

ST User Research Key Points

Analyze sources to collect data

- How might we encourage users to interact and give feedback?
- What are the challenges?
- How might we allow users to easily engage and manage their experience on desktop?
- Who are the competitors?

What we learned

- 56 respondents said that they did not know about the projects
- Worried about complex information
- The most requested information is the route map

Understand our users and analyze what we learned

- What is our flexibility with the current template?
- What visuals do we need to support the entire design?

What we learned

- High priority on visual design elements
- Moved forward with the templates structure with limited creativity
- Focus on showing routes map