

# ATM UX

Usability of ATM



# Actual Barriers.

- ✖ Right information is not in the right place.
- ✖ Time consuming.
- ✖ Not easily clickable.
- ✖ Bad experience in the payment methods.
- ✖ Lack of navigation.

# Personas.



**Name:** Carlo Bo.  
**Age:** 32.  
**Sex:** Male.  
*He is from Madrid, Spain*

**Motto:** Back and forth, on time.



**Name:** Maria Rossi.  
**Age:** 60.  
**Sex:** Female.  
*Lives in Novara, Piemonte.*

**Motto:** One journey and easy interface.



**Name:** Frank Miller.  
**Age:** 27.  
**Sex:** Male.  
*He is from Paris, France.*

**Motto:** Multiple journeys and detailed information.

# User Needs.



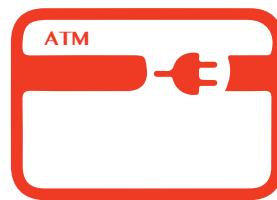
Time Saving



Information



Destination  
Navigator



Recharge



Easy Interface



Complete Map

# Balsamiq Prototype.

urban flow

NoUX ATM

ATM

URBAN

Urban zone is the zone inside Milan.

EXTRA URBAN

Extra urban is the area outside Milan and it has various zones.

SUBURBAN

Suburban is the area outside Milan. You have to enter your start location and destination point and then just purchase the ticket.

RE-CHARGE

Recharge your ATM travel card monthly or for a year.

SPECIAL TICKETS

Special Tickets lets you buy tickets to the Airport, Hospitals and for few main events.

# Balsamiq Prototype.

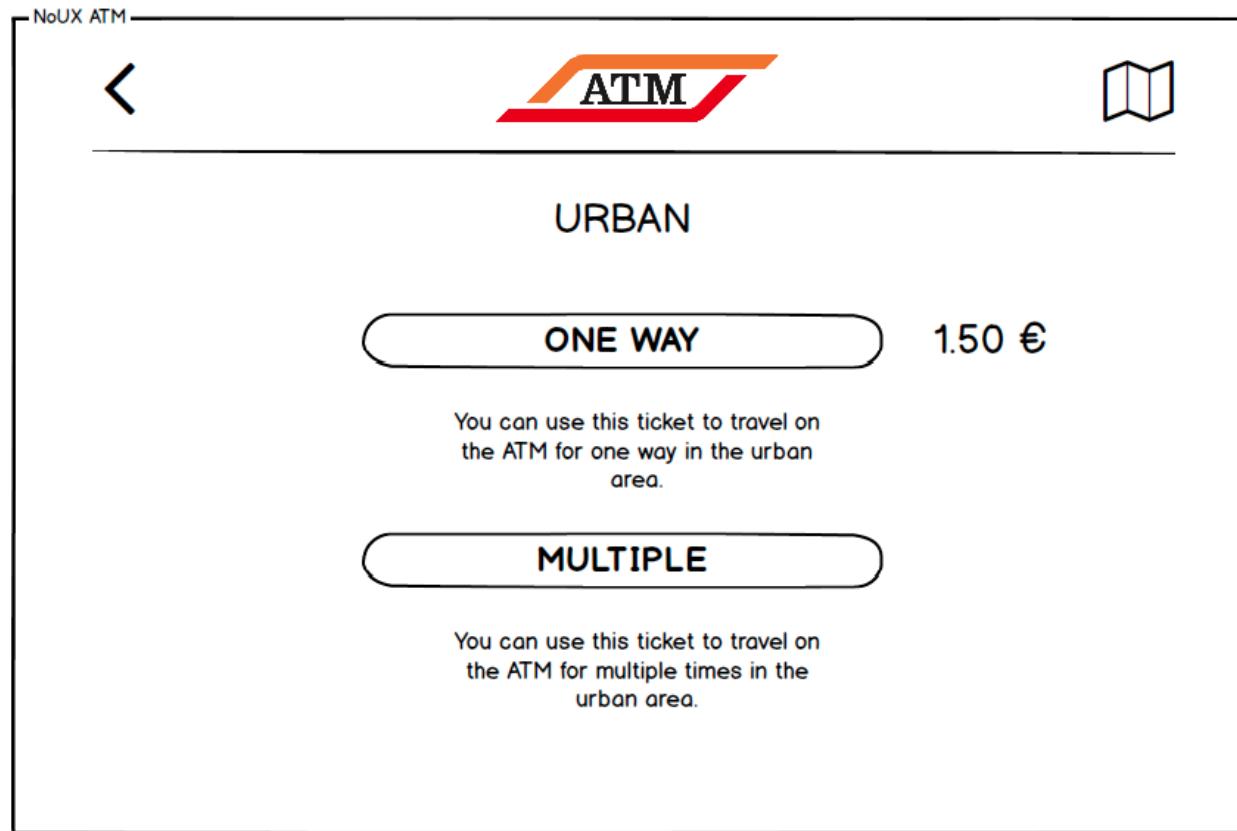
urban flow

The image shows a Balsamiq wireframe of a mobile application interface. At the top, there is a header bar with the text "NoUX ATM" on the left, a back arrow icon, the "ATM" logo in the center, and a map icon on the right. Below the header, there are five rounded rectangular buttons arranged vertically, each containing a category name: "URBAN", "EXTRA URBAN", "SUBURBAN", "RE-CHARGE", and "SPECIAL TICKETS". To the right of each button, there is a corresponding descriptive text block:

- URBAN**: Urban zone is the zone inside Milan.
- EXTRA URBAN**: Extra urban is the area outside Milan and it has various zones.
- SUBURBAN**: Suburban is the area outside Milan. You have to enter your start location and destination point and then just purchase the ticket.
- RE-CHARGE**: Recharge your ATM travel card monthly or for a year.
- SPECIAL TICKETS**: Special Tickets lets you buy tickets to the Airport, Hospitals and for few main events.

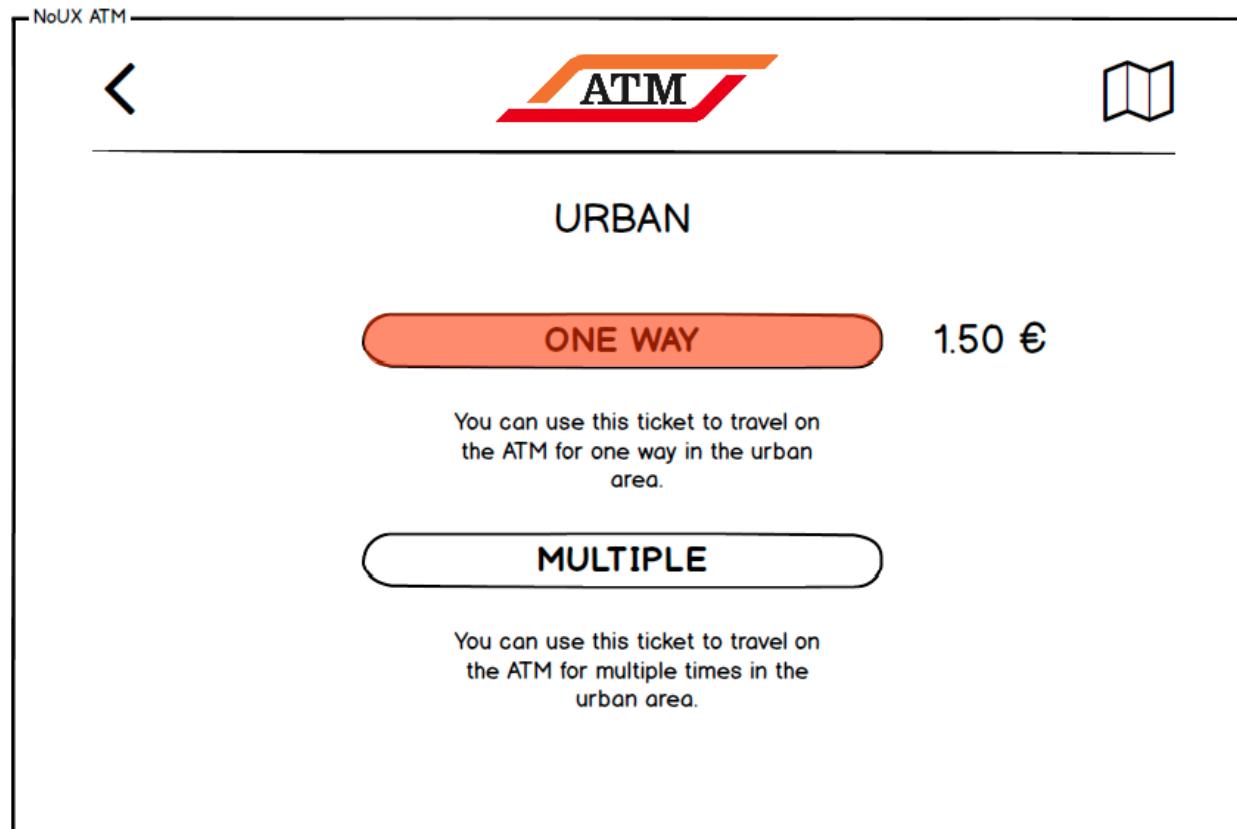
# Balsamiq Prototype.

urban flow



# Balsamiq Prototype.

urban flow



# Balsamiq Prototype.

urban flow

NoUX ATM

The prototype is a Balsamiq wireframe of an ATM screen. At the top left is a back arrow, in the center is a stylized 'ATM' logo with orange and red horizontal bars, and at the top right is a map icon. Below the logo is the text 'URBAN / ONE WAY'. Underneath, there's a section for ticket selection with a minus button, a highlighted '1' in a box, and a plus button. It shows an amount to be paid of '1.50 €'. Below this is a section for payment methods with a coin slot labeled 'Insert coins/cash' and an amount paid of '0.80 €'. At the bottom, there's a card slot labeled 'Insert your card' and icons for MasterCard, VISA, AMERICAN EXPRESS, and PayPal.

