UI/UX CASE STUDY

# ChiTime

Revolutionizing the Way People Navigate the Road: A User-Centered Design Approach

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# Product Overview

In the bustling city of Chicago, millions of individuals rely on public transportation as their daily commute. With the continuous advancements in technology, more people are turning to apps and websites to simplify their travel experiences. However, there remains a significant gap in the availability of a centralized platform that offers commuters comprehensive information for scheduling their trips, locating trains and stations, purchasing tickets, and efficiently navigating through different routes and unexpected disruptions. Recognizing this need, I decided to develop an all-in-one application that empowers commuters by providing them with a reliable and convenient solution to enhance the planning and efficiency of their daily commute.

Objective: Develop a comprehensive app for Chicago commuters, simplifying trip planning, ticket purchase, and navigation for a seamless transportation experience.

# Responsibility

- Research
- Wireframe
- User Flow
- User Personas
- UX/UI Design

# Tools

- Figma
- FigJam
- Google forms
- Invision

# Problem Statement

My app is designed for residents of Chicago that commute via public transportation, specifically using the train system, with information in one place that is easy, convenient, and helps commuters plan their commutes more efficiently.

# Solution

This idea came to me from my own personal experiences of commuting via public transportation. I found it difficult to find my train's schedule and know exactly when my train would arrive. I would have to rely on Google Maps in the moment and it wasn't always efficient if anything changed or if my route was more complicated.

# Design Process

Designing ChiTime was a multi-step process that involved extensive research, conceptualization, and user testing to ensure that the app met the needs of drivers and provided a seamless, intuitive experience. The goal of the design process was to create a solution that could help drivers make informed decisions, reduce stress, and save time on the road. The following sections describe the key steps involved in the design and development of RoadWise.

## Understand

User Research
User Interview
Competitve Analysis

## Define

User Personas
Empathy Map
User Journey

## Ideate

User Flow
Information-Architecture

## Design

Wireframe
Hi-Fi Designs
Prototype

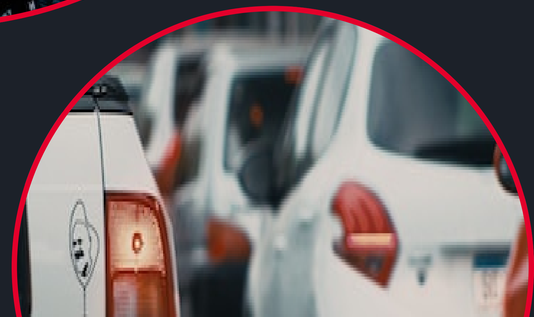
## Test

Feedbacks
Conclusion
Future Concept

# Target Audience

The target audience for ChiTime are commuters who are looking for a convenient and effective way to navigate the transportation system in Chicago. This includes both new and experienced users of the transportation system.





# User Research

User research was a critical component of the design and development of ChiTime. The goal of the research was to gain insights into the pain points and challenges faced by commuters and to understand the needs and preferences of the target audience.

The following research methods were used:

1. Heuristic Analysis of Competitors: Competitor products were assessed using usability metrics to identify areas where they excel or fall short. Google Maps, Ventra, and Transit Stop were assessed through competitor analysis to find areas of improvement and understand the industry.
2. Surveys: Online surveys were conducted to gather information about commuters' experiences and opinions on current navigation and traffic apps. The surveys provided valuable insights into commuters' needs, preferences, and behaviors.
3. Interviews: One-on-one interviews were conducted with real people to gather more in-depth information about their experiences and opinions. These interviews provided valuable qualitative data and helped to flesh out the insights from the surveys.

The research findings were used to inform the design and development of ChiTime. The insights gained from the research helped to ensure that the app was designed to meet the needs of the target audience and provide a user-friendly experience. The research also helped to validate the features and functionality of the app, ensuring that it would be well-received by drivers.

# Competitive Analysis

In summary, Google Maps stands out as the leading application in this competitive analysis due to its flexibility, recognition, and overall aesthetic. Ventra App demonstrates strengths in terms of flexibility and the placement of important information but would benefit from a design update and improved visibility. Transit App, although a competitor, falls short in terms of functionality, design, and visibility. Understanding these strengths and weaknesses can provide valuable insights for improving your own product or service in this competitive landscape.

# Unique Features

Potential unique features for the app that can help differentiate it from the competition:

- Streamlined Design: A clean and intuitive interface that presents most relevant details can help users with overwhelming information and speed of use.
- Integrated Transit and Ticketing: Transit information, tickets, real-time information enable users to use a single source for their commuting needs.
- Train Tracker: See where your train or other trains are relative to your desired station and line in real-time all within the app along with navigation and ticketing information.

# Future Enhancements

Features that will be implemented in a later phase or iteration:

- Personalized Recommendations: Utilize user data and preferences to offer personalized trip recommendations and route suggestion by analyzing user behavior and past trips.
- Social Integration: Users can connect and share their experiences with friends and family through social media integration to share itineraries, trip information, crashes, or delays, offering more insight into commutes

# Quantitative Research

These questions aim to identify the current gaps in the market and the opportunities for ChiTime to provide unique value to its users. Understanding the needs and preferences of the target audience is crucial for designing a successful navigation app.

## Screeners

- How often do you use public transportation when traveling in the city?
- Have you taken public transportation in the city in the past 12 months?
- What form of public transportation do you take in your city?
- What resources do you use to plan your commute?
- How do you feel when having to plan your commute?

