

PRESTO App Audit and Redesign



What is PRESTO?

PRESTO is an electronic payment system that eliminates the need for tickets, tokens, passes and cash.

PRESTO works across local transit in the Greater Toronto and Hamilton Area (GTHA) and Ottawa, making paying for your trip simple, convenient and secure.

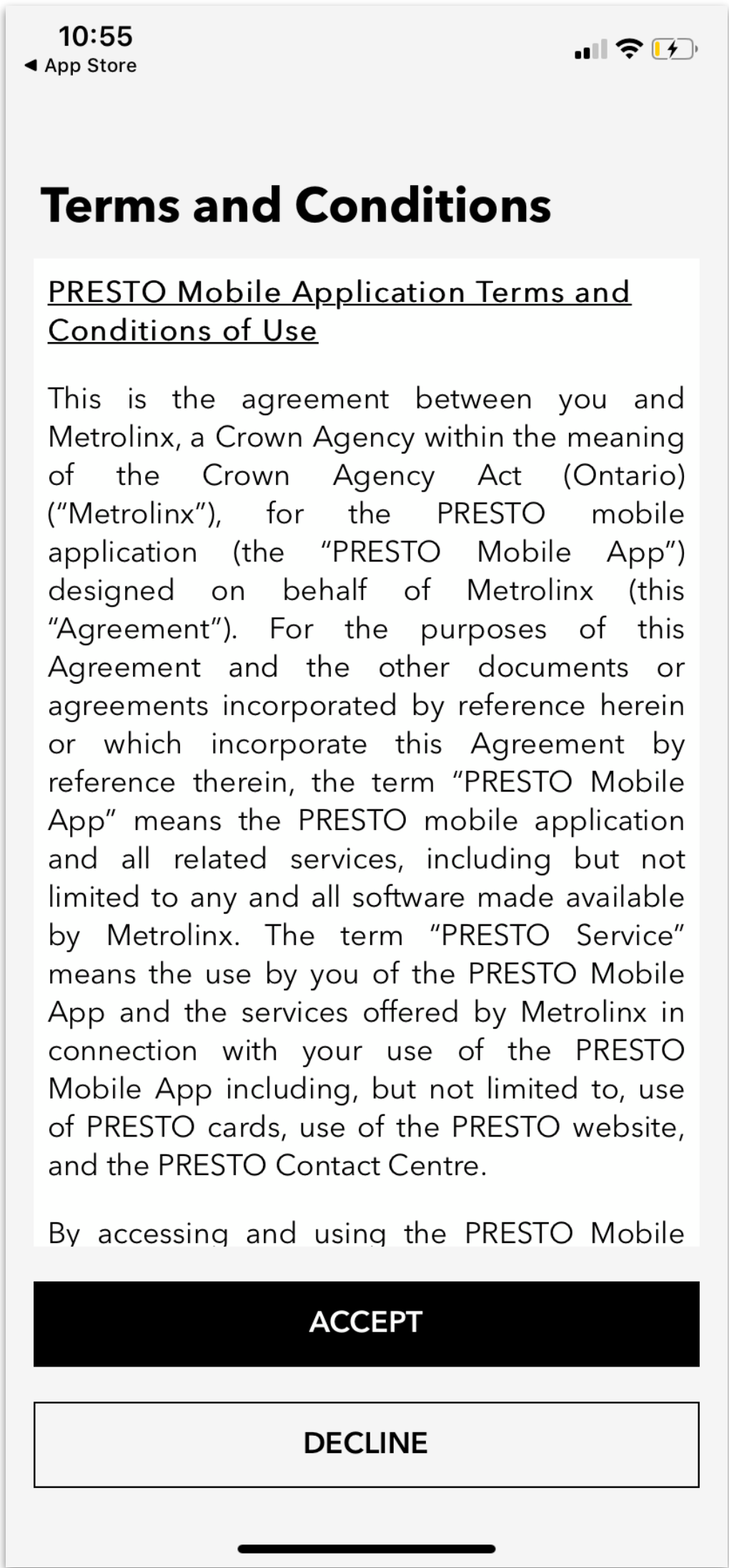
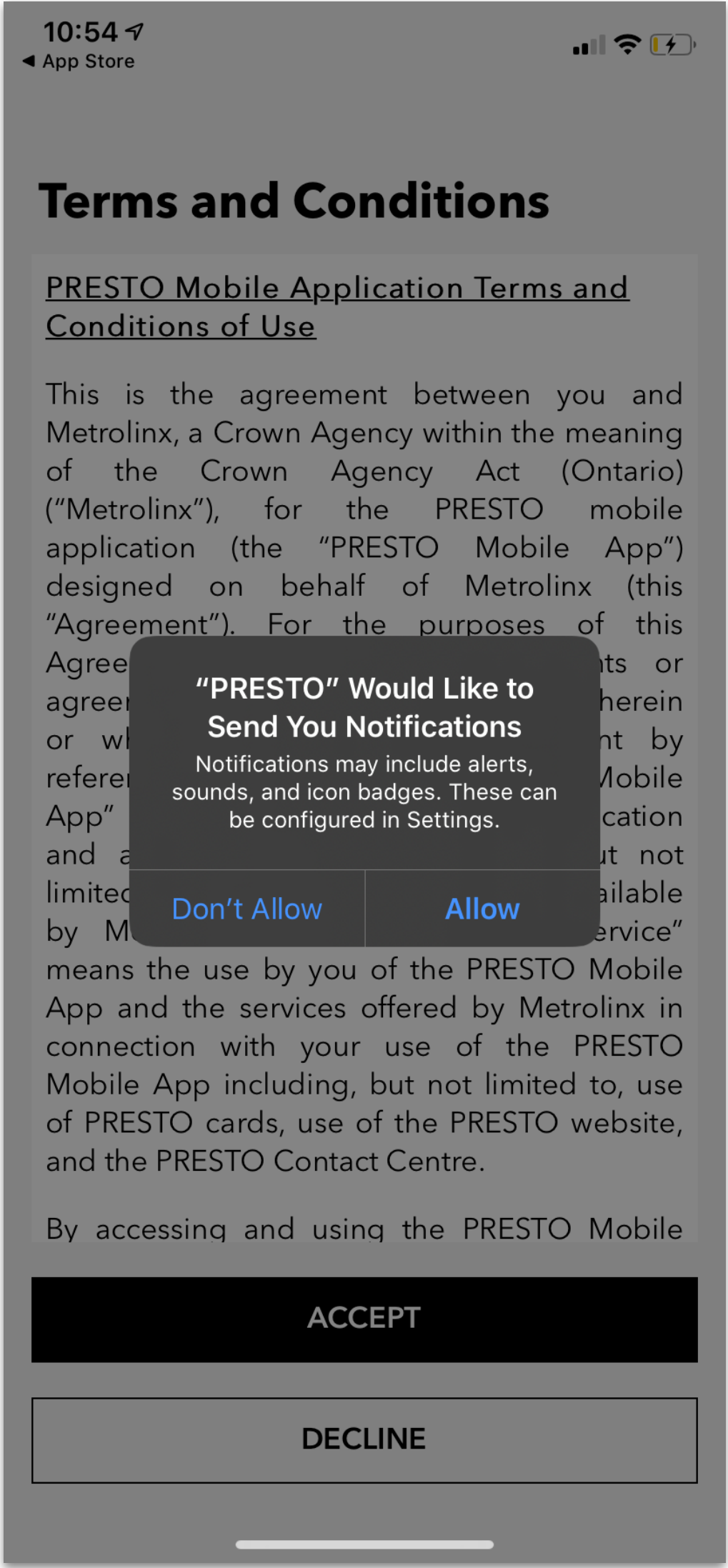


UX/UI Audit

Onboarding

During the initial stages of the onboarding process, the user is asked to authorize the app to send push notifications. This request is made out of context and the value of authorizing this request is missing.

