

Project name: CityBrain IOS App

Project description: The purpose of this project is to create a smartphone application that improves the commuting experience for users of public transit. The app should allow users to simply search for schedules, save their favorite routes and stations, and receive real-time updates, all from a user-friendly and visually appealing interface.

My role: UI & UX Designer

Problem

1. Poor User Experience

The user interfaces of modern transportation apps are frequently crowded and difficult to navigate. Key functionality such as schedule searches and favorite route management are hidden behind complex menus or displayed in an unintuitive manner, making the app hard to use.

2. Inefficient Route Management

Commuters frequently take several routes or stations based on their destination or time of day. Without a quick and effective means to access these routes, users must explore the entire program to locate the information they require, which causes aggravation and wastes time.

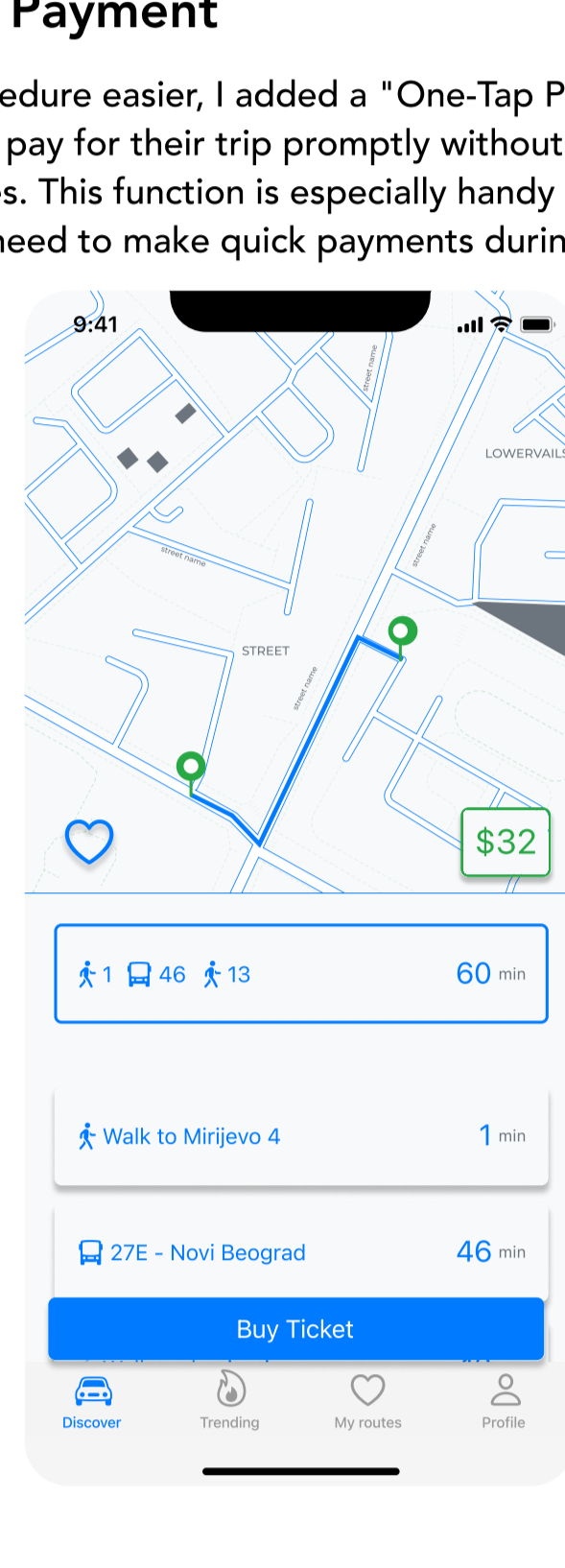
3. Missed Opportunities for Seamless Travel

The lack of online payment integration breaks the flow of a smooth commuting journey. Instead of easily boarding the bus or train after a short online payment, consumers must discover alternate payment methods, such as purchasing tickets at physical kiosks or with cash, which can be time-consuming and inconvenient.

