

mbta app redesign

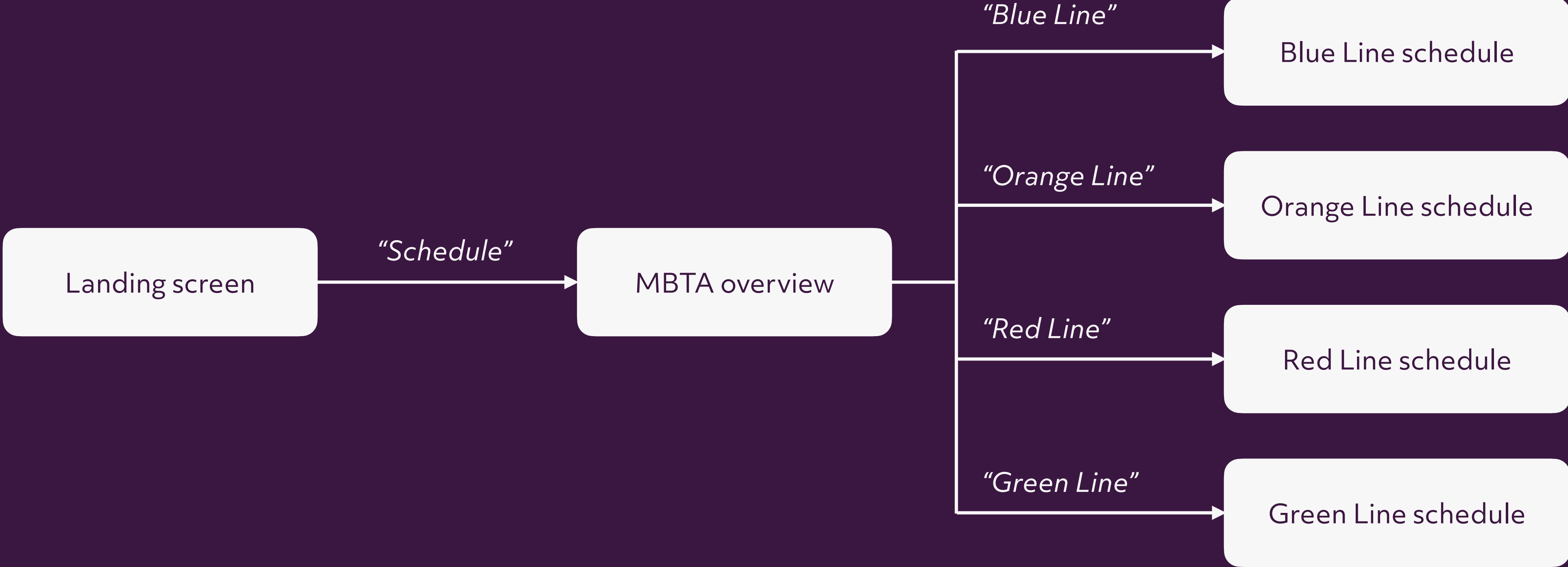
anisa anuar



bad app example

mbta boston t transit app

Flow diagram



App name: MBTA Boston T Transit Map
Purpose: Public transportation and tracking

2:10



Schedules >



Critiques

1. Minimal user interaction

The only item on this screen that a user can interact with is the "Schedules >" link

The user can zoom in on the map, but nothing else is interactive

Roman Limousine
Best Party Bus Rental Company [OPEN](#)

Critiques

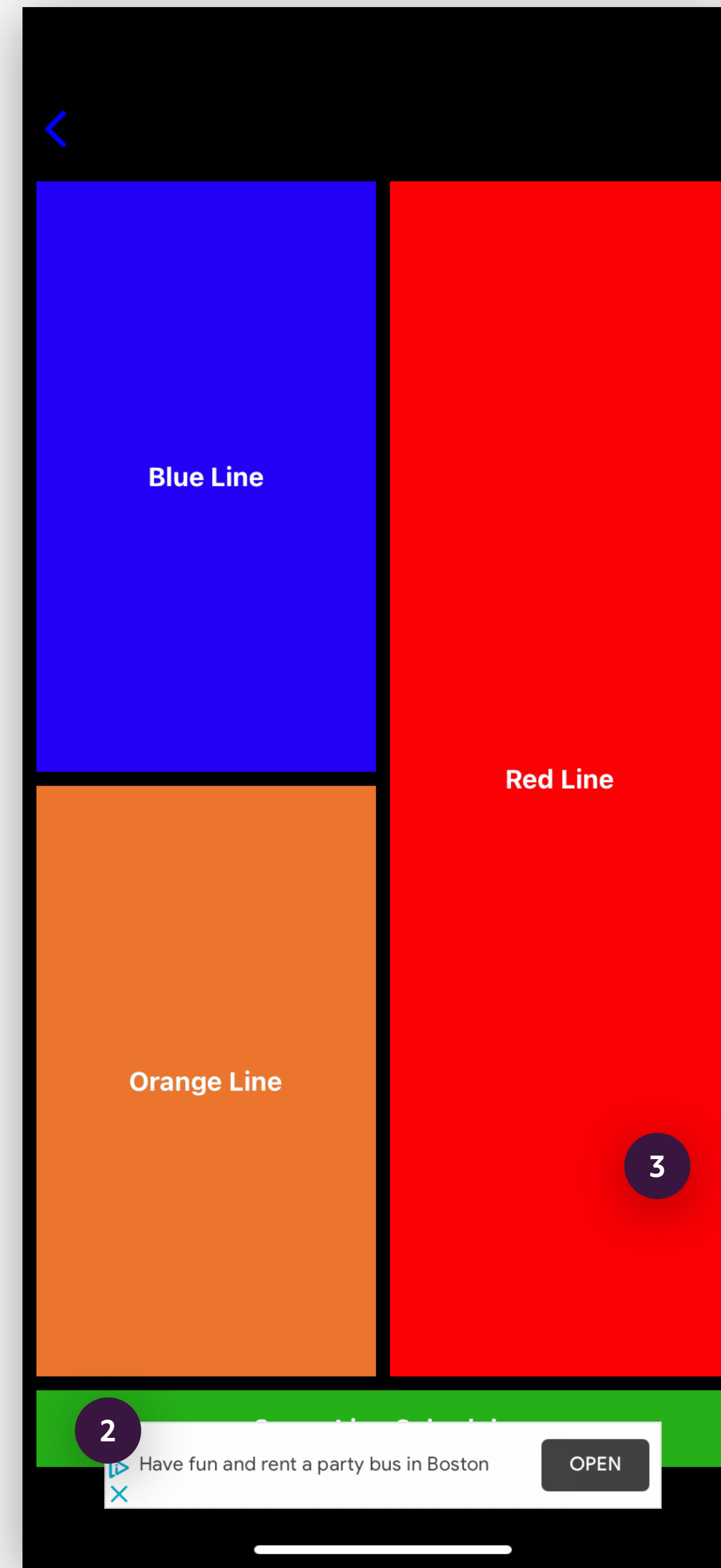
2. Ads obstruct user experience

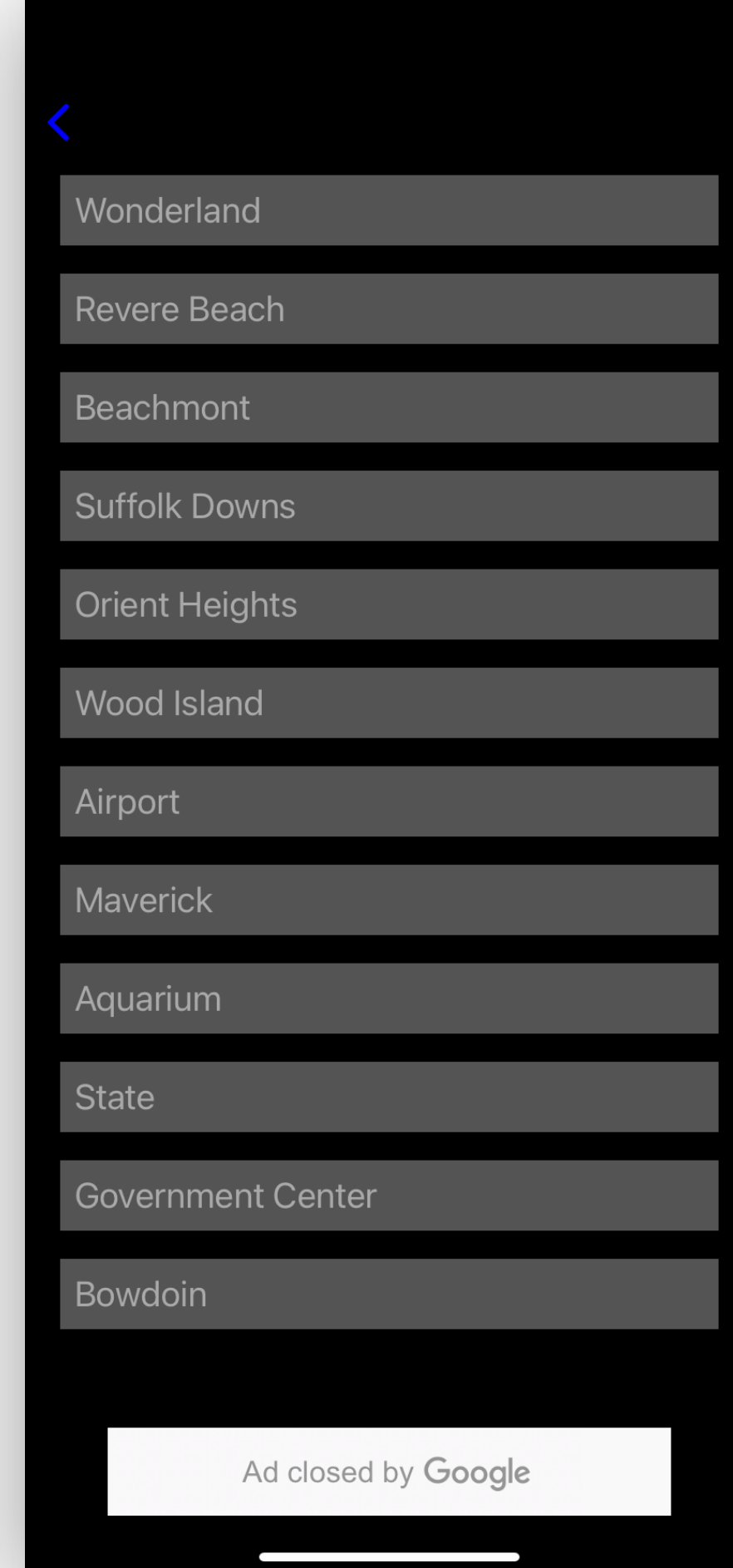
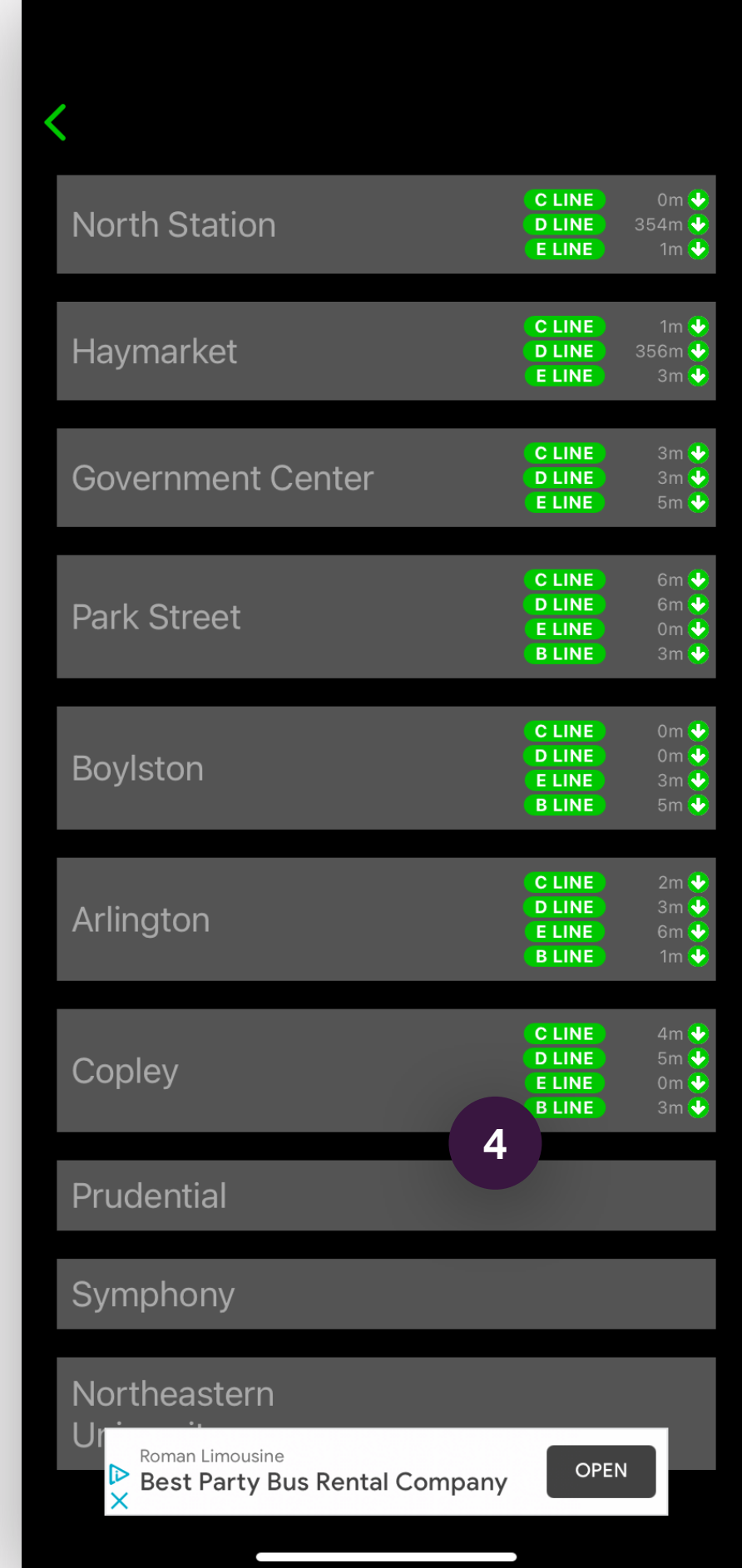
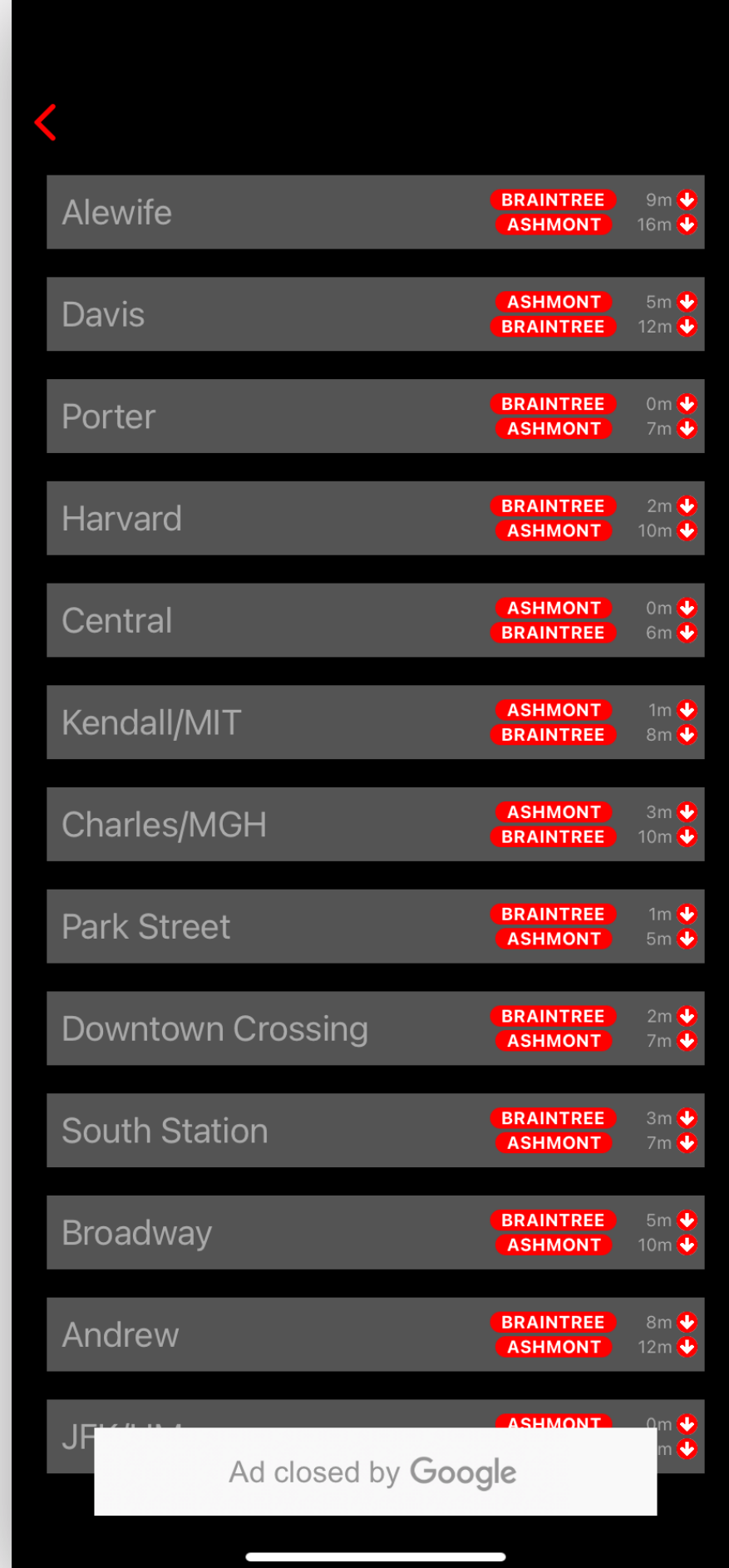
While ads are necessary for some apps, this app places an ad directly on top of a button, making it difficult for the user to interact with it

3. Visually unappealing

The colors are extremely vibrant and harsh, and the text being white and small make it difficult to read. The buttons are also sized and organized with seemingly no justification

Why is the red line such a large box and the green line so small? Why are the boxes placed where they are?