# Observations/Insights

- People feel comfortable or indifferent about using google maps, only need pertinent info
- Everyone experiences unexpected delays and never knows about it ahead of time
- Most people don’t know their trains schedule, just what google maps tells them or they know it arrives “frequently” during a certain time
- Many other features could be added that would be valuable to riders

# User Persona

*"I hope my train arrives on time today with no delays"*

| | |
|---|---|
| **AGE** | 24 |
| **JOB TITLE** | Jr. Designer |
| **STATUS** | Single |
| **LOCATION** | Chicago, IL |

**FAVORITE COMMUTING APPS**

GOOGLE MAPS · UBER · VENTRA · WEATHER APP · LYFT

USER PERSONA

## Beth Widow

### ABOUT

Beth just landed her first role in design after graduating. She was able to find a company located downtown. Clarissa grew up in Chicago so she is familiar with the area and the train system since she uses it to travel frequently. She doesn't own a car and lives just outside of the downtown area so she'll have to commute everyday. It's important to her that she gets to work on time without unexpected delays and has the information she needs to get to her destination.

### GOALS

- Get to work on time
- Have a smooth commute
- Anticipate delays/adverse weather
- Know the best route
- Get home smoothly

### CONCERNS

- Will my train be delayed?
- Will I make it to the station on time?
- What's the weather like today?
- Should I take an Uber instead?
- Can I take a later train?
- What time must I leave work?

### PLANNING

Knows the area well so doesn't have to plan too far ahead of time but can't wait until the last minute. Usually checks on her route during her morning routine.

LOW · **MEDIUM** · HIGH

### BUDGET

Beth has to pay for travel costs out of pocket so she tries to keep a tight budget. While a single ride is inexpensive, rides add up every week when you have to ride 2x a day.

**LOW** · MEDIUM · HIGH

*"What train do I need to take to get to work?"*

| | |
|---|---|
| **AGE** | 34 |
| **JOB TITLE** | Art Director |
| **STATUS** | Single |
| **LOCATION** | Chicago, IL |

**FAVORITE COMMUTING TECH**

GOOGLE MAPS · INTERNET · VENTRA · TICKET KIOSKS · UBER

USER PERSONA

## Ethan Hawkeye

### ABOUT

Ethan just landed a new role as an Art Director for an advertising agency in downtown Chicago. He is moving from California and just signed a lease for an apartment downtown so he doesn't have to commute very far. Since he living downtown, he doesn't want to own a car so he'll have to rely on public transportation. Ethan's main priority is to figure out the best way to get to work and on-time. He wants a smooth commute to work and back home everyday.

### GOALS

- Get to work on time
- Have a smooth commute
- Figure out trains schedule
- Figure out how to get to the station
- Plan accordingly

### CONCERNS

- Where is the train station?
- How do I get there?
- What time does my train arrive?
- Is my train late?
- How do I buy a ticket?
- What if I miss my train?

### PLANNING

Ethan is new to the area so he'll have to plan well ahead of time to get to know his train's schedule and the best way to get to each of his destinations.

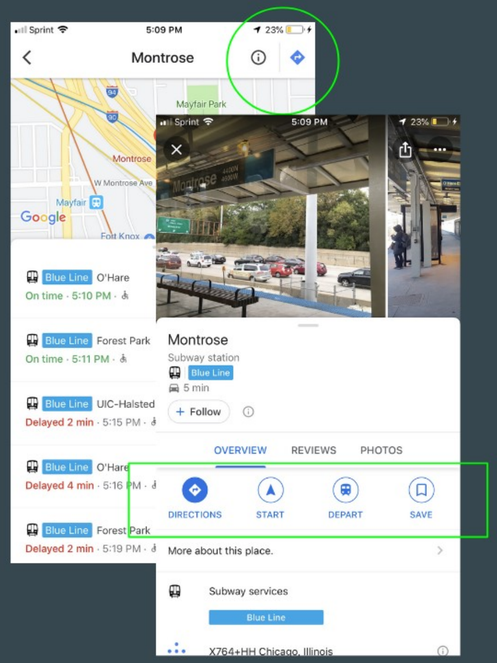
LOW · MEDIUM · **HIGH**

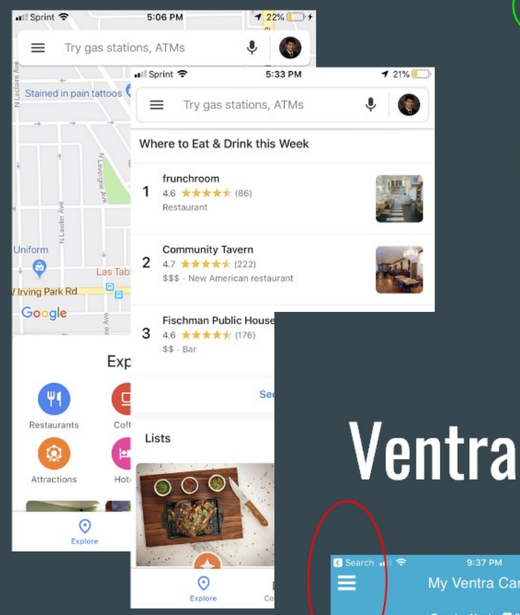
### BUDGET

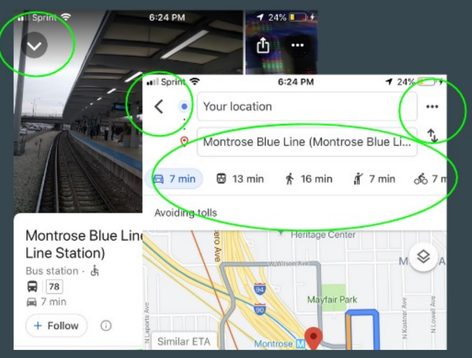
Ethan's company reimburses his commuting costs so his budget is high when it comes to costs. He will even have the option of taking an uber if he really wants to.

