

NJ TRANSIT APP PROCESS



RESEARCH

TASK

To redesign a mobile application. This task requires extensive research and understanding of the product. The final result will be a prototyped version of what the app would look like if a person were to see it on a mobile device.

To whom are we speaking?

The viewers of the NJ Transit App are everyday commuters, people visiting relatives, people looking to travel to the city, and foreign people who are new to New Jersey and New York.

What are their current perceptions?

Their current perceptions of the app are that they believe it is functional but the design is lacking in today's society. People who have yet to use the app are expecting a fast, functional design that can be personalized to save their last routes.

What do we want them to believe?

We want the users of this app to believe that buying tickets is a hassle and the NJ Transit app makes the process much easier. We want them to believe that the app knows the user and their past train routes so they don't need to go through as much work to buy a ticket a second time.

Why should they believe us?

They should believe us because the app has a dashboard that will both track the user as well as be customizable. The user will be able to save their past tickets and use the same information for future use.

What creative considerations must be taken into account?

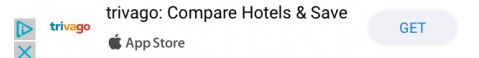
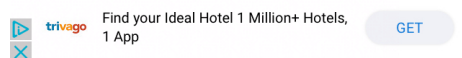
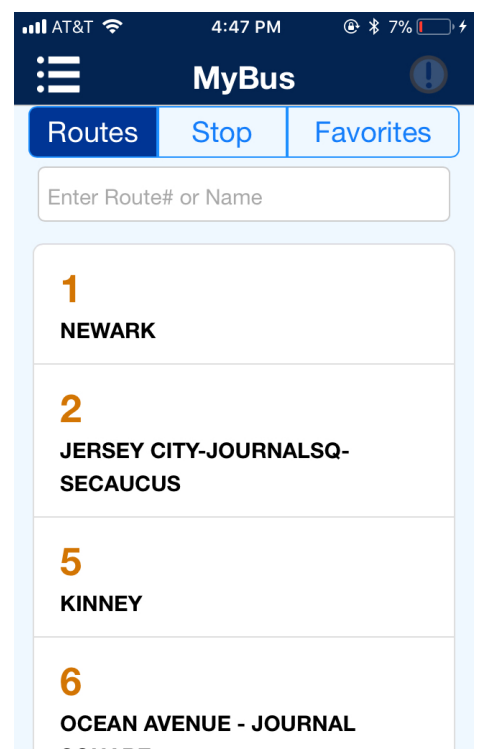
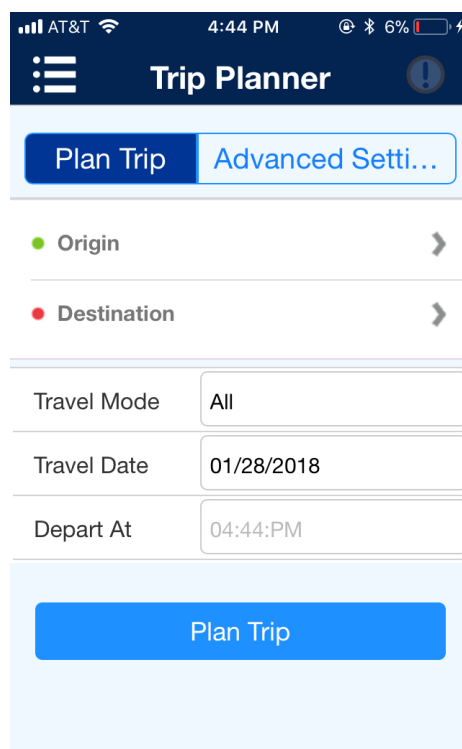
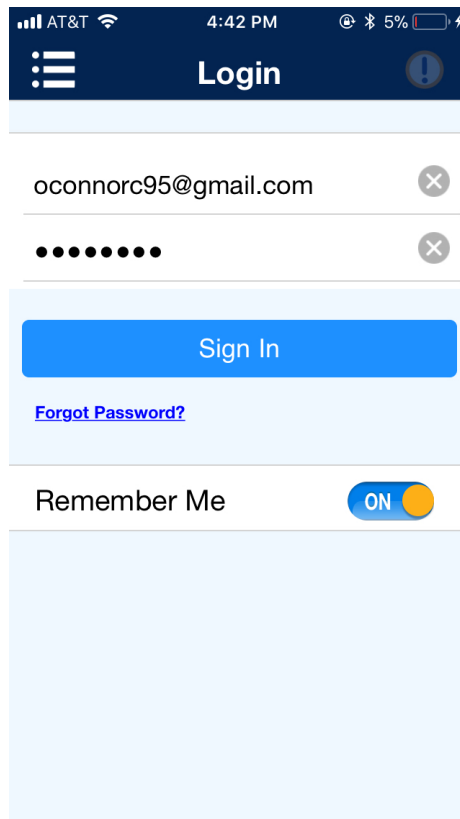
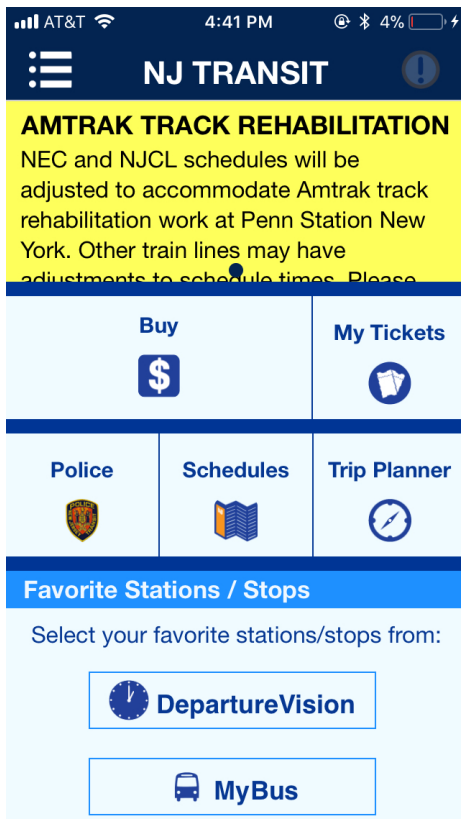
This brand has been around for a long time so the logo and colors may not be altered. Before designing the app it is necessary to go through the brand and view their guidelines.

What is the brand personality?

The personality of the NJ Transit is efficiency and rapid movement. The logo itself consists of three lines slanting upward that represent movement right off the bat. The brand going forth must be efficient.

ORIGINAL APP

The NJ Transit app although well-known, is also poorly designed and has a lot of potential to be improved upon. At first glance the app appears “blocky”, almost related to an excel spreadsheet. There are also multiple blues within the app that do not work well together. The icons on the front do not work with the brand either.



Mark Persky

Accounting Major

- Believes the app works great functionally
- Logs him out frequently
- The app makes Mark feel efficient
- Mark does not use the “favorite stations” section because he does not know how
- Only uses the “Buy Tickets” button and does not check the schedule or trip planner

Georgia Cowell

Nursing Major

- Believes the app is broad with its categories
- Could add more to its functionality
- Likes it somewhat
- Feels like she works to buy tickets, but doesn’t accomplish any other demands
- Believes there are multiple steps to buy tickets
- She believes there needs a “favorites” button

Taylor Sniffen

Film Major, Freshman

- Uses it a couple times a year
- Never tried to save tickets
- No problems with buying tickets
- Believes it could be updated because of its old appearance
- Does not understand the login button
- There are times Taylor would have to go and buy tickets because the ticket would not load properly
- When with other people, Taylor doesn’t use the app because she’s afraid it won’t work
- Taylor suggests having an immediate sign in, maybe a fingerprint for your account

Megan Stanczak

Sophomore, OT Major

- Megan dislikes the app because it feels outdated
- She hasn’t had trouble buying tickets but feel the app is stressful because of its old appearance
- She did not know about the favorites feature the app had, and would like to use it if it was more clear
- Did not understand the Login or Police Button
- Strongly disliked the appearance and believes it can be updated to look more current
- Has not had problems with its functionality

Sami Paradee

Senior, History Major

- Uses the app frequently (twice a month)
- Says its alright to use, but hard to navigate because the schedules get finicky
- Loading schedules take a long time
- Likes the NJ Transit app more than the Metro North app because of its simplicity
- Likes the side bar with the bus option
- Likes the feature of being able to call the police

Lauren Fitzpatrick

Senior, Interactive Digital Design Major

- Uses the app about once a week
- Hates the design and believes it’s impossible to understand the app due to the lengthy blocks of text
- Believes the navigation is not clear
- Wants the app to be more direct and to the point
- Believes that wordiness and outdatedness are the main downfalls of the app

INTERVIEWS

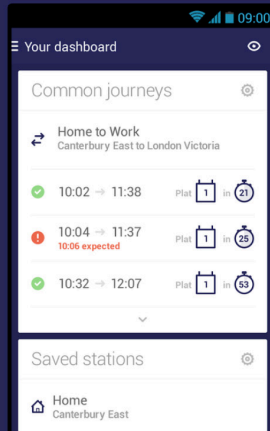
To have a better understanding of what to change within the app, I interviewed several people who use the app frequently. I asked what they thought of the app as it stands and asked what could be improved. The majority of people thought the app worked well functionally, but that there was no option to save past tickets. They also believed the app did not feel customizable.

REVIEWING OTHER APPS

Looking at other applications for train tickets, I began to see a pattern amongst companies that worked well functionally as well were visually appealing. These companies do not use more than two colors within their design, and stick mostly with one. They also use a lot of the white background within their app and use colors for the buttons and headers. The heavy use of logos also works well with these apps because the user can understand what is being asked at a faster pace.

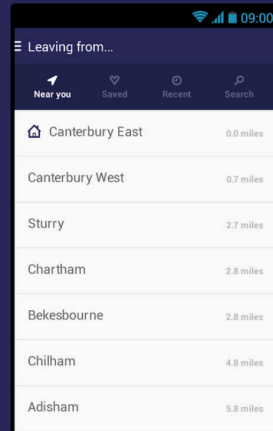
Personalised dashboard

Live travel updates for the journeys you care about.



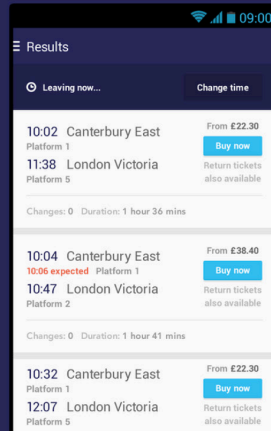
Effortless journey planning

Find results fast for all national train routes



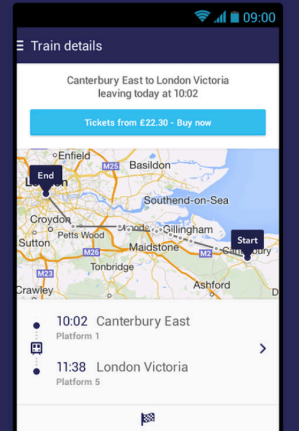
Buy tickets on the move

Quickly purchase tickets for collection at the station.