ATM

URBAN / ONE WAY

Number of tickets:

Amount to be paid: 1.50 €

Insert coins/cash Amount paid: 0.80 €

Insert your card

MasterCard VISA AMERICAN EXPRESS PayPal

# Balsamiq Prototype.

payment & map

NoUX ATM

ATM

URBAN / ONE WAY

Number of tickets:

Amount to be paid: 1.50 €

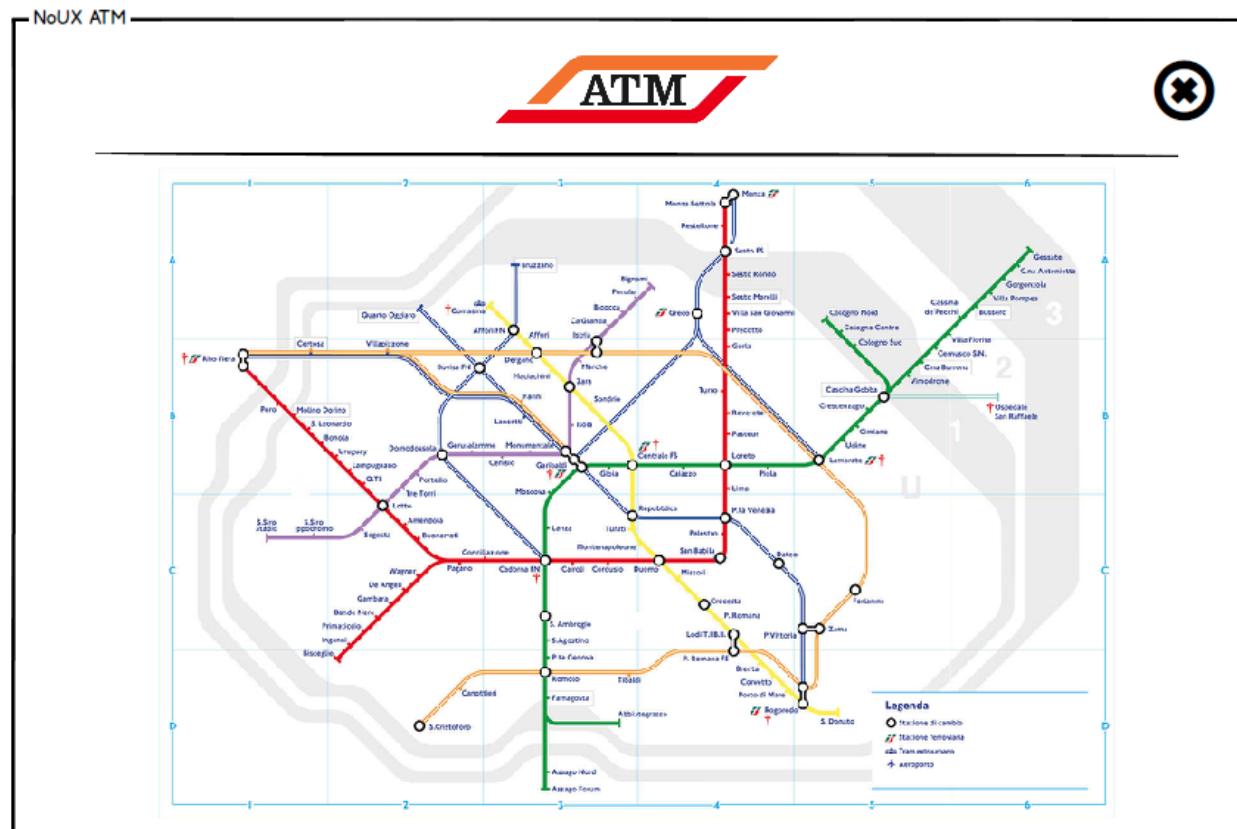
---

Insert coins/cash Amount paid: 0.80 €

Insert your card

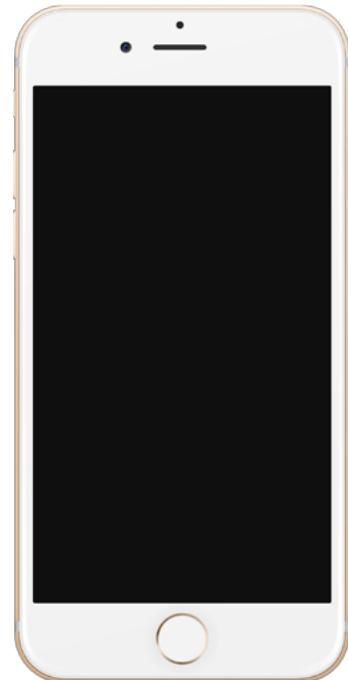
# Balsamiq Prototype.

# payment & map



# Devices.

Mobile.



?

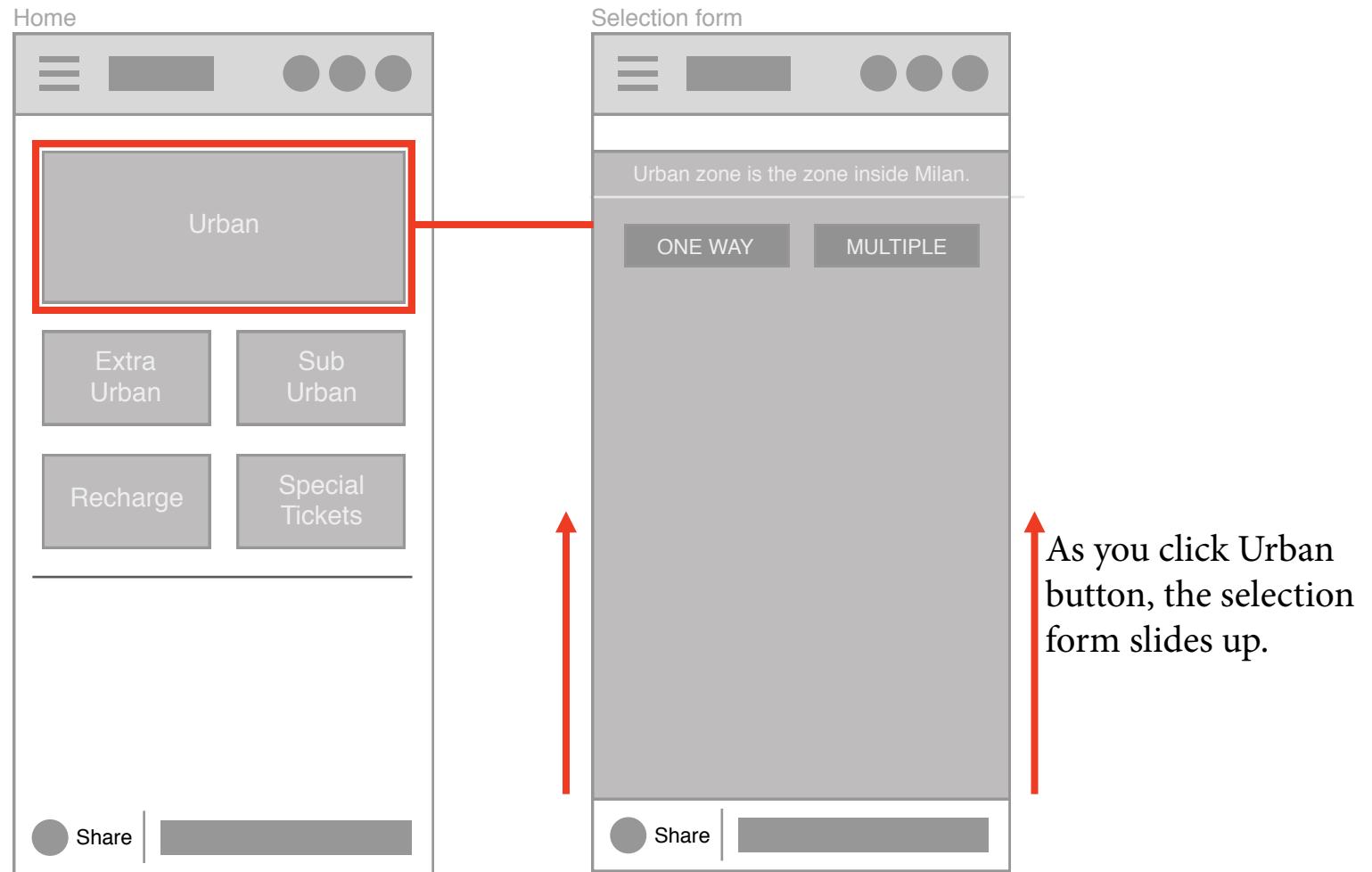
Desktop.



# Differences.

- ✖ Access anywhere & anytime.
- ✖ Time saving
- ✖ Prioritizing the users.
- ✖ Faster payment methods.
- ✖ User friendly
- ✖ Eco friendly.
- ✖ No standing in queue.

# Wireframes mobile.



# Wireframes mobile.

Selection

A mobile wireframe for ticket selection. At the top are three icons: a menu, a grey rectangle, and three dots. Below this is a text area stating "Urban zone is the zone inside Milan." Underneath are two buttons: "ONE WAY" (highlighted with a red box and a red underline) and "MULTIPLE". At the bottom is a "Share" button with a grey bar next to it.

Selection + one way

A mobile wireframe for ticket selection. It includes the same top icons and text as the first wireframe. Below the buttons are sections for "Number of Tickets" (with three input fields, the middle one containing "1") and "Amount to be paid" (with a single input field). A message below states: "Dear Traveller, you are booking two 'One way' tickets that covers the entire urban zone of Milan." At the bottom is a "Share" button with a grey bar next to it.

Selection + one way + user

A mobile wireframe for ticket selection. It follows the same structure as the previous wireframes but adds a "Username" input field and a "Password" input field below the "Amount to be paid" section. At the bottom is a "CONTINUE" button followed by a "Share" button with a grey bar next to it.

# Wireframes mobile.

Payment

A mobile application wireframe for a payment screen. At the top, there is a header with three horizontal lines, a grey bar, and three dots. Below the header is a section labeled "Payment mode". Inside this section, there are three buttons: "CREDIT" (which is highlighted with a red border), "DEBIT", and "PAYPAL". A red line connects the "CREDIT" button to the "PAY" button on the next screen. At the bottom of the screen is a footer with a "Share" button and a grey bar.

Payment + credit card

A mobile application wireframe for a payment screen with credit card details. It follows a similar structure to the first screen but includes more fields. In the middle section, there are three input fields for card information, followed by a checkbox labeled "Save this card for future transactions". Below these is a "PAY" button, which is also highlighted with a red border. A red line connects this "PAY" button to the "PAY" button on the confirmation screen. At the bottom is a footer with a "Share" button and a grey bar.

