



PRESTO App Audit and Redesign



What is PRESTO?

PRESTO is an electronic payment system that eliminates the need for tickets, tokens, passes and cash.

PRESTO works across local transit in the Greater Toronto and Hamilton Area (GTHA) and Ottawa, making paying for your trip simple, convenient and secure.



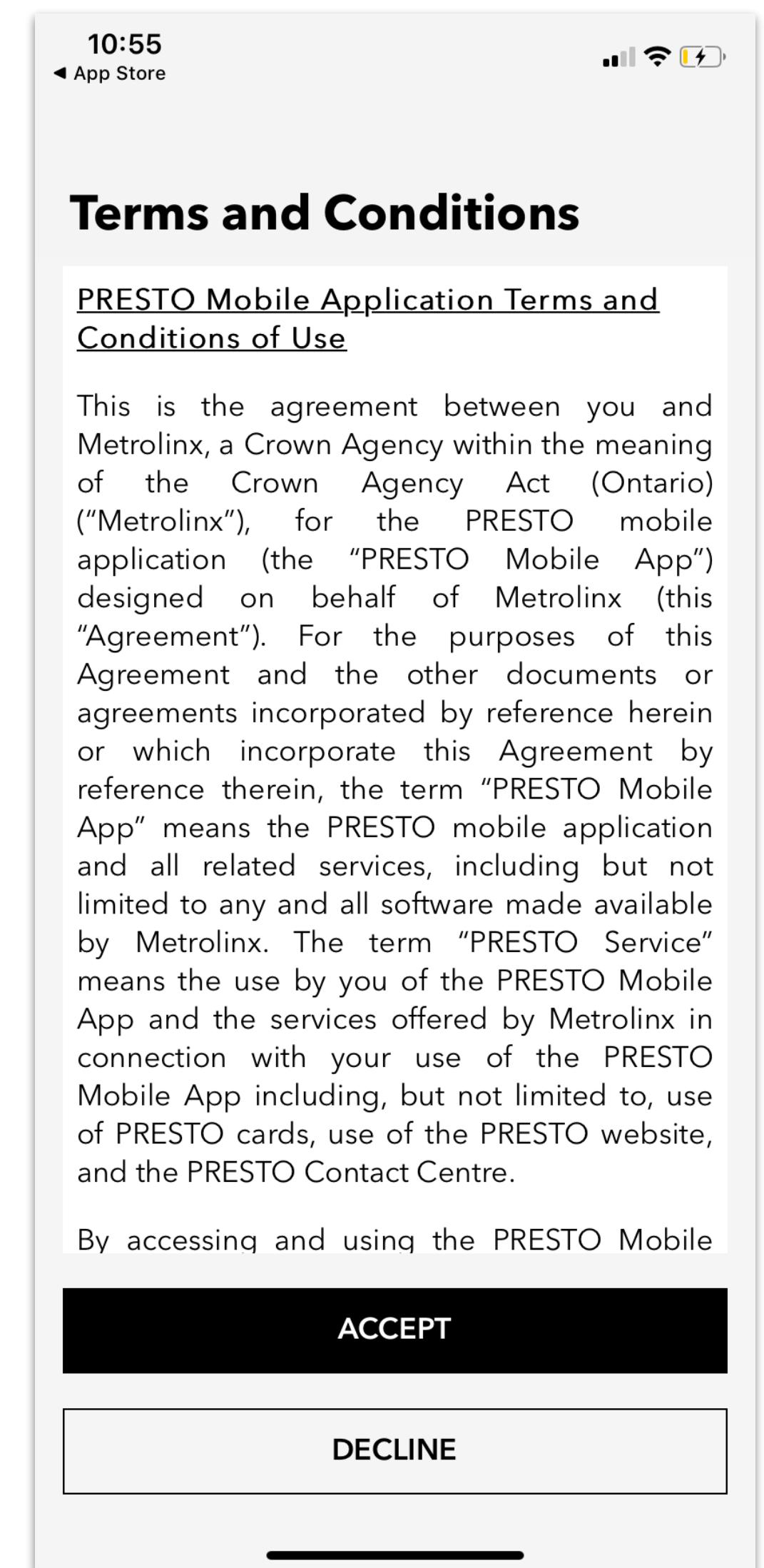
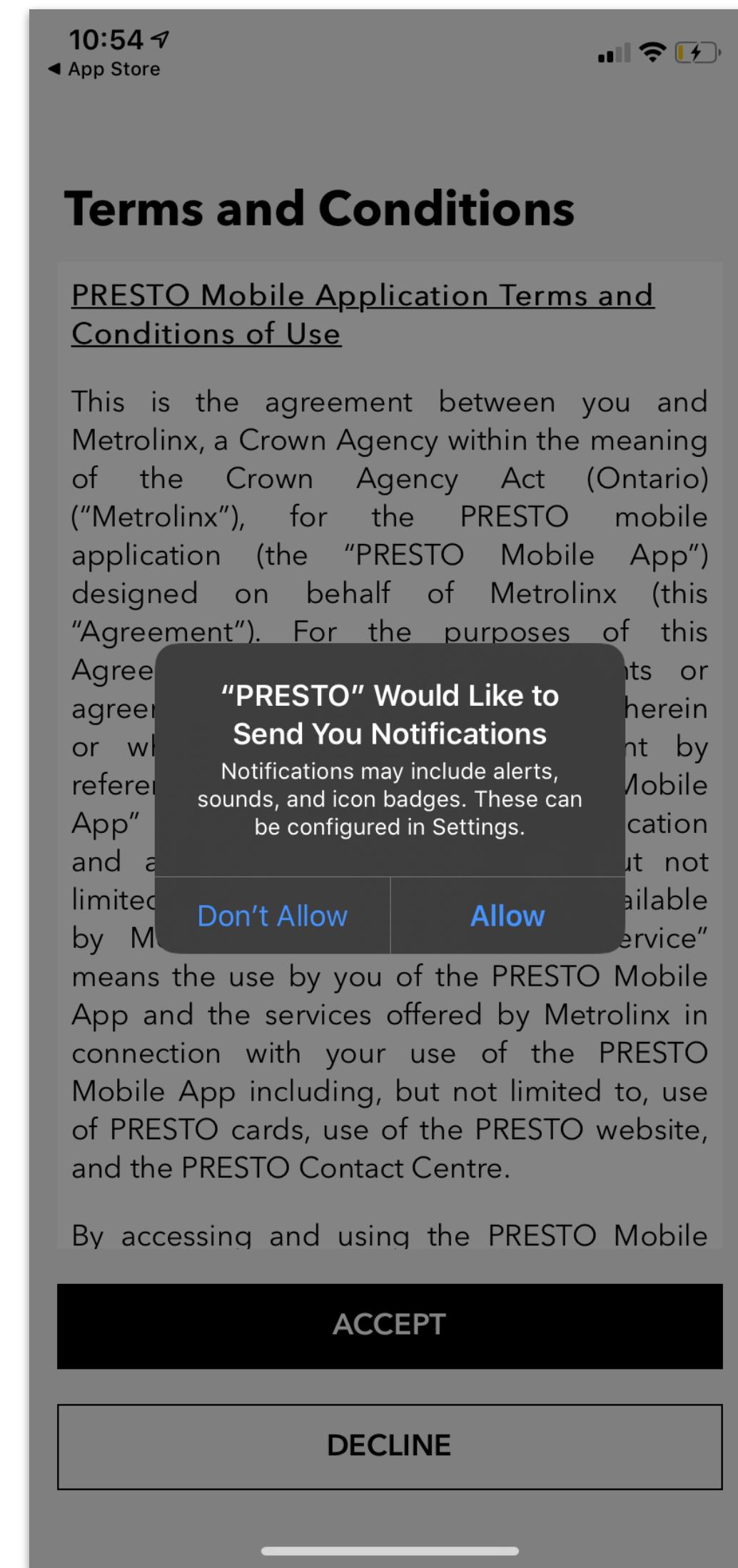
UX/UI Audit



Onboarding

During the initial stages of the onboarding process, the user is asked to authorize the app to send push notifications. This request is make out of context and the value of authorizing this request is missing.

