

User Research Results

Grupo 1



Observation and Recording

- ▶ **What type of observation?**
 - ▶ In the field
 - ▶ Direct
 - ▶ With external involvement of the user
 - ▶ With a Quick and Dirty approach
- ▶ **Why Observation and recording?**
 - ▶ More reliable
 - ▶ Good to analyse user behaviour

Questionnaires

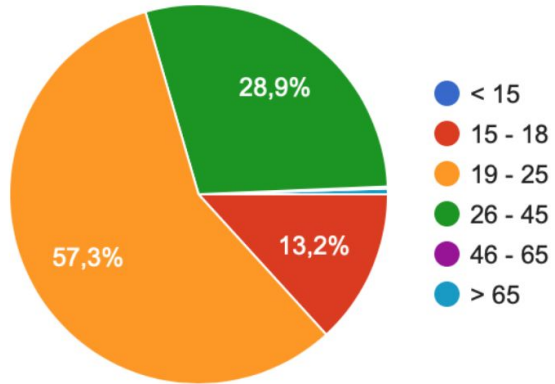
- ▶ **Why questionnaires?**
 - ▶ Are fast to do
 - ▶ Easy to gather a lot of information
 - ▶ Covers a wide range of audiences
- ▶ **Goals**
 - ▶ Identify the user type
 - ▶ Identify the user relationship with the metro
 - ▶ Identify the user relationship with mobile technology and privacy

Observation and Recording (Video)

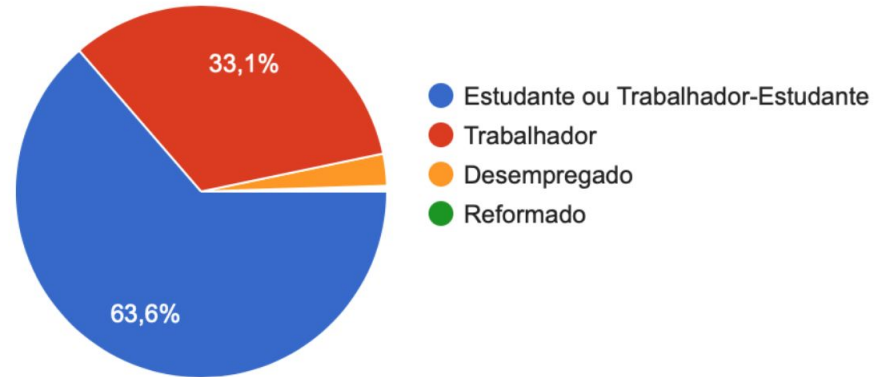


Questionnaire (613 answered)

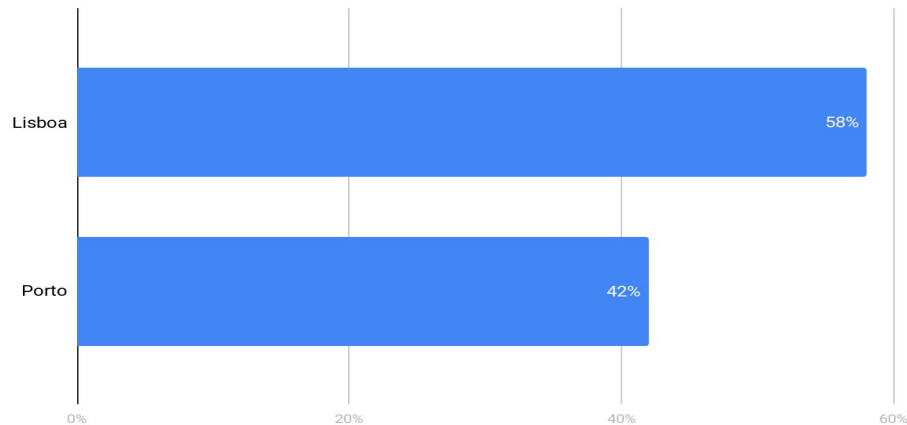
- The age of the users were between 15 and 45



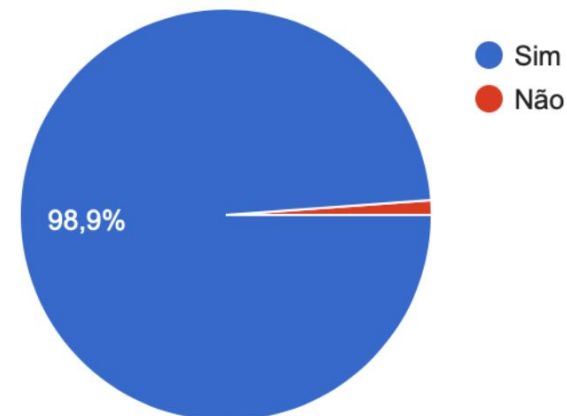
- Most of the users were students or workers



- What metro service do people use?



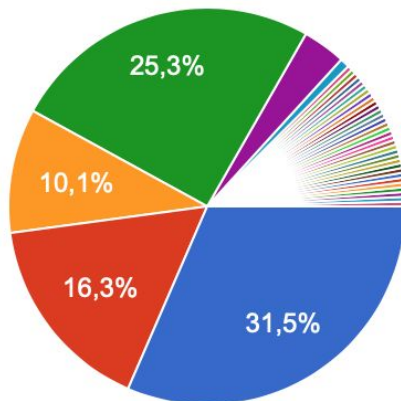
- How many people have and use smartphone?



What users do?