Confirmation

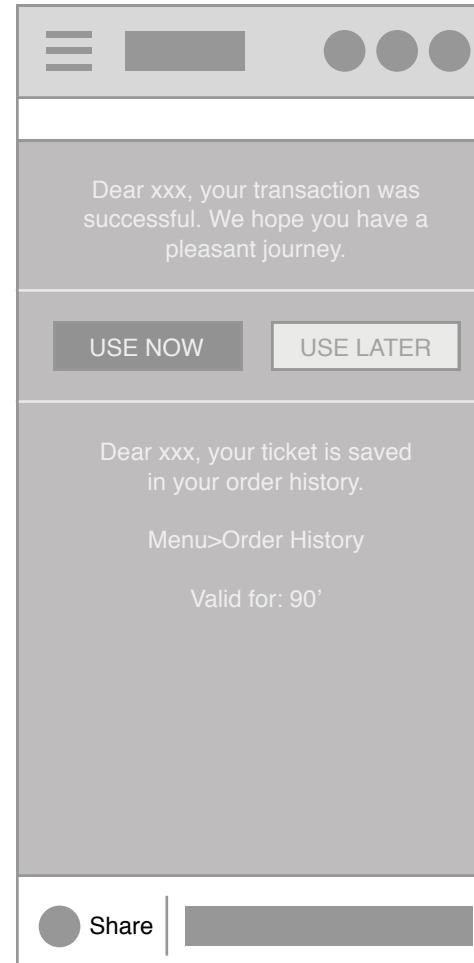
A mobile application wireframe for a confirmation screen. It features a header with three horizontal lines, a grey bar, and three dots. The main content area contains a message: "Dear xxx, your transaction was successful. We hope you have a pleasant journey." Below this message are two buttons: "USE NOW" and "USE LATER". At the bottom is a footer with a "Share" button and a grey bar.

# Wireframes mobile.

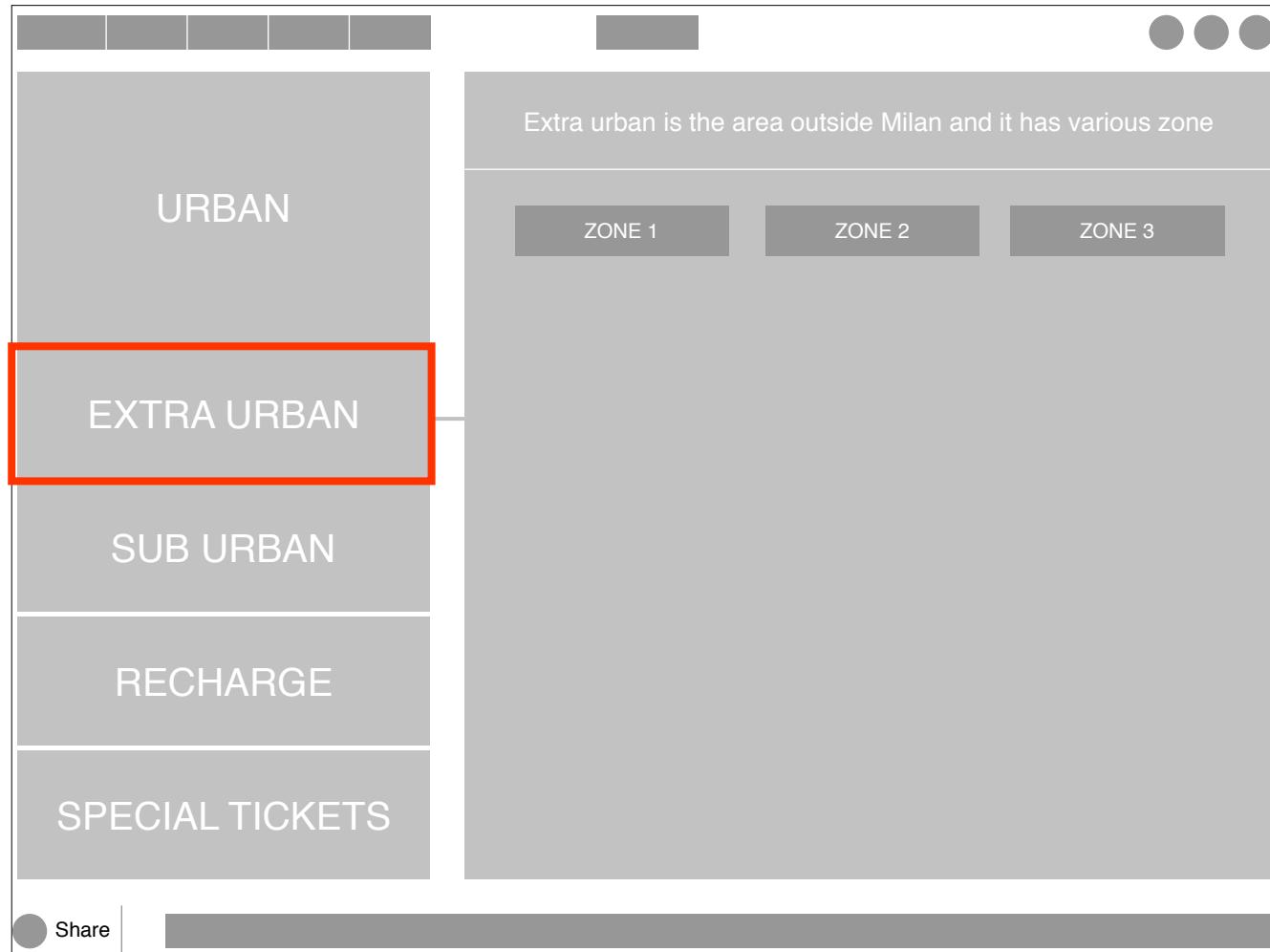
Use now



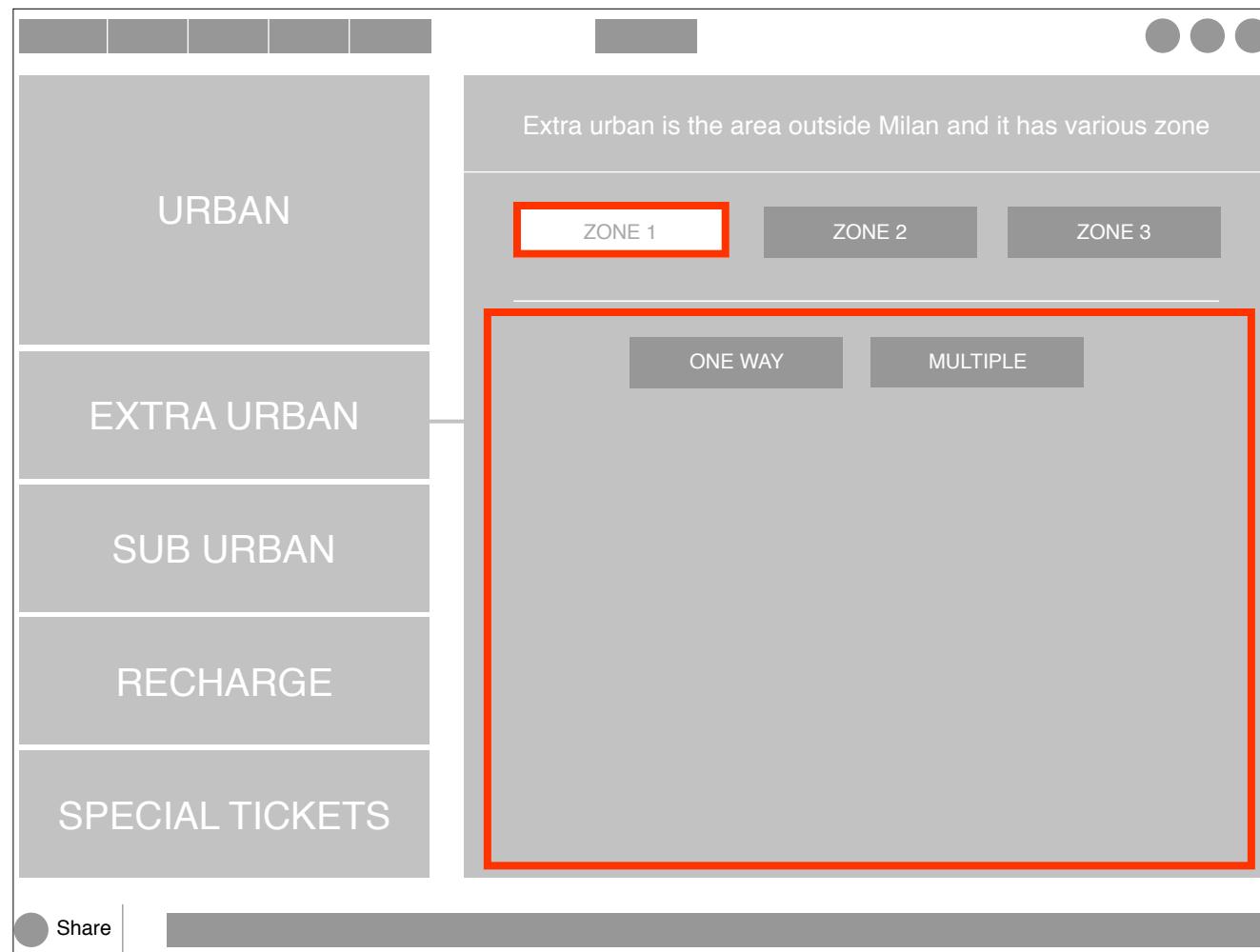
Use later



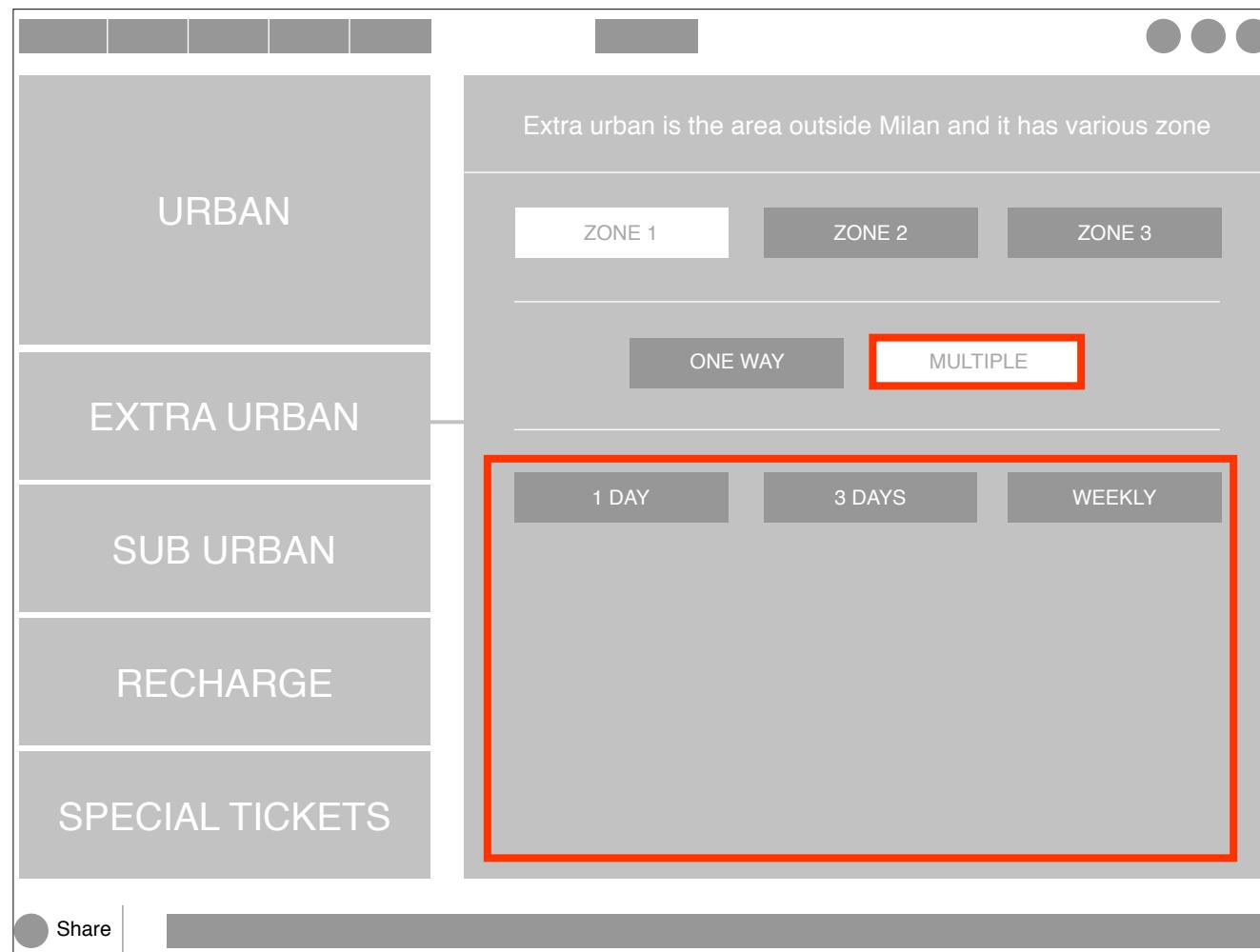
# Wireframes desktop.



