

UX DESIGN

THE ATM KIOSK

MAGSxd

1.0

PROBLEM

STATEMENT

ATM has several interfaces the public interacts to complete their daily commuting tasks which includes a touch screen kiosk and mobile app. In this project, the goal is to evaluate these user interfaces, identify the weaknesses and how to improve the overall user experience. Questions on how the public interacts with these interfaces, what types of main tasks the public completes, & understanding the current user journey will define how these interfaces can improve to better the immediate usability.

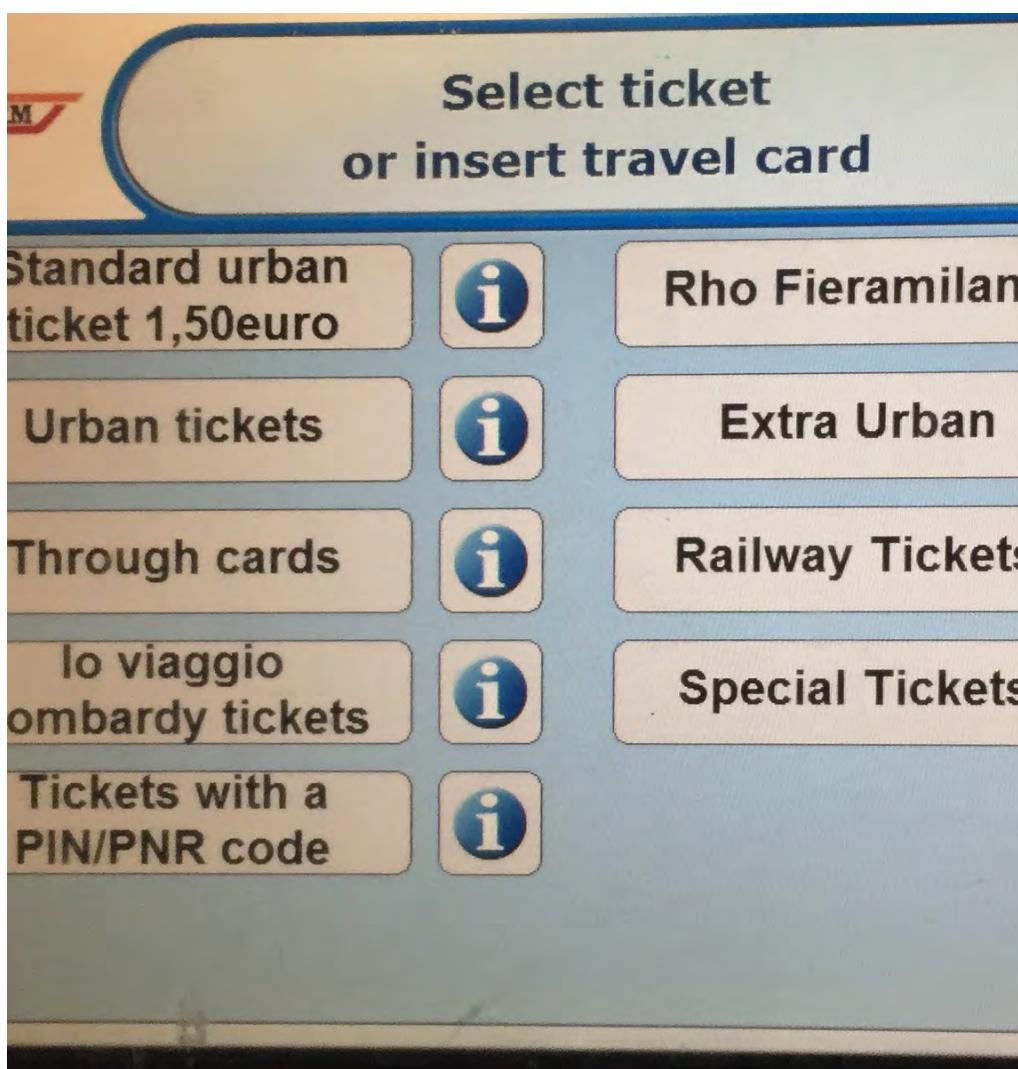
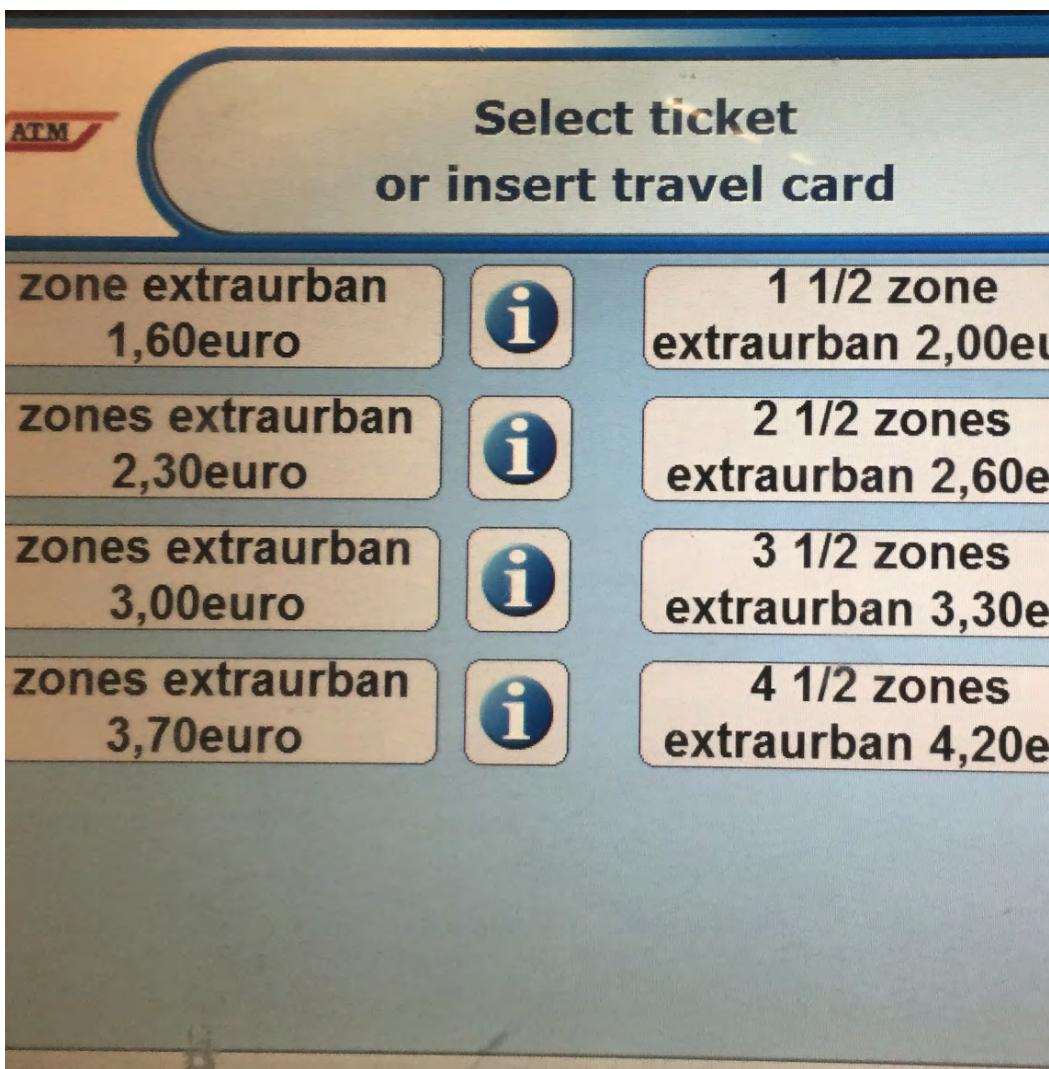
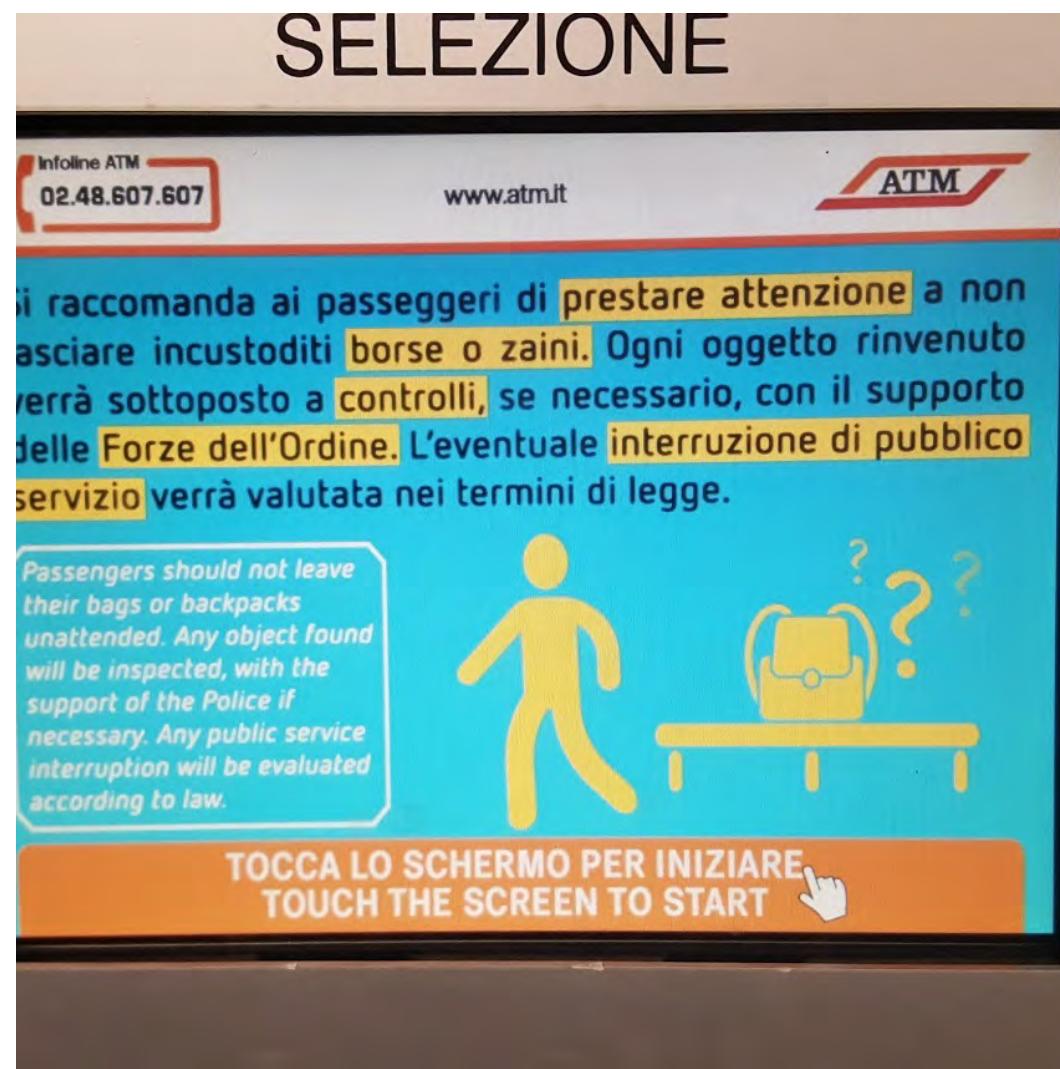
2.0

RESEARCH

METHODOLOGY

Observations, Interviews, Testing, Card Sorting

2.1 RESEARCH :: **OBSERVATION**



OBSERVATION

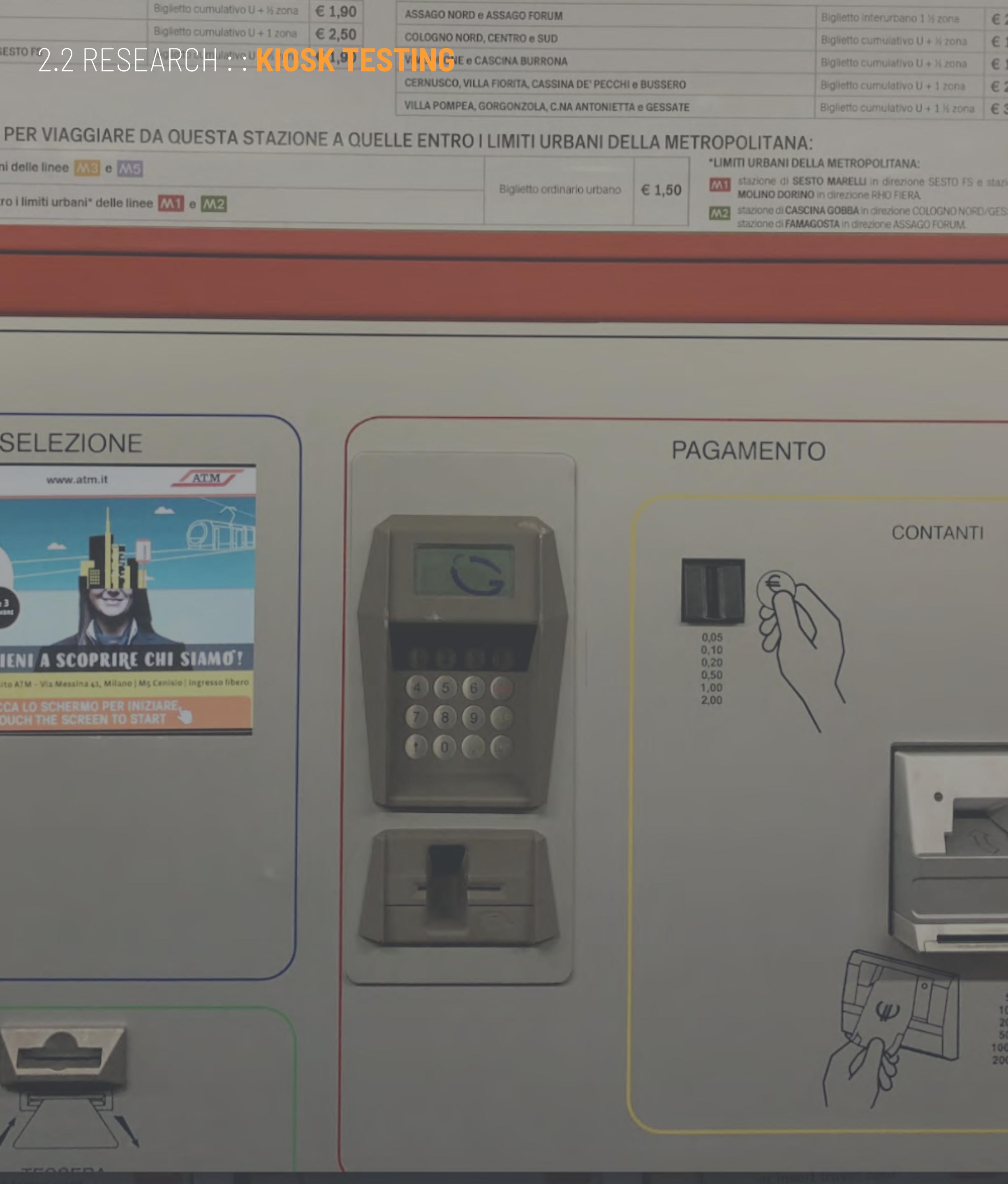
LEARNABILITY

- Landing screen of touchscreen redundant
- Too many options which causes confusion
- Need simplification of text
- Zoning structure does not make sense

EFFECTIVENESS

- Need breadcrumbs to know where you are
- Rho Fiera screen deterred people away
- Too many steps to get to end goal
- When do you get prompted to pay?

2.2 RESEARCH :: KIOSK TESTING



KIOSK TESTING

- How to insert ATM card?
- What type of payment methods are accepted?
- Don't know how to start the kiosk
- Visa should lie horizontal instead of vertical



INTERVIEWS

"It shouldn't be complex. I want to get there and have all my options available to me."

"I'd rather use the counter over the kiosk."

"Too slow and time consuming."

THE PASS

- Weekly
- Monthly
- Yearly
- Discounts (*students, seniors*)

MULTIPLE ENTRY TIX

- 24/48 HRS
- Weekly 2x6
- Carnet 10 trips

1 ENTRY TIX

- Urban
- Extra Urban (suburban)
- Cumulative

SPECIAL TRIPS

- Linate Airport (bus & luggage)
- Trenord Railway
- S. Raffaele Hospital
- Bicycle

3.0

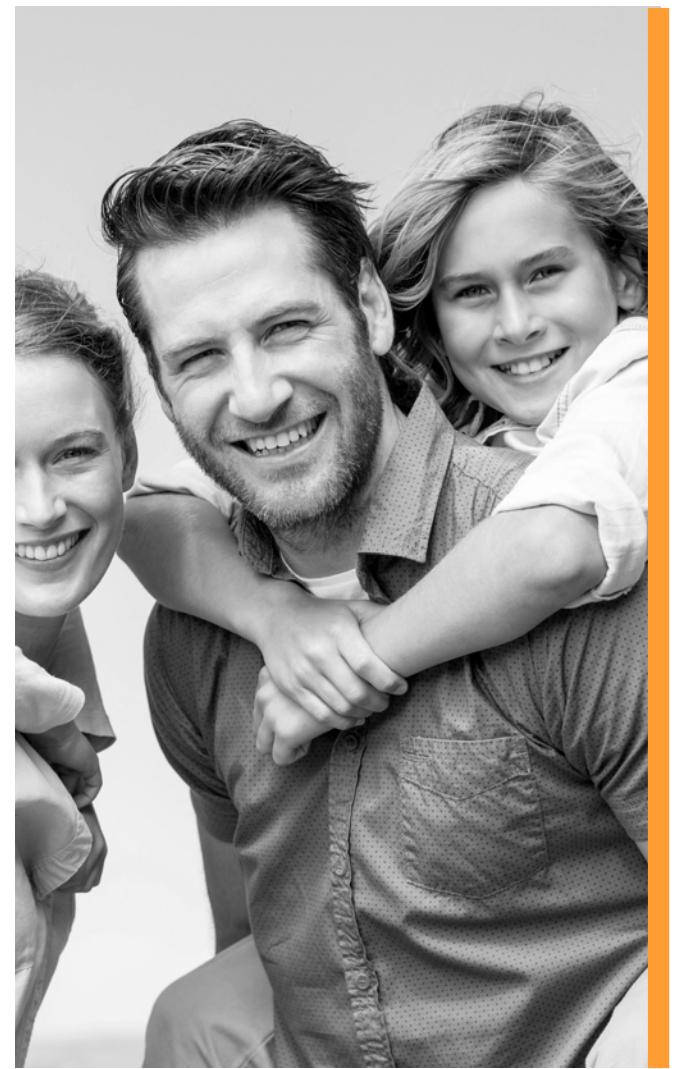
USER PERSONAS

SPYING ON PEOPLE IS FUN

3.0 USER PERSONAS :: ALL THE PERSONAS

4 + 1

3.0 USER PERSONAS :: ALL THE PERSONAS



THE TOURIST FAMILY

KYLE PITTS

"Meet, explore, enjoy!"

38 YEARS OLD

TOURIST WITH

WIFE & 2 KIDS

SAN DIEGO, USA

48 HOURS TICKET

EXPLORE THE CITY



2 DAYS IN MILAN



THE COMMUTER

LUCA MORI

"The sooner the better"

34 YEARS OLD

WORKER OUTSIDE

OF MILAN

DERGADO

YEARLY CARD

GO TO WORK



5 DAYS A WEEK



THE OCCASIONAL USER

EVA RODDA

"Avoid city life whenever possible"

38 YEARS OLD

WORKER

SESTO RONDO'
(SUBURBANS)

NON URBAN TIX

COMMISSIONS



TWICE A YEAR



THE WEEKENDER

MEL HEIT

"Life isn't all about work"

27 YEARS OLD

WORKER

MILAN, LORETO

URBAN TICKET

SOCIALISE/PARTY



SATURDAY NIGHT



"Just take chances and have fun!"

PERSONAL INFOS

ELENA COLOMBO

- 19 YEARS OLD
- STUDENT
- MILAN, TURRO
- YEARLY STUDENT CARD

ABOUT

- Student, goes to school everyday; takes the underground for few stops.
- Uses public transport to go around the city.
- Has to be careful about the bus timetable.
- Has to recharge her discounted card pass once a year.