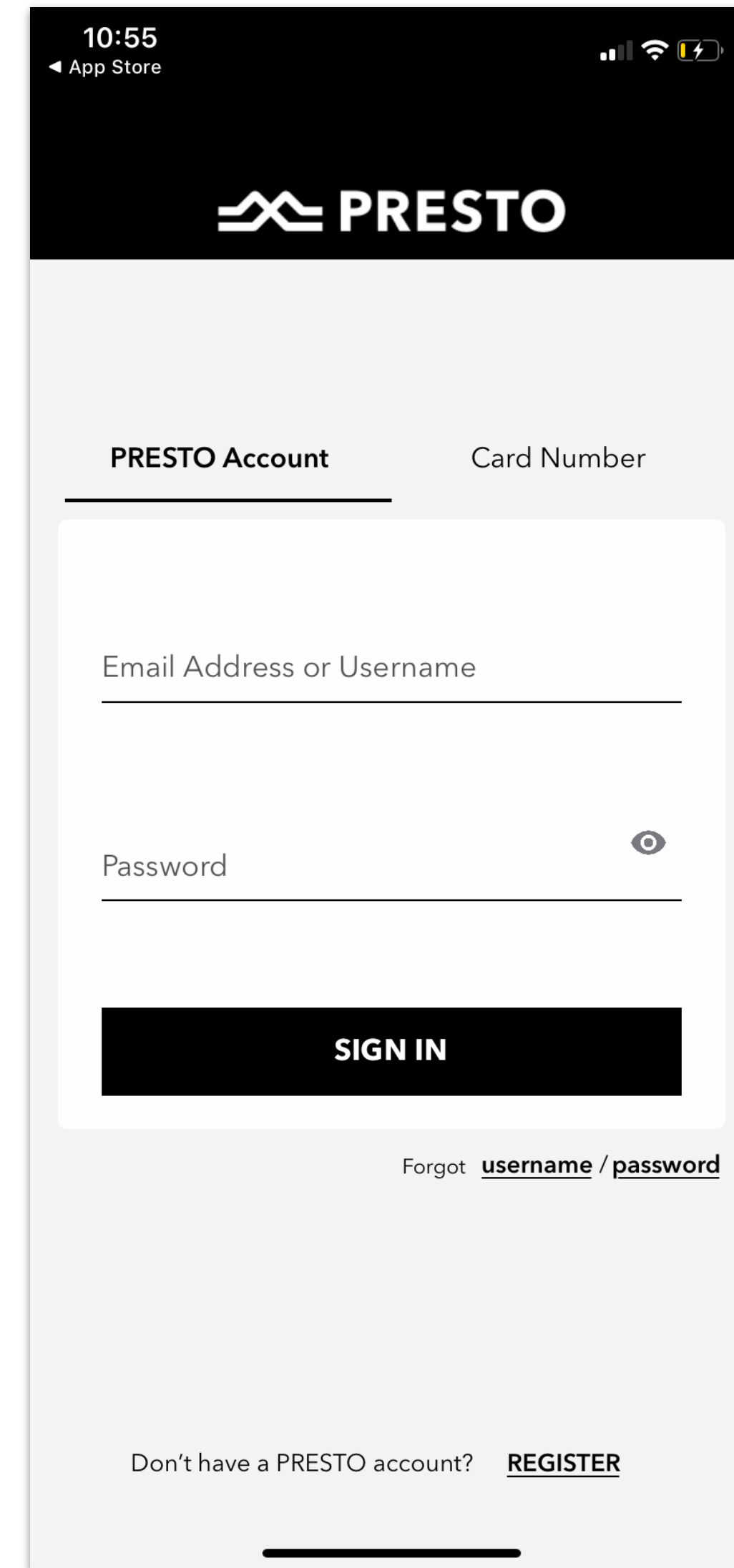
A better execution of this request would be in a situation where the user can understand the direct benefit of allowing notifications. For example, when a user initially funds their PRESTO account there should be a control where the user indicates “Notify me when my account is getting low”. When the user turns that control on, it would make more sense to fire this message as they’ll have a better understanding of the value.



Login

On the Sign In screen, there are various page controls and CTAs that may be intimidating for new users. The tertiary Register CTA, which is the primary action for new users, has the same prominence as the Forgot Username/ Password links and could get lost on the page.

Adding a dedicated home screen that only has two CTAs, Join Now and Login, can help alleviate the clutter on this screen and help direct new users to the Register flow.