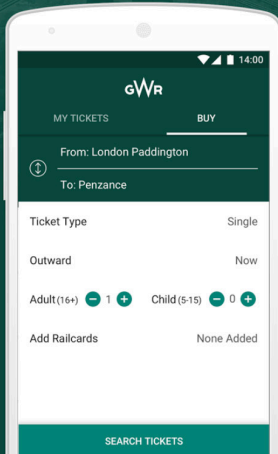
Your journey in detail

See your route on a map, with just the detail you need.



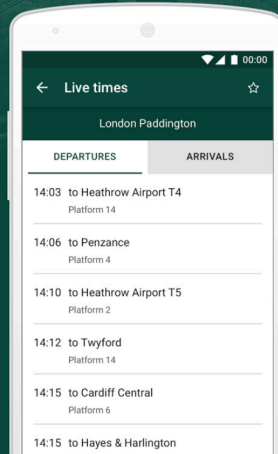
Tickets

Where all your m-tickets are stored, as well as where you can buy any station to station journey.



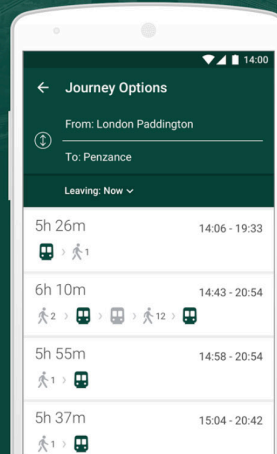
Live train times

Latest departure and arrival times, with platform details and route information.



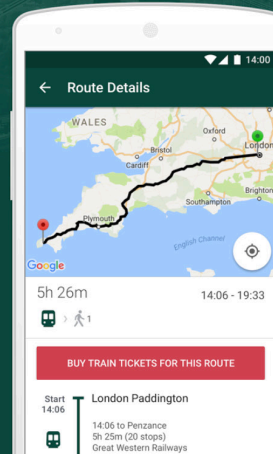
Your journey options

We'll show all the ways you can complete your journey; with full door to door guidance.



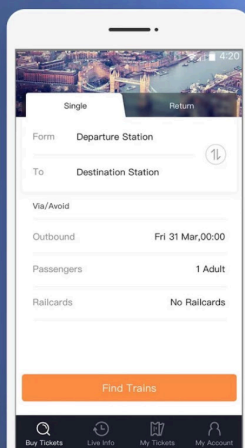
Your route

We'll tell you how long it should take including getting to the station and any buses or tubes you might need to catch.



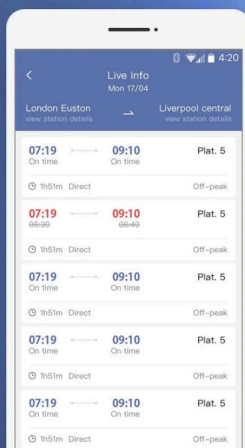
Book a train trip with best UK train ticket fare

No booking fee

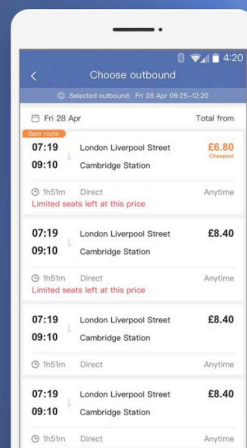


Get live train information.

Live platform and train time details.

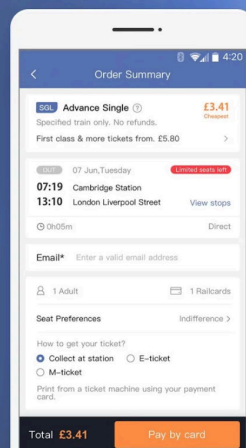


Highlight the cheapest fare on your departure date.



Complete your order with a few seconds.

Get the ticket confirmation letter by email

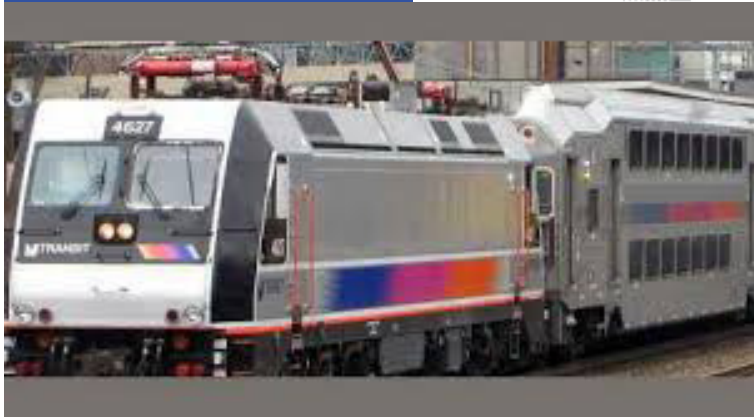




Trademark lapse
New Jersey Transit failed to renew the registered trademarks for the following:

1. 
2. 

3. **NJ TRANSIT**
4. **THE WAY TO GO**
5. **NJ TRANSIT THE WAY TO GO**
6. **NJ TRANSIT**
The Way To Go.
7. **NJ TRANSIT**
The Way To Go.

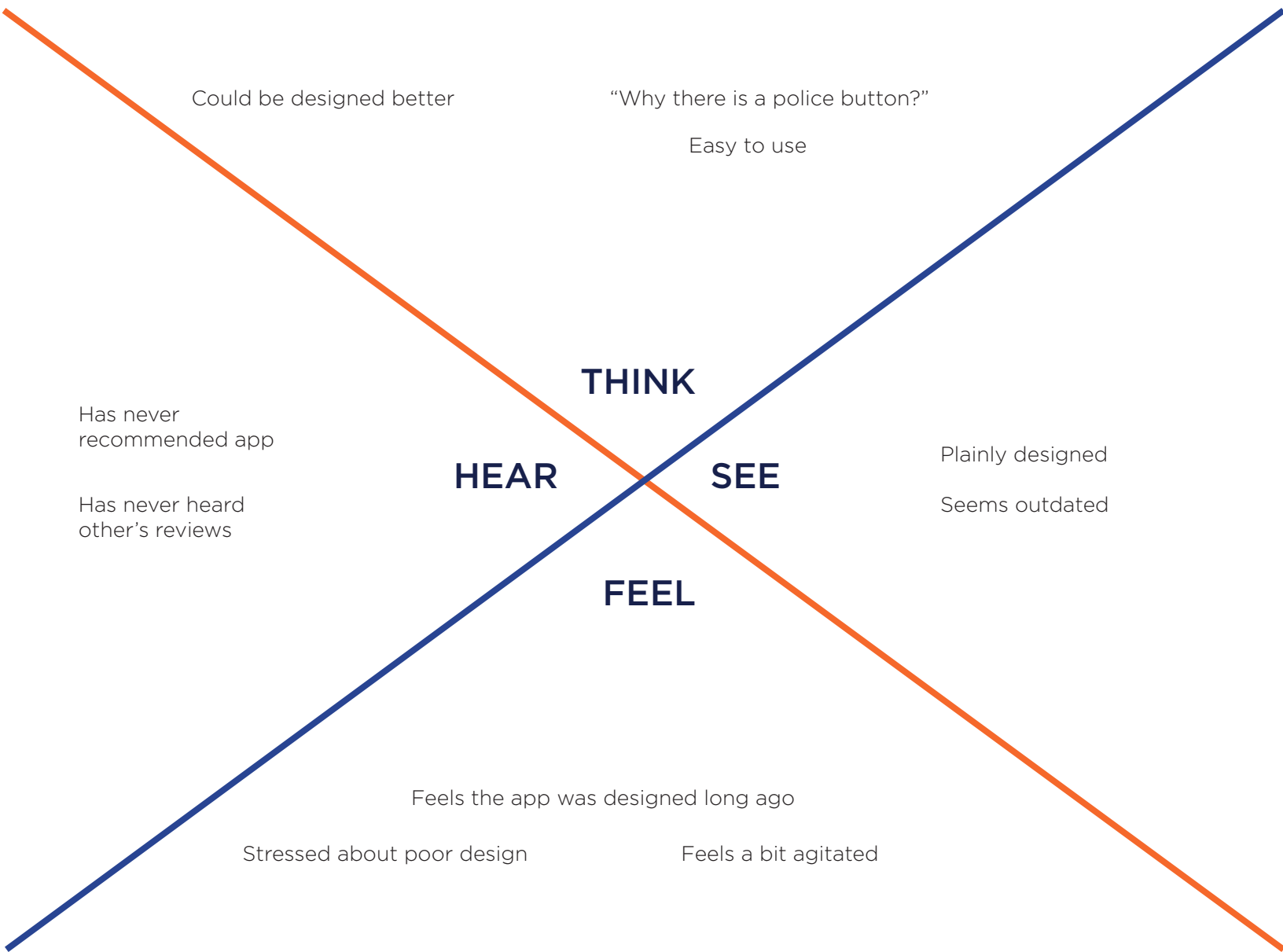


NJ TRANSIT
The Way To Go. 



NJ TRANSIT BRAND

Because this brand has a long history, it was essential to research and see the variations of how the NJ Transit brand is used. I learned that the three stripes are not necessarily always slanted; on the bus sign they are used horizontally. I also noticed that the dark blue is mainly used for text.