ATM INTERACTION



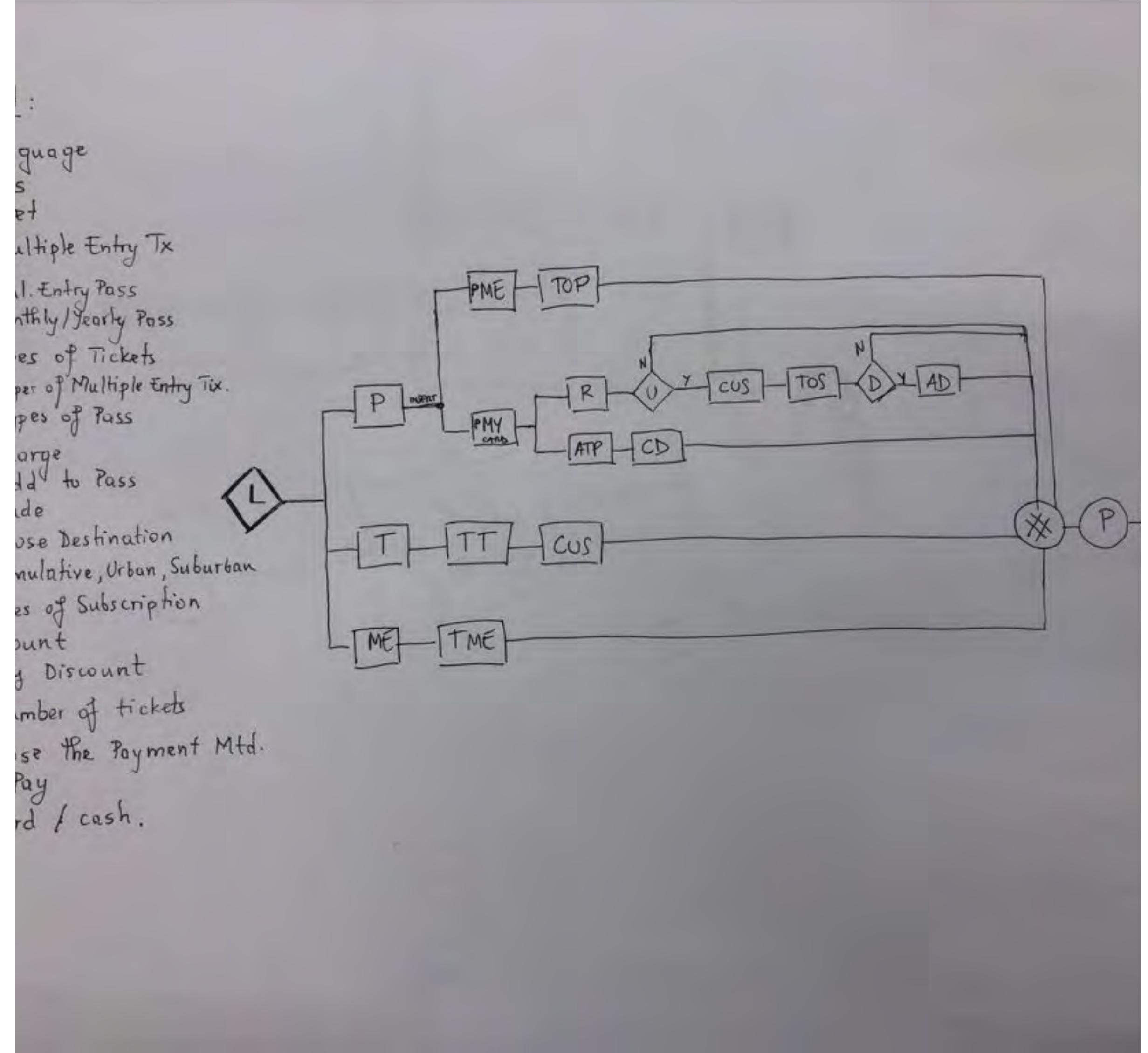
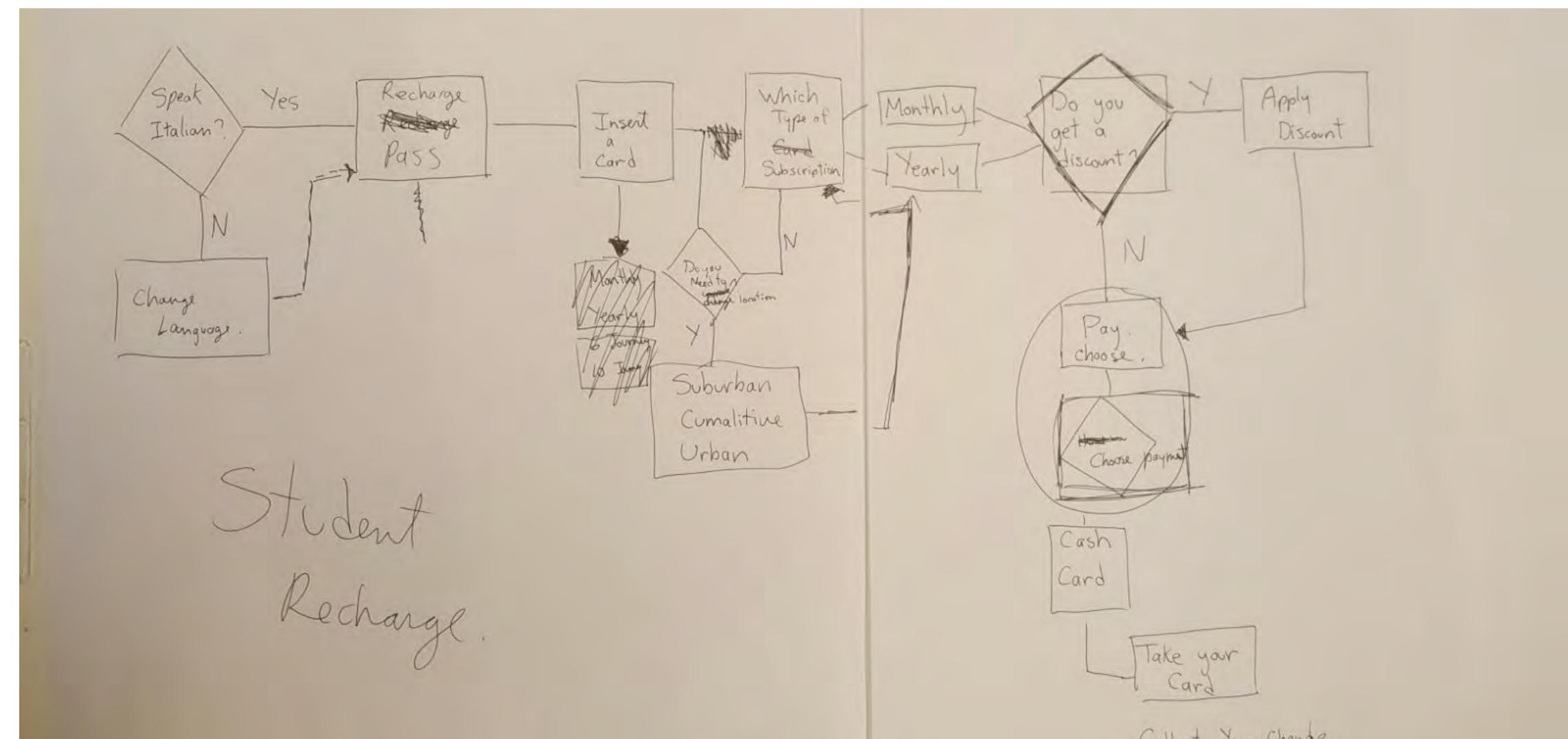
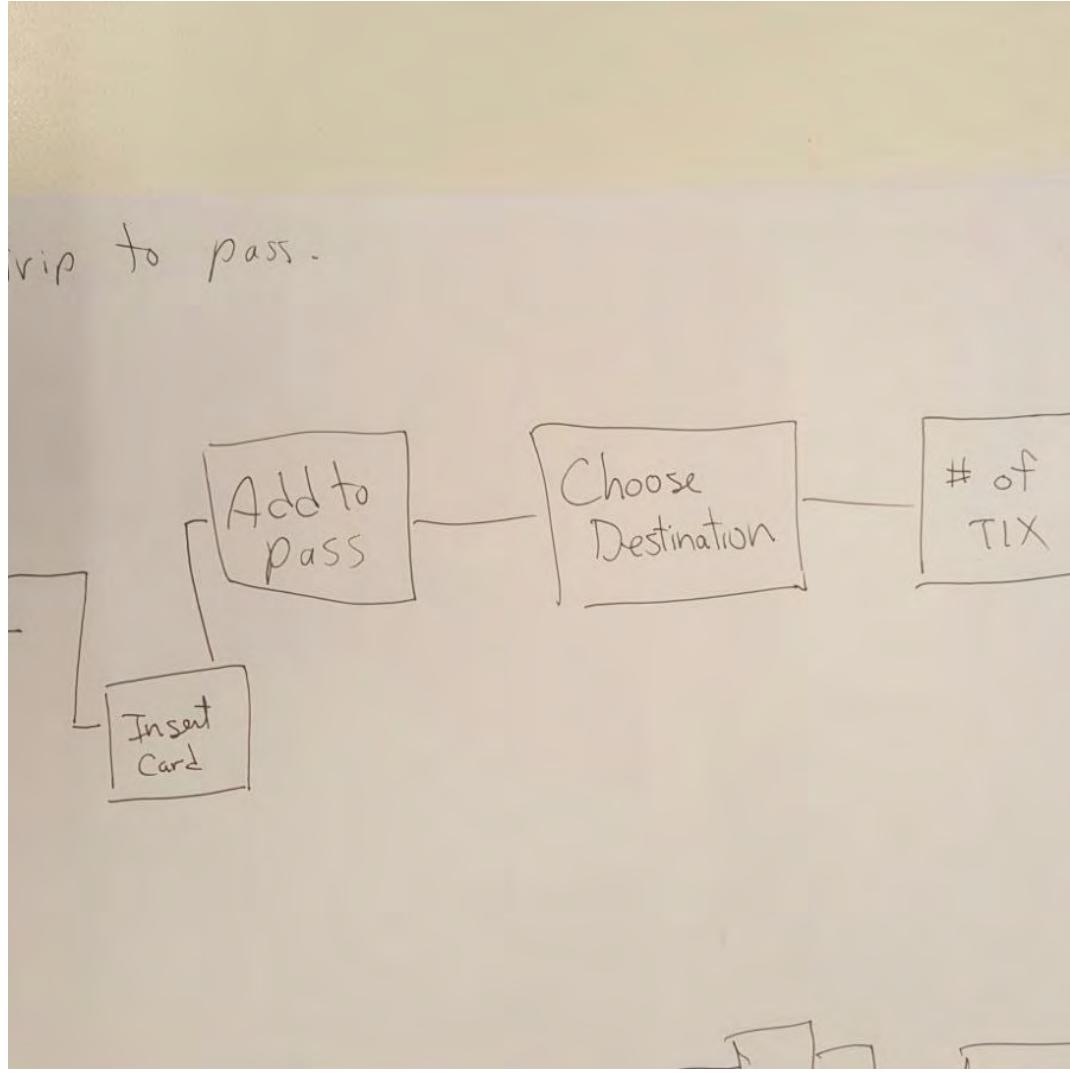
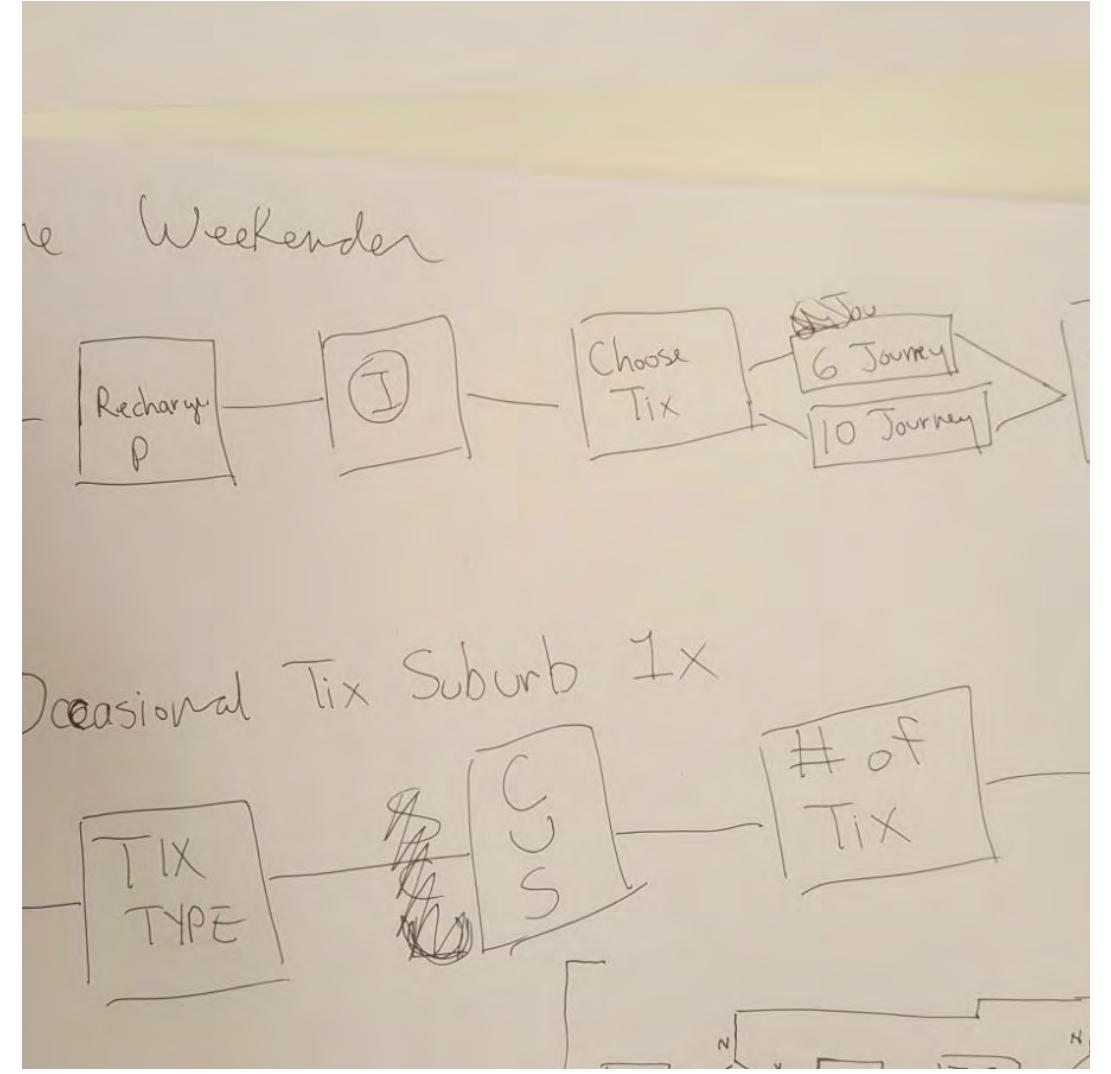
ATM INTERESTS



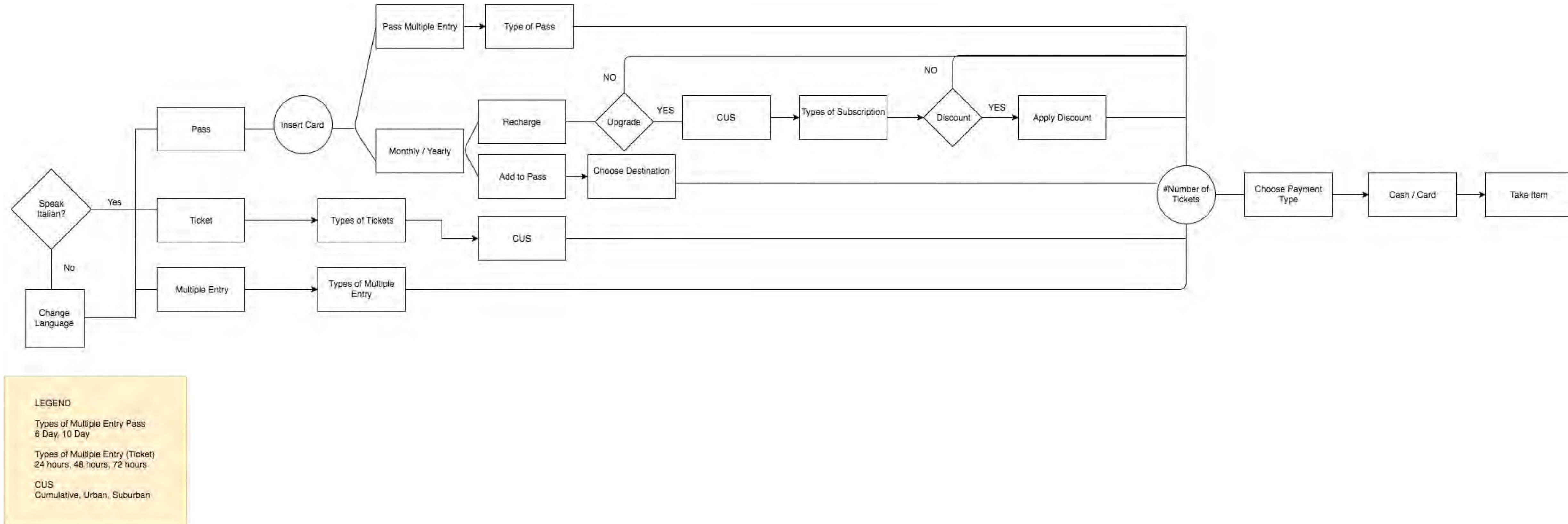
4.0

USER JOURNEY

4.0 USER JOURNEY :: **FLOWCHART**



3.0 USER PERSONAS :: FLOW CHART





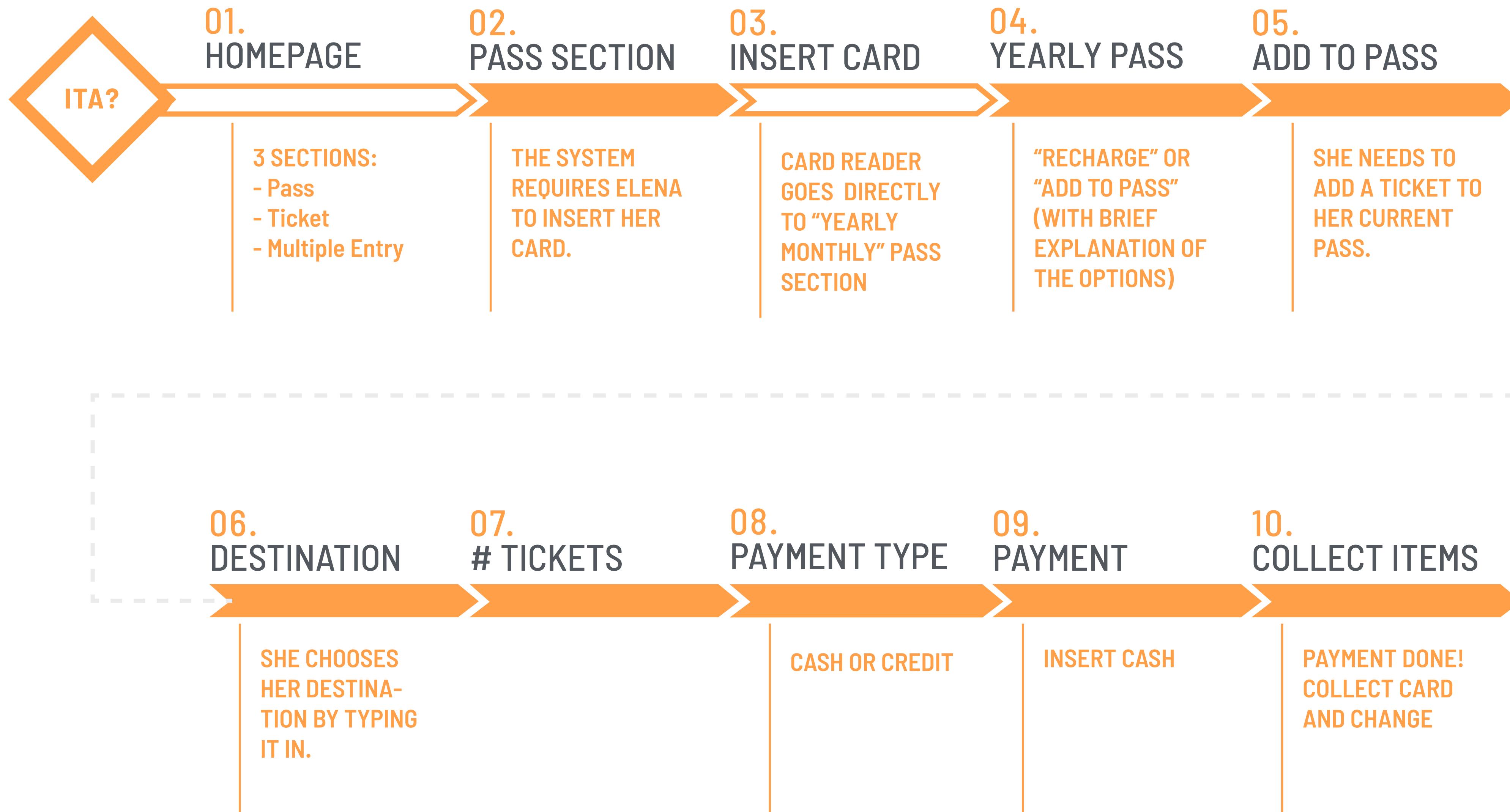
THE
STUDENT COMMUTER

THE TASK:

Elena wants to go to Cascina Gobba, outside the Urban Area of Milan, but already has a pass.

So she wants to add a trip to her pass (without being confused with ATM zone areas)

3.0 USER PERSONAS :: STUDENT COMMUTER JOURNEY



5.0

PROTOTYPE

5.0 PROTOTYPE :: **BALSAMIQ**

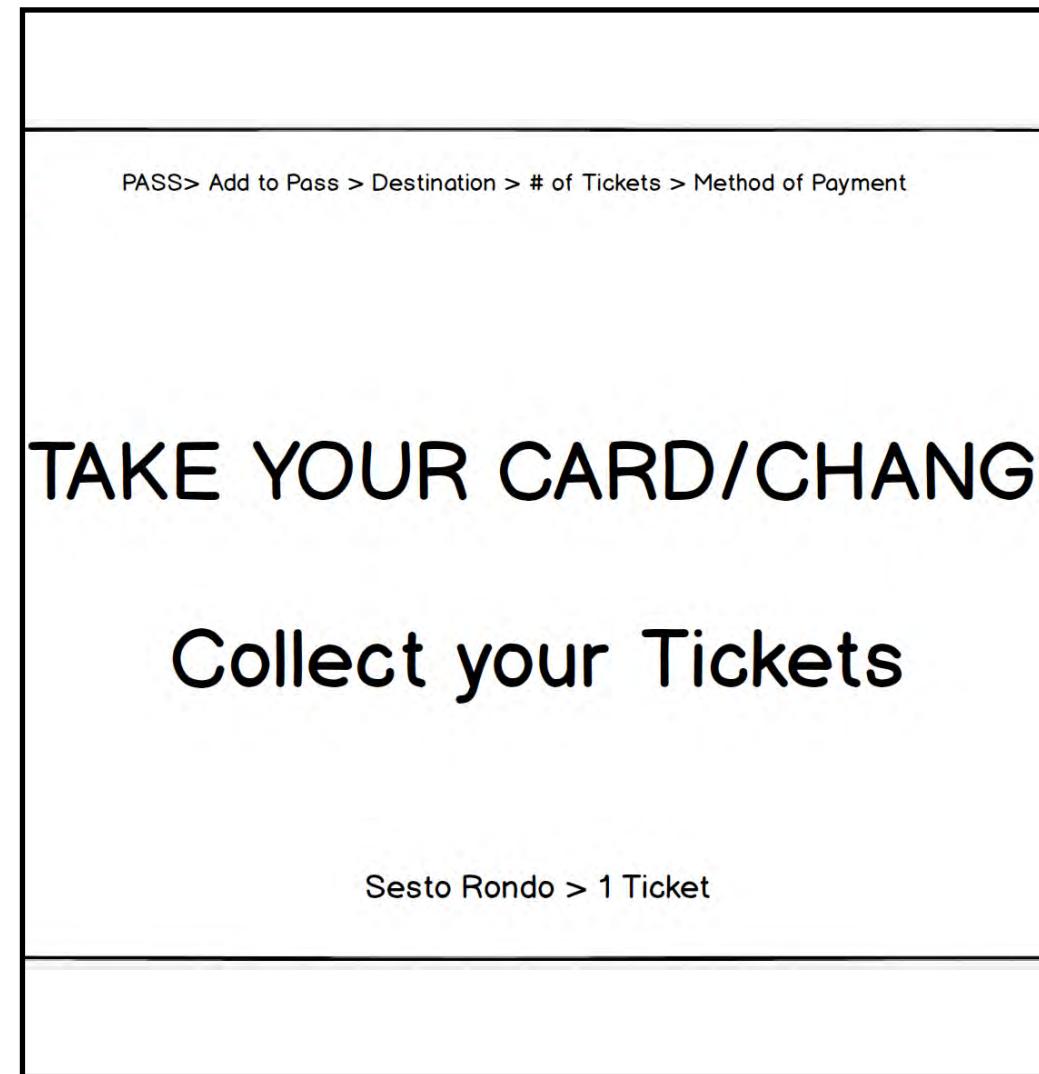
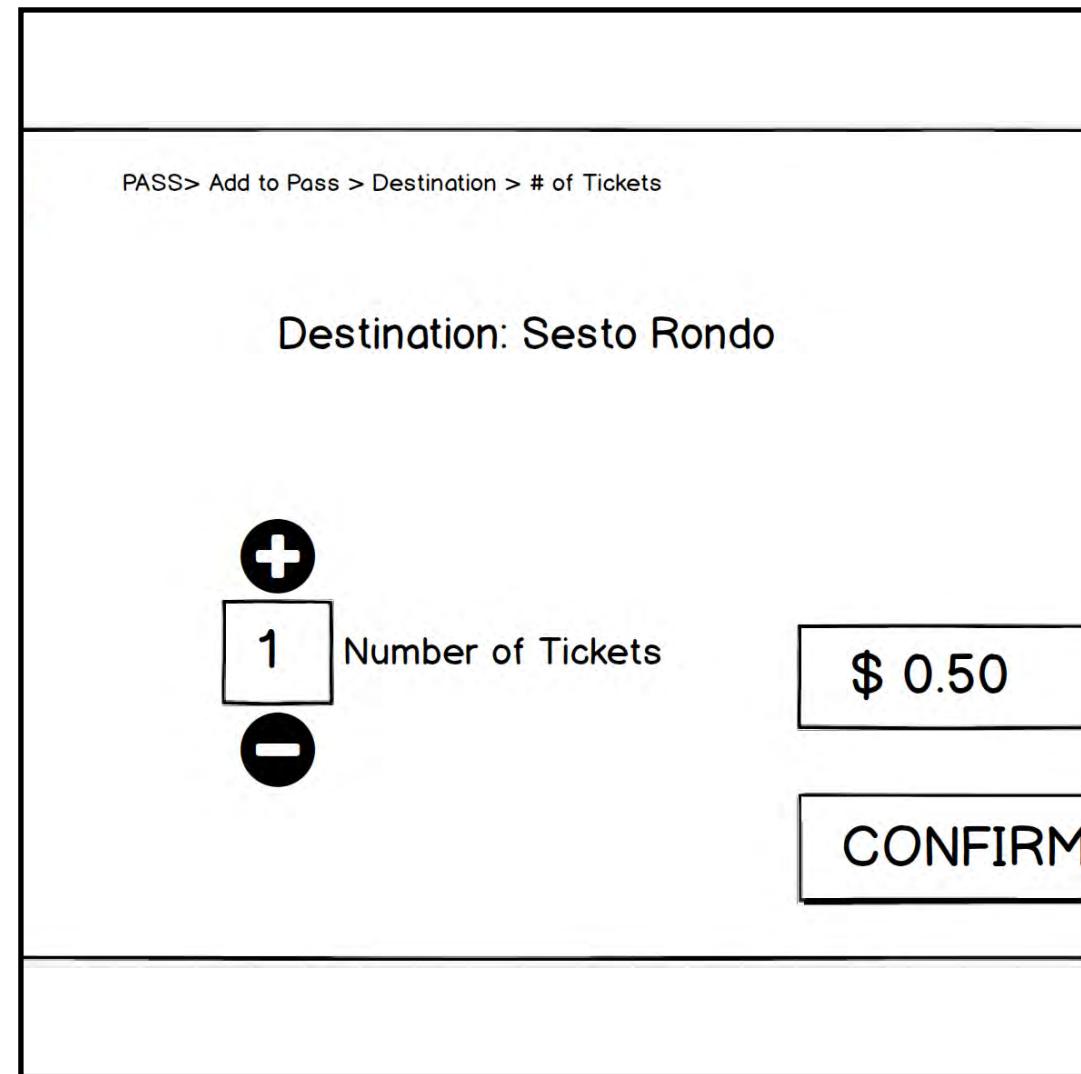
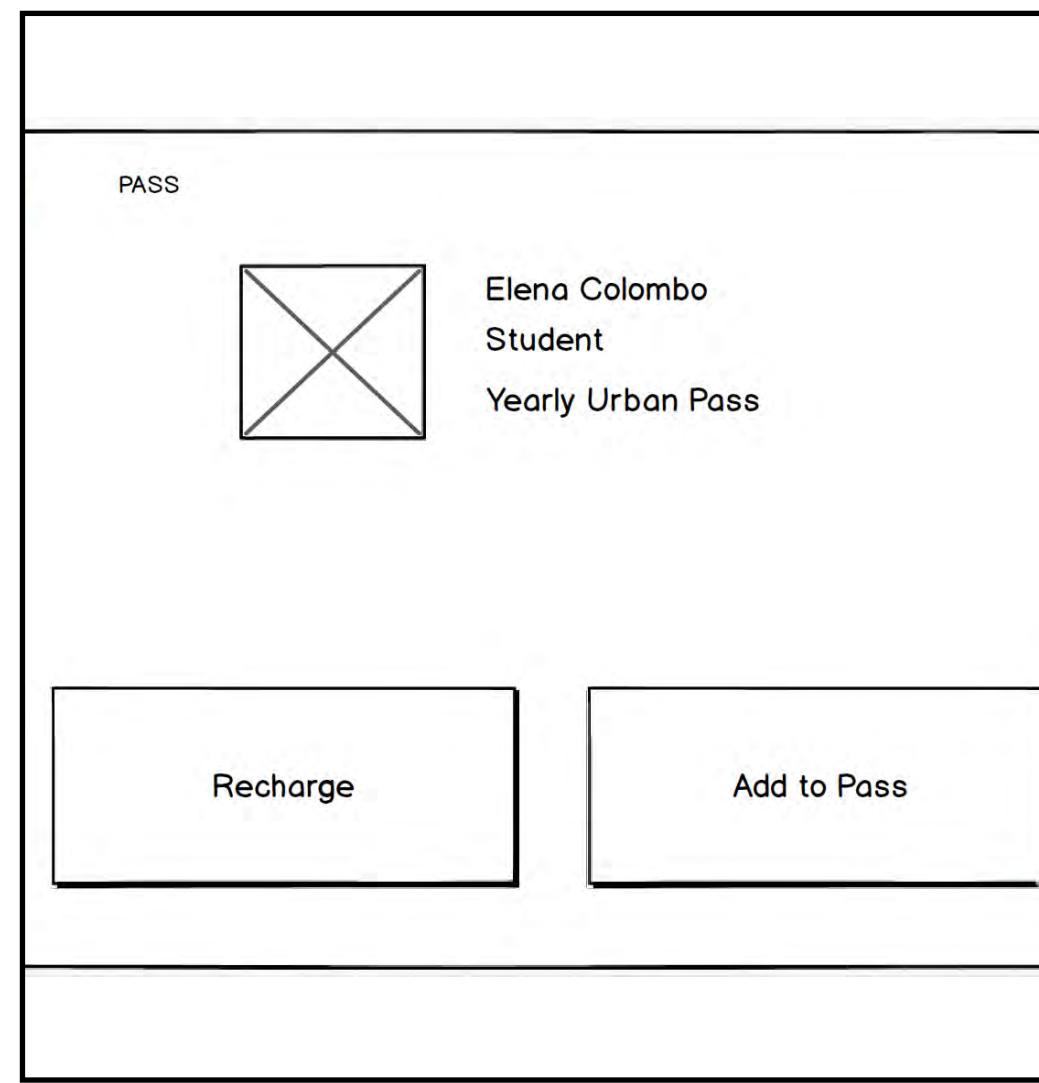
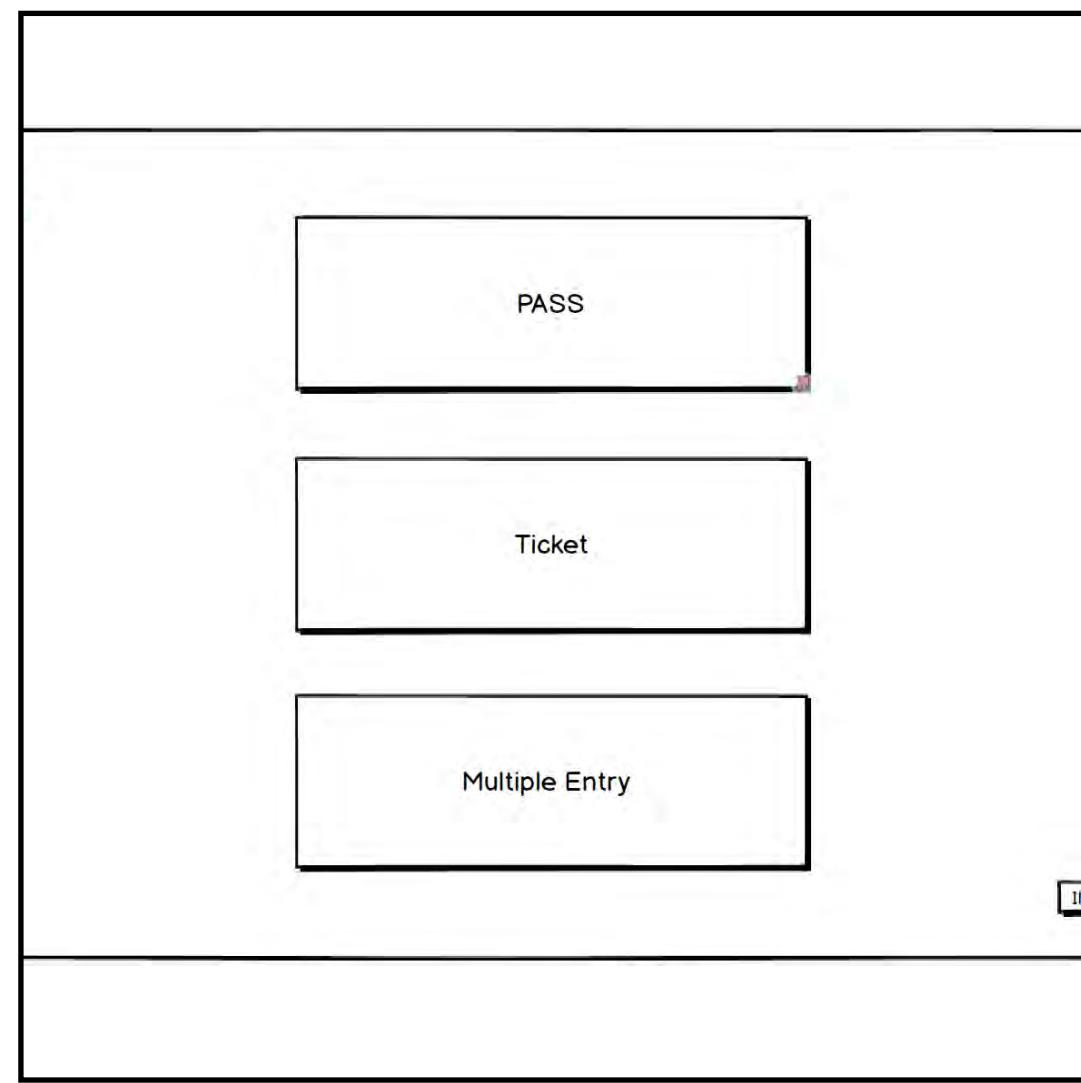


balsamiq

BALSAMIQ

Balsamiq is a rapid wire-framing tool that helps Work Faster & Smarter. It reproduces the experience of sketching on a whiteboard, but using a computer. Making wireframes is fast. You'll generate more ideas, so you can throw out the bad ones and discover the best solutions.

