

Pain Points

- X app keeps on logging you out even if you choose to stay signed in
- X appearance
 - ⊖ The font style and size is too small
 - ⊖ Too many empty and unused space in the app
- X lack of navigation option/suggestions for people who are not too familiar w/ where they are travelling to
- X ads are located at a distracting spot
- X interface seems better in apple than in android phones



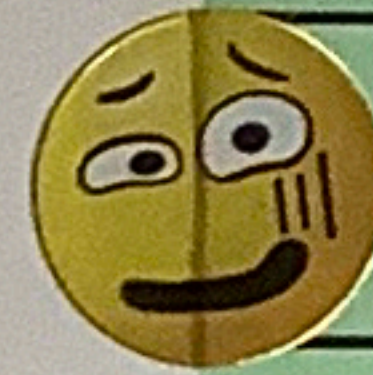
WHO?

- ☺ People commuting to & from NY & NJ using the NJ Transit which includes
 - ★ regular commuters
 - students
 - employees
 - ★ non-regular commuters
 - tourists
 - non-residents

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Pain Points

- X schedules/changes are not posted real-time in the app
 - X no slot for advisories in case of traffic/snow/storm/accidents that might cause delays/changes in schedule
 - X very wordy
 - X confusing prompts
 - X
- ↓
Notifications



Grey, a resident from New York, wanted to pay a surprise visit to her brother, Kenth, who lives in Paterson, New Jersey.

Since Grey occasionally visits New Jersey, she already has the NJ Transit app installed in her phone and finally decides to give it a shot.

Grey tries to sign-up which was fairly easy. She tries to purchase a ticket using the app, but she got a bit confused since she didn't know which route to choose because she only knows his address.

Good thing Grey remembered the zone & bus number from the previous times she bought tickets from a booth. However, Grey wishes she could add the address in the app so it could give her suggestions on which route to take to get to the place (like google maps)

GOALS

- 💡 create a more-user-friendly layout
- 💡 re-organize content
- 💡 Integrate maps (like google maps) in the app
- 💡 show real-time location of buses/trains in the app (like uber/lyft) so it's easier to track.
- 💡 add notification for advisories concerning the user's favorite route/zone/bus #



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