Critiques

4. Inconsistency

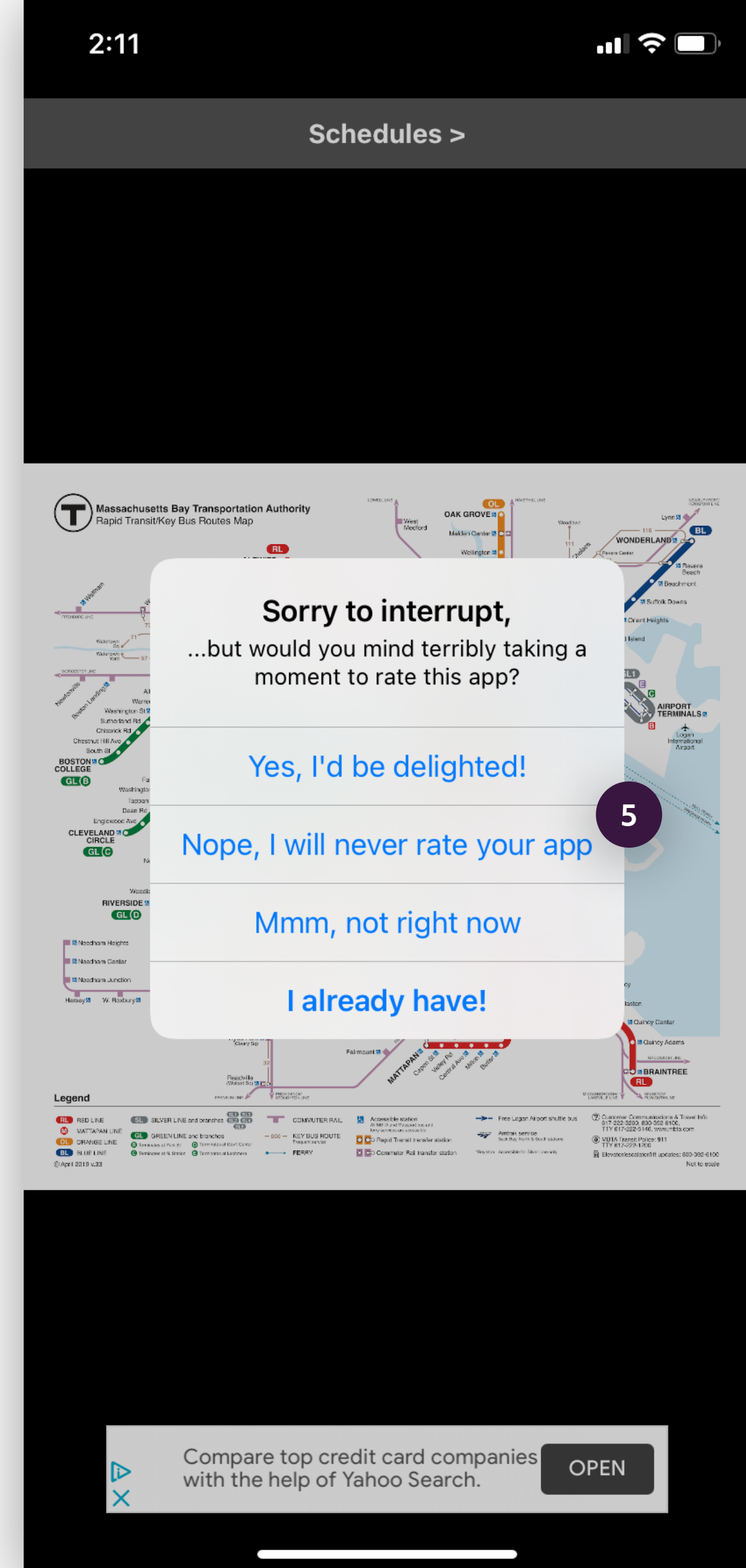
This may be a visual bug, but the app is inconsistent with how data is displayed

For example, the red line shows all the upcoming times for the T, depending on whether the car is going inbound or outbound. However, the green line only shows some, and the blue line shows none.

Critiques

5. Asking for a review almost instantly

I had only interacted with the app for a matter of a few minutes before a prompt came up asking me to review the app. I had barely experienced anything, so asking for a review this early was a bit jarring.



Quick look at: ProximiT

ProximiT Edit

HUNTINGTON AVE @ WIGGLESWORTH ST

39
↳ Back Bay

6m 10m

BRIGHAM CIRCLE

Green Line
↳ Heath Street

42s 6m

RUGGLES

Orange Line
↳ Oak Grove

2m 9m

NORTHEASTERN UNIVERSITY

Green Line
↳ Lechmere

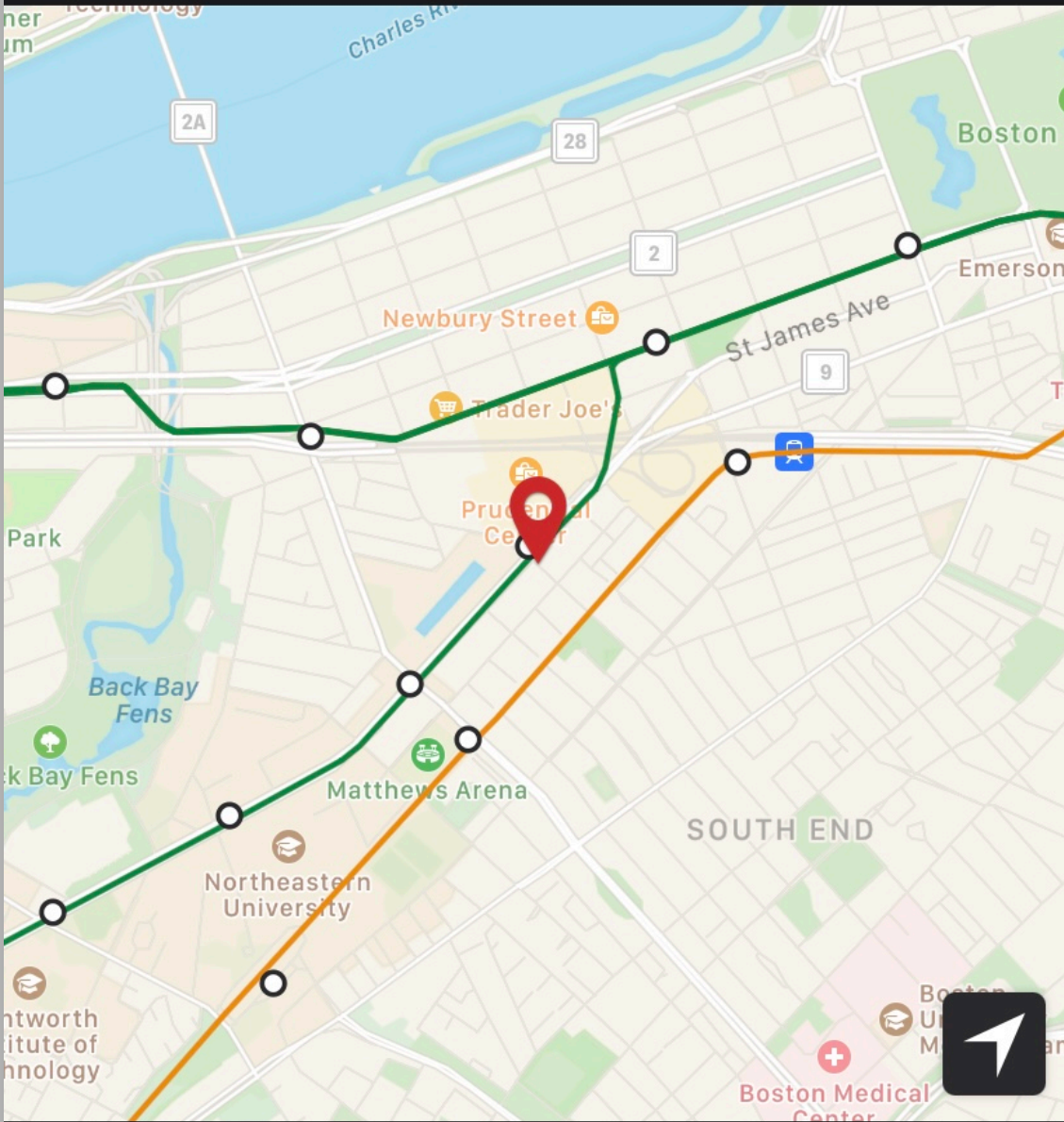
1m 13m

PARK STREET

Total round-ups: \$128.00 GET

Favorites Nearby Browse Settings

Subway Bus Rail



PRUDENTIAL

Green Line
↳ Heath Street

5m 19m

Green Line
↳ Lechmere

3m 16m

Total round-ups: \$128.00 GET

Favorites Nearby Browse Settings

Search

Subway

- Blue Line Rapid Transit
- Green Line B Rapid Transit
- Green Line C Rapid Transit
- Green Line D Rapid Transit
- Green Line E Rapid Transit
- Orange Line Rapid Transit
- Red Line Rapid Transit

