

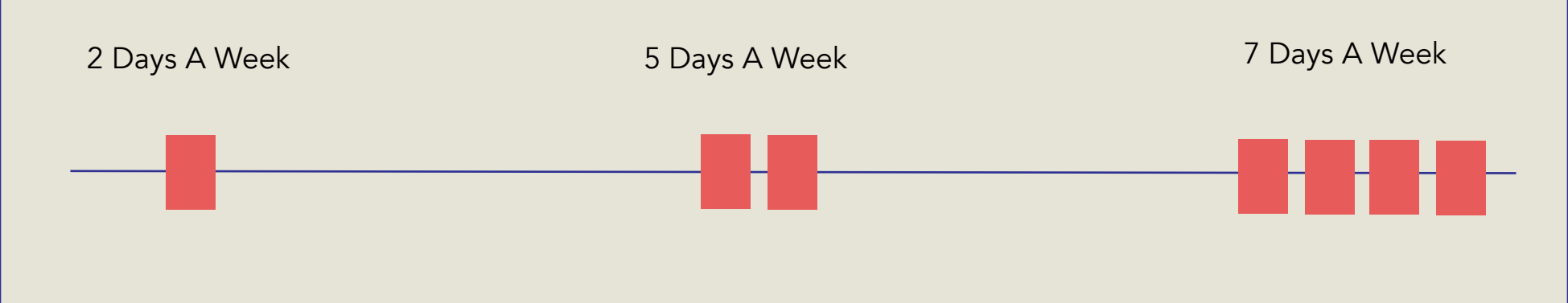
The Competitor: Presto

Research, Personas
& Context Scenarios

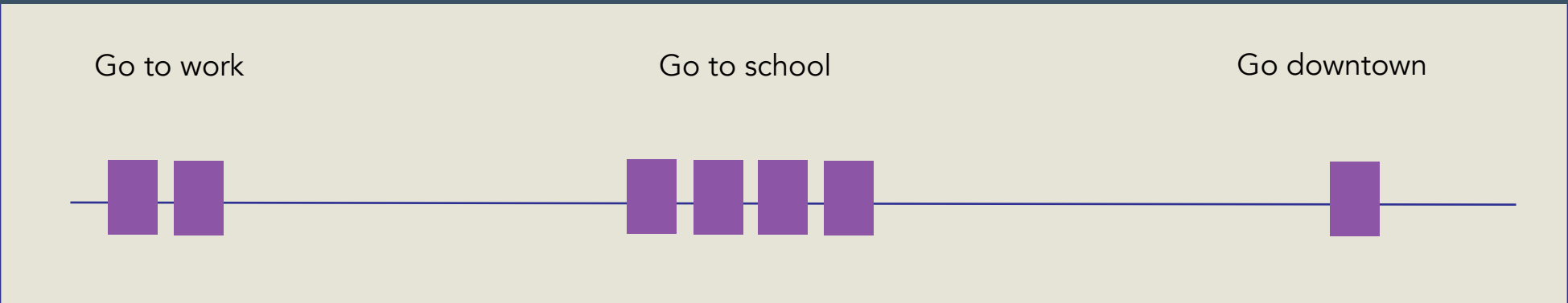
Harrisson Joseph

Mapped Behavioral Variables

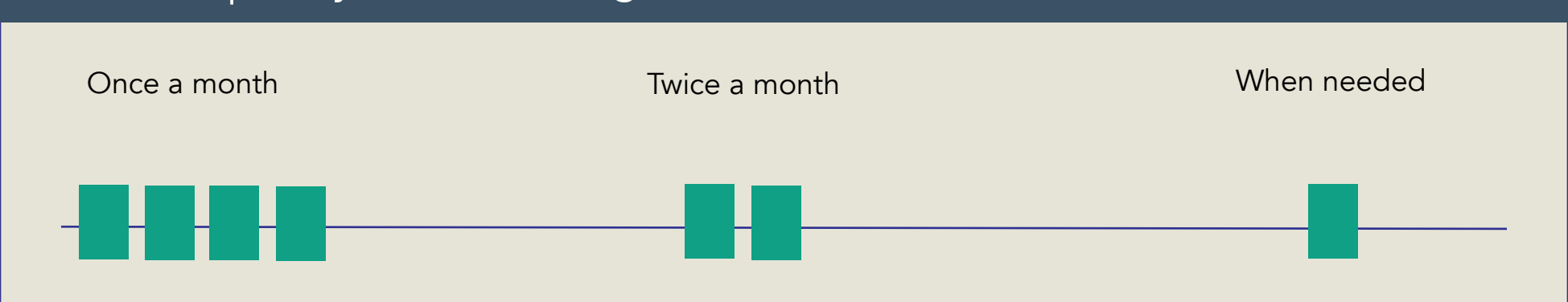
1. Frequency of Presto Card Use



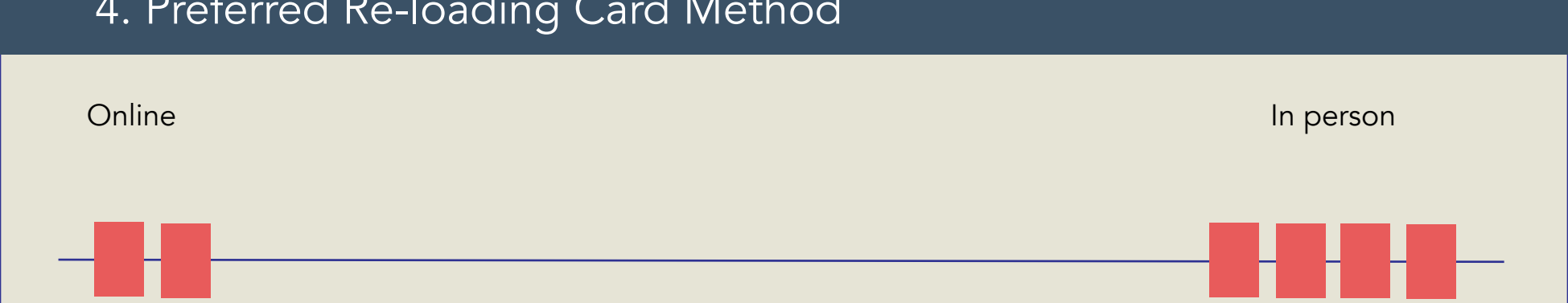
2. Purpose of Presto Card Use



3. Frequency of Re-loading Presto Card



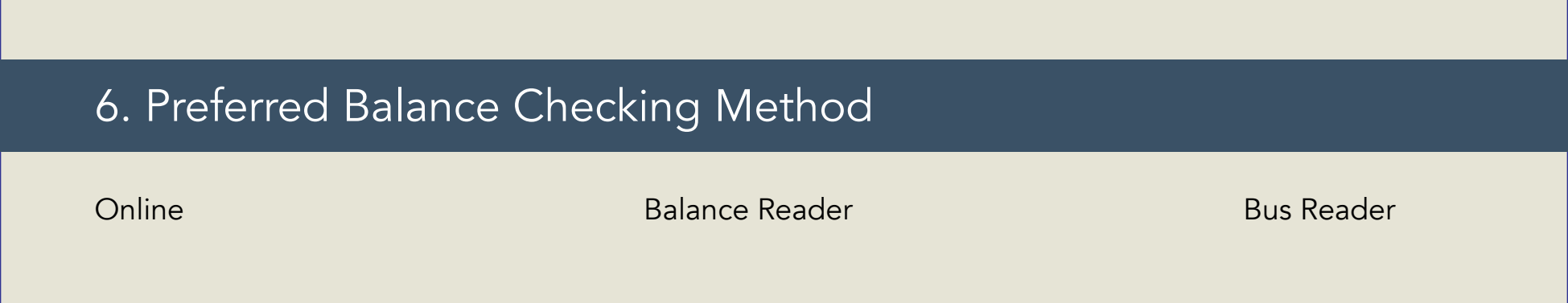
4. Preferred Re-loading Card Method



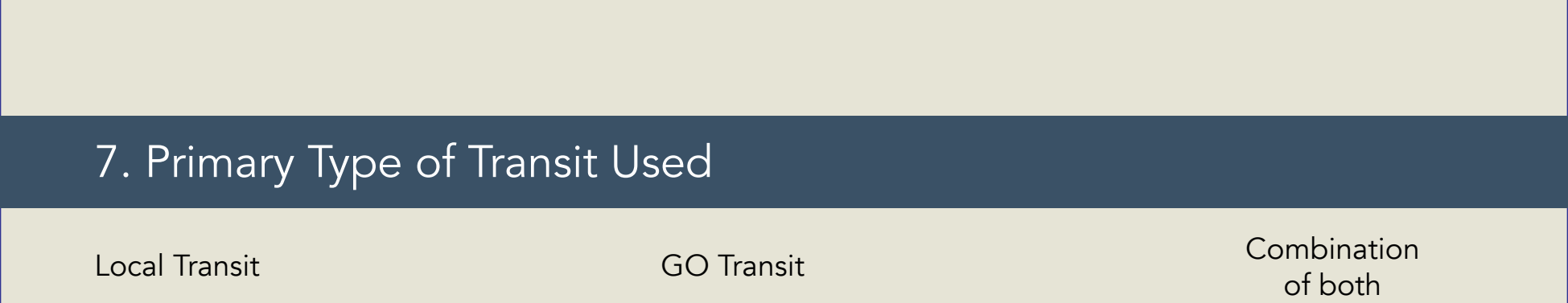
5. Monthly Amount of Money Re-loaded



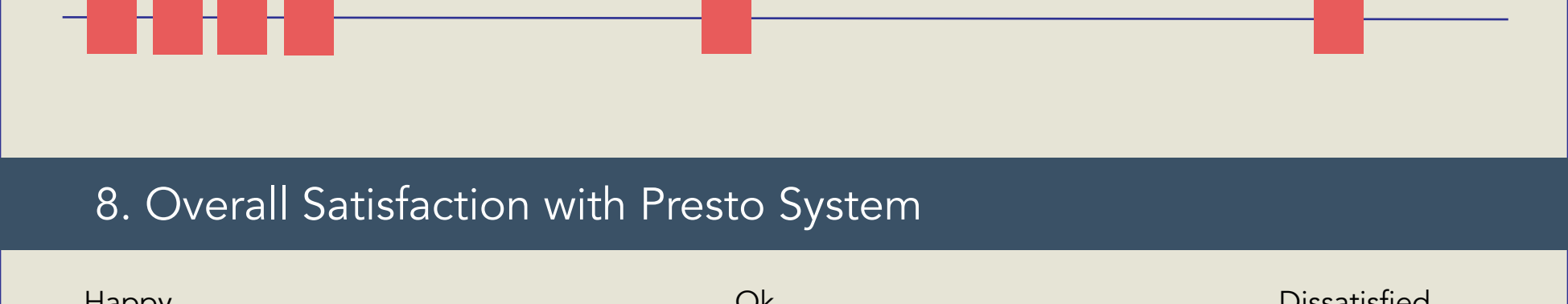
6. Preferred Balance Checking Method



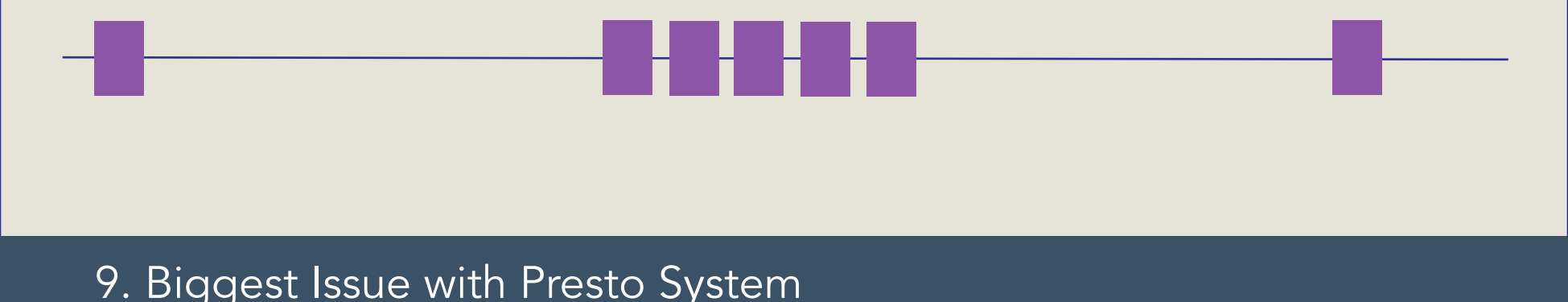
7. Primary Type of Transit Used



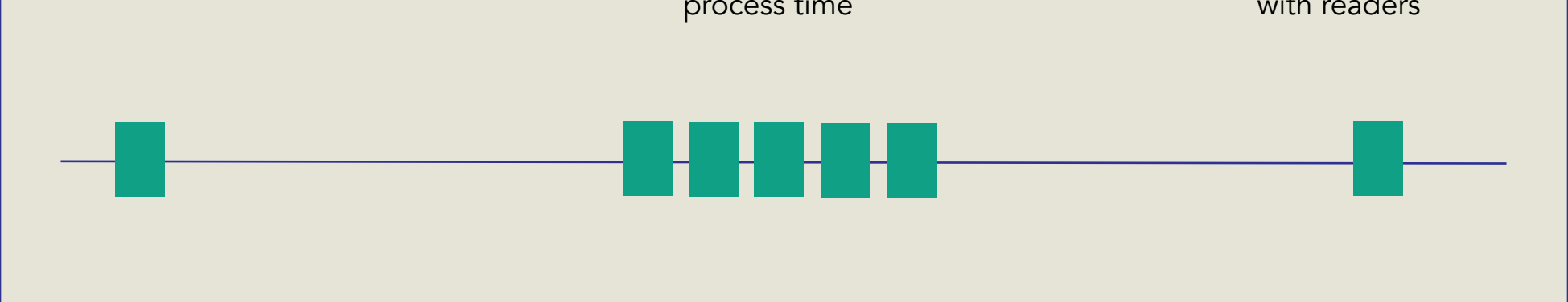
8. Overall Satisfaction with Presto System



9. Biggest Issue with Presto System



10. Card Registration



Behavioral Patterns Compilation

- The majority of Presto card users interviewed use their cards to travel to and from work and/or school.
- The Presto cards are used on a daily basis, up to 7 days a week.
- Users top-up the balance of their cards once a month. Usually when their balance dips to \$20.
- The average top-up amount for users is \$60.
- The majority of people interviewed preferred to re-load their card in person at a sales kiosk.
- The balance checking method is split between users. Some prefer to use the balance checker at transit stops, whereas others check their balance when tapping their cards on the Presto reader while paying their fare. Balance checking online was not considered to be a reliable option because the balance is not updated immediately.
- The majority of people interviewed used the Presto card on local transit, such as Oakville Transit and Mississauga MiWay. Go transit use is either in combination with local transit or when commuting to downtown Toronto.
- Instead of using the auto-load option that withdraws from a credit card, the bulk of users preferred to top-up their cards manually in person or online.
- The main point of contention for Presto card users is that it can take up to 24 hours to process a re-load of funds.
- 5 out of the 7 people interviewed have all registered their Presto card online to ensure balance protection in case their card is lost or stolen. Reasons for not registering is lack of time and low usage of card.