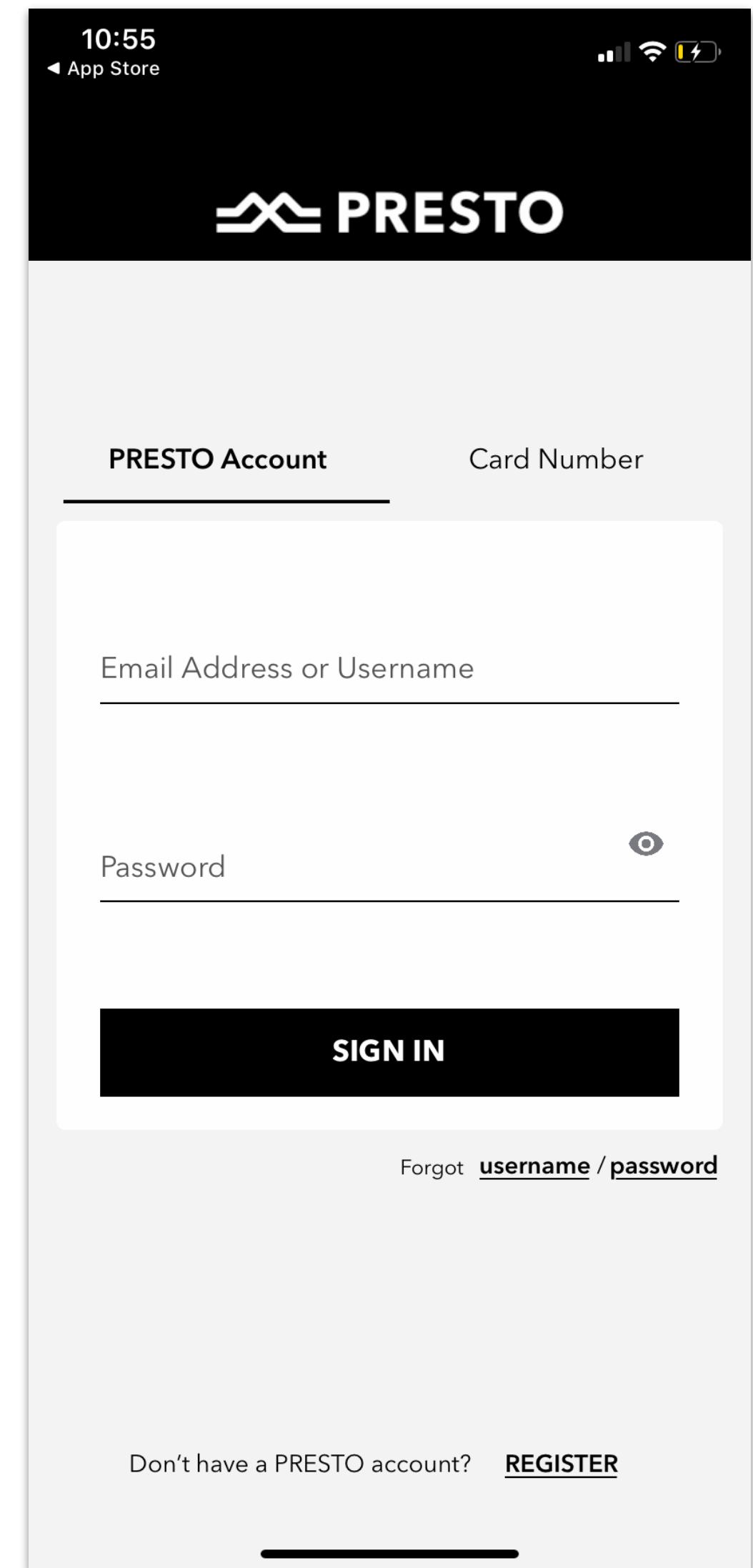
A better execution of this request would be in a situation where the user can understand the direct benefit of allowing notifications. For example, when a user funds initially funds their PRESTO account there should be a control where the user indicates “Notify me when my account is getting low”. When the user turns that control on, it would make more sense to fire this message as they’ll have a better understanding of the value.



Login

On the Sign In screen, there are various page controls and CTAs that may be intimidating for new users. The tertiary Register CTA, which is the primary action for new users, has the same prominence as the Forgot Username/Password links and could get lost on the page.

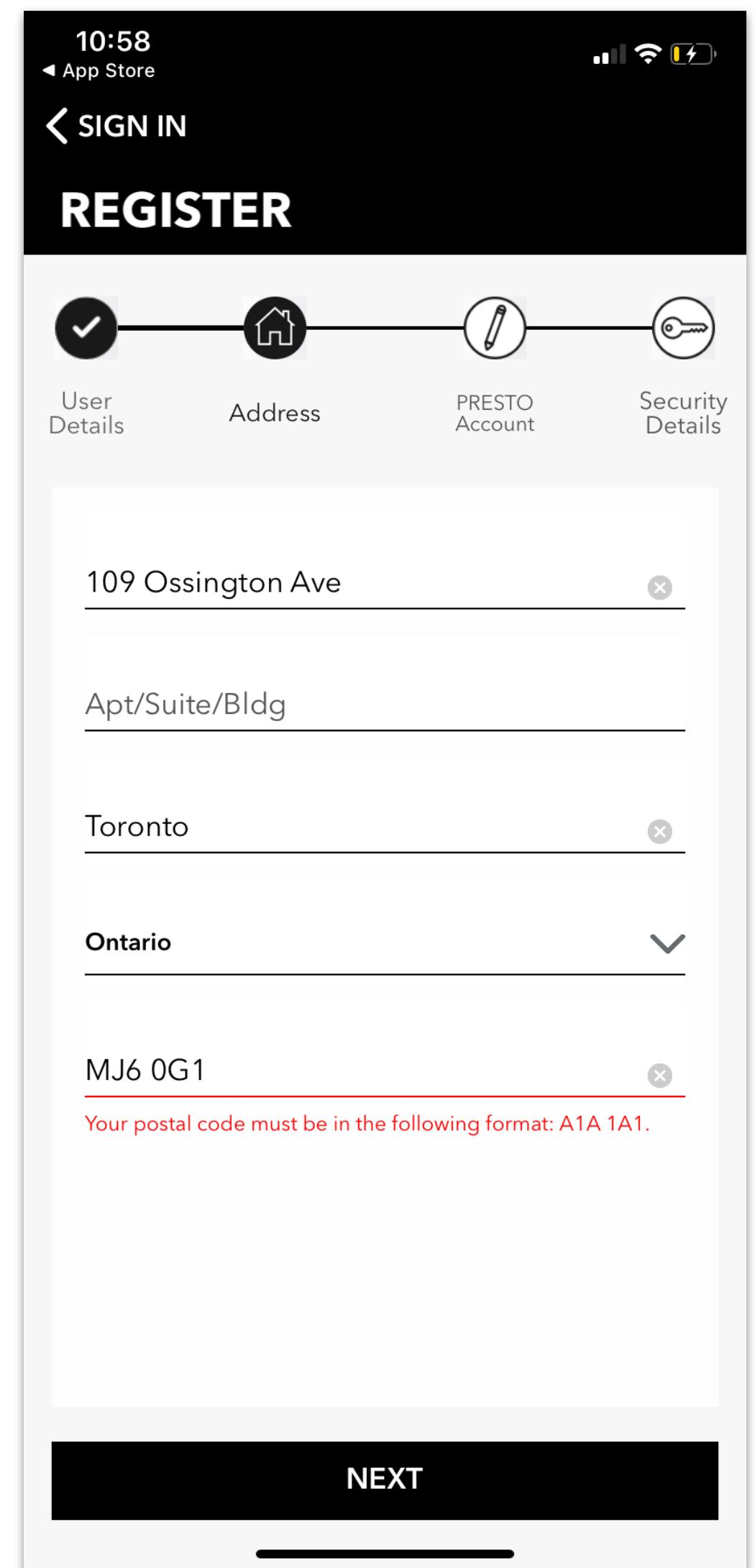
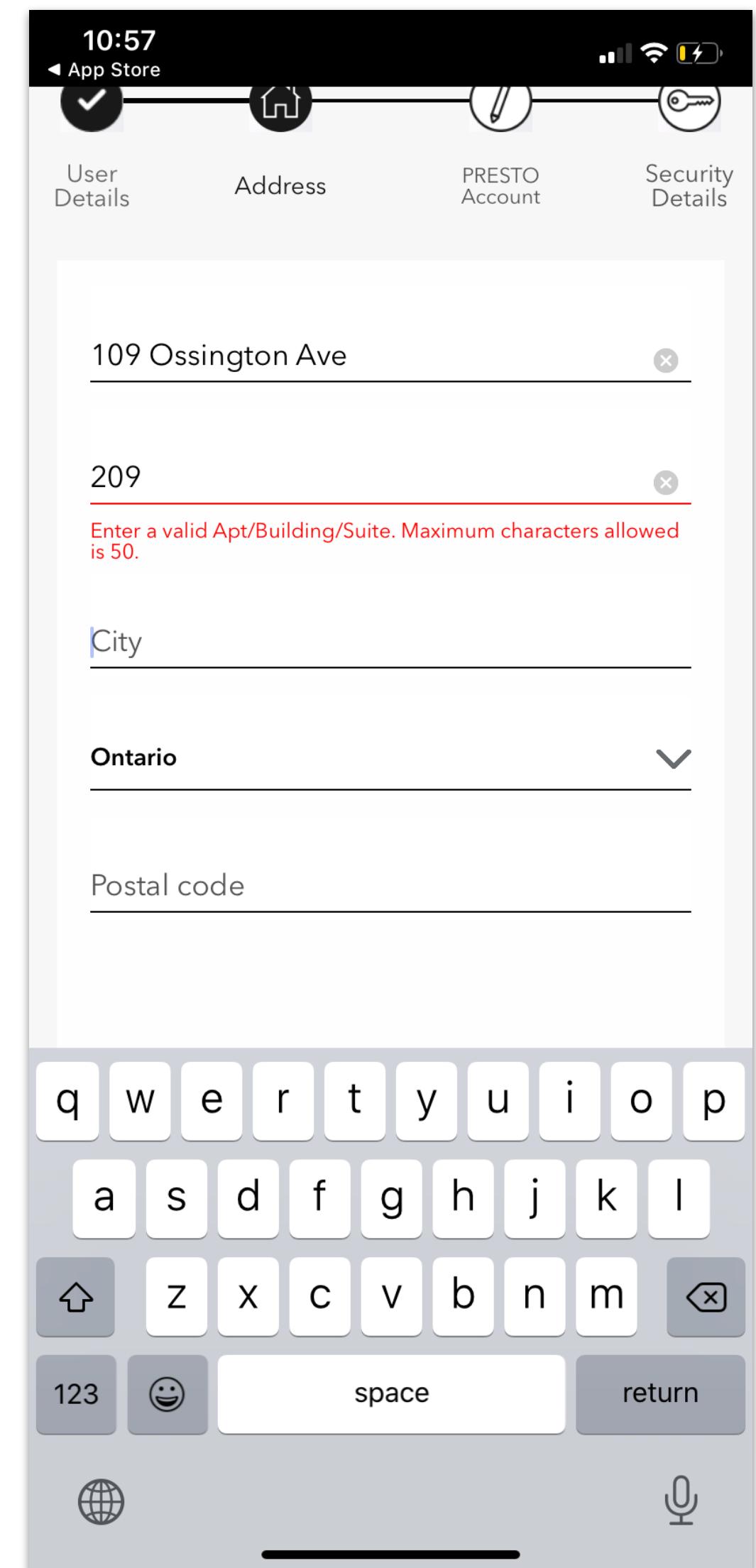
Adding a dedicated home screen that only has two CTAs, Join Now and Login, can help alleviate the clutter on this screen and help direct new users to the Register flow.