Bus

- 1 Key Bus
- 4 Commuter Bus
- 7 Local Bus
- 8 Local Bus

Total round-ups: \$128.00 GET

Favorites Nearby Browse Settings

CITY

Boston

SPREAD THE WORD

- ★ Rate app
- Share with friends

PROXIMIT PRO

Upgrade now
Remove ads

EXPERIMENTAL

Show crowding indicators
Available on select bus routes

SETTINGS

- Manage permissions
- Restore purchases

Total round-ups: \$128.00 GET

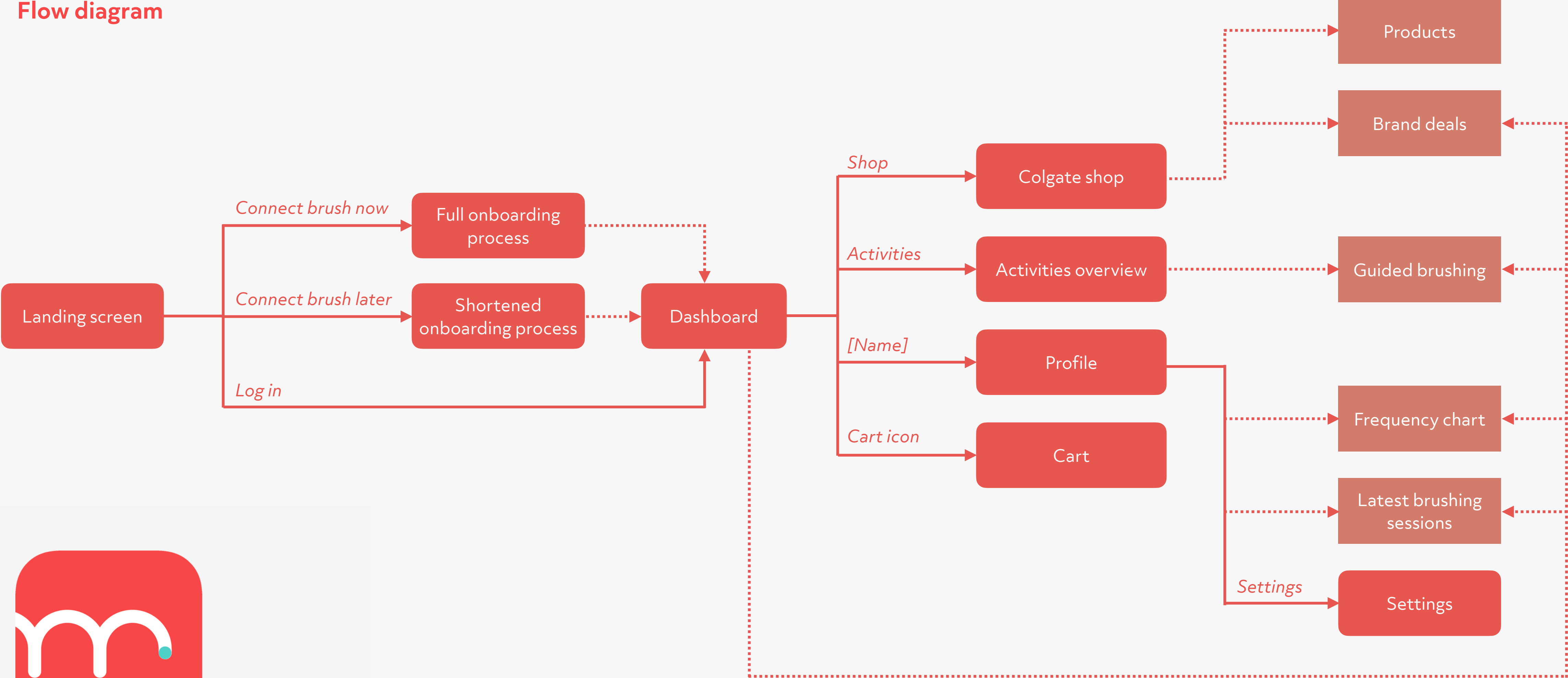
Favorites Nearby Browse Settings



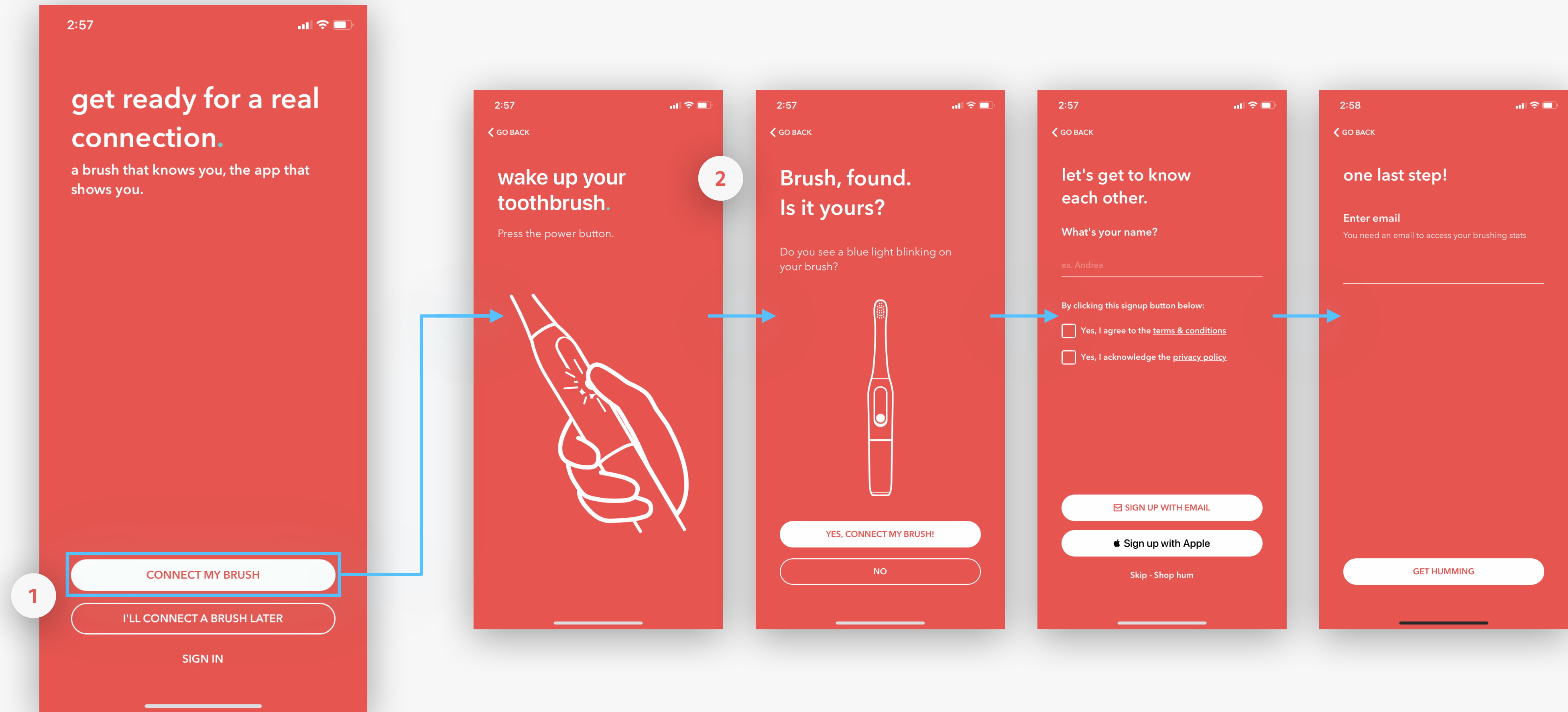
good app example

hum by colgate

Flow diagram



App name: hum by Colgate
Purpose: Teeth brushing tracker



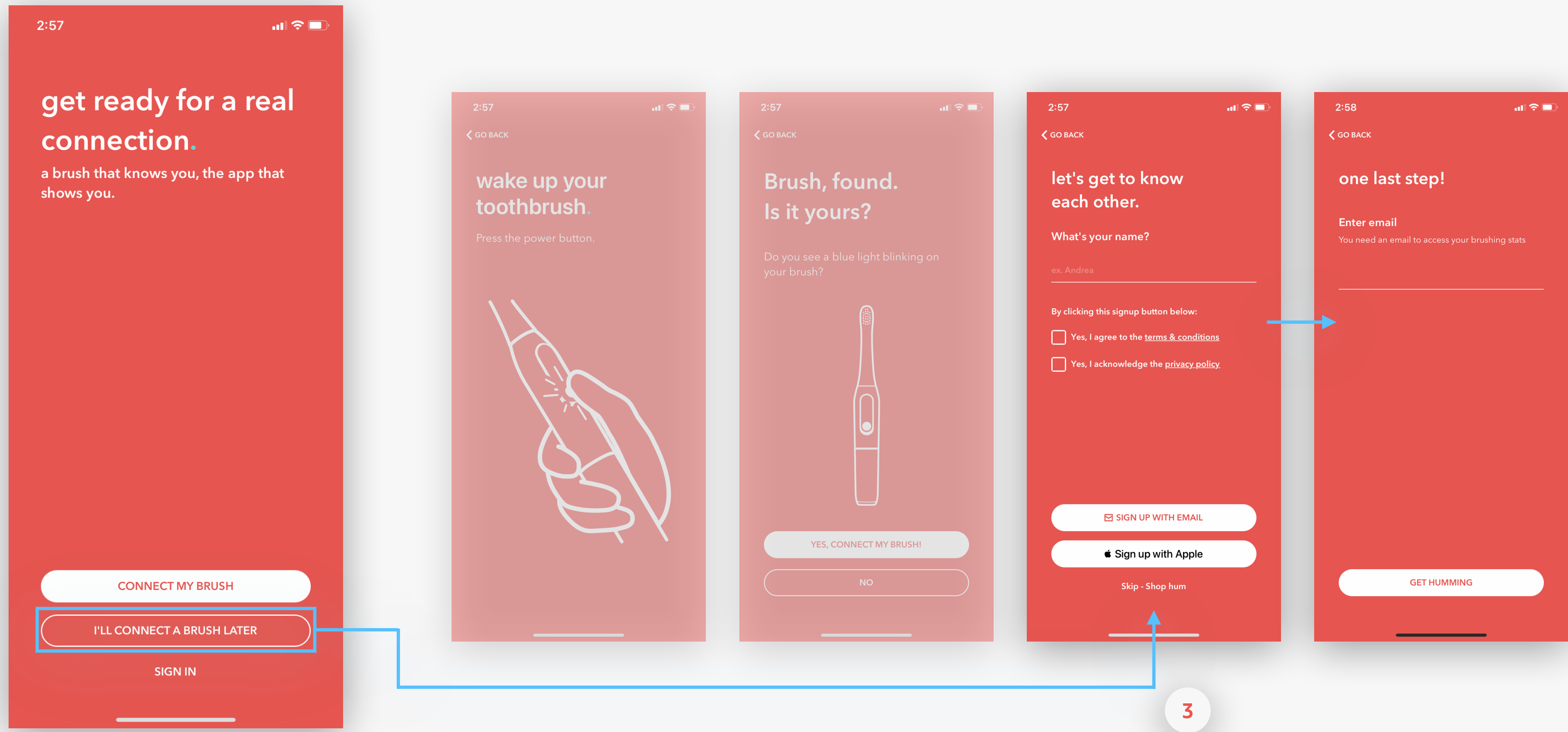
Onboarding process

1. Multiple options to log in or register

Allows user to access the app regardless of whether they have an account or brush

2. Well-defined steps with minimum user input

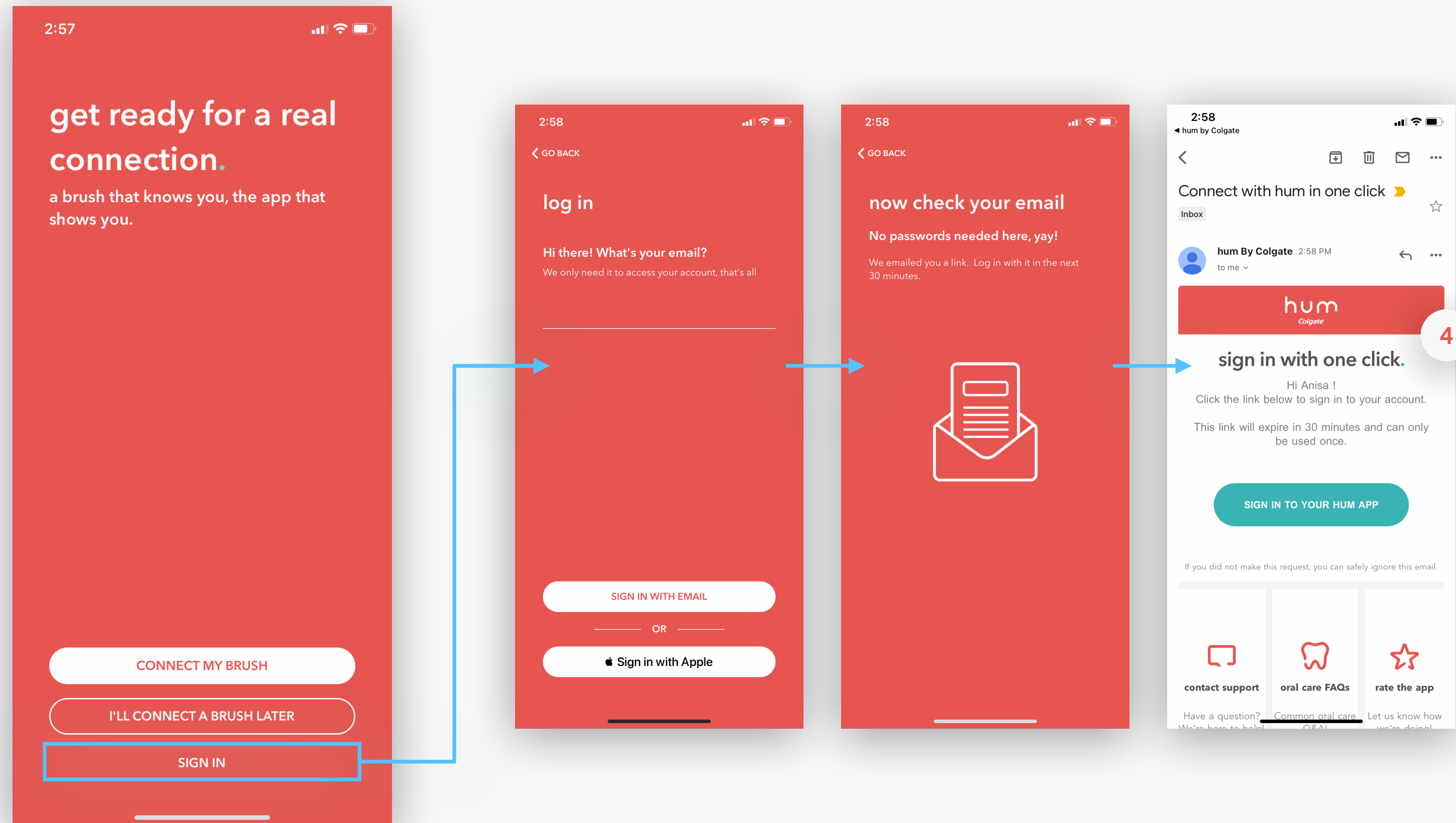
Guides user through the app in minimal time with little required action or simple prompts



Onboarding process

3. "Skip" to app option

Gives user the opportunity to access the app without the intended product, allowing them to preview the app before making purchases (great user experience, mark of a confident app)



Onboarding process

4. Password-less login!

Allows user to log in to and access the app without a password permanently

Note:

I've personally never seen this before and love it, since I have so many different passwords

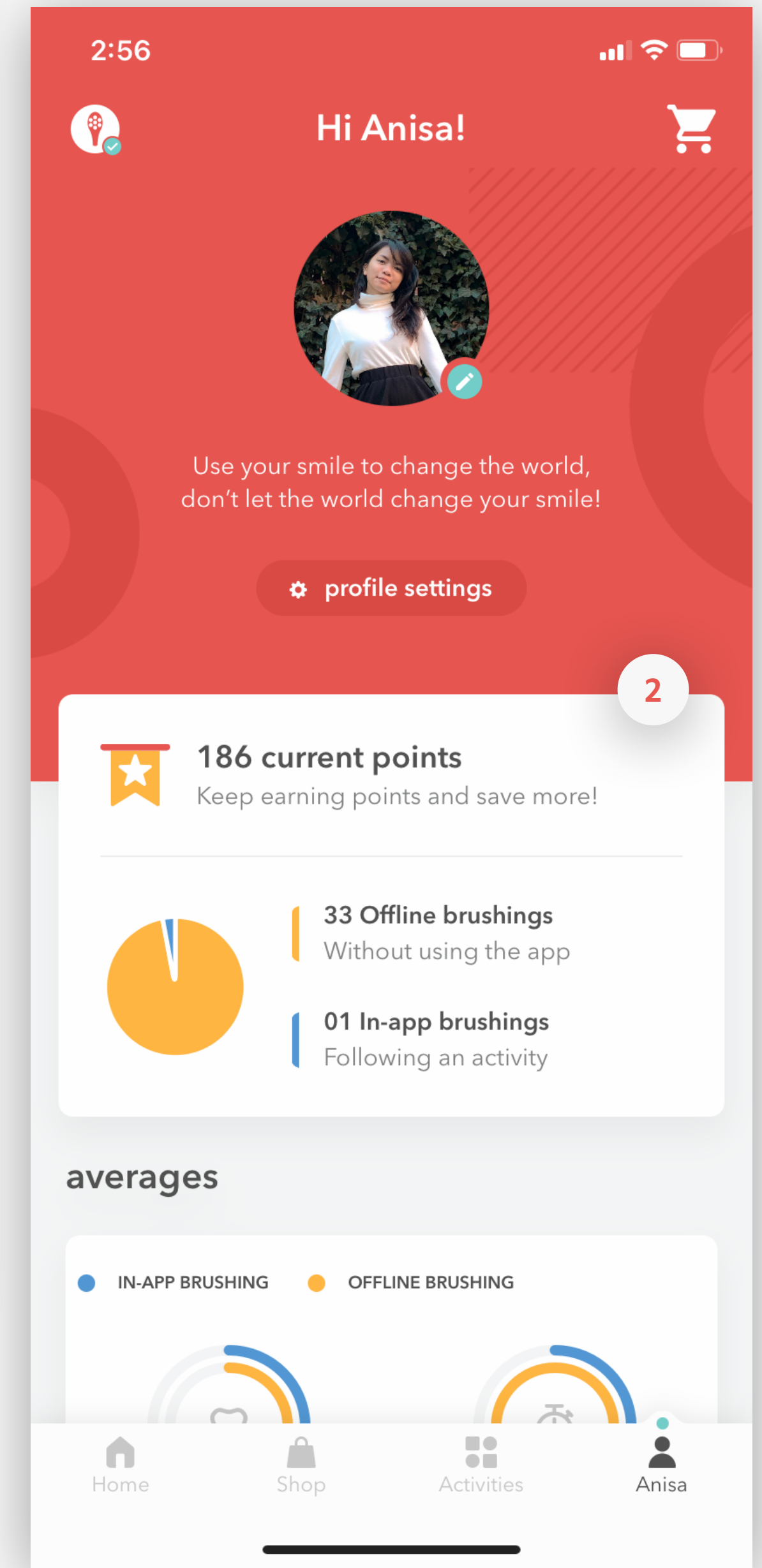
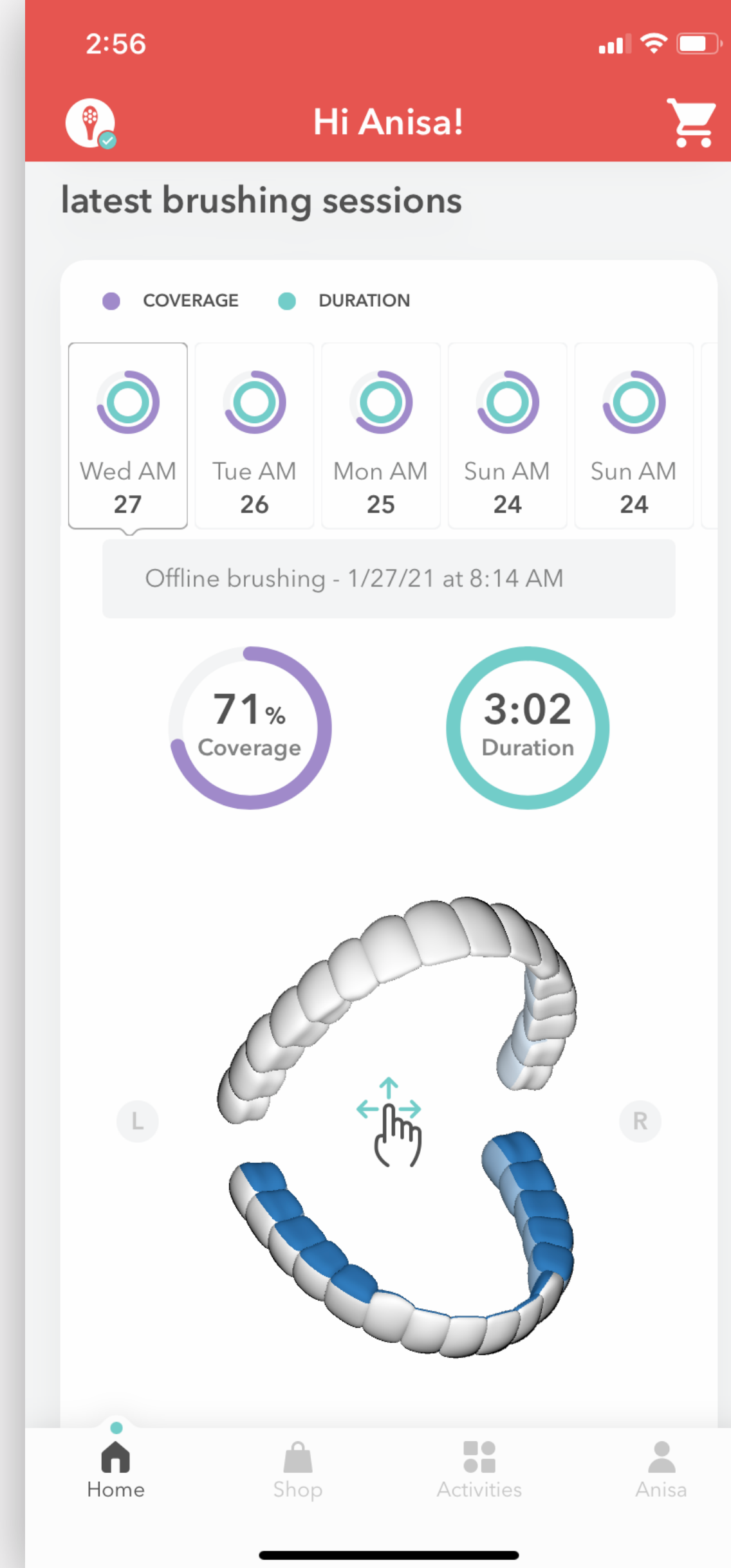
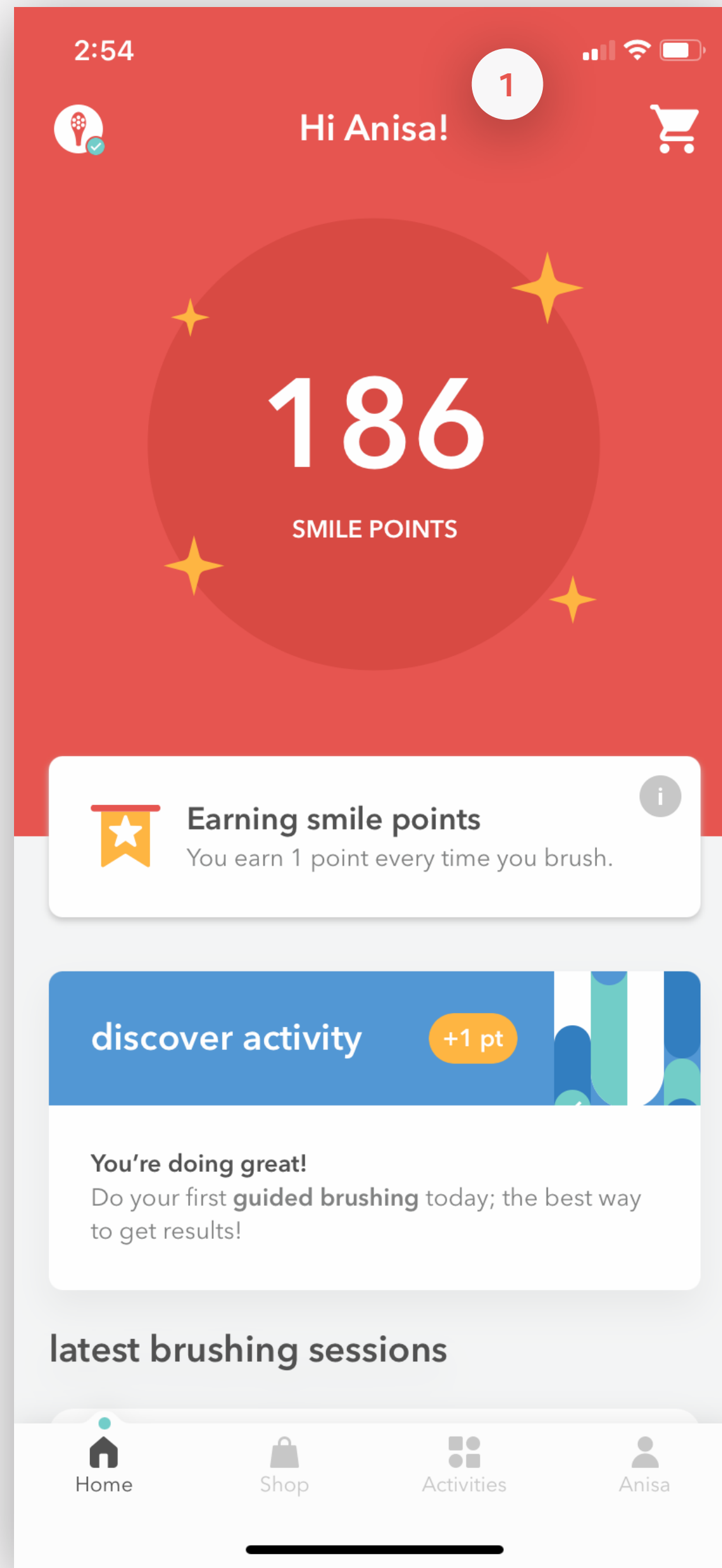
In-app activity