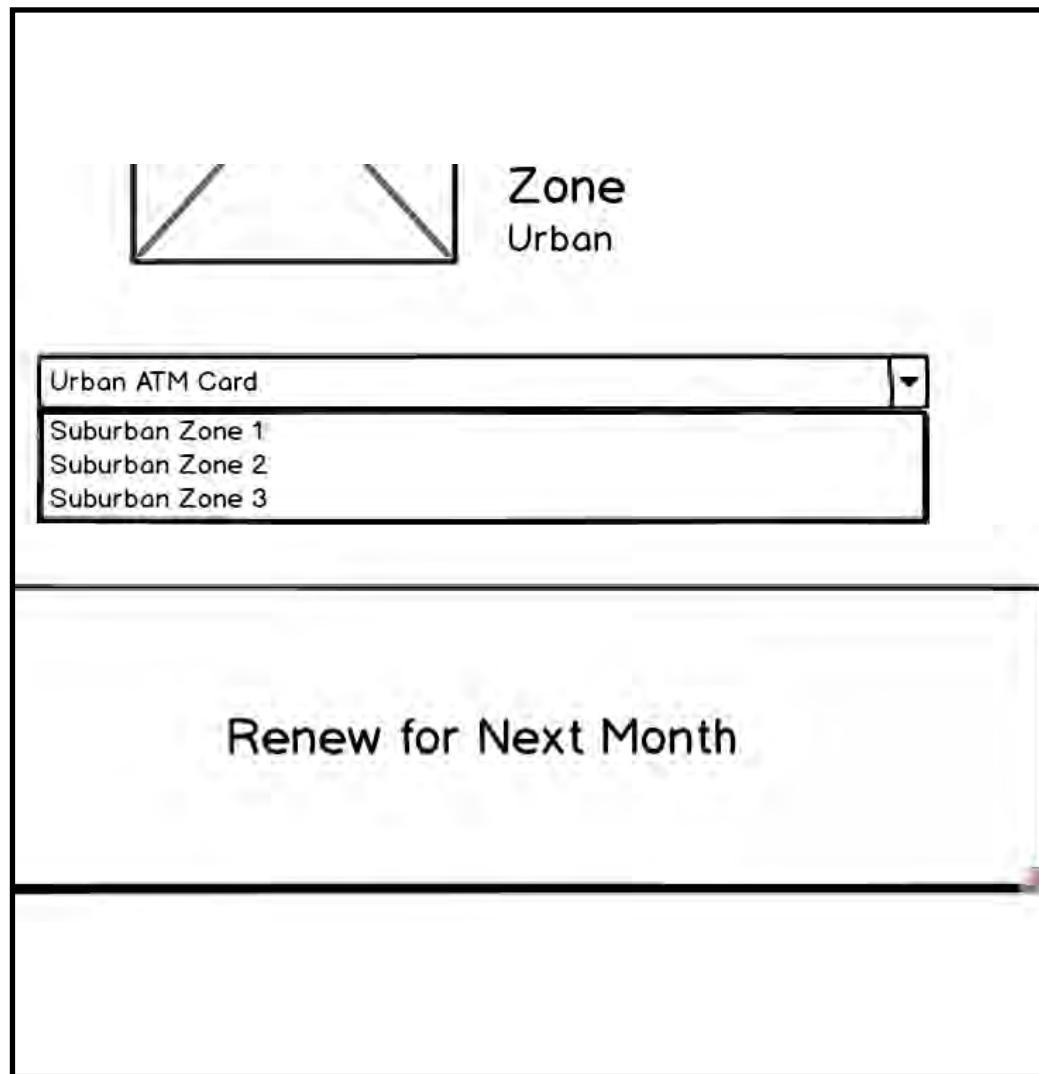
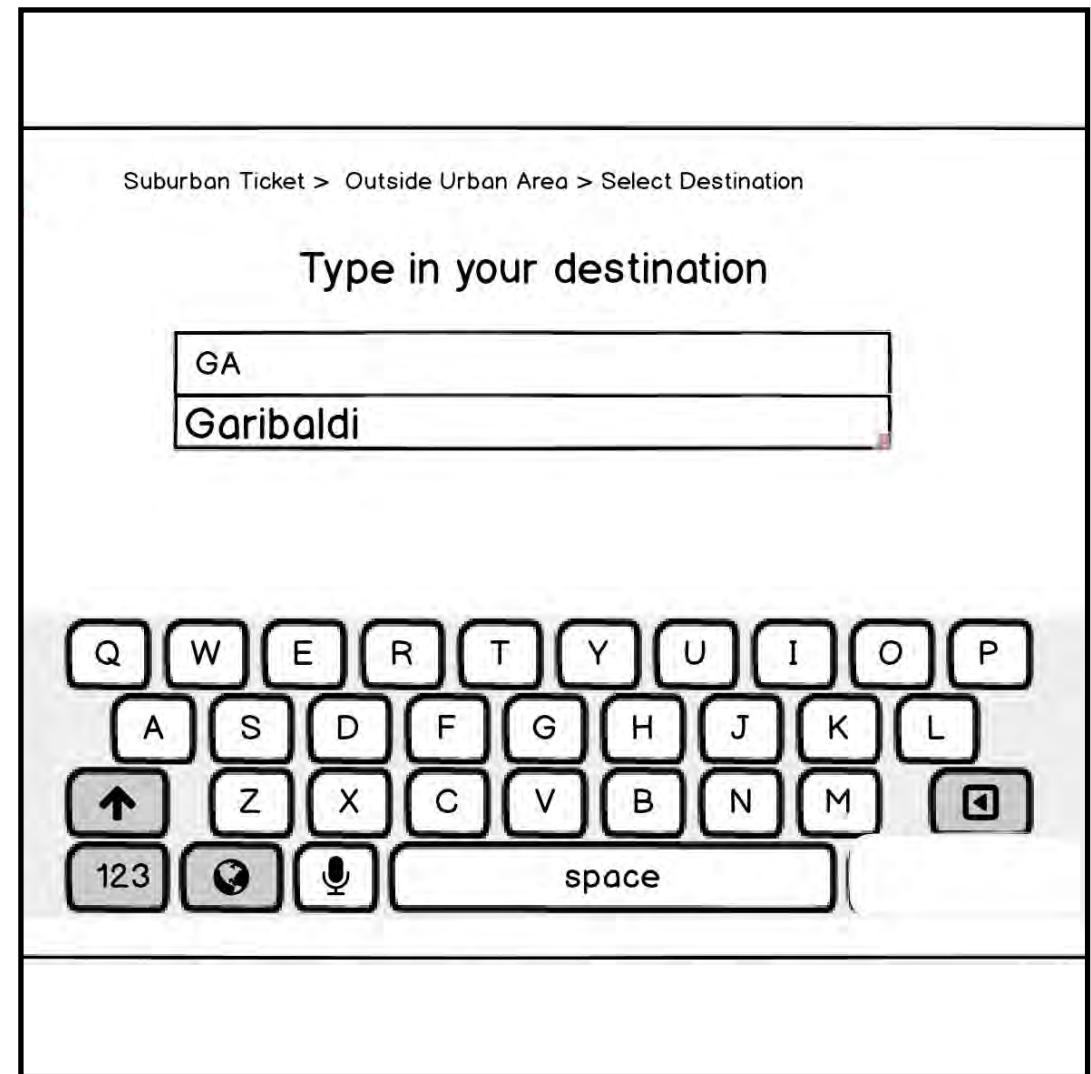
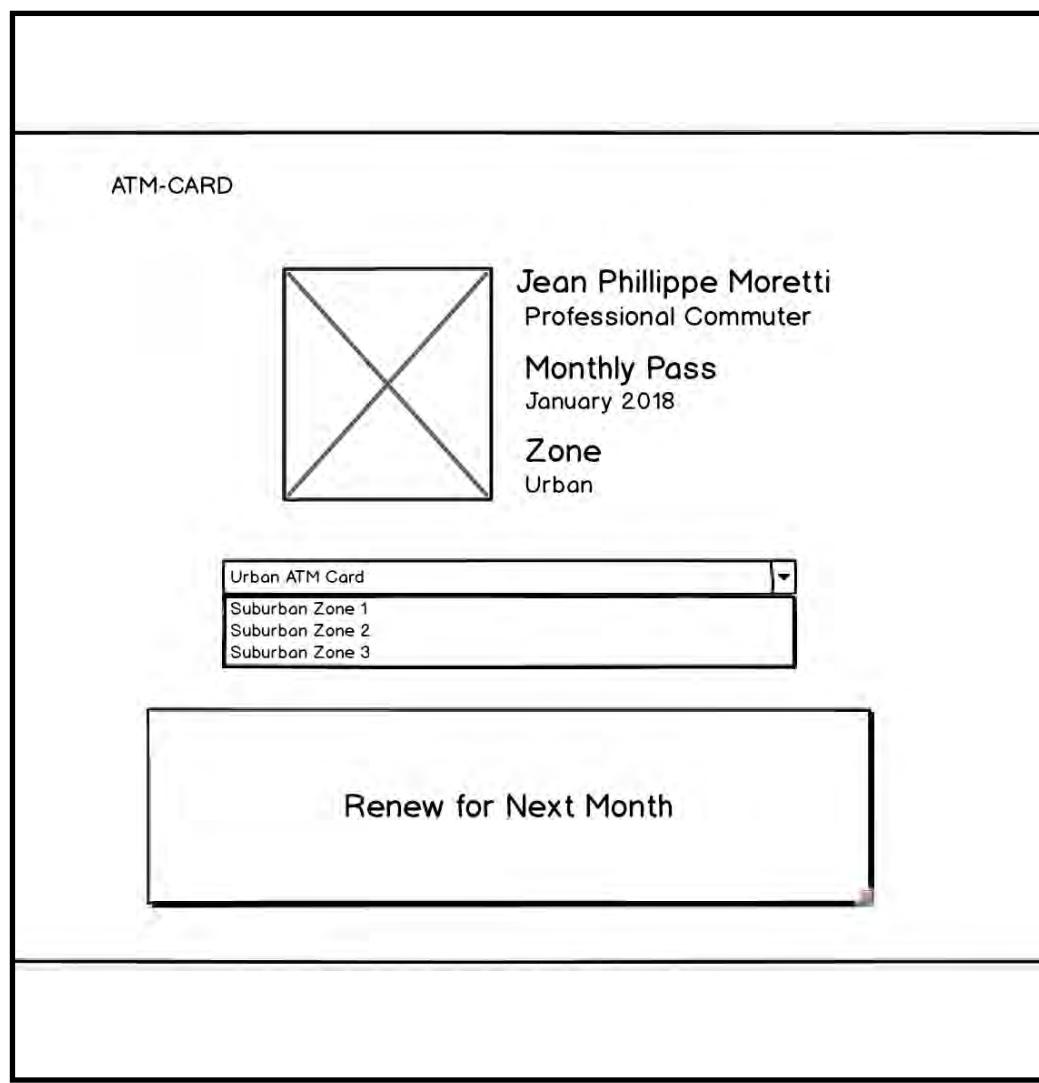
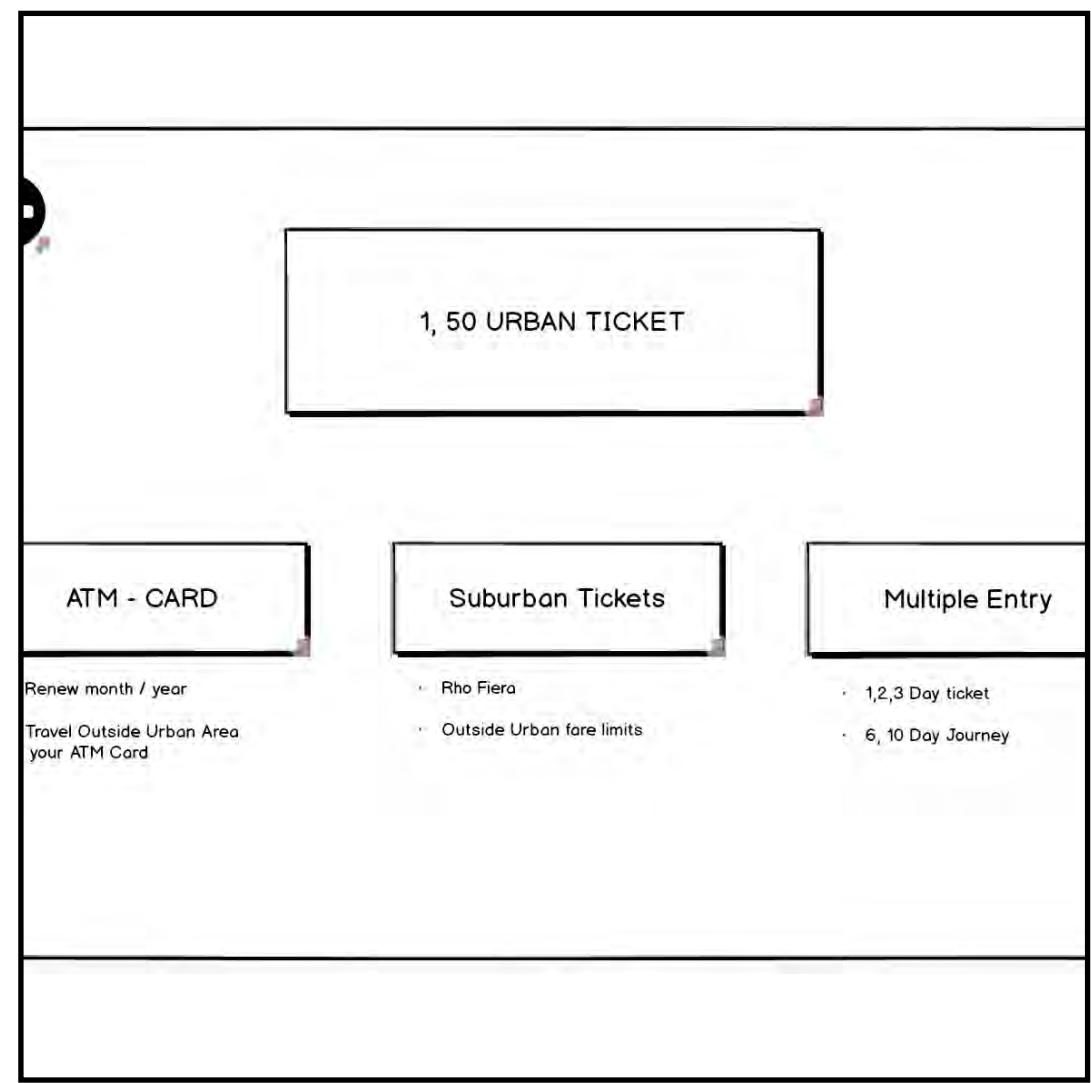
5.0 PROTOTYPE :: USER TESTING & ERRORS



USER TESTING 1

- Naming was confusing (Multiple entry & Pass)
- “Add to Pass”, Not really clear
- “Add to Pass” , is it a ticket or what ?? (Clarity needed in that case)
- Card or Pass ?!? What is it ?!?

5.0 PROTOTYPE :: USER TESTING & ERRORS



USER TESTING 2

- Naming was still kinda confusing (Multiple entry)
- January 2018 (is it the Next month or the one i pay for).
- The Typing part was confusing
- The zones? Not sure what that's about?

6.0

THE APP

INTRODUCTION

Redesign the user experience for the mobile application for ATM. Use the research gathered from the kiosk experience to shape the new mobile APP experience.

SIMILARITIES

- Challenges in communicating language for the service offered
- Multitude of options and variety of user journeys to complete tasks
- Organization and structure is required

