

UX Redesign Project: Moovit Transit App

Project Objective:

The primary goal is to enhance the user experience of the Moovit app by addressing identified pain points, improving usability, and introducing features that cater to user needs.

Research & Analysis:

Key pain points identified:

- Inaccurate real-time data causing frustration.
- Complex navigation, especially for new users.
- Lack of personalization options for frequent and infrequent users.

User Personas:

1. Commuter Carl: A daily commuter who relies on public transit and needs punctuality and accurate updates.
2. Traveler Tina: An occasional user who needs an intuitive app to explore new cities using public transport.

Design / Redesign:

Wireframes and high-fidelity mockups were created in Adobe XD, focusing on:

- Simplified home screen with nearby station info and search bar.
- Enhanced real-time tracking with reliable ETA.
- Personalized dashboard for favorite routes and notifications.

Before: Cluttered UI and limited customization.

After: Streamlined design and improved usability.

Design Decisions & Justifications

- User-centered design tailored to personas.
- Accessibility improvements: larger fonts, contrast, voice assist.
- Continuous feedback via in-app reporting and suggestions.

Challenges & Solutions

- Ensuring accurate real-time data resolved by leveraging user reports and working with authorities.
- Balancing simplicity and rich functionality through testing and iteration.

UPDATED UI