1. Personalization

The app makes a very conscious effort to personalize the app, offering a friendly and welcoming environment

2. Gamification

User activity is encouraged and heavily visualized. There are several specific data representations such as coverage, duration, and offline vs in-app brushings



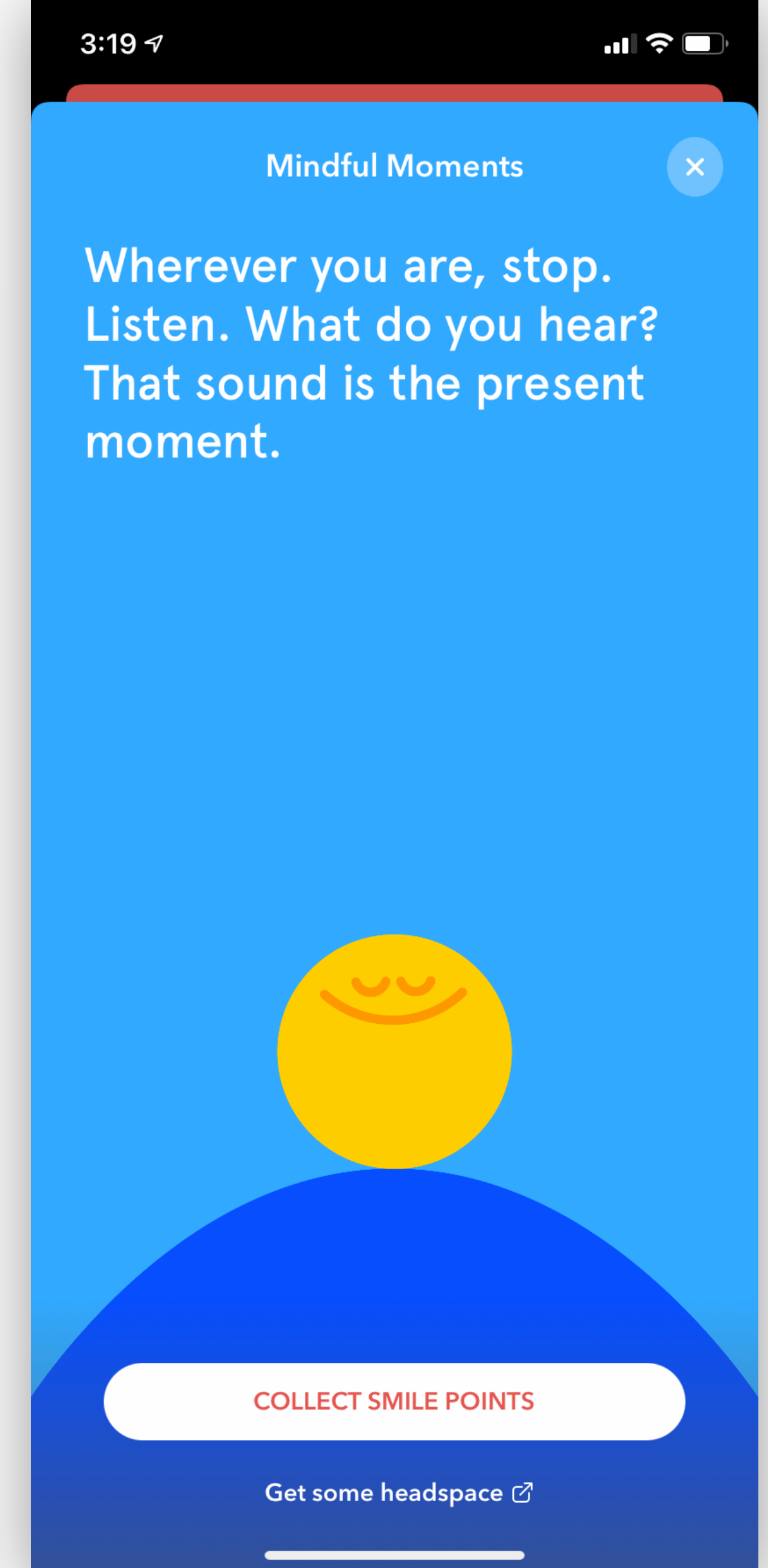
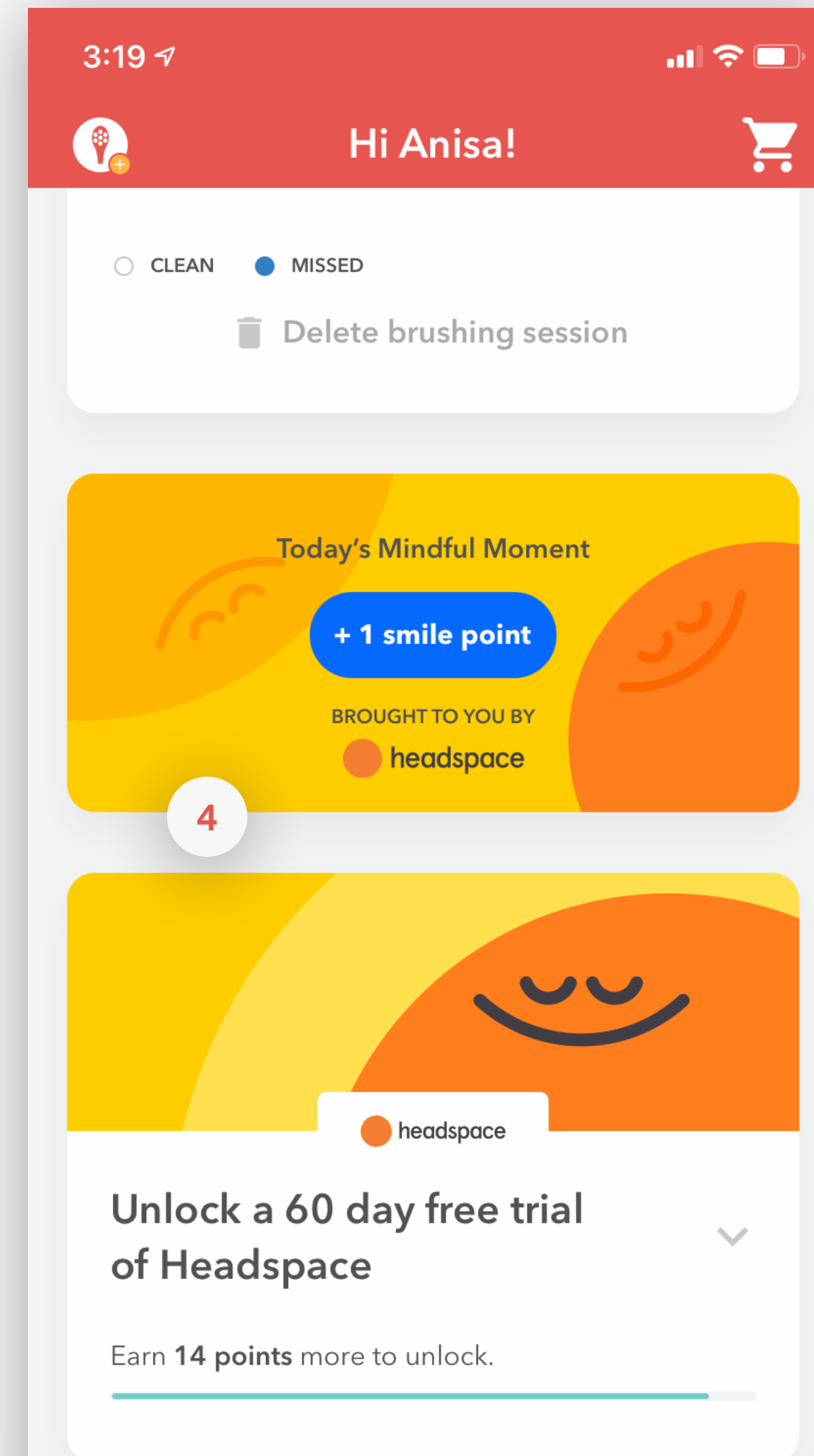
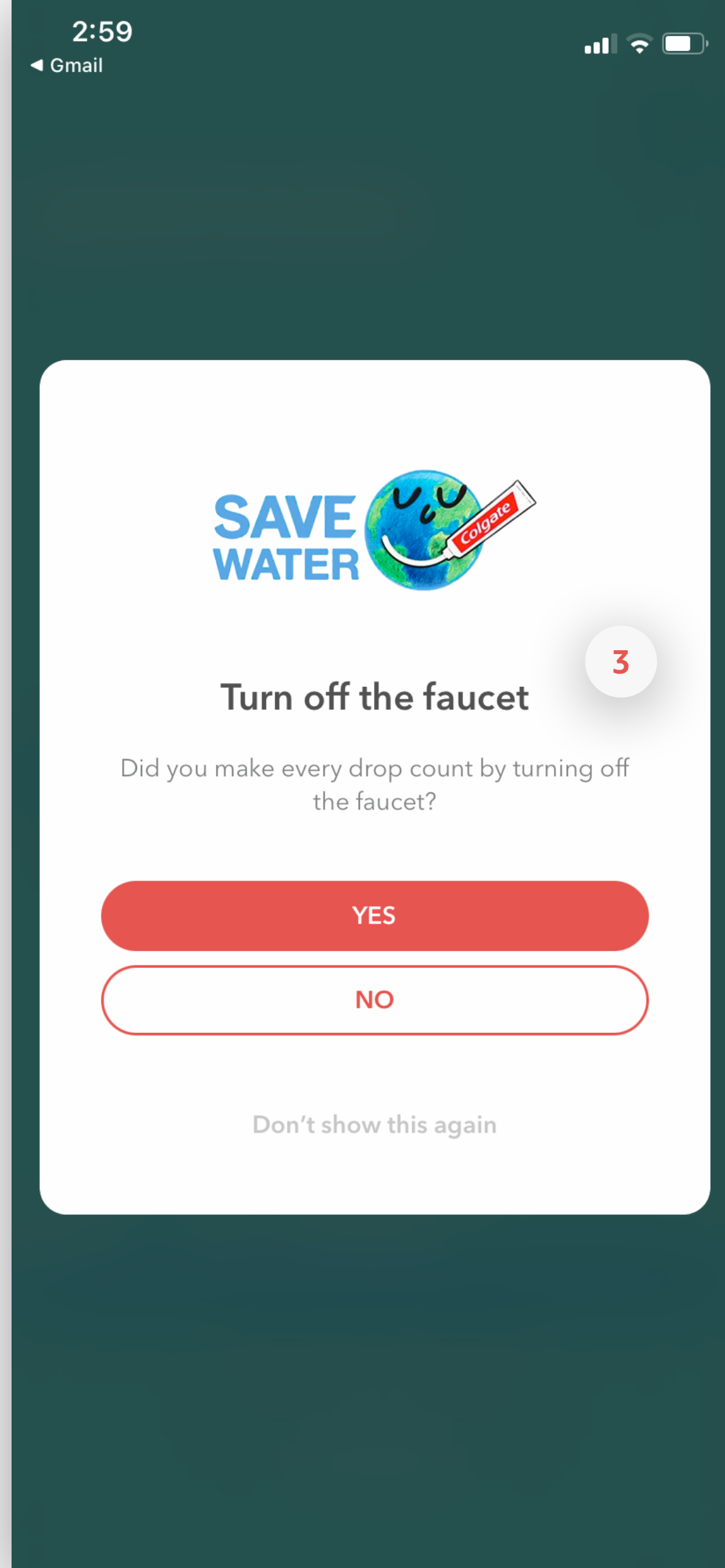
In-app activity

3. Awareness

The app has occasional messaging to bring awareness to environmental issues and the ways a user can be more eco-friendly