LOW · MEDIUM · **HIGH**

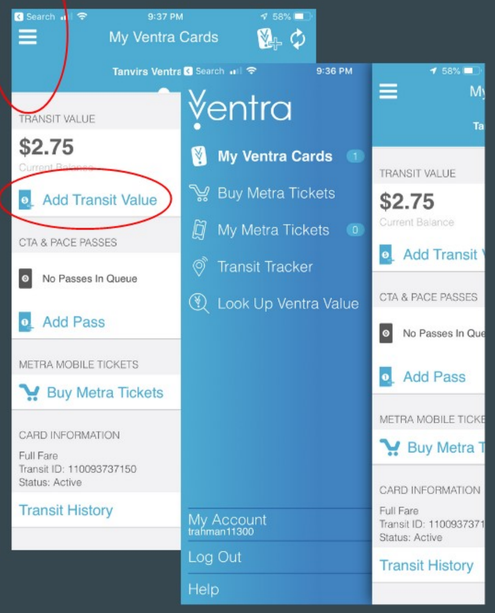
# Google Maps

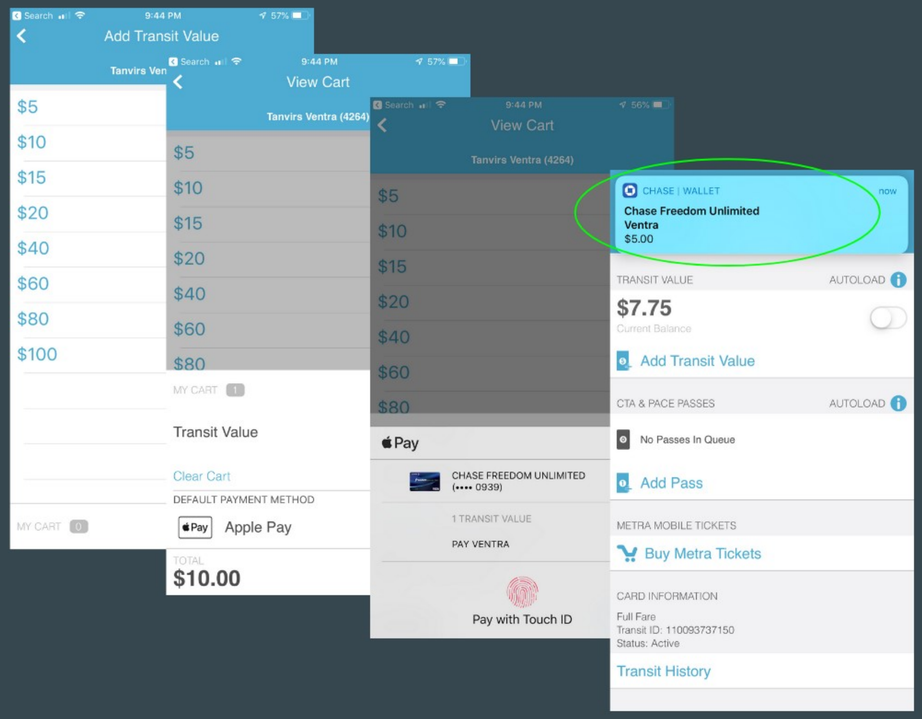


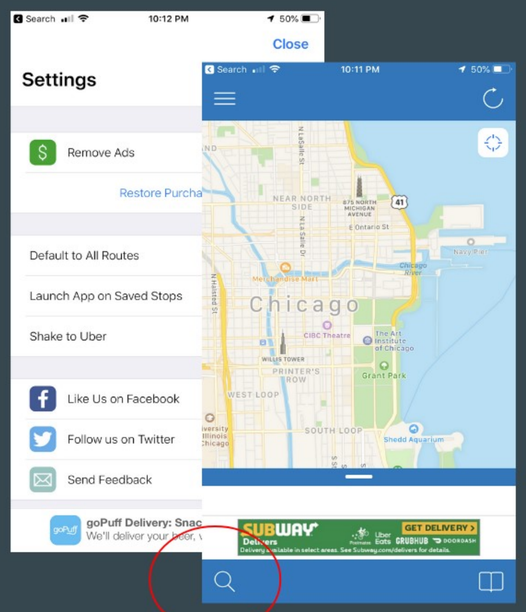



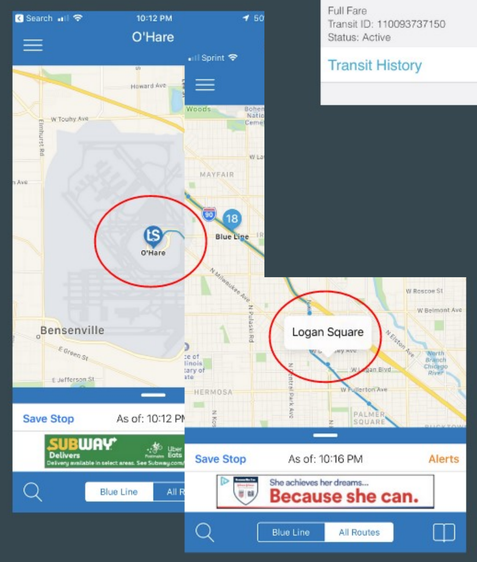

# Ventra App

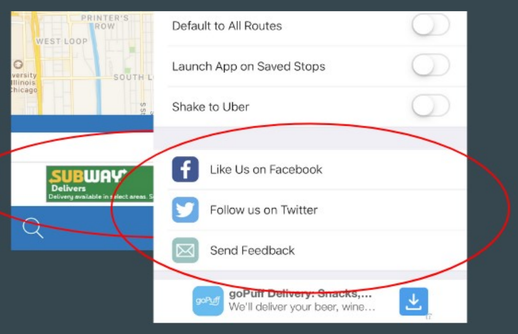



# Transit Stop App



# User Interviews Affinity Map

## Synthesis - Affinity Map

ANDREA

Commute to work

station has eta of next train

app notifications based on announcements

Laura

no car relies on public transportation

could be valuable to metra riders

Cayte

drive to train station

Fairly easy but not super easy to find schedule

Mervin

public transportation used everyday

Google maps to plan ahead

Google 80% Self 20%

experiences unexpected delays often

Jenna

uses 3-4 times a week

cannot toggle direction of route/schedule

does not get notified ahead of time

Google Maps to plan route

understands train time table

indifferent about google maps

would like train tracker app

ventra app to buy tickets

display time table of schedule

experiences sudden delays

notified in the moment or after

## Affinity Map

how often used? reliant

uses 3-4 times a week

Commute to work

drive to train station

commutes to work, meetings, and anywhere in the city

no car relies on public transportation

multiple forms of transportation during commute (walk to station)

public transportation used everyday

no car - reliant on public transporation

commutes to work and all destinations

Google Maps to plan ahead

Google Maps shows future schedules/ routes

google maps to plan ahead

Google maps to plan ahead

Metra

could be valuable to metra riders

ventra app to get metra schedule

metra has different schedules and rules

Feelings

Fairly easy but not super easy to find schedule

