

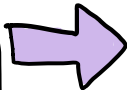
# JOURNEY MAP

TRADITIONAL WAY

- Know bus schedules from listings/brochure
- buy bus tickets at kiosk or pay the bus driver (cash only)

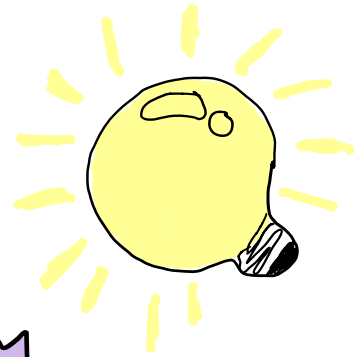
Concern:

- lack of update
- must always have cash or
- must go to kiosk to buy tickets



APP PROMOTION

- postings about the NJ Transit app are posted in various bus stops, train platforms, stations and terminals
- ↳ ideal location for target app users



AWARENESS

- commuters are made aware of the app not only through posts but through a handful of people who gave the app a try
- expectations about the app has been established

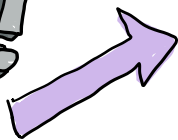
APP UTILIZATION

- more and more commuters start installing the app
- people are taking their time to learn and use the app.



ENCOUNTER ISSUES

- app keeps on crashing
- difficulty navigating the app
- schedules are not properly showing
- customers need to log in every-time
- security concerns
- notification issues



\*FRUSTRATION\*



UNINSTALLING 🙄

- leave app
- go to traditional way instead



LOW RATING & BAD REVIEWS