4. Mindfulness

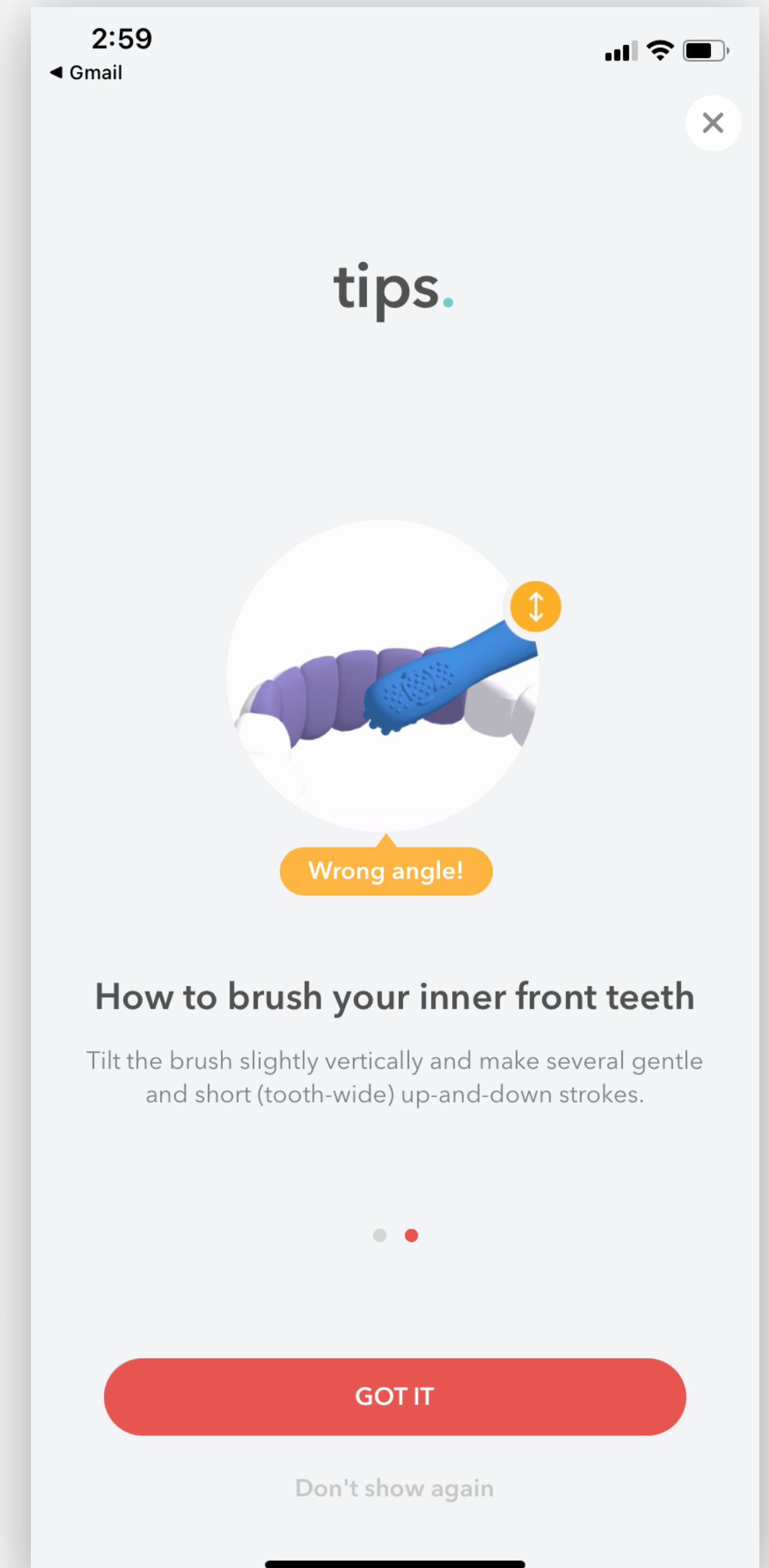
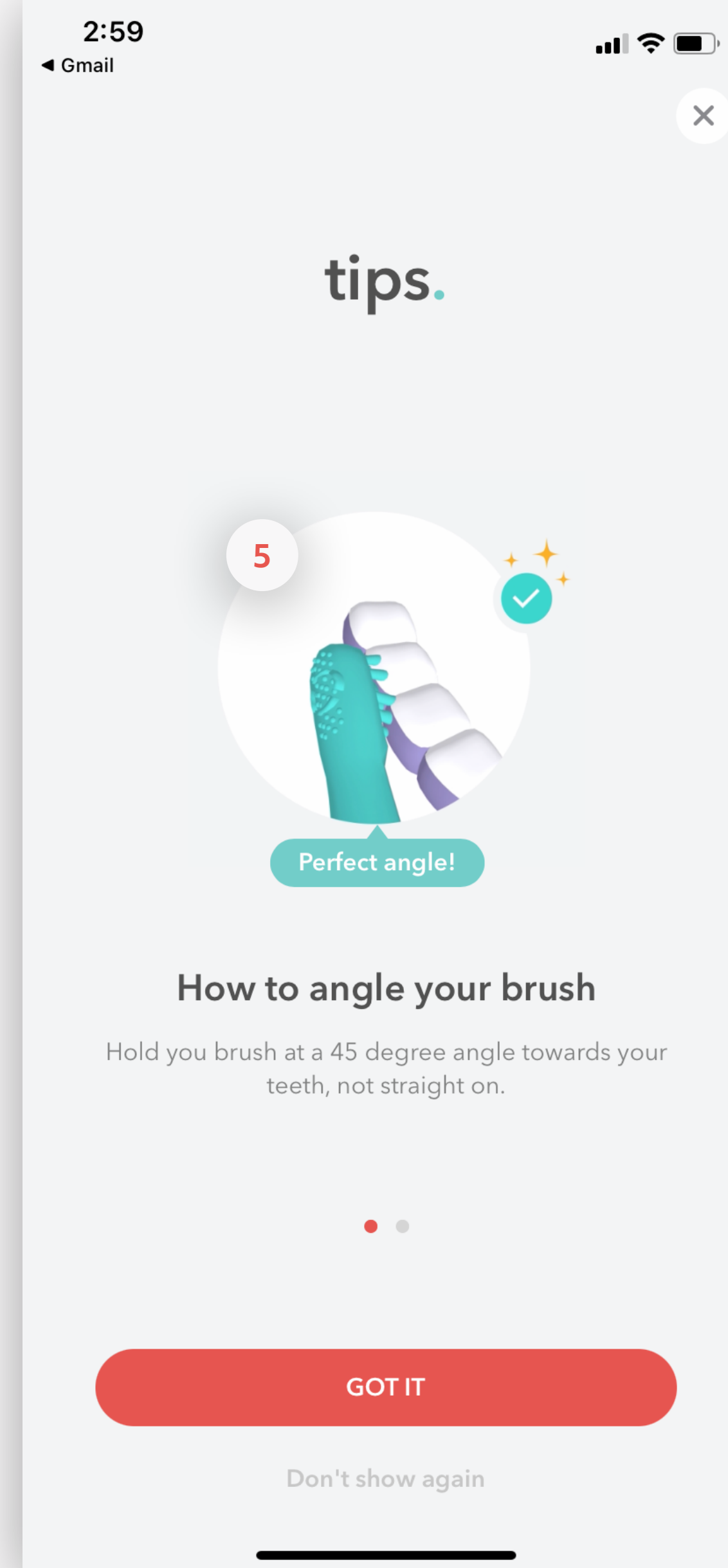
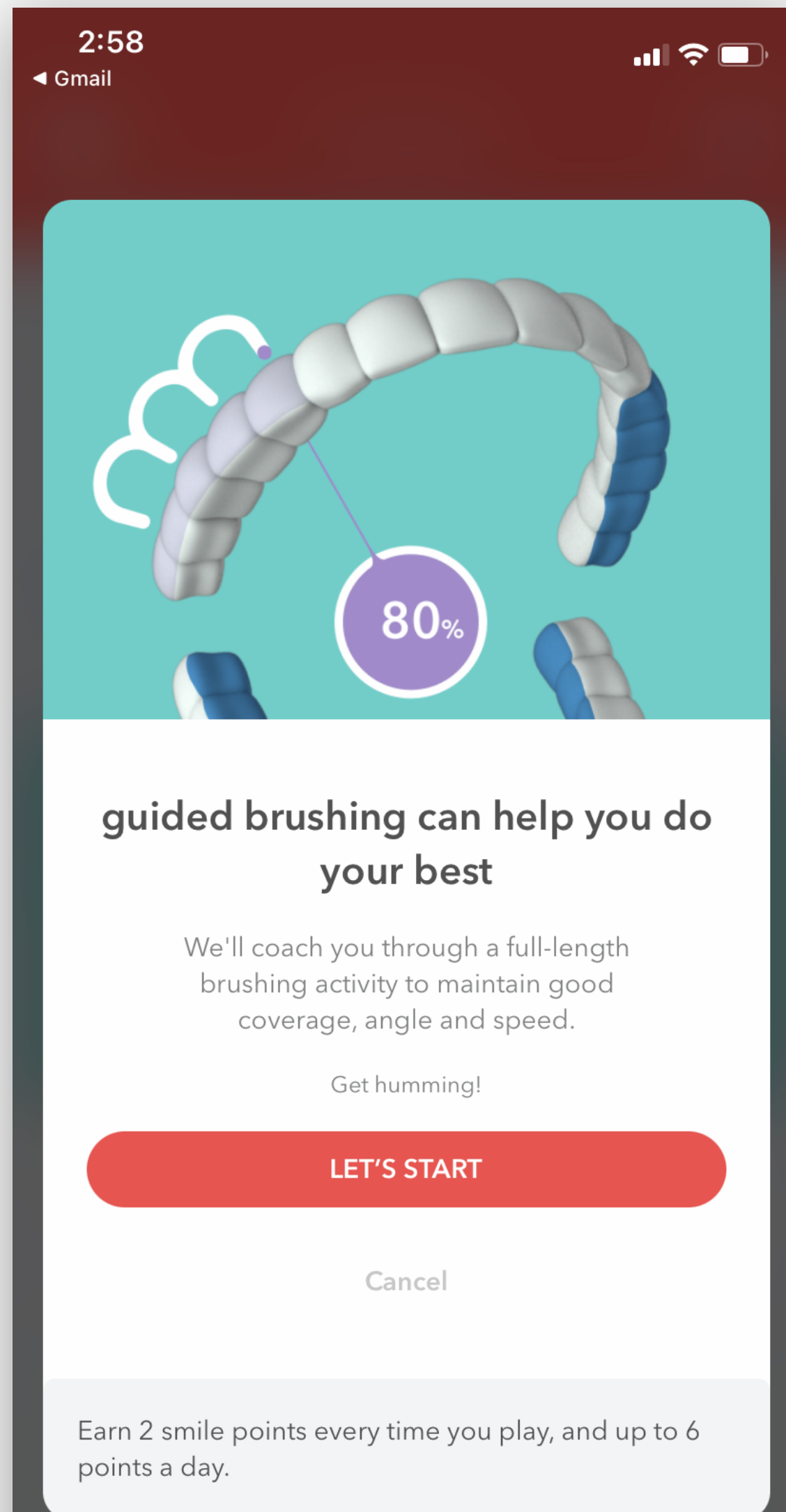
The app has a partnership with Headspace and offers "Mindful Moments" for their users as a free daily reminder to be present and to practice mindfulness



In-app activity

5. Beautiful visuals

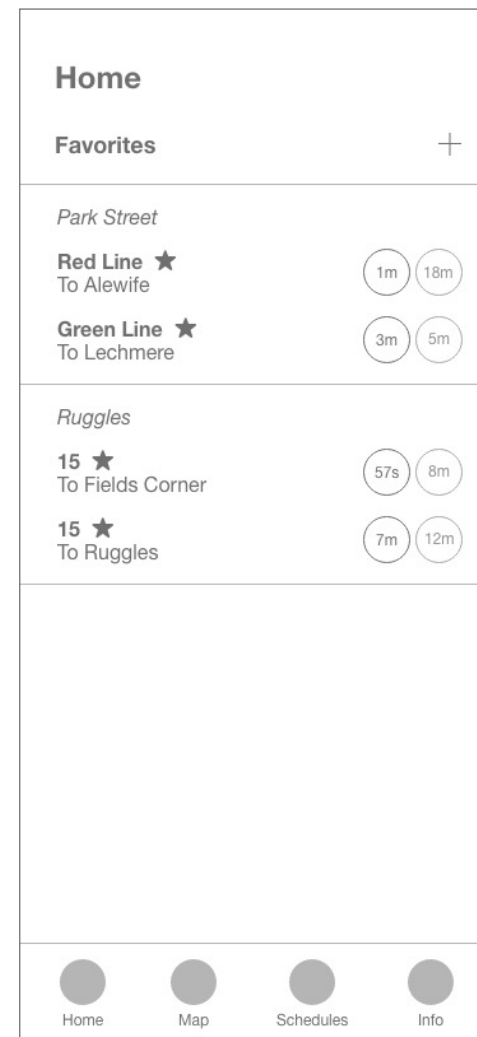
Every screen has aesthetically pleasing graphics that are clear and descriptive



ui specs

UI Specs (at a glance)

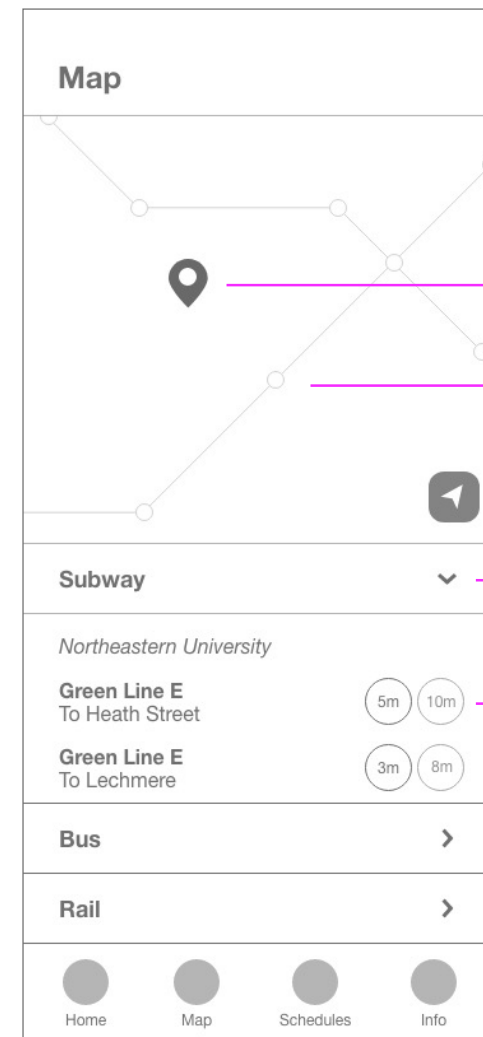
Anisa Anuar
Interaction Design 2
Project 1 - UI Specs



"Favorites" are shown on the first page for easy access

"+" button to add favorites quickly

All primary pages can be viewed and accessed in the fixed footer



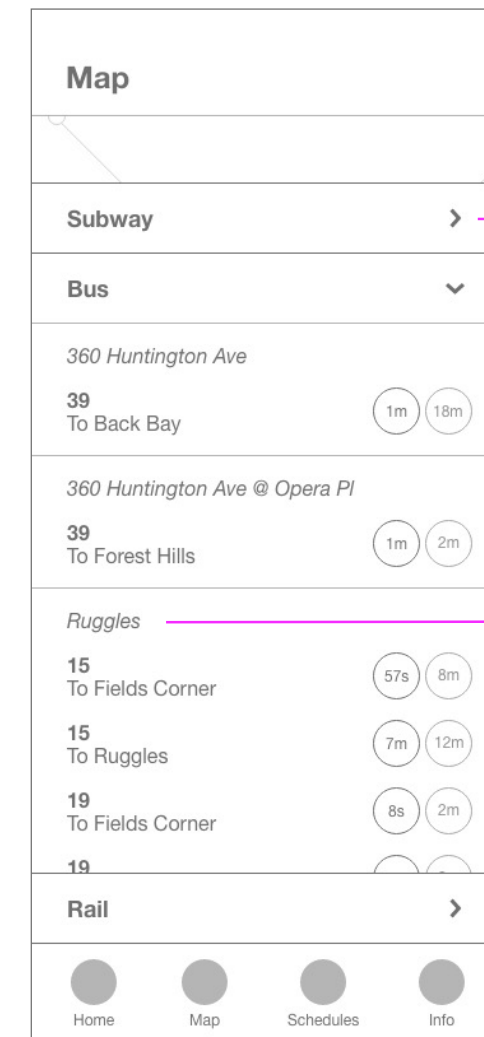
Pin to show current location of user on map

User can scroll within map

User can return to their current location by clicking on this button

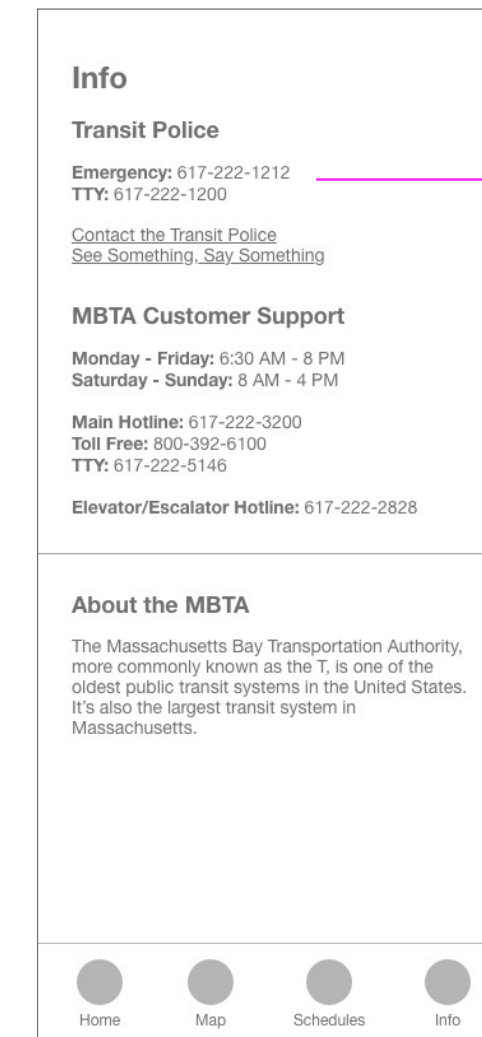
Categories are separated into collapsible containers

Time markers show how far away the closest subway/bus is

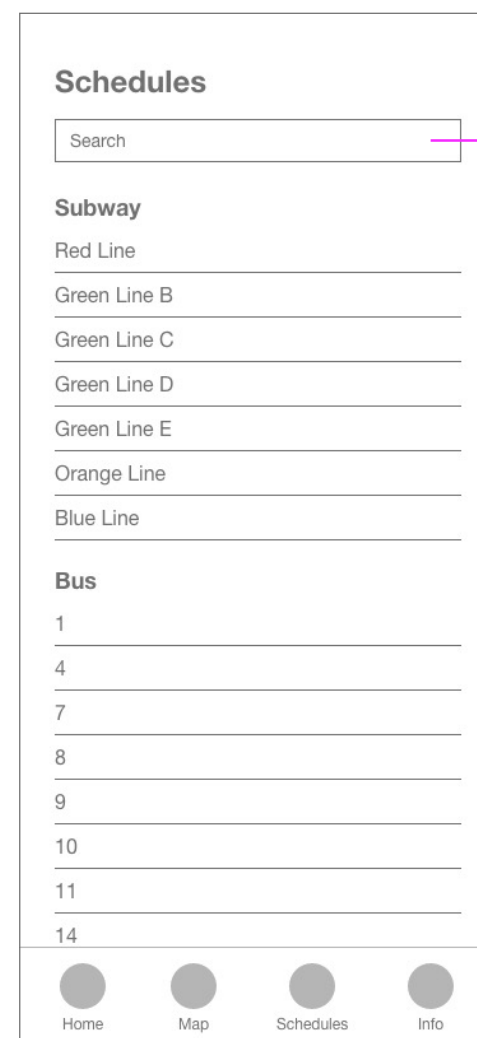


User can pull the bottom window up to view more of the schedule

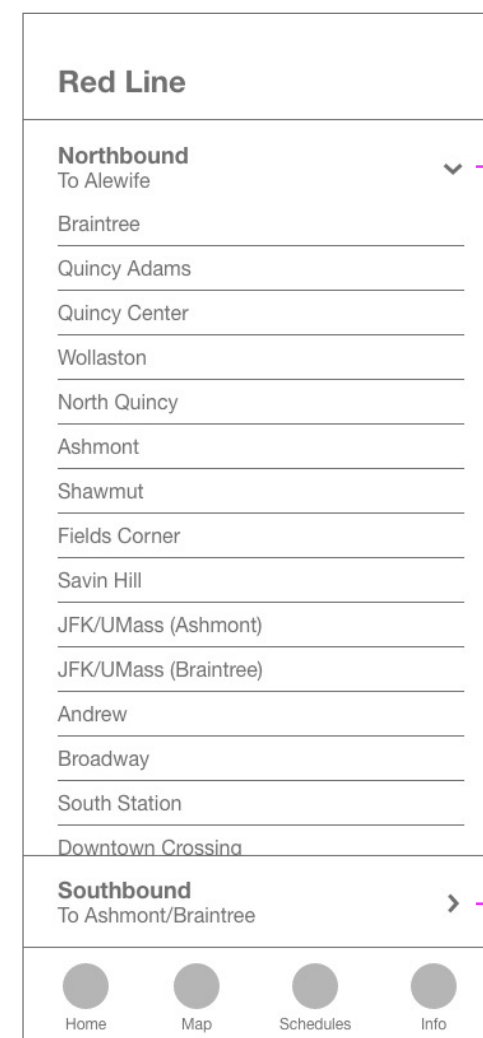
Name of station shown above all the corresponding buses



Important phone numbers are included for quick access

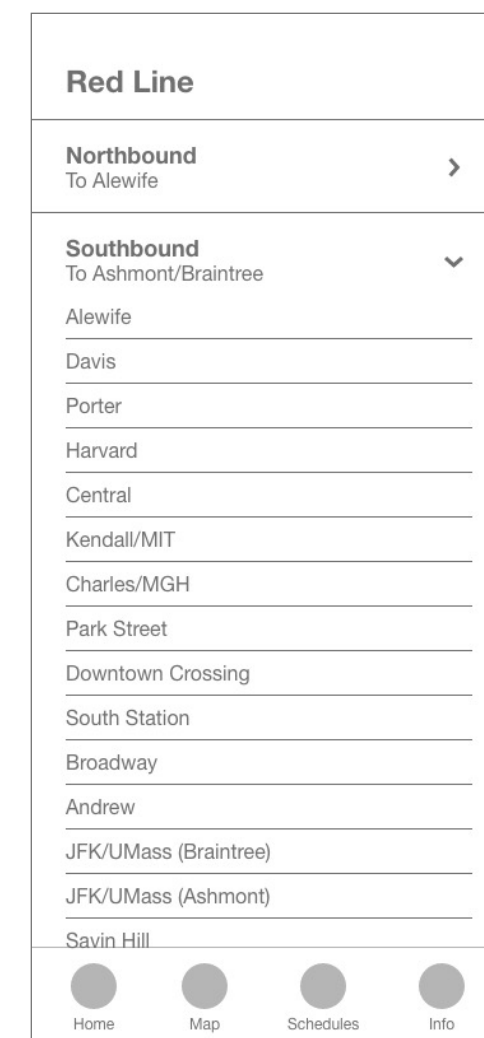


Search feature to quickly access station, line, or route



Inbound and outbound trains are separated to show the proper route order

Bottom collapsible is fixed so user can scroll through top window and still access the bottom window