feels like has good understanding of schedule

mixed feelings about transit app

Google 80% Self 20%

indifferent about google maps

only needs to know schedule in the moment

feels good about ventra app

google maps not always accurate

feels easy to find where going

Google Maps to plan

Google Maps to plan route

google maps to find route from closest train stop

Google Maps to plan route

google maps to plan route

uses google maps and transit app

uses more than 1 app

How to buy... Ventra App

ventra app to buy tickets

ventra app to load card and buy tickets

Ventra app to pay for tickets - company also helps pay

uses ventra app to buy tickets

pays with paper ticket or card you can reload

New Features

would like train tracker app

cannot toggle direction of route/schedule

nice to know if ubers/lyfts are nearby

display time table of schedule

not easy to transfer trains

CTA does not use cardinal directions

explore all train stops using virtual map

show what the stop looks like

display times train arrives

show return info or option for it

schedule reminders at night or when schedule changes

delays

experiences sudden delays

takes Lyft if delay is long

manager gets notified of delays

Doesn't get notified of delays

experiences unexpected delays

notified in the moment or after

delays should have ETAs

experiences unexpected delays often

app notifications based on announcements

unexpected delays 2x/week

does not get notified ahead of time

know schedule?

station has eta of next train

doesn't know exact time train will arrive

doesn't know schedule - checks app

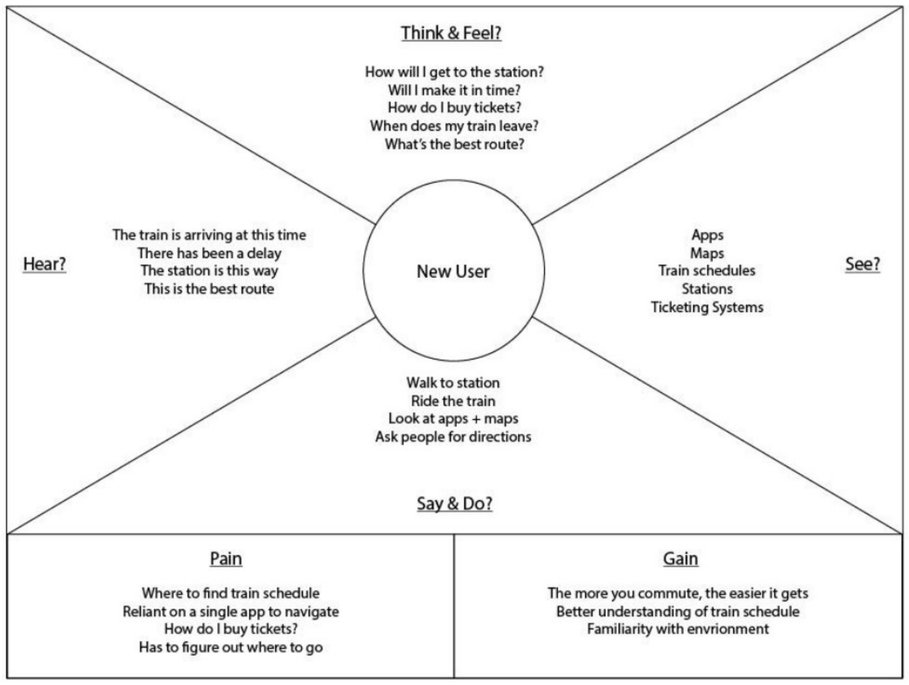
understands train time table

knows train will run often

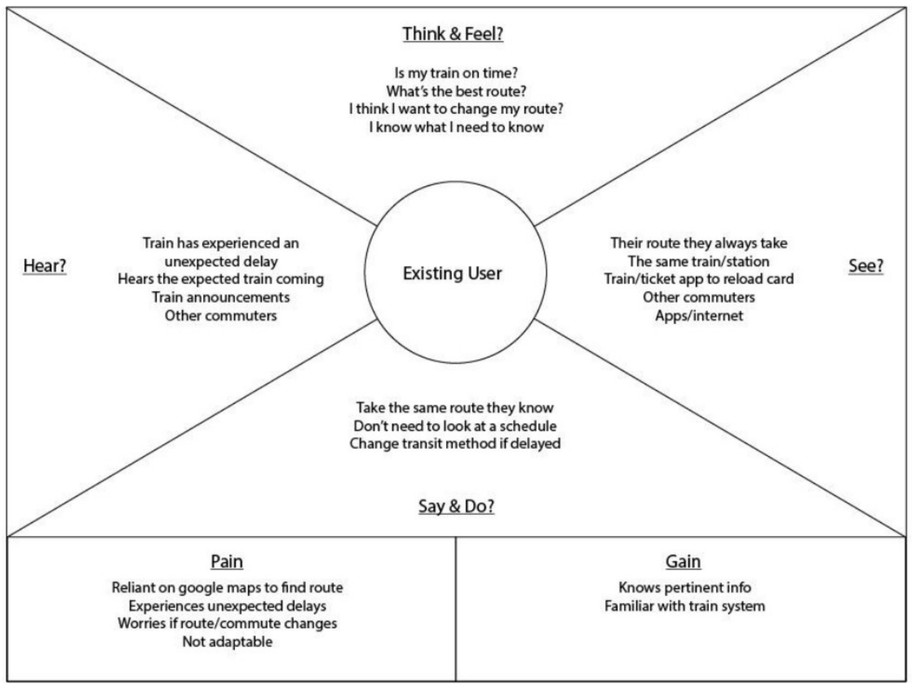
Doesn't know schedule just by using Google Maps