# Wireframes desktop.



# Wireframes desktop.



# Wireframes desktop.

The wireframe illustrates a desktop user interface for a ticket booking service. On the left, a vertical sidebar contains five categories: URBAN, EXTRA URBAN, SUB URBAN, RECHARGE, and SPECIAL TICKETS. The EXTRA URBAN category is currently selected. The main content area to the right displays information about Extra urban zones and ticket types. It includes a descriptive text: "Extra urban is the area outside Milan and it has various zone". Below this are three buttons: ZONE 1 (white), ZONE 2 (gray), and ZONE 3 (gray). A horizontal line separates this from a row of buttons: ONE WAY (gray) and MULTIPLE (white). Another horizontal line follows. Below these are three buttons: 1 DAY (gray), 3 DAYS (white, highlighted with a red border), and WEEKLY (gray). A second horizontal line follows. The next section contains a text input field labeled "Number of tickets" with the value "1" and a plus/minus button, followed by the text "Amount to be paid" and the value "15,20 €". This entire section is enclosed in a large red rectangular box. Below this is a message: "Dear traveler, you are booking one 'Multiple' ticket that covers the extra urban - zone 1 - of Milan." A third horizontal line follows. The final section is labeled "Checkout as" and contains two buttons: USER (gray) and GUEST (gray). At the very bottom, there is a "Share" button with a circular icon and a long gray bar.

# Wireframes desktop.

URBAN

EXTRA URBAN

SUB URBAN

RECHARGE

SPECIAL TICKETS

Extra urban is the area outside Milan and it has various zone

ZONE 1    ZONE 2    ZONE 3

ONE WAY    MULTIPLE

1 DAY    3 DAYS    WEEKLY

Number of tickets

Amount to be paid 15,20 €

Dear traveler, you are booking one 'Multiple' ticket that covers the extra urban - zone 1 - of Milan.

Checkout as

USER  GUEST

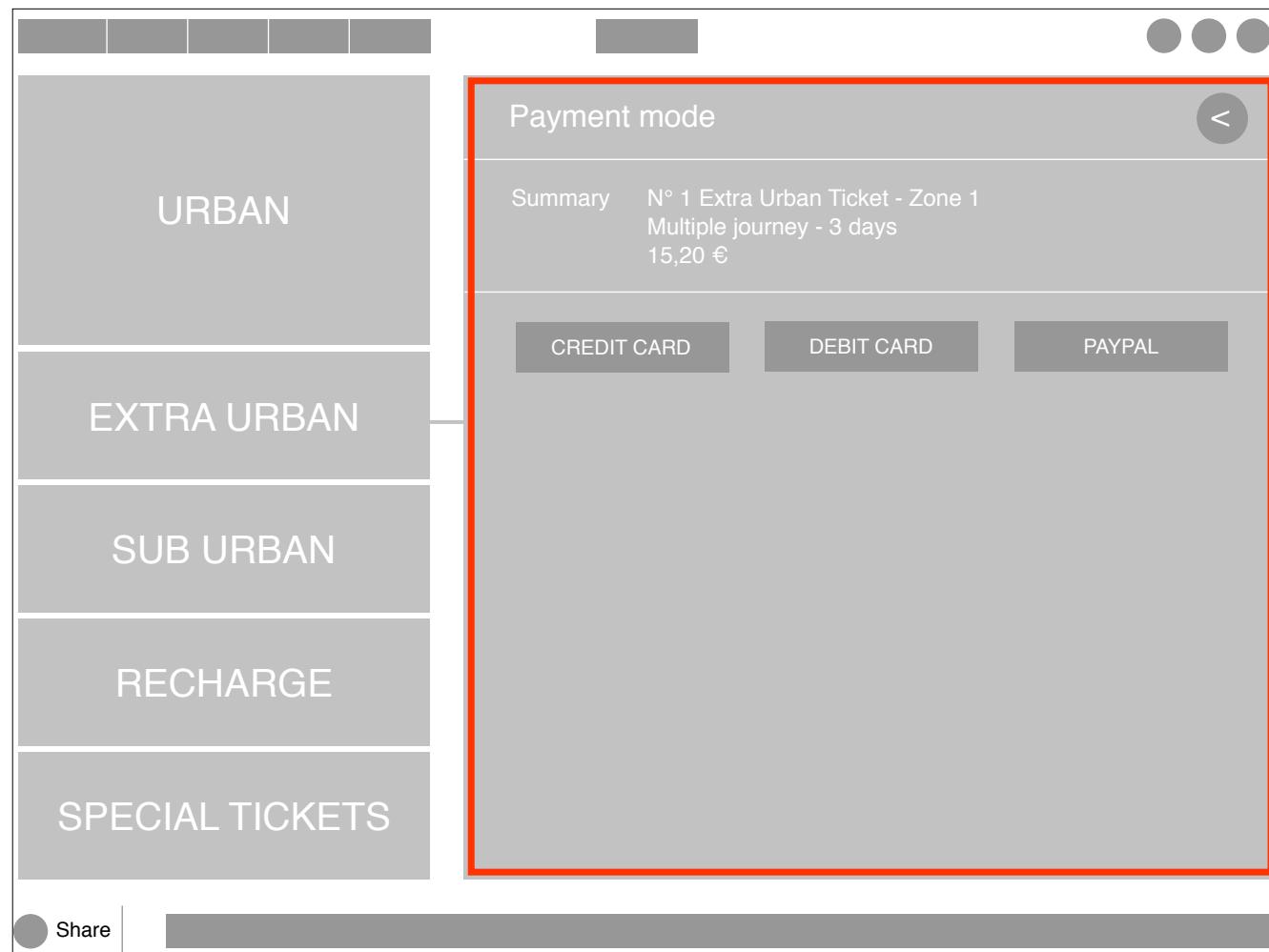
Username

Password

CONTINUE

Share

# Wireframes desktop.



# Wireframes desktop.

The wireframe illustrates a desktop application interface for ticket purchases. On the left, a vertical sidebar lists categories: URBAN, EXTRA URBAN, SUB URBAN, RECHARGE, and SPECIAL TICKETS. The URBAN category is currently selected. To the right, a main panel displays a "Payment mode" section. It shows a summary: "N° 1 Extra Urban Ticket - Zone 1" with "Multiple journey - 3 days" and a total cost of "15,20 €". Below the summary are three payment method buttons: CREDIT CARD (highlighted with a red border), DEBIT CARD, and PAYPAL. A large red rectangular box encloses the card input fields: "Name and Surname" (text input), "Number of Card" (text input), "Expiration date" (two input fields separated by a slash), and "CCV" (input field). There is also a checkbox labeled "Save this card for future transactions". At the bottom of this section is a "PAY" button. At the very bottom of the main panel is a "Share" button.

# Moodboard.



The new direction is aimed at creating a clear, simple & an easy to use UI and UX.

Same navigational moments to access the different entries



## ICONS



#4A4A4A

#D15C57

## Futura

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

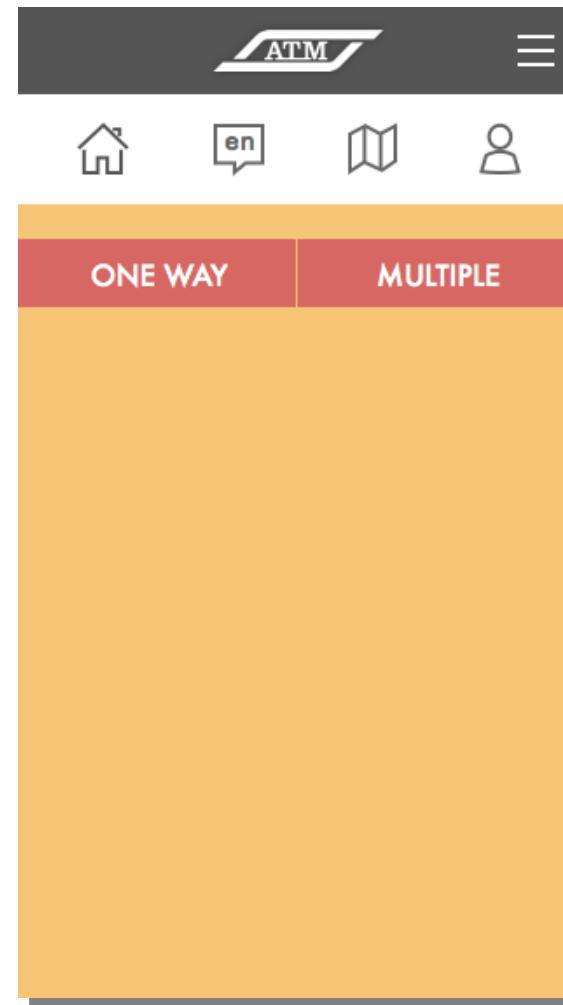
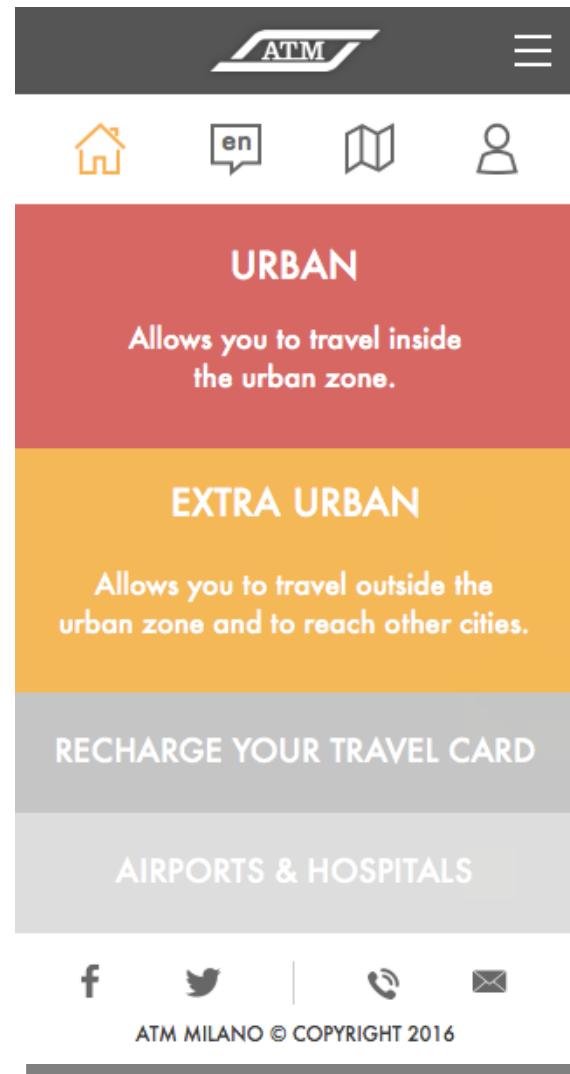
#F5BF6A

