

Tickets

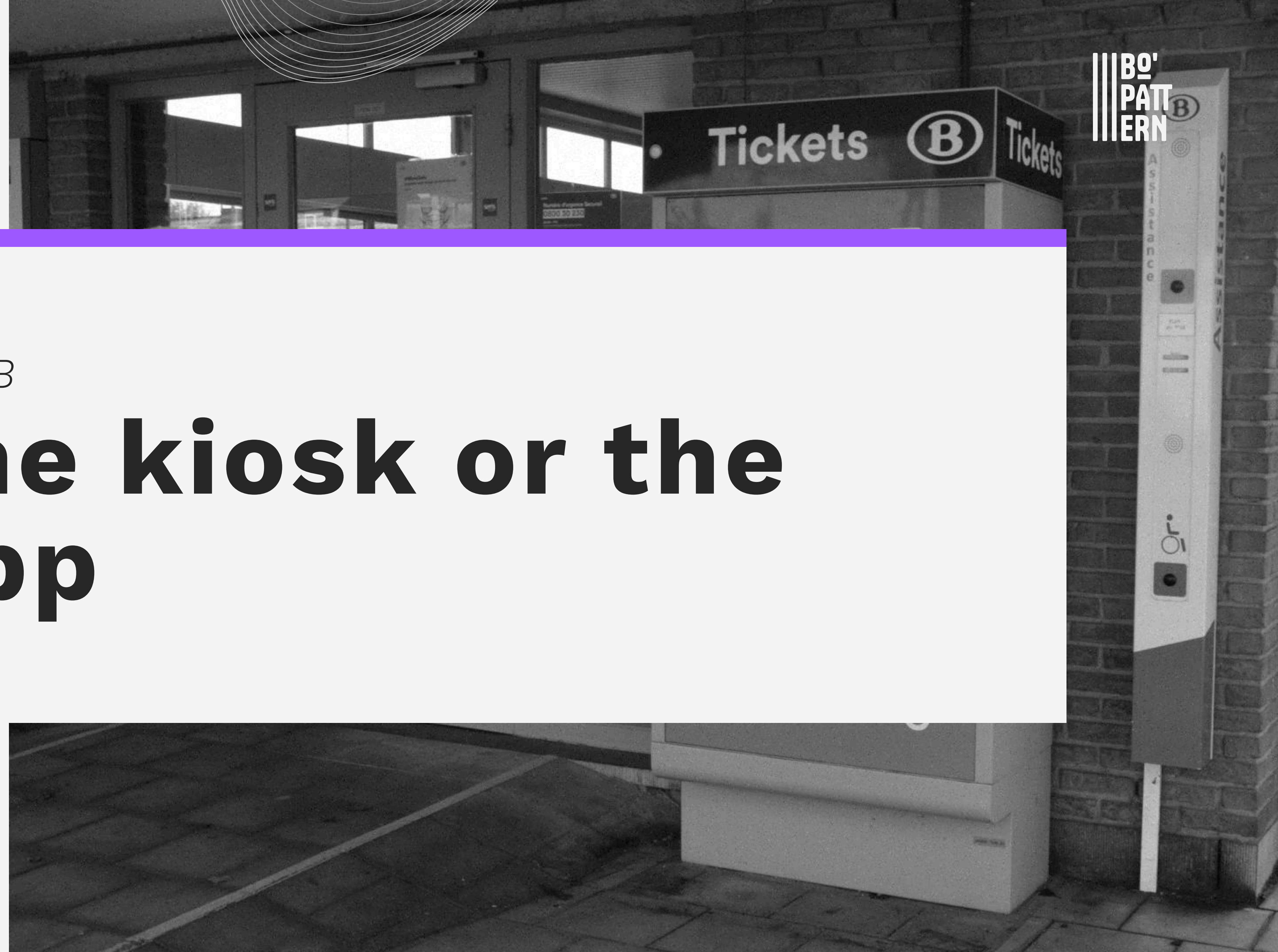