Error Messages

Although these inputs appear to be filled out correctly and match the error messages, errors persist. This can cause frustration for users and may lead to abandonment.

We can get rid of these errors by not forcing the user to conform to an inputs format. The system should be smart enough to identify the amount of characters in a given field and allow the user to input them as they wish.

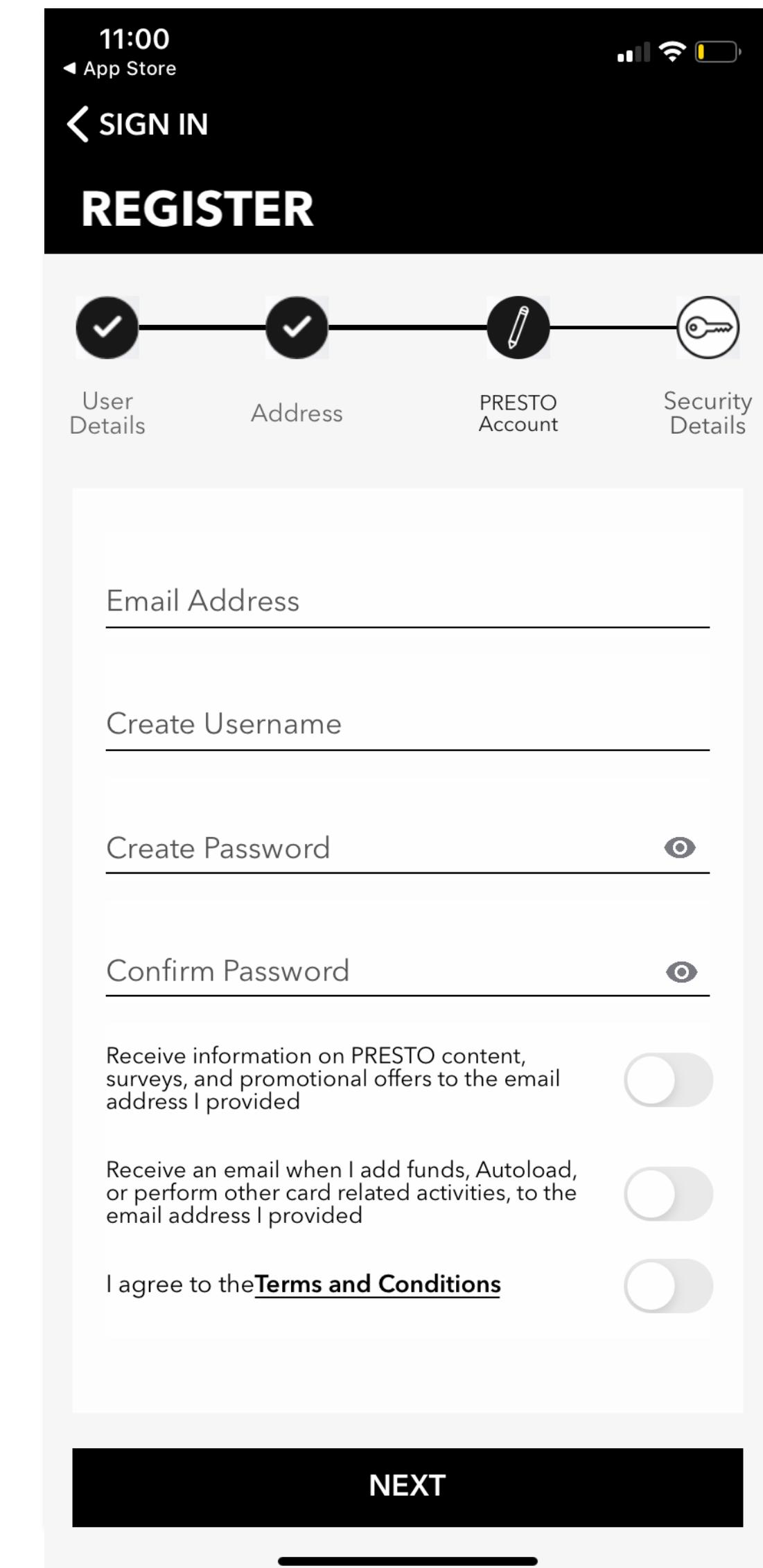


Register

The register page has elements on screen that fall outside of conventions and best practises. Optimizing this step could decrease the amount of effort required and increase conversions.

The Confirm Password step is redundant and lowers conversion rates. Research studies found that the confirm password field was responsible for over a quarter of all users that abandoned their sign up form. These fields could further be optimized by not requiring a user to create a user name. By doing so, it creates a scenario where the user forgets their username and needs to retrieve it. Using the users email as their username can alleviate this.