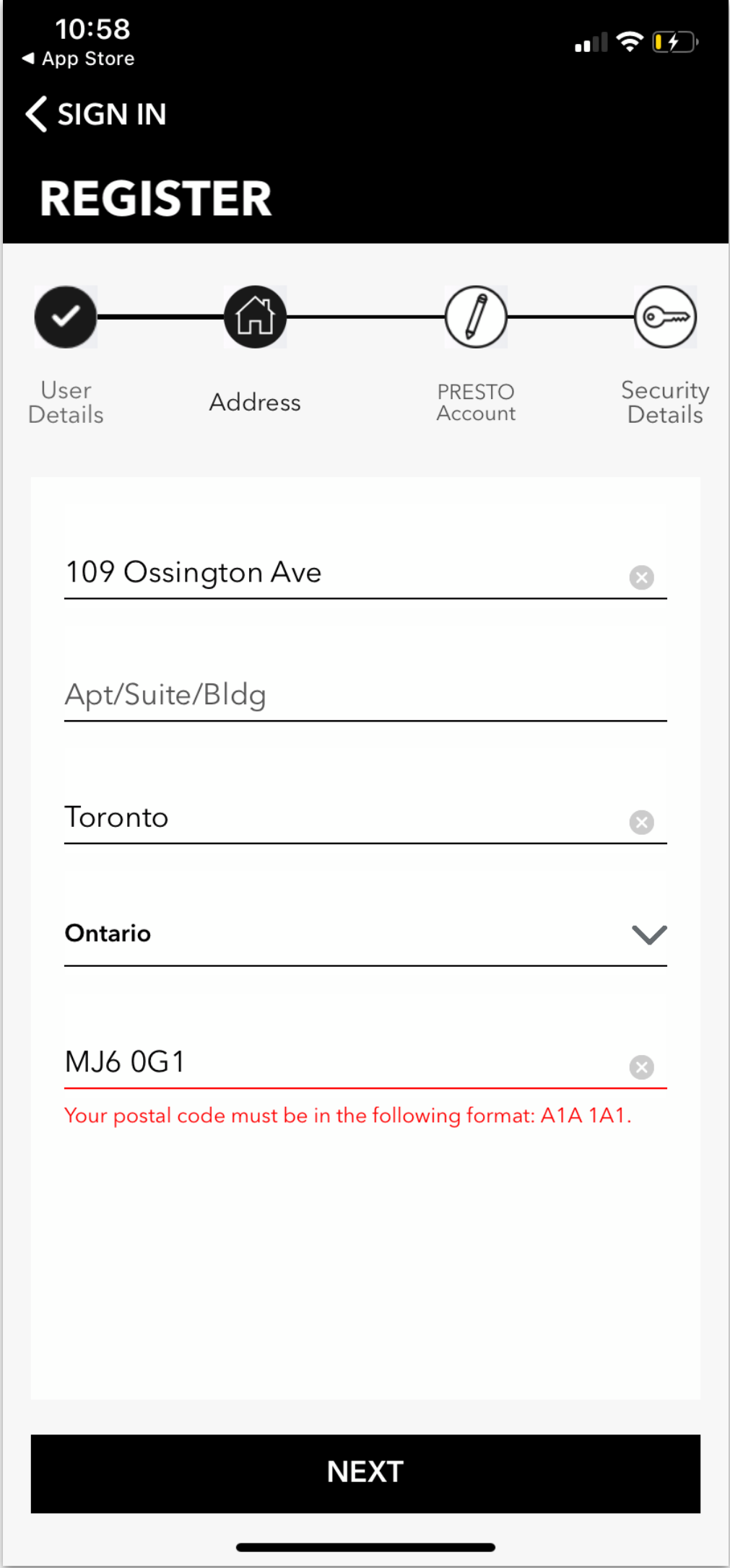
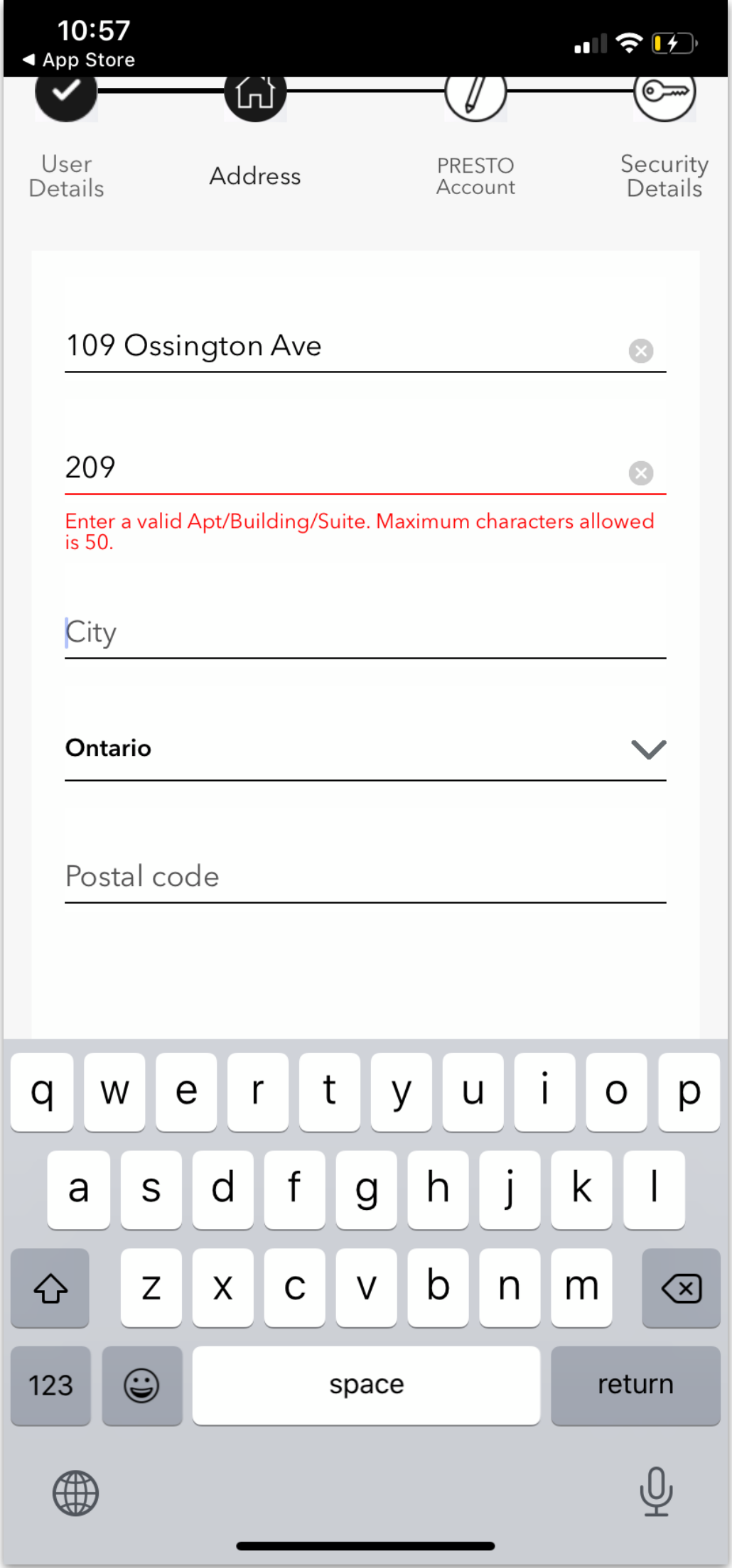


The screenshot shows the PRESTO mobile app login screen. At the top, the status bar displays the time 10:55, a back arrow to the App Store, and signal, Wi-Fi, and battery icons. Below the status bar is a black header with the PRESTO logo. The main content area is light gray and contains two tabs: "PRESTO Account" (selected) and "Card Number". Below the tabs is a white login form with two input fields: "Email Address or Username" and "Password" (with a toggle icon). A black "SIGN IN" button is positioned below the form. At the bottom of the form, there is a link: "Forgot username / password". At the very bottom of the screen, there is a link: "Don't have a PRESTO account? REGISTER".

Error Messages

Although these inputs appear to be filled out correctly and match the error messages, errors persist. This can cause frustration for users and may lead to abandonment.

We can get rid of these errors by not forcing the user to conform to an inputs format. The system should be smart enough to identify the amount of characters in a given field and allow the user to input them as they wish.



Register

The register page has elements on screen that fall outside of conventions and best practises. Optimizing this step could decrease the amount of effort required and increase conversions.

The Confirm Password step is redundant and lowers conversion rates. Research studies found that the confirm password field was responsible for over a quarter of all users that abandoned their sign up form. These fields could further be optimized by not requiring a user to create a user name. By doing so, it creates a scenario where the user forgets their username and needs to retrieve it. Using the users email as their username can alleviate this.

Additionally, the three toggle controls lower on the page differs from the regular convention of using checkboxes for these controls. Users who aren't familiar with toggle controls could be confused and not understand the action required of them.

The image shows a mobile app registration screen for a 'PRESTO Account'. At the top, there is a status bar with the time '11:00', a signal strength indicator, Wi-Fi, and battery icons. Below the status bar is a navigation bar with a back arrow and the text '< SIGN IN'. The main title of the screen is 'REGISTER'. Below the title is a progress indicator with four steps: 'User Details' (checked), 'Address' (checked), 'PRESTO Account' (active, indicated by a pencil icon), and 'Security Details' (indicated by a key icon). The registration form includes the following fields and controls:

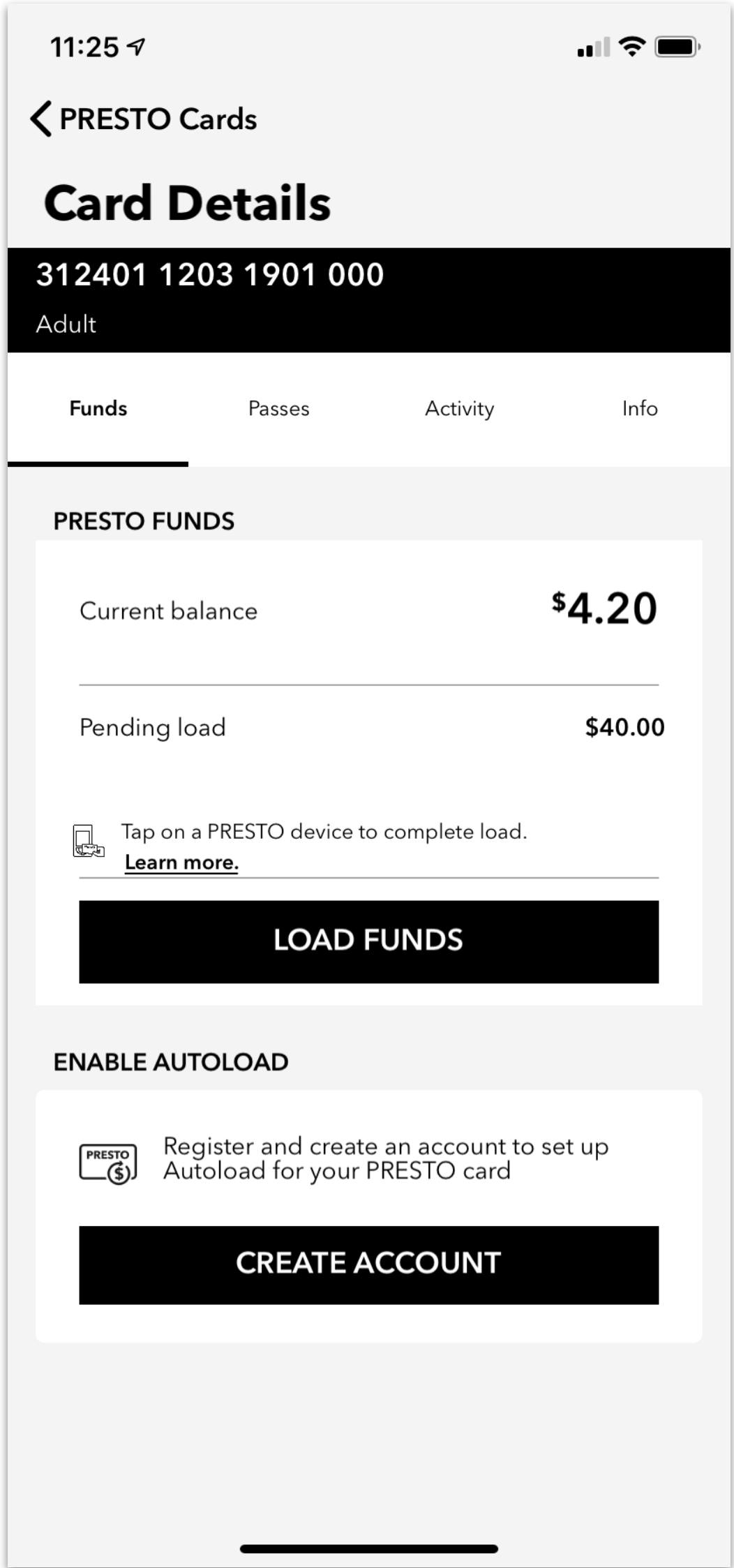
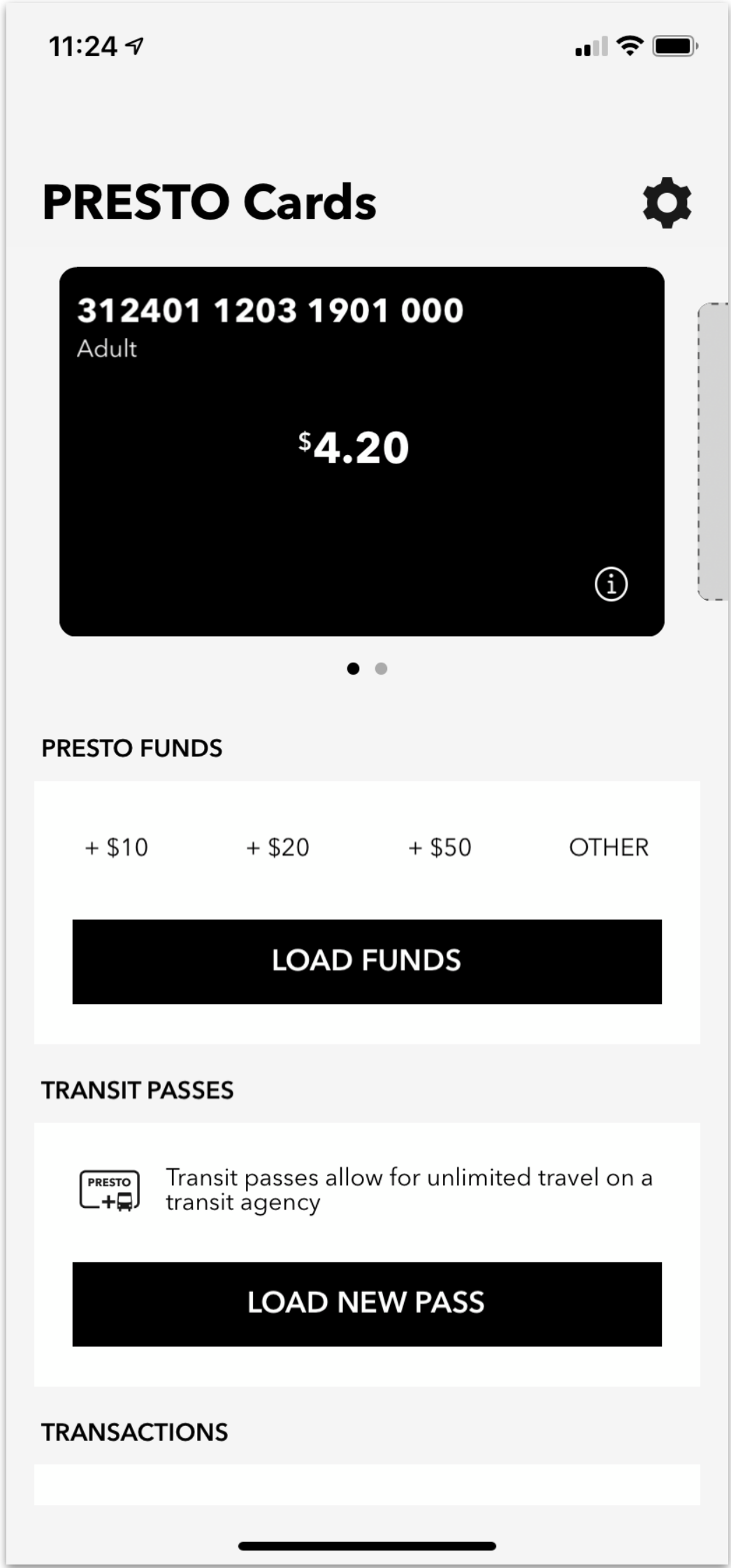
- Email Address
- Create Username
- Create Password (with an eye icon for visibility toggle)
- Confirm Password (with an eye icon for visibility toggle)
- Receive information on PRESTO content, surveys, and promotional offers to the email address I provided (toggle switch)
- Receive an email when I add funds, Autoload, or perform other card related activities, to the email address I provided (toggle switch)
- I agree to the [Terms and Conditions](#) (toggle switch)

At the bottom of the screen is a large black button with the text 'NEXT'.

Card Details

For many PRESTO users, the primary action they perform on the app is loading funds into their account. However, additional information such as current balance, active passes and most recent transactions are on the Card Details page. It's not clearly evident that those details can be found by clicking the card on the homepage.