The solution

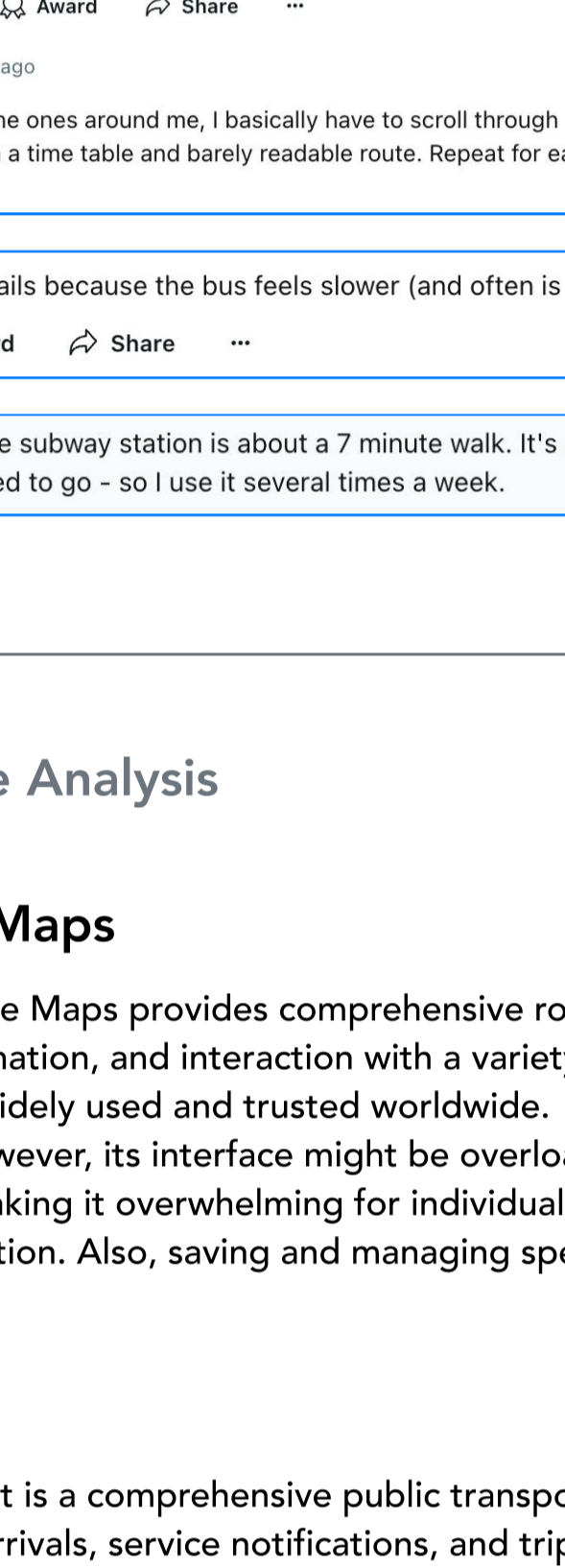
1. Clean, Minimalist Design

I used a clean, minimalist style to reduce visual clutter and highlight the most critical elements on each screen. This strategy prevents consumers from being overloaded with too much information at once, making it easier for them to find what they need.