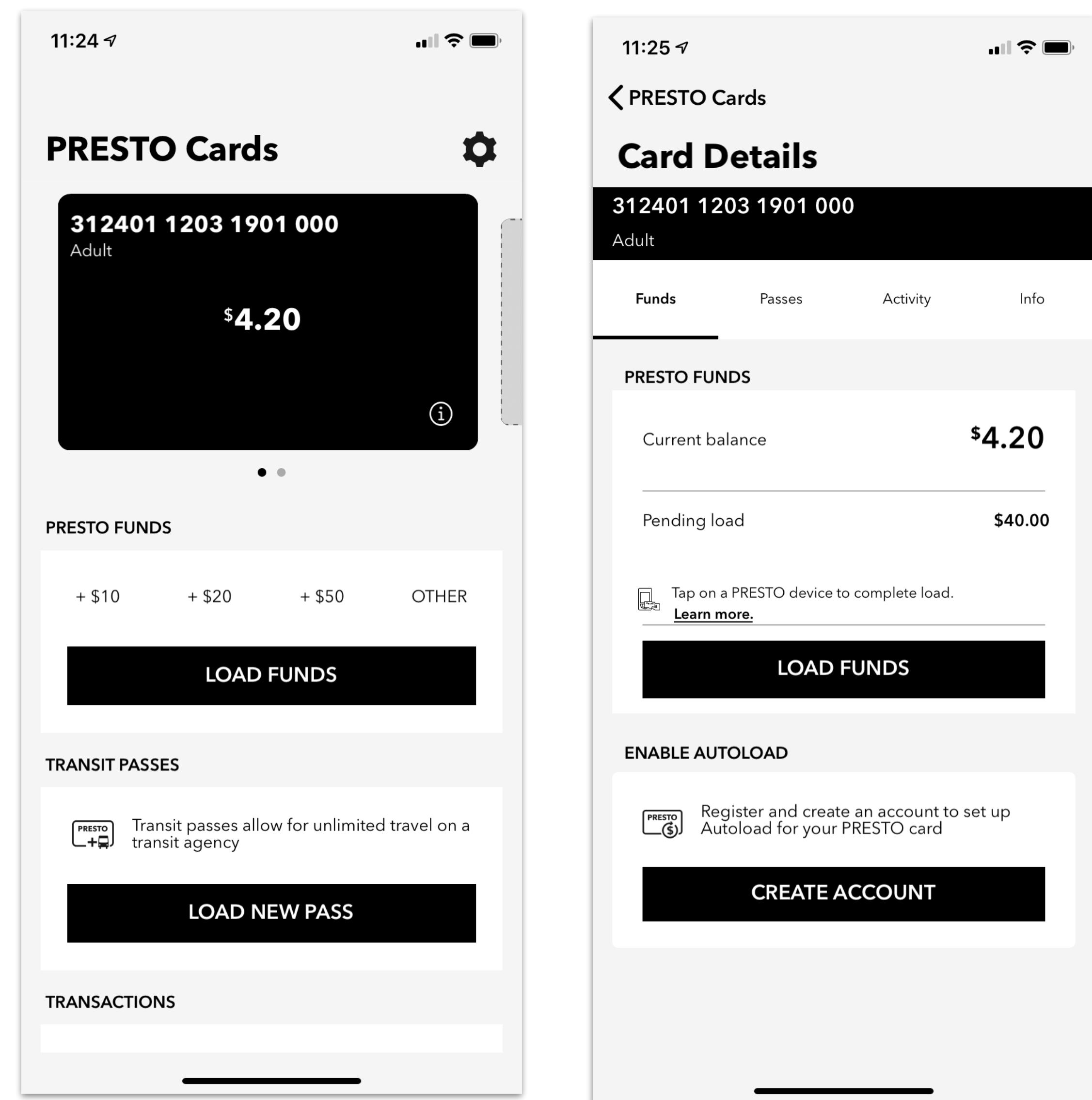
Additionally, the three toggle controls lower on the page differs from the regular convention of using checkboxes for these controls. Users who aren't familiar with toggle controls could be confused and not understand the action required of them.



Card Details

For many PRESTO users, the primary action they perform on the app is loading funds into their account. However, additional information such as current balance, active passes and most recent transactions are on the Card Details page. It's not clearly evident those details can be found by clicking the card on the homepage.

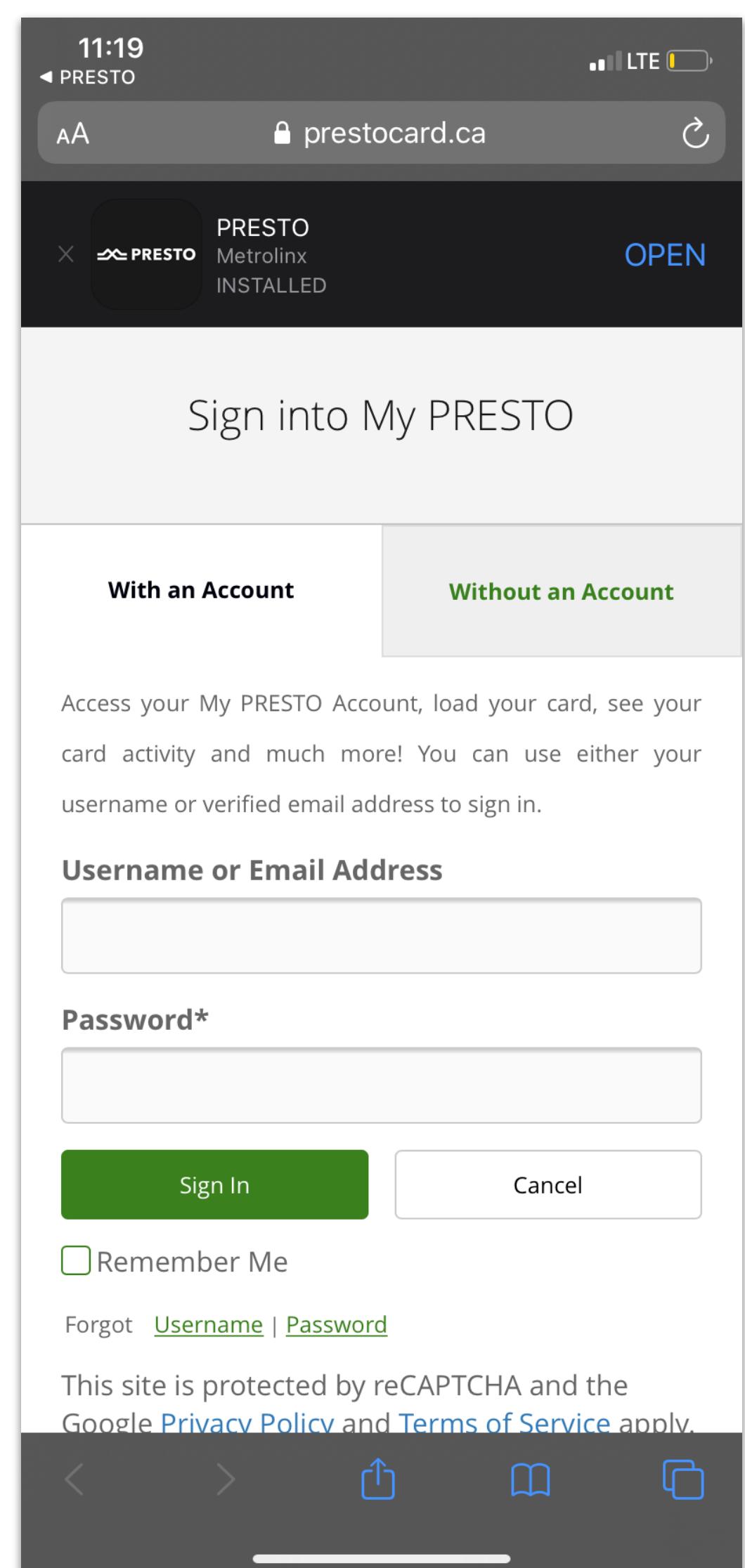
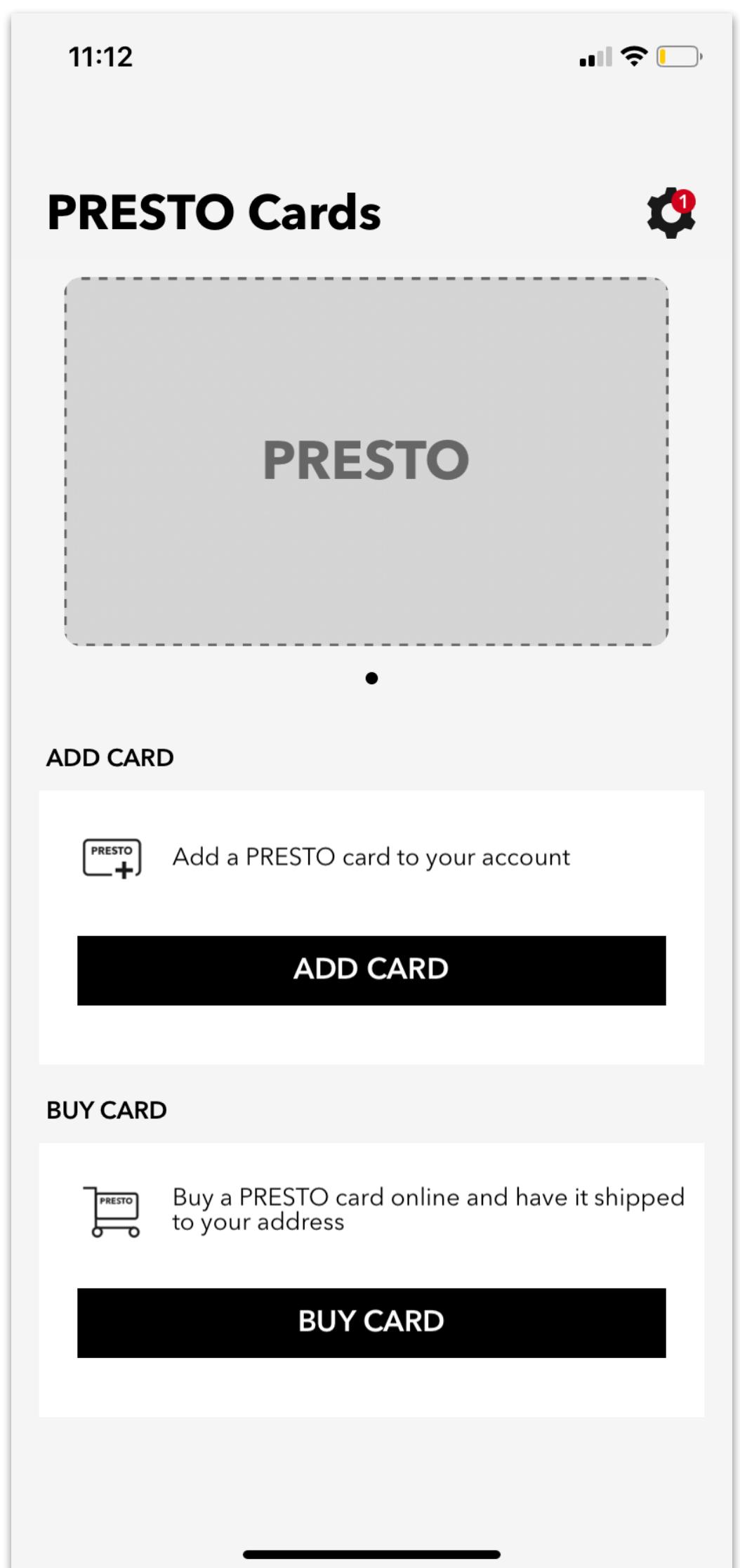
The homepage can be reimagined as a holistic view of each card. High level details such as current balance, active passes and most recent transactions can be surfaced on page without having to navigate anywhere. As the user swipes and views their different cards, the details below will change as they relate to that specific card.



