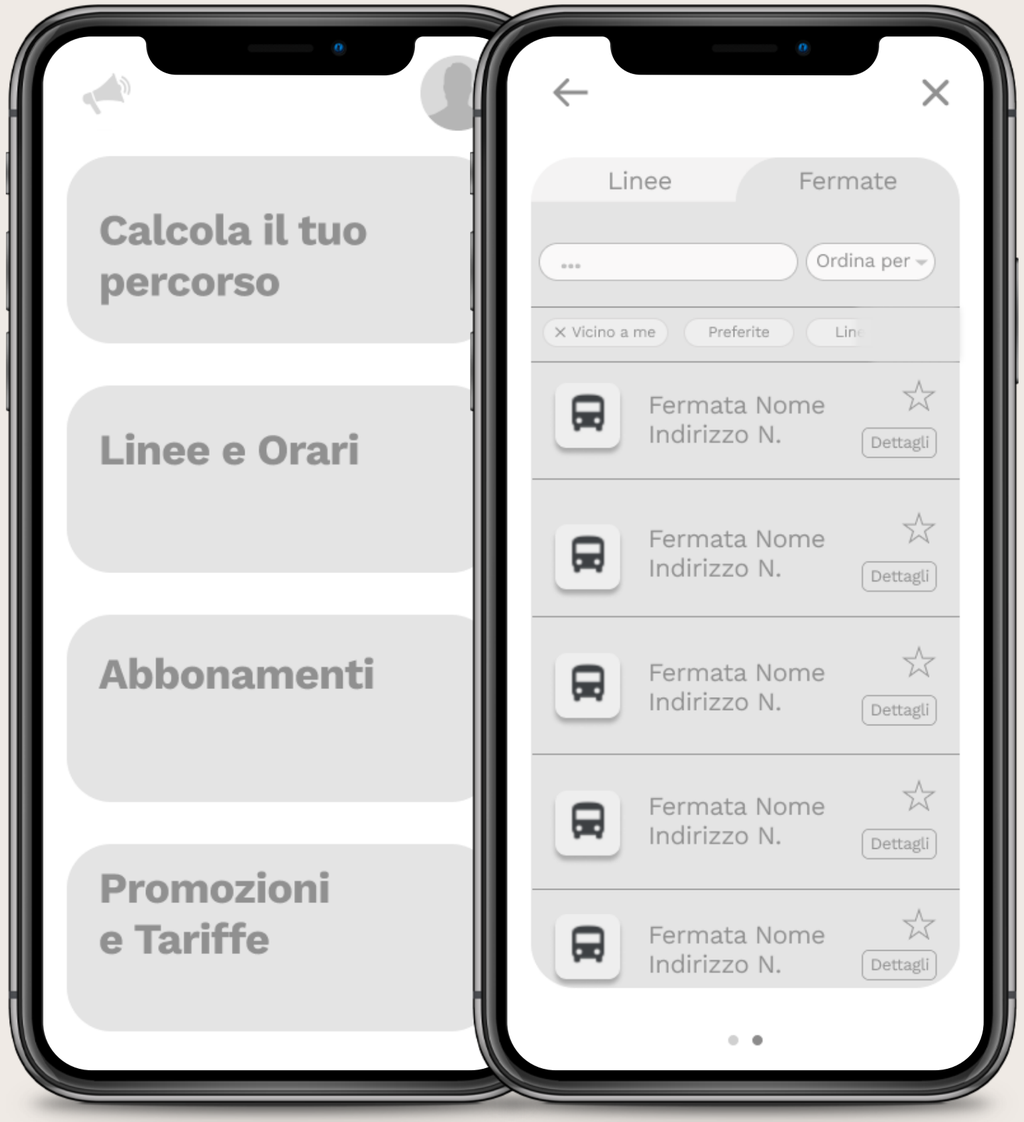
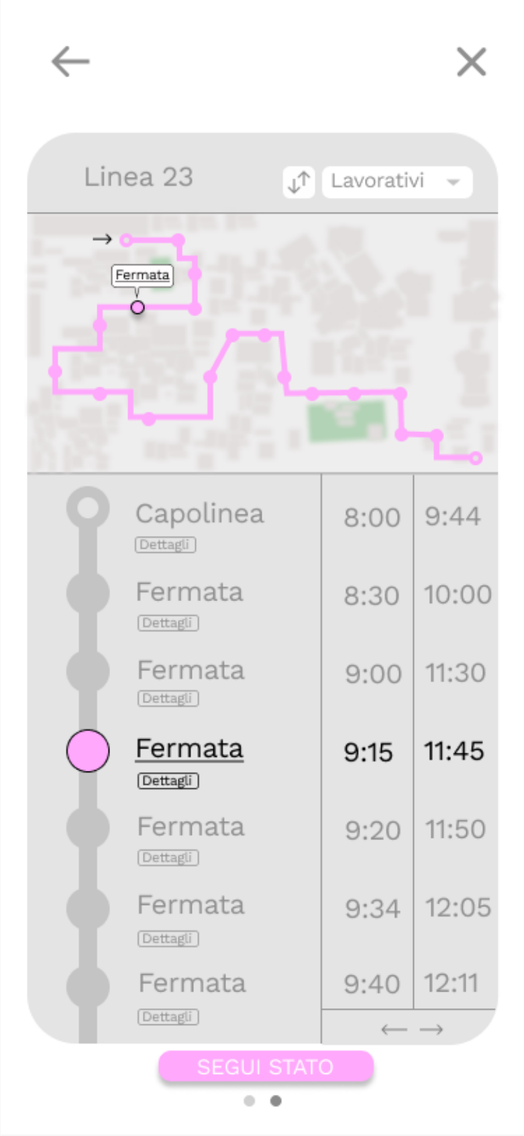
Lines & Timetables