Emily Odili



The Student

**"I'M ALWAYS ON THE RUN.
I USE MY PRESTO CARD ON THREE DIFFERENT
TRANSIT SYSTEMS SIX TIMES A DAY."**

- Age: 24
- Resides in Mississauga, ON
- Student at Ryerson University
- Frequently commutes to Toronto for school, work and social events
- Has no interest in getting her drivers license
- Works part-time in retail at Yorkdale Mall

Goals

- To get to her destination using the shortest trip possible.
- To graduate university debt-free.
- Would like to spend less money on commuting.
- To stop being paranoid about the possibility that her funds might not have been loaded on her card.

Concerns & Frustrations

- Annoyed by the lack of balance checkers at bus stations.
- Dislikes waiting 24 hours for funds to be loaded on her card.
- Worried there won't be sufficient funds in her card.

Needs & Key Features

"I want to be able to check my card's balance on my phone."

"When I re-load my card I expect the funds to be readily available."

"An e-mail notifying me when my balance dips below \$20 would be nice."

Frequently Used Transit System

- Mississauga Transit
- TTC
- GO Transit

Jesse Freda



The Lawyer

"I'VE BEEN TAKING THE GO TRAIN
INSTEAD OF MY CAR TO GET TO WORK DOWNTOWN
TO AVOID HIGHWAY TRAFFIC."

- Age: 35
- Resides in Vaughn, ON
- Works in a law firm in downtown Toronto
- Dislikes driving downtown
- Spends up to \$200 a month on commuting
- Considers his car his most prized possession

Goals

- To move near Toronto so he can be closer to work.
- To remember to top-up his transit card two days before using.
- To feel confident that his account balance is up to date without error.
- To visit downtown for non-work related activities.

Concerns & Frustrations

- Is frequently annoyed by the long lineups at the transit customer service desk.
- Concerned about losing his loaded funds if he loses his card.
- Frustrated by the lack of improvement to the Presto card site.

Needs & Key Features

"When my card expires I should be able to transfer my balance to a new card for free."

"A mobile app would be helpful to check my balance and load my card when I'm in a hurry."

"I need the online balance checker to be updated in real-time."

Frequently Used Transit System

- GO Transit

Ellen Juatco



The Mom

"I ONLY USE PUBLIC TRANSPORTATION
ON THE WEEKENDS."

- Age: 48
- Resides in Oakville, ON
- Stay-at-home mom of twins, 12 year-olds
- Environmental enthusiast
- Shares a car with her husband
- Takes public transit every weekend to take her kids to piano lessons

Goals

- To teach her kids how to take public transit on their own.
- To commute downtown to discover new green earth stores.
- To rely less on her car.
- To start using a transit card instead of paying cash when taking public transit.

Concerns & Frustrations

- Worried the steps to set-up a transit card might be too confusing.
- Doesn't understand the terminology used on the Presto website.
- Concerned her kids might lose their transit cards.

Needs & Key Features

"A parent control feature that alerts a parent if your child's card has been used outside of its default trip zone."

"Reliable customer service is important to me. If any issues pop-up I want to know that I can count on someone to help me."

"I want to be able to manage multiple cards with one account."

Frequently Used Transit System

- Oakville Transit

Context Scenarios

Problem Statement

Metrolinx's Presto Card customers are dissatisfied with the system because service inadequacies such as a 24 hour wait time to process top-up funds, and a slow to update balance check feature has tarnished customers views of the efficiency of the Presto system. The reoccurring card problems has deterred customers from having a pleasant commuting experience.

Vision Statement

The newly designed transit FLASH Card from HJ inc. will allow customers to check up-to-date account balance information on their smartphone, and see top-up funds added instantaneously to their card for immediate use. This will dramatically improve customer satisfaction ratings and lead to an increase of Presto cards users switching to FLASH Card Systems.

Context Scenarios



A DAY IN THE LIFE OF... Emily Odili

Emily is a fourth year journalism student at Ryerson University in Toronto. She lives at home with her parents in the suburbs of Mississauga to save money. She relies on public transit to get to school, work and her internship at a local newspaper.

1. Emily is running late this morning, she takes a taxi to the GO station instead of the bus. She forgot to top-up her Presto card this past weekend, so now she needs to re-load her card in person at a service kiosk. When she's done paying, she asks the customer agent for a receipt with her current card balance. She quickly runs to the train platform, she manages to catch the last morning express train to Union Station.
2. When she arrives at Union Station she races down the steps to catch the TTC subway. However, she just realized she forgot to tap off her Presto card when she got off the GO train. She races back to the GO station and taps off her card on one of the card readers.
3. When she gets to the TTC subway entrance she taps her card again on one of the card readers placed on the turnstile gate. While on the subway Emily browses through a newspaper she found on the subway seat next to her.
4. Once she arrives at Dundas Station, Emily rummages through her purse looking for change so she can take the streetcar. She can tell by the cold draft that passed through the station that it has gotten colder outside. She doesn't want to walk for 10 minutes in freezing weather. She manages to find \$3.75 in quarters at the bottom of her purse.
5. Emily feels a bit embarrassed about having to pay her fare with so many quarters. A few of the quarters get stuck together in the fare box. The streetcar driver helps her push them down. The riders waiting to get on behind her seem visibly annoyed. Once the quarters finally go down the fare box they laugh off the awkward moment, the driver offers her a transfer. Although she doesn't need a transfer, she takes it anyway to be polite.
6. Emily finally arrives at school. She sprints down the hall to get to class.
7. Emily stayed at school late to work on an assignment. She doesn't want to walk to the subway station at this time so she walks to the corner store next door and buys a pack of gum with \$10 to make some change. She catches the streetcar as soon as she leaves the store. She asks the driver for a transfer.
8. When she arrives at Union Station she notices she just missed her train and it will be 30 minutes until the next one arrives. She taps her card anyways, then puts her headphones on to listen to music. She browses Instagram on her phone to kill some time.
9. Lost in the sounds of her favourite band, she notices her train is about to arrive in 5 minutes, she runs to platform number 3 and then taps her card on the reader. But this time, the reader flashes red and reads "error, please see customer service." She's concerned, but she doesn't want to miss her train, she hops on the train anyway.
10. While on the train, she's worried that something odd might be happening to her account, she tries to log onto her Presto account from her phone to check her balance. However, some features like account balance isn't viewable on mobile platforms. She's frustrated and concerned.
11. When she arrives at her final stop, she taps her card again and gets the same error message. She goes to the sales kiosk and anxiously waits in line to speak to a customer service agent. Once it's her turn, she explains the problem and the agent looks confused. He looks at her account and says that everything seems fine. Emily insists there is a problem with her card. The agent asks his supervisor for help. Emily is getting slightly irritated, she repeats her story to the supervisor. The supervisor asks if she's going to Union, she said no she just came from Union and she'll be taking Mississauga Transit to get home.
12. The supervisor reviews her account again, and now sees what the problem is. He explains that she must've double tapped her card by accident at Union so now the system has flagged it to "stop pass back." He explains a pass back is when someone taps their card then passes it to someone else to make it seem like two separate fares. Emily assures him that wasn't the case, she forgot that she already tapped. The supervisor removes the flag and Emily is relieved that the issue has been resolved. She then catches the Mississauga bus to get home.