Buy a PRESTO Card

For users who successfully registered and wish to buy a PRESTO card, they must do so outside the app and forced to login on the PRESTO card website. This additional login is redundant as the user has just registered and may cause confusion/frustration.

The friction could be relieved from this step by incorporating the Buy Card journey into the app and keeping users in the PRESTO experience.



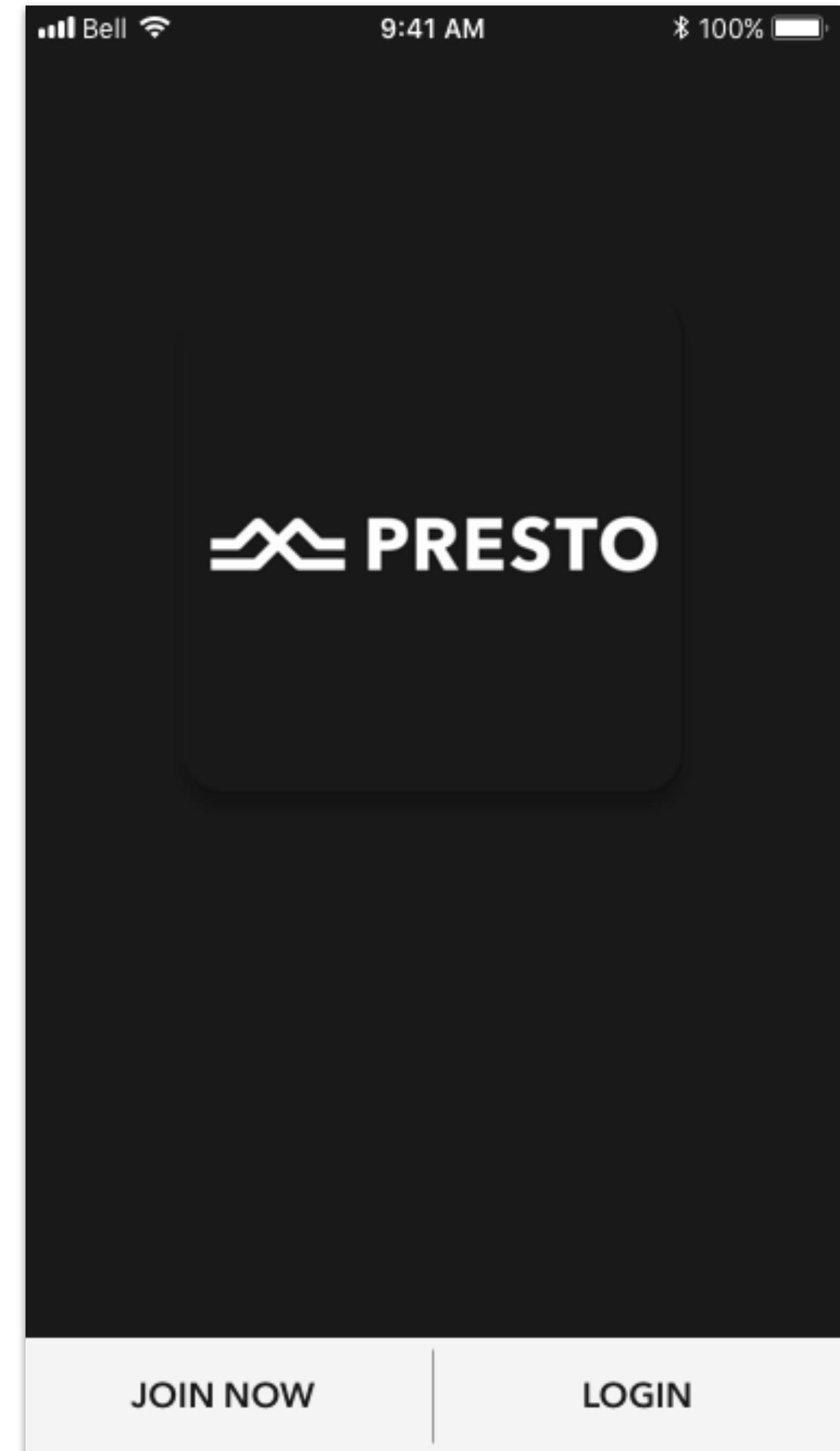
Redesign

THIS RIVER I STEP IN IS NOT THE RIVER I STAND IN

Homescreen

With the addition of this Home screen with the two CTA's, we can direct users to their dedicated flows depending on whether they need to register or login.