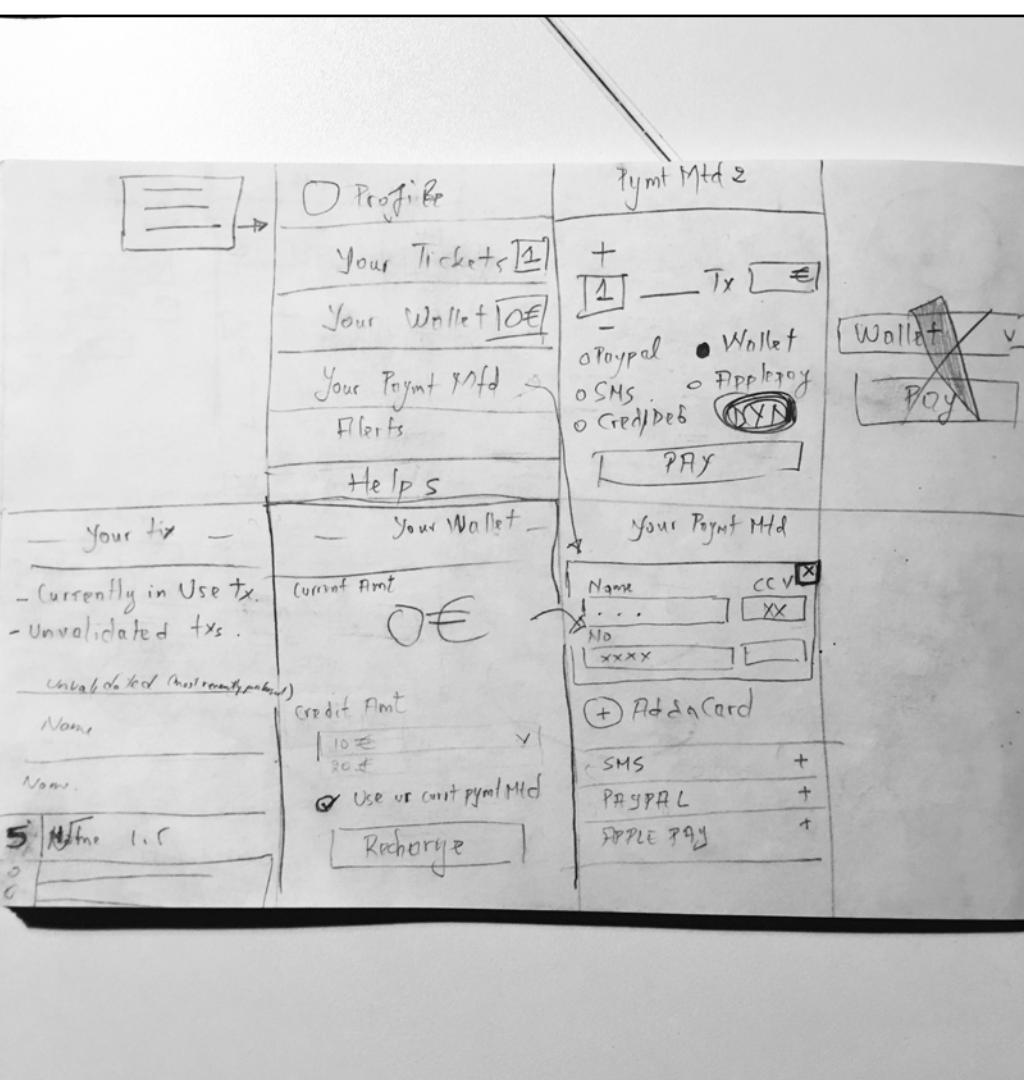
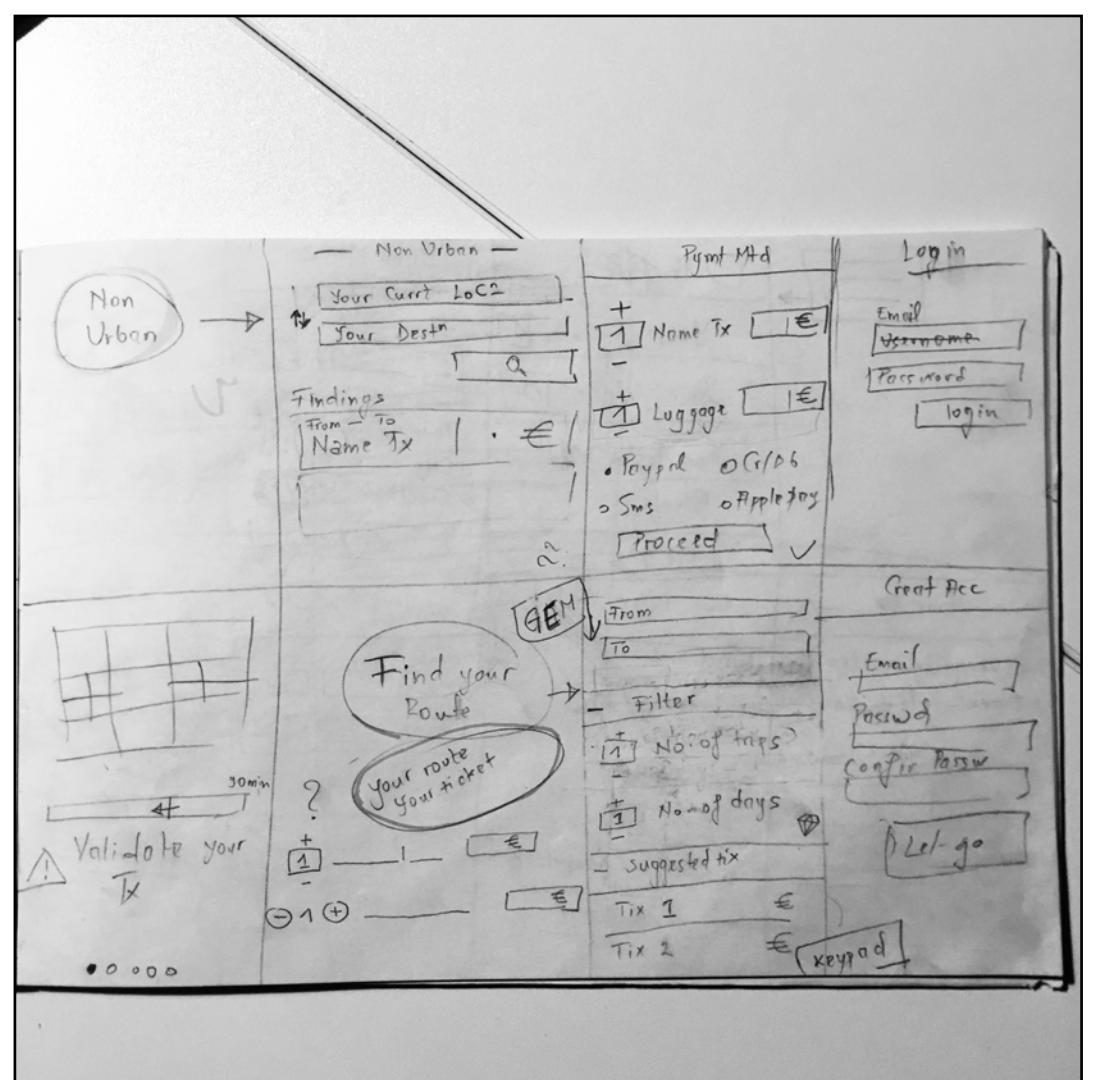
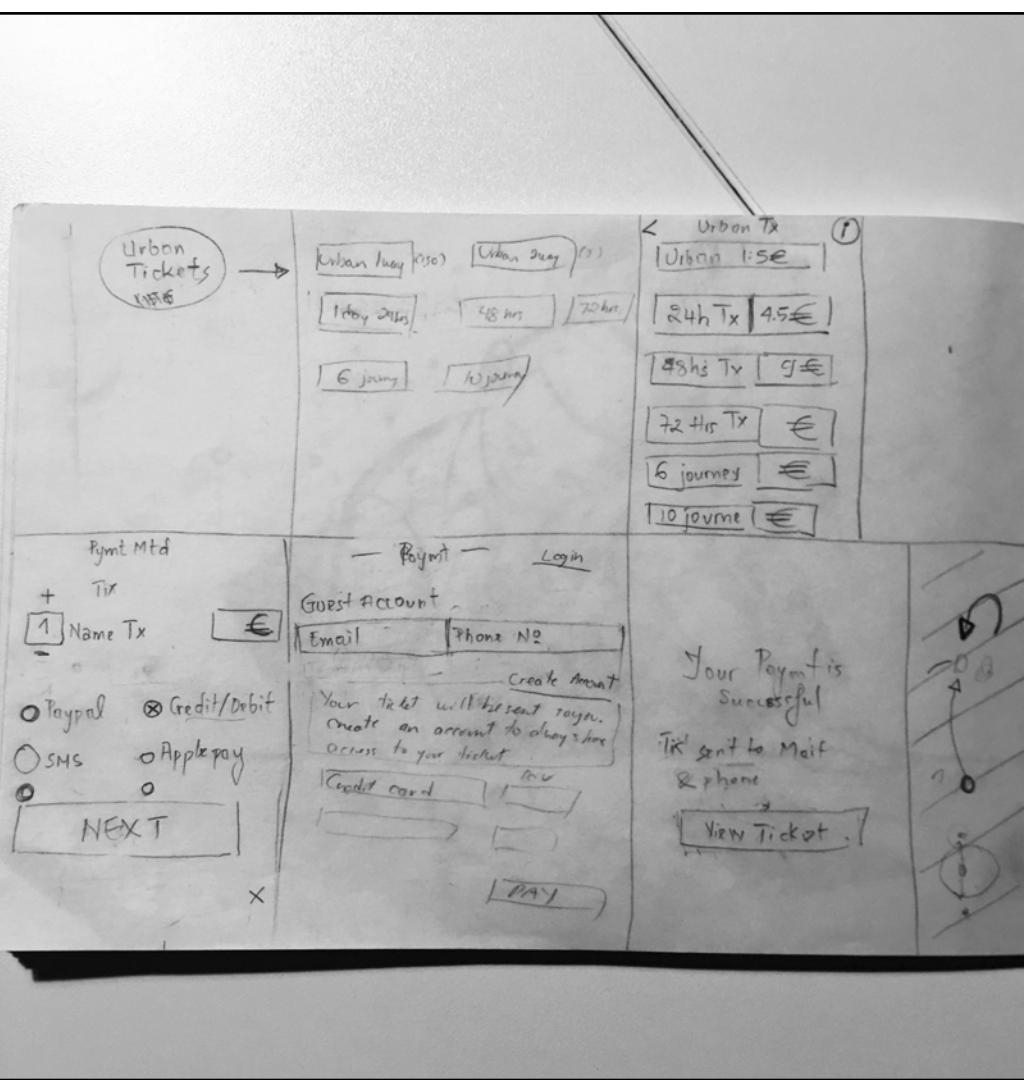
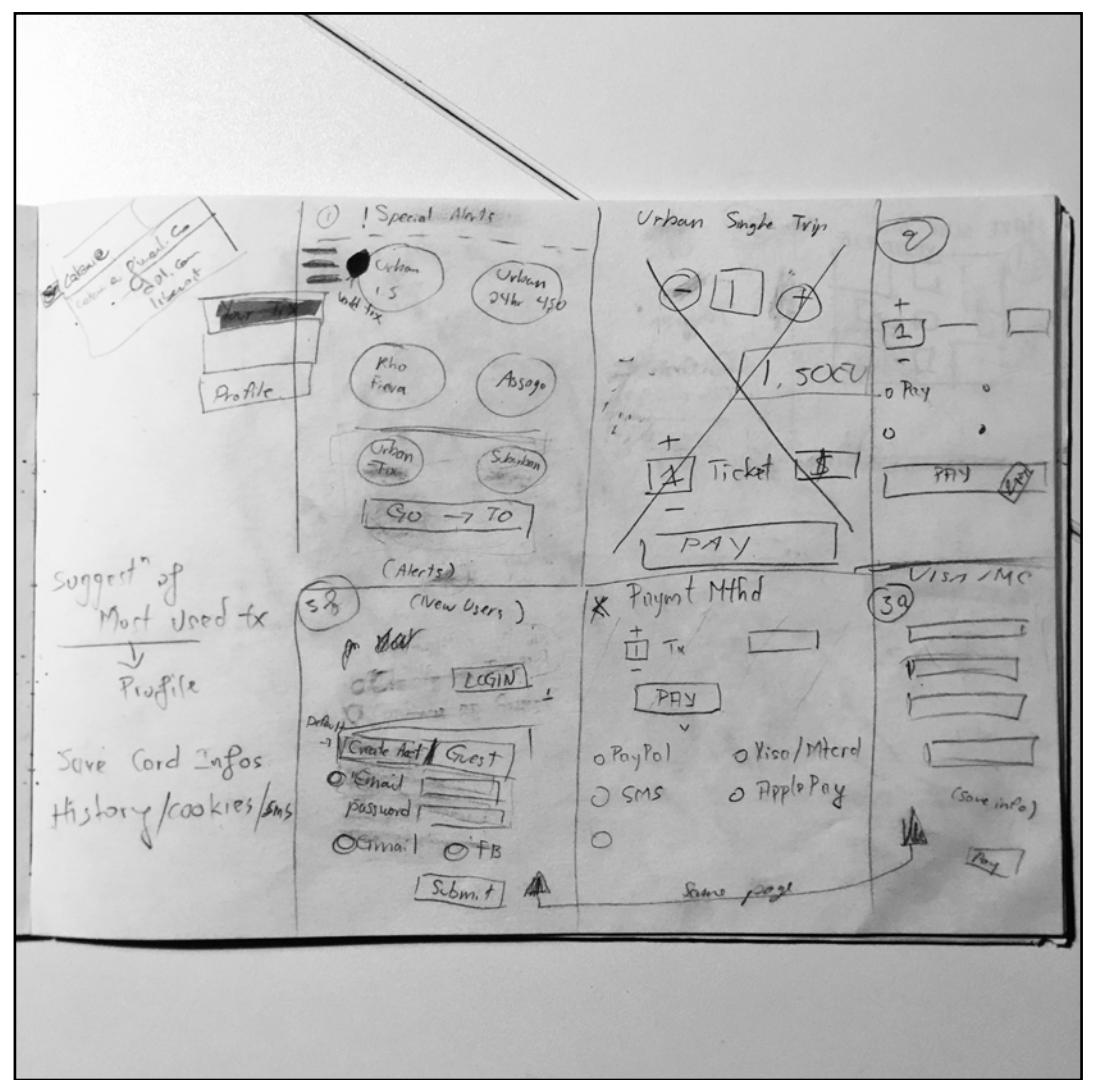
DIFFERENCES

- Interface phone vs. touch screen
- Mobile allows customization and personalization in features
- Visual design, layout and functionality

7.0

STORYBOARDING

7.0 STORYBOARDING :: SKETCHES & KEY FEATURES REFINEMENTS



SKETCHES

At this point, we wanted to get our hands dirty and define our visualize our key features, see what works and what doesn't and keep whatever we feel is absolutely necessary for our application. (Urban, Non Urban, Find your route) . Usability map, customization of the application, filters to find the best ticket to a defined route.

8.0

BRANDING

COLOR, TYPOGRAPHY, ICONOGRAPHY

8.1 BRANDING :: COLOR



FONT FAMILY
Barlow Semi Condensed

FONT WEIGHTS —

- THIN, THIN *ITALIC*
- EXTRA LIGHT, EXTRA LIGHT *ITALIC*
- LIGHT, LIGHT *ITALIC*
- REGULAR, REGULAR *ITALIC*
- MEDIUM, MEDIUM *ITALIC*
- SEMIBOLD, SEMIBOLD *ITALIC*
- BOLD, BOLD *ITALIC***
- EXTRABOLD, EXTRABOLD *ITALIC***
- BLACK, BLACK *ITALIC***

FONT FAMILY
Roboto

FONT WEIGHTS —

- THIN, THIN *ITALIC*
- LIGHT, LIGHT *ITALIC*
- REGULAR, REGULAR *ITALIC*
- MEDIUM, MEDIUM *ITALIC*
- BOLD, BOLD *ITALIC***
- BLACK, BLACK *ITALIC***

8.3 BRANDING :: ELEMENTS

HEADING 1

BARLOW SEMI BOLD 32px | 46 line height | 564d49

SUB HEADING

BARLOW MEDIUM 22px | 32 line height | 564d49

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ROBOTO REGULAR 16px | 24 line height | 7a7270

Link

ROBOTO REGULAR 16px | 24 line height | 564d49

BUTTON

BARLOW SEMI BOLD 14px | 24 line height

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HEIGHT 60PX

LIST ITEM 1

\$2,50

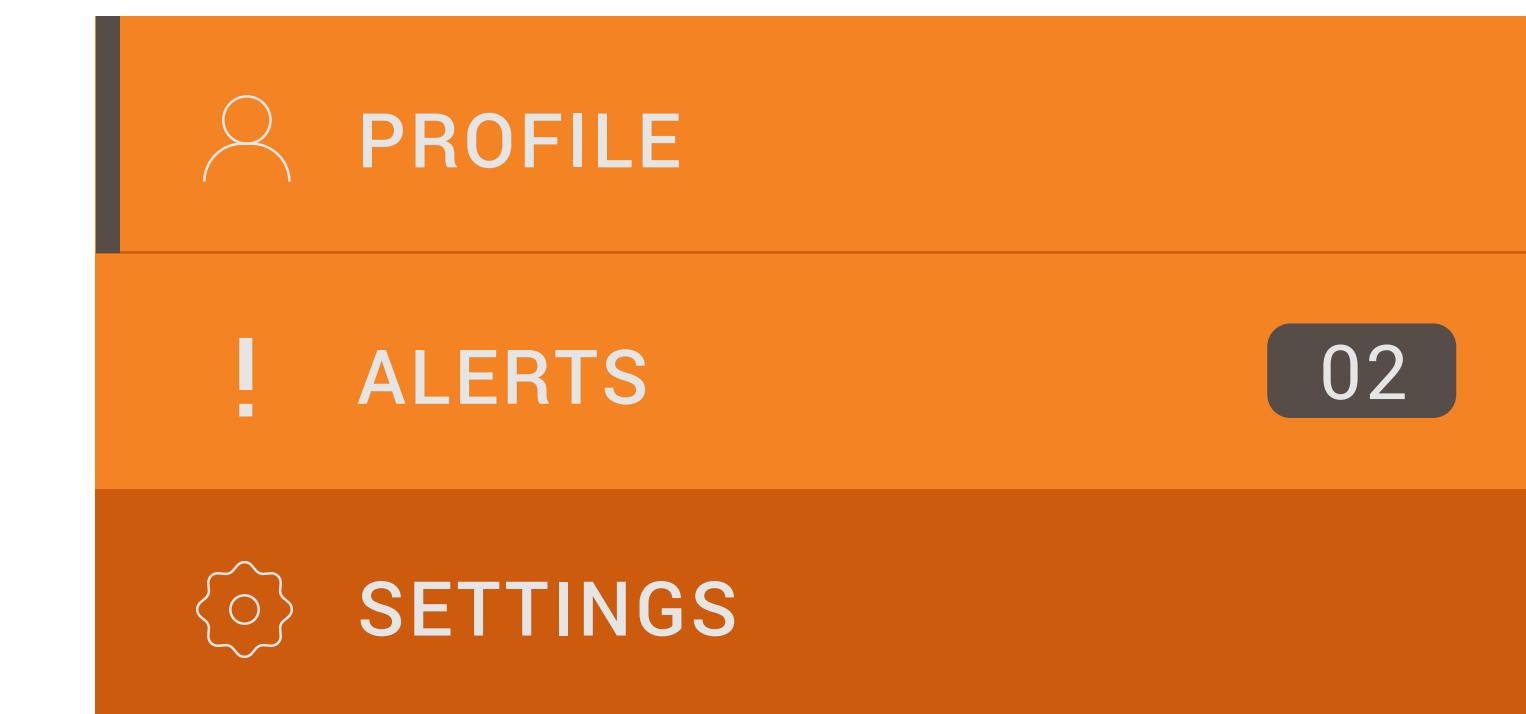
LIST ITEM 2

\$4,50

BARLOW MEDIUM 20px

ROBOTO REGULAR 18px

HEIGHT 80PX



ROBOTO MEDIUM 16PX | E5E5E5

NAV BAR HEIGHT 80 PX



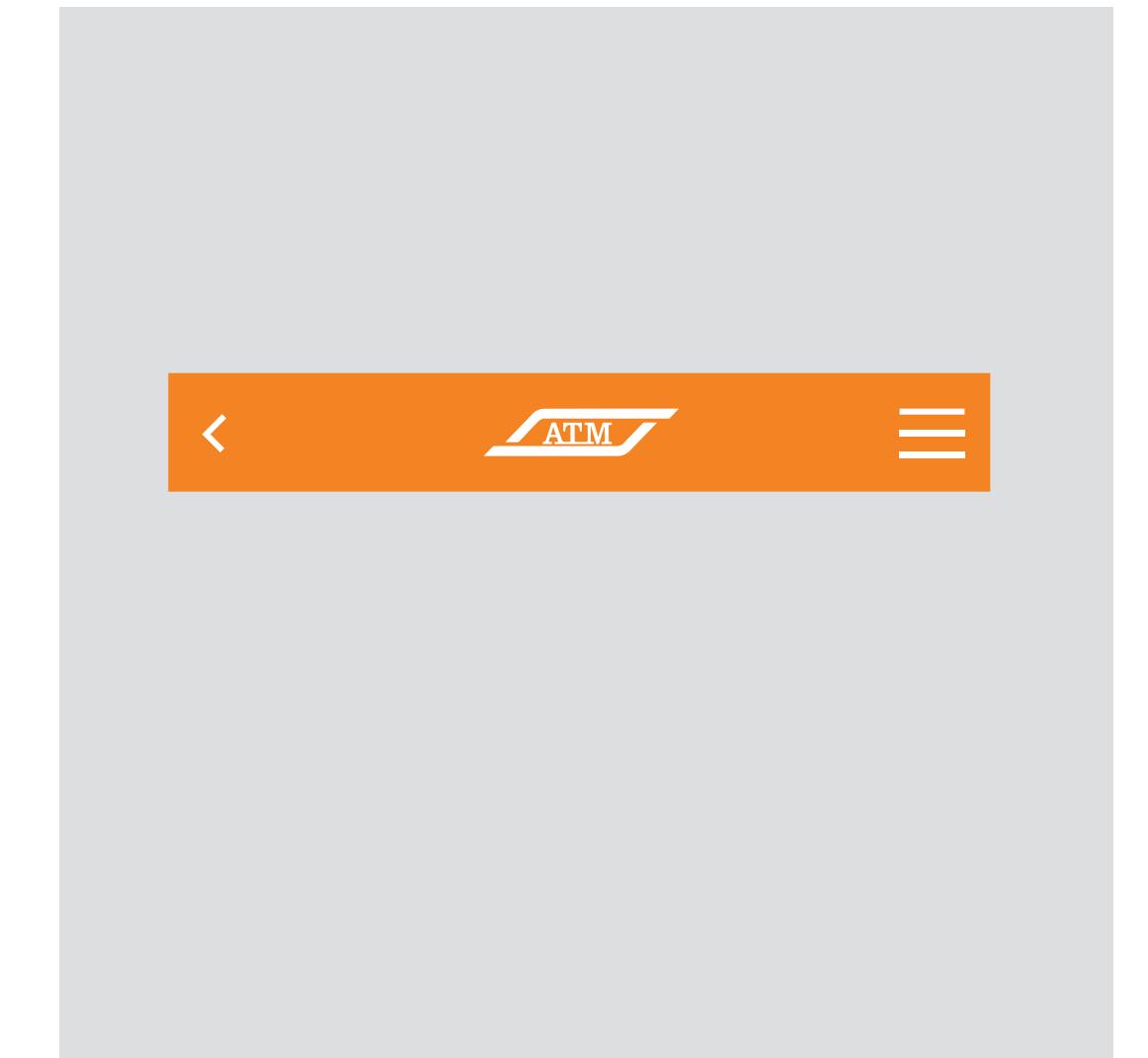
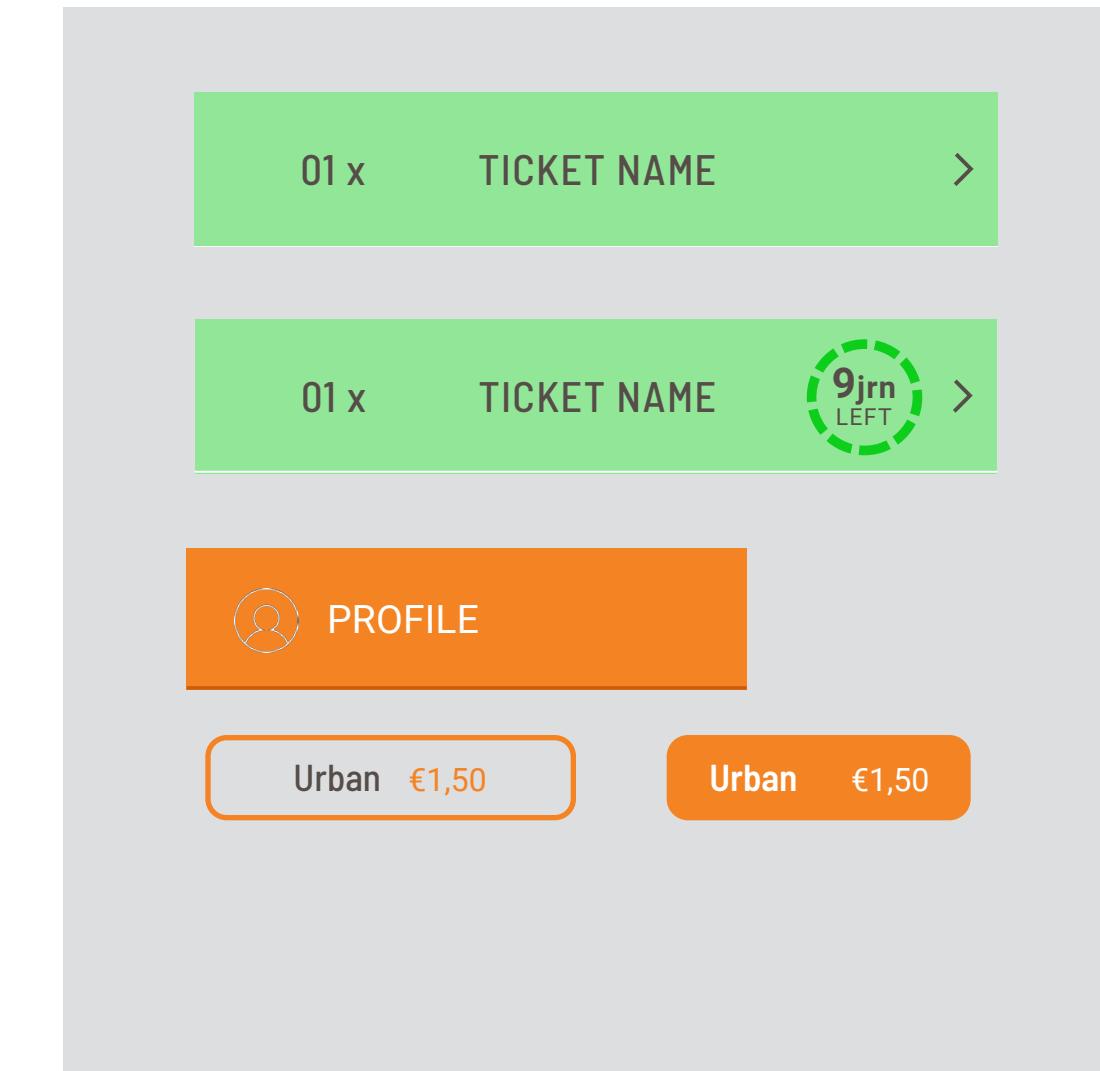
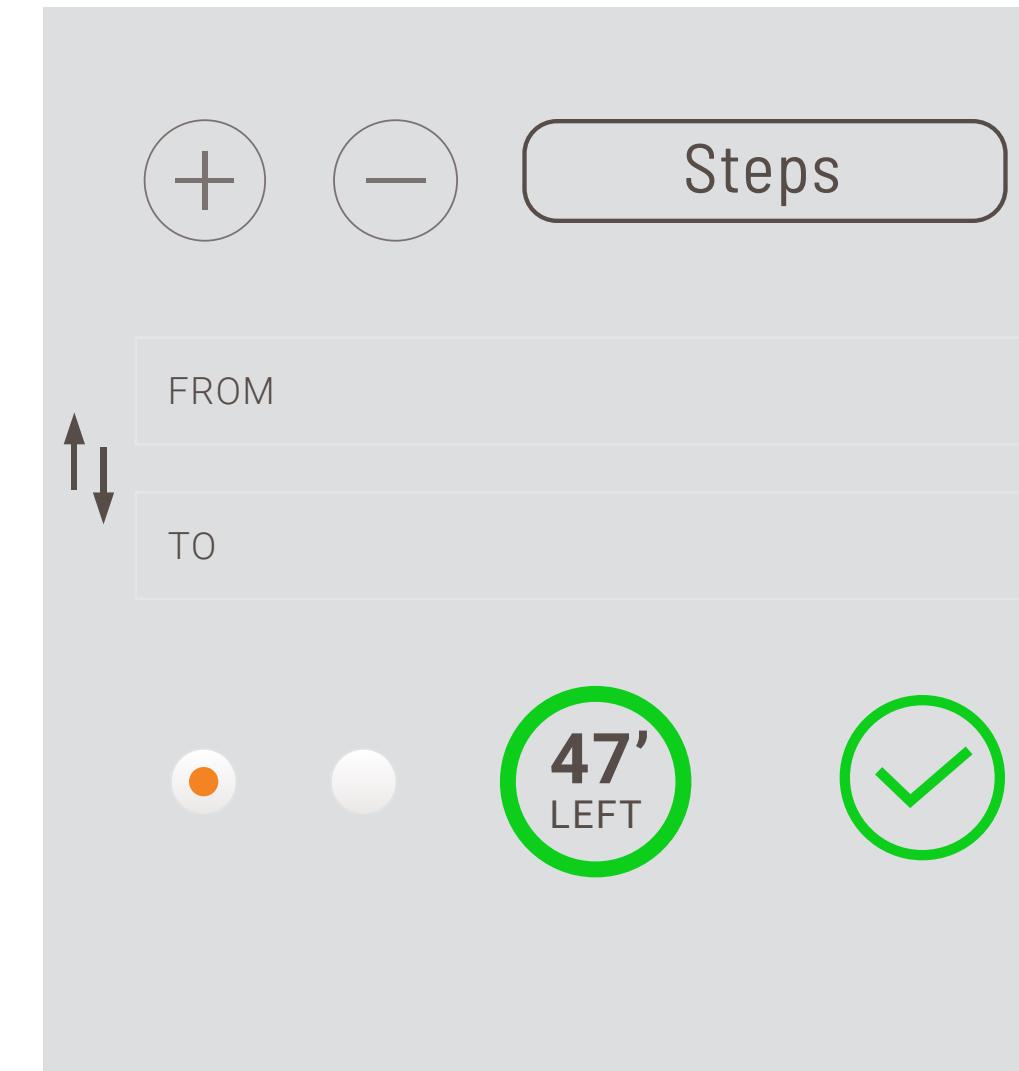
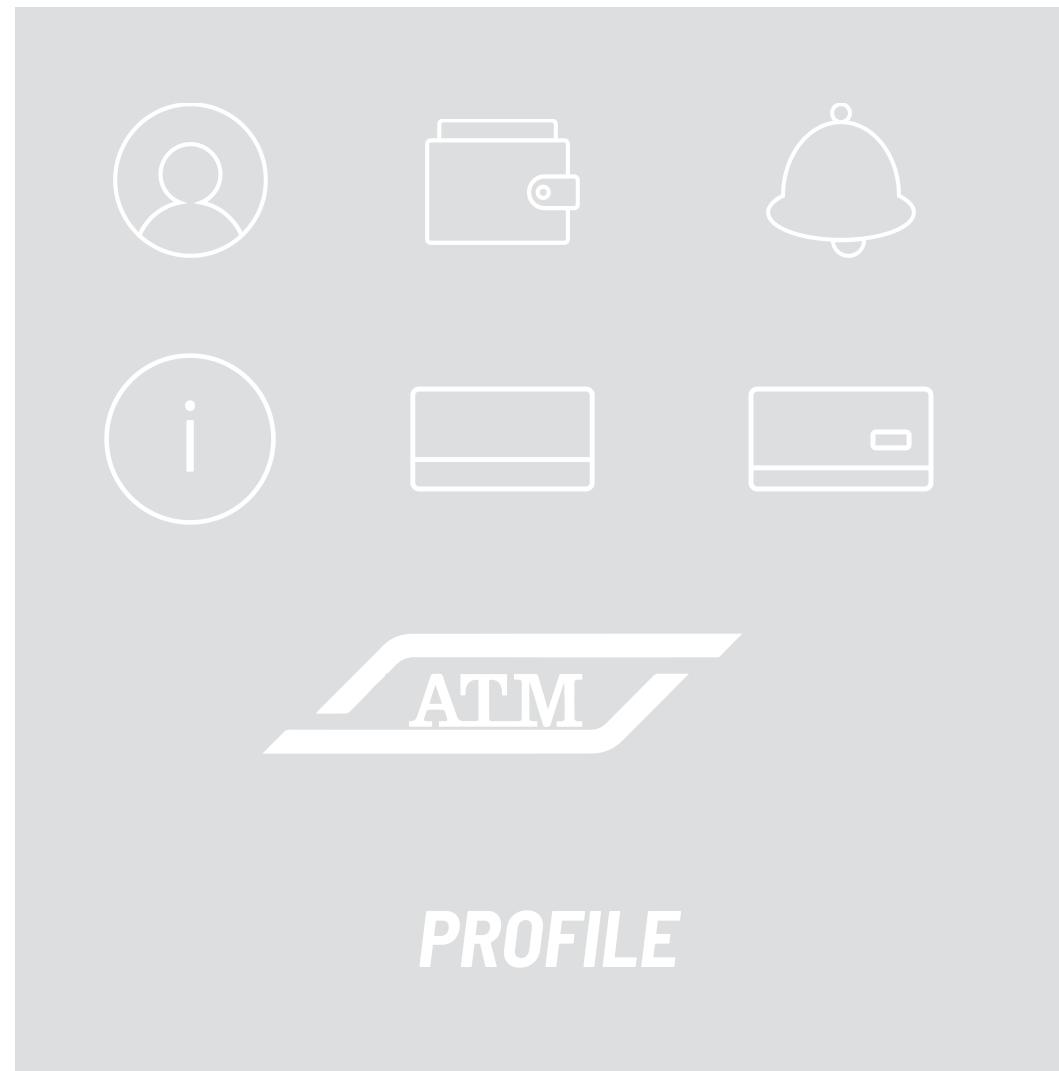
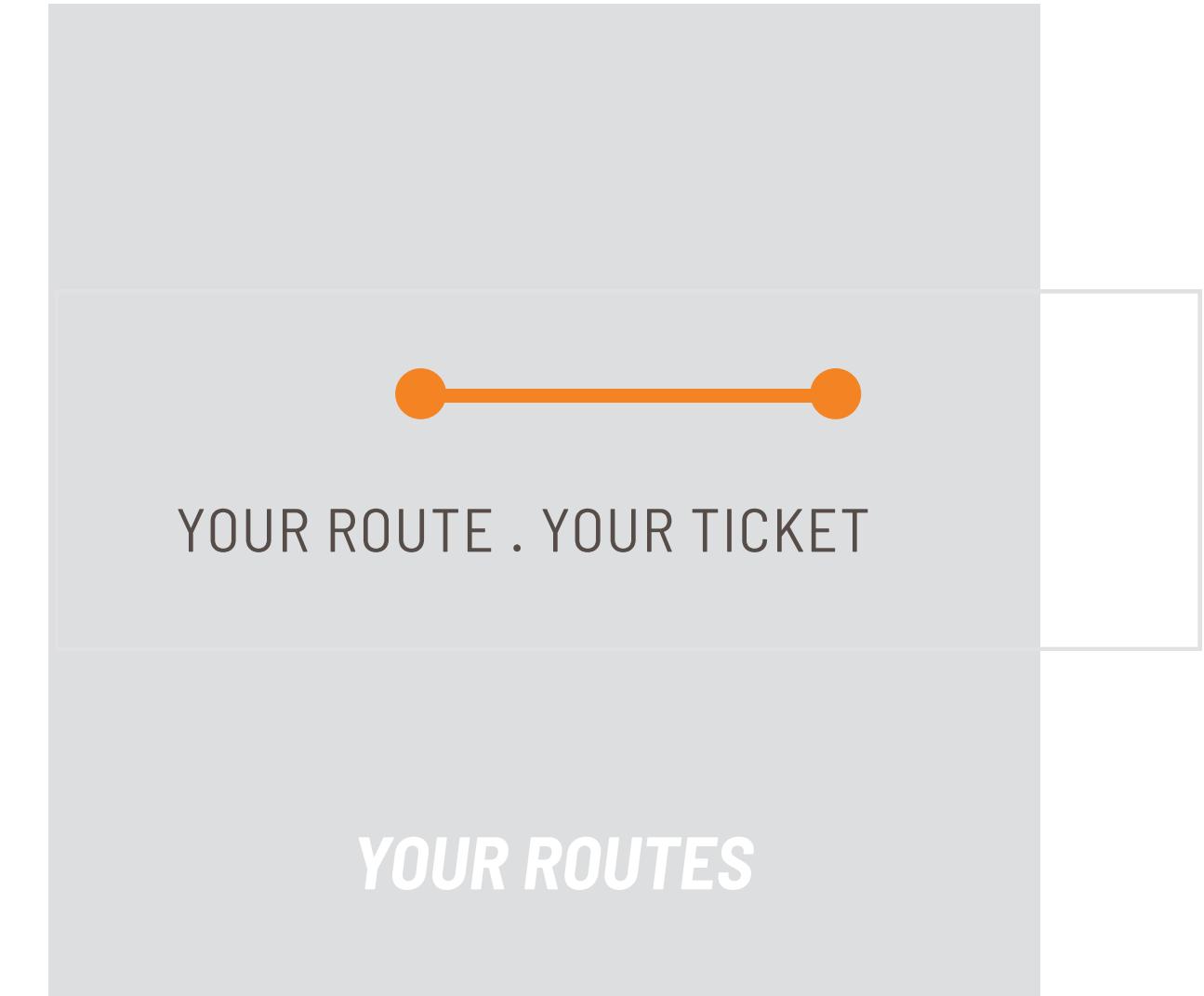
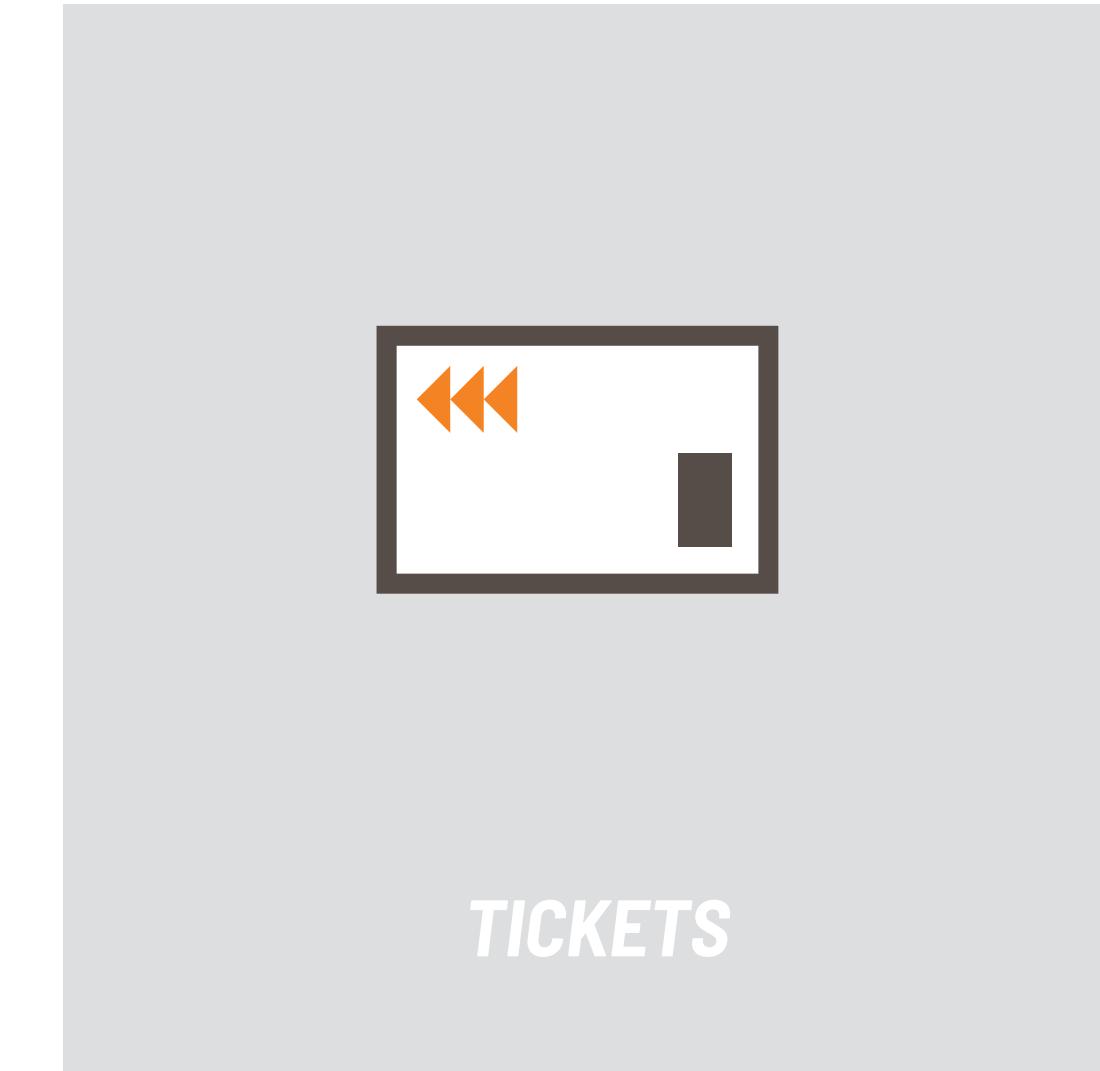
01