PAIN

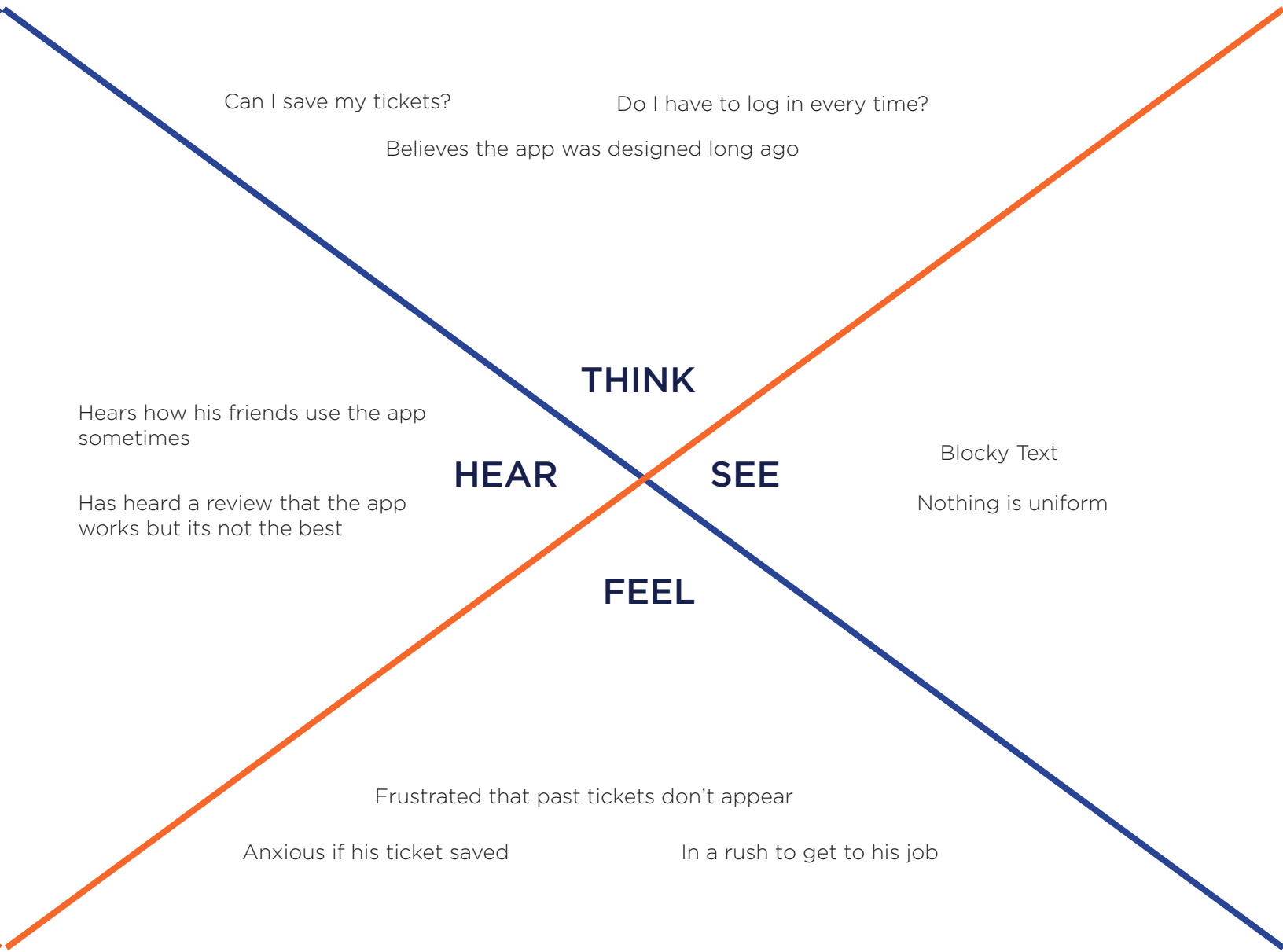
Untrustworthy App

Not customizable

GAIN

Train tickets fast

Accessibility



PAIN

Unable to view past tickets

Cannot save tickets

GAIN

Can purchase ticket on his phone

Can buy bus or train tickets



DUSTIN PARKS

AGE 32

LOCATION Hoboken NJ

JOB Accounting Manager

STATUS Married

BIO

Mark Persky is studying to be a Accountant and lives in Hoboken NJ. He commutes to NYC every weekday for work. Mark enjoys the people at his job and looks to be promoted in a couple years.

AMBITIOUS

INTROVERTED

CURIOUS

INVOLVED

RUNNER

FRUSTRATIONS

Dislikes not being able to personalize his daily commute to the city

GOALS

Wants to relieve the burden of having to plug in information every morning

TECH EXPERIENCE

MOBILE
50%

DESKTOP
10%

APPLE WATCH
40%

OLIVIA MORISON

AGE 27

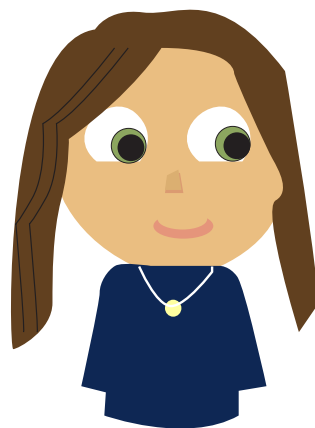
LOCATION Lawrenceville NJ

JOB History Teacher

STATUS Single

BIO

Olivia Morison works as a History Teacher for second graders. She lives in Lawrenceville NJ and commutes to NYC about twice a month to see friends. She hopes to move into the city later in life.



TRAVELER

EXTROVERTED

EXCITED

CURIOUS

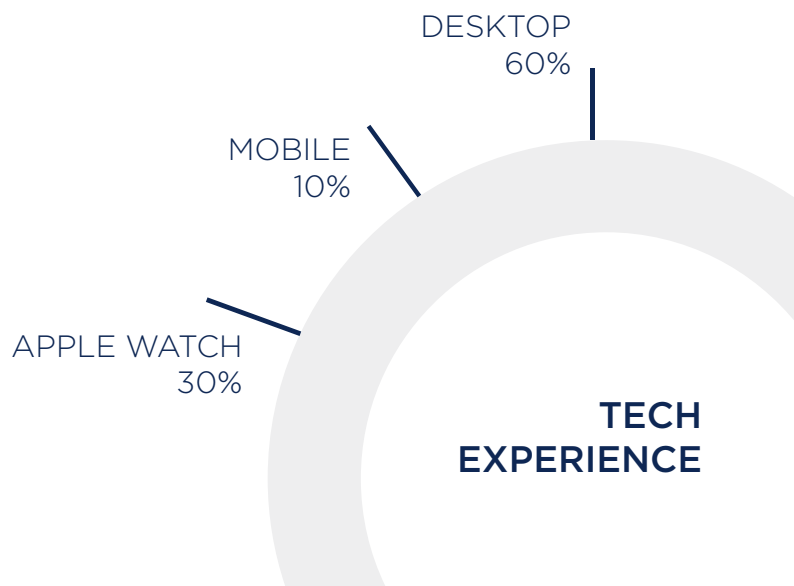
PLANNER

FRUSTRATIONS

Dislikes when it becomes hard to schedule tickets
Not saving the number of the train on the phone

GOALS

Wants a train app that will easy to use
Wants an app that shows notifications



FLOWCHART

SKETCHING

Before sketching out the layout of what the app should look like, it was important to lay out what the app might do and see how many screens I needed. Sketching made this task simpler so I could point arrows to show how the app would function. This process made me realize that I would need more screens than I had thought previously.

Adding a Dashboard

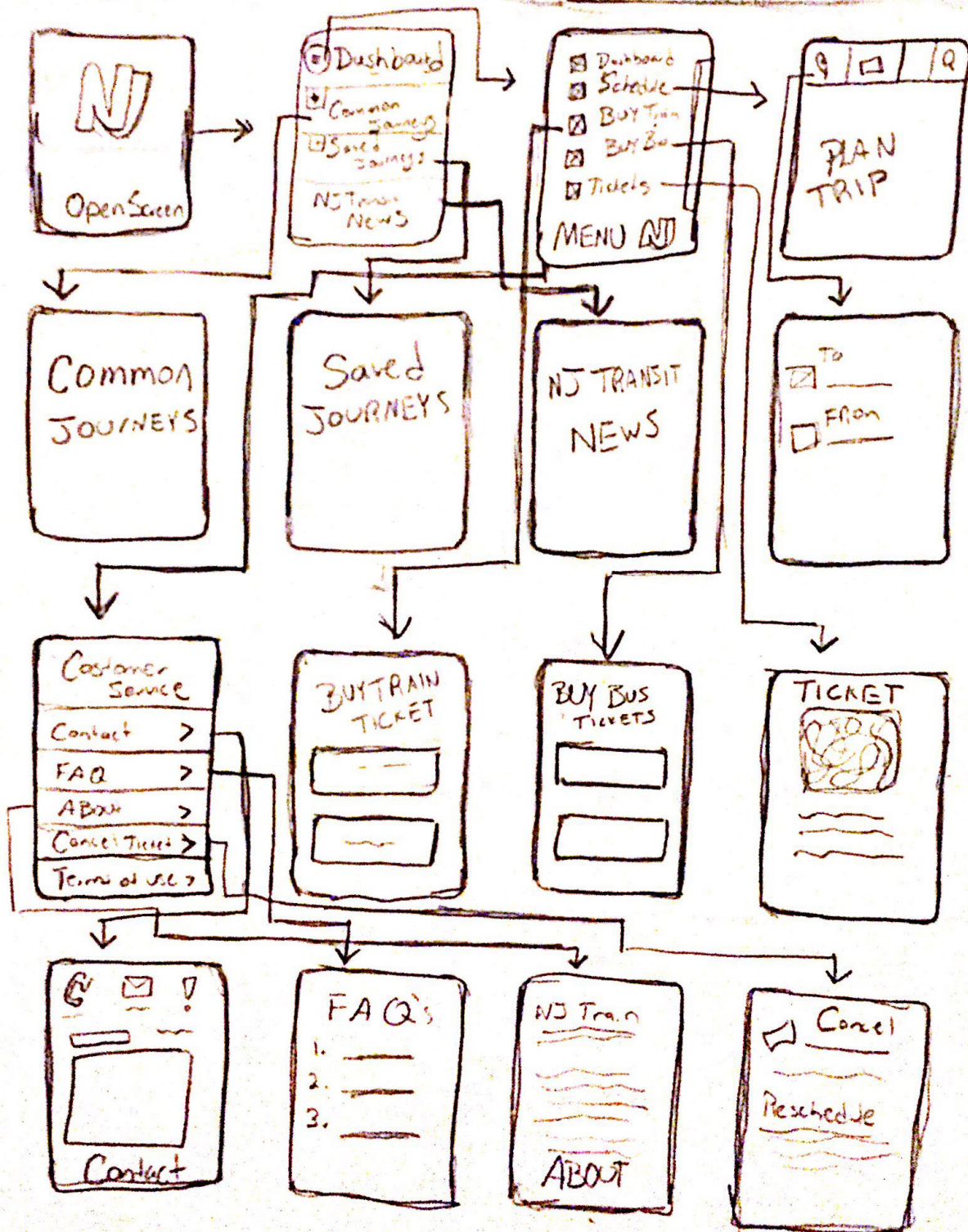
The dashboard creates a personalized homepage for the viewer of the app showing people's saved tickets, common journeys, and news about the system. Many of the people I interviewed had no idea there was a feature to save common journeys and thought it would be useful to have so I put this feature front and center to the user.

Grouping Customer Service

One important aspect I added to the app was grouping categories that people don't use that often but are still vital to have such as FAQ's, contact info, and about us. This leaves more room to play with the functions of the app people use more frequently.