Top collapsible is fixed so user can scroll through bottom window and still access the top window



Pins indicate current location of trains in the vicinity


Times are shown for the next five trains/buses

Stars allow user to quickly favorite or remove from favorites

UI Specs

- Home page
- Info page

Home

Favorites 

Park Street





Red Line ★
To Alewife 1m 18m

Green Line ★
To Lechmere 3m 5m

Ruggles

15 ★
To Fields Corner 57s 8m

15 ★
To Ruggles 7m 12m

 Home  Map  Schedules  Info

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"+" button to add favorites quickly

All primary pages can be viewed and accessed in the fixed footer

Info

Transit Police

Emergency: 617-222-1212
TTY: 617-222-1200

[Contact the Transit Police](#)
[See Something, Say Something](#)

MBTA Customer Support





Monday - Friday: 6:30 AM - 8 PM
Saturday - Sunday: 8 AM - 4 PM

Main Hotline: 617-222-3200
Toll Free: 800-392-6100
TTY: 617-222-5146

Elevator/Escalator Hotline: 617-222-2828

About the MBTA

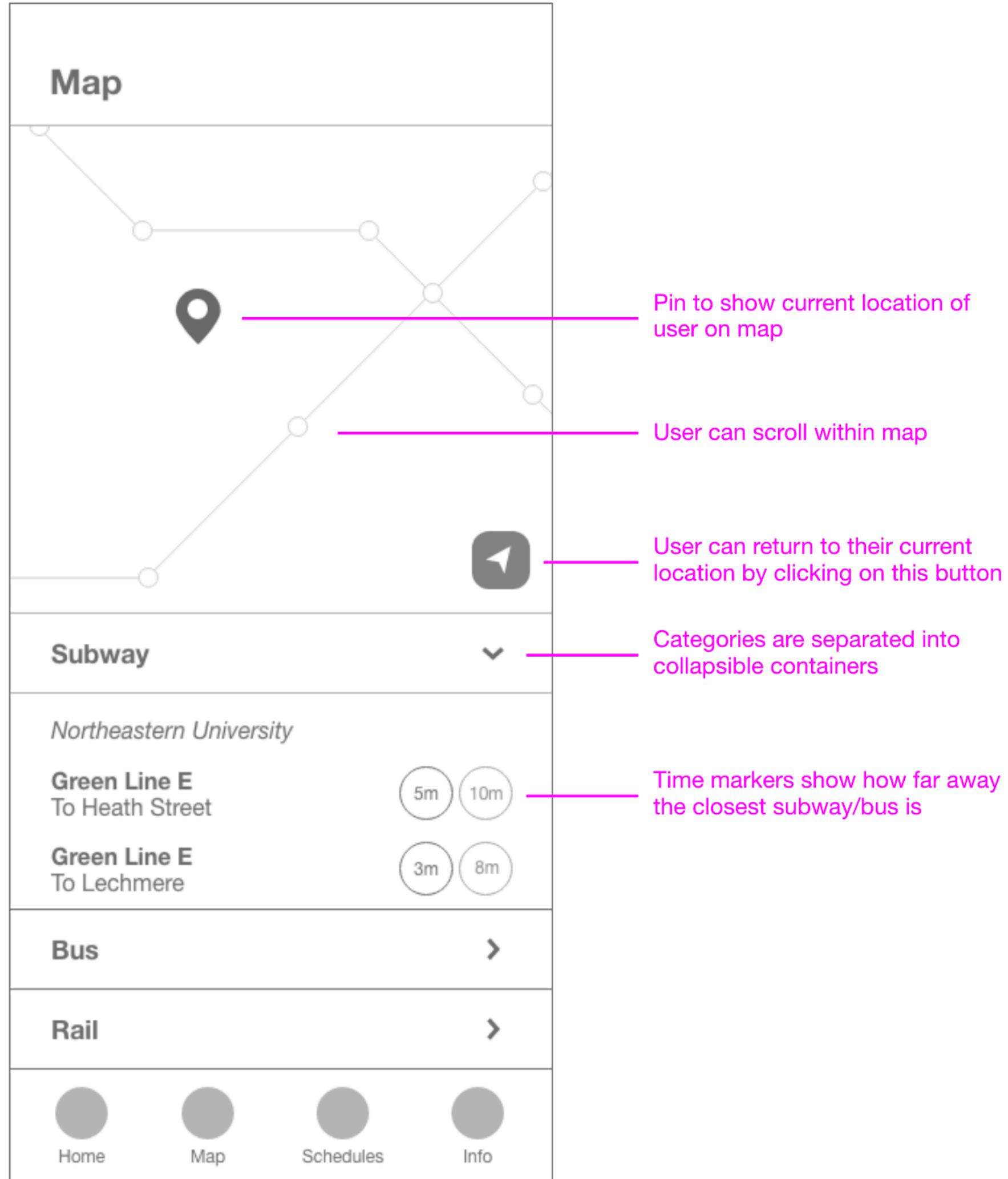
The Massachusetts Bay Transportation Authority, more commonly known as the T, is one of the oldest public transit systems in the United States. It's also the largest transit system in Massachusetts.

 Home  Map  Schedules  Info

Important phone numbers are included for quick access

UI Specs

- Map page



UI Specs - Schedules

Schedules

Search

Subway

Red Line

Green Line B

Green Line C

Green Line D

Green Line E

Orange Line

Blue Line

Bus

1

4

7

8

9

10

11

14

Home Map Schedules Info

Search feature to quickly access a station, line, or route

Red Line

Northbound
To Alewife

Braintree

Quincy Adams

Quincy Center

Wollaston

North Quincy

Ashmont

Shawmut

Fields Corner

Savin Hill

JFK/UMass (Ashmont)

JFK/UMass (Braintree)

Andrew

Broadway

South Station

Downtown Crossing

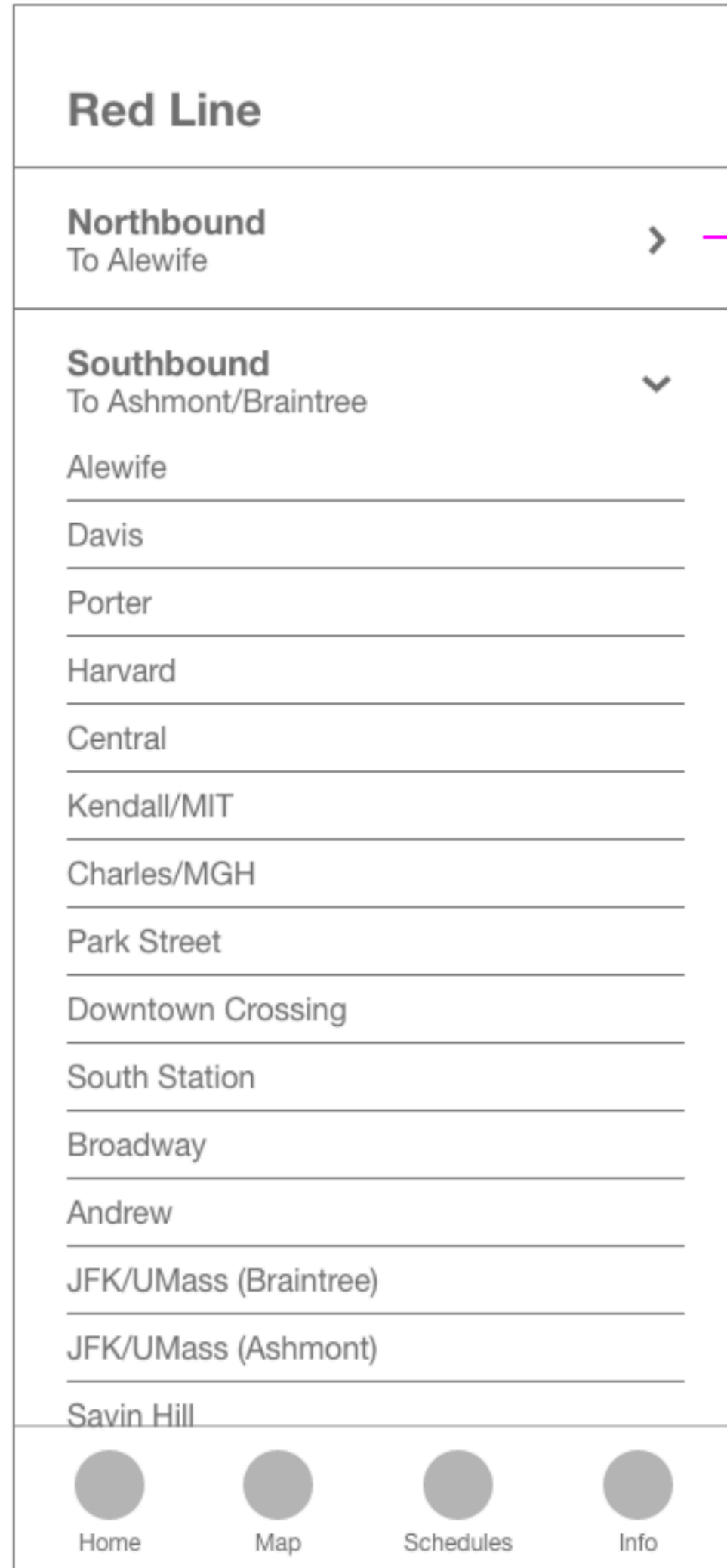
Southbound
To Ashmont/Braintree

Home Map Schedules Info

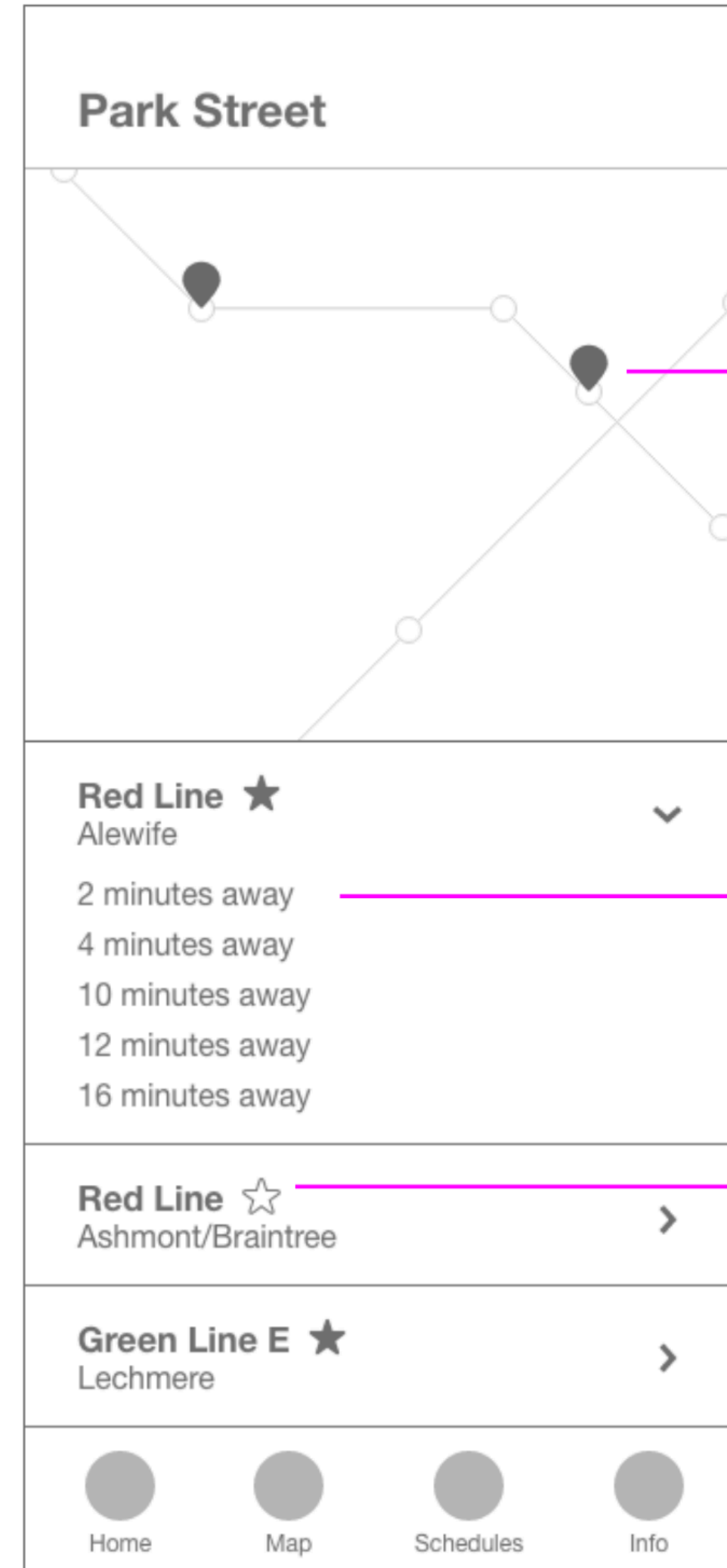
Inbound and outbound trains are separated to show the proper route order

Bottom collapsible is fixed so user can scroll through top window and still access the bottom window

UI Specs - Schedules



Top collapsible is fixed so user can scroll through bottom window and still access the top window