One of our main usability goals was to completely redesign the way in which users access and get information about lines, bus stops and timetables - that have been proved to be the most problematic ones by our user tests. Starting from the website layout, we wanted to create an interface that was able to be clean and to select only the most important information, that was responsive and interactive. At the same time, we wanted to design a space where the user might feel in touch and in control of all this high number of different information.





Lines/Stops switch

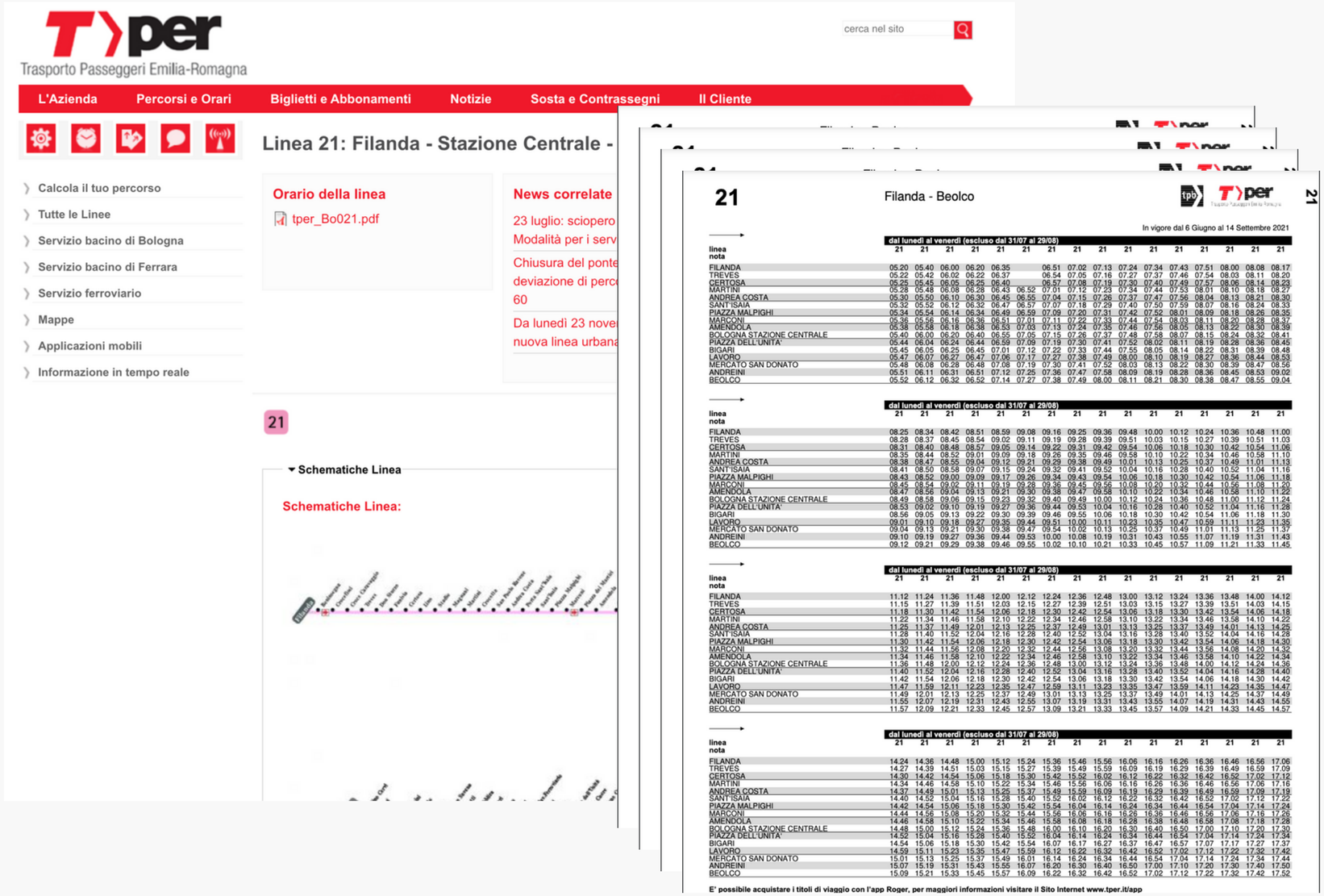
the user can choose to have information about both bus lines and stops. While the first one represents a dedicated section of the site, the second one is again a redesign solution of the 'Hello bus' service provided by Tper.