NJ TRANSIT

AI FLOWCHART



NJ TRANSIT

Flowchart



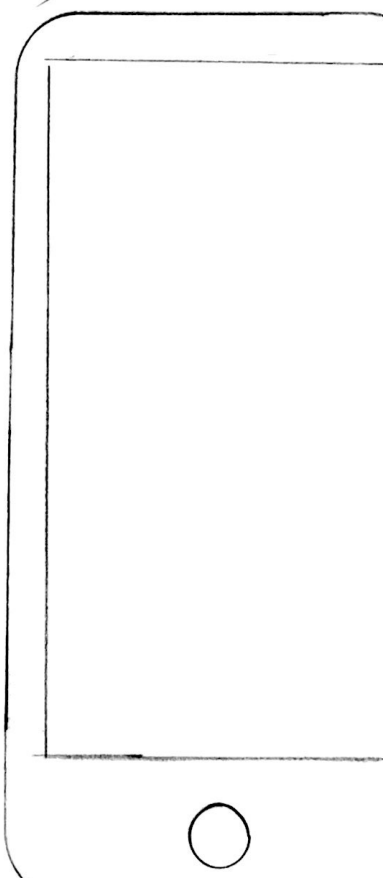
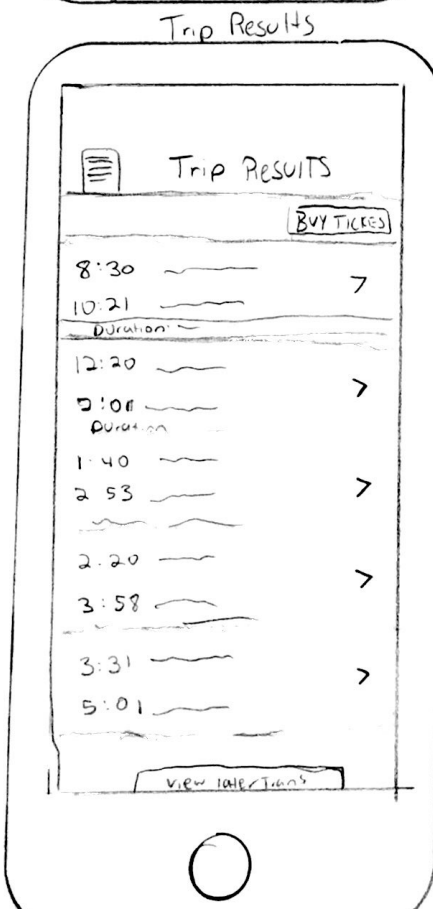
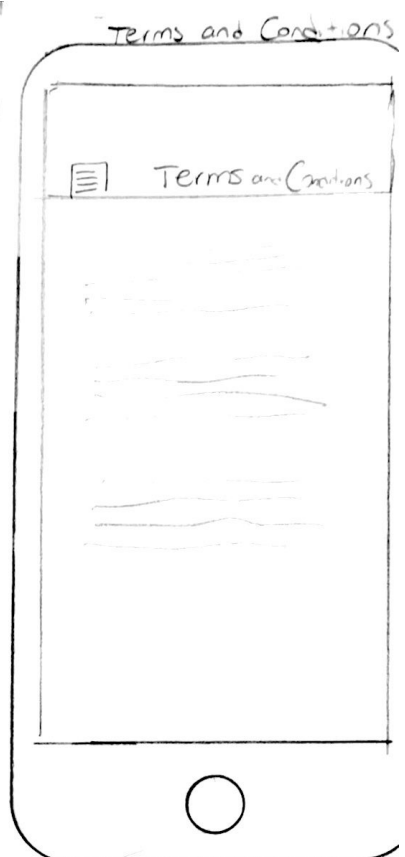
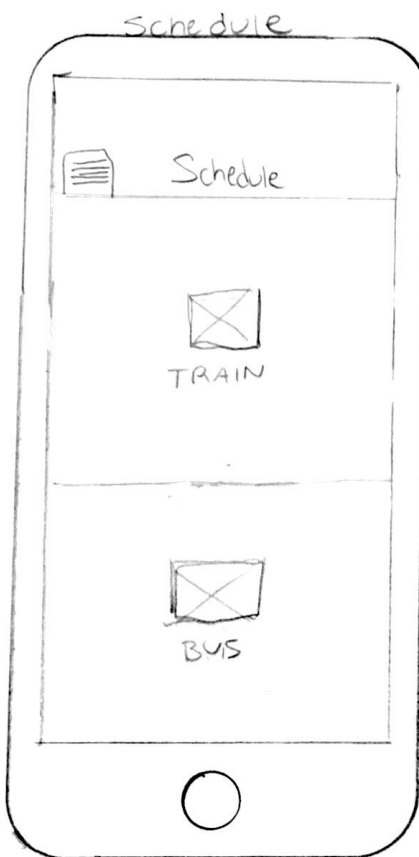
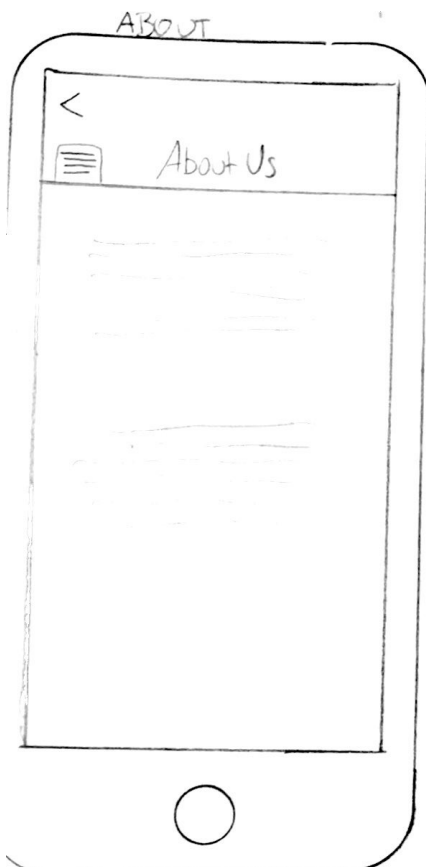
CREATING THE **FLOWCHART**

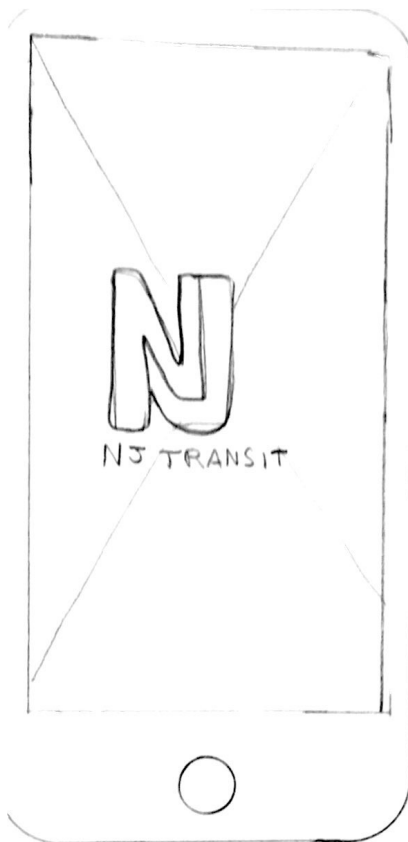
As I began sketching wireframes and making a map of how the pages would be laid out, I had a clearer sense of how the app would function. I realized that there would be several pages I had never considered I would need to design. For example, not only would I need to create a page for the tickets, but also one for the credit card information. Below is a representation of the final flowchart as it stands.

WIREFRAMES

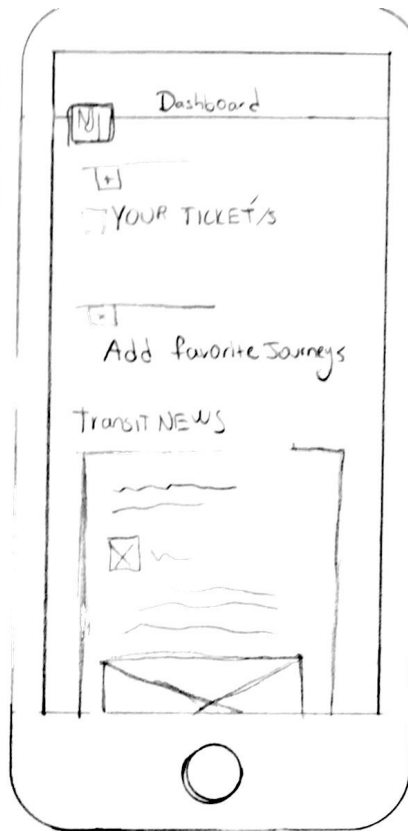
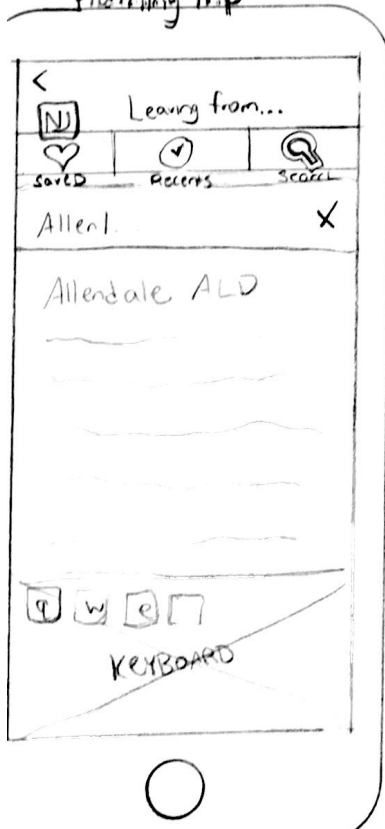
SKETCHING WIREFRAMES

Before getting into creating the final wireframes on Sketch, I wanted to see where exactly everything would be placed on each screen. I found that sketching allowed me to make easy changes and experiment with the layout. Through sketching, I found I would need to have clear examples of destinations to show as planning trips for the final prototype.