# Empathy Maps

## Empathy Map - New User

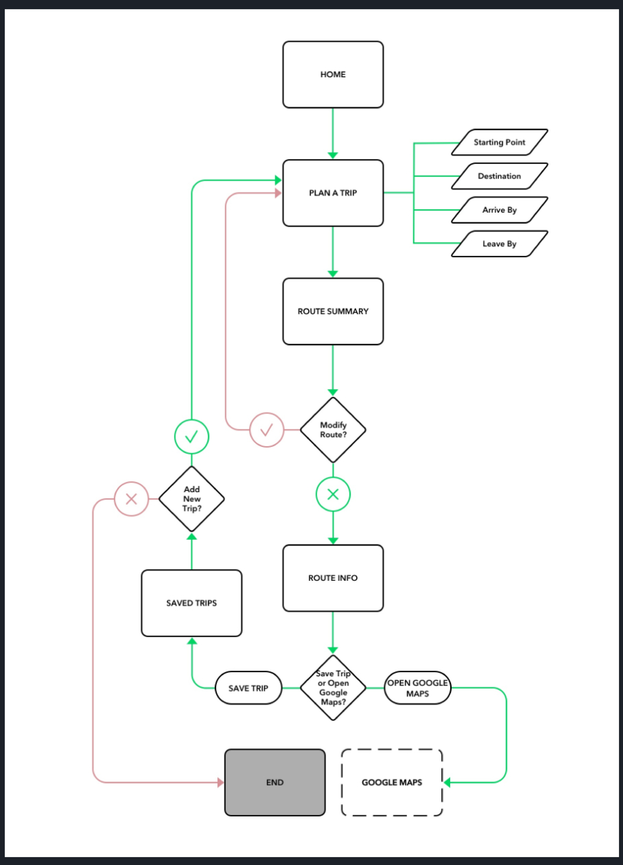



## Empathy Map - Existing User

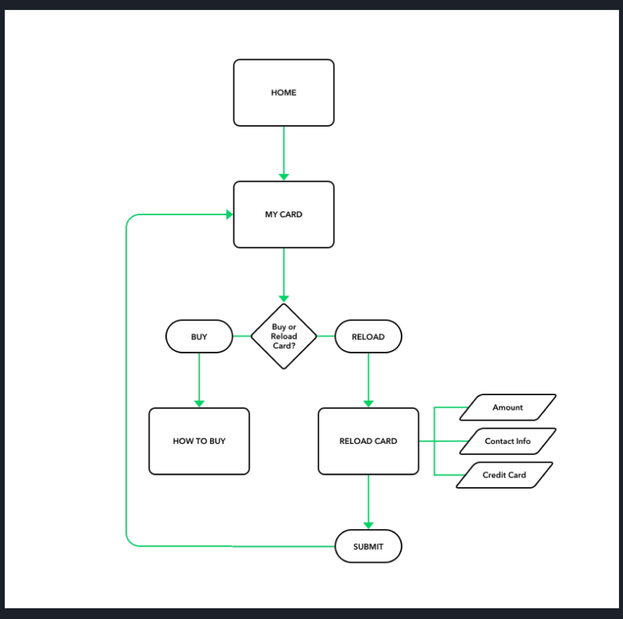


# Information Architecture/User Flows

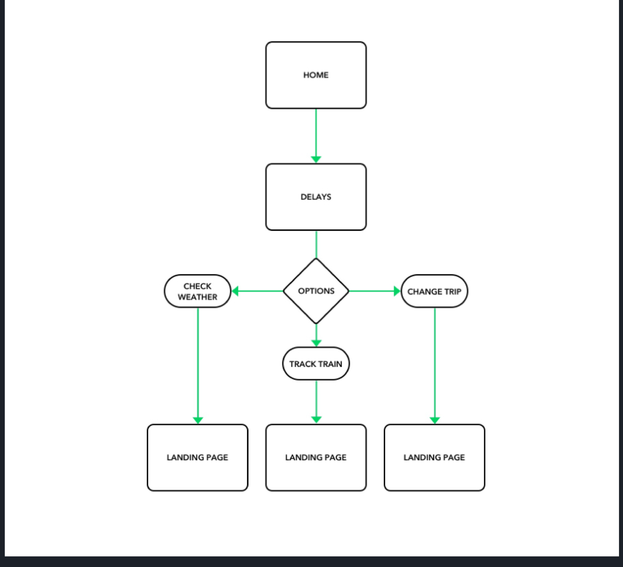
## Plan Trip



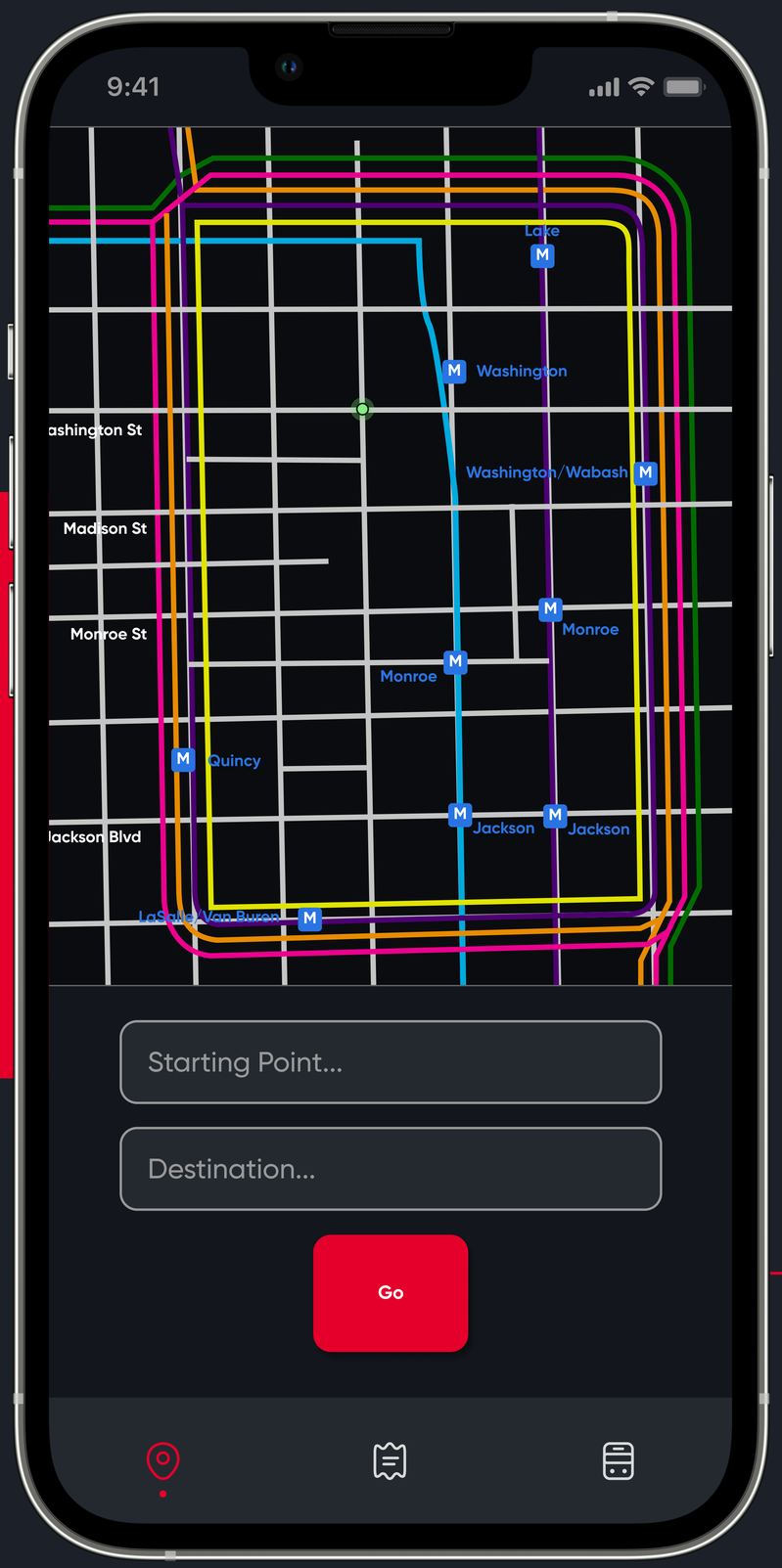