TICKET NAME

\$4,50

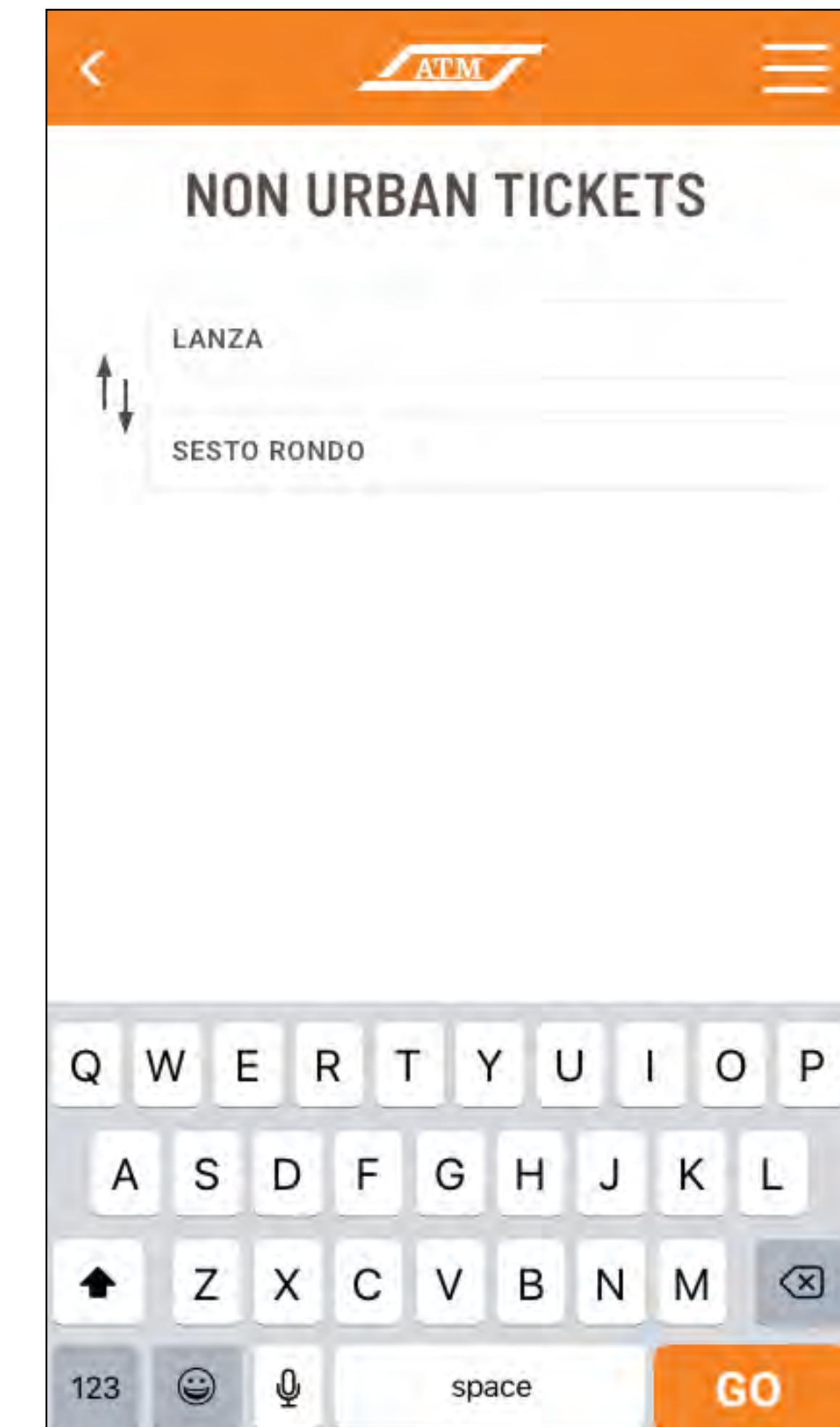
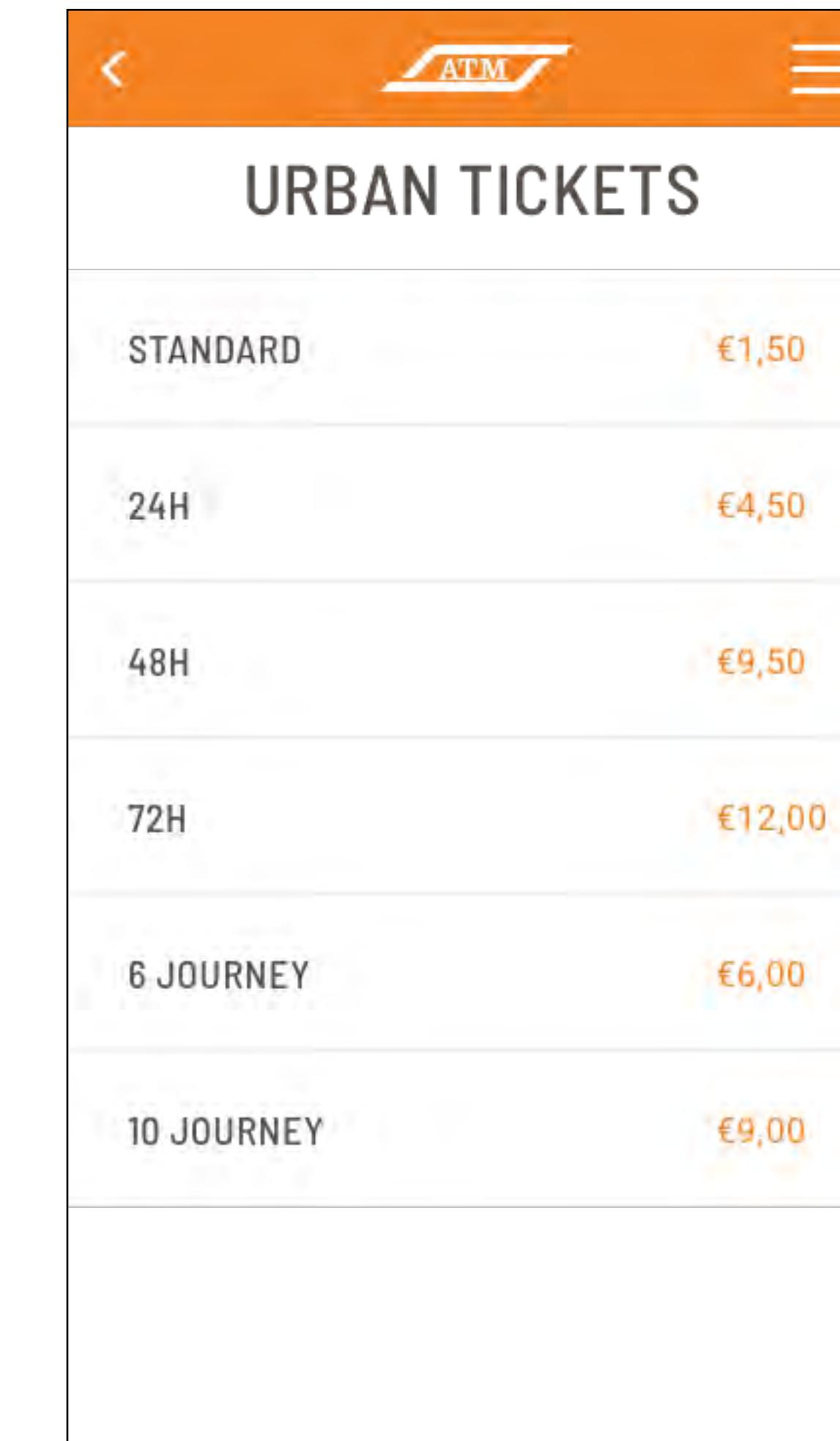
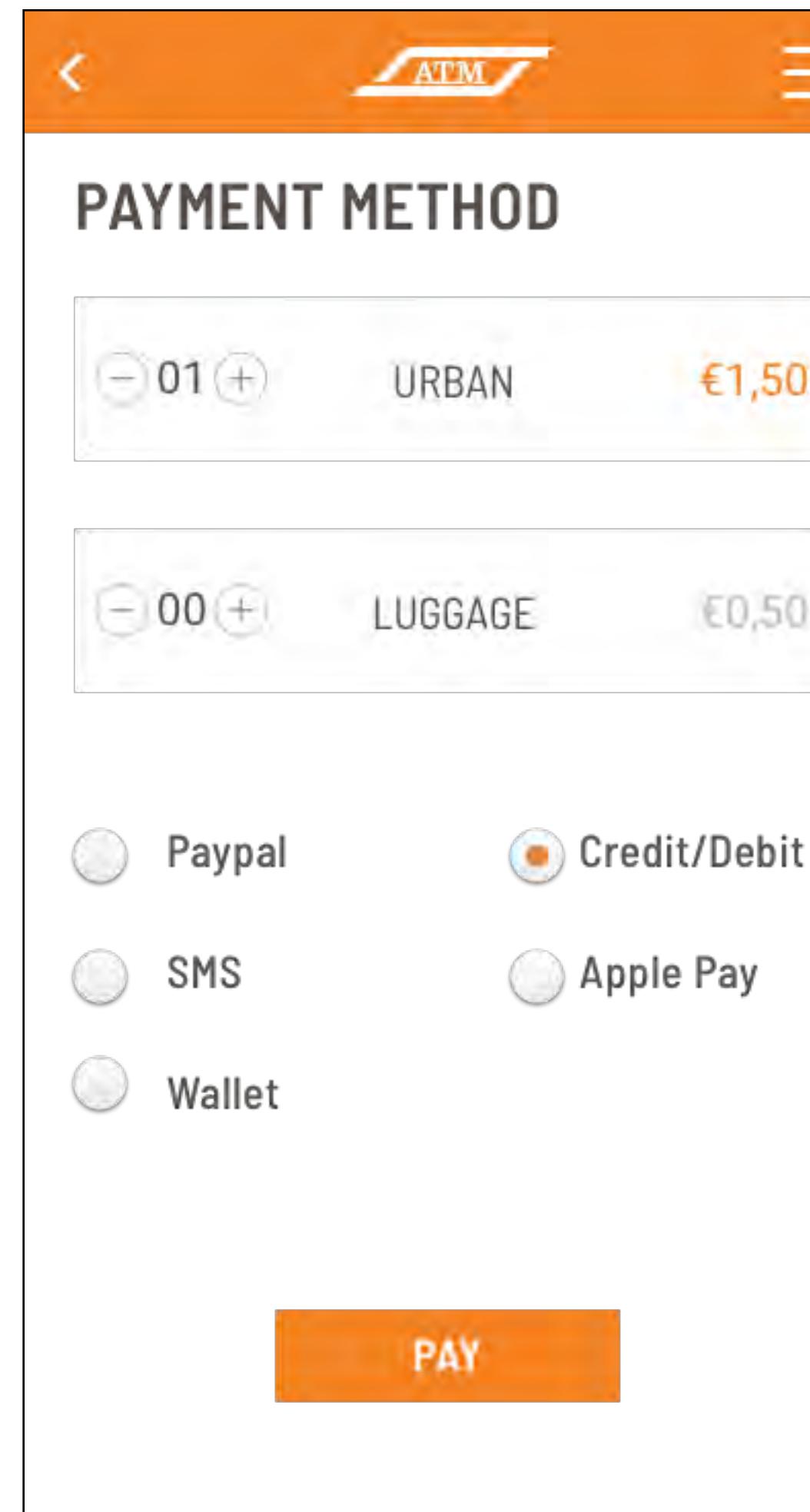
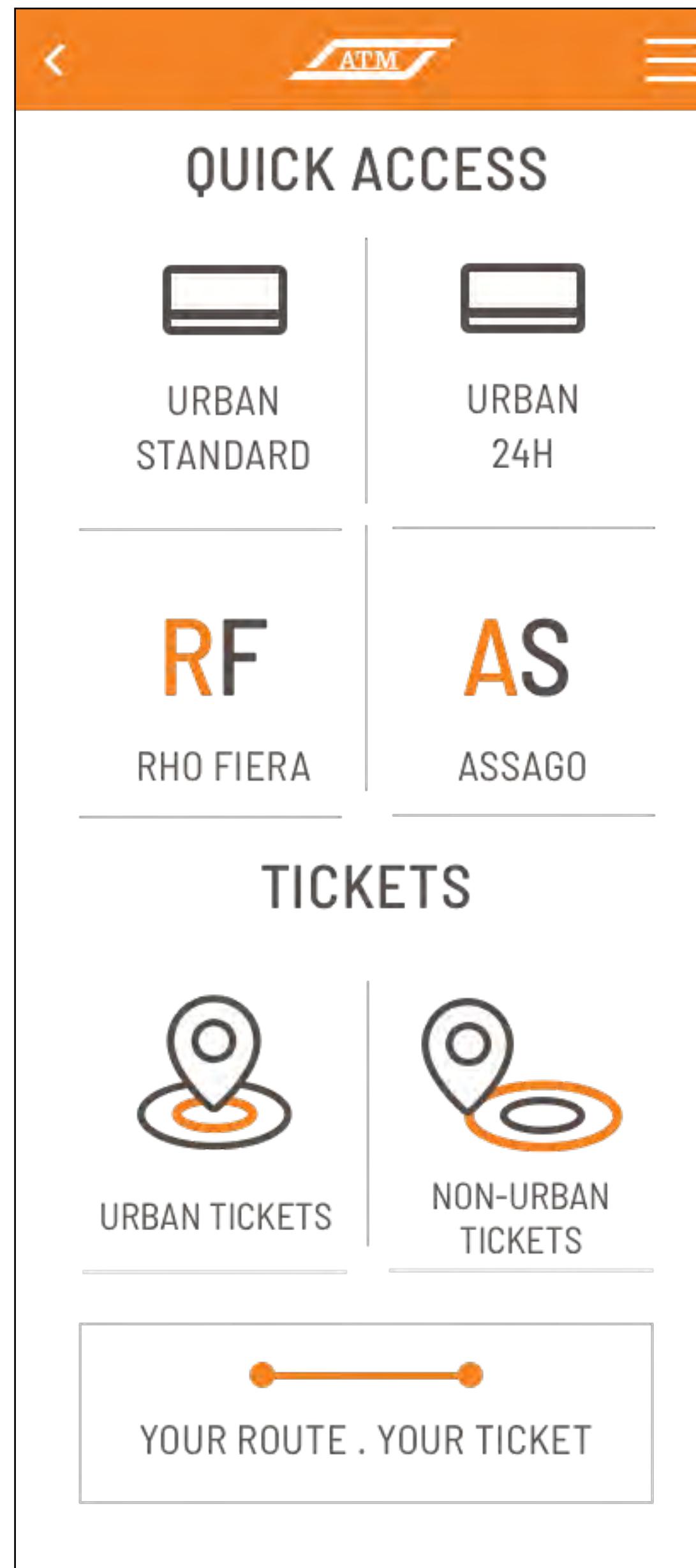
8.4 BRANDING :: ICONS



9.0

SKETCH

HIGH FIDELITY PROTOTYPE



PAYMENT METHOD

- 01 + URBAN €1,50

- 00 + LUGGAGE €0,50

Paypal Credit/Debit

SMS Apple Pay

Wallet

PAY

PAYMENT INFO

[Login](#)

GUEST LOGIN

*Required fields.

We will send the ticket to your mail and phone, to be sure it won't get lost.

*

*

CARD DETAILS

MARIO
Create an account to access your ticket anywhere from the ATM App; you only need to insert a password.

