Metro Project: Redesigning a Public Transportation App for a Large Touristic City
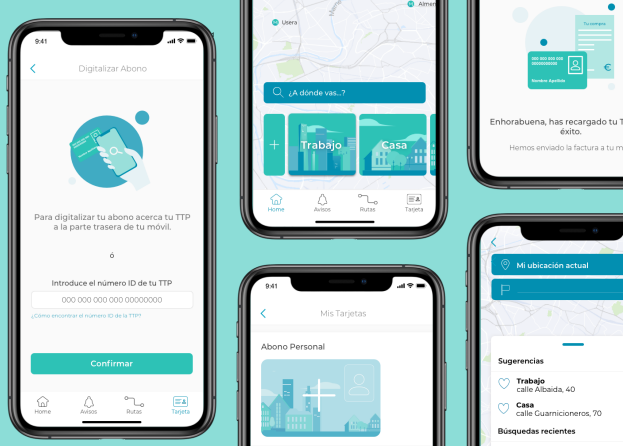
8 Interviews

114 Questionaries
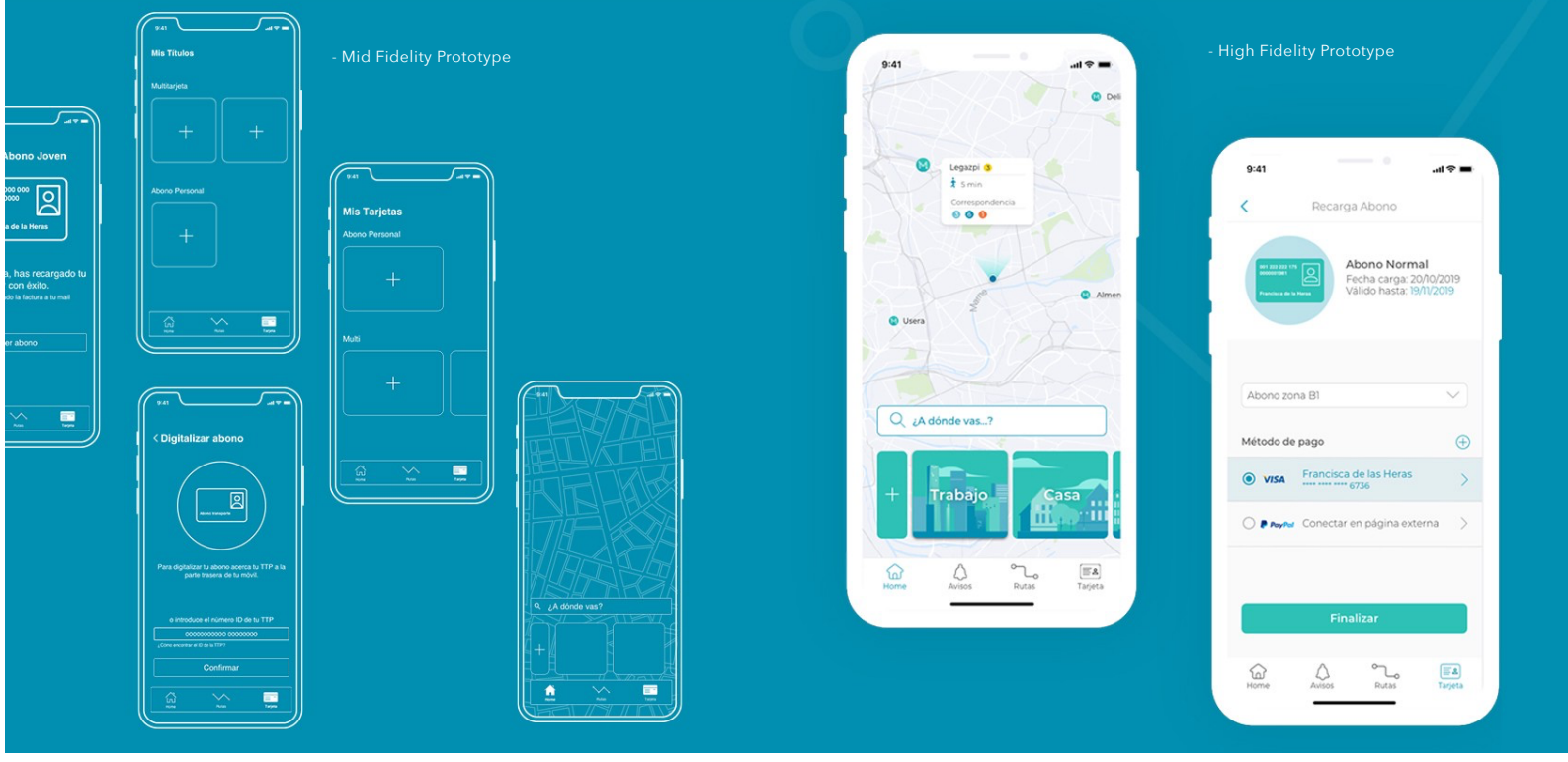
18 Usability tests

About the project

For the project, we had to redesign and suggest new features for the current Metro of Madrid mobile app. This project was made with a team of 4 integrants of varied backgrounds. We as a team had to suggest a completely new branding design. The time frame was 4 days dedicated exclusively to the UI of the application, as the UX investigation was made before.

The problem

After the interviews, surveys and benchmarking of the competition we found 2 main pain points; First, the actual payment method of the public transportation card was found difficult and time-consuming as you had to pay in the recharging machines. Second, the look and feel of the app was non-intuitive and did not accomplished to position the company in the market.

