UX Research Plan: subway app

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Study 1: Semi-Structured Interview

Background

Subway apps provide very limited information to their users. For example, the station and status. These are static solutions that do not alert the user. They do not display real-time information and also do not allow interaction with other users. The limitations, users often rely on the radio to stay informed about events that could affect the service.
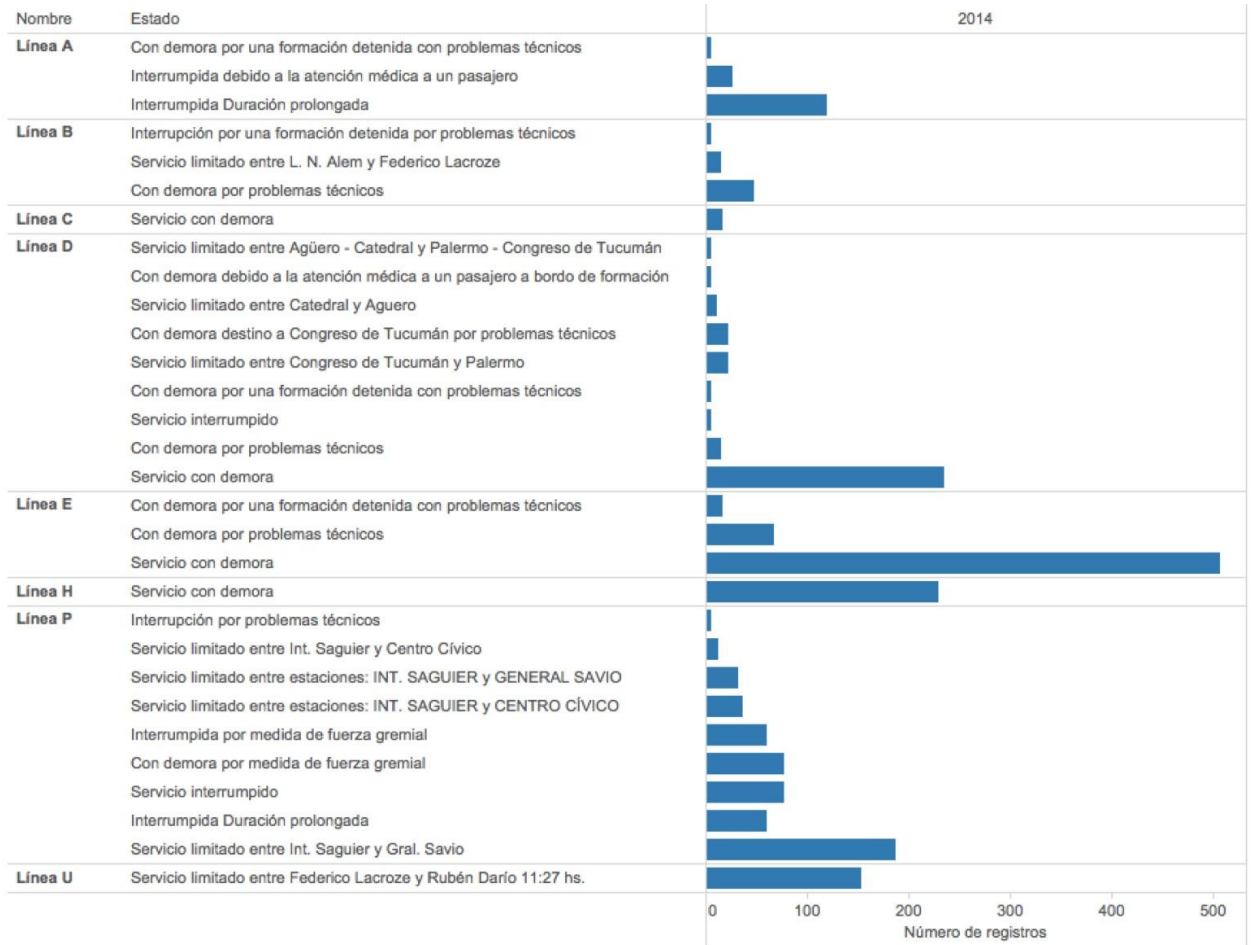 However, these applications often fail to meet the changing needs of today's passengers.
 Existing metro apps provide little information, providing only a list of base stations and their static status.
 This limited functionality leaves commuters in the dark when it comes to real-time updates.
 Recent statistical data shows that these applications have not kept up with the needs of modern public transport users, leading to frequent disruptions and inconveniences.
Statistics show that metro services around the world regularly face delays and service disruptions.

These delays are becoming increasingly common, with a significant number of passengers experiencing disruption to their daily journeys.

Nombre	Estado	2014
Línea A	Con demora por una formación detenida con problemas técnicos	
	Interrumpida debido a la atención médica a un pasajero	
	Interrumpida Duración prolongada	
Línea B	Interrupción por una formación detenida por problemas técnicos	
	Servicio limitado entre L. N. Alem y Federico Lacroze	
	Con demora por problemas técnicos	
Línea C	Servicio con demora	
Línea D	Servicio limitado entre Agüero - Catedral y Palermo - Congreso de Tucumán	
	Con demora debido a la atención médica a un pasajero a bordo de formación	
	Servicio limitado entre Catedral y Aguero	
	Con demora destino a Congreso de Tucumán por problemas técnicos	
	Servicio limitado entre Congreso de Tucumán y Palermo	
	Con demora por una formación detenida con problemas técnicos	
	Servicio interrumpido	
	Con demora por problemas técnicos	
	Servicio con demora	
Línea E	Con demora por una formación detenida con problemas técnicos	
	Con demora por problemas técnicos	
	Servicio con demora	
Línea H	Servicio con demora	
Línea P	Interrupción por problemas técnicos	
	Servicio limitado entre Int. Saguier y Centro Cívico	
	Servicio limitado entre estaciones: INT. SAGUIER y GENERAL SAVIO	
	Servicio limitado entre estaciones: INT. SAGUIER y CENTRO CÍVICO	
	Interrumpida por medida de fuerza gremial	
	Con demora por medida de fuerza gremial	
	Servicio interrumpido	
	Interrumpida Duración prolongada	
	Servicio limitado entre Int. Saguier y Gral. Savio	
Línea U	Servicio limitado entre Federico Lacroze y Rubén Darío 11:27 hs.	