RO

PAY

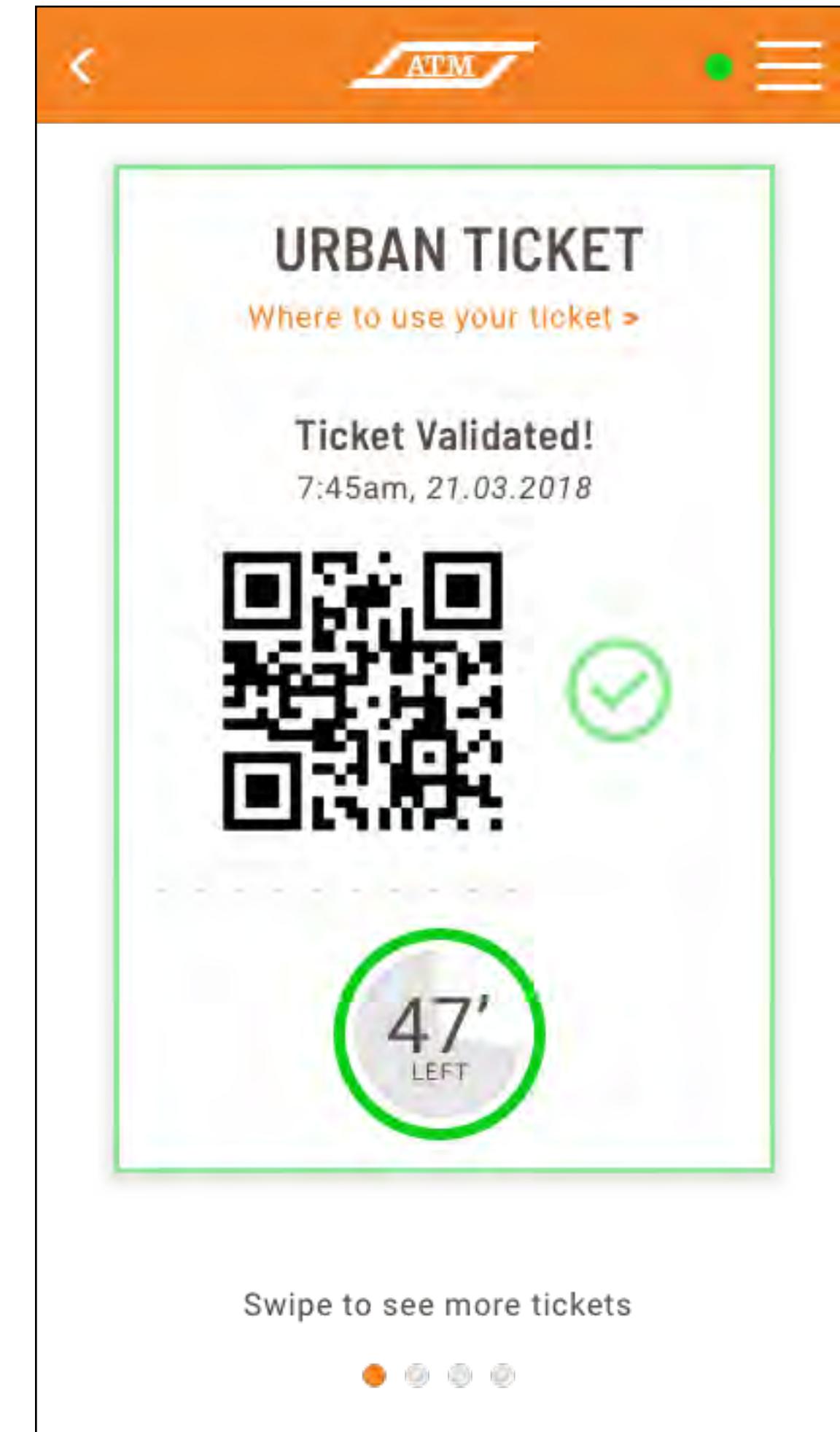
PAYMENT CONFIRMATION

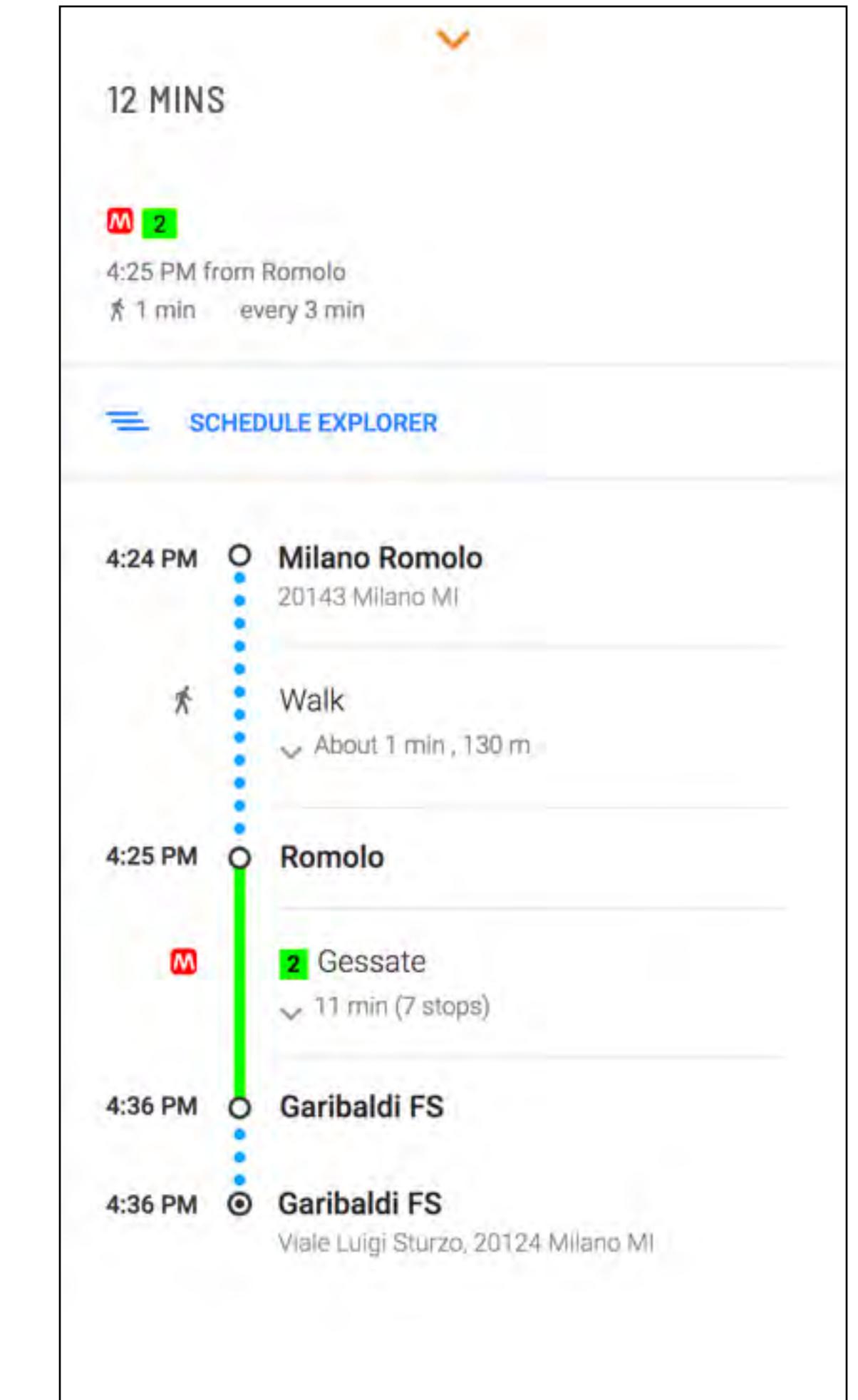
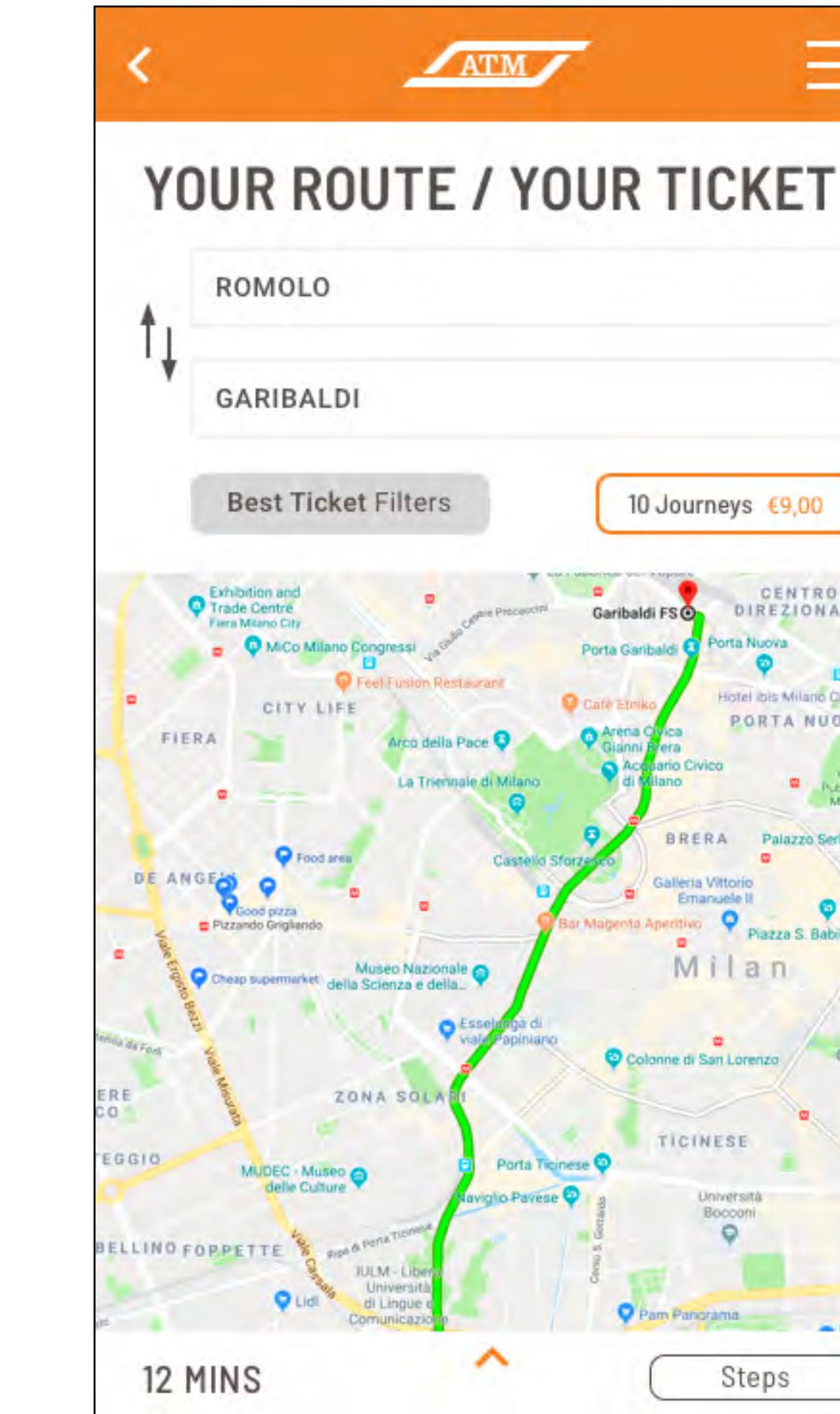
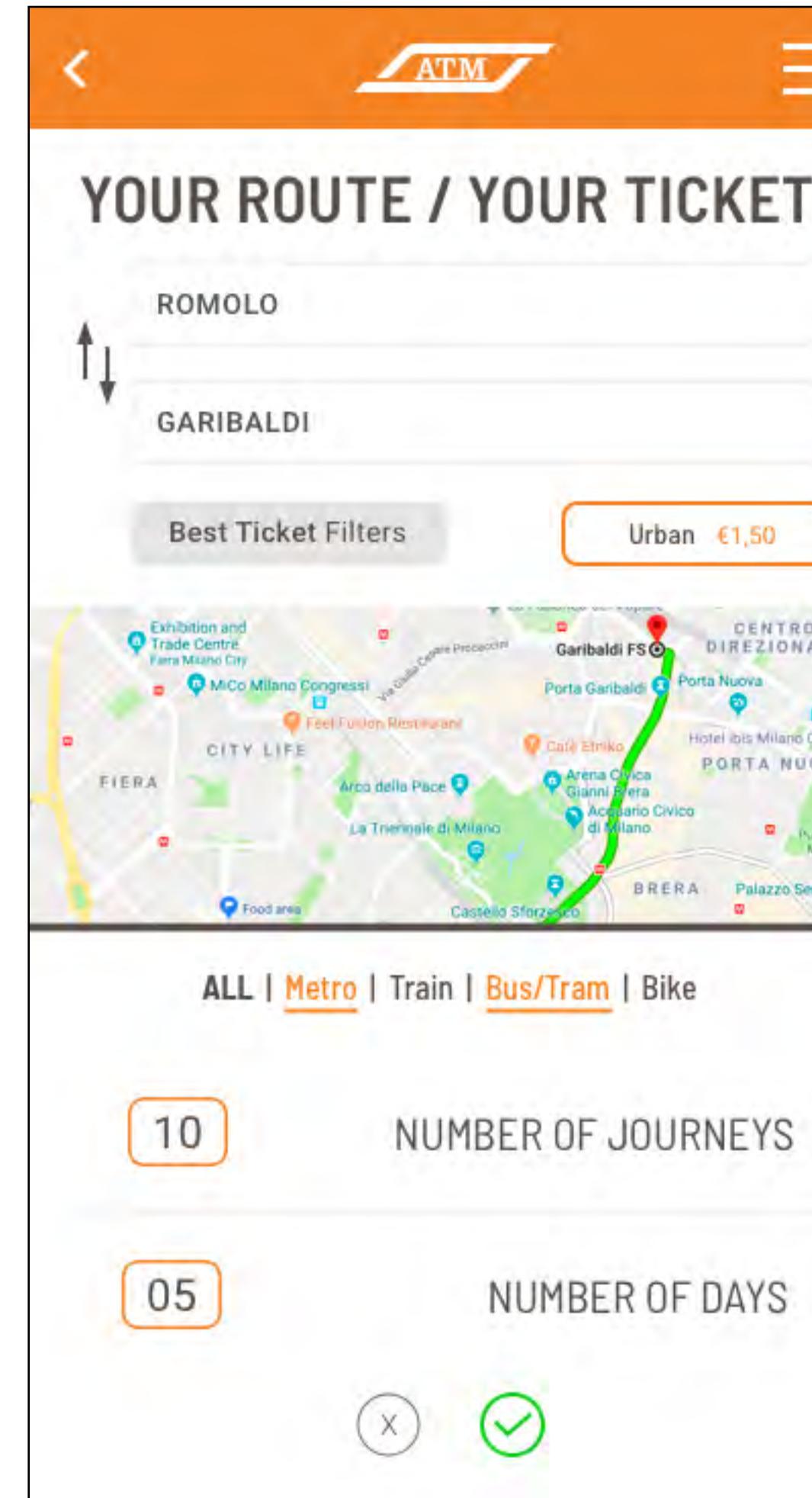
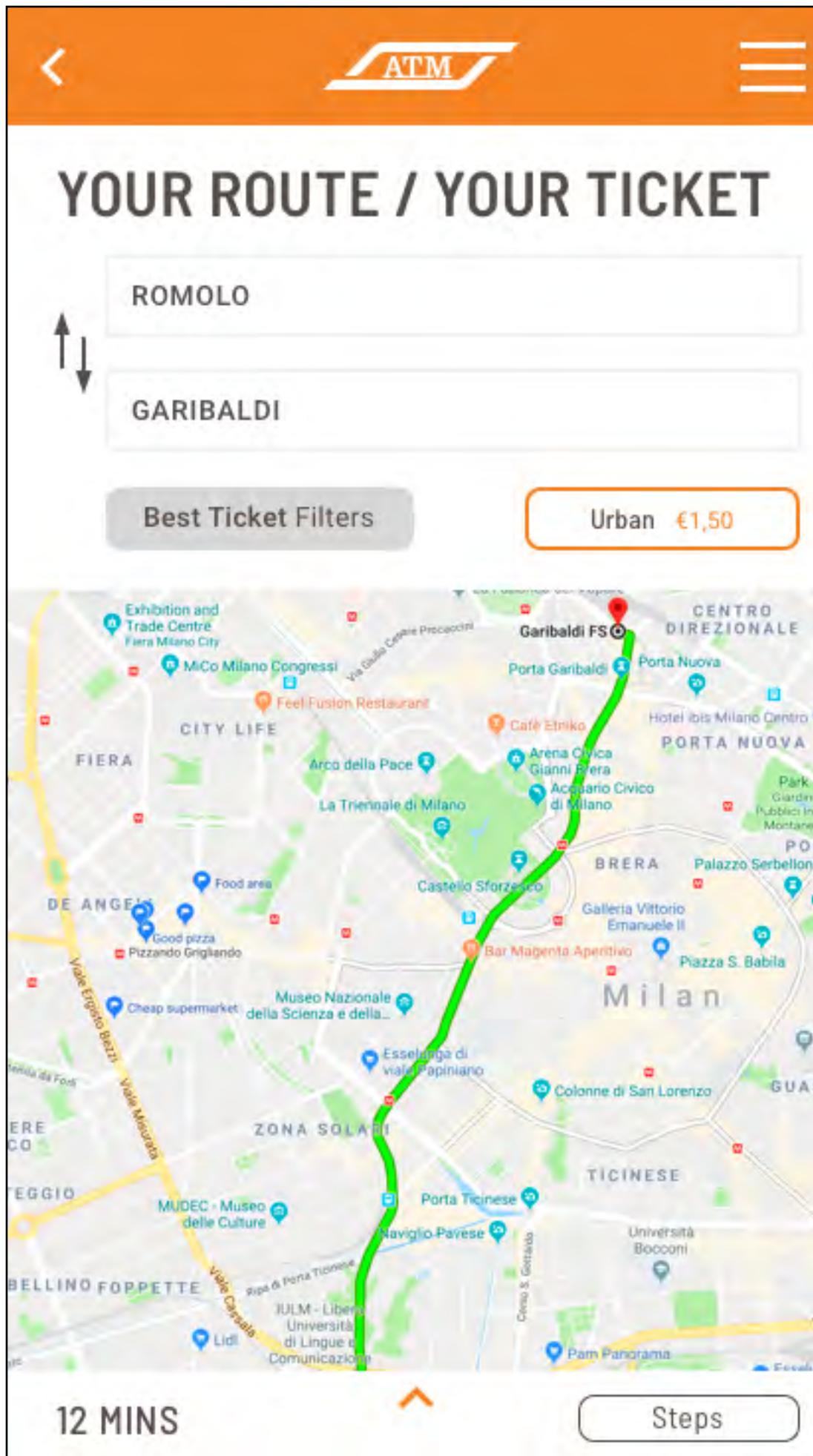
Thank You.
Your payment is successful

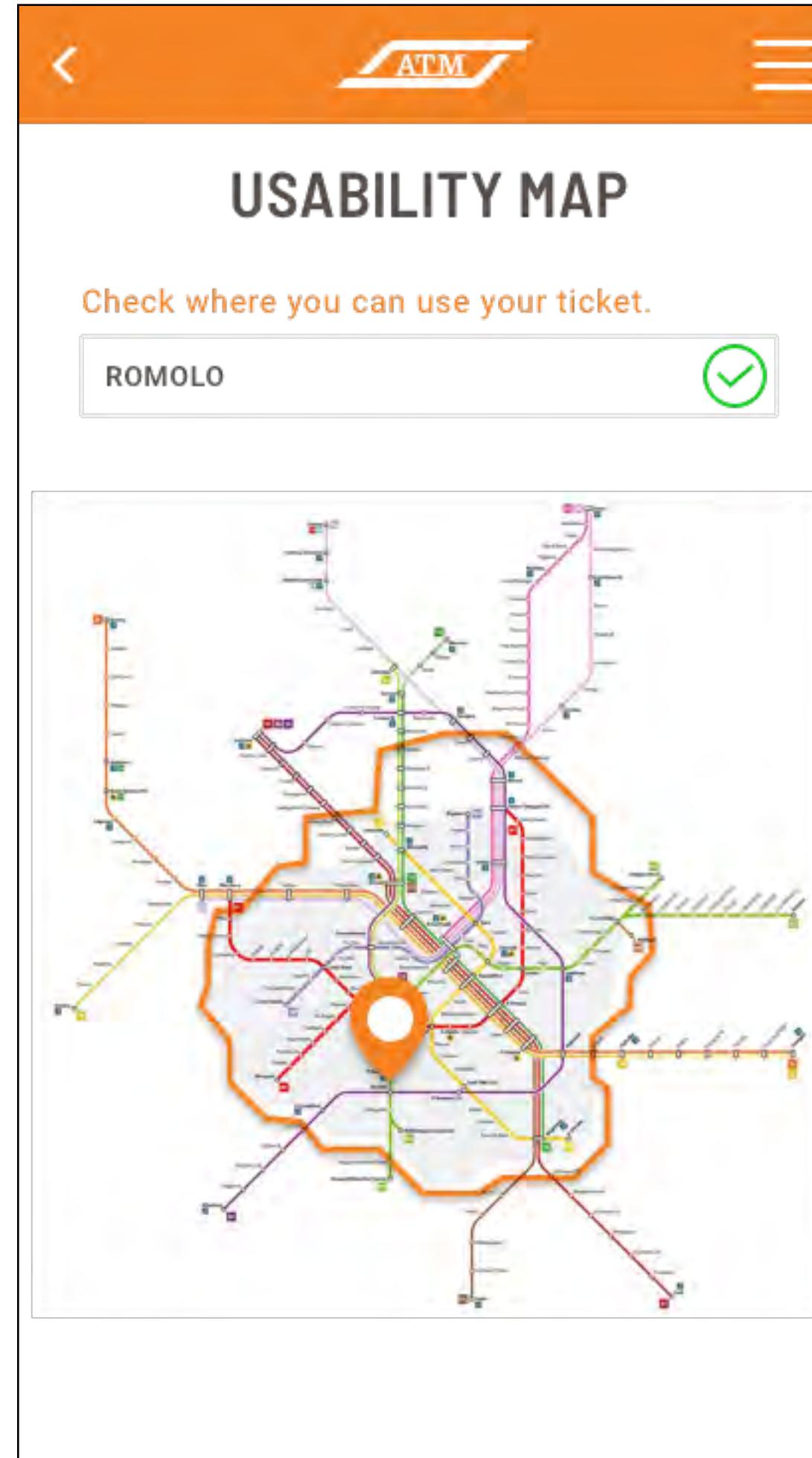
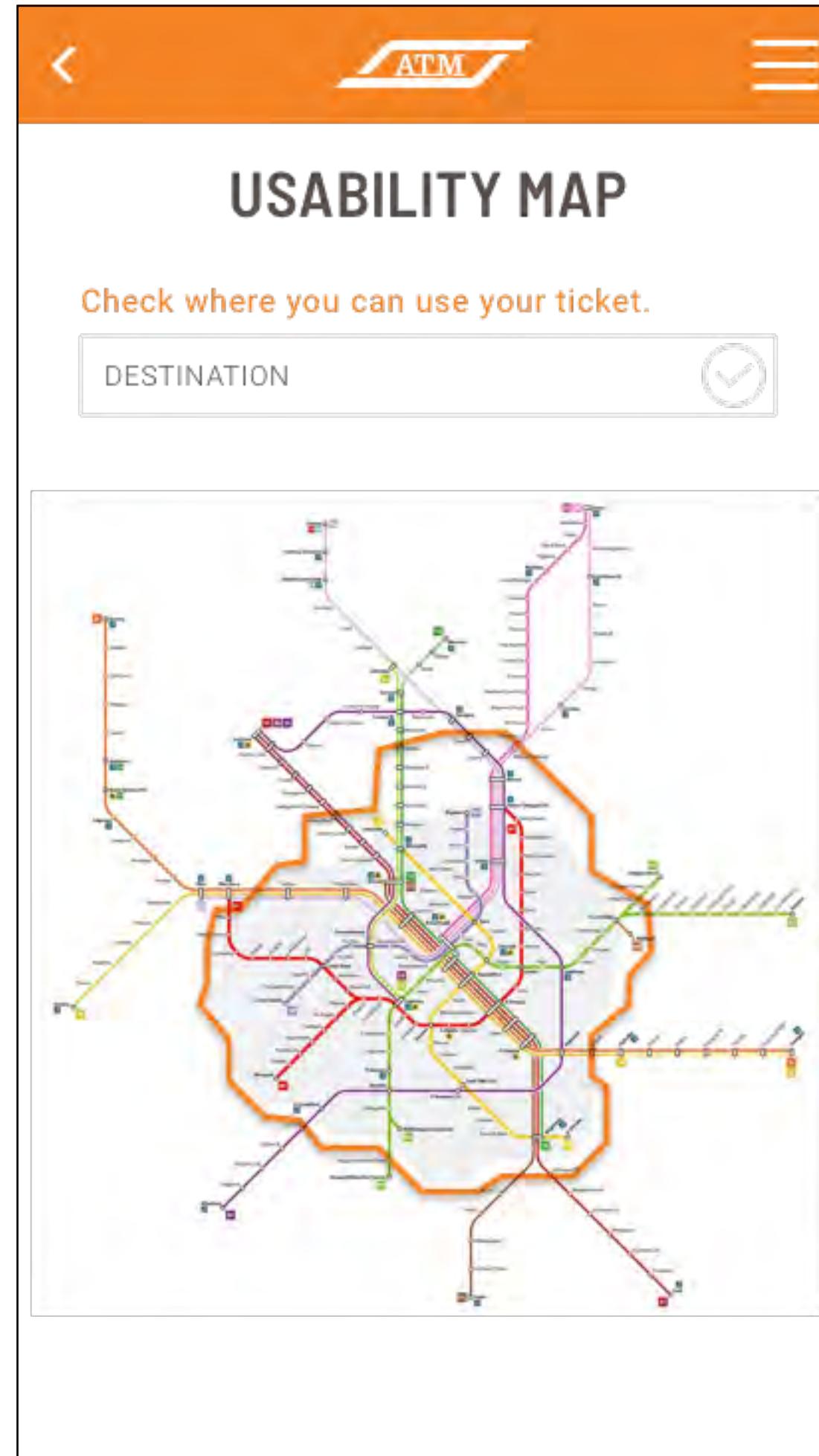