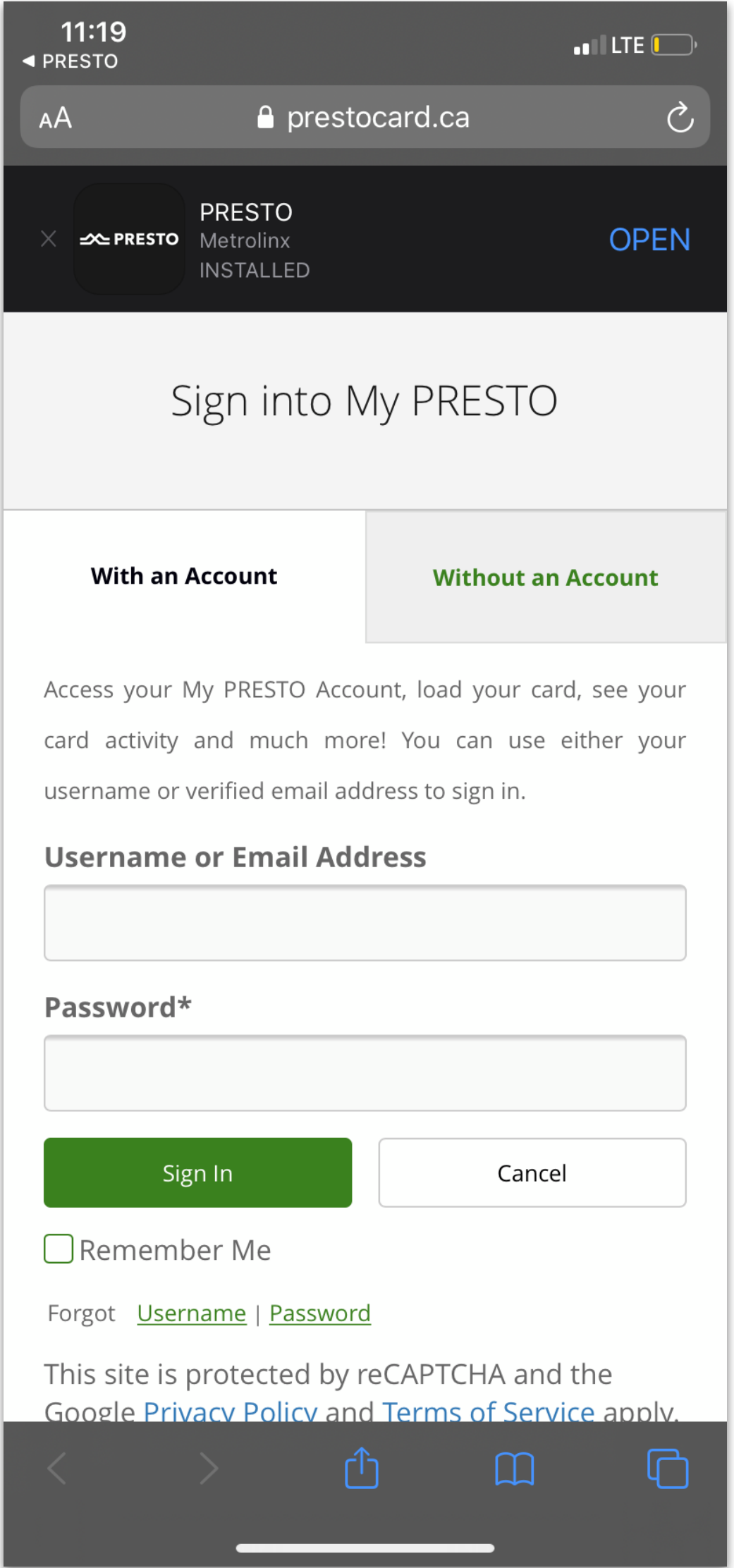
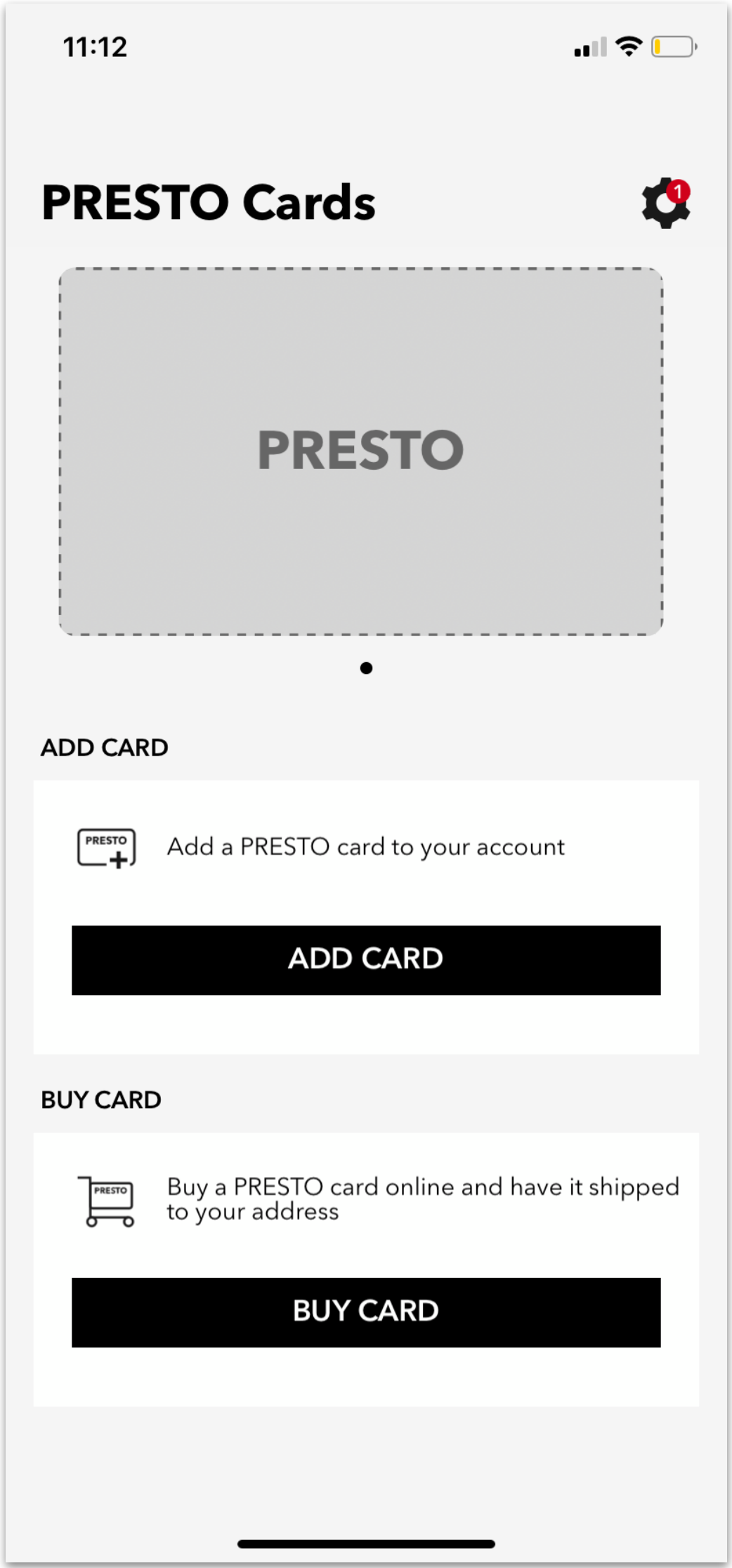
The homepage can be reimagined as a holistic view of each card. High level details such as current balance, active passes and most recent transactions can be surfaced on page without having to navigate anywhere. As the user swipes and views their different cards, the details below will change as they relate to that specific card.



Buy a PRESTO Card

For users who successfully registered and wish to buy a PRESTO card, they must do so outside the app and forced to login on the PRESTO card website. This additional login is redundant as the user has just registered and may cause confusion/frustration.

The friction could be relieved from this step by incorporating the Buy Card journey into the app and keeping users in the PRESTO experience.



