

Challenge and Approach

The ENR app provides great service. It allows its users to choose and purchase train tickets online

- it allows online payment

- it allows users to check train schedule

- it helps them compare between the different trains to their destination

- While the current approach doesn't achieve that in an easy clear manner , here is our approach to make it an easier task for users.

Challenge 1 : Current app only allows one way of logging in:

- The current version only allow logging in using email

Approach: We allowed linking user's account with their google account , to make logging in easier for users and also allows auto-filling user's data which make signing up easier.

Challenge 2: The app does not allow non-Egyptian users to use it.

- The app required national id number for signing up which prevents non-Egyptian residents and foreigners from using the app

Approach: Allow various ways to sign up: Egyptian users use id number and phone number while non-Egyptian users use their passport number

- We also make them input their passport's issuing country and expiry date for increased security , by allowing foreigners we made that app more profitable as foreigners' tickets are more expensive than regular ones

Challenge 3: The app didn't send verification code properly

- Many users complained that the app didn't respond well in verification either it doesn't send well or the instructions weren't clear

Approach: we made the verification section more clear

Challenge 4: Search results weren't organized

- Search result displayed every ticket available it didn't use any sort of any kind nor any specifications

Approach : We made search results much more readable by adding a sorting feature by price or duration , We also added many filtering options such as: AC , stops , return or direct and date to make every user find their ticket easier.

Challenge 5: No refund or cancellation

Approach : We made a refund feature allowing users to refund their ticket within a notice period

Challenge 6: Poor UI

-Current UI lacks readability and clearness , for example : when it shows tickets it displays its information randomly

- No clear visual hierarchy. All text looks the same weight which makes the user incapable of understanding which are main or sub texts
- Low contrast (dark gray text on dark background) making it hard to read especially under sunlight
- Unclear input fields where the original design used just a line
- Unclear Availability Status Ticket availability is not clearly communicated.

Approach : We used clear easy to read UI design , better colors and fonts .Display of information is much more organized.

- changing the weight of texts based on the hierarchy of it
- higher contrast between background and texts as well as buttons
- Boxes are better to notice and click on
- Availability is shown clearly to improve user confidence.

-So, with our new approach we increased readability , provided an engaging user experience , solved some implementation problem and made the app more profitable.