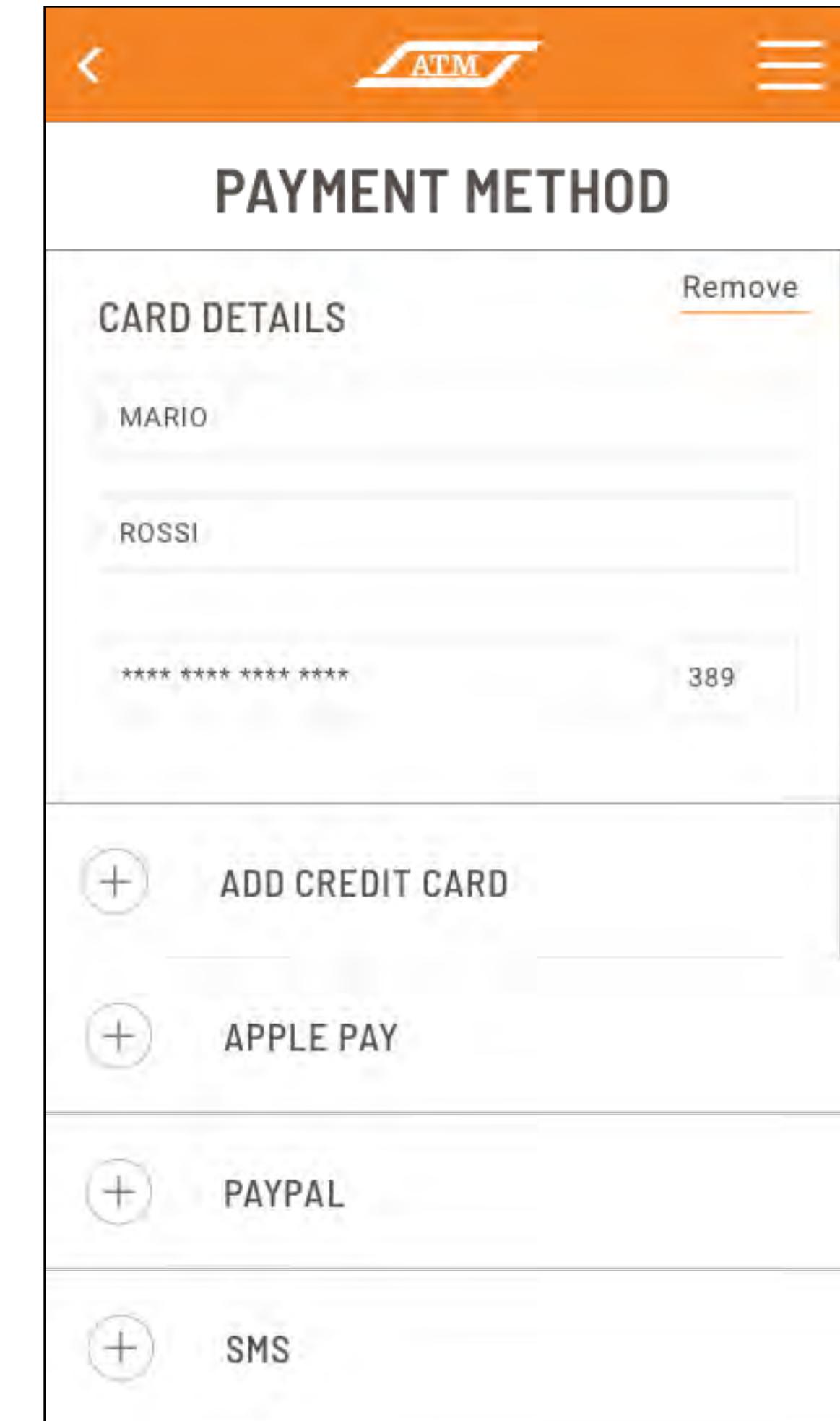
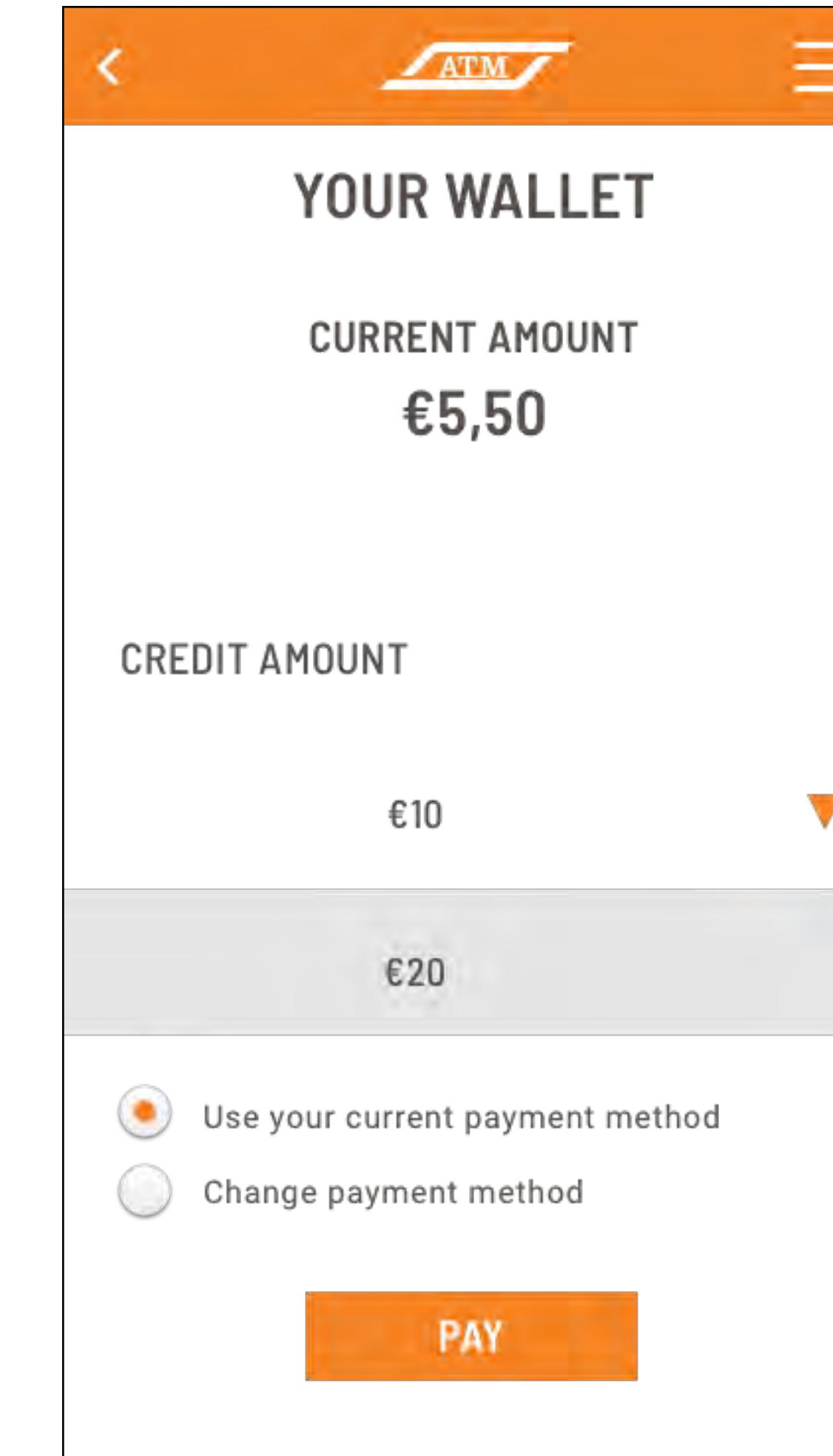
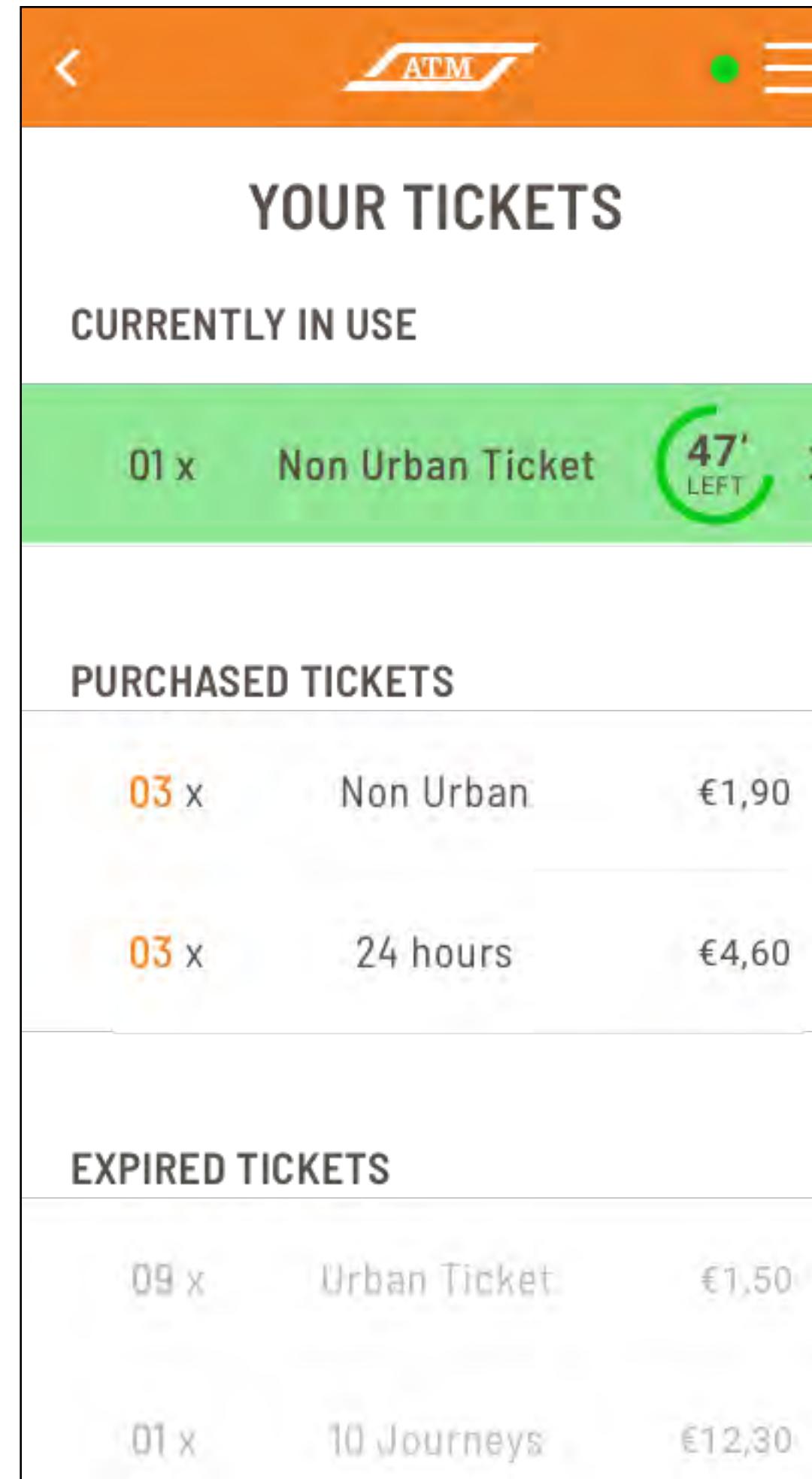
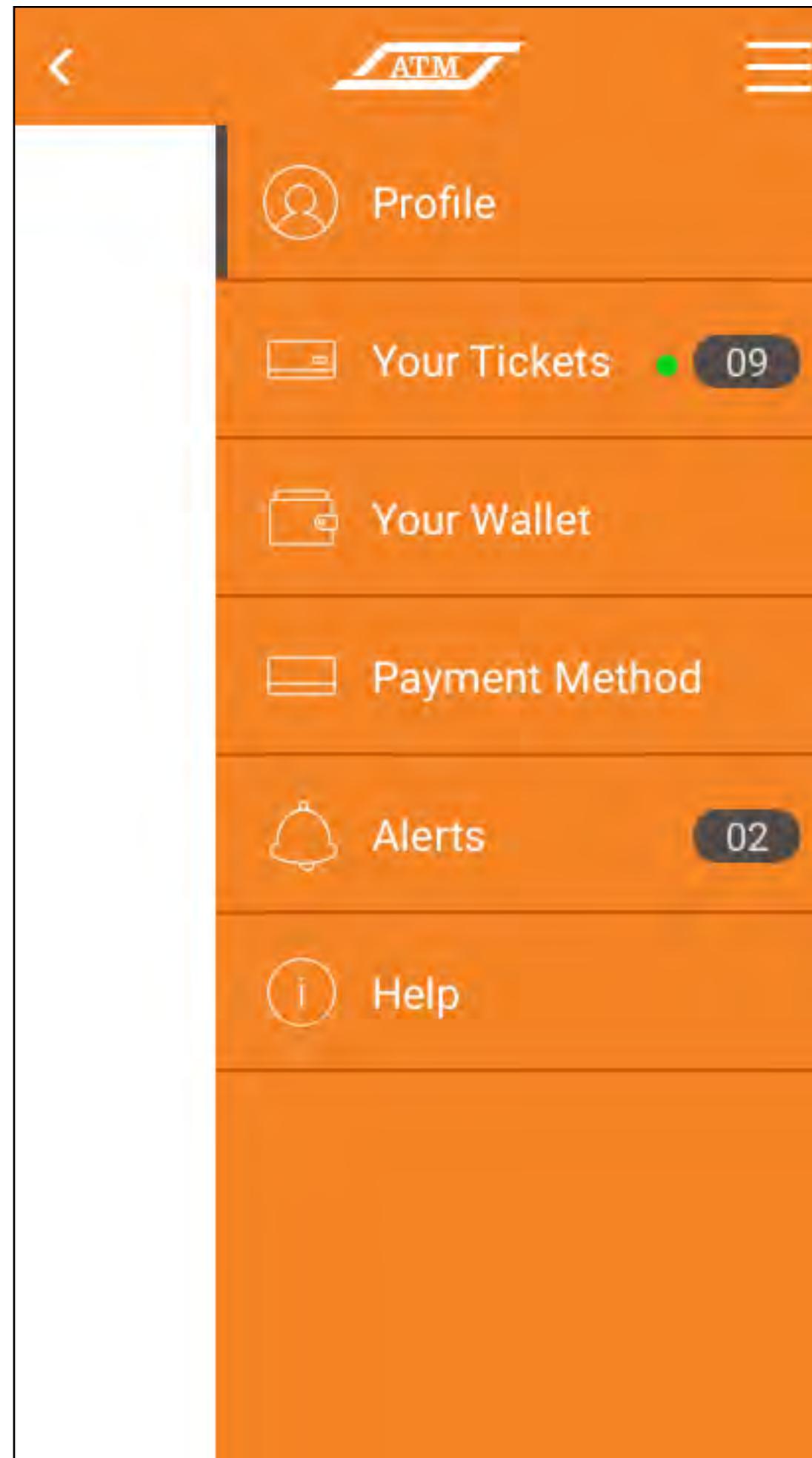
Your ticket has been sent to your **Email** and **Phone**.

VIEW TICKET









10.0

USER TESTING

...OF FAILURES AND SUCCESSES

OUR QUESTIONS

- *Buy a Rho Fiera ticket*
User will use the quick button or not?
See if they will register.
- *Buy a Urban ticket*
Do users use the quick button?
- *Use Your Route Your Ticket*
Are users able to understand how it works? They will click on it?

OUR USER TASKS

- “You are going to Rho Fiera and will bring a piece of luggage with you. What should you purchase?”
- “You need to travel in Milan from Porta Romana to Cadorna one time. Please purchase the best solution for your trip.
- You will travel around Milan for one full day. What is the most convenient purchase for you?

OUR QUESTIONS

- *Use Your Route Your Ticket*
Are users able to understand how it works? They will click on it?
- *Buy Non-Urban ticket*
Users will buy them correctly/know what non-urban means? They will click on YRYT or on NU?
- *Buy 24-Hours ticket*
Users are able to find it/find out their best option? How?

OUR USER TASKS

- You live in Romolo station and have a workshop to attend at Garibaldi for 10 days. What is the best solution for you to save money? What the fastest way to get there?
- You currently live around Lanza area but found it is quite expensive and found a cheap flat around Sesto Rondo that you want to view. How much will your ticket cost to get there?
- You validated your ticket and need to check how much time you still have left for travel time. What is the best way to do this?

10.0 USER TESTING :: ISSUES

The image displays two screenshots of a mobile application interface. The left screenshot shows the 'QUICK ACCESS' screen with options for 'URBAN STANDARD' and 'URBAN 24H'. Below this are two large letters 'RF' and 'AS' with the text 'RHO FIERA' and 'ASSAGO' respectively. A section labeled 'TICKETS' contains icons for 'URBAN TICKETS' and 'NON-URBAN TICKETS'. At the bottom is a button labeled 'YOUR ROUTE . YOUR TICKET'. The right screenshot shows the 'PAYMENT METHOD' screen with a list of payment options: 'RHO FIERA' (€2,50), 'LUGGAGE' (€0,50), 'Paypal', 'Credit/Debit', 'SMS', 'Apple Pay', and 'Wallet'. A large grey button at the bottom is labeled 'CONTINUE'.

"Quick access" MEANING

NO PRICE: confusing

UNDERSTANDABLE CATEGORIES

OUTSIDE SCREEN users don't see it

TICKET ICONS LOOKS LIKE CARD

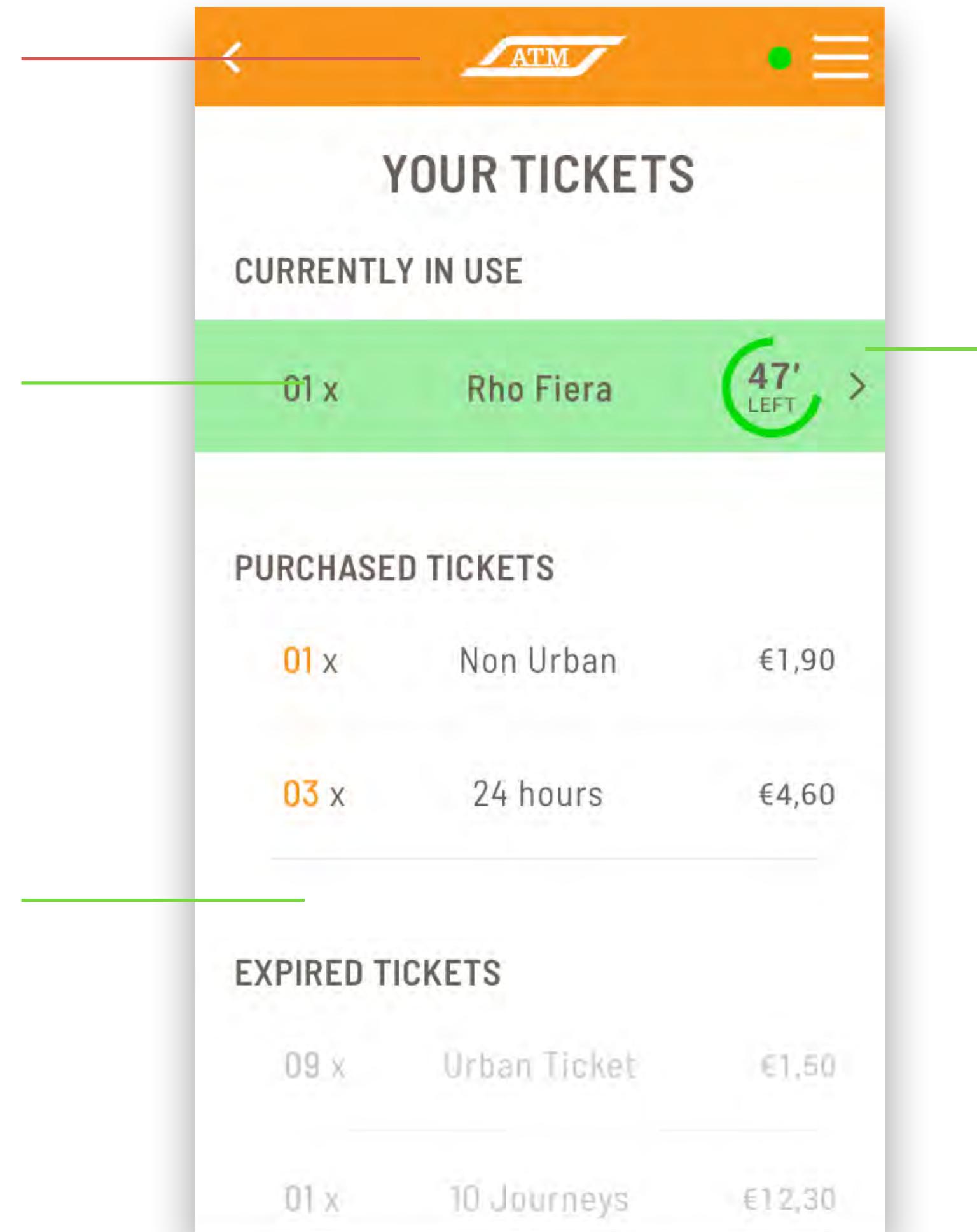
LUGGAGE PRICE AND COLOR CODE confusing

there's no TOTAL AMOUNT

NO SEPARATION BW TICKETS/ PAYMENT

10.0 USER TESTING :: ISSUES

HOME BUTTON?
confusing



UNDESTAND
IMMEDIATELY
it's in use

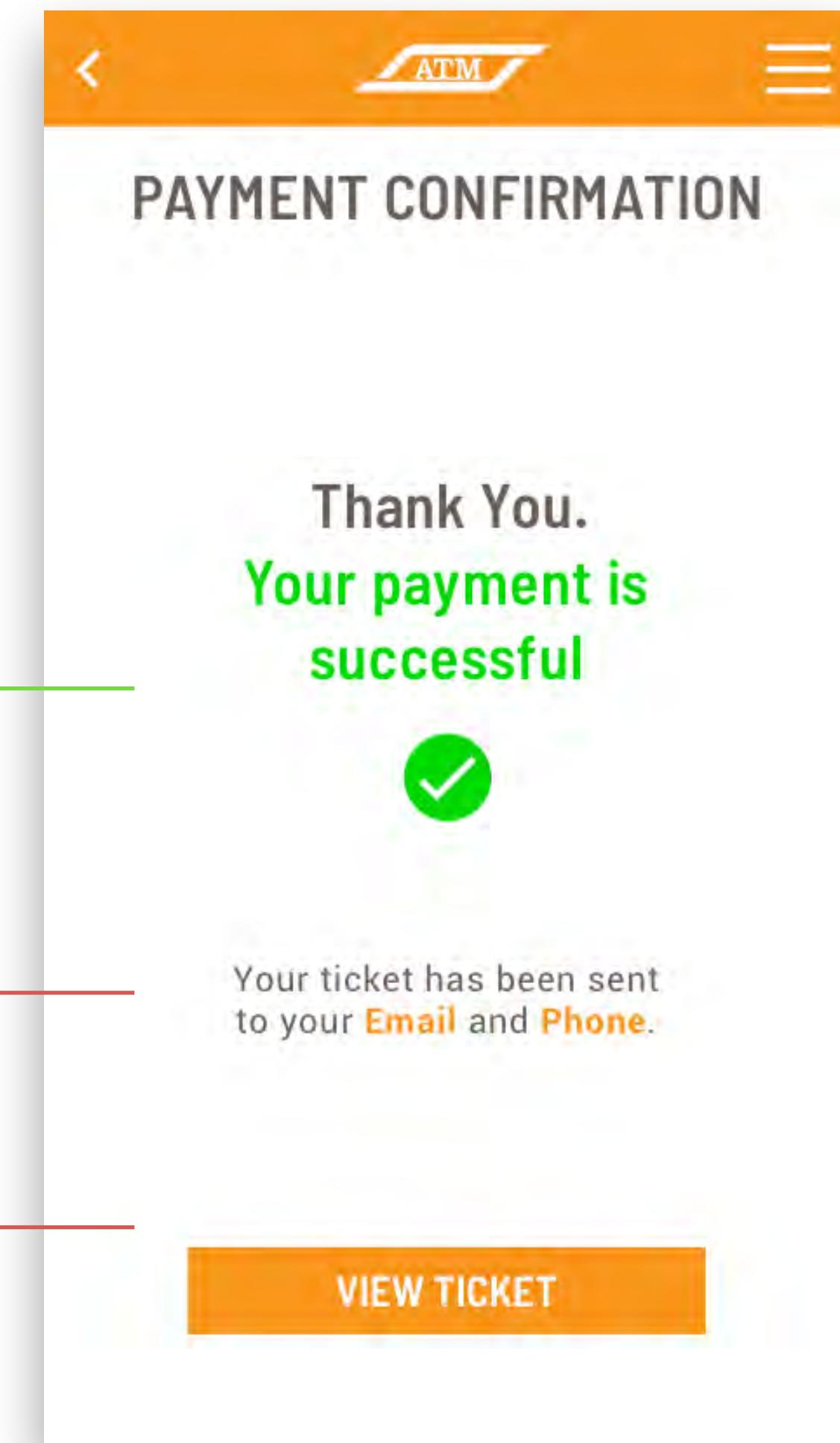
SECTIONS
are easy to
understand

NICE TO SEE TIME
without opening

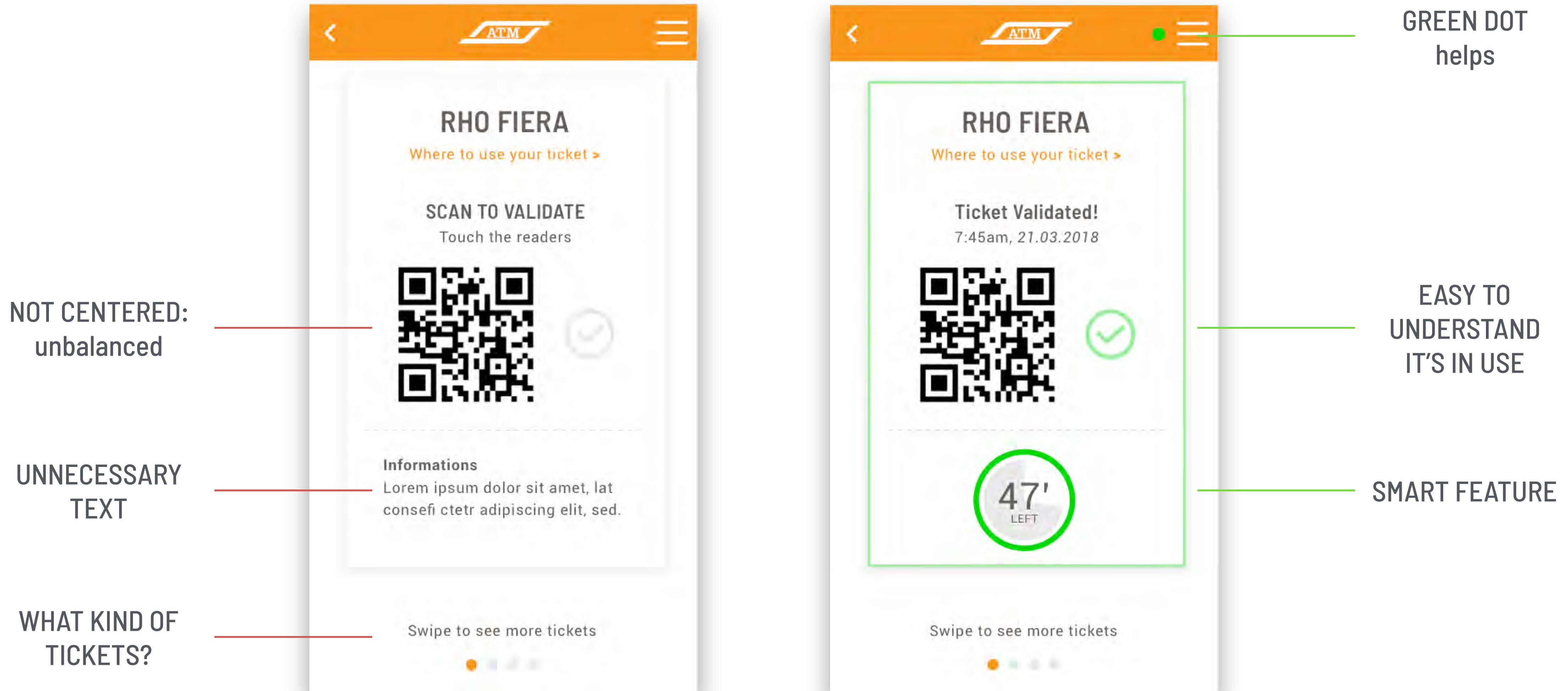
NEAT DESIGN

"PHONE" is
confusing

TICKET SENT
WHERE on phone?