THIS RIVER I STEP IN IS NOT THE RIVER I STAND IN



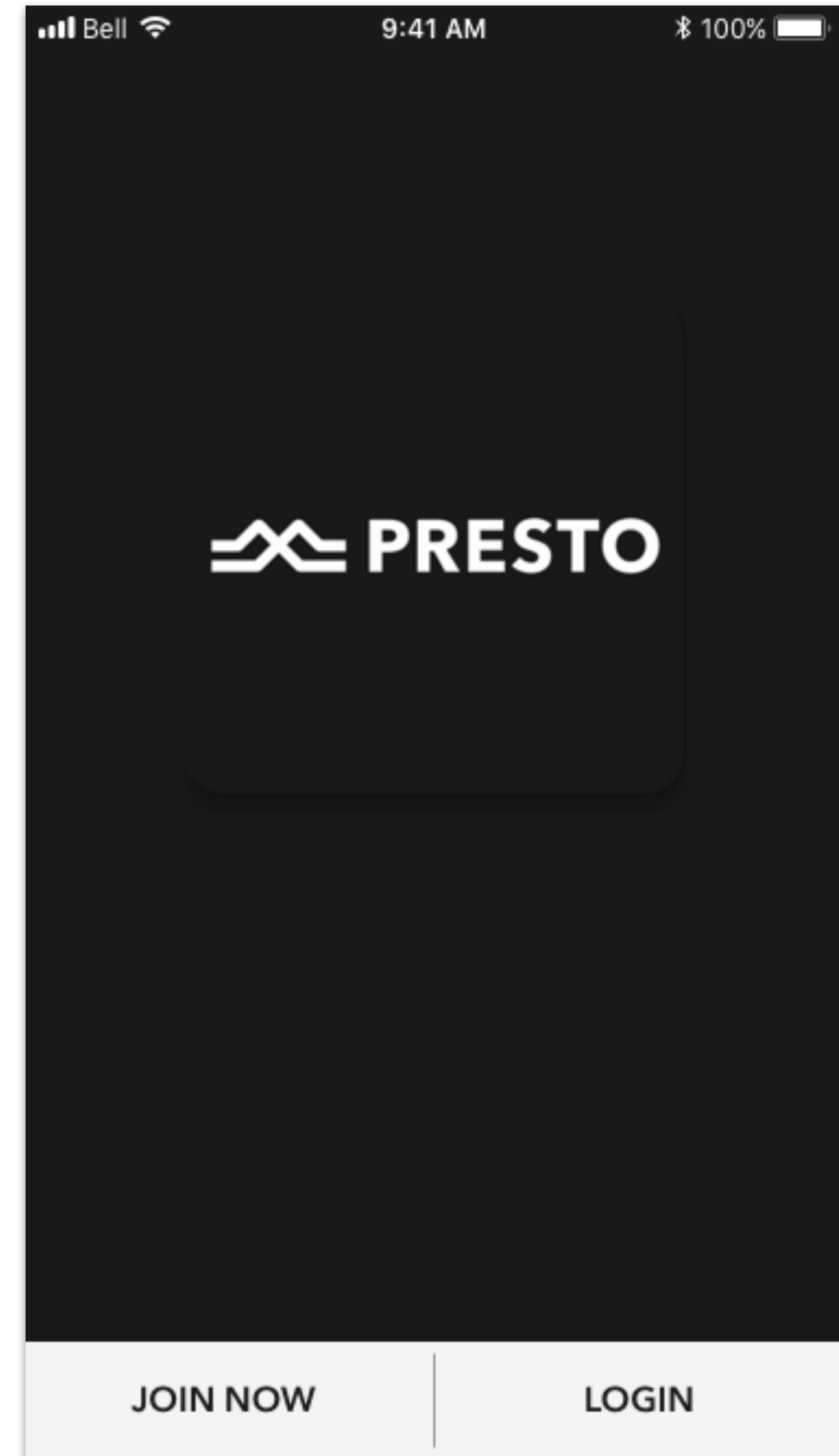
Redesign



Homescreen

With the addition of this Home screen with the two CTA's, we can direct users to their dedicated flows depending on whether they need to register or login.

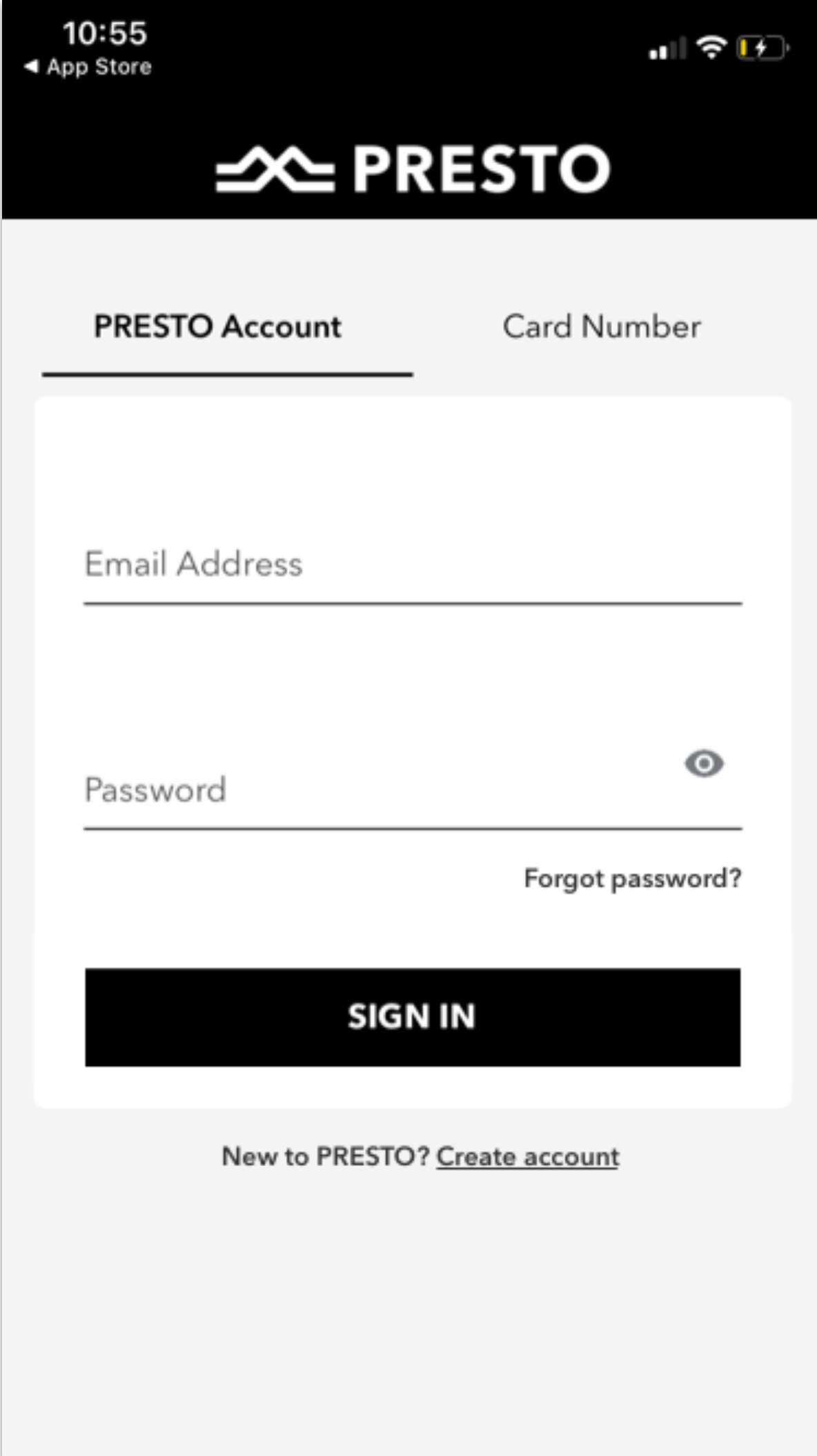
This prevents new users from having to search for the Register CTA on the login page and cleans up each respective flow to focus on it's primary goal.



Login

A simple reorganization of content for the login screen makes the layout more scannable and clean.

The user is only given a single option to use their email address to login, the forgot password link is moved closer to the password field to provide a clearer context and the create account link is moved up the screen for improved discoverability.