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& Context Scenarios

Harrisson Joseph

Design Requirements

Data Requirements

- Card readers on every transit system
- A “You forgot to tap off” alert
- Access to updated card balance on smartphone
- Tap on and off feature directly from phone
- Access to fare history

Functional Requirements

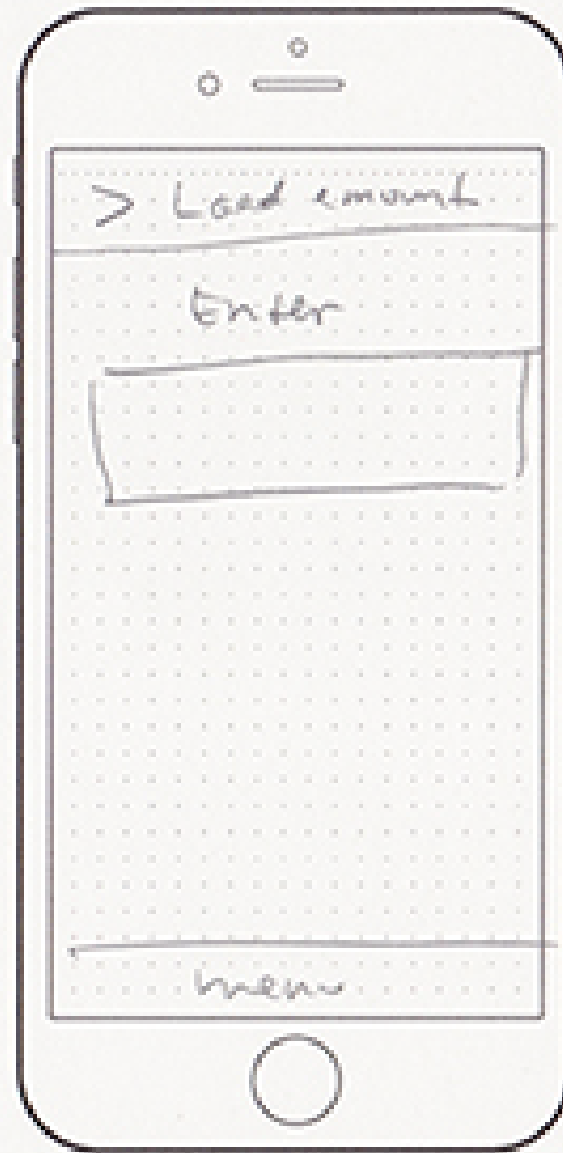
- Re-load card balance directly from phone app
- Update account settings directly from phone app
- Provides the ability to board the transit system with tap phone to pay feature
- Geo-location feature provides nearest card reader location and trip planner
- Alerts of service disruption and news updates

Contextual Requirements

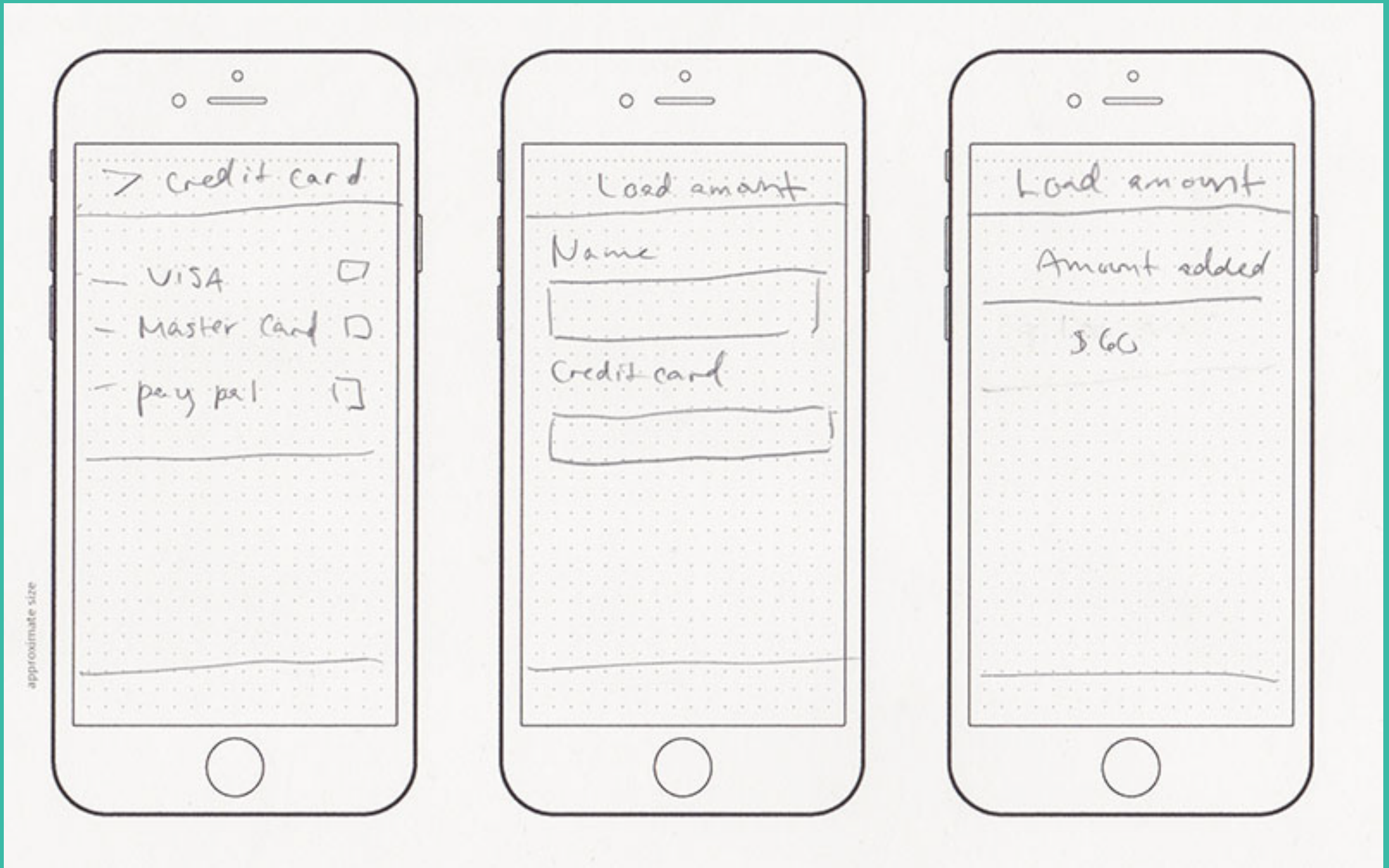
- Account Balance: Current card balance
- Account Settings: Profile, Email, Address, Password, Card Pin
- Load Card: Loading by credit card, debit on the app
- Tap Off: Tapping off, Recent trips
- Mobile Tap: Tap history, Alerts, Geolocation, Fare