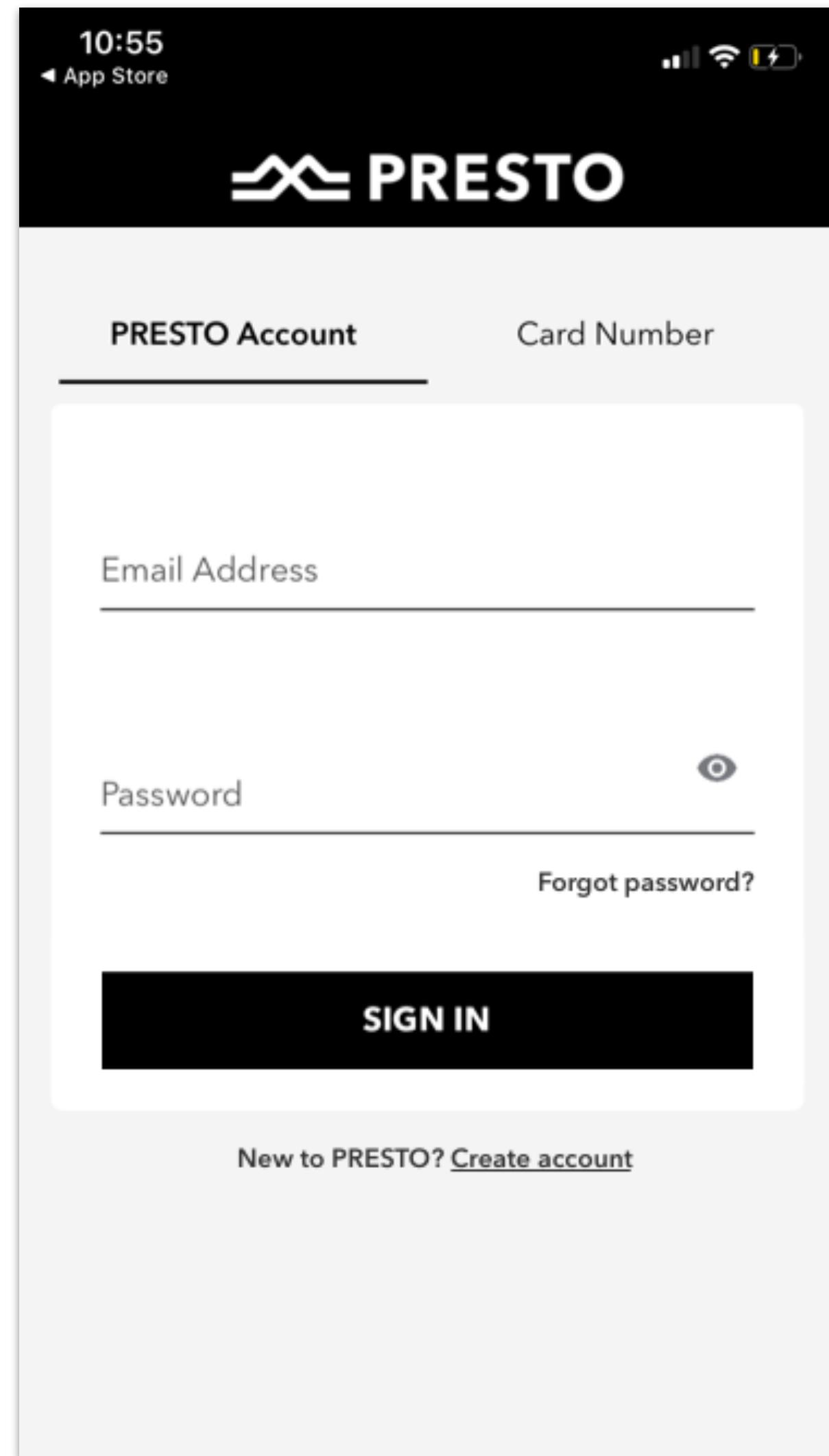
This prevents new users from having to search for the Register CTA on the login page and cleans up each respective flow to focus on it's primary goal.



Login

A simple reorganization of content for the login screen makes the layout more scannable and clean.

The user is only given a single option to use their email address to login, the forgot password link is moved closer to the password field to provide a clearer context and the create account link is moved up the screen for improved discoverability.



Registration

The Registration flow has been optimized by getting rid of unnecessary input fields and steps as well as utilizing the keyboard to always show for simple inputs.

This allows the user to easily be able to fill out inputs without having to click into them each time and move through the registration faster.

The image displays two screenshots of a mobile application's registration process. Both screens feature a black header bar with the word "REGISTER" and a white "X" icon. The left screen asks "What's your first name?" and contains a "First name" input field with a placeholder. Below it is a "Next" button and a standard QWERTY keyboard. The right screen asks "What's your last name?" and contains a "Last name" input field with a placeholder. It also features a "Next" button and a keyboard. Both screens include a smiley face emoji, a microphone icon, and standard keyboard navigation keys (123, space, return).

Registration

← REGISTER

What's your email address?

Email Address

e.g smith@email.com

Next



123 space return

0

← REGISTER

Choose a password

Enter password (eye icon)

- 8 character minimum
- 1 special character

Next



123 space return

0

← REGISTER

What's your phone number?