## Buy Ticket




## Check Delays



# Map View Screen



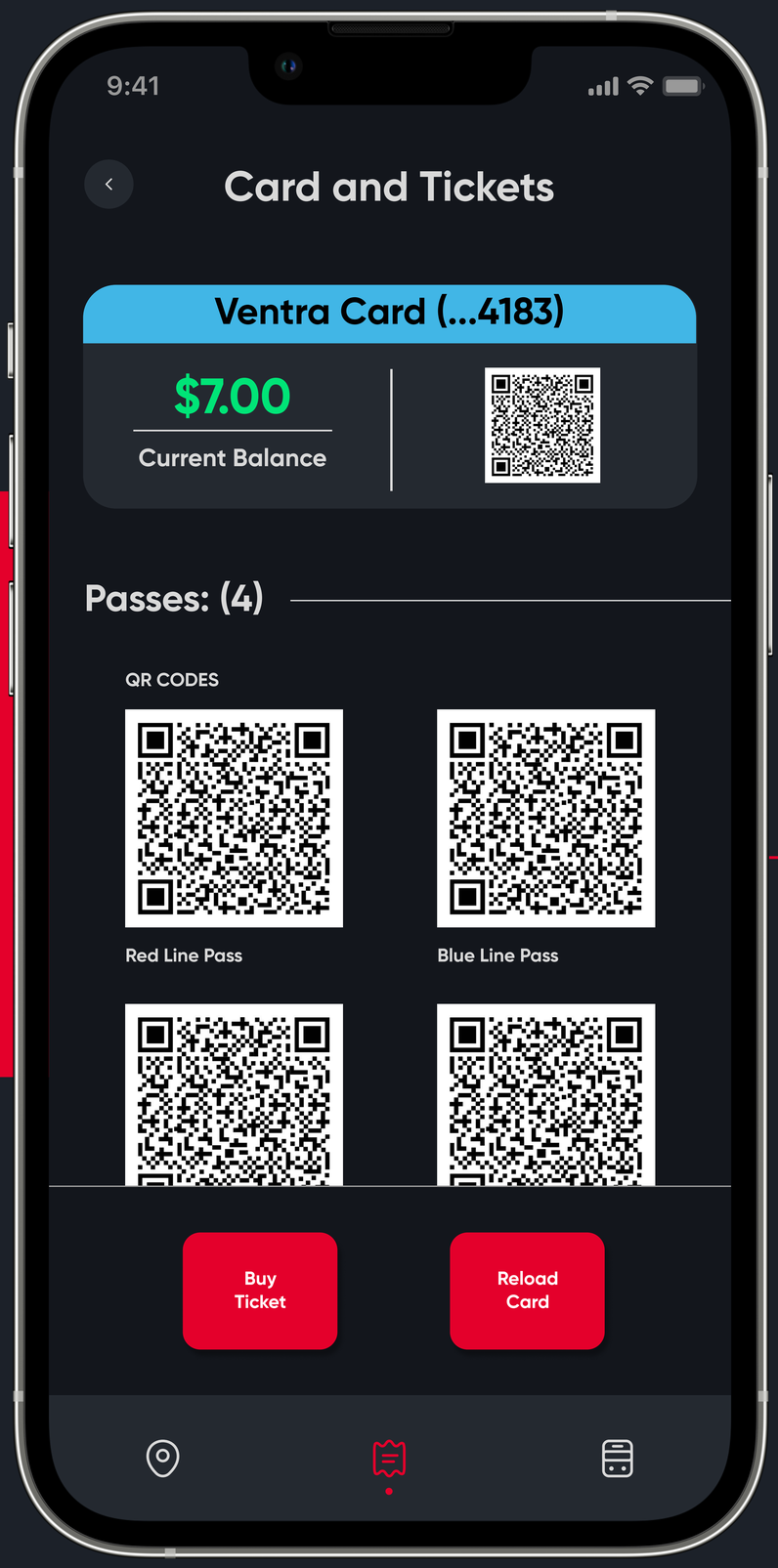

Users can see a preview of their current location with the green marker. They start a trip by entering desired destination in the box.