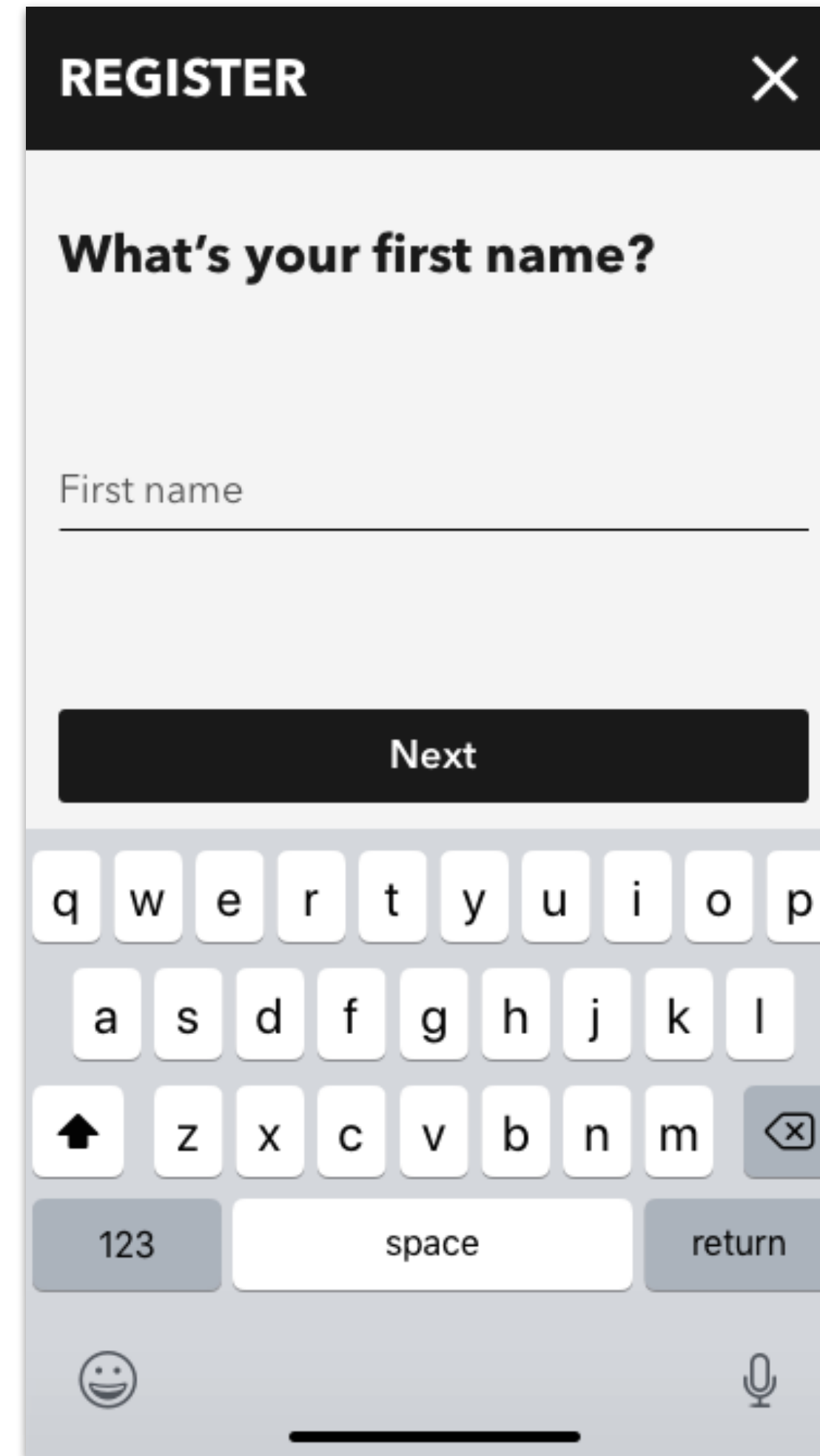


The image shows a mobile app login screen for PRESTO. At the top, there is a black header with the PRESTO logo and the text 'PRESTO Account' and 'Card Number'. Below the header, there is a white login form with two input fields: 'Email Address' and 'Password'. The 'Password' field has a toggle icon (an eye) to its right. Below the password field, there is a link that says 'Forgot password?'. At the bottom of the form, there is a black button with the text 'SIGN IN'. Below the form, there is a link that says 'New to PRESTO? [Create account](#)'. The background of the app is light gray. The top of the screen shows the time '10:55', a back arrow, 'App Store', and status icons for signal, Wi-Fi, and battery.

Registration

The Registration flow has been optimized by getting rid of unnecessary input fields and steps as well as utilizing the keyboard to always show for simple inputs.

This allows the user to easily be able to fill out inputs without having to click into them each time and move through the registration faster.



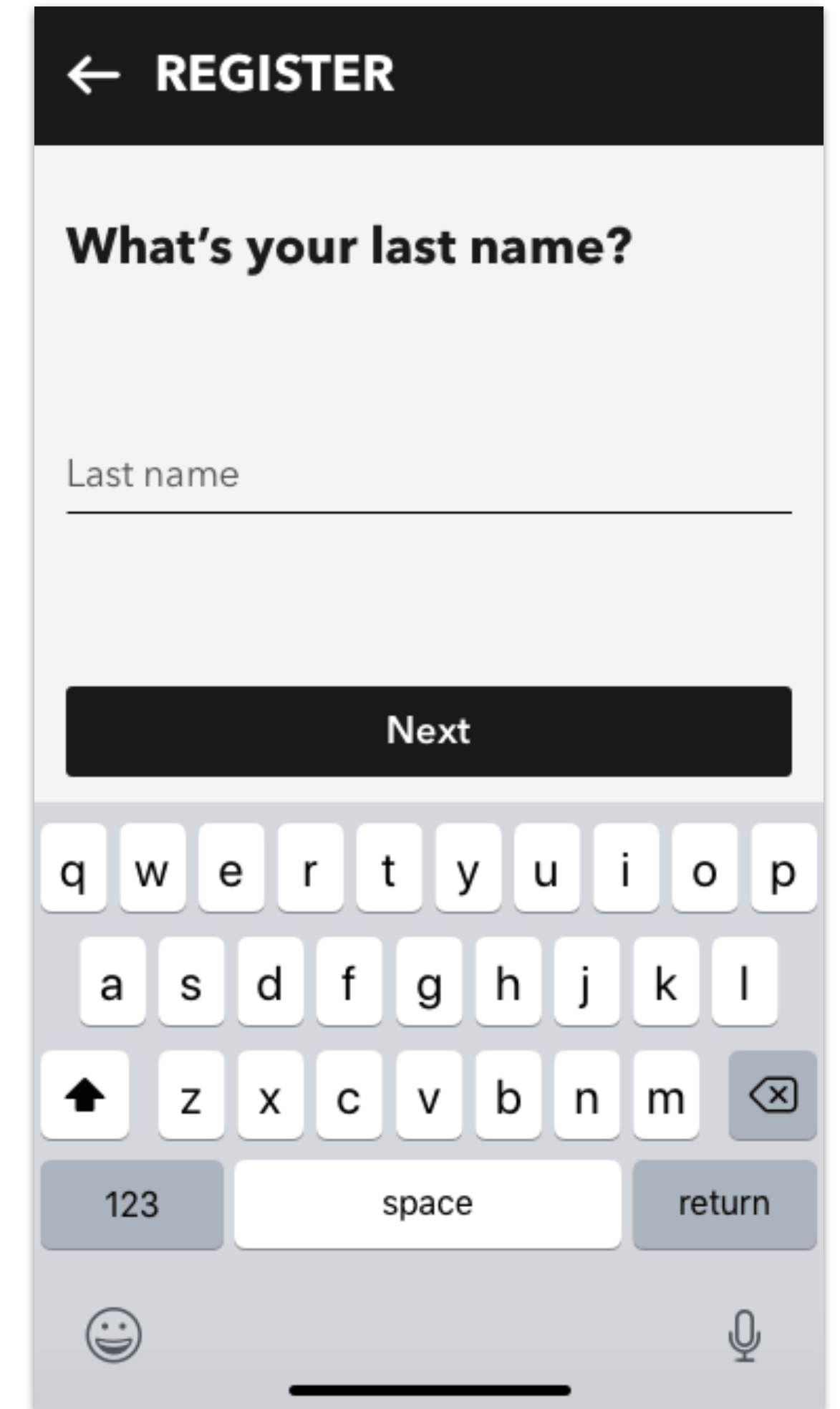
REGISTER ✕

What's your first name?