#D9D9D9

#F3B14B

#BFBFBF

# Mobile design.



ATM

en

ONE WAY MULTIPLE

Number of Tickets: 1

Amount to be paid: 1.50 €

Dear Traveller, you are booking a "One way" ticket that covers the entire urban zone of Milan.

Checkout as:

USER GUEST

New user? [SIGN-UP now](#)

ATM

en

ONE WAY MULTIPLE

Number of Tickets: 1

Amount to be paid: 1.50 €

Dear Traveller, you are booking a "One way" ticket that covers the entire urban zone of Milan.

Checkout as:

USER GUEST

New user? [SIGN-UP now](#)

Username:

Password:

CONTINUE

ATM

en

Payment: 1.50 €

CREDIT DEBIT ATM WALLET

ATM ≡

Home en Map User

Payment: 1.50 €

CREDIT DEBIT ATM WALLET

---

Credit card number  
4505 0300 2019 5436

Card holder name  
Customer

Expiry date CVV  
12 22 \*\*\*

Save this card for future

PAY

ATM ≡

Home en Map User

Dear xxx, your transaction was successful.



Ticket type: Urban/Oneway  
Valid for: 90'  
Price: 1.50 €

DOWNLOAD TICKET

GIFT TICKET

---

You could also find your ticket in

User icon > Ticket History

ATM ≡

Home en Map User

Gift ticket:

Valid for: 90'

To gift this ticket to your friends or family you should either give their email or phone number.

Email

OR

Phone

SEND

# Desktop design.

The image displays the ATM (Azienda Trasporti Milanesi) Urban Ticket map for Milan. The map shows the extensive network of trams, buses, and subways that cover the city. Key landmarks and stops are labeled, including the San Siro Stadium, the Duomo, and various districts like Brera, Porta Romana, and Lambrate. The map is color-coded by route type and includes icons for ticketing points and travel information. A legend at the top provides symbols for Home, About us, Map, Login, and Language.

**URBAN TICKET**  
Allows you to travel in the urban network

**EXTRA URBAN TICKET**  
Allows you to travel outside the urban zone  
and to reach others cities

**RECHARGE YOUR TRAVELCARD**

**ARIPORTS & HOSPITAL**

**Home** **About us** **Map** **Login** **Language**

The image shows the ATM (Azienda Trasporti Milanesi) website interface. At the top, there's a dark header bar with the ATM logo. Below it is a light-colored navigation bar with icons and text for Home, About us, Map, Login, and Language (set to en). The main content area is divided into several sections:

- URBAN TICKET**: Allows you to travel in the urban network.
- OUTSIDE URBAN (Metro)**: A red button.
- OTHERS CITIES (Train)**: A red button.
- EXTRA URBAN TICKET**: Allows you to travel outside the urban zone and to reach others cities.
- RECHARGE YOUR TRAVELCARD**
- AIRPORTS and HOSPITAL**

At the bottom left, there are social media icons for Facebook, Twitter, and Email. The footer contains the text "ATM MILANO © COPYRIGHT 2016".



**ATM**

Home      About us      Map      Login      Language

**en**

**URBAN TICKET**  
Allows you to travel in the urban network

**EXTRA URBAN TICKET**  
Allows you to travel outside the urban zone  
and to reach others cities

**RECHARGE YOUR TRAVELCARD**

**AIRPORTS and HOSPITAL**

ATM MILANO © COPYRIGHT 2016

OUTSIDE URBAN (Metro)      OTHERS CITIES (Train)

ZONE 1      ZONE 2      ZONE 3

ZONE 1

M1 RHO FIERA, PERO, SESTO RONDO, SESTO 1 MAGGIO FS  
M2 COLOGNO, VIMODRONE, CASCINA BURRONA, ASSAGO

ZONE 2

M2 CERNUSCO SUL NAVIGLIO, VILLA FIORITA, CASSINA DE PECCHI, BUSERO

ZONE 3

M2 VILLA POMPEA, GORGONZOLA, CASSINA ANTONIETTA, GESSATE

The image shows a screenshot of the ATM (Azienda Trasporti Milanesi) website. At the top, there's a dark header bar with the ATM logo. Below it is a light-colored navigation bar with icons and text links: Home (house icon), About us (people icon), Map (map icon), Login (person icon), and Language (en icon). The main content area is divided into several sections:

- URBAN TICKET**: Allows you to travel in the urban network.
- EXTRA URBAN TICKET**: Allows you to travel outside the urban zone and to reach others cities.
- RECHARGE YOUR TRAVELCARD**
- AIRPORTS and HOSPITAL**

On the right side, there are three sets of buttons:

- OUTSIDE URBAN (Metro)** (white button)
- OTHERS CITIES (Train)** (red button)

---

- ZONE 1** (white button)
- ZONE 2** (red button)
- ZONE 3** (red button)

---

- ONE WAY** (red button)
- MULTIPLE** (red button)

At the bottom left, there are social media icons for Facebook, Twitter, and Email. The footer contains the text "ATM MILANO © COPYRIGHT 2016".

The image shows a screenshot of the ATM (Azienda Trasporti Milanesi) website. At the top, there's a dark header bar with the ATM logo. Below it is a light-colored navigation bar with five items: Home (with a house icon), About us (with a people icon), Map (with a map icon), Login (with a user icon), and Language (with an 'en' icon). The main content area is divided into several sections:

- URBAN TICKET**: Allows you to travel in the urban network.
- EXTRA URBAN TICKET**: Allows you to travel outside the urban zone and to reach others cities.
- RECHARGE YOUR TRAVELCARD**
- ARIPORTS and HOSPITAL**

On the right side, there are three rows of buttons:

- OUTSIDE URBAN (Metro)** (white button) and **OTHERS CITIES (Train)** (red button)
- ZONE 1** (white button), **ZONE 2** (red button), and **ZONE 3** (red button)
- ONE WAY** (red button) and **MULTIPLE** (white button)
- ONE DAY** (red button), **THREE DAYS** (red button), and **WEEK** (red button)

At the bottom left, there are social media icons for Facebook, Twitter, and Email. The bottom right corner contains the text "ATM MILANO © COPYRIGHT 2016".



Home



About us



Map



Login



Language

## URBAN TICKET

Allows you to travel in the urban network

## EXTRA URBAN TICKET

Allows you to travel outside the urban zone  
and to reach others cities

RECHARGE YOUR TRAVELCARD

AIRPORTS and HOSPITAL



ATM MILANO © COPYRIGHT 2016

OUTSIDE URBAN  
(Metro)

OTHERS CITIES  
(Train)

ZONE 1

ZONE 2

ZONE 3

ONE WAY

MULTIPLE

ONE DAY

THREE DAYS

WEEK

Number of tickets

- 1 +

Amount to be paid

15,20 €

Dear Traveller, you are booking one ticket that  
covers outside the Milan, in the zone number 1.

Checkout as

USER

GUEST

**ATM**

 Home
 About us
 Map
 Login
 Language

### URBAN TICKET

Allows you to travel in the urban network

### EXTRA URBAN TICKET

Allows you to travel outside the urban zone  
and to reach others cities

### RECHARGE YOUR TRAVELCARD

### ARIPORTS and HOSPITAL

OUTSIDE URBAN (Metro)	OTHERS CITIES (Train)
--------------------------	--------------------------

---

ZONE 1	ZONE 2	ZONE 3
--------	--------	--------

---

ONE WAY	MULTIPLE
---------	----------

---

ONE DAY	THREE DAYS	WEEK
---------	------------	------

---

Number of tickets - 1 +

Amount to be paid 15,20 €

---

Dear Traveller, you are booking one ticket that covers outside the Milan, in the zone number 1.

---

Checkout as

USER	GUEST
------	-------

New user? [SIGN UP](#) now

---

Username

Password

**CONTINUE**



Home



About us



Map



NoUX



Language

## URBAN TICKET

Allows you to travel in the urban network

## EXTRA URBAN TICKET

Allows you to travel outside the urban zone  
and to reach others cities

RECHARGE YOUR TRAVELCARD

AIRPORTS and HOSPITAL



ATM MILANO © COPYRIGHT 2016

Payment:

15,20 €

CREDIT

DEBIT

ATM WALLET

The screenshot shows a mobile application interface for ATM Milano. At the top, there is a dark header bar with the "ATM" logo. Below it is a navigation bar with five items: "Home" (house icon), "About us" (people icon), "Map" (map icon), "NoUX" (person icon), and "Language" (en icon). The main content area has a light gray background.

**URBAN TICKET**  
Allows you to travel in the urban network

**EXTRA URBAN TICKET**  
Allows you to travel outside the urban zone  
and to reach others cities

**RECHARGE YOUR TRAVELCARD**

**AIRPORTS and HOSPITAL**

**Payment:** 15,20 €

**CREDIT**   **DEBIT**   **ATM WALLET**

Credit card number:

Car holder name:

Expiry date:   CVV:

Save this card for future

**PAY**

ATM MILANO © COPYRIGHT 2016



## URBAN TICKET

Allows you to travel in the urban network



## About us



## Map



## NoUX



## Language

## EXTRA URBAN TICKET

Allows you to travel outside the urban zone  
and to reach others cities

## RECHARGE YOUR TRAVELCARD

## AIRPORTS and HOSPITAL



ATM MILANO © COPYRIGHT 2016

Your Payment has been successfull.