- ▶ Around 68% of the users uses the metro multiple times a week
- ▶ Almost every user uses the smartphone while on the metro
 - ▶ 80% : to play games, watch the news, etc
 - ▶ 17% : to watch the time, to send a message, etc
- ▶ Most users that know what is NFC use it to make payments
- ▶ High percentage of the users use pass or rechargeable ticket/card
- ▶ Users do not approach people that don't pay
- ▶ 42% of our users have used the metro without paying

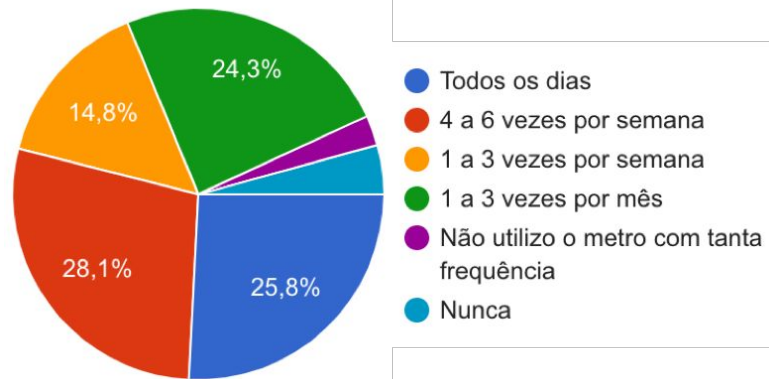
Why?



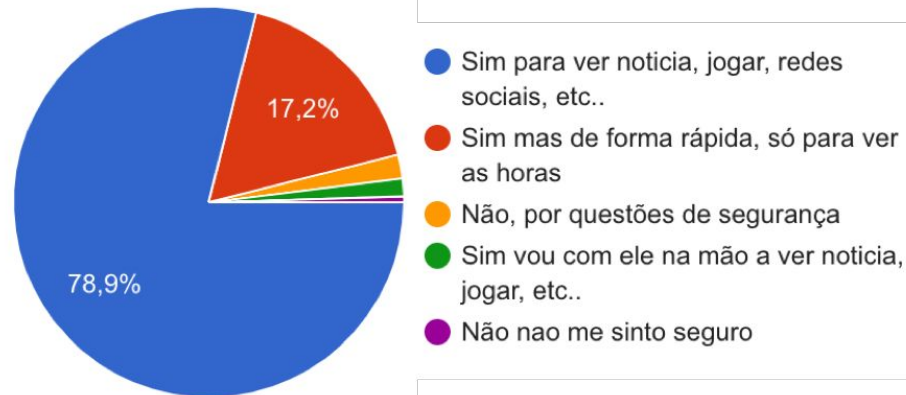
- Não tive tempo para pagar ou validar
- Não tinha dinheiro de momento
- É fácil, não sinto que vá ser apanha...
- O validador deu erro na validação e...
- Prefiro não responder
- la pagar o passe no dia a seguir. D...
- Não queria gastar o dinheiro do bilh...
- Escolha de zona errada (Metro do...

What users do?

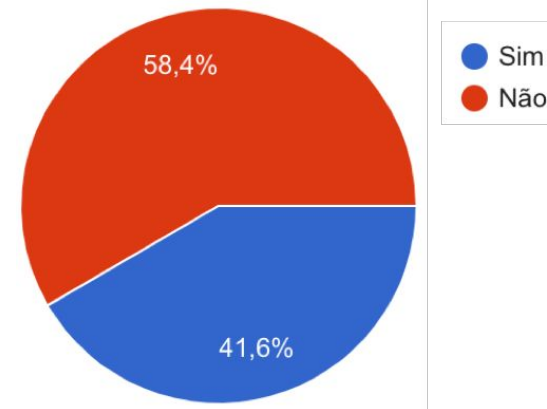
- ▶ Around 68% of the users uses the metro multiple times a week



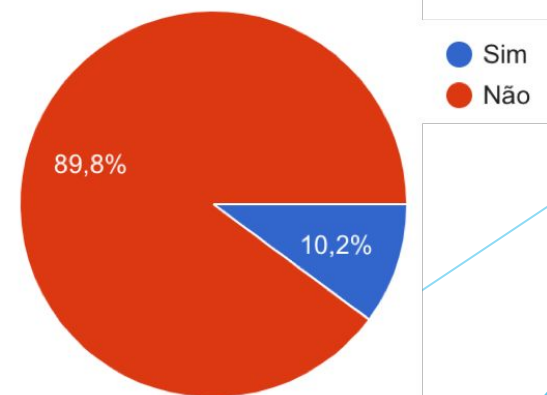
- ▶ Almost every user uses the smartphone while on metro



- ▶ Users have used metro without paying?



- ▶ Users approach people that don't pay?



Users Expectations

Positive Expectations	Negative Expectations
Usage of NFC	Queues to get a ticket
Fast Transport	Standby time on platform
No Traffic	Ticket Price
Usage of an App in the Metro	Presence of people who do not pay tickets
Do not need to be in front of the validator to be able to validate the ticket	Poor Security
Possibility to make the combination in the pass between the metro and another type of public transport	Lack of customer support posts

What do users WANT

“Get Tickets from an App”

“End of the physical ticket and start being made the entrance using the smartphone or tablet”

“Possibility of revalidating the subscription of the pass through ATM/internet”

“Digital passes -> less barriers, more supervision.”

“Hourly network integrated into a mobility/billing/smart control system,”

“More security”

“Facilitated the renewal of the pass with more customer support posts”

“Build a pretty app :D”

“Existence of more ticket reviewers”

“Real-time update status of the metro”