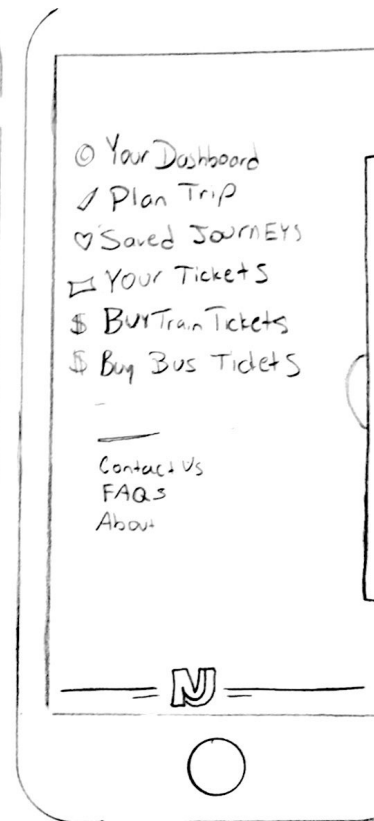
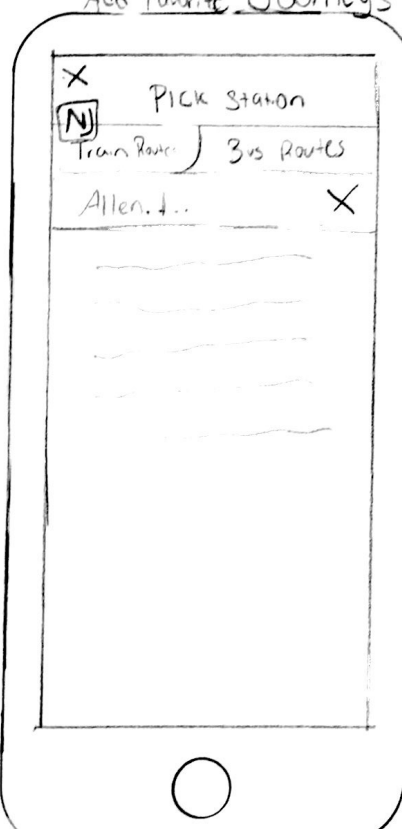




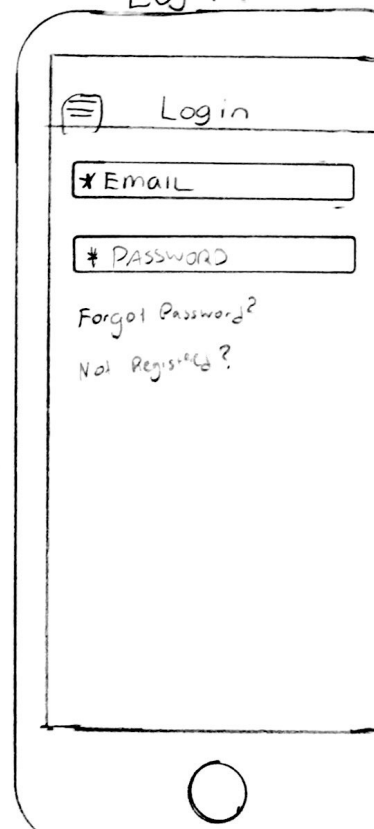
Planning Trip



Add Favorite Journeys



Log in



BUY TRAIN TICKET

< .

Find Train Tickets...

Albany ☐ ↕

State Capital ☐

Outbound ☐ 7:01pm

Add Return +

1 Adult

BUY BUS TICKET

<

Find BUS TICKET

Albany ☐ ↕

GPEN - (Rt+4) ☐

Outbound ☐ Arrive 3:02pm

Add Return +

1 Adult

Transit News

<

NEWS
NS TRANSIT

Amtrak

Routes Closed

Customer Service

<

*Not Needed

Contact

<

Contact Us

Trip Planning (473) 275-5555

Lost Item? Lost uniform

Submitting Feedback

Type

Mode/Service

DATE

Time :

SUBJECT

DESCRIPTION

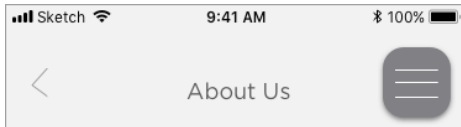
1-

FAQ

<

FAQ

- _____
- _____
- _____
- _____
- _____
- _____



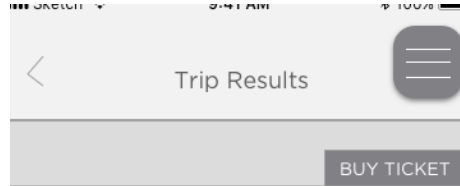
NJ TRANSIT is New Jersey's public transportation corporation.

MISSION

To provide safe, reliable, convenient and cost-effective transit service with a skilled team of employees, dedicated to our customers' needs and committed to excellence.

Our Vast Coverage

Covering a service area of 5,325 square miles, NJ TRANSIT is the nation's third largest provider of bus, rail and light rail transit, linking major points in New Jersey, New York and Philadelphia. The agency operates an active fleet of 2,221 buses, 1,231 trains and 21 light rail vehicles. On 252 bus routes and 12 rail lines statewide, NJ TRANSIT provides nearly 270 million passenger trips each year.



8:30am Allendale NJ
10:21am Grand Central Terminal

Duration: 2h 21min

8:30am Allendale NJ
10:21am Grand Central Terminal

Duration: 2h 21min

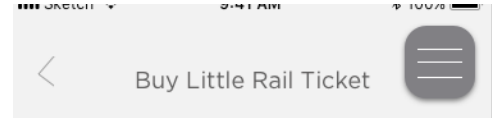
8:30am Allendale NJ
10:21am Grand Central Terminal

Duration: 2h 21min

8:30am Allendale NJ
10:21am Grand Central Terminal

Duration: 2h 21min

View Later Trains



8:30am Allendale NJ
10:21am Grand Central Terminal

Duration: 2h 21min

Log In

Continue as Guest?

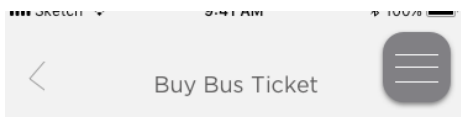
Name on Card

Credit Card #

Expiration Date

SFV #

BUY TICKET



8:30am Allendale NJ
10:21am Grand Central Terminal

Duration: 2h 21min

Log In

Continue as Guest?

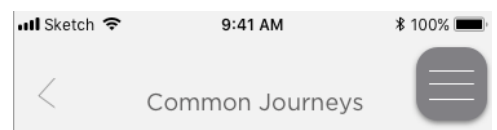
Name on Card

Credit Card #

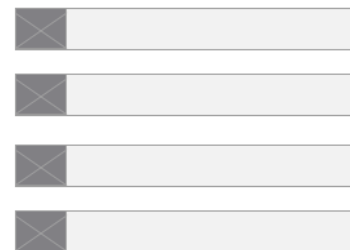
Expiration Date

SFV #

BUY TICKET



Tickets Season Tickets Tickets

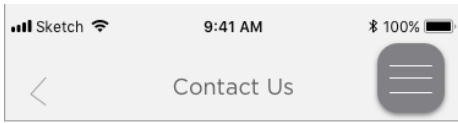


Add More Journeys!

Leaving from....
Going to....

WIREFRAMES

Using Sketch, I was able to create wireframes for the app in a simplistic format. I enjoyed learning about the different features sketch offers such as the grid layout option that helped me align everything. The first step to create the wireframes was to lay out the text. I had to research what some of the text was because that information was not on the original app, such as the “About Us” section. I also had to look up different train and bus destinations to make the app more realistic to use. Once all the content was gathered, I referenced other apps to develop a grid structure that would be efficient and functional for any user.



Trip Planning #: 973 - 275 - 5555

Lost Item?: [Lost Item Form](#)

Submitting Feedback

Type:

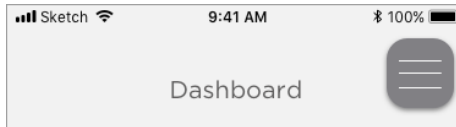
Mode/Service:

Date:

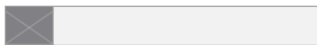
Time: :

Subject:

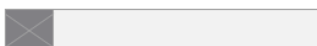
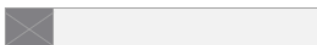
Description:



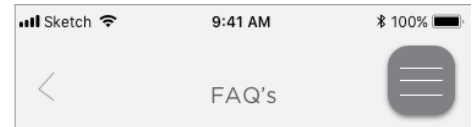
Common Journeys +



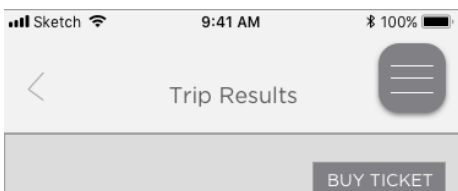
Saved Journeys +



Transit News



- How do I use the online Trip Planner?
- How can I find out if there's a delay affecting my trip?
- How do I get from New York to Philadelphia by train?
- What's the best way to get to Newark Airport?
- What is DepartureVision?
- I am visiting/driving to New Jersey and I want to take a train into New York City. Where can I find daily/overnight parking adjacent to a train station?
- How can I obtain a printed copy of a timetable?



8:30am Allendale NJ >

10:21am Grand Central Terminal

Duration: 2h 21min

8:30am Allendale NJ >

10:21am Grand Central Terminal

Duration: 2h 21min

8:30am Allendale NJ >

10:21am Grand Central Terminal

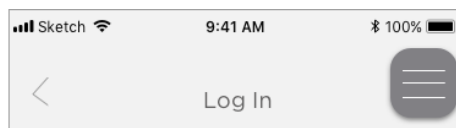
Duration: 2h 21min

8:30am Allendale NJ >

10:21am Grand Central Terminal

Duration: 2h 21min

[View Later Trains](#)



*Email...

*Password....