Ticket: Extraurban/Multiple

Validity: 3 days

Price: 15.20 €

DOWNLOAD  
TICKET

GIFT  
TICKET

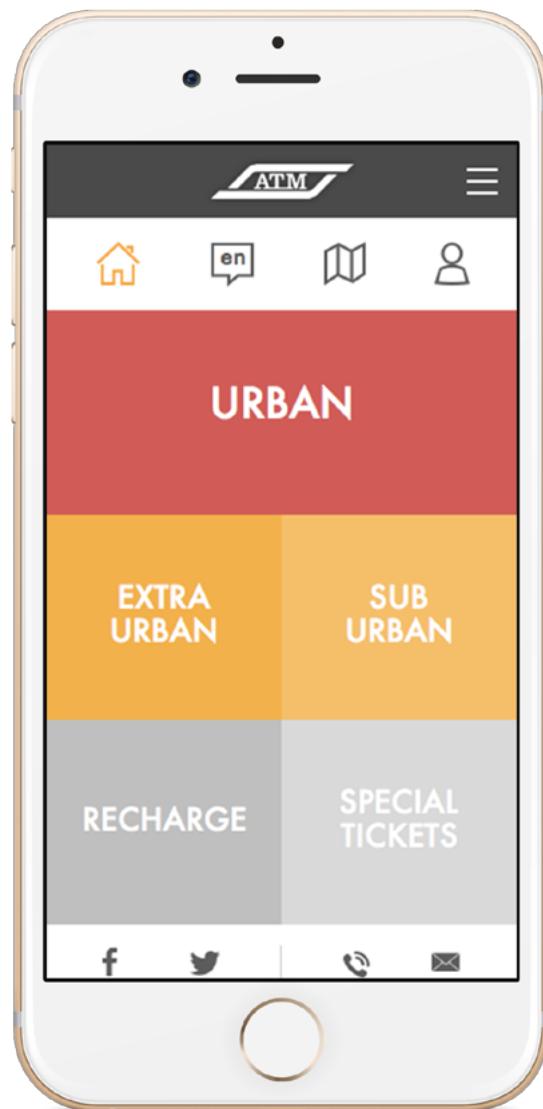
A copy of your ticket has been sent to your email. If you don't receive an email within 60 seconds, [click here to resend](#) your ticket.

You can also find your ticket in your [profile page](#)