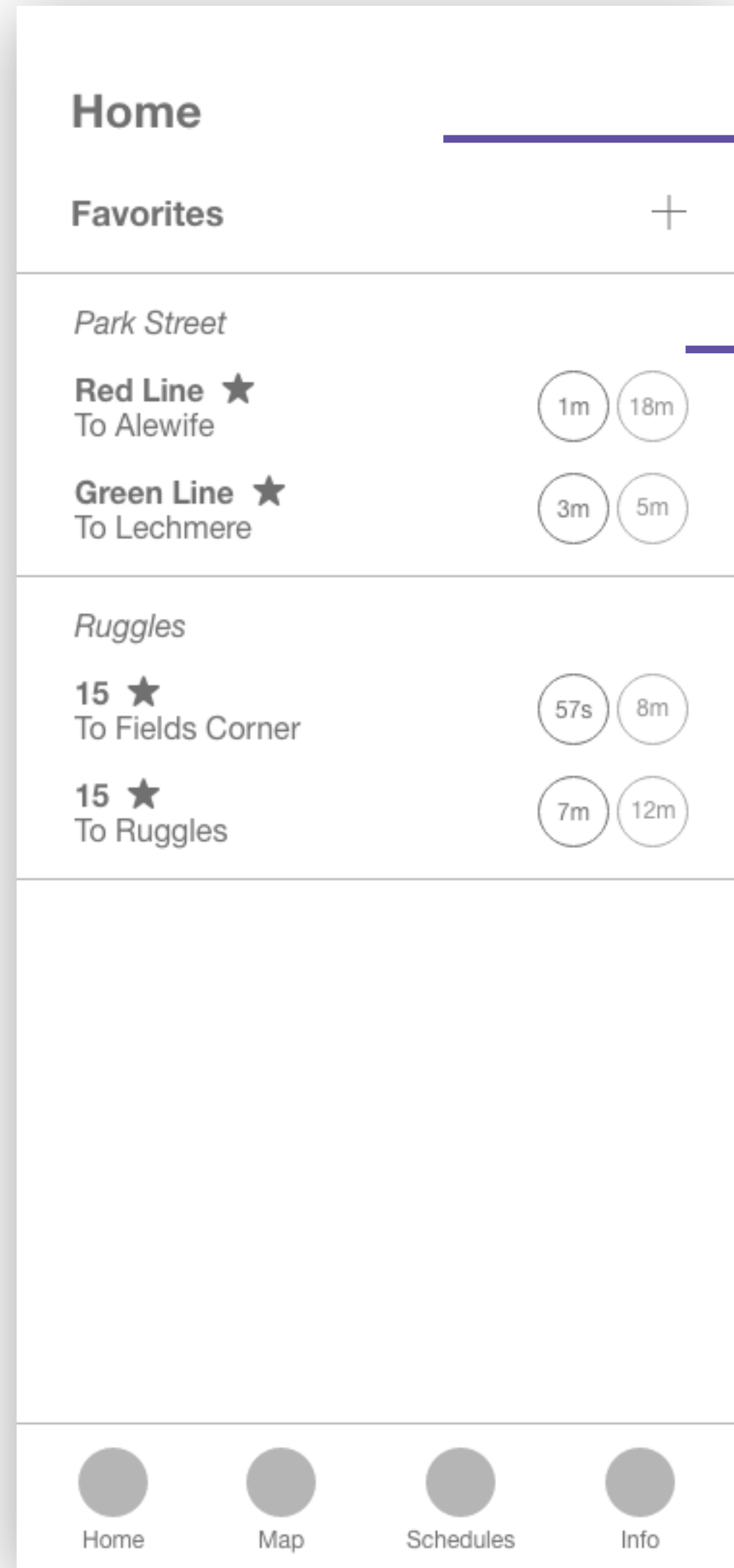


Pins indicate current location of trains in the vicinity

Times are shown for the next five trains/buses

Stars allow user to quickly favorite or remove from favorites

Notes for moving forward



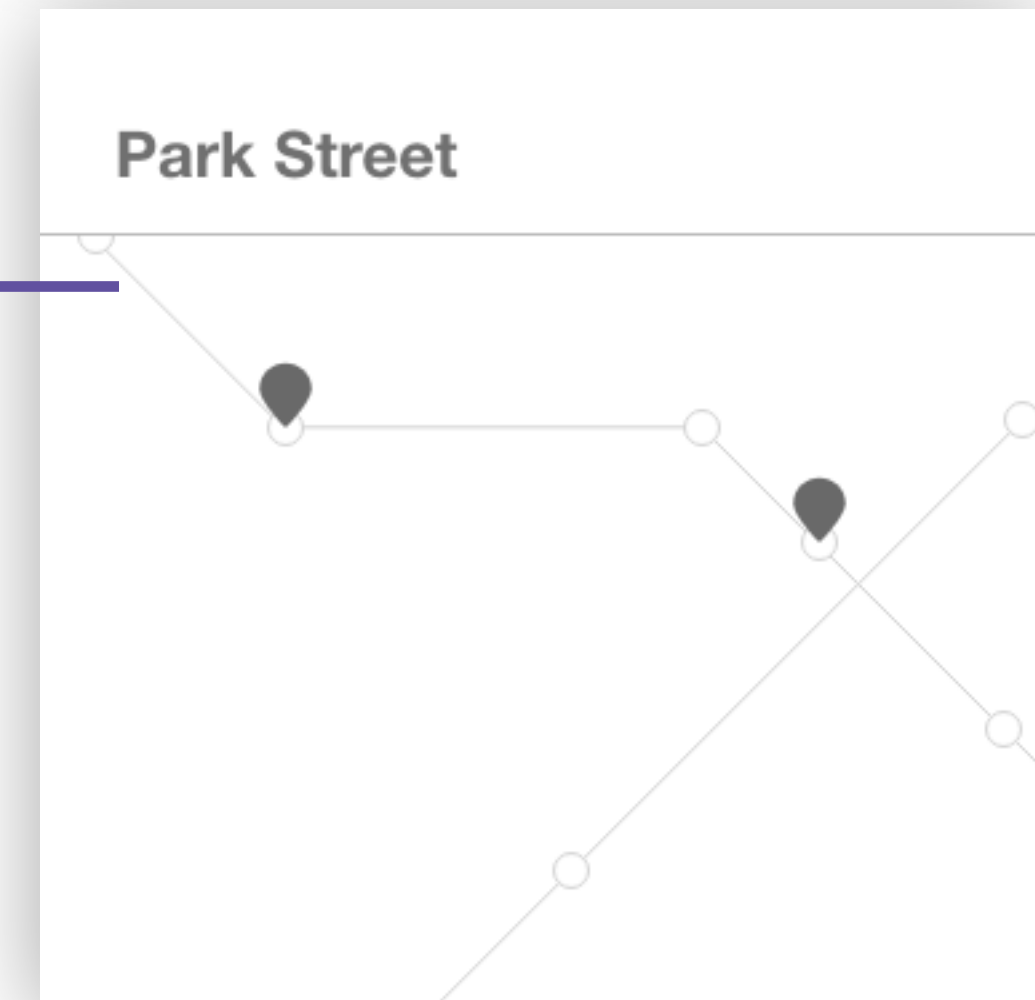
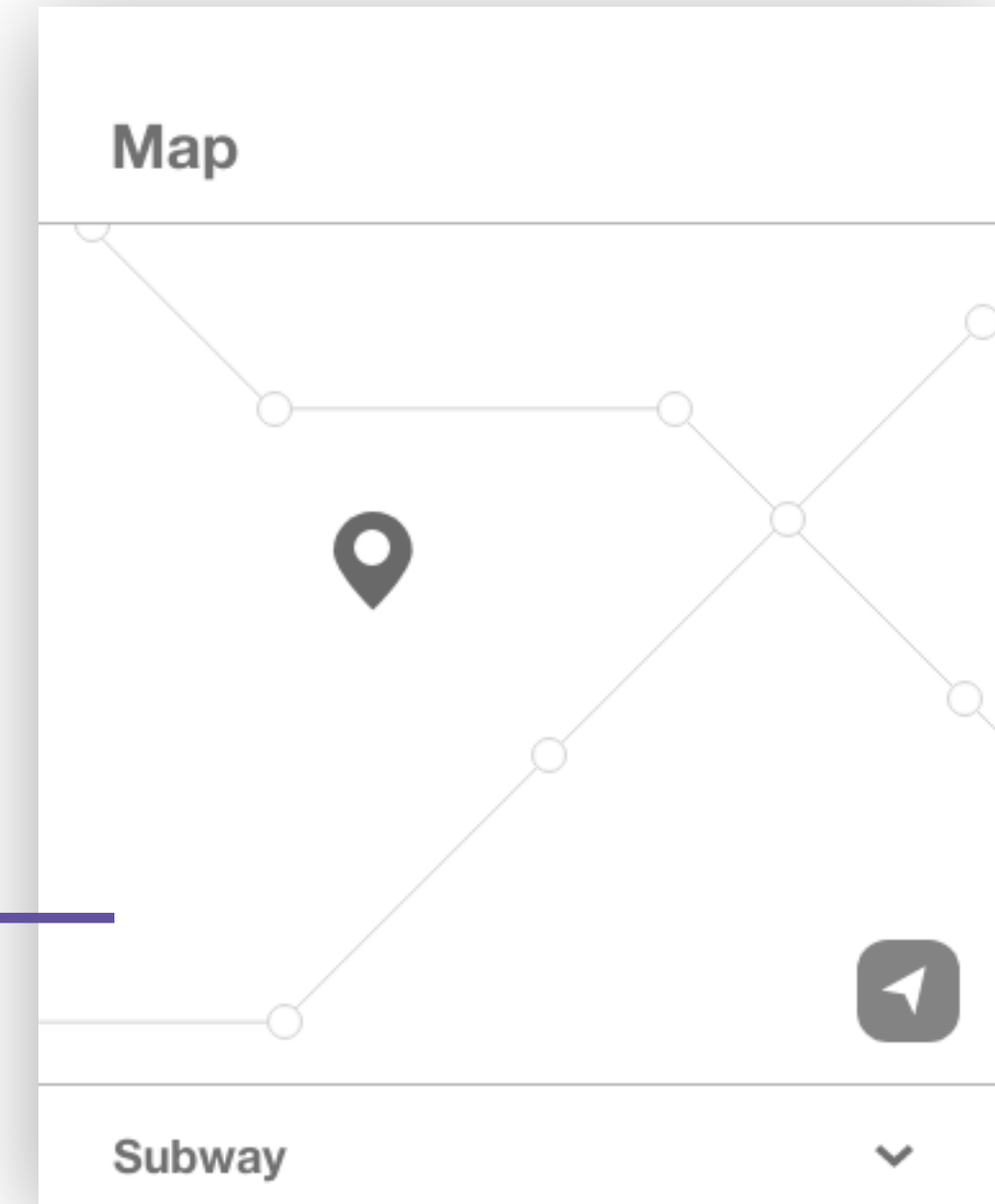
Incorporate personalization (maybe just asking for a name)

Add an "edit" button to rearrange or remove favorites

Add a toggle button to show/hide subway/bus/rail routes

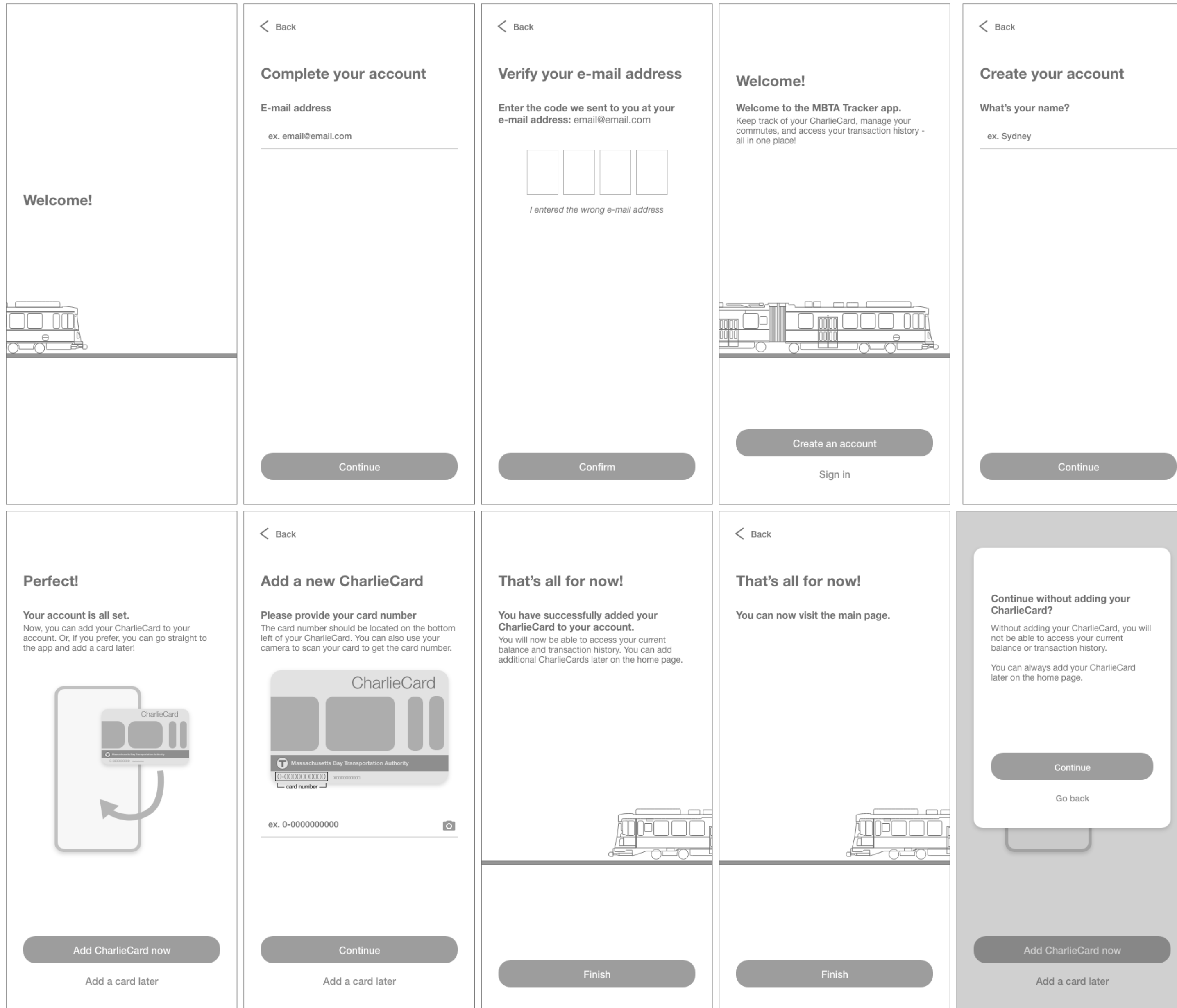
Add info button(?) or place on screen to learn more about station or service updates

Also, incorporate more environmental awareness where it makes sense!



Updated screens


2/22



Updated screens

2/22

Sydney's CharlieCard



Massachusetts Bay Transportation Authority
5-1539622679

CURRENT BALANCE
\$21.72

Saved

Work

Park Street

Red Line ★ To Alewife (1m, 18m)


Green Line ★ To Lechmere (3m, 5m)

Ruggles

15 ★ To Fields Corner (57s, 8m)

Home Map Schedules Profile

Sydney's CharlieCard



Massachusetts Bay Transportation Authority
5-1539622679

CURRENT BALANCE \$21.72

TRANSACTION HISTORY

- PARK ST STATION SUBWAY 01-20-2021 -\$2.75
- ROUTE 15 BUS - RUGGLES 01-17-2021 -\$1.25
- PARK ST STATION SUBWAY 01-20-2021 -\$2.75
- ROUTE 15 BUS - RUGGLES 01-17-2021 -\$1.25
- CARD RELOAD AT BOYLSTON ST STATION INBD 12-13-2020 +\$24.00
- ROUTE 15 BUS - RUGGLES 12-11-2020 -\$1.25

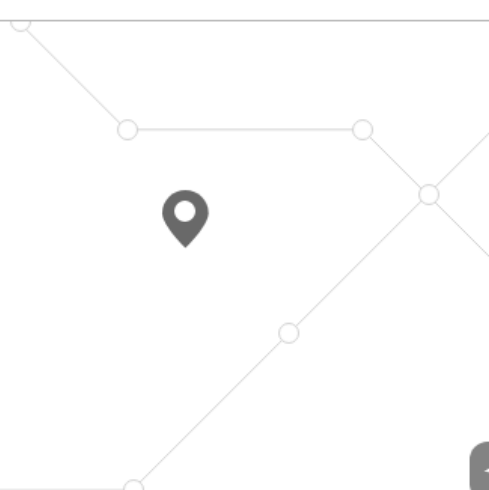
SEE FULL TRANSACTION HISTORY

Ruggles

15 ★ To Fields Corner (57s, 8m)

Home Map Schedules Profile

Map



Subway

Northeastern University

Green Line E To Heath Street (5m, 10m)

Green Line E To Lechmere (3m, 8m)

Bus

Rail

Home Map Schedules Info

Map

Subway

Bus

360 Huntington Ave

39 To Back Bay (1m, 18m)

360 Huntington Ave @ Opera Pl

39 To Forest Hills (1m, 2m)

Ruggles

15 To Fields Corner (57s, 8m)

15 To Ruggles (7m, 12m)

19 To Fields Corner (8s, 2m)

19

Rail

Home Map Schedules Info

Sydney
e-mail@e-mail.com

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TTY: 617-222-1200

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Home Map Schedules Info

Schedules

Search

Subway

- Red Line
- Green Line B
- Green Line C
- Green Line D
- Green Line E
- Orange Line
- Blue Line

Bus

- 1
- 4
- 7
- 8
- 9
- 10
- 11
- 14

Home Map Schedules Info

Red Line

Northbound To Alewife

- Braintree
- Quincy Adams
- Quincy Center
- Wollaston
- North Quincy
- Ashmont
- Shawmut
- Fields Corner
- Savin Hill
- JFK/UMass (Ashmont)
- JFK/UMass (Braintree)
- Andrew
- Broadway
- South Station
- Downtown Crossing

Southbound To Ashmont/Braintree

Home Map Schedules Info

Red Line


Northbound To Alewife

Southbound To Ashmont/Braintree

- Alewife
- Davis
- Porter
- Harvard
- Central
- Kendall/MIT
- Charles/MGH
- Park Street
- Downtown Crossing
- South Station
- Broadway
- Andrew
- JFK/UMass (Braintree)
- JFK/UMass (Ashmont)
- Savin Hill

Home Map Schedules Info

Park Street



Red Line ★ Alewife

- 2 minutes away
- 4 minutes away
- 10 minutes away
- 12 minutes away
- 16 minutes away

Red Line ☆ Ashmont/Braintree

Green Line E ★ Lechmere

Home Map Schedules Info

vd specs

VD Specs

Color Palette

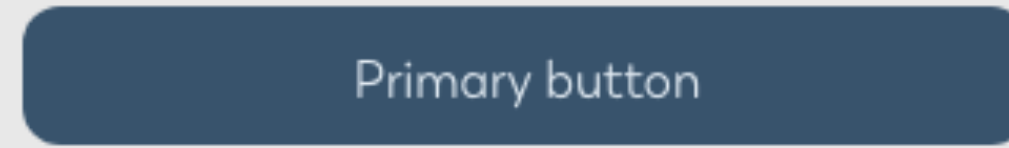


Typography

Font name Boston

Swatches
the quick brown fox jumps over the lazy dog
the quick brown fox jumps over the lazy dog
the quick brown fox jumps over the lazy dog