Prototyping and Testing

To create the screens we choose the crazy 8 method for each of the screens and afterward discussed the best, most innovated designs. We included in the screens error and empty state screens to cover all possible situations users may come through. We did testings with users on all the stages of the design process and made interactive prototypes with micro-interactions.

Mid Fidelity Prototype

High Fidelity Prototype

Solution

Trip Planner

Recharge and purchase of transport tickets via app
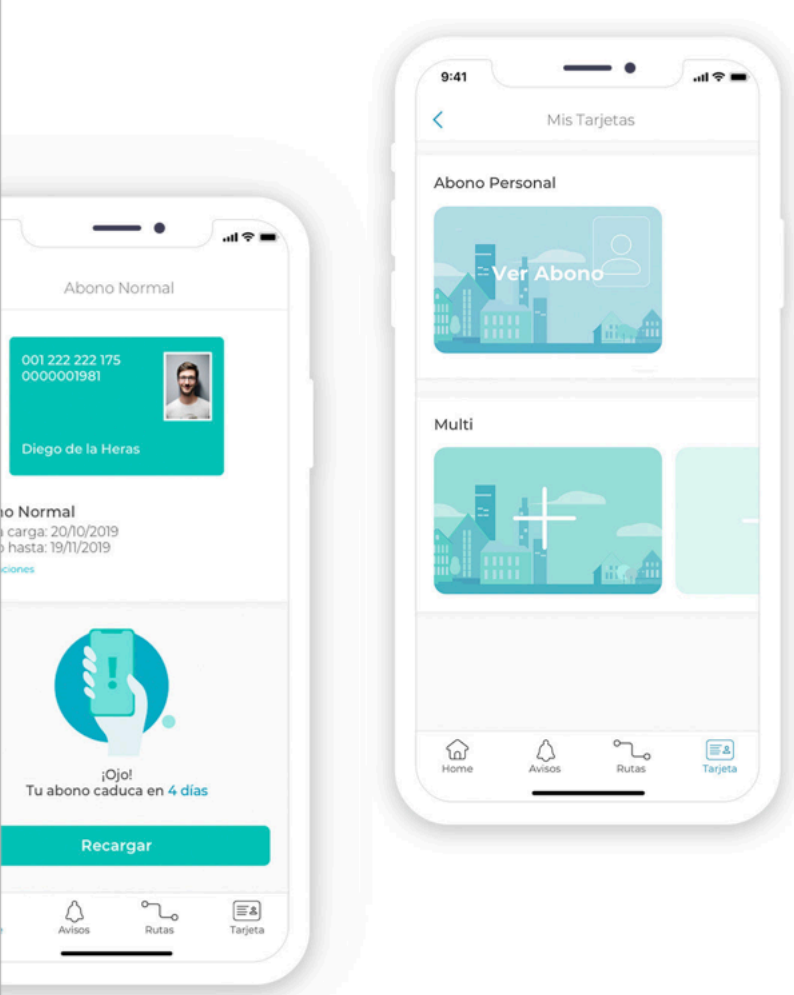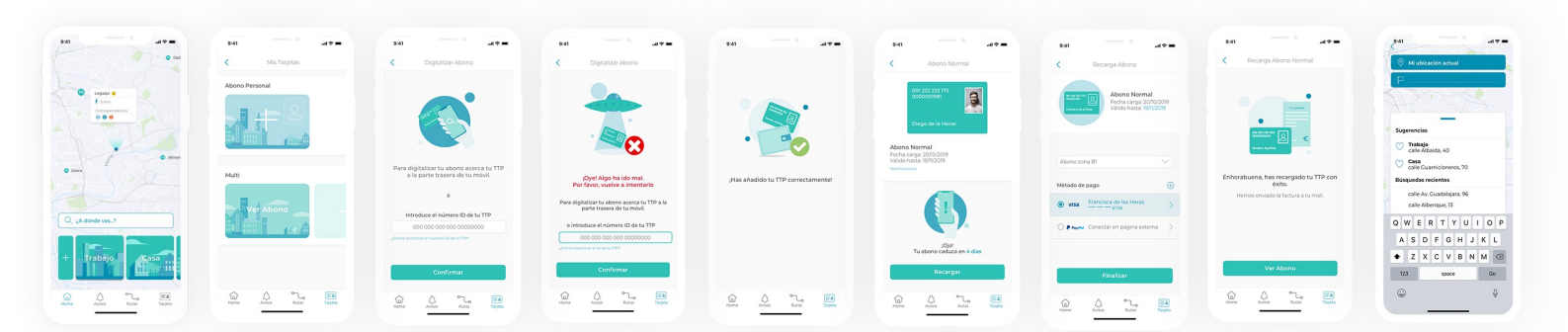
Transport titles integrated in the app

Redesign of wagon signage

Brand redesign to generate more modern image

We created a user-friendly mobile app that provides users with quick access to favorite locations from the home screen. Secondly, it will have the TTP (public transportation card) integrated into the application for payments and avoid loss of physical card. With these two features and site map redesign we built a modern, intuitive and usable application that solved our users' needs.

- Site Map

Style Guide

Main takeaways

Working in a group as a design team can be very challenging. We created a design kit as a team and choose to use the tool Figma to be able to work all together at the same time. Having a team with people with different backgrounds can be hard to handle but you can learn an incredible quantity of things from one another. For the next steps, we would like to include father and son card under the same application. As kids below 10 years old aren't allowed to travel by themselves usually the parents have both of the cards or if they have several kids, they have multiple.