10.0 USER TESTING :: ISSUES

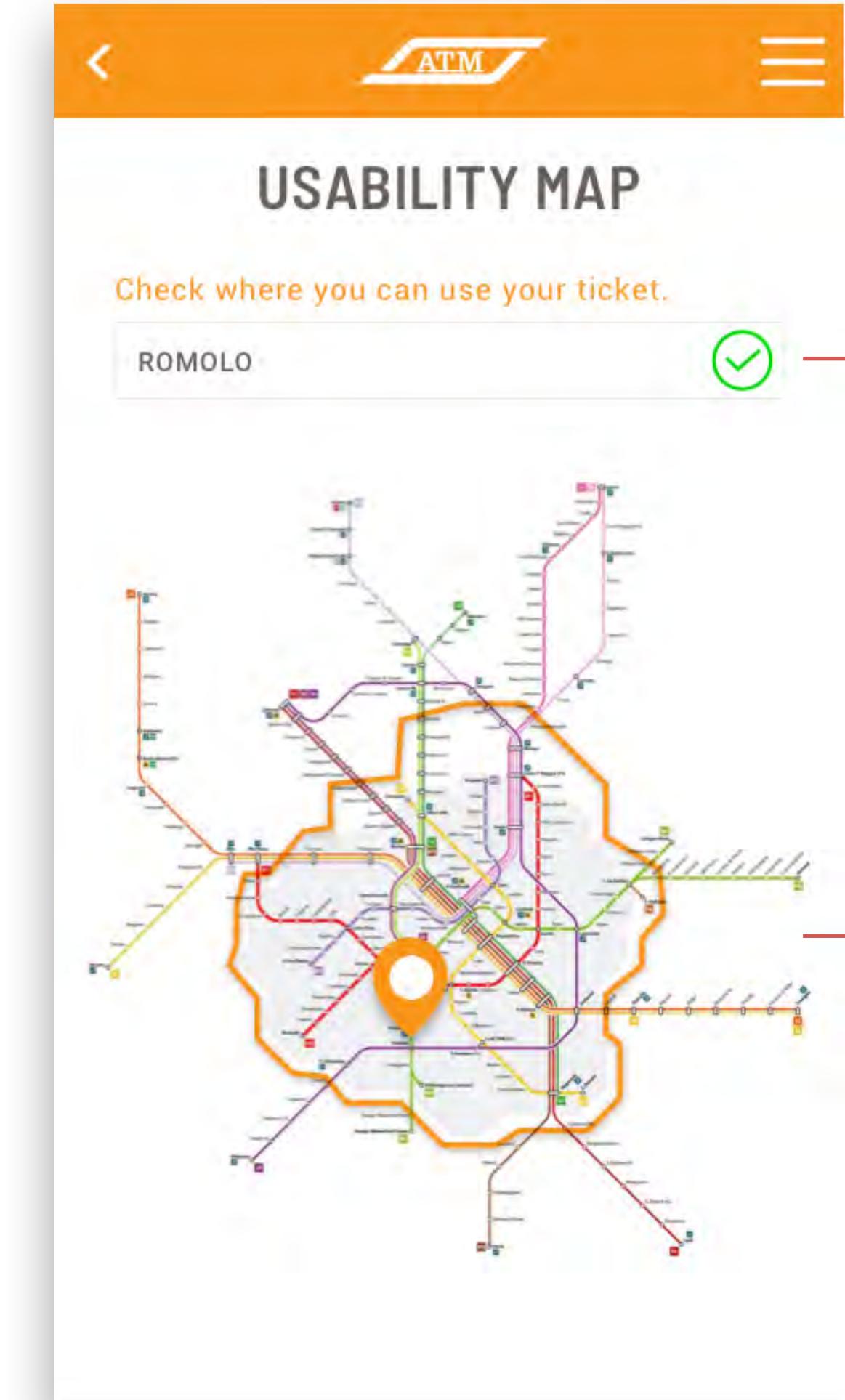
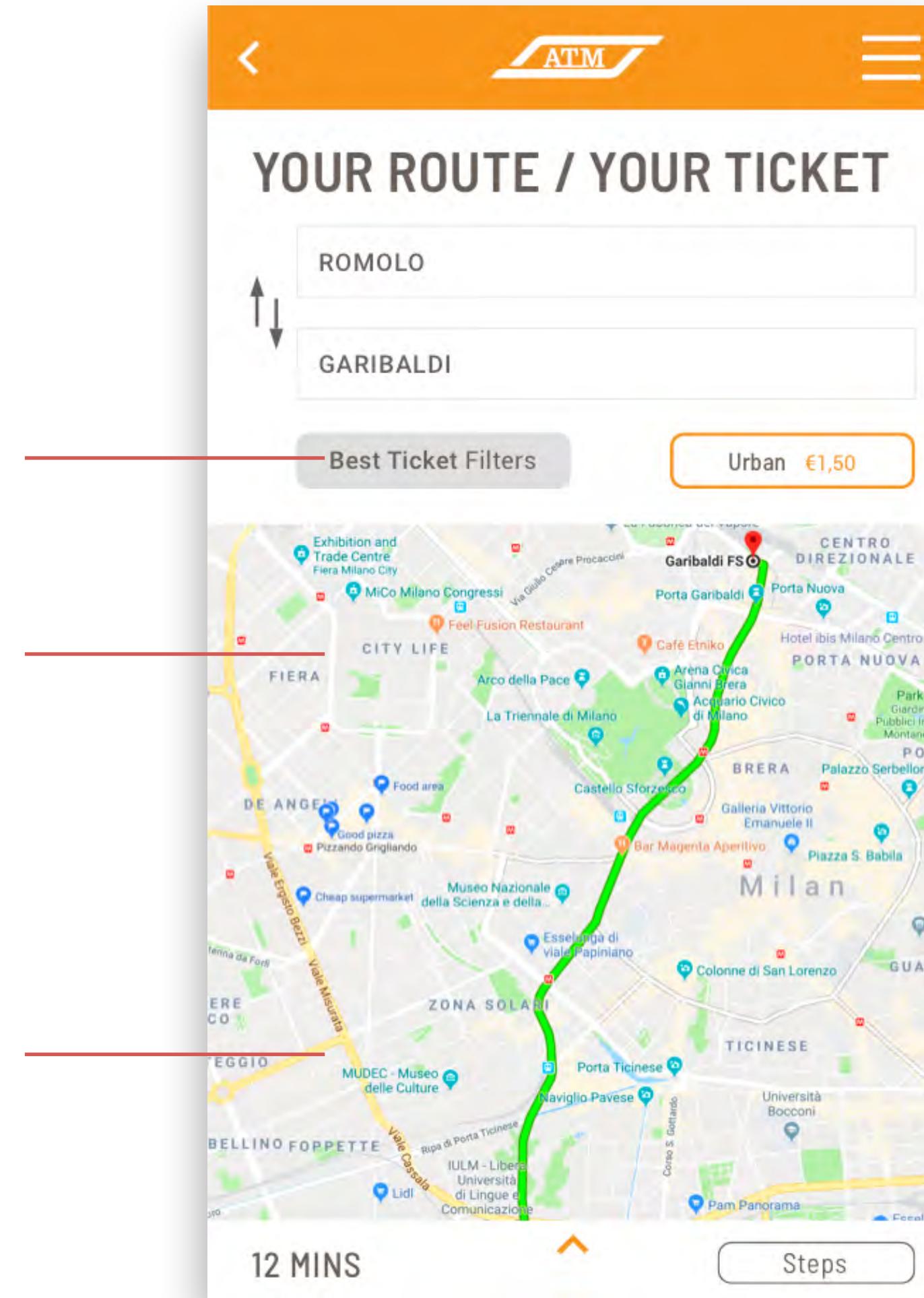


10.0 USER TESTING :: ISSUES

GREY FEELS
NOT CLICKABLE

BUTTONS COLOR
CODE NOT CLEAR

NO SCROLLABLE
SPACE AROUND
THE MAP



10.0 USER TESTING :: **WRONG CHOICES**



WRONG INGREDIENTS

Icons +
Human errors +
Fight with the prototype +
Naming



TOP QUALITY INGREDIENTS

Easy to use +
Hide the complexity +
Clear interactions +
Multiple way to do tasks

11.0

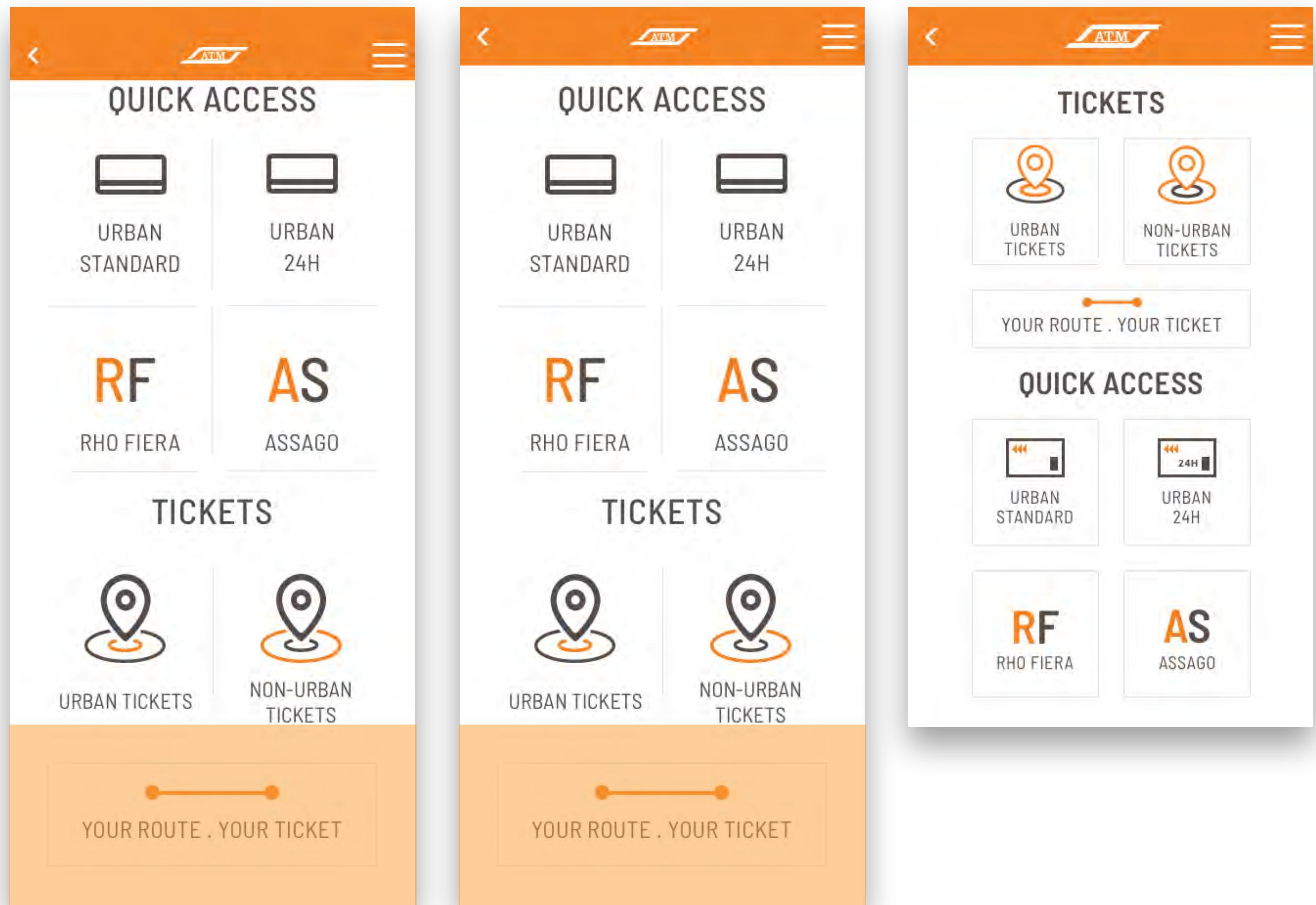
FINAL SOLUTION



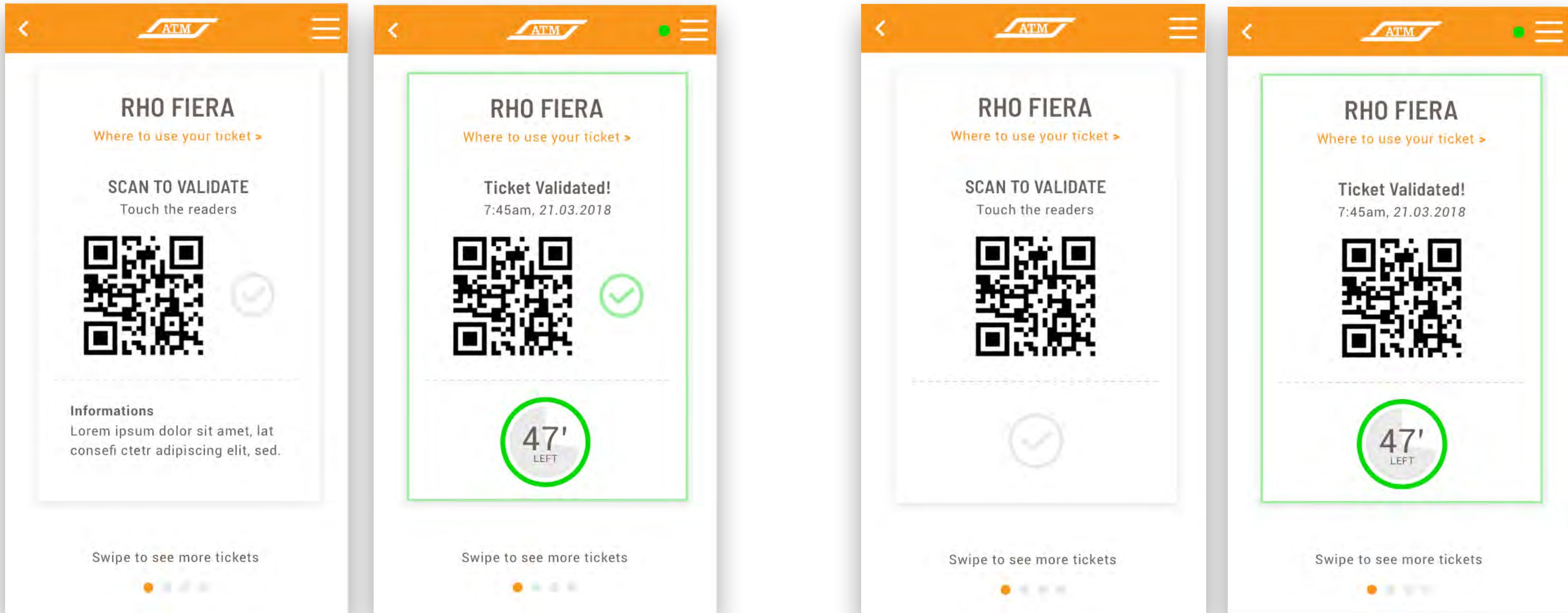
OUR PROPOSITIONS

- User centric
- Icon Centric
- Intuitive

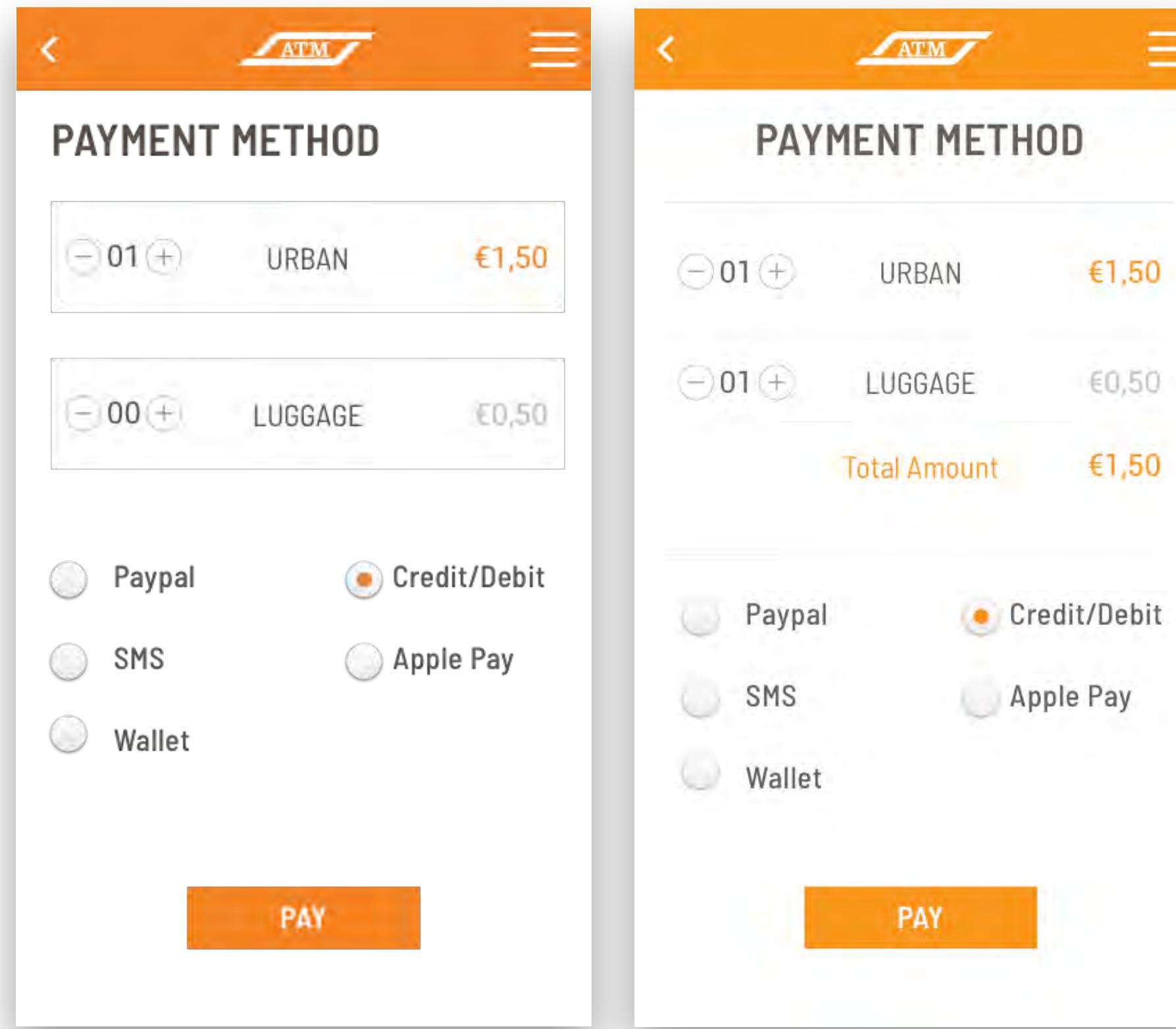
11.0 FINAL SOLUTION :: HOMEPAGE EVOLUTION



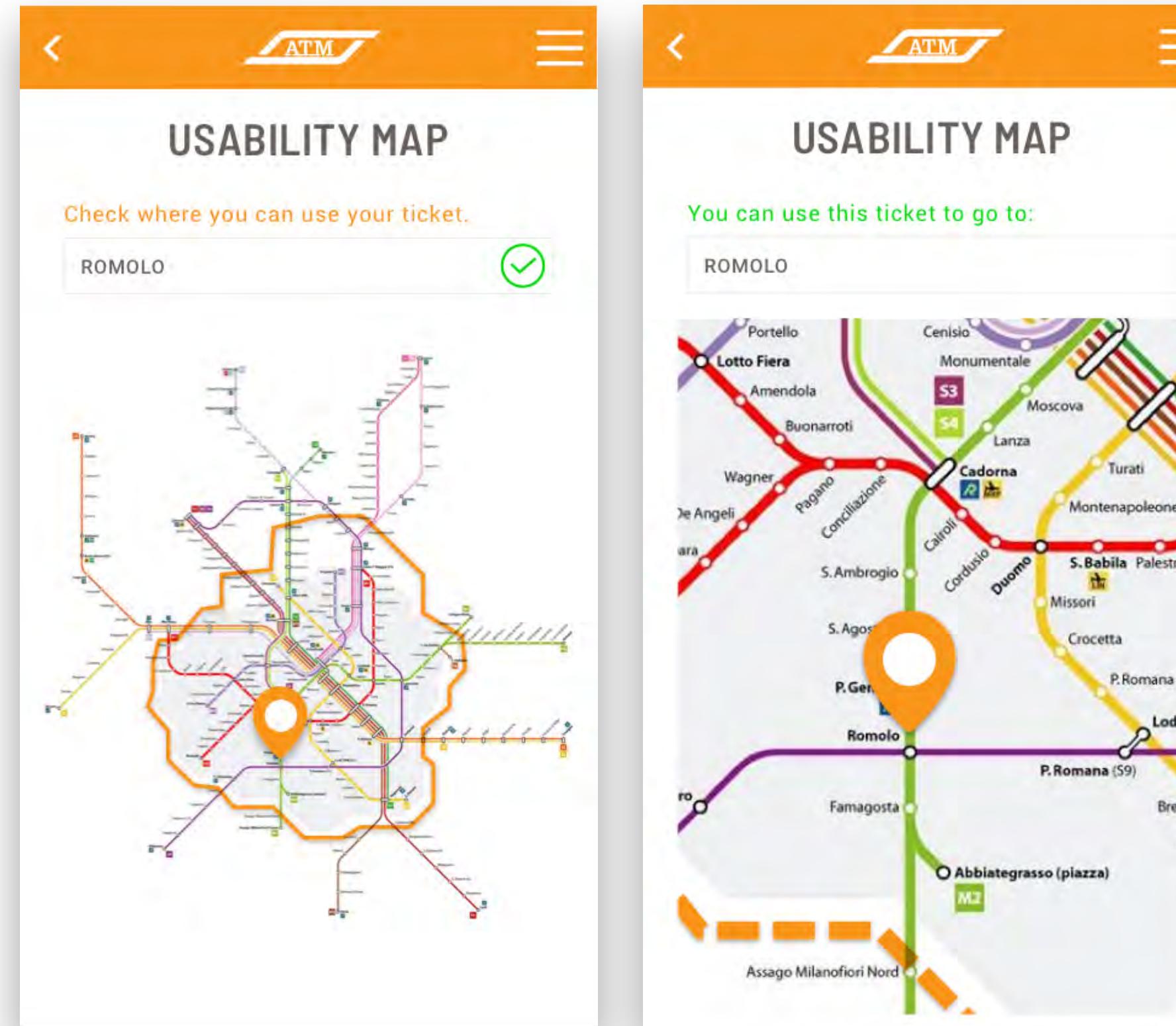
11.0 FINAL SOLUTION :: TICKET EVOLUTION



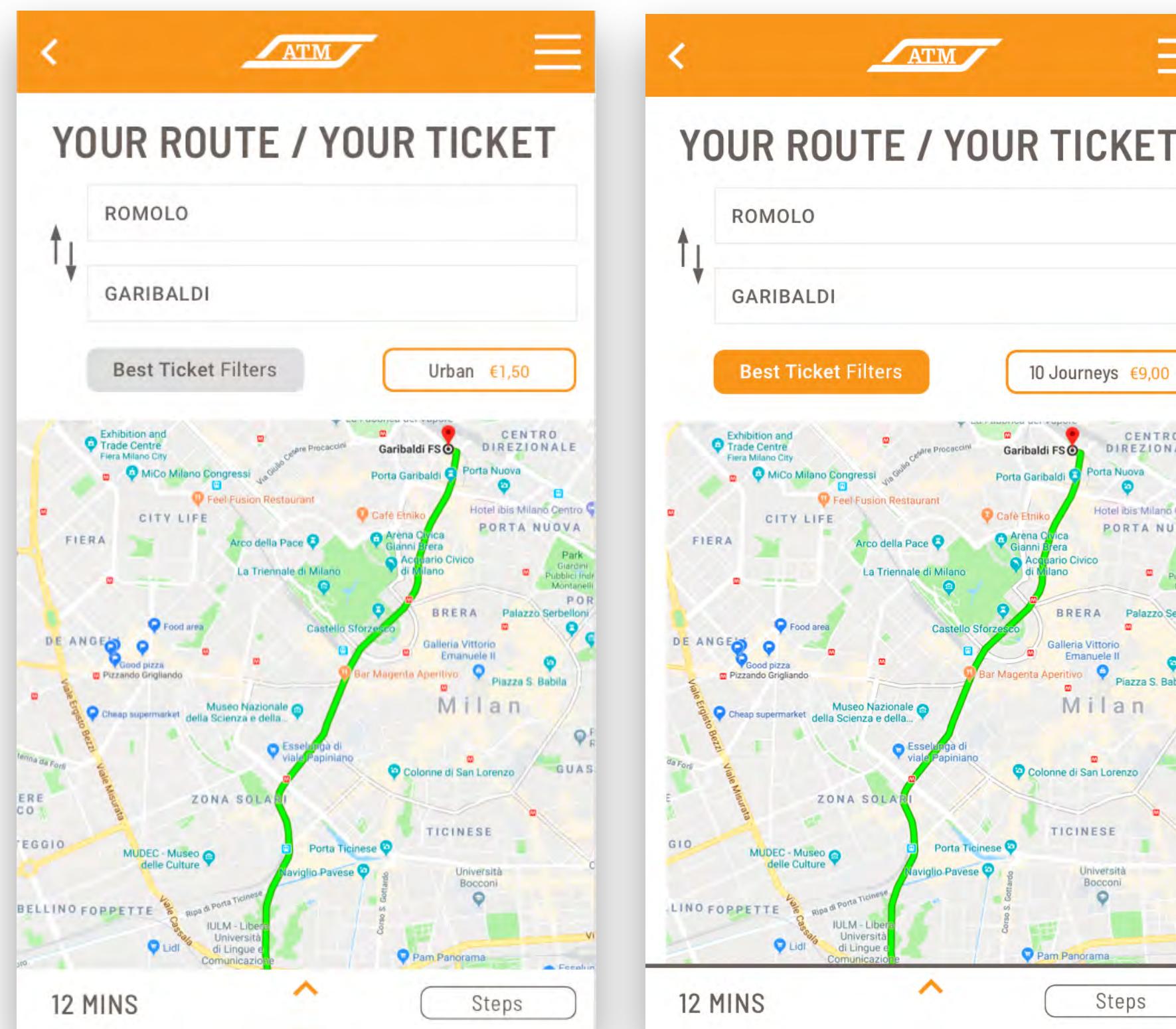
11.0 FINAL SOLUTION :: PAYMENT EVOLUTION



11.0 FINAL SOLUTION :: USABILITY MAP EVOLUTION



11.0 FINAL SOLUTION :: USABILITY MAP EVOLUTION





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