# Route Info Screens


Users can input their starting and ending destinations, and the app calculates the best route to take based on real-time traffic data.

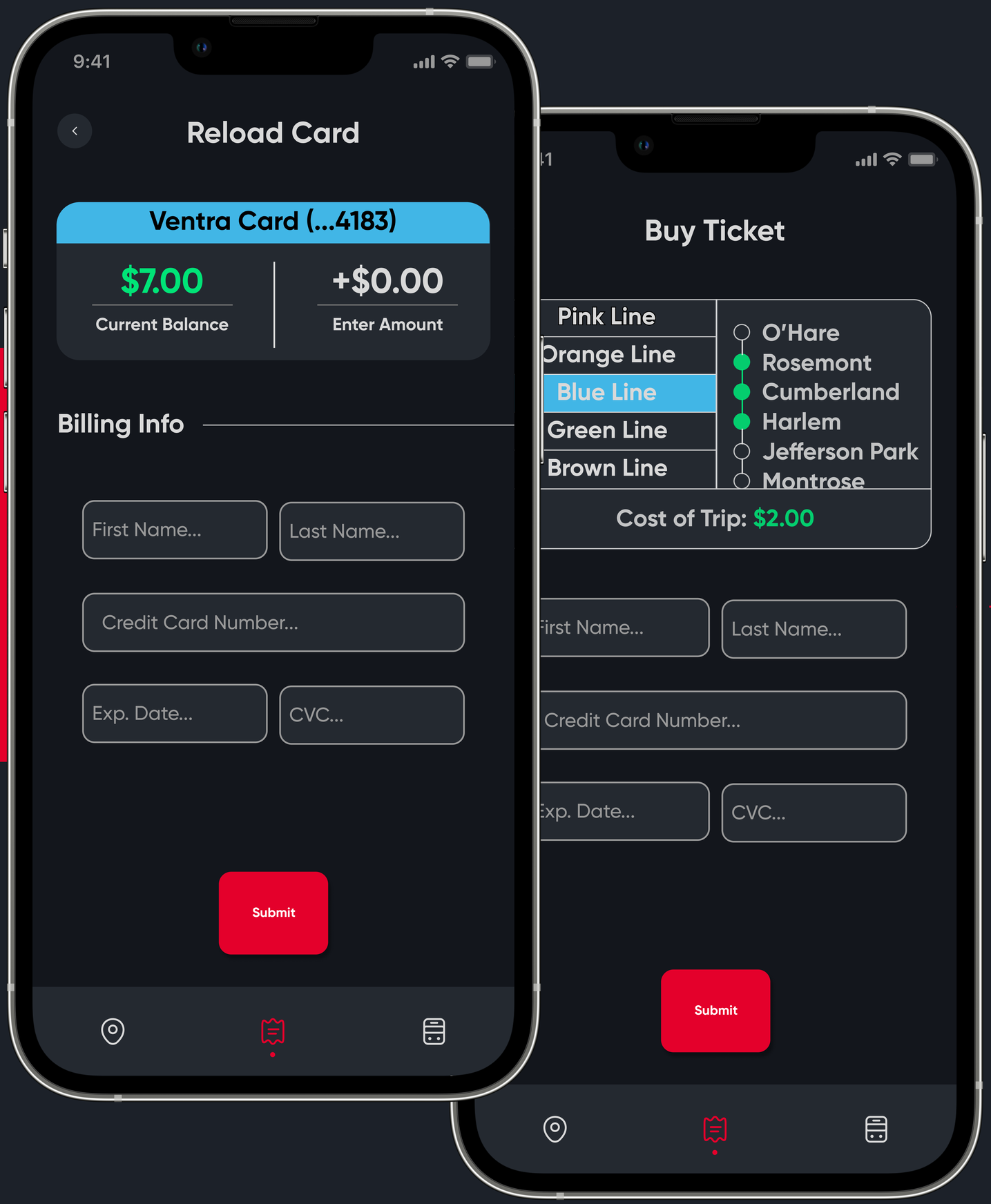
Users can select destination from the auto-fill suggestions based on real map locations.