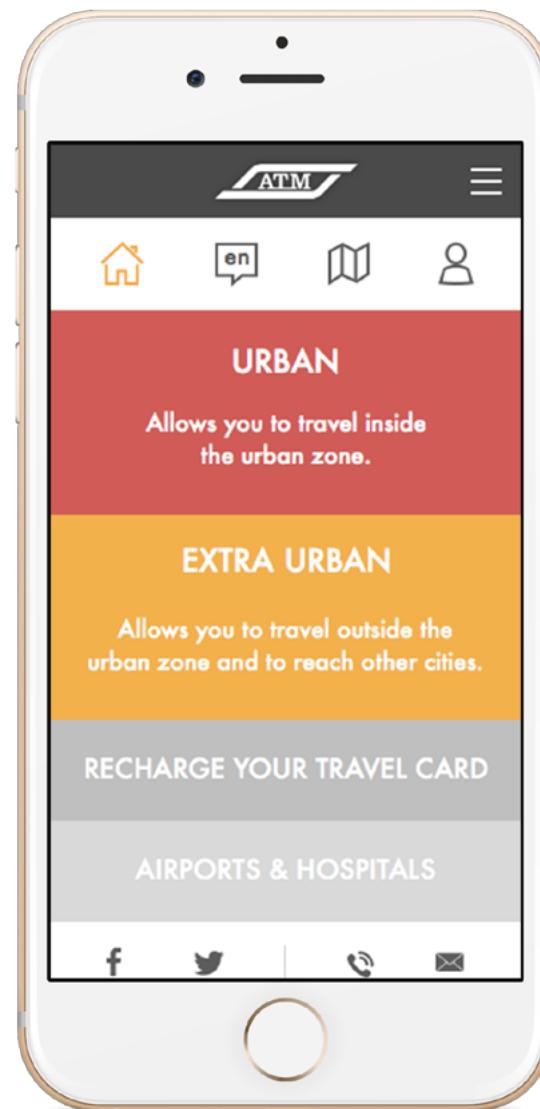
HOME

# Comparision mobile.

Before user testing

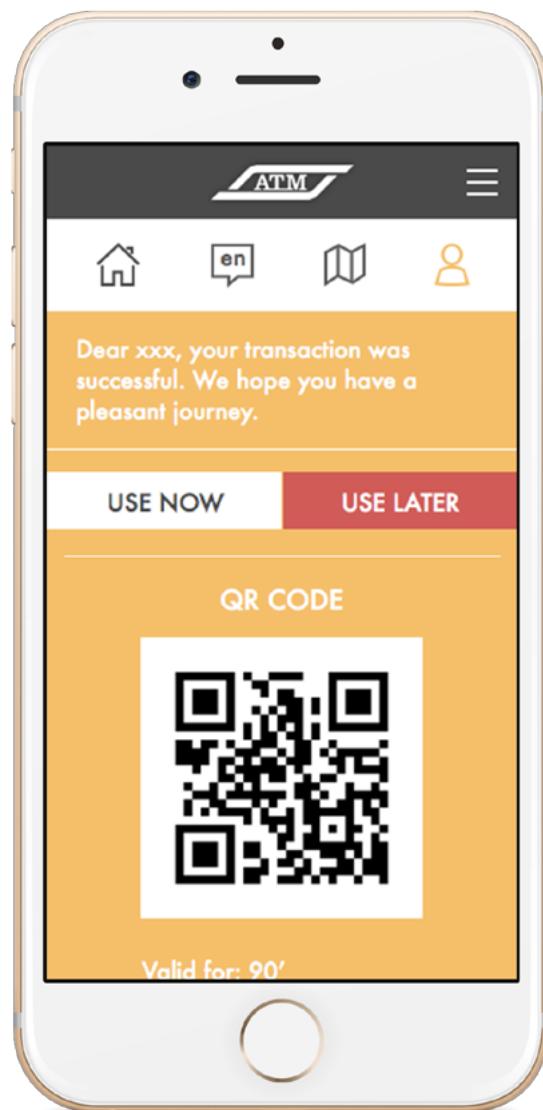


After user testing

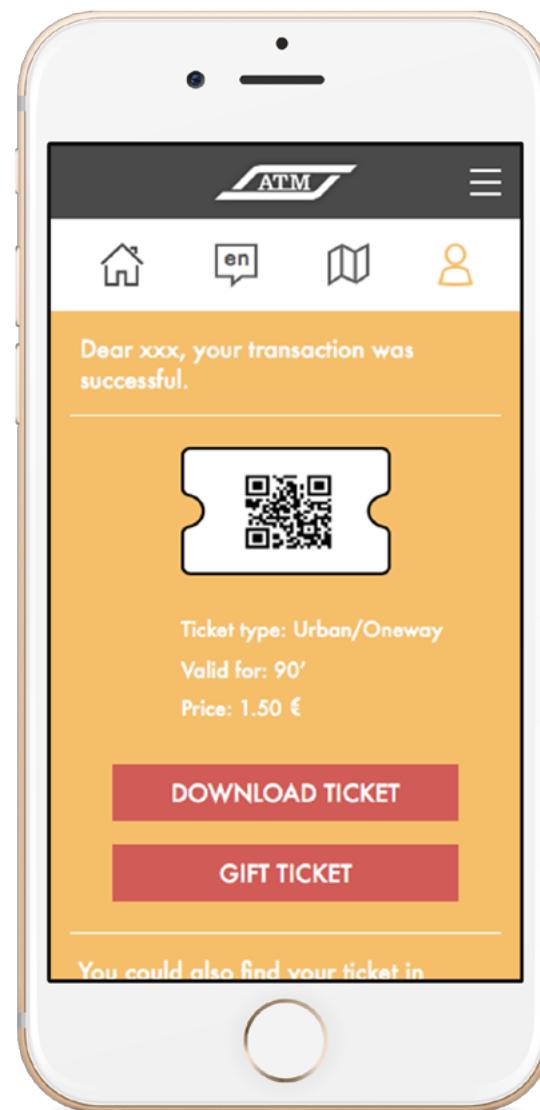


# Comparision mobile.

Before user testing



After user testing

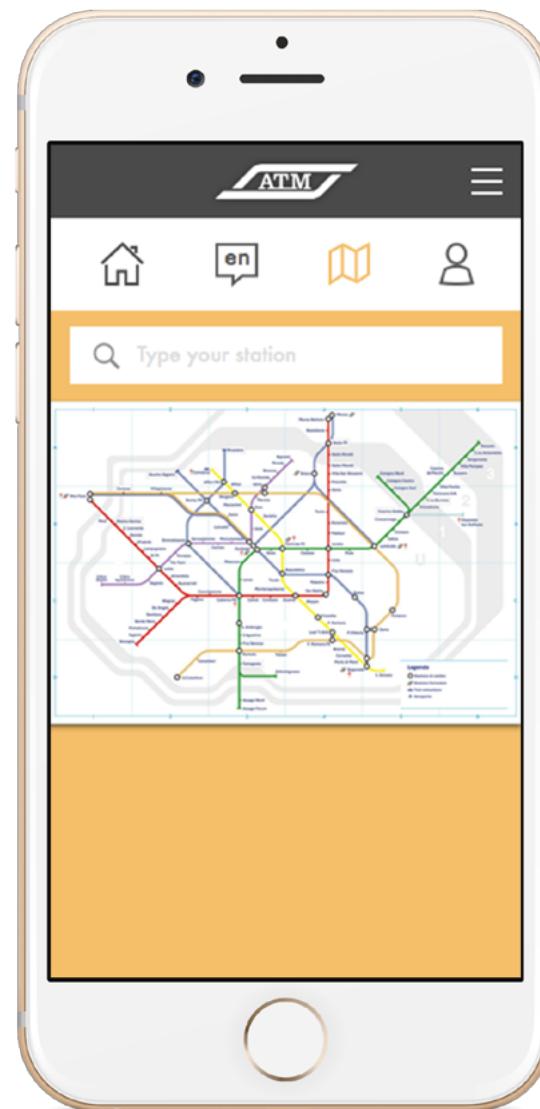


# Comparision mobile.

Before user testing

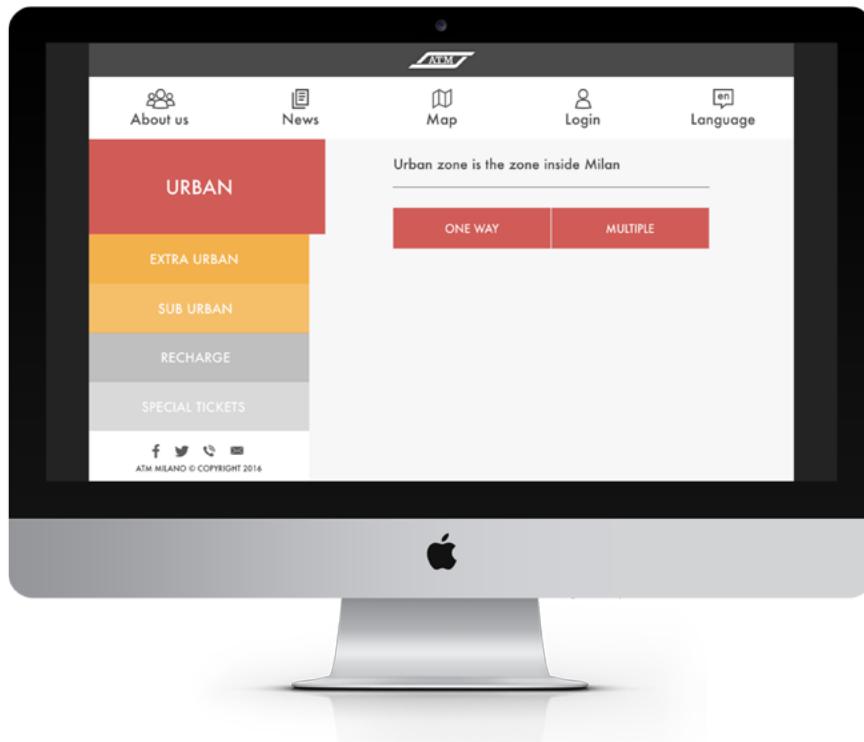


After user testing



# Comparision desktop.

Before user testing

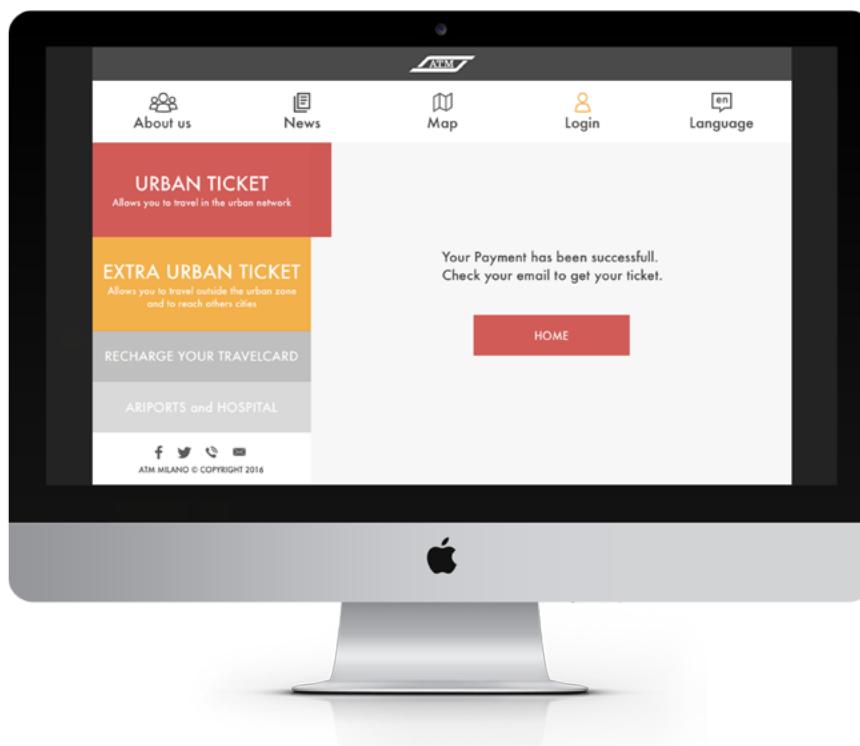


After user testing

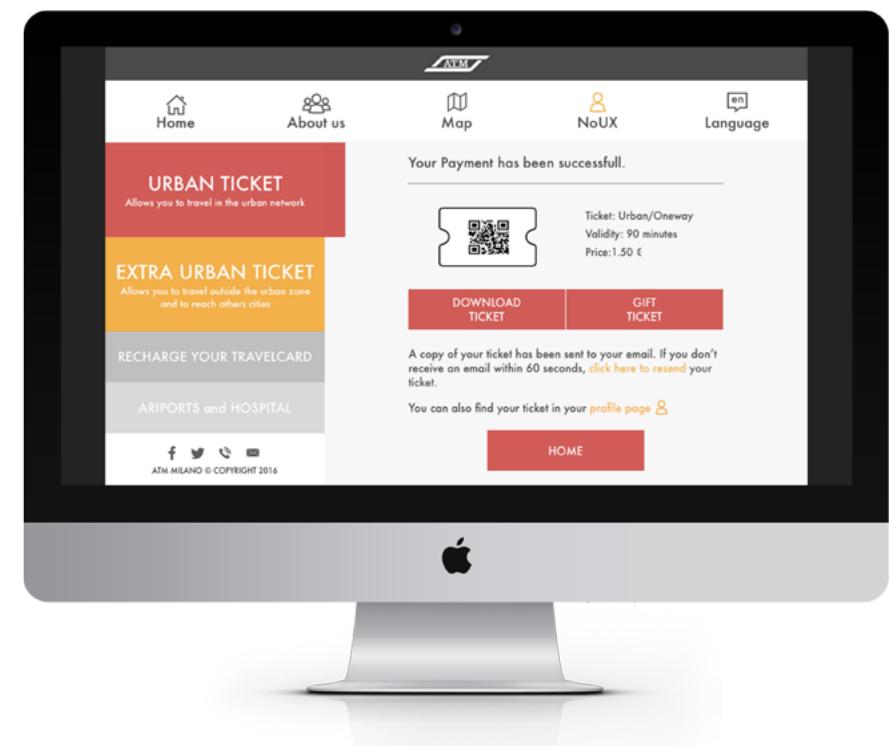


# Comparision desktop.

Before user testing