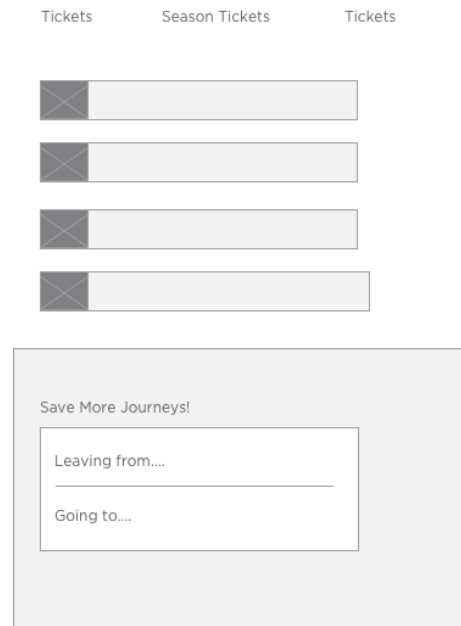
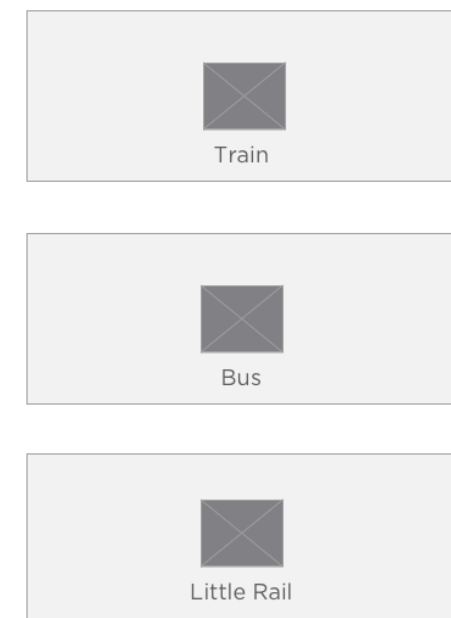
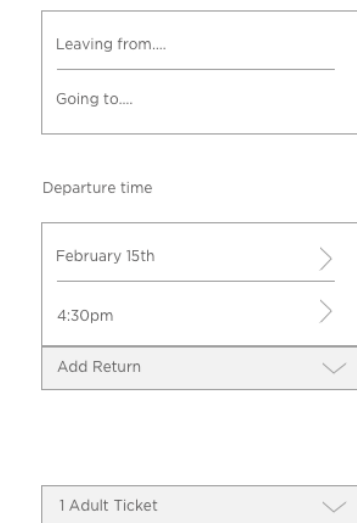
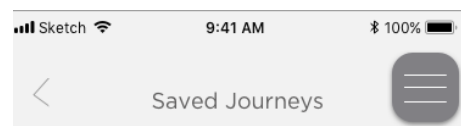
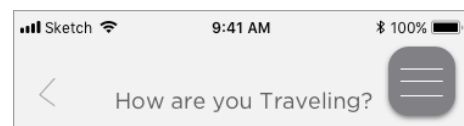
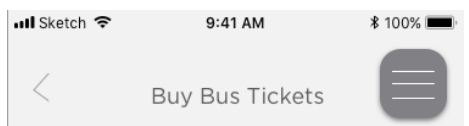
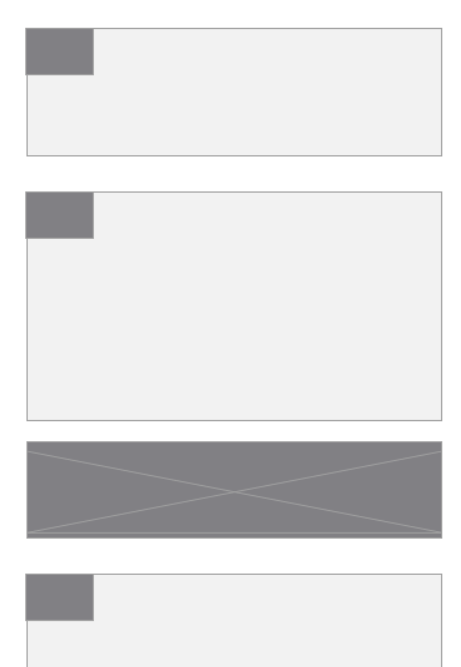
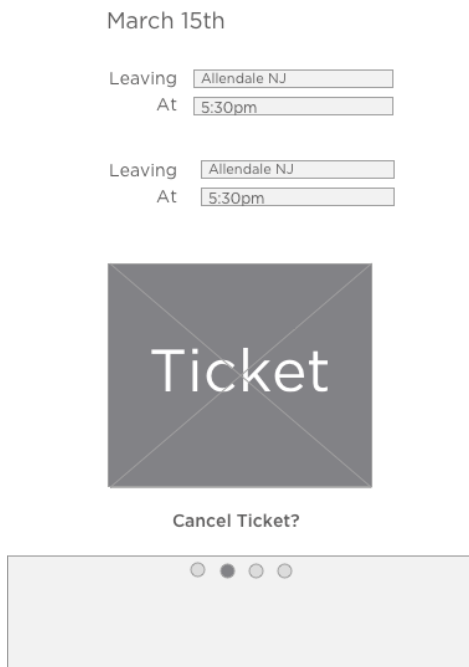
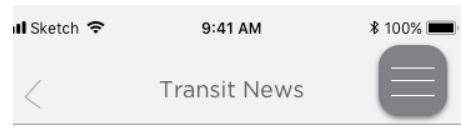
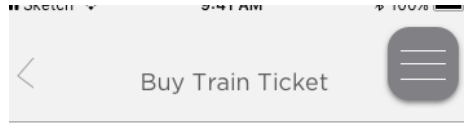
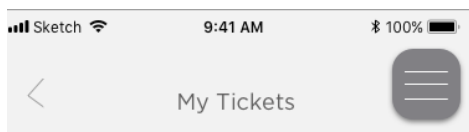
[Forgot Password?](#)

[Not Registered?](#)



- Dashboard
- Schedule
- Train Tickets
- Bus Tickets
- Tickets
- Customer Service

Logo



COLORS / TYPE



COLORS / TYPE

PRIMARY COLOR

Used for backgrounds
#f4672c

SECONDARY COLOR

Used for header text and icons
#24408e

SECONDARY COLOR

Used for backgrounds
#f0f0f0

USED WITHIN LOGO

Not used within mobile application
#af2092

COLOR HEIRARCHY

Because I had to use the colors within the brand, the task for the app was to choose what colors would be used more than others. I decided that the orange used in the background as the primary color would make the app feel brighter overall. Then the blue would be used for the header text because it would make the content the most legible. I also added a lightly-toned gray to use throughout the app as a background for sectioning off different parts. I decided that three colors was enough to pull through the brand. The pink is therefore not needed within the app but is still used within the logo.



TYPOGRAPHY

I chose **GOTHAM** as the font because it is clean and easy to read. People that use this app are in a rush and anything to help them use the app faster is necessary to have. Gotham also has lots of variation within its weight level. Although most of what the app will use will be medium and light, its nice to be aware of the different weight levels.

GOTHAM EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COMPOSITIONS

COMPOSITION 1

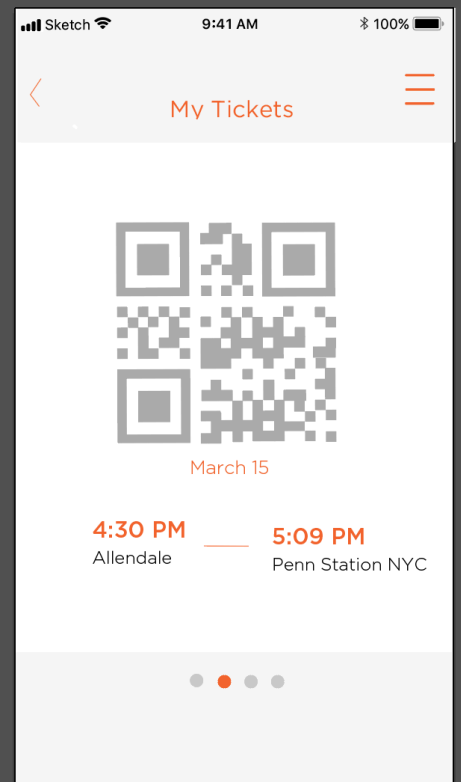
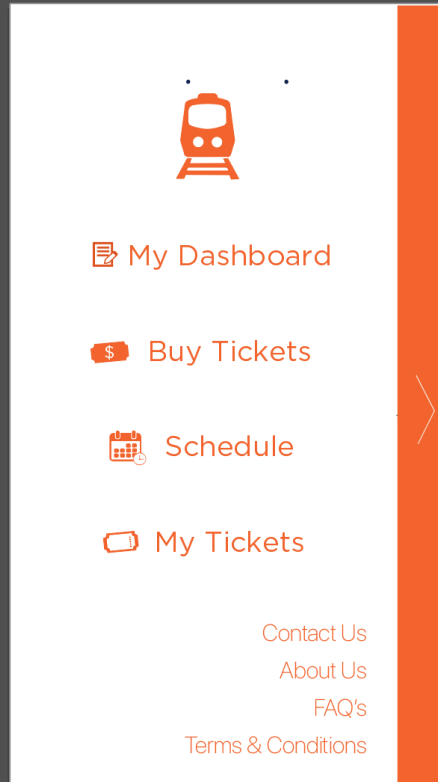
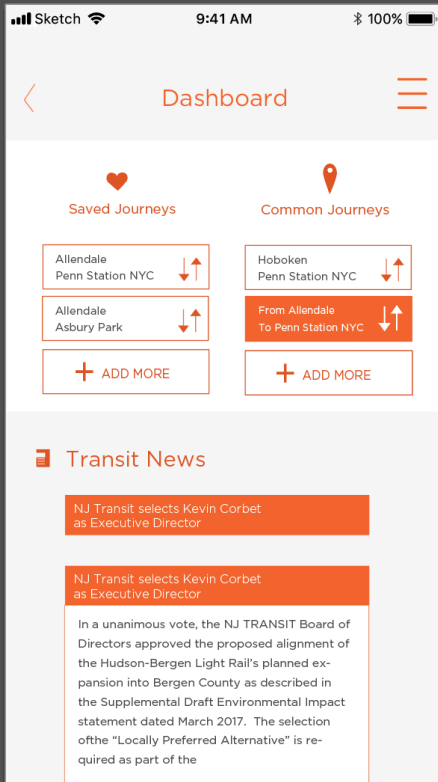
In my first composition, I focused on the app being clean and user-friendly. From what I learned in my research I wanted to create multiple icons so the user can distinguish each word visually. I also used a slightly tinted gray to section off the different parts of the app rather than a harsh dark color.