Número de registros (0, 100, 200, 300, 400, 500)

Whether it's technical glitches, maintenance issues or unforeseen problems, passengers often find themselves in difficult situations due to inadequate app services.
These statistics highlight the urgent need for more effective solutions to the growing problem of shipping delays.

In response to these challenges, our app want to change the travel experience.
By allowing users to provides timely and personalized notifications if is needed.
This dynamic approach will help passengers stay one step ahead, providing real-time updates and minimizing the impact of unexpected delays and cancellations.
With our innovative solution, we aim to change the way passengers use metro services, making their daily journeys more convenient and predictable, while significantly reducing dependence them to traditional media sources of information.

Research Goal

I am trying to research third-party solutions to provide a specific solution that takes into account the needs of users. I want to determine what opportunities exist to create a new app that will assist users.

Research Questions

[Behavior] What do you use most in apps?
    What would you like to have?
    What annoys you the most about current apps?
[Needs] How do you currently navigate?
    How do you find out about the status?
    How do you use it?
    Any specific line or route you regularly take?
[Needs] What do you use the most?
    Do you need another app?
    How do you feel about the existing ones?

Method & Recruiting

Is a survey quantitative study involving a diverse range of users with the aim of collecting numerical data regarding the specific items they desire in functions, the level of customization they require, and the frequency at which they engage.
5 minutes brief face-to-face or video interviews to obtain qualitative insights.
5 participant, aleatory metro users.

Script

Introduction
My name is Walter. Thank you very much for participating in this study.

I am software developer, and I am currently working on a project to create an app that will enhance and improve the user experience during their time to commute. It will only take 2 minutes. I would like to learn more about the user experience."

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [*Build rapport. Start with easy questions to get to know the participant.*]
    Can you tell me what you do for a living?
    Do you use any app to check the subway's status?
    Do you check them before heading out?
    How often do you use them?

What do you find most useful about them?
Is there a particular app you would recommend?

Questions
1. Do you use any app to check the subway's status? What led you to choose that app?
   [Motivation: This will help us understand and connect with the user regarding the app we want to create.]
2. How often do you use it? [Motivation: This question will help us discover how frequently the user might choose our app.]
3. Do you check the status manually every time, or do you let the app notify you?
   [Motivation: This question will help highlight one of the key features of our app.]
4. What type of app do you prefer? For example, any that you find visually appealing? [Motivation: With this question, we will highlight the features of our app, its aesthetics, and attention to detail. Some users may appreciate the design and functionality.]
5. What features will you use in the app? Map, chat, notifications?
   [Motivation: This question will help us prioritize and develop specific sections and functions for the app.]
   a. Do you use maps?
   b. Do you receive transportation notifications?
   c. Do you check the status of transportation services and their details to see what's happening?
6. How many times a day do you use it?
   [Motivation: Understanding the frequency of usage and the app's impact on users.]
7. If the services are not functioning, do you seek an alternative or wait until they return to normal? [Motivation: This question helps us determine whether to provide users with information on alternative routes or inform them when the situation might return to normal.]
8. What type of device do you use?
   [Motivation: This question will help us tailor the user experience based on how the information is consumed.]
9. How much time do you spend using public transportation, and how many different modes of transport do you use?
   [Motivation: This question will help us understand if there are opportunities to provide additional services or options based on the user's transportation usage patterns.]
10. Can you detail any service issues you've encountered in the last 3 years?
    [Motivation: This question helps identify shortcomings in the current system and opportunities for improvement.]

Wrap-up
Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [walterfranck@yahoo.com.ar]. Hope you have a wonderful day.

Study 2: Survey

Background

In our previous study, we learned how users utilize apps and public transportation, how they adapt it to their usage patterns. This presents an opportunity to enhance our product, providing greater personalization to a larger user base.

Research Goal

The study focuses on understanding the user's needs when using the subway and staying informed with our app, reporting incidents so they can adapt their day based on the available options.

Research Questions

How does our app assist users in their daily commute to work, university, or home?

Method & Recruiting

Use the surveys to collect data from the 6 subway lines and the pre-metro.
Ask the questions at the subway stations.

Survey Questions

Questions

1. How many times per week do you use the subway? [To know how many times you use the service]
   - Rarely
   - Always
2. Do you make transfers? [It gives us an idea that could have a more complete interaction with the app]
   - Yes
   - No
3. What is your typical travel time? [Could we offer other things during the trip?]
   - Less than 20 minutes
   - 20-40 minutes
   - Over 40 minutes
4. Have you experienced any issues in the last 3 years? [will be able to express frustration and reflect needs]
   - Cancellations
     - Once a week

- - Once a month
  - Once a year
  - Delays
    - Once a week
    - Once a month
    - Once a year
5. Do you use station maps? [what type of service do you use?]
   - Yes
   - No
6. Would you be interested in a newsfeed for each subway line and a general one? [Are you looking for entertainment on the trip? Do you find it attractive?]
   - Yes
   - No
7. Would you like to share information you come across? [Would you like to form a community?]
   - Yes
   - No
8. Why do you use the subway? [what type of user is it?
   - It's the best alternative
   - I have no other option
9. How do you stay informed about the subway's status?
   - Apps
   - Radio-TV