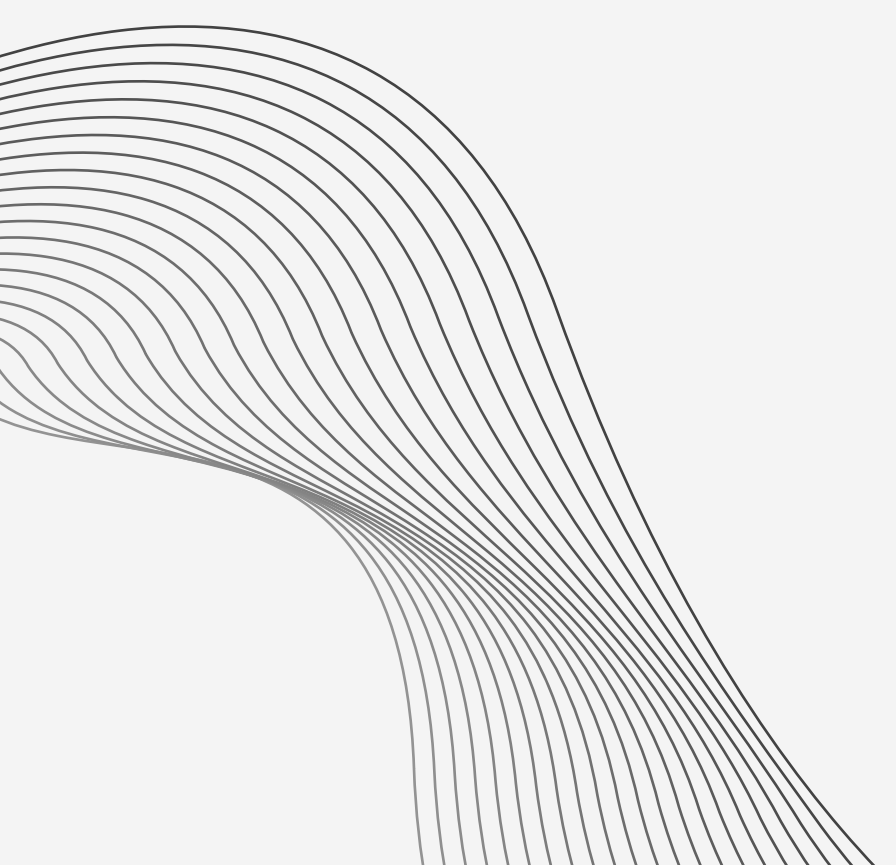