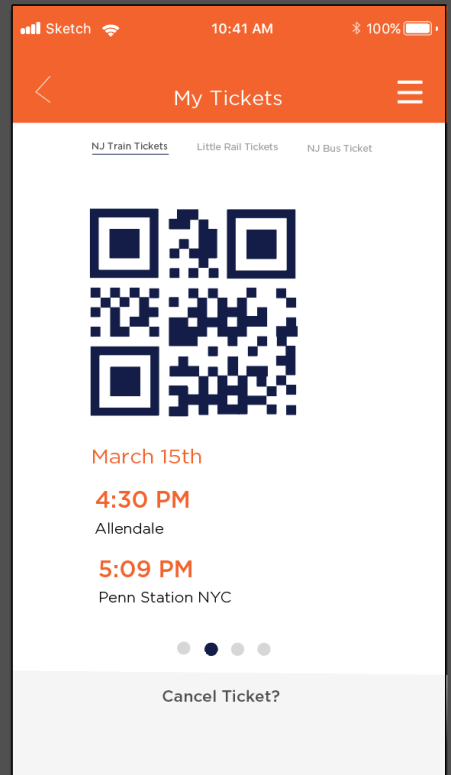
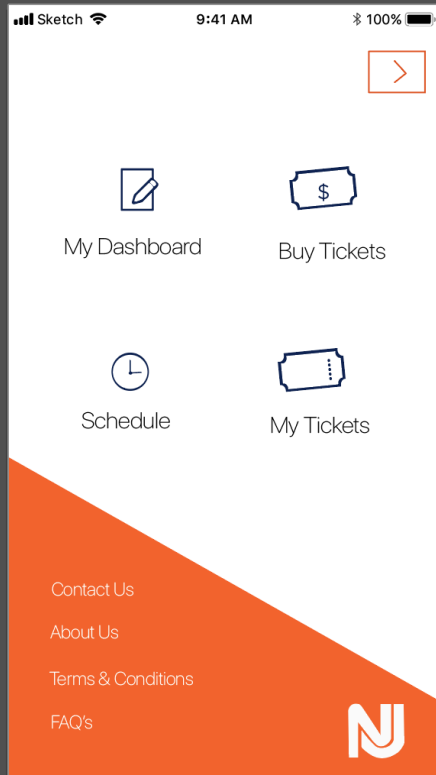
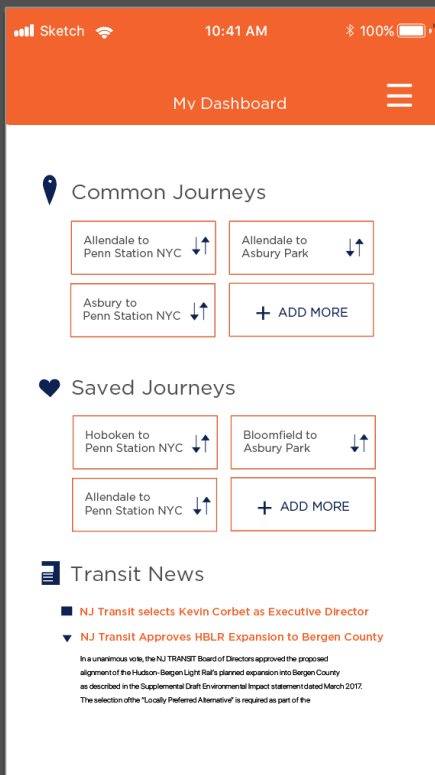
PROS

Feels clean and is easy to follow
Menu is straight to the point

CONS

The saved and common journeys feel a bit boxy
Not much heirarchy in the top and side menu





COMPOSITION 2

In my second composition, I wanted to add an additional accent color and see how it fit with the app design. I used the dark blue for the icons and orange for the backgrounds. This made the app feel more distinct overall. I also changed the layout of the menu bar to section off the the side menu in the bottom left corner.

PROS

Heirarchy within the menu bar
The common and saved journeys feel balanced

CONS

The text within the news is not clear
The space under the scan code feels too left-aligned

COMPOSITION 3

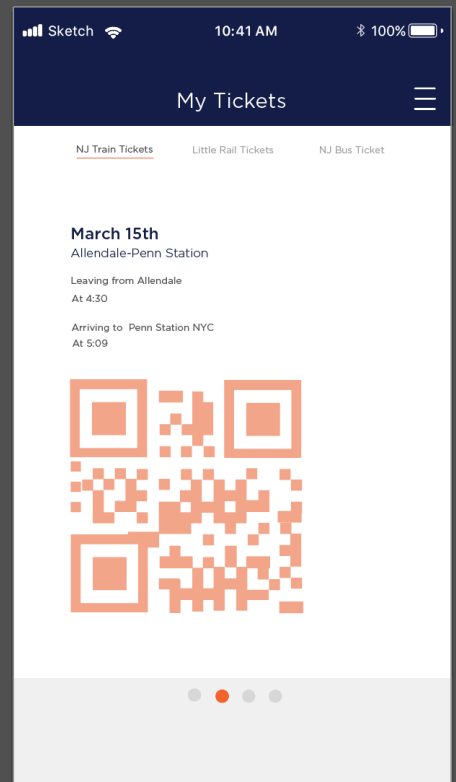
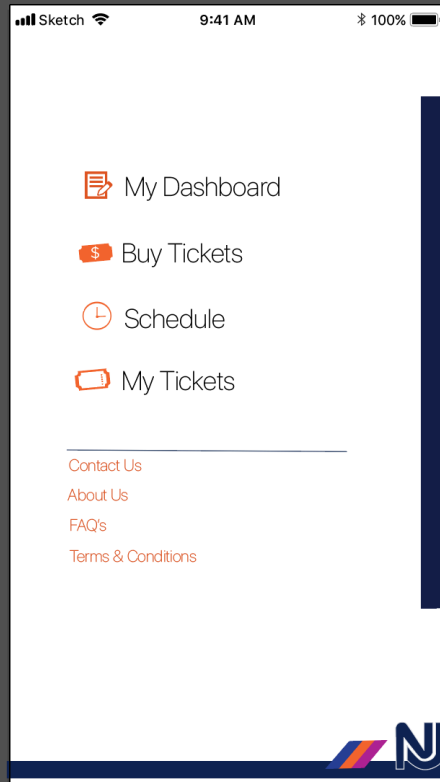
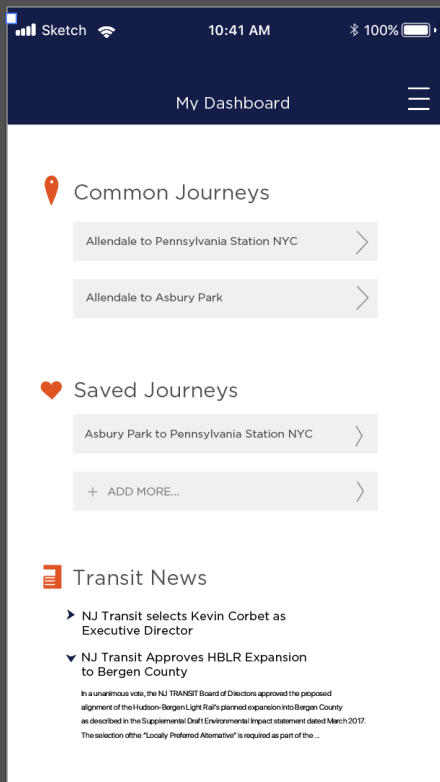
For my last composition, I wanted to use the dark blue as the dominant background color and the orange as the accent color. This gave the app a darker tone overall. In the common and saved journeys, I experimented with a new layout to give the user more clarification that they must click the route to find a ticket for that destination. On the ticket page I played with putting the text on top of the scan code.

PROS

Common and saved journeys have more clarification
The orange line underneath the text is a nice accent

CONS

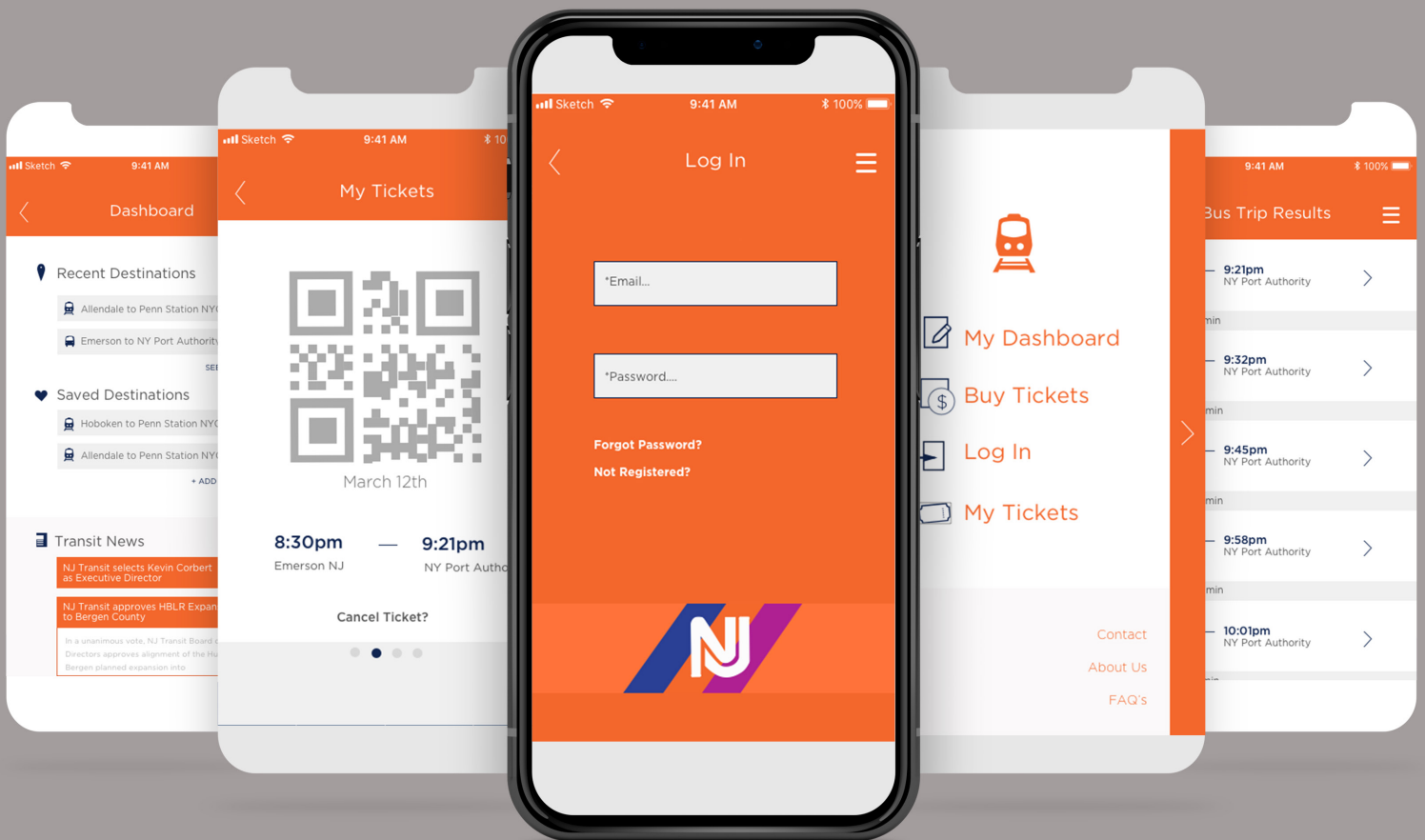
The app feels less bright overall
The orange text does not work well in the menu