Phone number

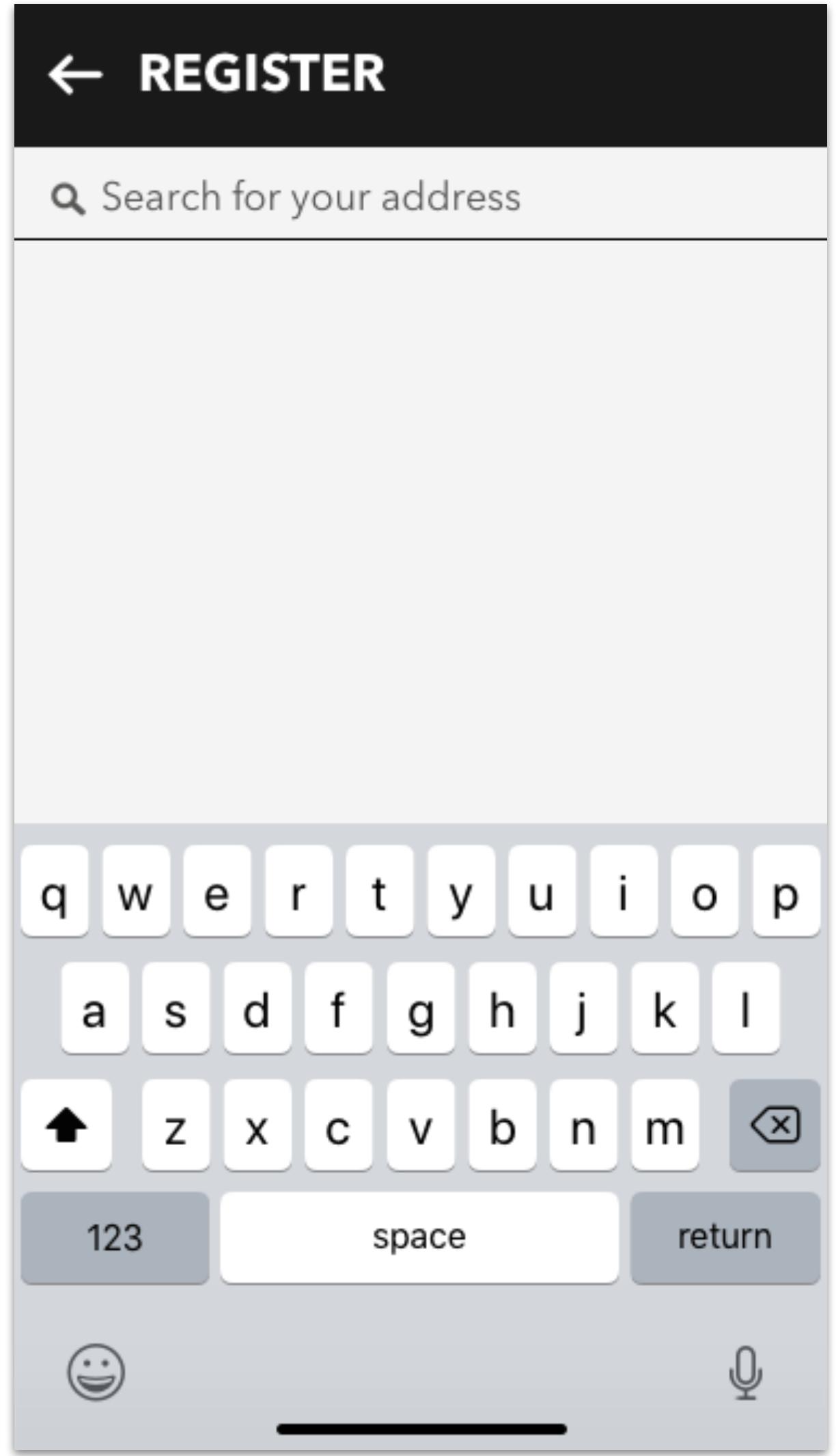
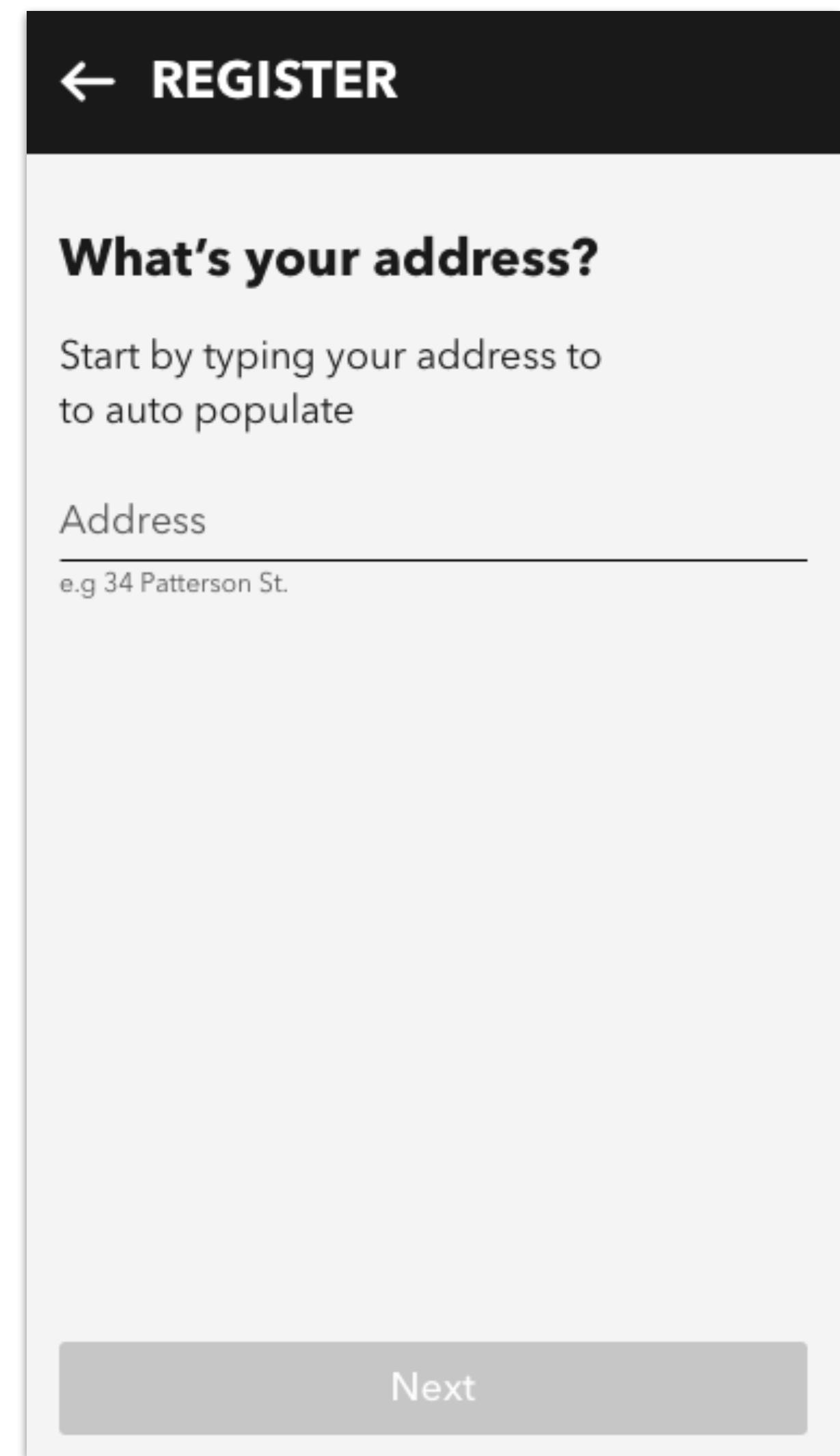
(555) 123-4567

Next



Address Lookup

With the help from a variety of address lookup APIs, we can make this step more efficient by finding the users address after just a few inputs from the keyboard.



Address Lookup

Address lookup can be very useful for a lot of users, but the case where an address can't be found needs to be accounted for. Additionally, some users may need to make additions or modify the address found.

← REGISTER

109 Ossington ×

109 Ossington Avenue, Toronto, Canada

1090 Ossington Avenue, North York, Canada

109 Ossington Street, Scarborough, Canada

1099 Ossington Avenue, Markham, Canada

I don't see my address

Street Address

109 Ossington Avenue

City

Toronto

Province

Ontario

Postal Code

M6J 0G1

Next

← REGISTER

Confirm your address

Correct or complete your details

Apt/Suite/Bldg Number

Enter if applicable

Street Address

109 Ossington Avenue

City

Toronto

Province

Ontario

Postal Code

M6J 0G1

Next

Notifications and T&Cs

Moving these two steps to the end of the flow follows the convention of registration and has a higher chance of conversion due to the user being more invested in the flow. By adding a value proposition of the notifications step, the user has a better understanding of the advantage of turning on their notifications.

← REGISTER

PRESTO Notifications

Stay on top of your account and receive notifications so you never run out of funds when you need them.



The PRESTO logo is displayed on a black rounded rectangle. A yellow bell icon with a red circle containing the number '1' is positioned to the right of the logo.

Enable Notifications

Not Now

← REGISTER

Terms & Conditions

This is the agreement between you and the PRESTO Service ("PRESTO") operated through and by Metrolinx, a Crown Agency within the meaning of the Crown Agency Act (Ontario) ("Metrolinx"), for PRESTO cards issued by or on behalf of PRESTO (this "Agreement"). For the purposes of this Agreement and the other documents or agreements incorporated by reference herein or which incorporate this Agreement by reference therein, the term "PRESTO Service" means the use by you of the PRESTO card and the services offered by PRESTO in connection with your use of the PRESTO card including, but not limited to, use of the PRESTO website (as defined below) and the PRESTO Contact Centre (as defined below).

If you have not already agreed to be bound by this Agreement at the time you applied for the PRESTO card, then by activating or using your PRESTO card, you will be deemed to have agreed to the terms and