Tickets

case study

SNCB

the kiosk or the app



Introduction

Buying my ticket

Lately, I've started to prefer buying my tickets at the kiosk rather than using the app. It feels less frustrating and, above all, faster.

Introduction

Three Possible Paths to Buy a Ticket:

At the Kiosk

Home

- Scheduling
- Tickets
- Basket
- Bank Redirect
- Success
- Purchase

Shortest Path

App *planning*

Home

- Schedule
- Single Schedule
- Ticket Type
- Basket
- Bank Redirect
- Success
- Purchase

Longest but Most Used
Path

App *purchases*

Home

- Routes
 - Products
 - Details
 - Confirm
 - Payment
 - Receipt
- Intermediate Path



The background of the slide is a grayscale photograph of a running track with lane markings and numbers. A purple horizontal bar is positioned above the text area.

Conclusion

The app lost

The app is slower than the kiosk and also requires passing through the banking app to function.

Solution

How to Make the App Faster?

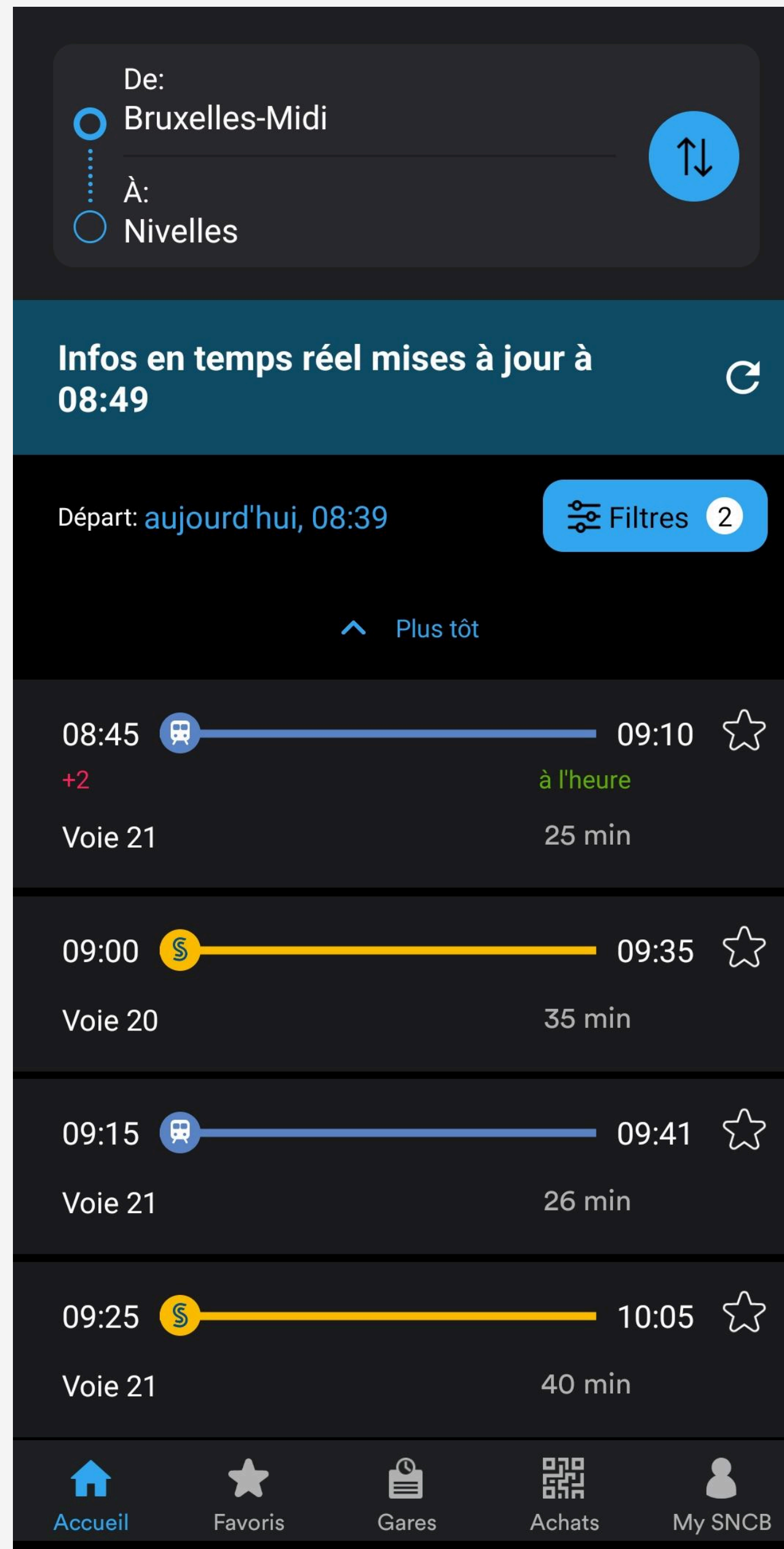


A button

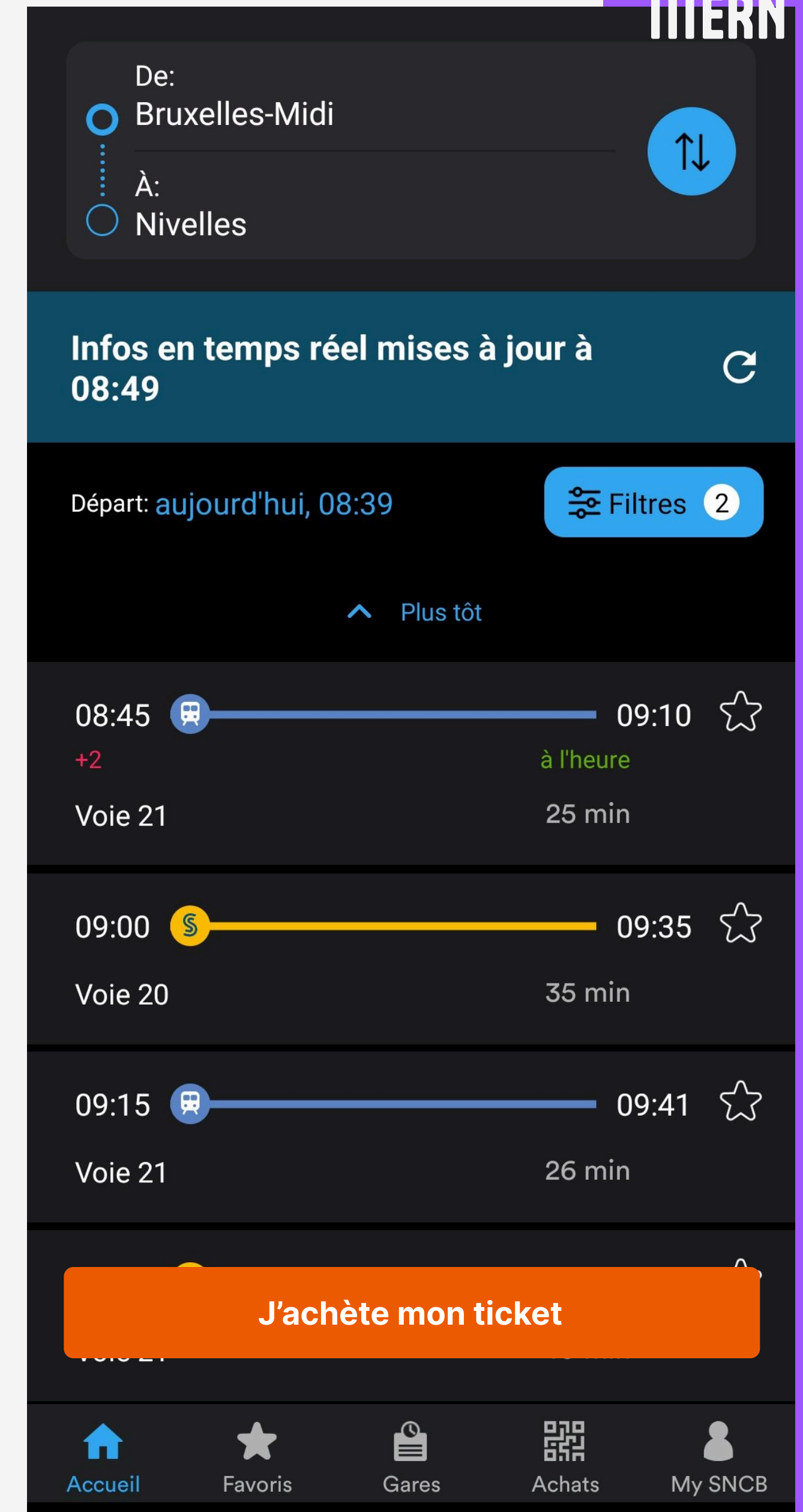
Immediate Purchase Button:

Add a button to the planning tab to make purchasing easier and shorten the purchase path.

Before



After



The choice

Buy or planning

Give the user the explicit choice to buy directly or schedule, instead of only offering scheduling on the homepage.