After user testing



# Comparision desktop.

Before user testing

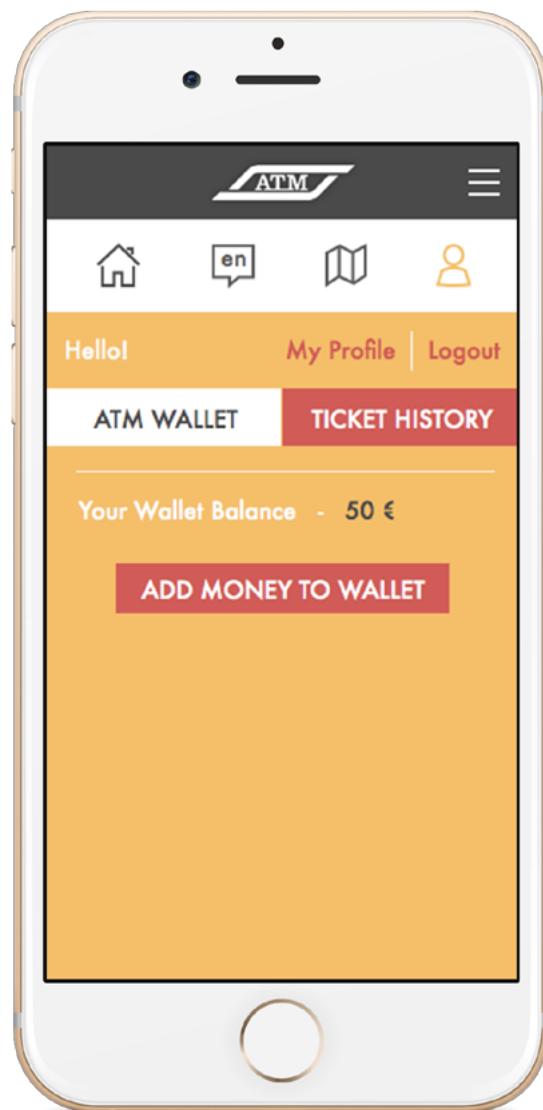


After user testing

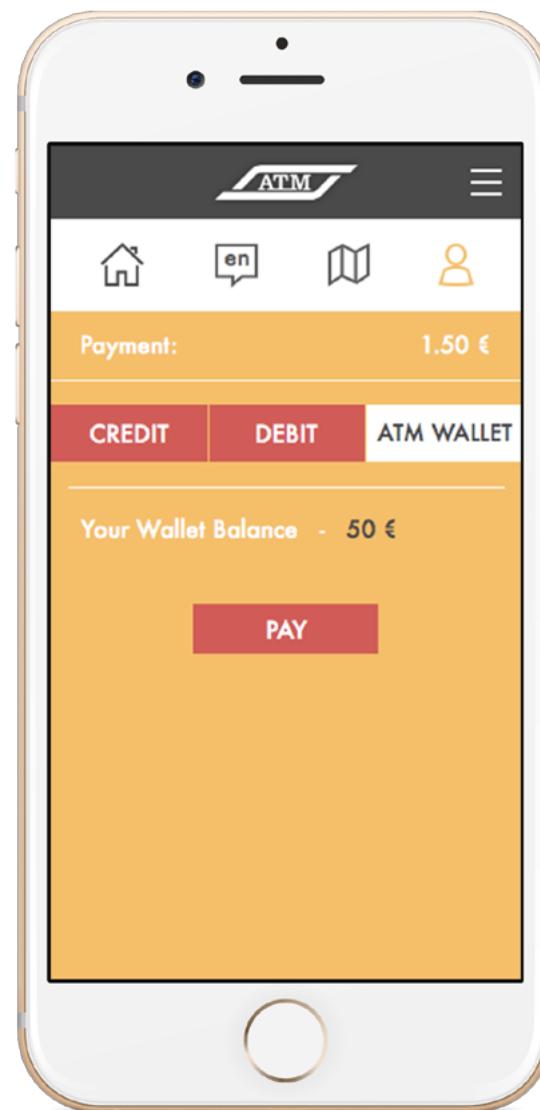


# User benefits.

Wallet screen

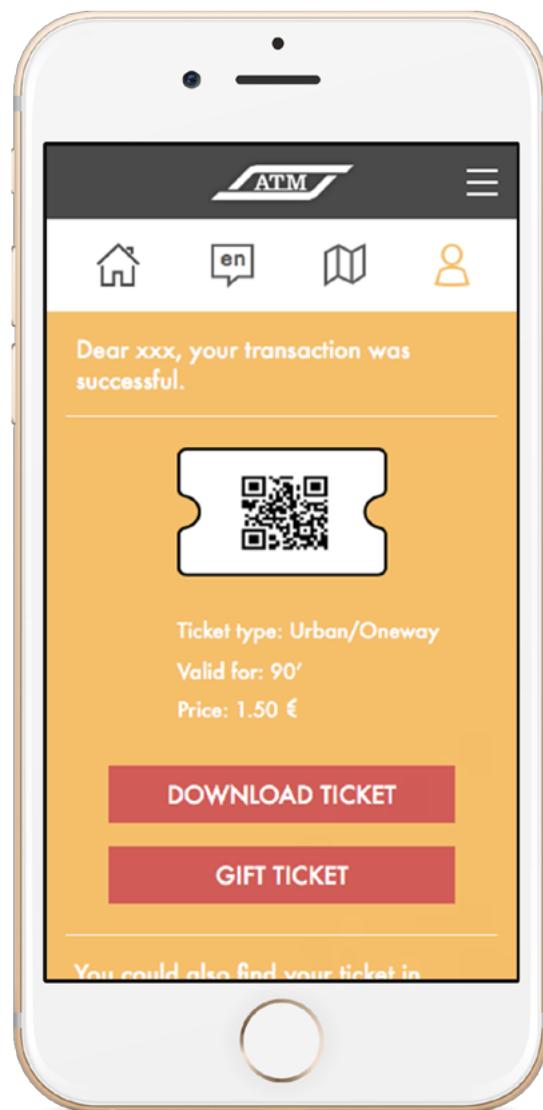


Wallet payment screen

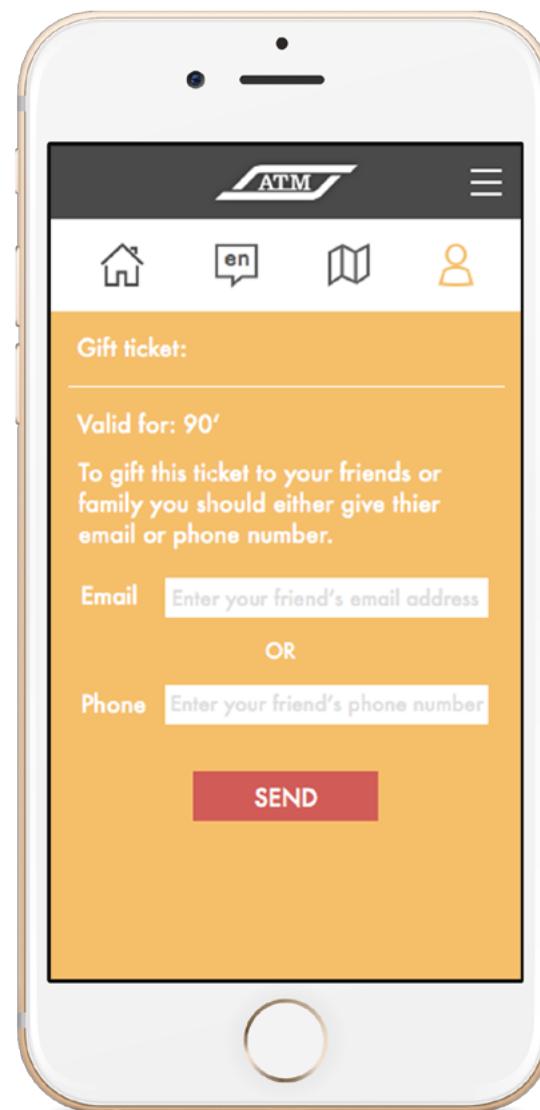


# User benefits.

Gift confirmation screen

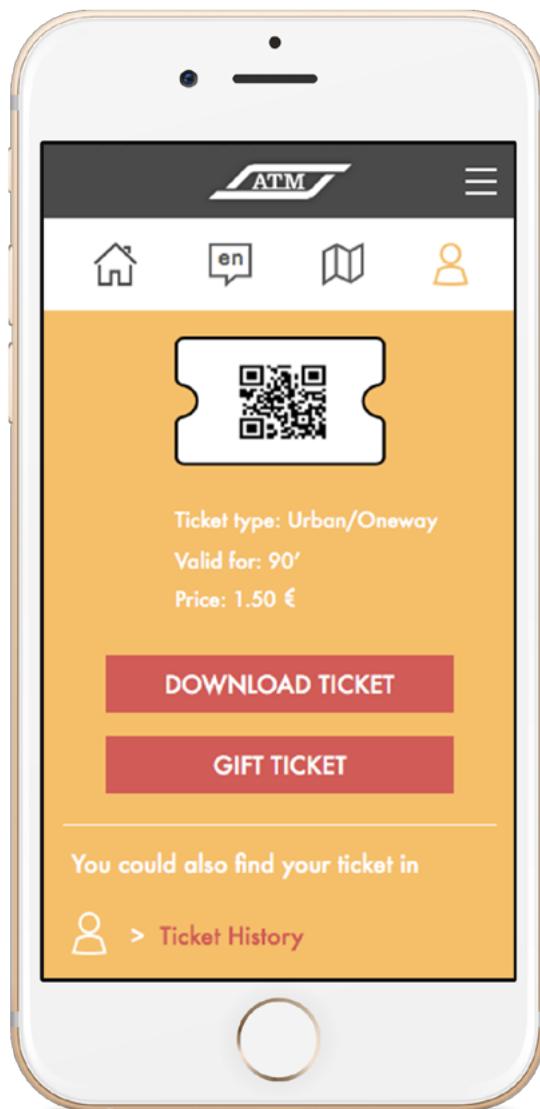


Gift screen

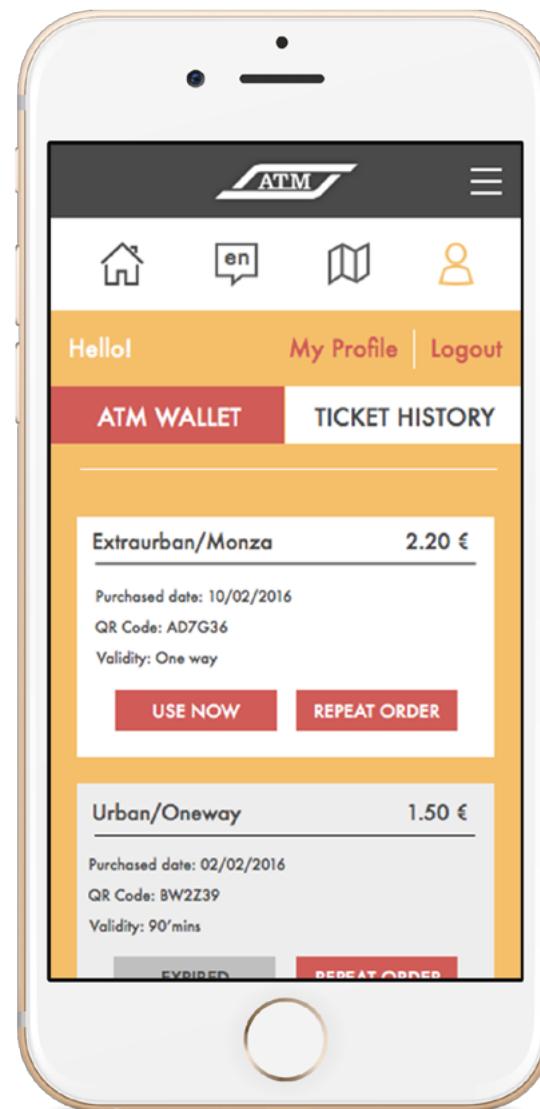


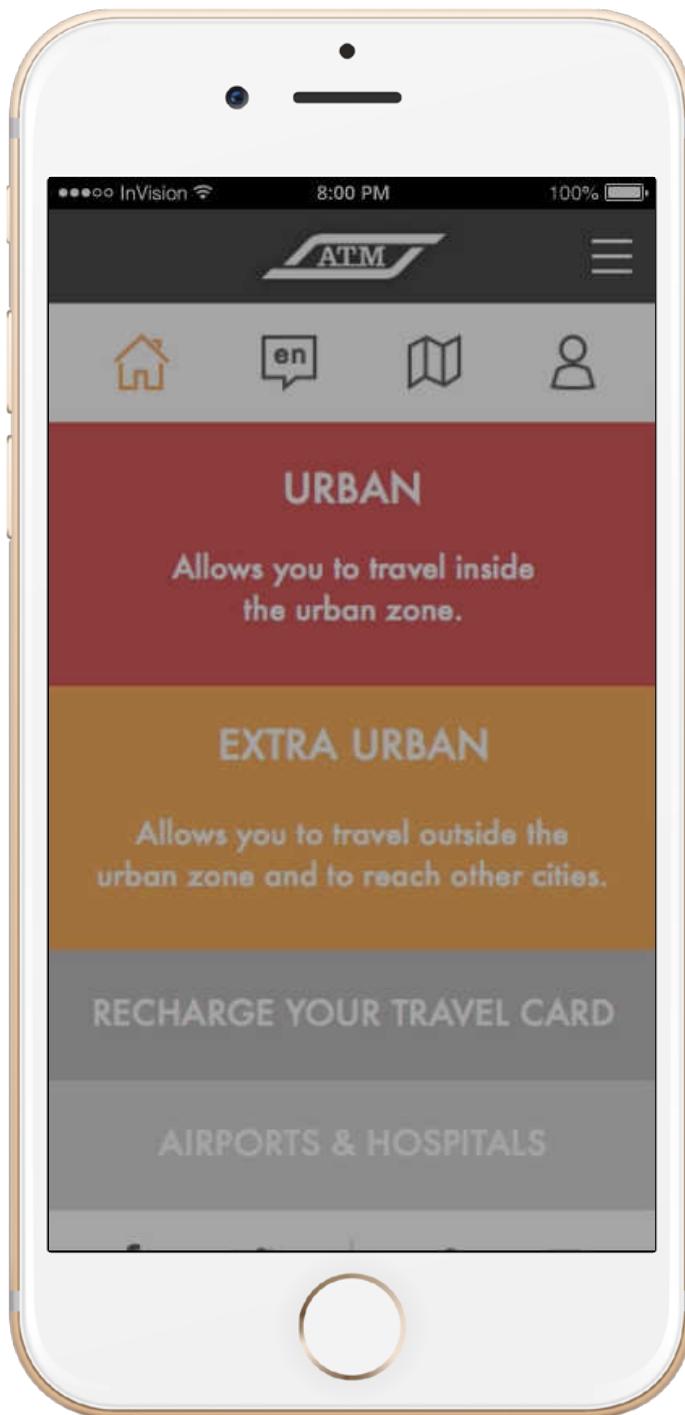
# User benefits.

Confirmation screen



Ticket history screen







# ATM UX

Usability of ATM