

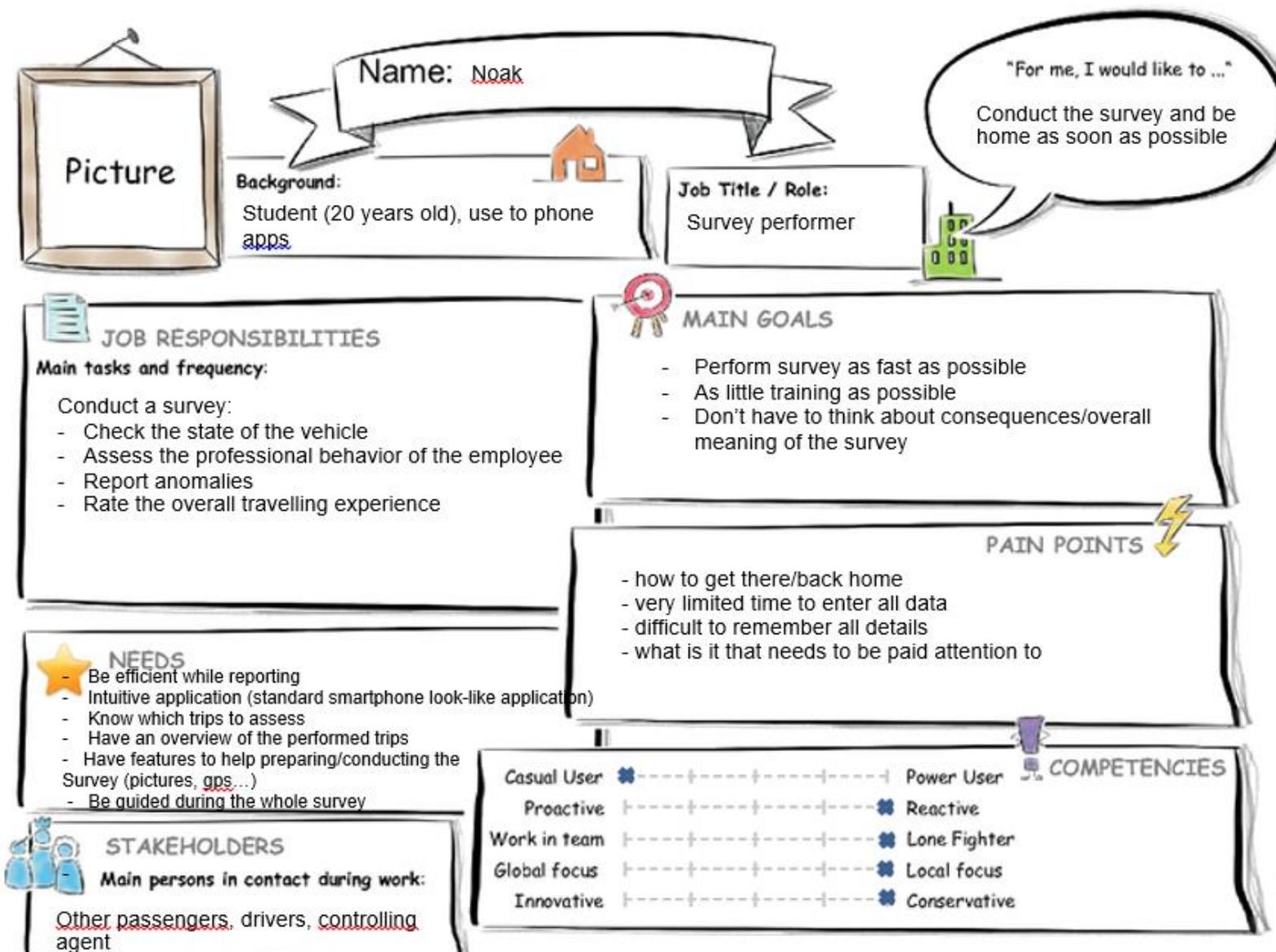
Short Background

The public transport company in the county of Skåne in Sweden would like to make a survey of their bus lines, regarding the state of their vehicles, the service level of the personal, and the overall experience of the travelers... The surveys will be conducted by people hired for the sole purpose of evaluating their travelling experience.

The people conducting the survey can be students, retired people, unemployed people, partial workers... During the survey, the person will only have a couple of minutes to assess the overall experience, the driver behavior... The state of the vehicle in particular (both interior and exterior) will have to be assessed in a couple of minutes (less than 5) when the bus reaches its final destination and before it starts the reverse trip. Moreover users will only have a few minutes of training (if any) and explanation before conduction surveys.

