FUSS - FUTURE SELF-SERVICE

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THIS IS A PROJECT IN COOPERATION WITH SKÅNETRAFIKEN WHERE THE GOAL WAS TO DESIGN SELF-SERVICE POINTS OF THE FUTURE. WE HAVE DESIGNED AN EFFICIENT TRAVELING SYSTEM, A SIMPLIFIED INTERFACE AND TWO KINDS OF TICKET MACHINES SHAPED TO BE MORE ACCESSIBLE IN ORDER TO INCREASE THE USER EXPERIENCE OF THE TRAVELER.

Skånetrafiken is the company that runs the public transportation system in Skåne, Sweden. Their services are used by 250.000 travelers every day and they aim at giving them a world-class customer experience. Unfortunately many travelers run into trouble already when trying to buy a ticket. Today the ticket machine does not offer the speed and simplicity that the users demand, and the fact that it actually takes 13 steps to buy a ticket is a big problem. Furthermore, the machines of today are shaped in a way that makes it hard for people in wheelchairs to use them. We wanted to change these problems and design a better user experience.

Two main themes during the project were to simplify the purchasing of tickets and increase the accessibility of the ticket machine. We had to have in mind that this is a product that would be used by different kinds of people and we wanted a solution that makes people feel welcome, regardless of their physical or psychical qualifications.

The results consists of three different parts were the first one is a simplified traveling system. We divided Skåne into three different zones, instead of 202 as it is today, to make it more clear for the user what ticket they need. In our system the traveler uses their mobile phone, smartwatch, bank card or other device equipped with a NFC chip as a travel pass, instead of a plastic card. We predict that the NFC-technology will be a big part of the future which makes it suitable for both payment and travel passes.

Due to the new travel system the interface could be designed more simple and intuitive, with fewer buttons and less steps to complete a purchase. Many user tests were conducted throughout the process to evaluate and validate the interface prototype. One conclusion that we got from the user tests was the importance of familiarity, people tend to interact with the interface the way they are used to from other systems. We took advantage of the fact that many people feel comfortable to use the smartphones format, which is one of the reasons that we decided to go with a portrait format on the screen and interface.

We designed two types of ticket machines, one big and one small. The bigger one with the tall portrait oriented screen has an interface that can be moved to the preferred height of the user. This feature will increase the accessibility in combination with the form of the machine that allows wheelchairs to come closer than today. The bigger machine is supposed to be placed on train stations and larger bus nodes.

We created the smaller machine as a compliment to the larger one to have on bigger bus stations. It accepts NFC payments and offer digital tickets and receipts, but beyond digital NFC ticket will it also allow the user to get an temporary traveling app. Users that do not want to download Skånetrafiken's app can have the temporary one on their phone to do ticket purchases. When the validation time of the ticket runs out, the app will be removed from the phone.

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