# Card and Tickets Screen



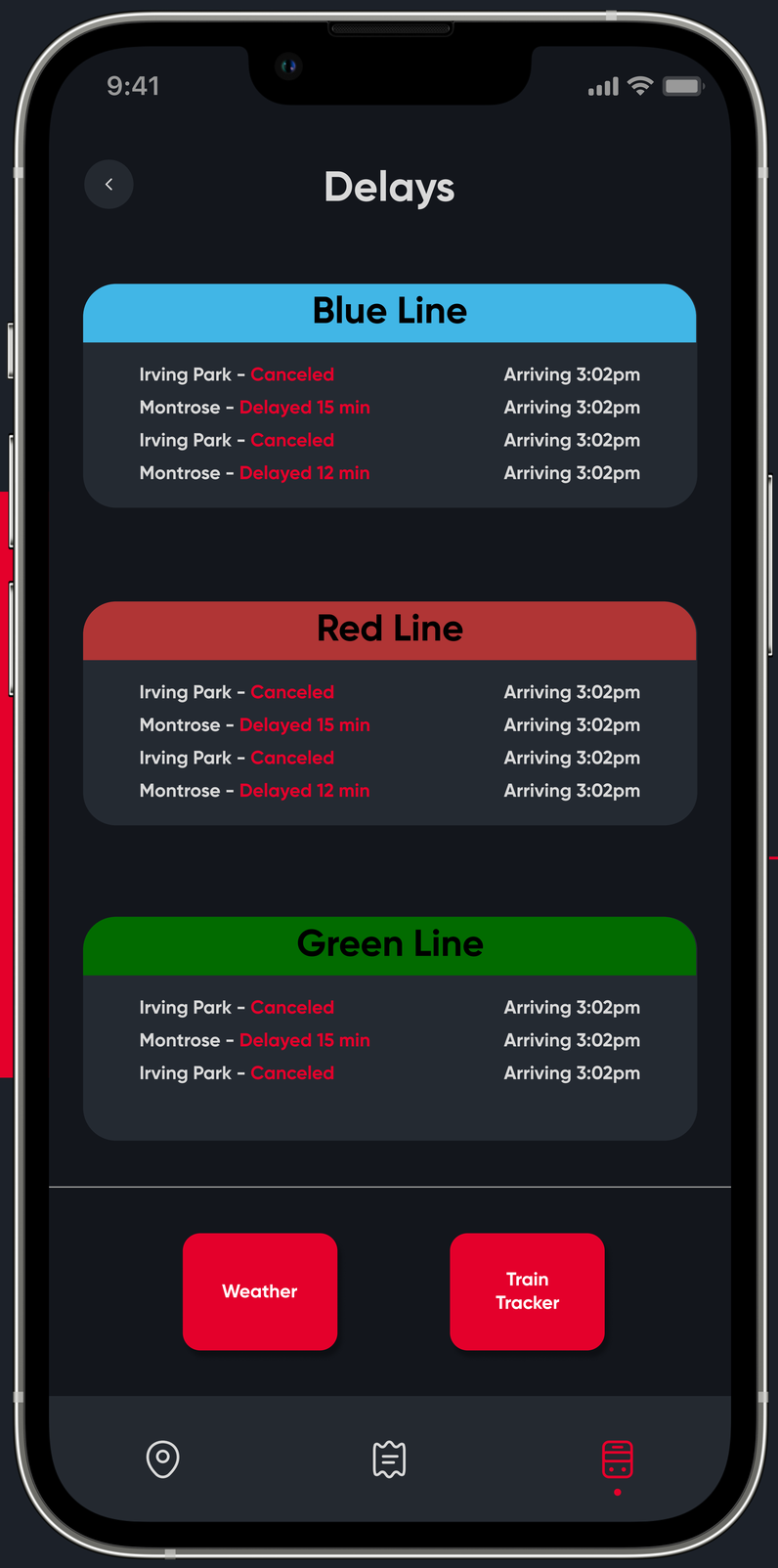

A page that provides users with detailed traffic information, including traffic volume, estimated travel time, and current road conditions.

# Purchasing Screens




A page that shows users' frequently visited location. They don't have to enter the location manually every time. Users can also add a new location to this page.

# Delays Screen




A page that provides users with detailed traffic information, including traffic volume, estimated travel time, and current road conditions.

# Train Tracker and Weather Screens


A page that shows users' frequently visited location. They don't have to enter the location manually every time. Users can also add a new location to this page.

# Style Guide

## Color Palette

| | | | |
|---|---|---|---|
| #0F2940 | #13161C | #242930 | #999999 |
| #E4002B | #41B6E6 | #00E477 | #D9D9D9 |

## Typography

Aa

**Font**
Gilroy

| | | | |
|---|---|---|---|
| Aa Gilroy Bold | Aa Gilroy Semibold | Aa Gilroy Medium | Aa Gilroy Regular |

| Name | Font Size | Line Height |
|---|---|---|
| **Heading 1** | **24 px** | **36 px** |
| **Heading 2** | **20 px** | **28 px** |
| Body - Large | 18 px | 24 px |
| Body - Regular | **16 px** | **24 px** |
| Body - Small | **14 px** | **22 px** |
| Caption | 12 px | 16 px |
| BUTTON | 16 px | 24 px |

# Thank you for viewing

Reach out via email: trahman11300@gmail.com