PerfectWait

UX Concept Anton Nyström

Concept PerfectVait

"Time flies when you're fully immersed in an experience"

- Gives the user recommendations on how to best spend his/her time
- An automatic notification system that informs the user of any changes to his/hers train departure. Let's the user be fully immersed in their content
- A service that works well for everyone old or young, deaf or blind
- Recommended content based on wait time and the user's mood



• The user **selects which train** he/she is waiting for







2.

The users selects which **mood** he/she is in at the moment



3

The user gets **recommended content** to enjoy - based on estimated wait time and their particular **mood**









"Change of platform! New platform: 12 A"



4.

Don't be afraid to turn the volume up when watching your favourite show, or to close your eyes listening to a relaxing guided meditation.

You're **automatically notified** of any changes concerning your departure.

This way, you can fully immerse yourself in the content. And time will fly!

The Design Process

Double Diamond



1. Discover / Research

User contexts: Who (is the user): Any age, occupation, gender, level of education, disability etc.

I started with trying to understand the bigger picture. Who is the user, what are the scenarios, in which will the user be using this service. What does the current situation look like?

Since I didn't have time to do actual research or interviews, I was working with assumptions for this case.

Main goal: Make it less boring waiting for delayed trains

Pains:

- Scared of missing any important information. I constantly keep track of announcements and timetable.
- I want to listen to my favourite podcast but I have volume on low so I hear everything that is announced
- I can't focus on the game since I have to check the timetable all the time
- I'm tired and want to put some white noise and close my eyes but I can't since I have to keep track if they change the platform of my train
- I can't see long distances, I have to get up and walk over to the tabletable screen once every few minutes. I'm tired! Just want to sit down and relax

- Where (is the user):
 - Train station
 - Distractions in form of noise, people walking around, train
 - announcements
- When (is the user):
 - Any time of day
- What (is the user doing):
 - Waiting for train.
 - Sitting down or standing up.
- **How** (is the user feeling):
 - Bored
 - But maybe also:
 - Stressed/angry/irritated ("'ll be late!")
 - Confused ("wait, when will the train arrive? Did they change the platform?")
 - Tired ("I just want to get home from working 10 hours")

2. Define / Insights

In this stage I tried to define the overarching **user needs** and **user scenarios**, based on the 'collected' data from the discovery/research stage.

Insights:

Very varied user base!

The user could be a bored teenage student at night, An angry old retired man in the afternoon A confused middle age woman in the morning A tired mom in the evening

All these have different needs.

What they all have in common:

They want time to go by fast while they're waiting for the their train, and they don't want to miss the train.

User needs:

Bored passenger:

Need:

Be entertained

Games

Videos

News

Podcasts

Confused passenger:

Need:

Be in control/have the right information about his/her train Hear announcements See timetable

Tired passenger:

Need:

To rest/save energy Down out unimportant noise Close eyes

Stressed/irritated/angry passenger:

Need:

To be calmed down Make heartbeat slow down Take mind off things Focus on something else

3. Ideate

While ideating in this phase, I quickly came to the realisation that **there is no 'one solution fits all'**. All different users have different needs and ways they spend their time waiting for the train. Some like to play games, some read news, and some just want time to pass quickly by closing their eyes and listening to the sound of soothing waves on the beach.

The idea:

- Allow the user to be **fully immersed** in whatever they choose to do on their smartphone while waiting for the train.
- Help the user to choose what to do, based on how long their wait time is, and what mood they are in.
- An automatic notification system that tells the user if there is any change in their departure. This way the user can truly relax or be immersed in what they want to do while waiting.

The idea is not some engaging game or an amazing quiz. The idea is to help guide the user into something they will enjoy, based on their mood. This recommendation also takes waiting time into consideration. There is no idea in recommending The Lord of the Rings trilogy for a user whose waiting time is 20 minutes.



4. Prototyping and evaluation plan

Prototyping:

With the idea in mind, the prototyping phase started. I worked my way up from paper sketches that I quickly mocked up during the ideation phase, to basic wireframes in Sketch.



nplan	AREA THE BORG	an arc you when you you you	BARANS BARANS	How Perling 2 9
Case.sketch Coup Edit Rotate Mask Scale 1200 -1000 -800 -600	Contraction of the second seco	They is min bis	Hatch Can	
in the set of the set	14.00 to 0510 14.00 to 595333	Perfect We will keep you you you haved on you you you and on		
bine 8 the set of the se	ARC This	doc marting		



ATFORM

4. Prototyping and evaluation plan

Evaluation plan:

The evaluation plan is divided in three. 1. Before the product is launched, and 2. & 3. After the product is launched. Phase 2 & 3 will continue indefinitely.

1. User Acceptance Test (UAT):

For this phase, various people will be recruited to partake in interviews and they will be able to try out the service for themselves. To see if this solution is viable for passengers waiting for their delayed train, the UAT will focus on these areas:

- Is this something that the users could see themselves using?
 - Why? Why not?
- Do they have any trouble understanding the service?
- What type of content does the users prefer?

This phase can continue for however long until we are confident that the service adds value to the users. The service will likely be tweaked.

2. Analytics and A/B-testing will be decided to be tracked. For example:

- arrives?

A/B-testing will also be set up, to see if the service can be tweaked to enhance the user experience. With the main goal to evaluate what makes the user stay on the service until their train arrives. Examples for A/Btesting

- Add a fourth mood

Before the product is launched, certain hard metrics

• Does the user use the service until their train

• What type of content does the users tap the most?

• Change 'irritated' to 'angry' for some users • Recommend different types of content to users

3. Continuous feedback

To catch new ideas for developing the service further, or to catch confusion or rare bugs, the users will be able to give feedback by the press of a button. A feedback form would appear to randomised users.

Examples of feedback queries would be:

- "Are you happy with the content offered?" 4/+
 - With the possibility to expand the answer if the user selects '**†**'
- "Does PerfectWait catch your mood today" 👍/👎
 - With the possibility to expand the answer if the user selects '**†**'
- "Would you recommend PerfectWait to a friend" 4/+
 - With the possibility to expand the answer if the user selects '**F**'





Thank you

anton.nystrom@gmail.com