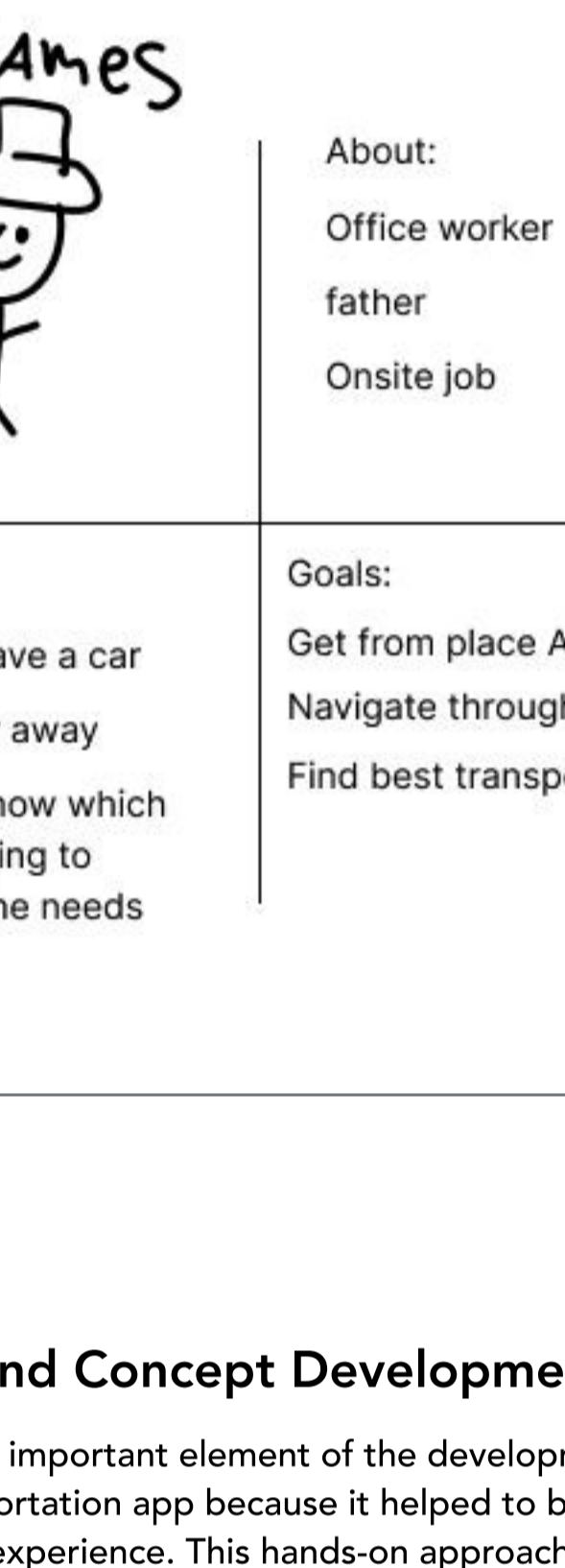
2. Favorites Section

The app now has a separate "My Routes" area where users can save and organize their most frequently used routes. This tab is easily accessible from the bottom navigation bar, allowing users to rapidly retrieve saved routes without having to perform several searches.



3. One-Tap Payment

To make the procedure easier, I added a "One-Tap Payment" function. Allowing them to pay for their trip promptly without going through multiple processes. This function is especially handy for regular commuters who need to make quick payments during peak hours.



User Research

1. How I did User Research?

Due to time restrictions, I wanted to swiftly collect user feedback to drive the design of the public transportation app. Rather than doing comprehensive surveys or interviews, I used Reddit, a medium known for its active communities and honest debates. This approach enables me to quickly access real user experiences and problem issues.

My bus transit agency has an app/website where you can see the name/intersection of every single bus stop on a route in order. It also has a pdf map and timetable in case visuals are easier to understand.

If it's anything like the ones around me, I basically have to scroll through a giant list of routes and download a pdf with a time table and barely readable route. Repeat for each route until I find the ones I want.

I prefer anything on rails because the bus feels slower (and often is due to traffic and other reasons)

I live in Boston and the subway station is about a 7 minute walk. It's cheaper and faster than driving & parking in most of where I need to go - so I use it several times a week.

Competitive Analysis

1. Google Maps

Strengths: Google Maps provides comprehensive route planning, real-time traffic information, and interaction with a variety of transportation modalities. It is widely used and trusted worldwide.

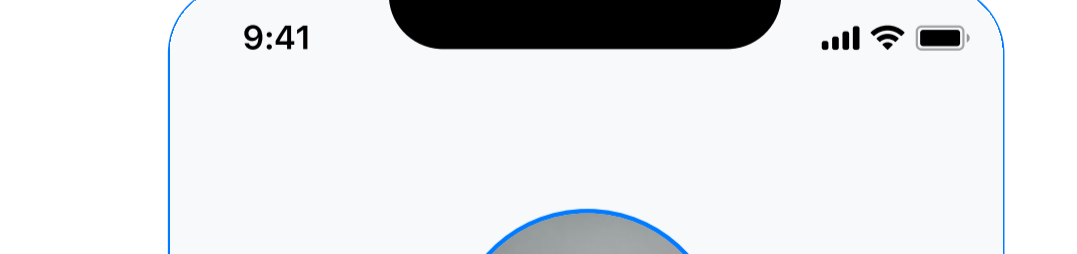
Weaknesses: However, its interface might be overloaded with too many options, making it overwhelming for individuals who only utilize public transportation. Also, saving and managing specific routes is not as simple.