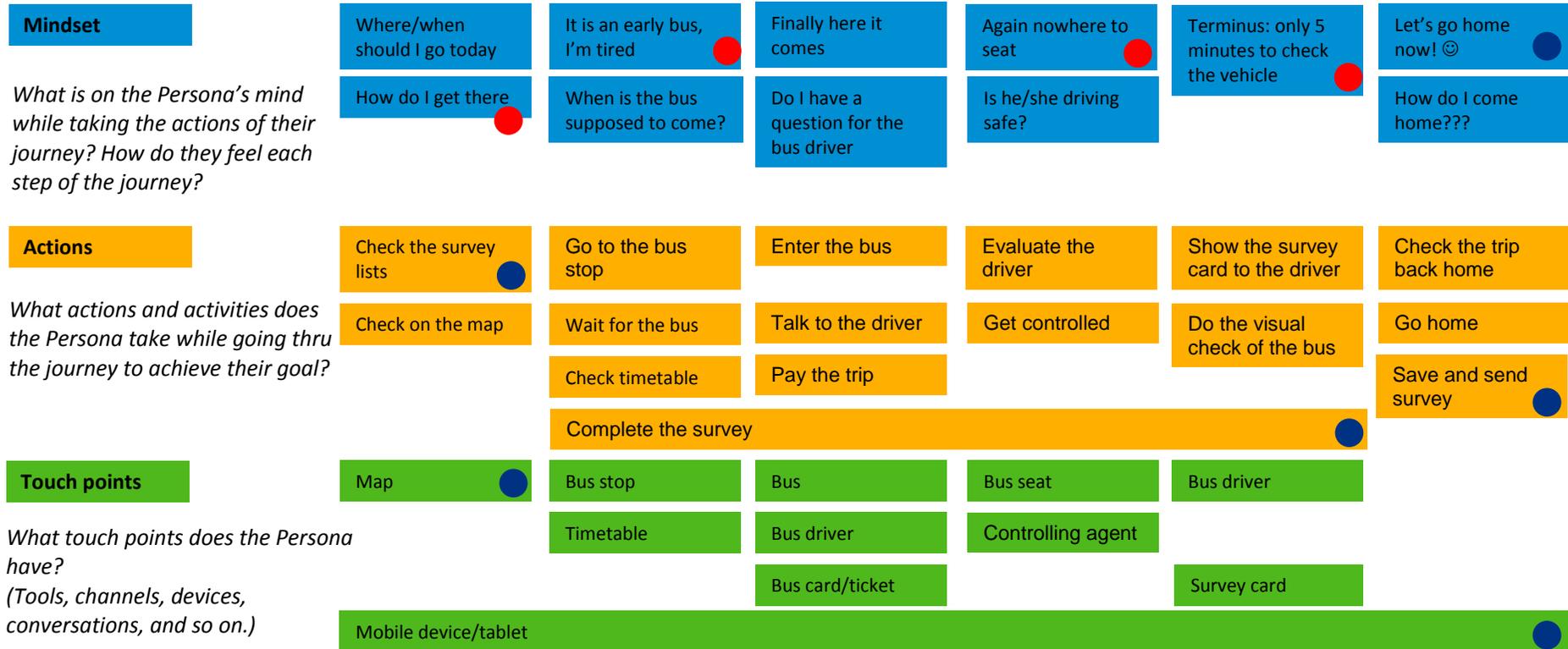
The application shall also be similar to any other phone/tablet application since the only common reference to users will be the daily and private use of smartphones/tablets. For all this reasons, the application should be as easy and intuitive as possible and as appealing as possible since it's addressed to a very mixed and "non-professional" public.

Personas



Current User Experience Journey

Duration of the Journey: 20-30 minutes



Main pain points:

- The user probably want to be done as fast as possible. He/she want to go home, is maybe tired because the time of the survey is very early or late... The condition are not necessarily optimal (with other passengers, obliged to stand...). All points that require that the application is as simple and intuitive as possible, and the experience as pleasant as possible.
- Same thing applies because the user will be under a time stress (only a couple of minutes) at the end station for checking the whole vehicle.
- An additional complexity is added to the application since it should be able to work offline and send the survey when online again.

Another difficulty will be that the app will mostly run on mobile device, especially cell phone with a very limited screen. This means that the choices have to be very easy to make. Especially this has consequences on the way the user can interact with the pictures provided for the interior and exterior part of the survey (see mock-up video). On small devices, those pictures might need to be split so that they fit properly on small screens and still provide an ease of use rather than a burden for the user.

Beyond the application

This application could be connected to a trip organizer application of the transport company as well as google maps in order to prepare the trip. It shall also be able to access the camera and store data on the mobile device (to provide an offline mode).

Of course a corresponding application for the people processing the data of surveys should also be created.