

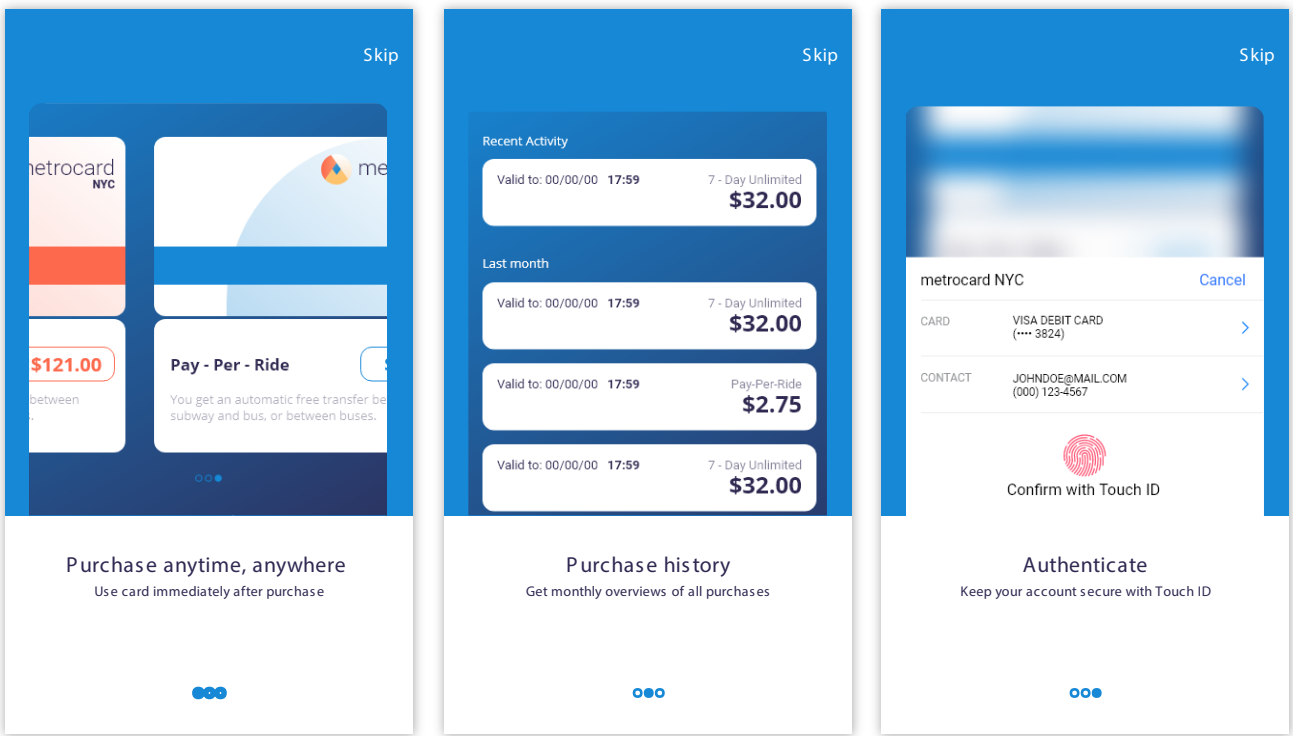


metrocard
NYC

Problem

The resulting last-minute validation, due to long waiting in line to buy a MetroCard, delays boarding

People in NYC have encountered several problems with public transportation. MetroCard system, implemented in 2013, became unefficient and exhausting for every day users. Passengers may purchase a MetroCard at MetroCard Vending Machines, subway booths and self-serve kiosk. The resulting last-minute validation, due to long waiting in line to buy a MetroCard, delays boarding.



Welcome Screens

Process

Define target audience, create user stories, create

John Doe - 34

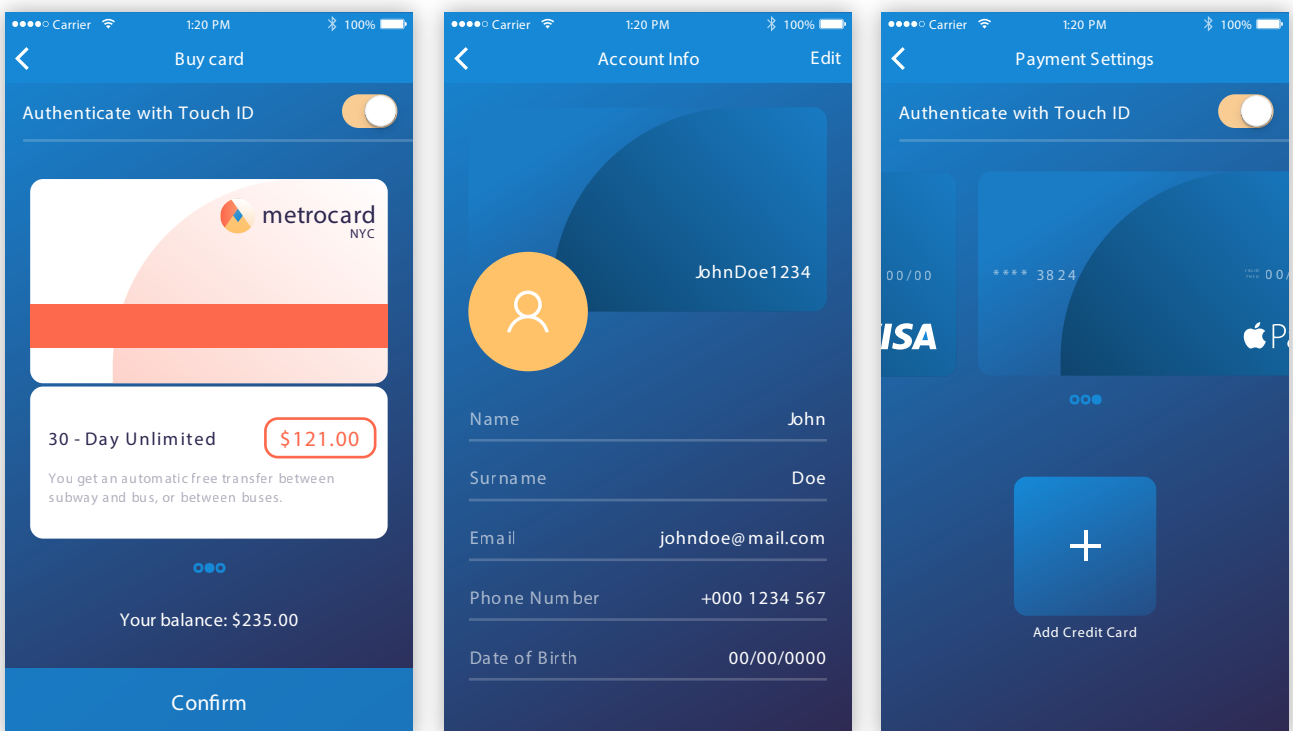
- personal usage
- use to view journey history
- refill balance

PROBLEM - no time for waiting in line to purchase ticket

Johnny Doe - 27

- using when travelling/safety
- choose card accordin fares

PROBLEM - don't want to loose card



Solution

Changing user habits

The new system will replace the MetroCard. Passengers will no longer have to endure frustrating waits in long lines at card - dispensing machines in subway stations, though there will still be machines for people who do not have cellphones or credit or debit cards.

Nor will passengers have to refill their fare cards week after week or month after month. The new system will keep track in an account that riders can check online.

The system will work through Apple Pay, as well as "contactless cards" — credit or debit cards.