2. Moovit

Strengths: Moovit is a comprehensive public transportation app that offers real-time arrivals, service notifications, and trip planning in many locations.

Weaknesses: Although Moovit has many features, the UI can be confusing due to the amount of information shown. Saving favorite routes and making purchases within the app are not as simple as they could be.

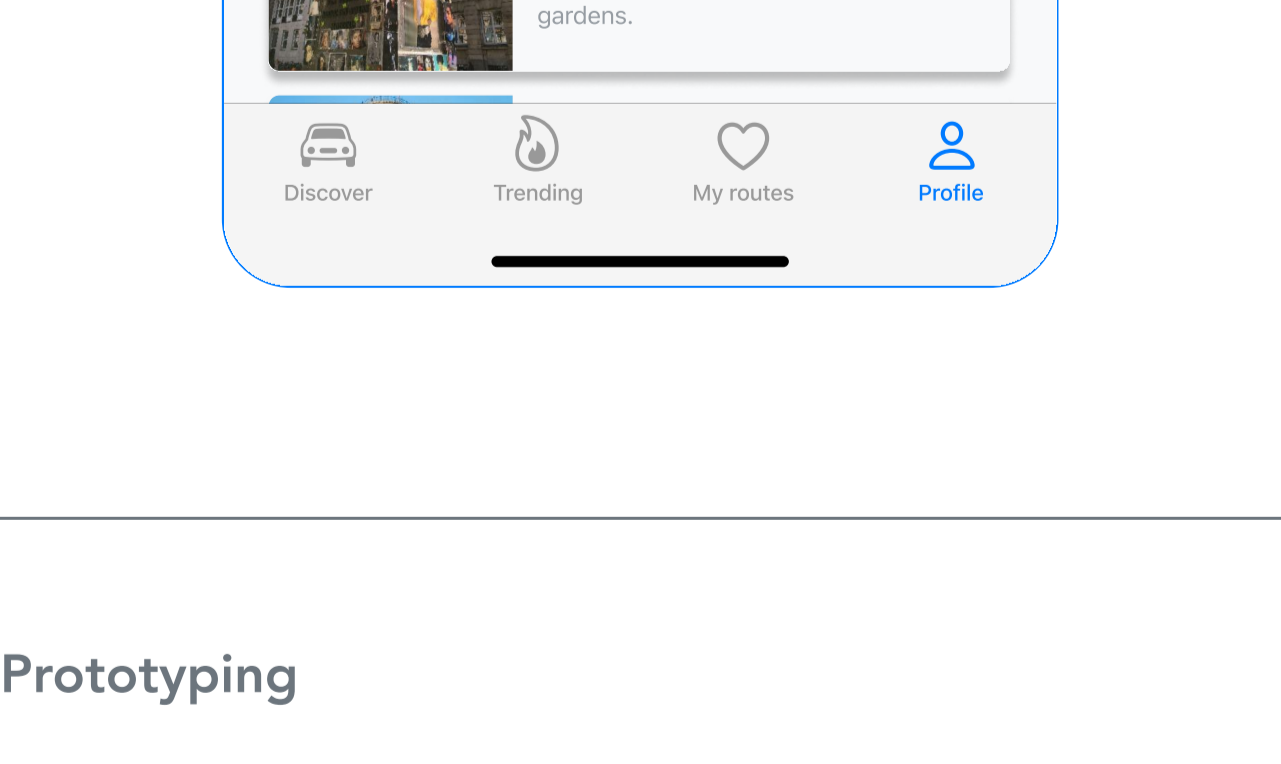
Proto Persona



Sketching

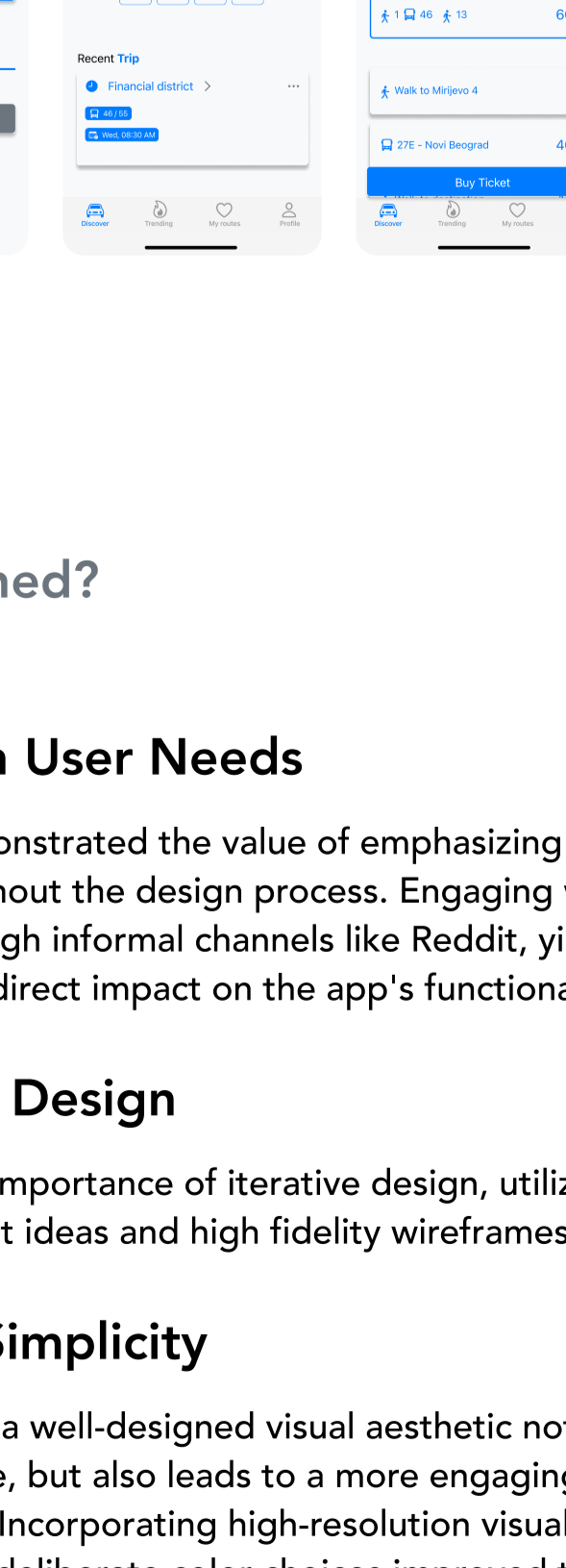
Sketching and Concept Development

Sketching is an important element of the development process for the public transportation app because it helped to build the core design and user experience. This hands-on approach allowed me to quickly test out different ideas, create user journeys, and establish the overall appearance and feel of the app.



Low Fidelity Wireframes

Low-fidelity wireframes were an important element of the design process for the public transportation app. These wireframes served as a core template for the app's structure and functionality, allowing for early input and incremental adjustments before transitioning to high-fidelity designs.



High Fidelity Wireframes

These wireframes provide a more refined and realistic look at the app's interface, including visual components and typography.



Visual Design

Transforming high fidelity wireframes into the final visual design of the public transportation app entailed converting detailed prototypes into a polished, visually appealing interface. This strategy aimed to improve the app's look and feel while remaining consistent with user experience goals and brand identification.

Prototyping

[Link](#)

Final Design

What I learned?

1. Focus on User Needs

This project demonstrated the value of emphasizing user demands and feedback throughout the design process. Engaging with users early and often, even through informal channels like Reddit, yielded significant ideas that had a direct impact on the app's functionality and usability.

2. Iterative Design

I discovered the importance of iterative design, utilizing low fidelity wireframes to test ideas and high fidelity wireframes to refine them.

3. Design Simplicity

I discovered that a well-designed visual aesthetic not only enhances the app's appearance, but also leads to a more engaging and delightful user experience. Incorporating high-resolution visuals, updated typography, and deliberate color choices improved the app's overall appeal and usefulness.

Conclusion

This project provided an in-depth learning experience in implementing user-centered design principles, balancing usefulness and aesthetics, and effectively expressing design ideas.

THANK YOU CODE IT