Buttons



Tertiary button

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Icons

Active Menu



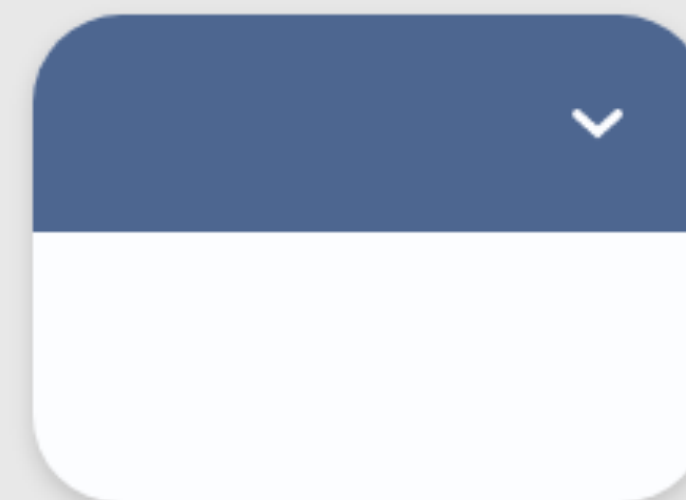
Inactive Menu



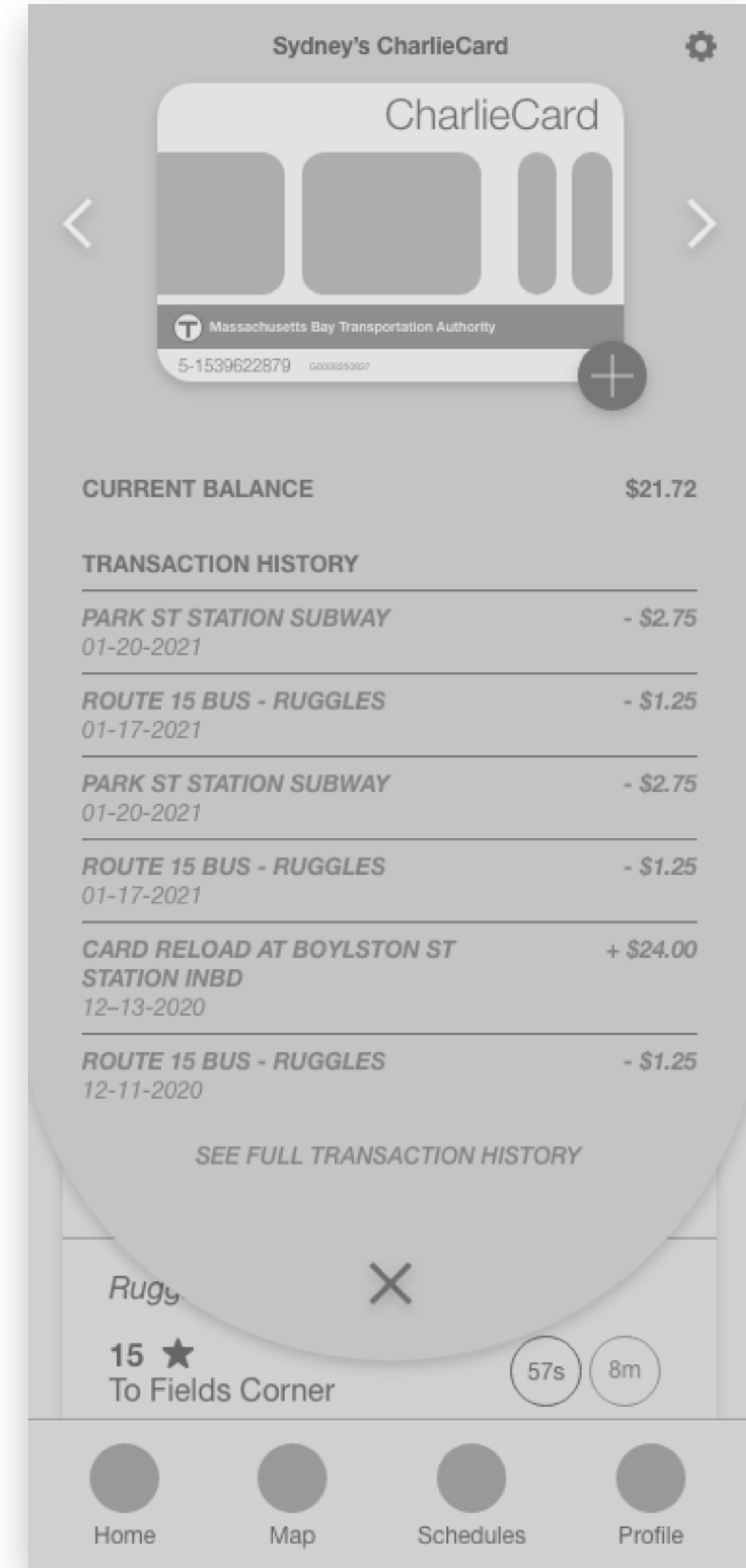
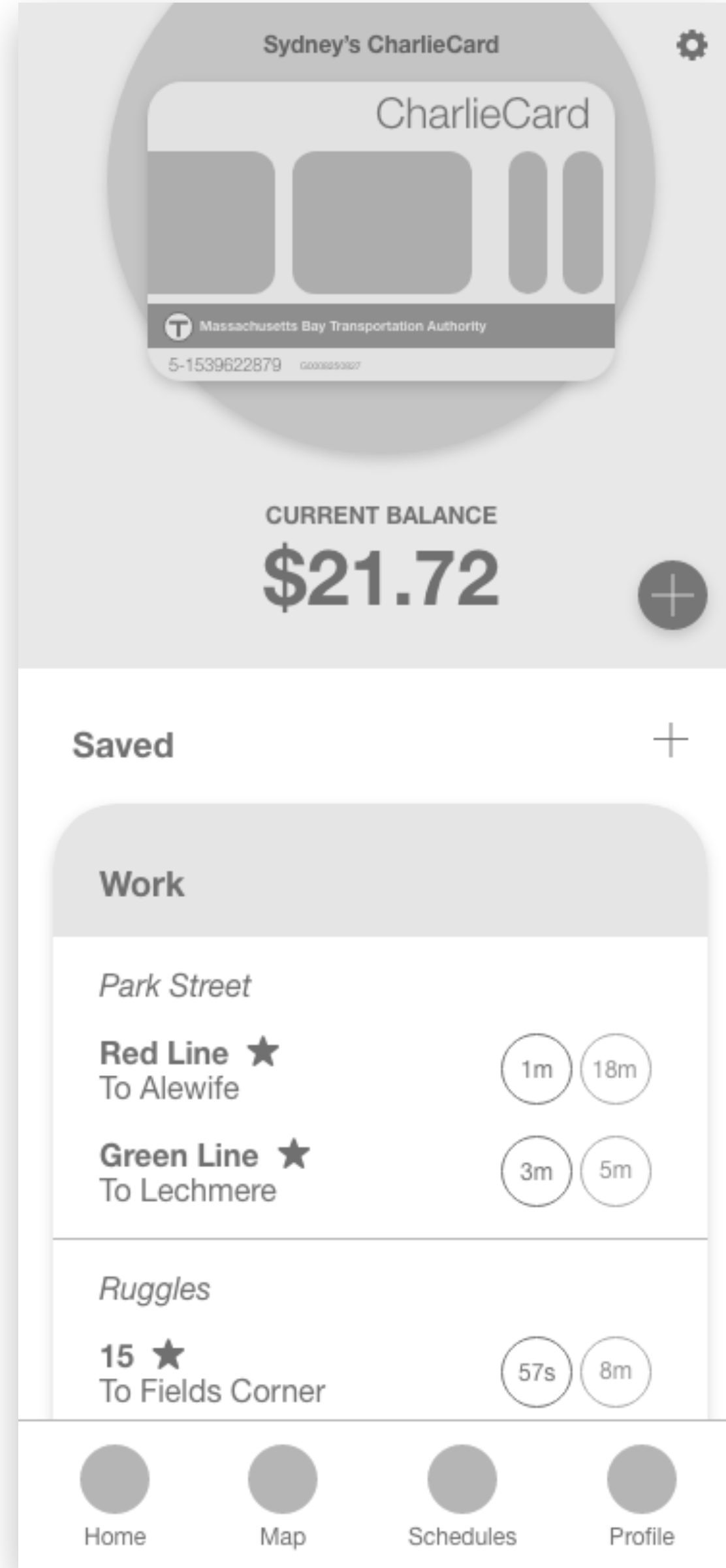
Additional icons



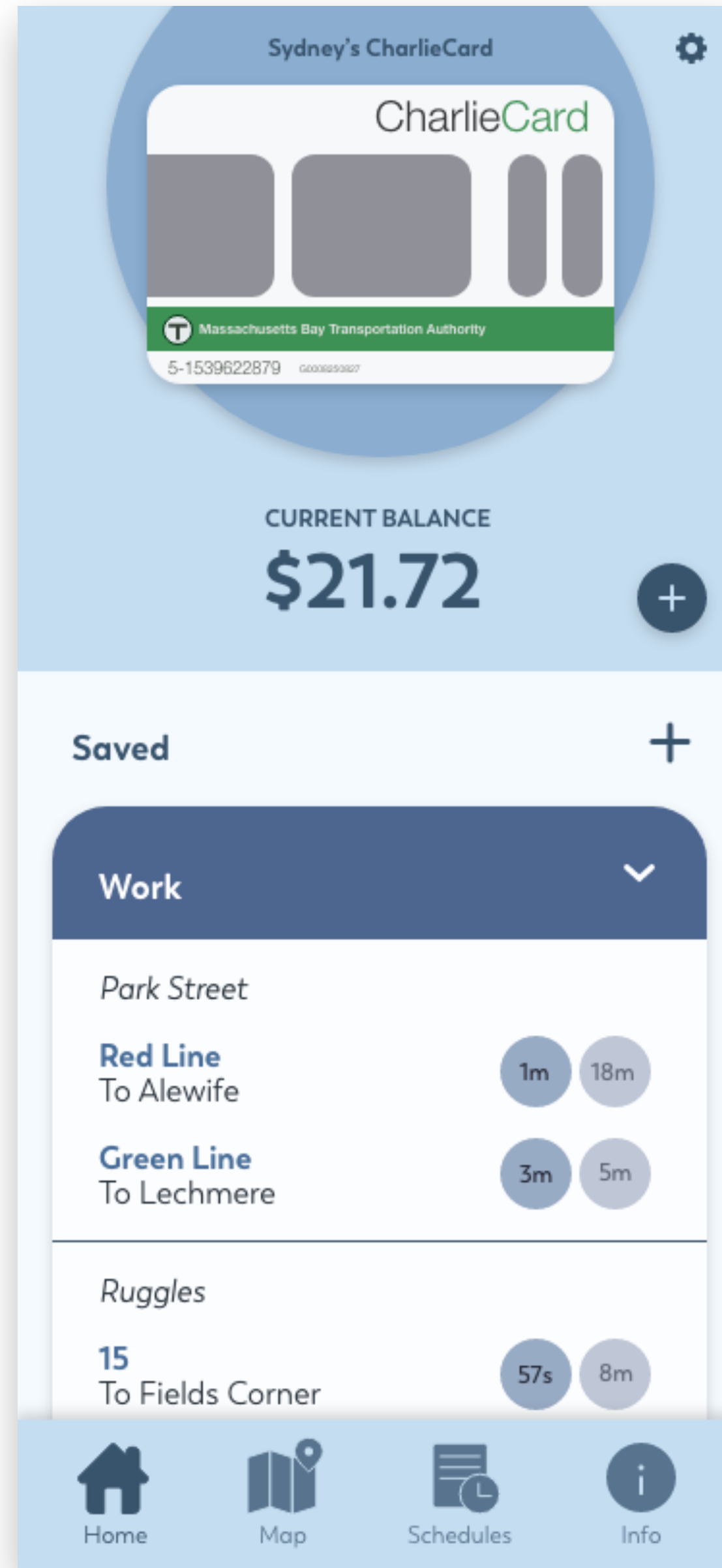
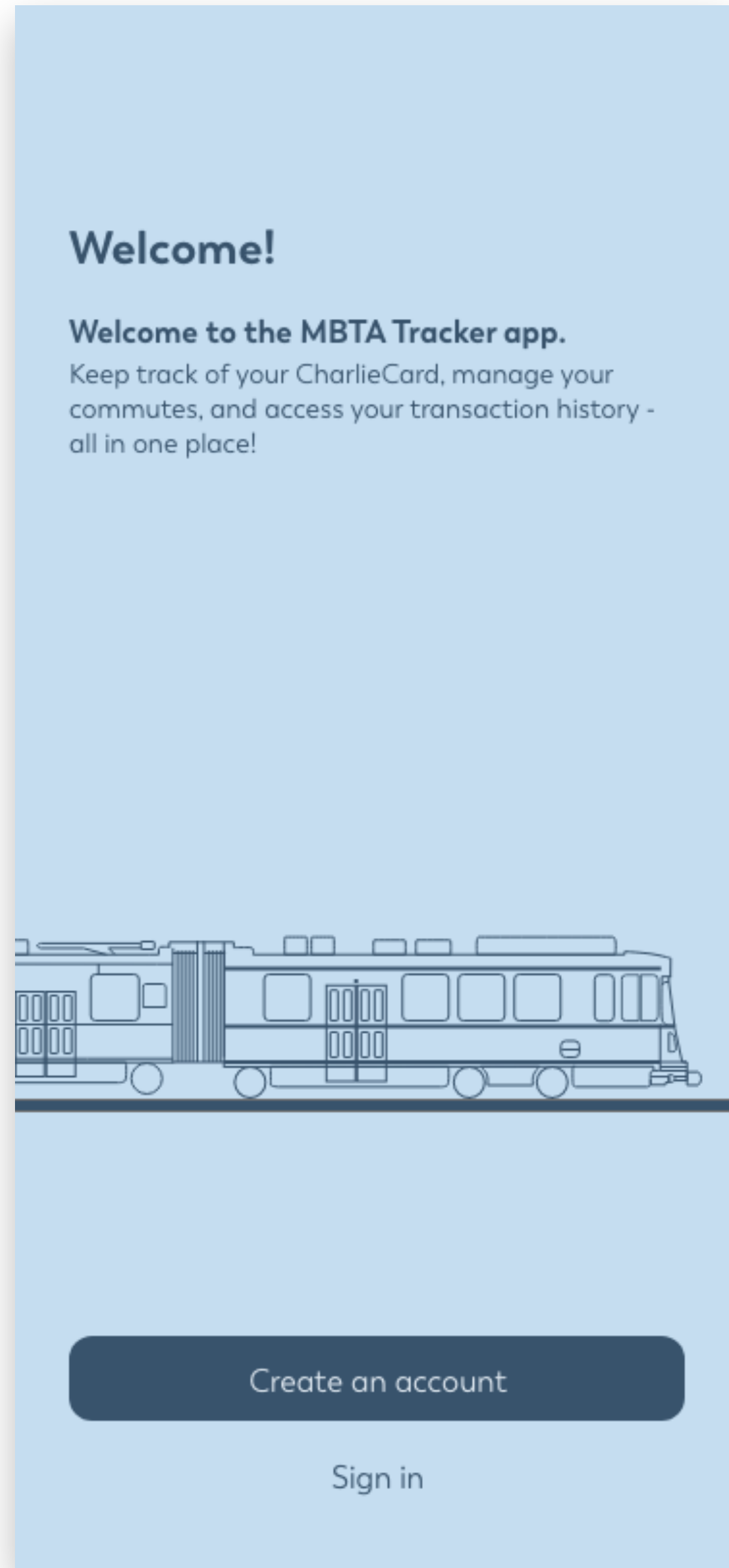
Cards, Modals, and Overlays



Sample screens




Sample screens



Sample screens

Park Street



Red Line ★ Alewife ▼

- 2 minutes away
- 4 minutes away
- 10 minutes away
- 12 minutes away
- 16 minutes away

Red Line ☆ Ashmont/Braintree ➤

Green Line E ★ Lechmere ➤

Home Map Schedules Info

Schedules

Subway


- Red Line
- Green Line B
- Green Line C
- Green Line D
- Green Line E
- Orange Line
- Blue Line

Bus

- 1
- 4
- 7
- 8
- 9
- 10
- 11
- 14

Home Map Schedules Info

Sydney
e-mail@e-mail.com



Transit Police

Emergency: 617-222-1212
TTY: 617-222-1200

[Contact the Transit Police](#)
[See Something, Say Something](#)

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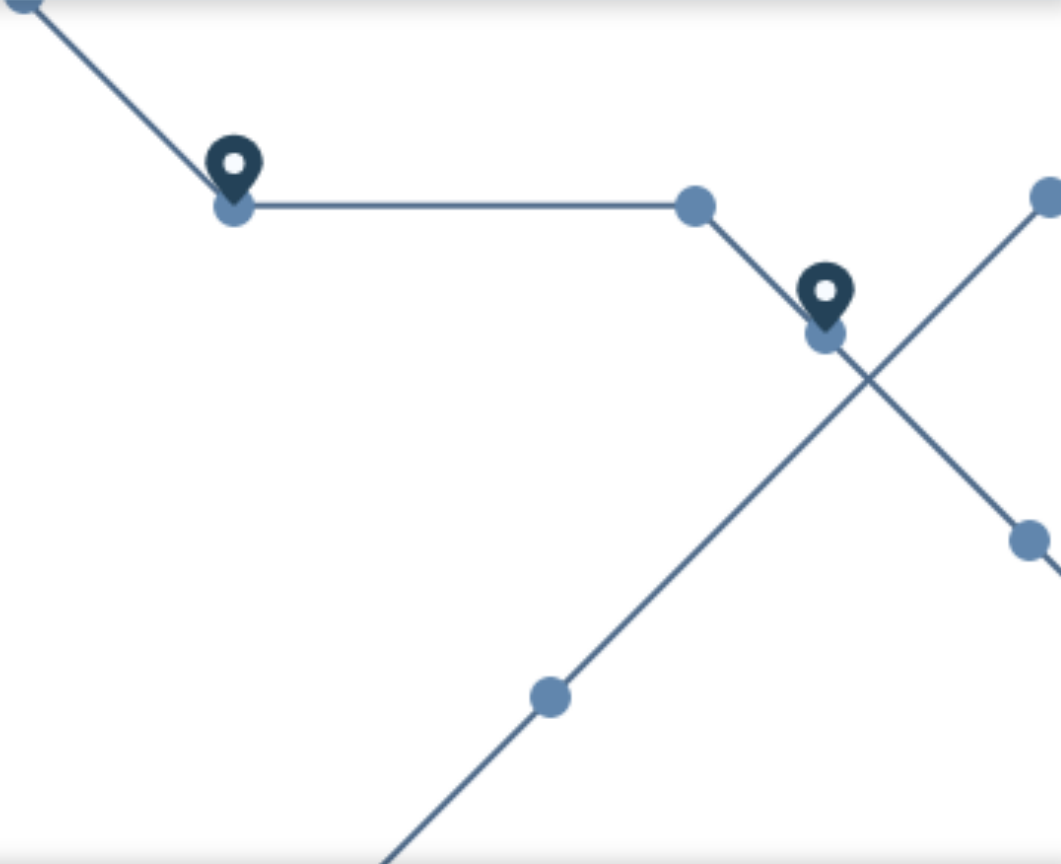
About the MBTA

The Massachusetts Bay Transportation Authority, more commonly known as the T, is one of the oldest public transit systems in the United States. It's also the largest transit system in Massachusetts.

Home Map Schedules Info

Sample screens

Park Street



Routes

Red Line
Alewife

- 2 minutes away
- 4 minutes away
- 10 minutes away
- 12 minutes away
- 16 minutes away

Red Line

Home Map Schedules Info

Schedules

Subway

- Red Line
- Green Line B
- Green Line C
- Green Line D
- Green Line E
- Orange Line
- Blue Line

Bus

- 1
- 4
- 7
- 8
- 9
- 10
- 11
- 14
- 16

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prototype

Prototype

<http://bit.ly/AnisaMBTAPrototype>