Framework Sketches 1

Load Card

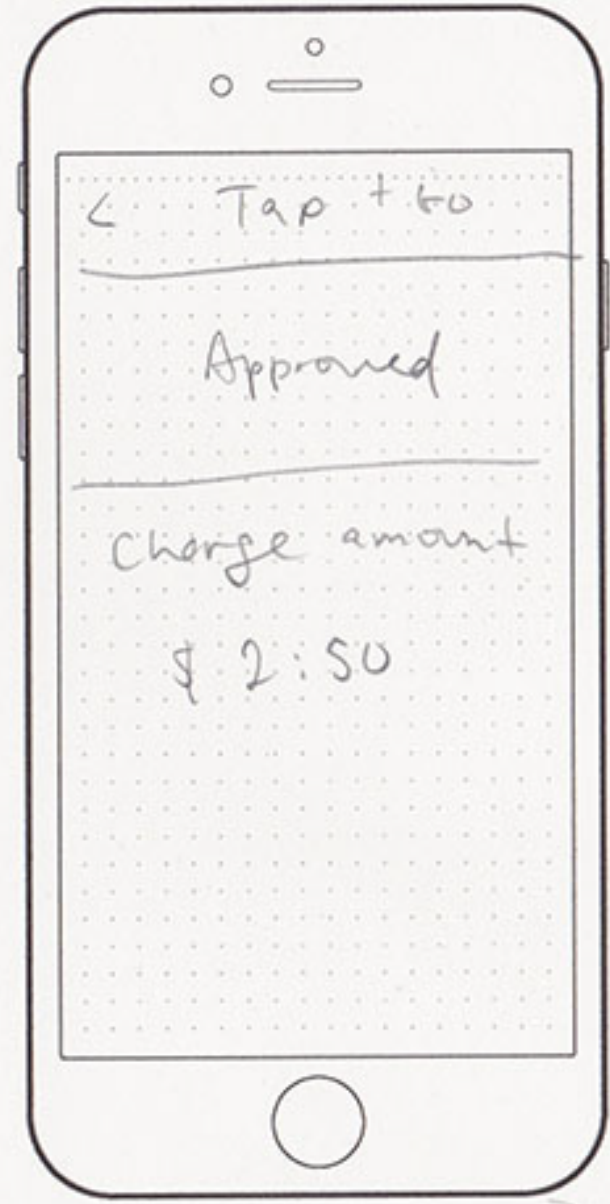
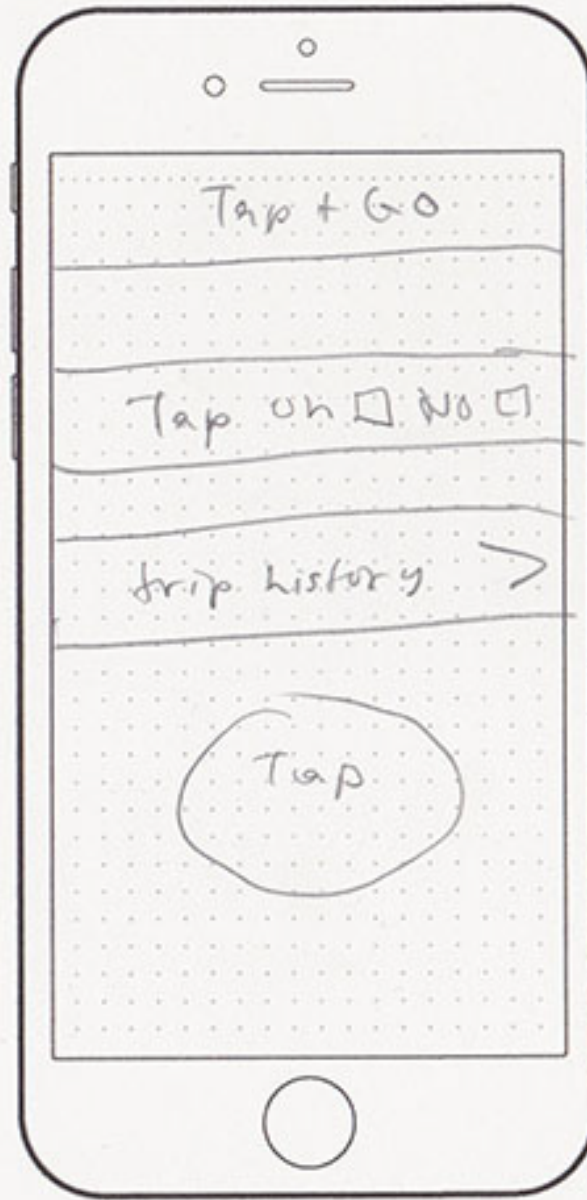
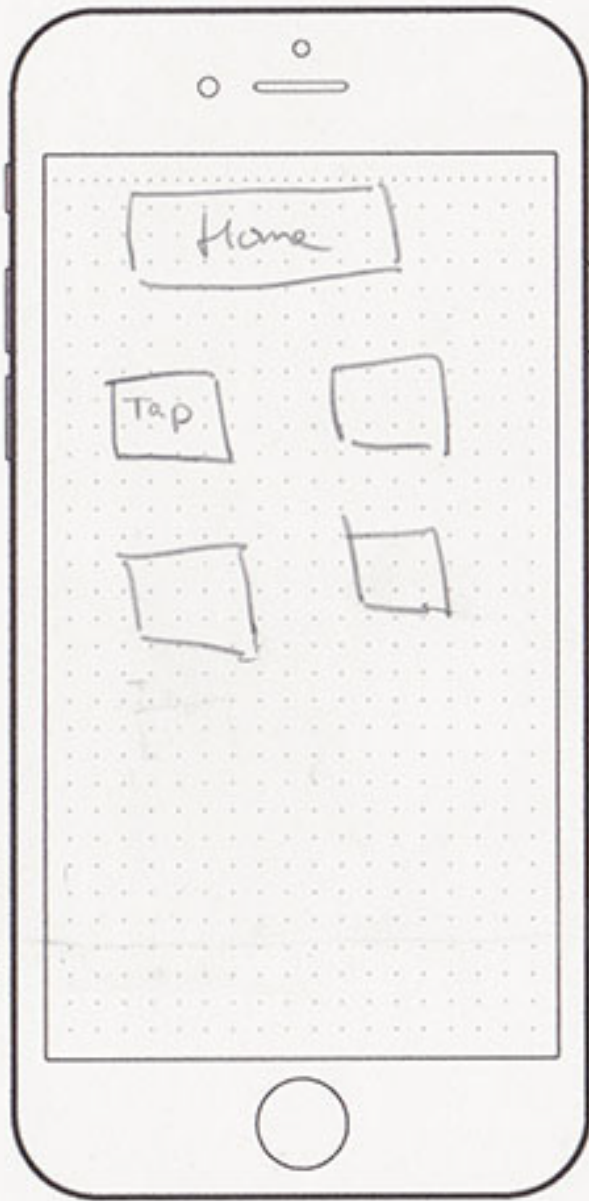