Before

Planifiez votre voyage

De: gare, arrêt ou adresse

À: gare, arrêt ou adresse

Départ: aujourd'hui, 17:34

Filtres 2

Planifier

Raccourcis +

Bxl	Travail Ajouter un lieu
Mamy Monique	Nivelles
Papa	Maman

After

Planifiez votre voyage

De: gare, arrêt ou adresse

À: gare, arrêt ou adresse

Départ: aujourd'hui, 17:34

Filtres 2

Acheter Planifier

Raccourcis +

Bxl	Travail Ajouter un lieu
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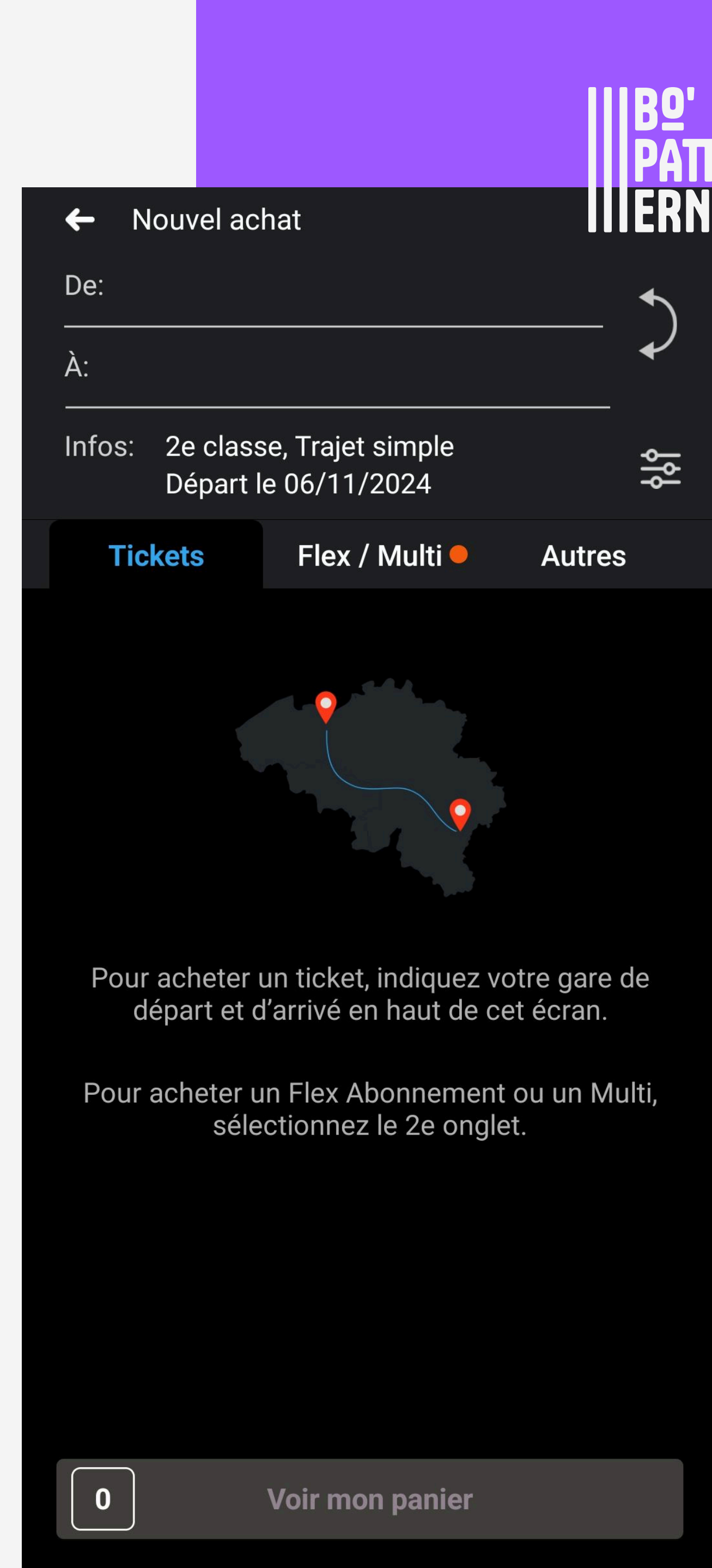


Second Problem

Improving the "Purchases" Tab:

Current Issue

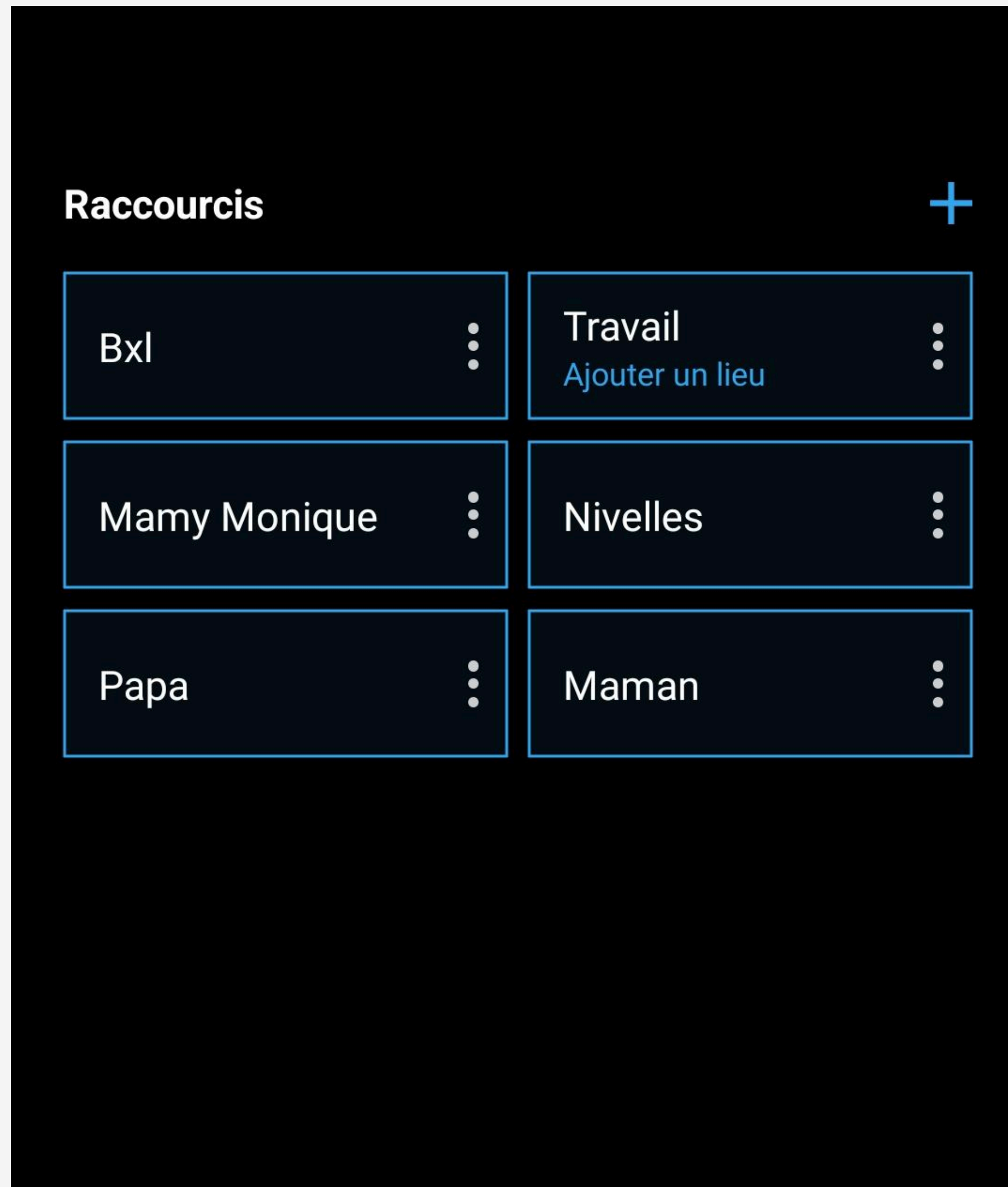
Past Purchases

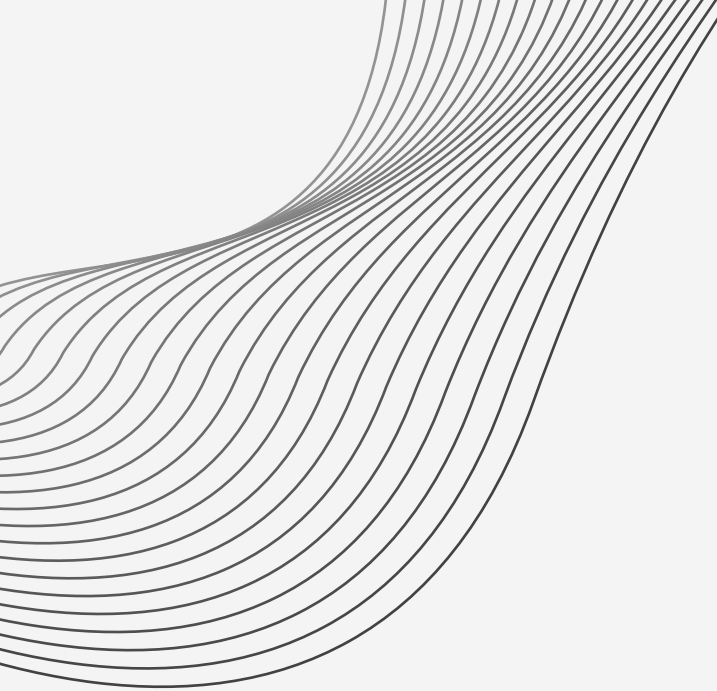


Quick Selection

A super feature

For faster station selection in the scheduling tab, add a pre-recorded station menu where users can swipe between two buttons.