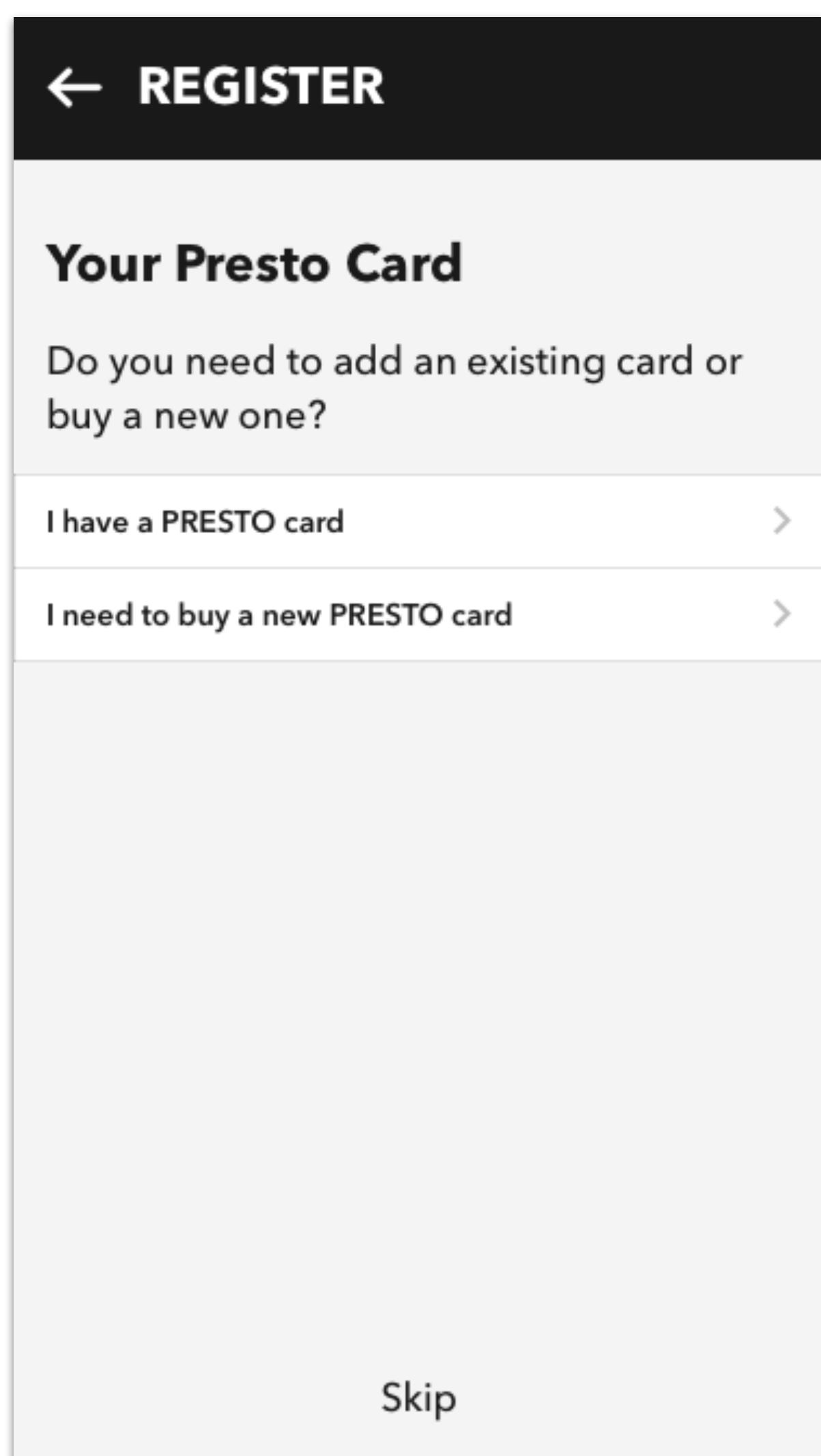
Accept

Decline

Your Presto Card

Since there are two ways a user can get started on the app, by either purchasing a new card online or link an existing one, it's important to direct them to the appropriate journey before landing them on their dashboard.

Their dashboard enables them to perform either action should they choose to skip this step, but this step is meant to optimize their path depending on their situation.



Add PRESTO Card

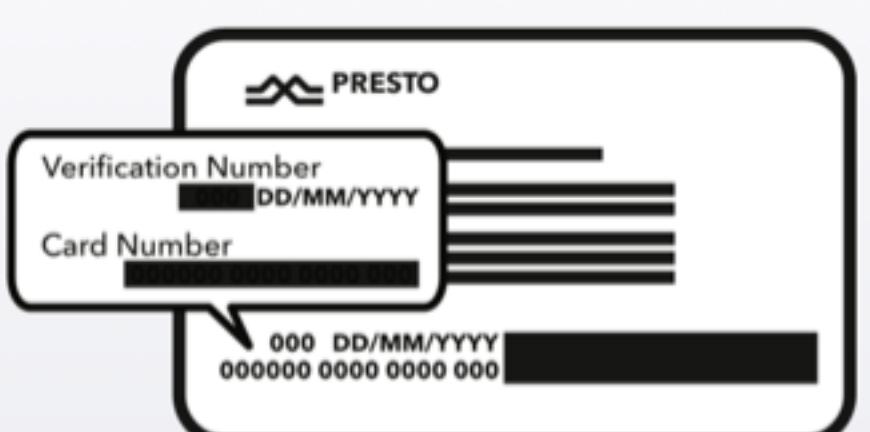
← REGISTER

Your Presto Card

Do you need to add an existing card or buy a new one?

I have a PRESTO card >

I need to buy a new PRESTO card >



Next

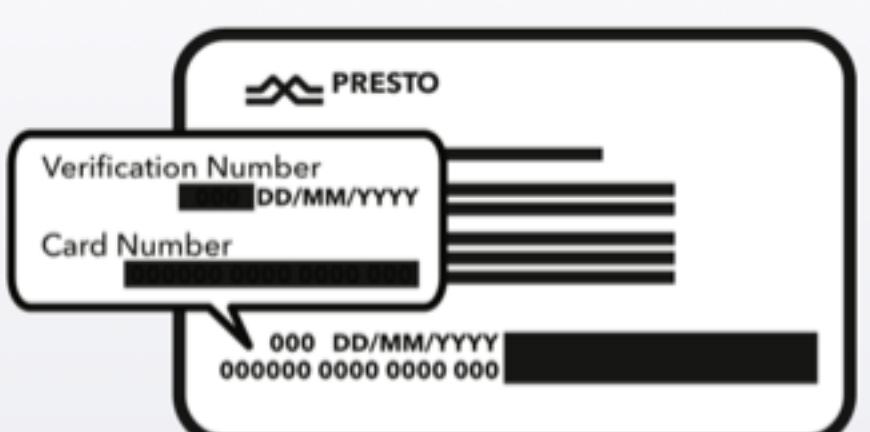
Skip

Add PRESTO Card

Enter card details

Card Number
17 digit PRESTO card number

Verification Number
3 digit number on the back of the card



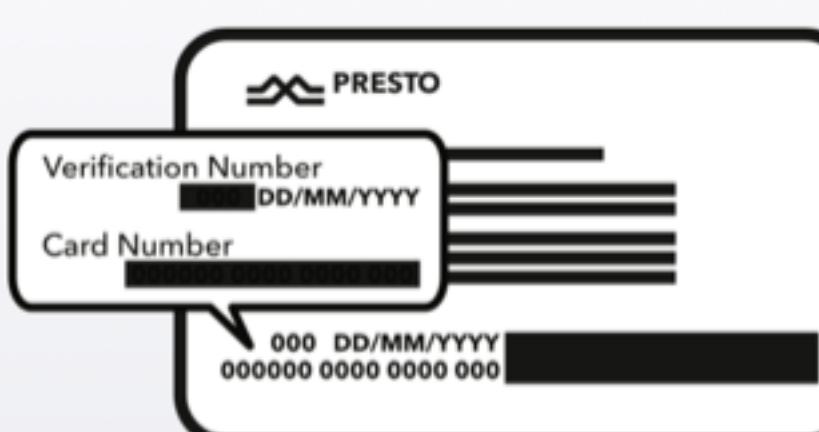
Next

Add PRESTO Card

Enter card details

PRESTO Card Number
1234 4353 2333 23455 ✓

Verification Number
323 ✓



Next

Success! Your card has been added

PRESTO Cards

312401 1203 1901 000
Adult
\$15.00
\$40.00 Pending

TOP UP CARD

\$10 \$20 \$50 OTHER

ACTIVE PASSES

TTC Student Monthly pass
1 MAY, 2020 - 31 MAY, 2020

RECENT TRANSACTIONS

Fare Payment OSHAWA GO TRAIN \$12.50
12 MAY, 2020

Overview Passes History Help

BUY PRESTO Card

← REGISTER

Your Presto Card

Do you need to add an existing card or buy a new one?

I have a PRESTO card >

I need to buy a new PRESTO card > 

Next

Skip

← Buy PRESTO Card

Your PRESTO Card

Funds
Select amount to fund card ▾

Transit Agency
Select Transit Agency Pass ▾

Card Nickname

Nicknames allow for multiple cards on one account

PIN Number

4 digit pin number

Next

← Shipping Details

Select shipping destination for your presto card

Use address on file
109 Ossington Ave
Toronto, ON
M6J 0G1 >

Ship my card to a different address >

Next

← Add Payment

Choose payment method

Credit or Debit Card >

Paypal >

Apple Pay >

Next

← Add Card

Name on Card

Card Number

Exp. Date
MM/YY < Exp. Date
123

Country
Canada <

Postal Code
M6J OG1

Complete Transaction

Card Details

The homepage has been reimagined as a brief overview of the PRESTO card details with the primary action of topping up the card as the main action on page. The 4 bottom navigation items relate to the card that's being viewed and negate the user having to click the actual card to view its details. The bottom navigation surfaces the most trafficked functionalities of the app saves the items in the gear wheel for more profile related actions.

The user is presented with a clear way to top up their card with popular denominations with one tap. Also, by surfacing Passes in the navigation, it's clear for both new and existing users where they need to go to purchase one.