Framework Sketches 2



Framework Sketches 3

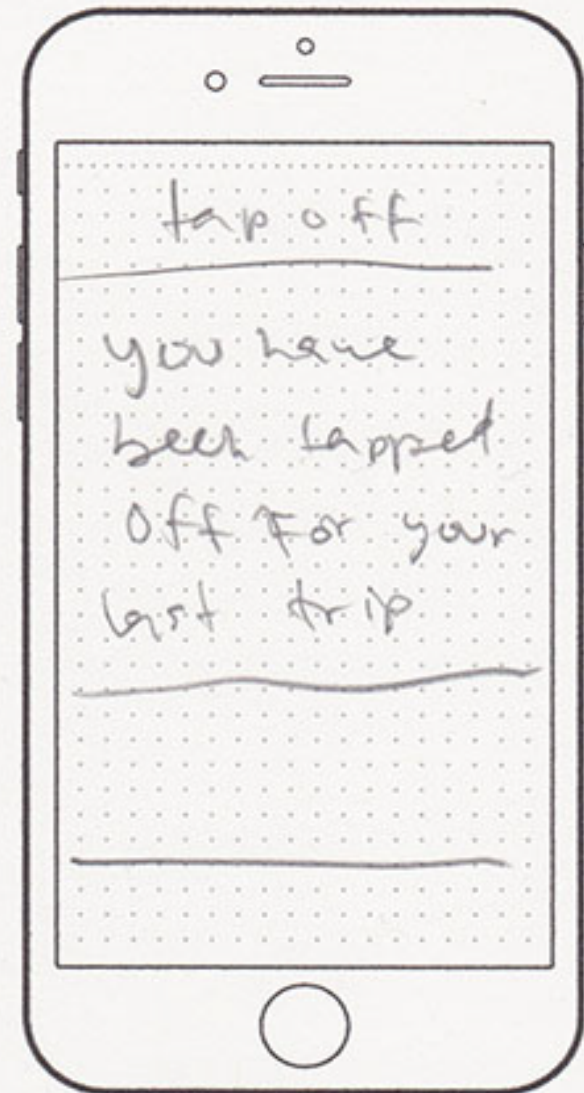
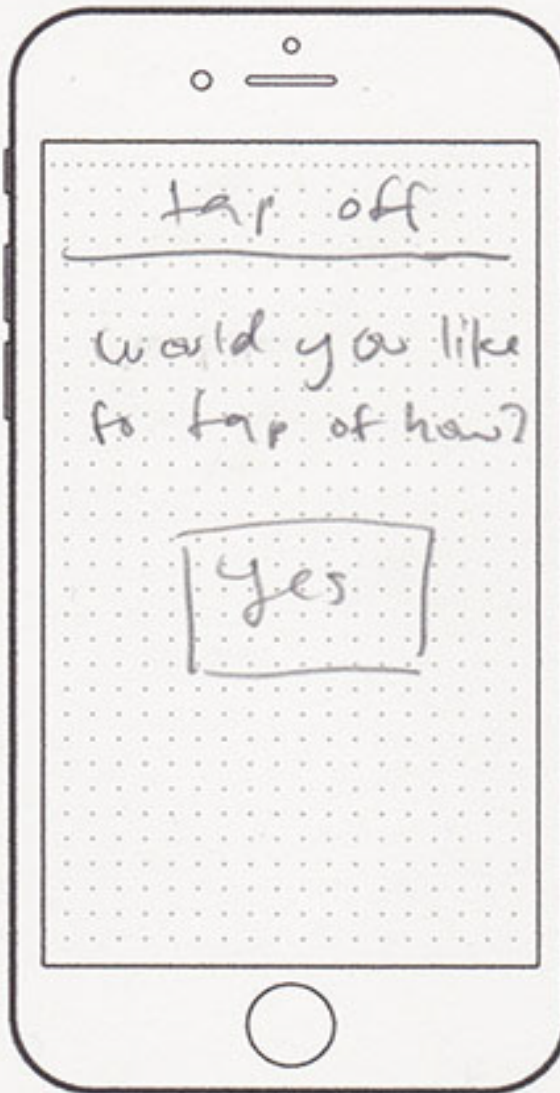
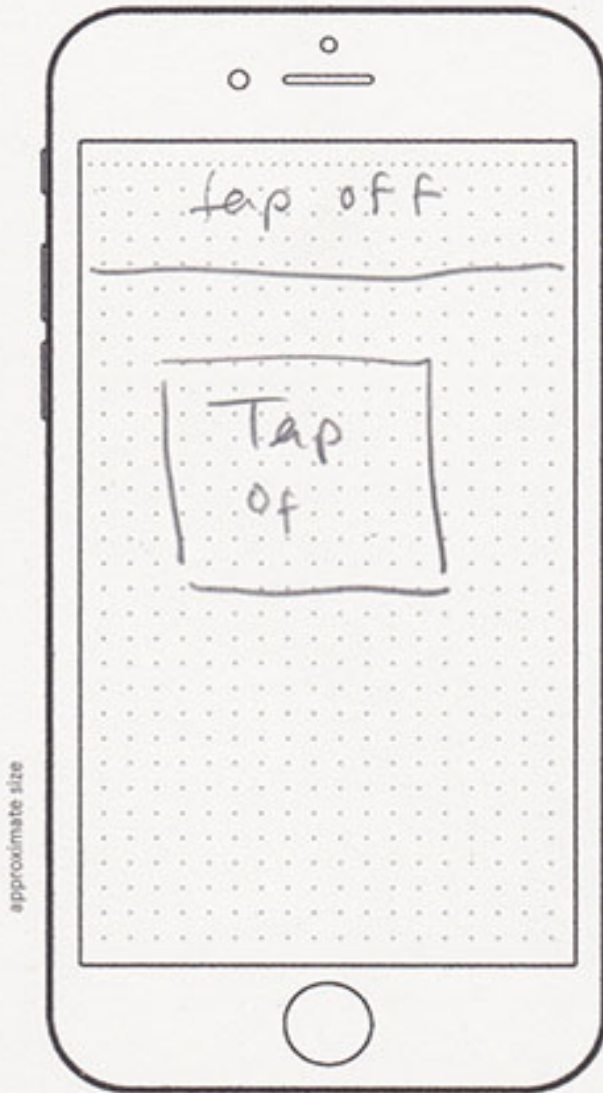
Tap + GO