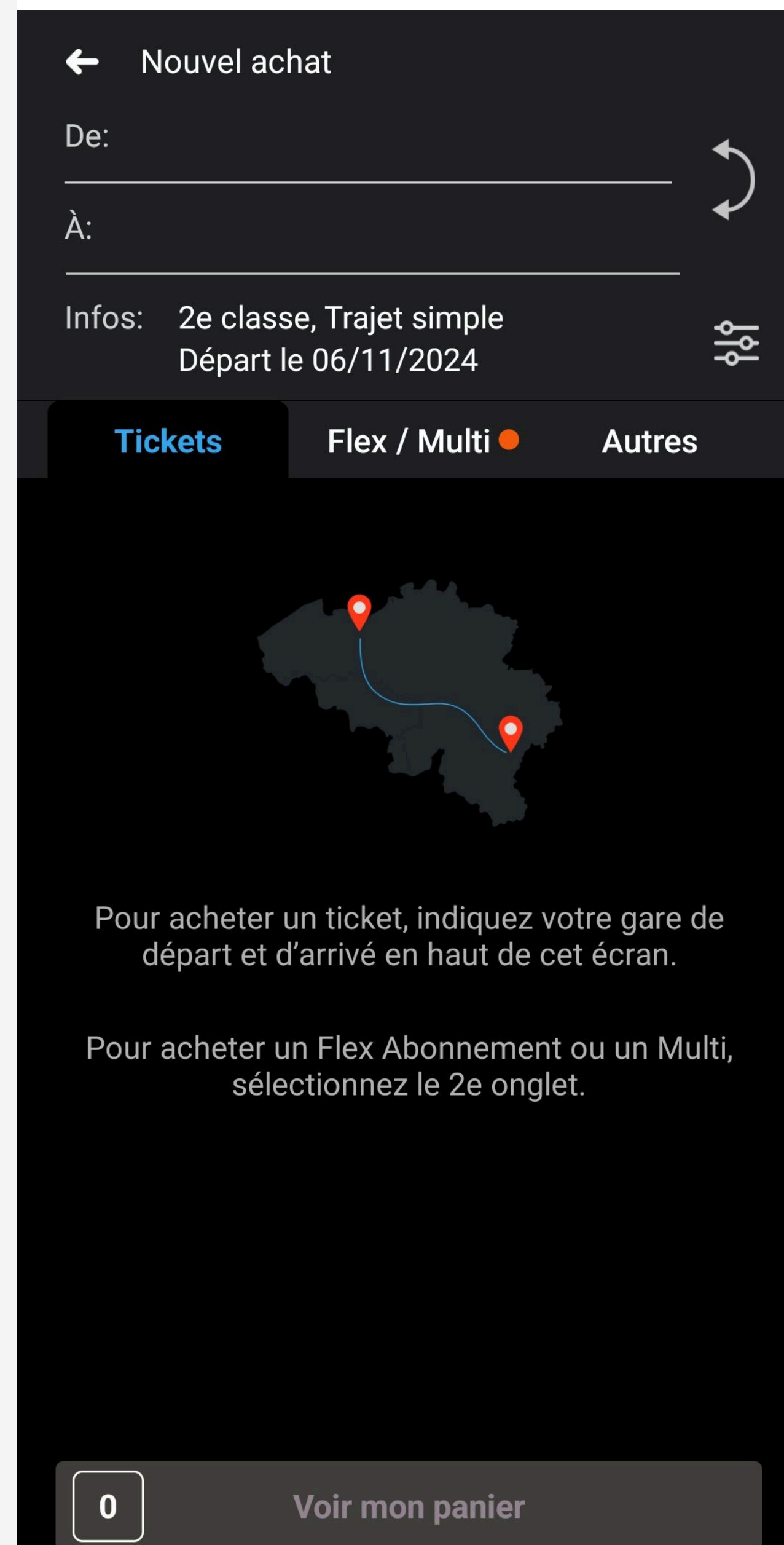


Apply a solution

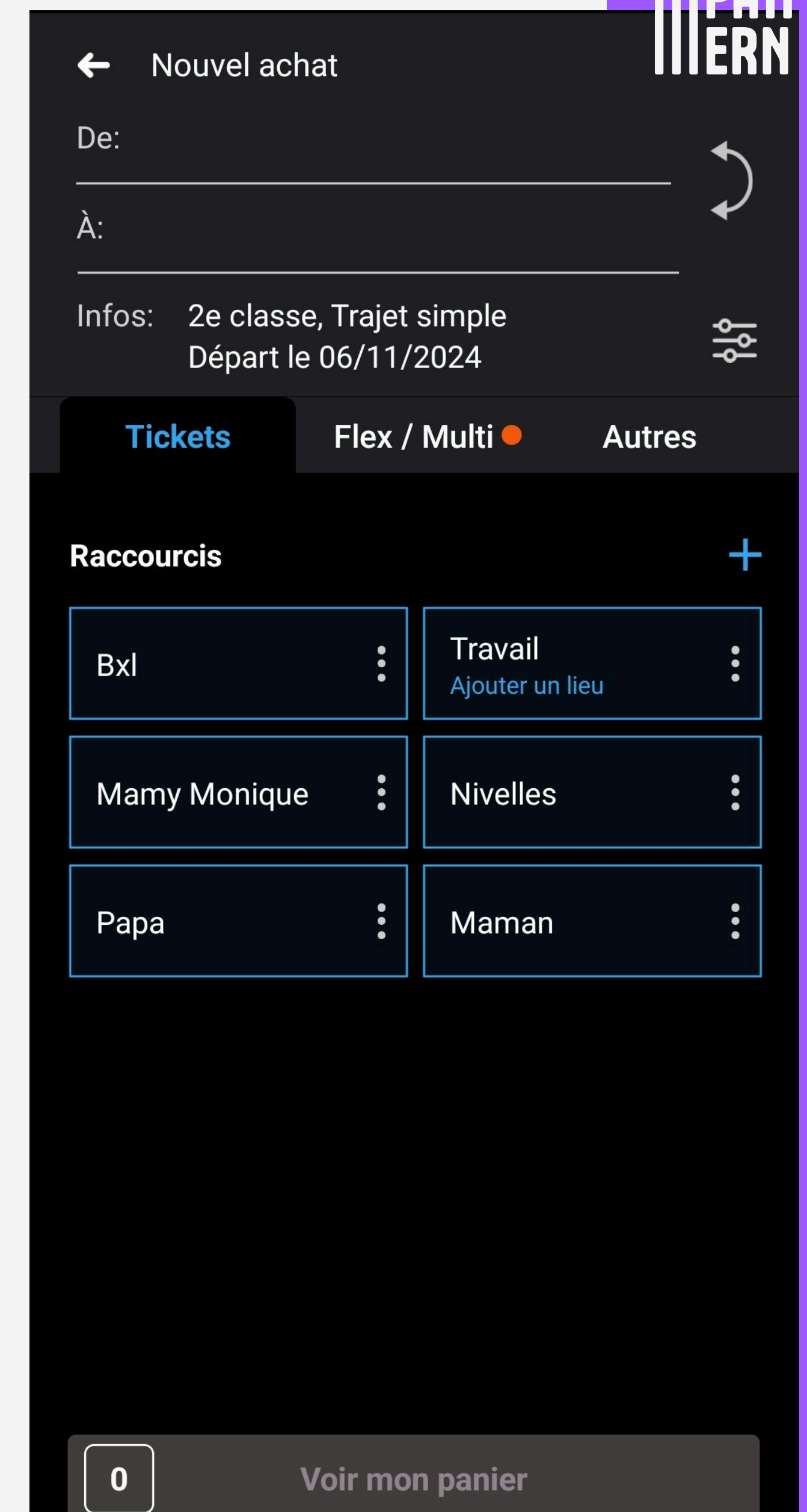
Select faster

Use existing features to improve the user experience (UX) and make the process smoother.

Before



After





The end

**And that's
it!**

I hope you enjoyed and found
this case study interesting. See
you soon!

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