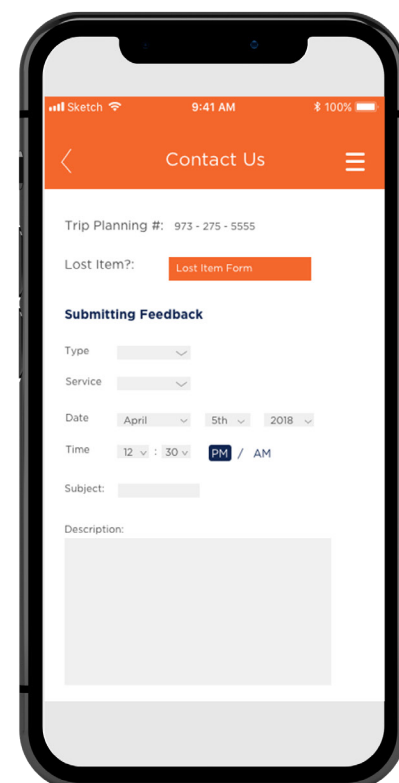
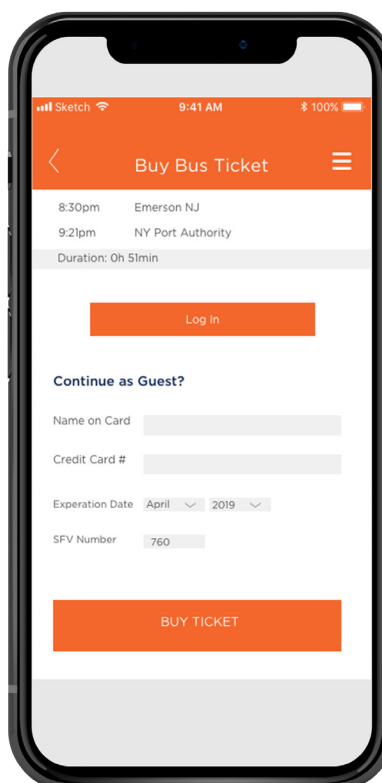
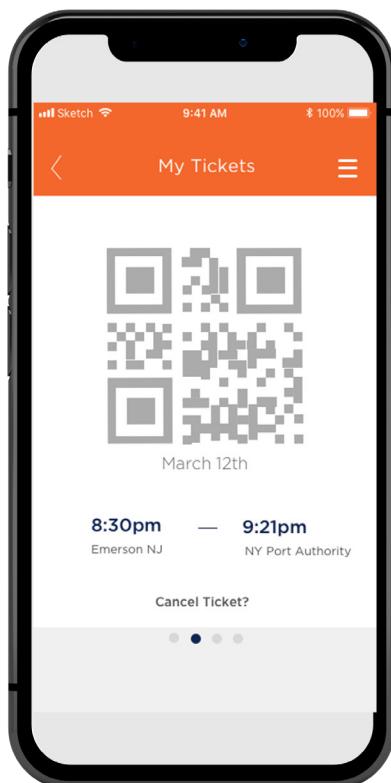
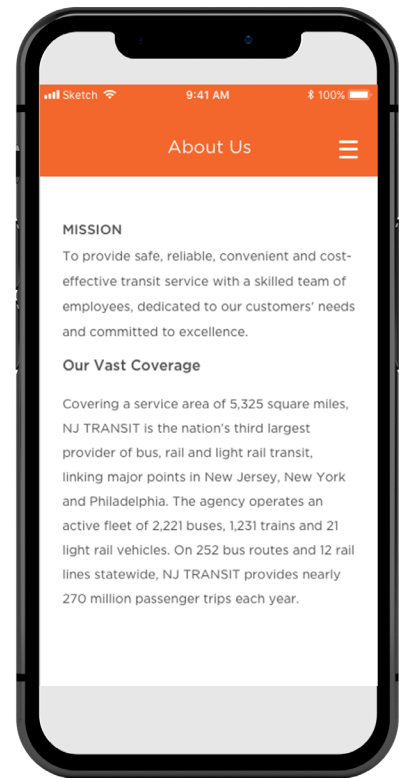
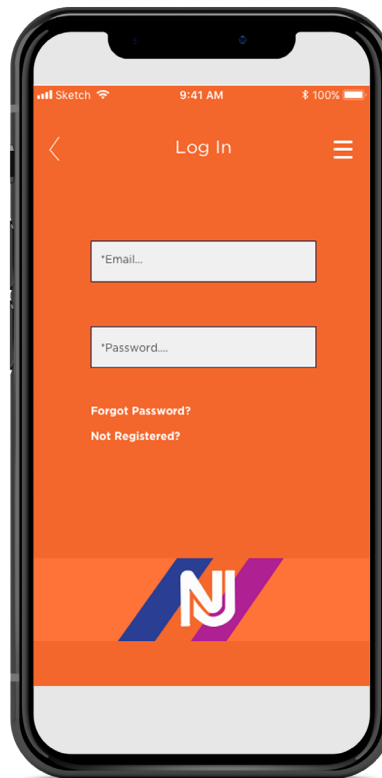
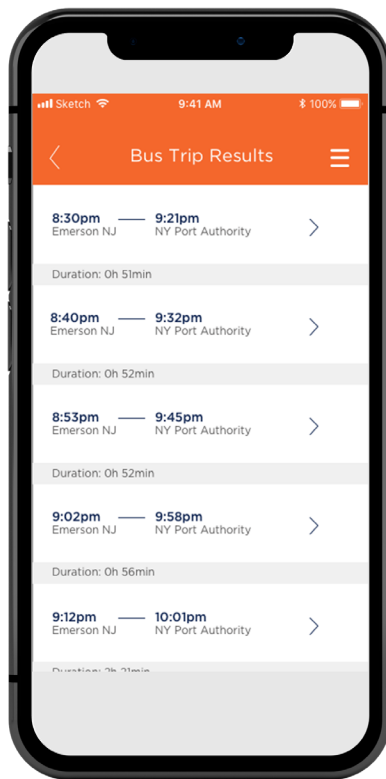


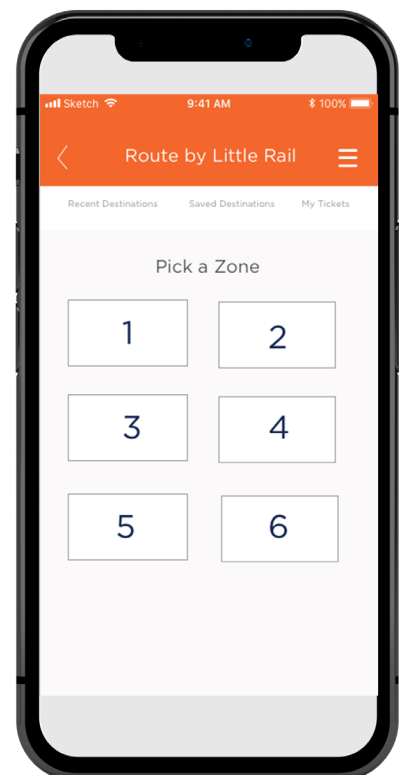
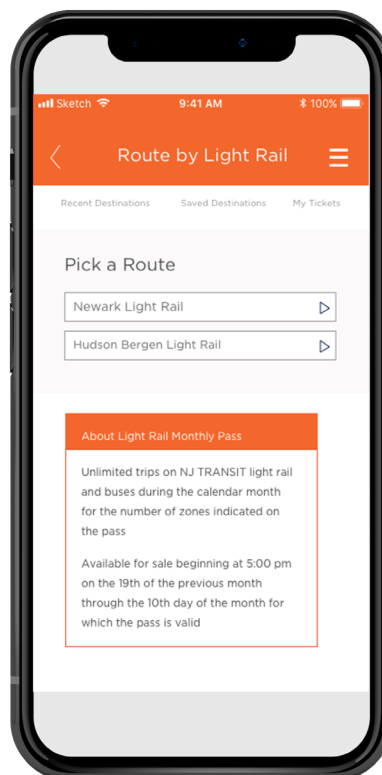
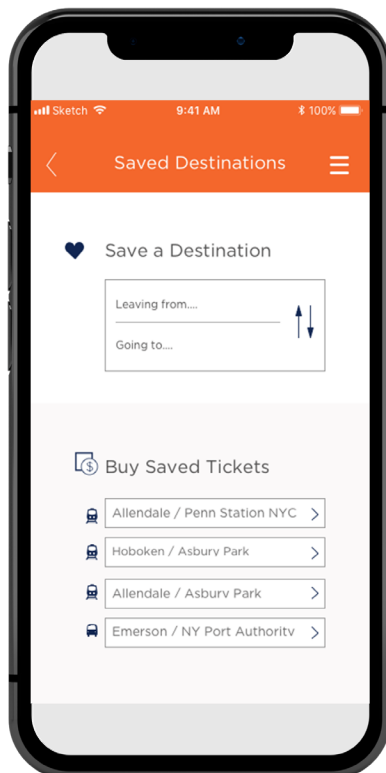
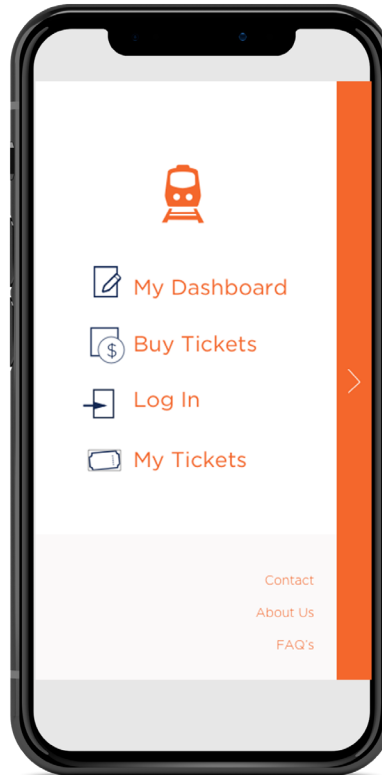
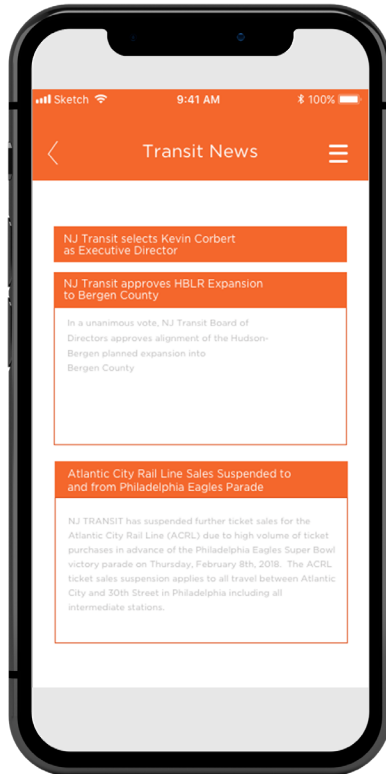
FINAL APP

FINAL APP

Looking over my comps, I wanted to use components from all three compositions and incorporate all the positive elements into one app. I used the orange as the dominant color because it was brighter overall, but also incorporated the dark blue as an accent color. To section off the menu, I added a faint gray background that worked well in the first composition. In the dashboard, I incorporated my layout in composition three by using a gray bar for the recent and saved destinations. For the log in page, I covered the background with orange to differentiate itself from the other screens.









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