approximate size

Framework Sketches 4

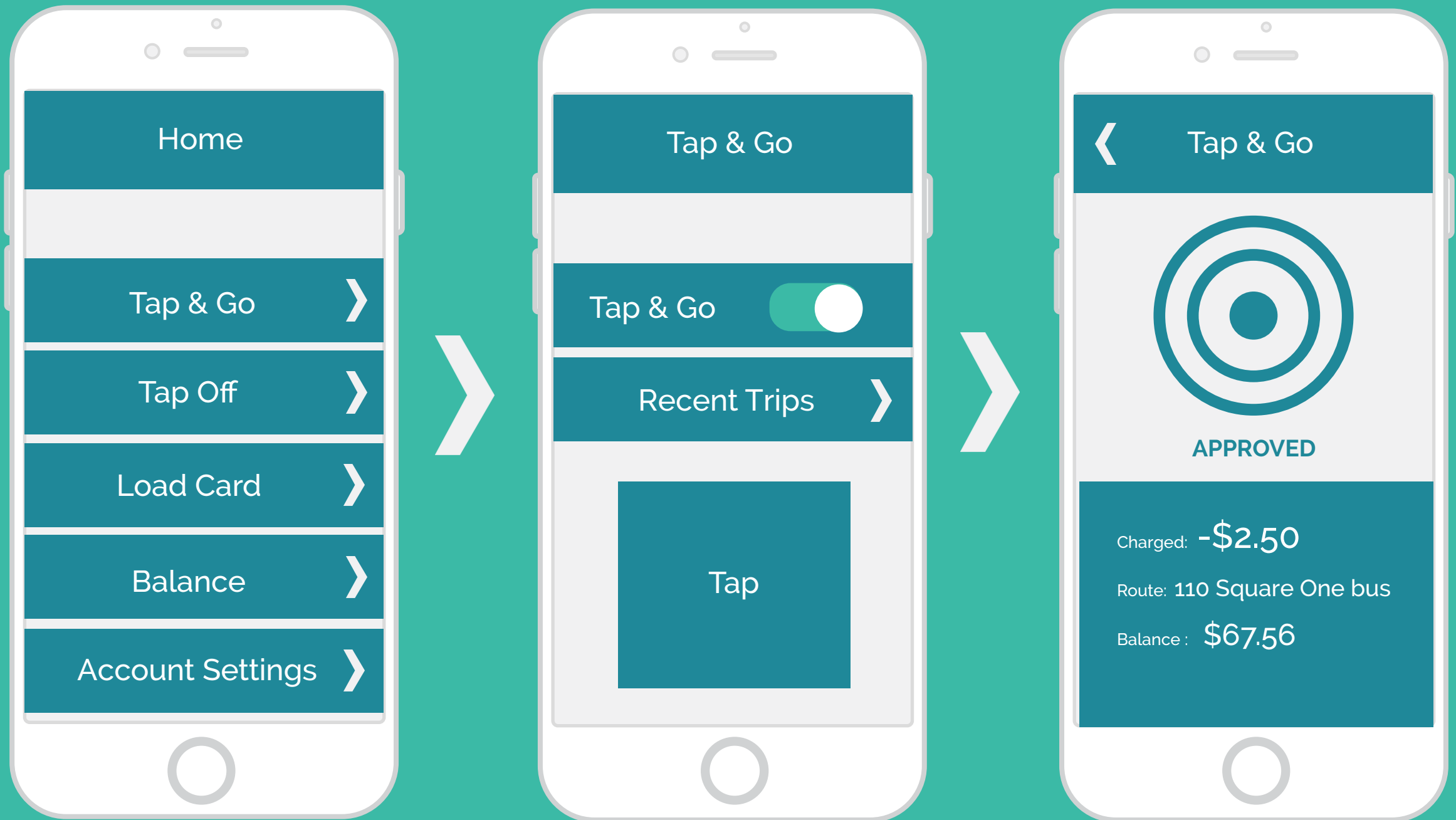
Tap Off



approximate size

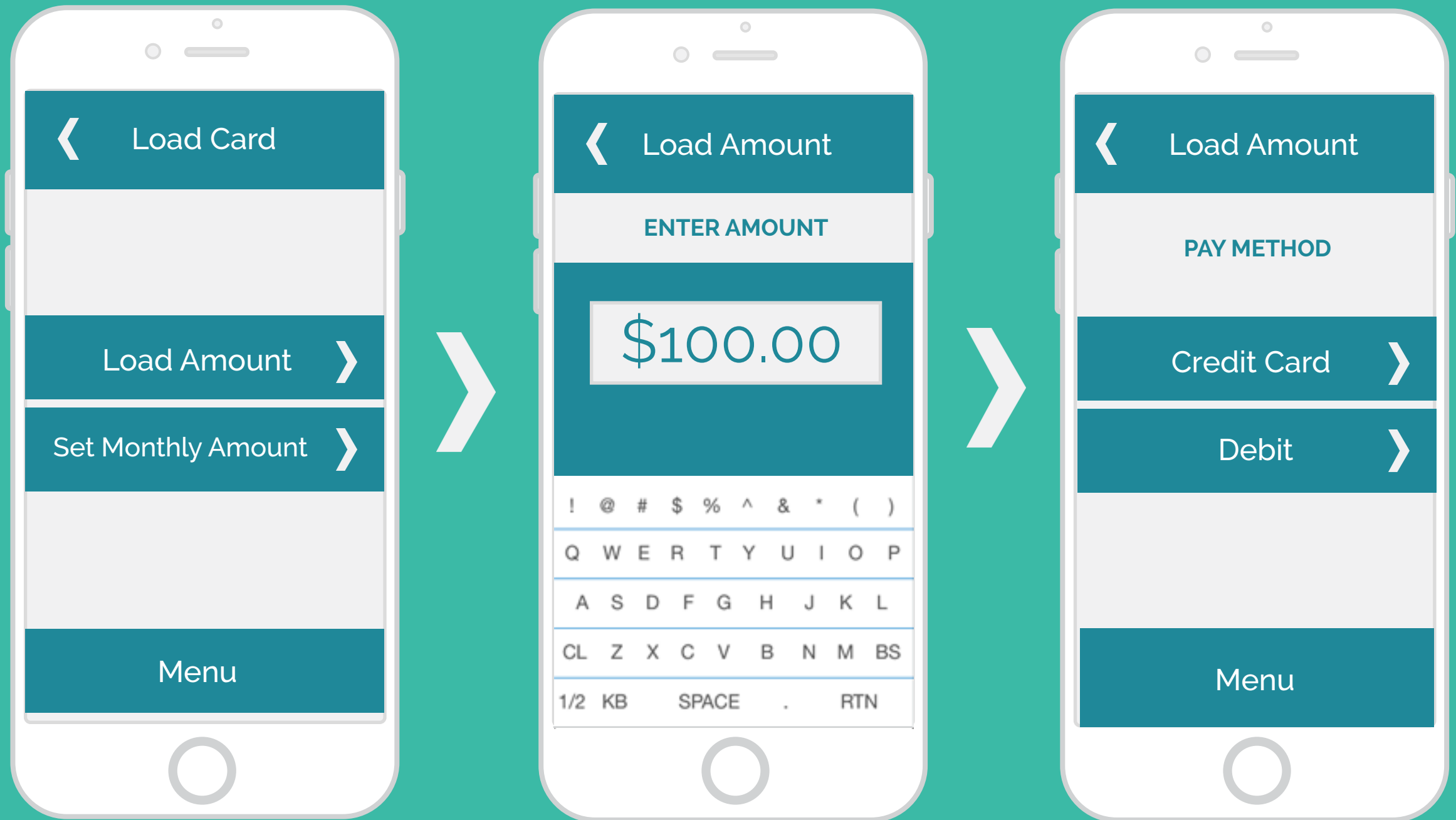
Key Path Scenario 1: Tap & Go

Tap & Go feature allows customers to use their smartphone to pay their fare.