Interactive map

the user can query the information even more deeply by interacting with the map

Real-time and permanent information

the app provides both long-term information such as the line stops and timetables and real-time information as in 'Hello bus'



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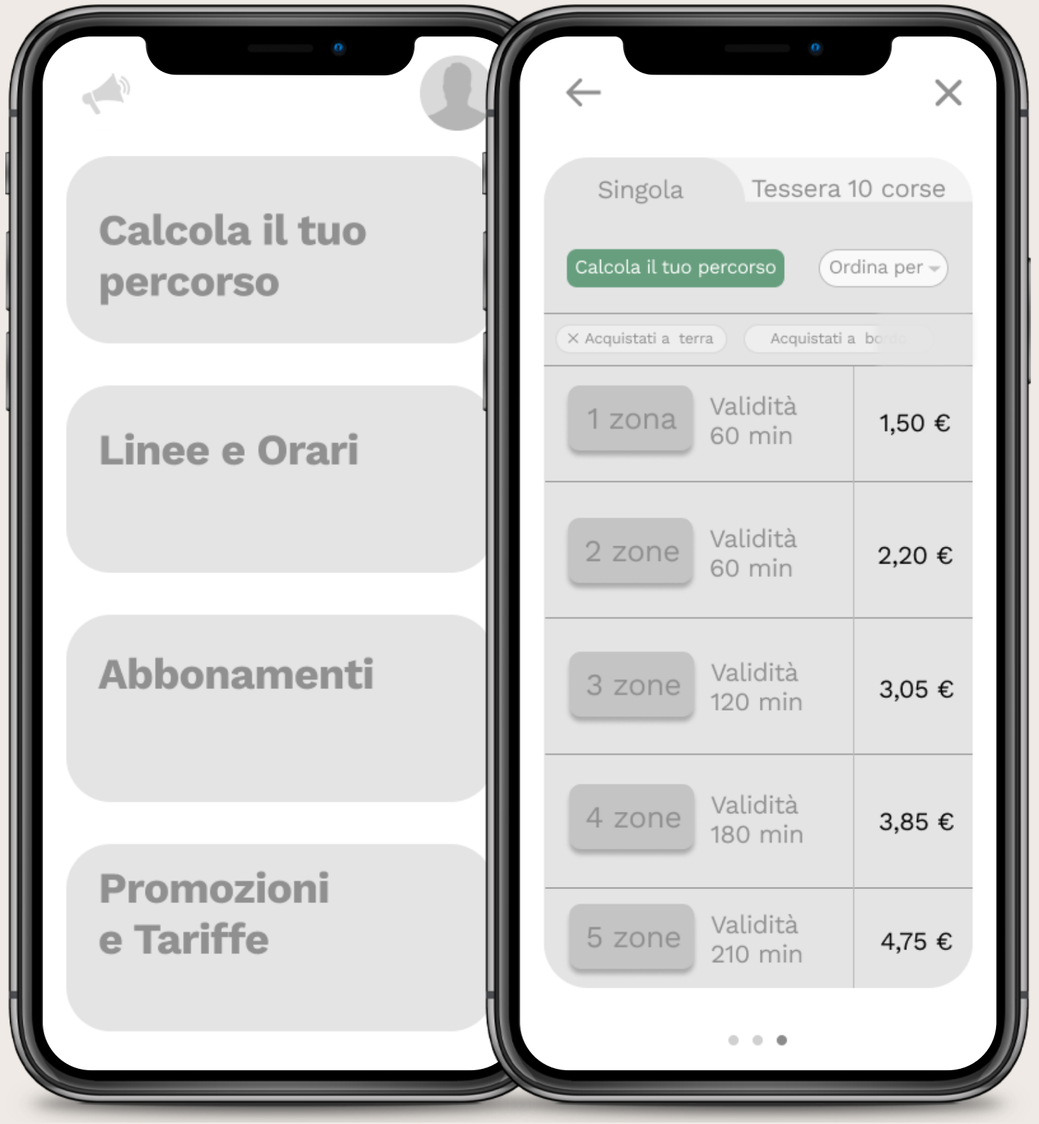
Promo & Prices

For this section we applied the same criteria used for Lines & Timetables, for them being both containers of rich and variegate informative content. In this case, we created a very simple three steps model which allows the user to firstly filter the information for city and for transportation areas. The tickets lists follow the same usability choices applied before. Particularly noteworthy is the link between this section and the planification feature. It allows users to check information and test them personally.



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Information structurization

whenever possible, the use of the application priviledges a choice among a set of options rather than information insertion. In the case of tickets, this has provde to be particularly suitable through the structurization of information in areas and ticket rates.

Research filters

filters are provided in order to refine the search by the user. At the beginning of the search, all the filters are activated and the user needs to delete them in order to refine. In this way, the user chooses rather than thinks.

Thanks

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