

PRODUCT IMPROVEMENT **CASE STUDY**



transit.

PRODUCT VISION DOCUMENT

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Product Name:

Transit – Your license to a car-free life

Vision Statement:

To empower urban commuters with a seamless, reliable, and intuitive public transport experience by reimagining the existing transit app with user-centered design, improved real-time tracking, and streamlined usability—helping people get to their destinations faster, smarter, and with less stress.

Problem Statement:

Current public transit apps suffer from unreliable live tracking, poor UX/UI design, inaccurate stop information, and lack of awareness about multi-modal transit options (bus, train, etc.). These pain points disproportionately affect daily commuters and occasional users alike, leading to a frustrating and inefficient commuting experience.

Target Users:

- Primary: Daily commuters who rely on buses/trains to get to work or school (e.g., students, office-goers).
- Secondary: Occasional users navigating unfamiliar routes (e.g., tourists, weekend travelers).

User Needs & Pain Points:

- Accurate real-time bus/train location data.
- Simple, intuitive UI that supports quick route discovery.
- Awareness and integration of multiple transport modes.
- Reliable and predictable trip planning.
- Easier access to nearest stops and arrival times.

Proposed Solution:

Enhance the existing public transit experience through:

- Accurate live tracking powered by improved location data.
- Simplified and consistent UX/UI design.
- Personalized alerts and push notifications.
- Route discovery improvements with better search and stop mapping.
- Clear communication of multi-modal transport support.

Goals & Success Metrics:

- +40% Real-Time Accuracy
- -30% UI/UX Frustration
- -35% Data Errors
- +82% Feature Awareness
- -25% Info Search Time
- +20% Engagement Uplift
- +50% Discoverability
- 100% Agile Delivery
- +30% Overall Satisfaction

Guiding Principles:

- User-Centered: Design with empathy, guided by real user feedback.
- Iterative: Build incrementally, gather insights, and improve continuously.
- Reliable: Prioritize performance and stability in core commuting functions.
- Inclusive: Support diverse users with different commuting needs.

Product Owner: Praneeth Koduru

Project Code Name: Transit App Product Improvement 2025