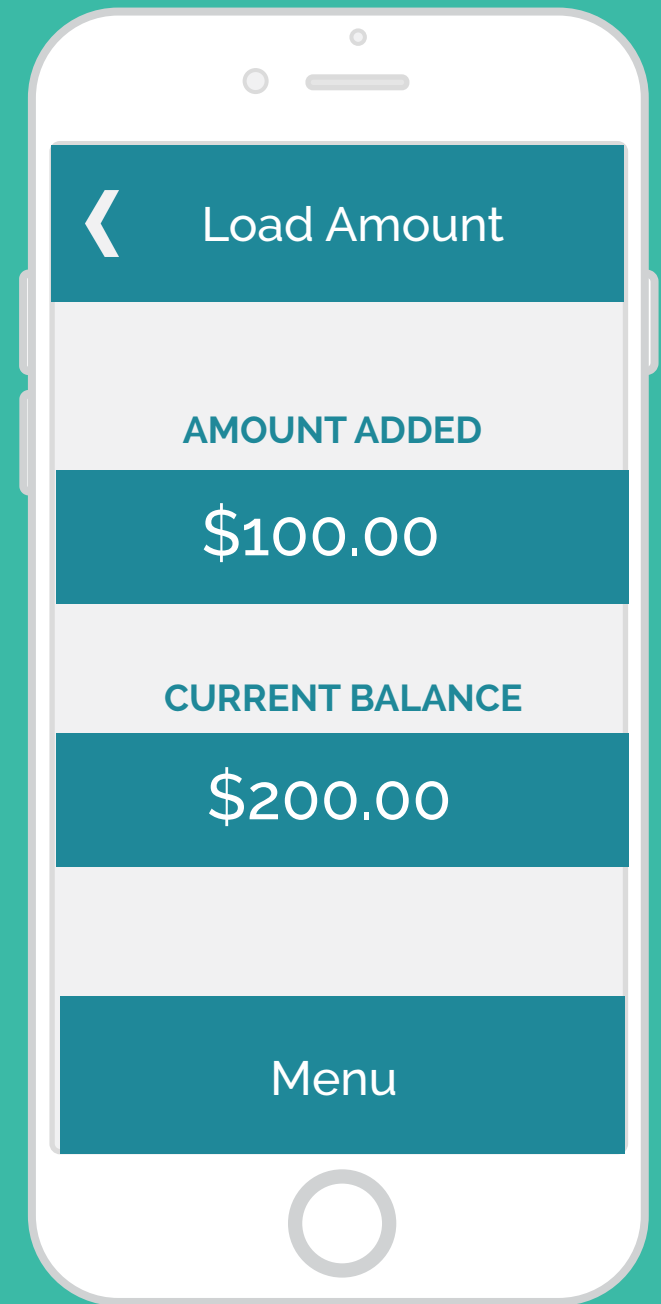
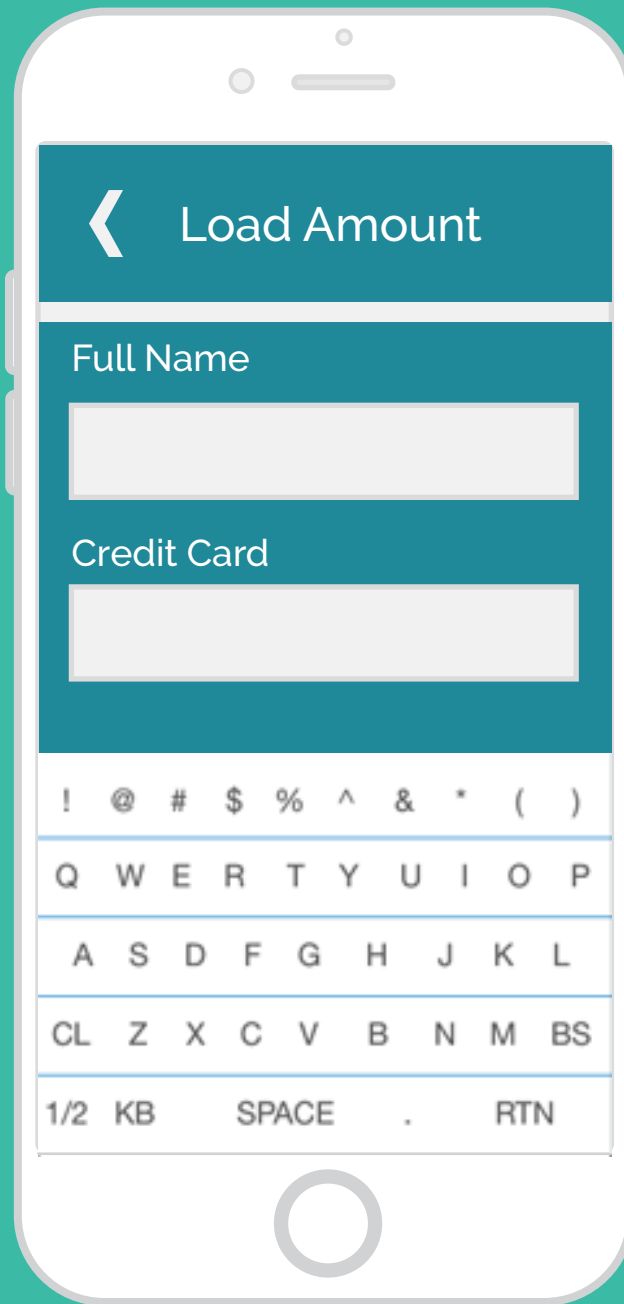
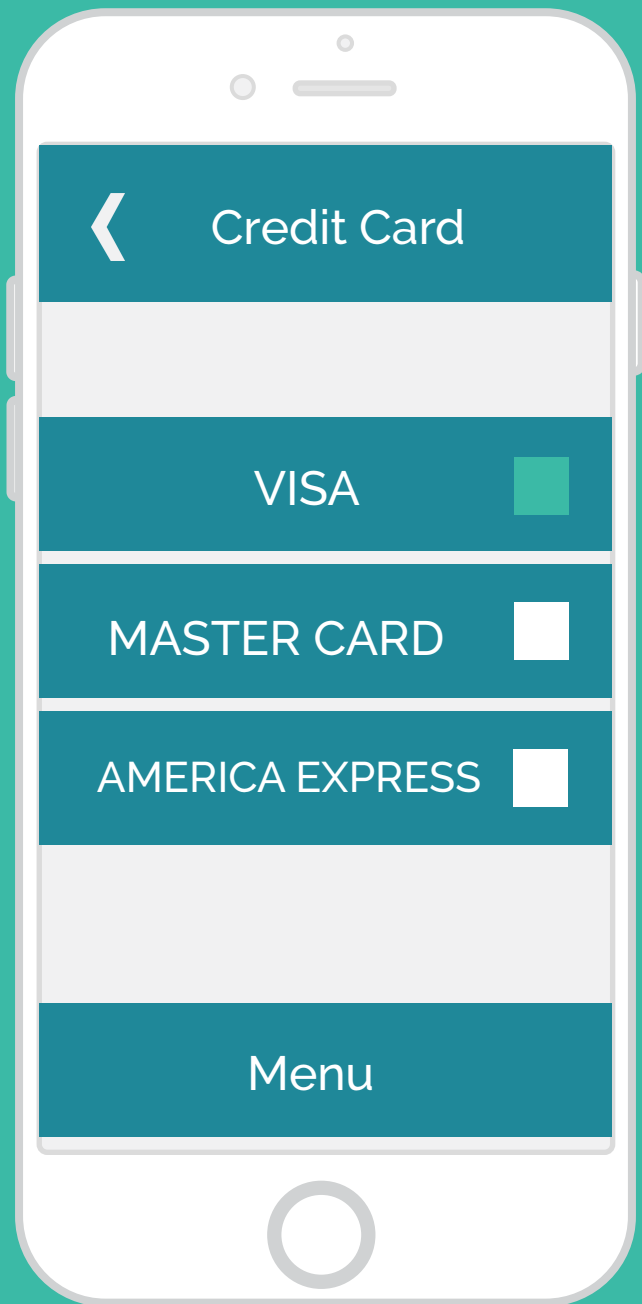


Key Path Scenario 2: Load Card

Customers can top-off their account balance with the load card feature.



Key Path Scenario 2: Load Card



Key Path Scenario 3: In-app Tap Off

Tap Off is an in-app feature that allows customers to end a trip on their smartphone.