First name

Next

q w e r t y u i o p
a s d f g h j k l
↑ z x c v b n m ↵
123 space return
😊 🎤



← REGISTER

What's your last name?

Last name

Next

q w e r t y u i o p
a s d f g h j k l
↑ z x c v b n m ↵
123 space return
😊 🎤

Registration

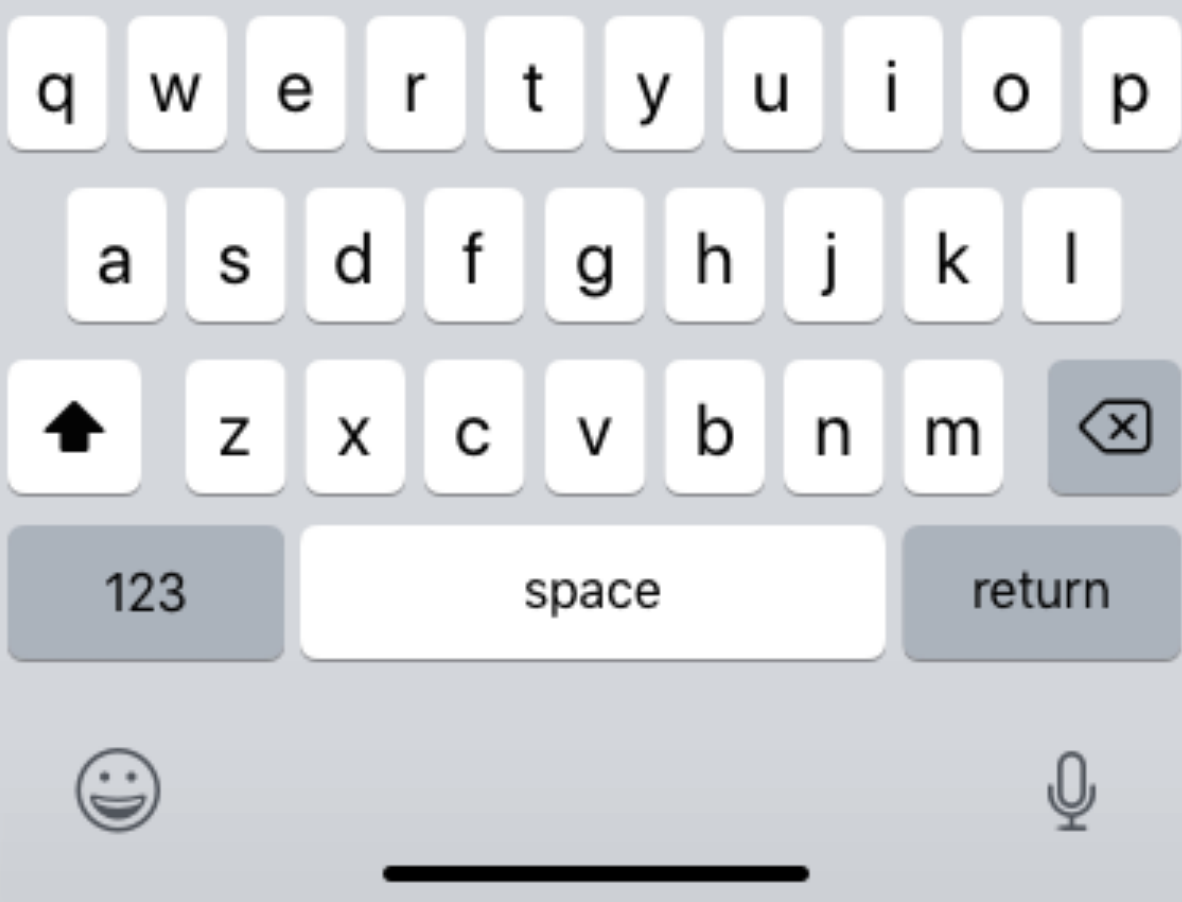
← REGISTER

What's your email address?

Email Address

e.g smith@email.com

Next



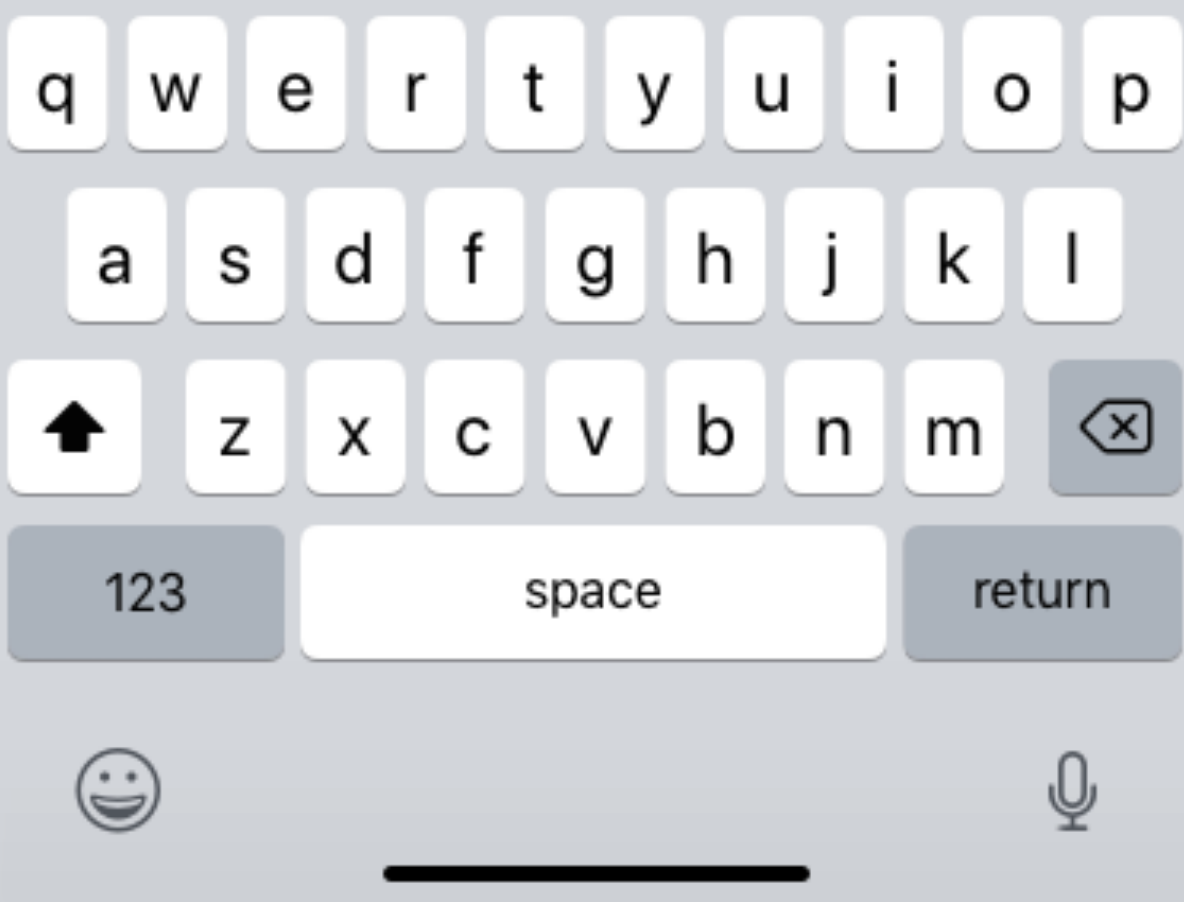
← REGISTER

Choose a password

Enter password

- 8 character minimum
- 1 special character

Next



← REGISTER

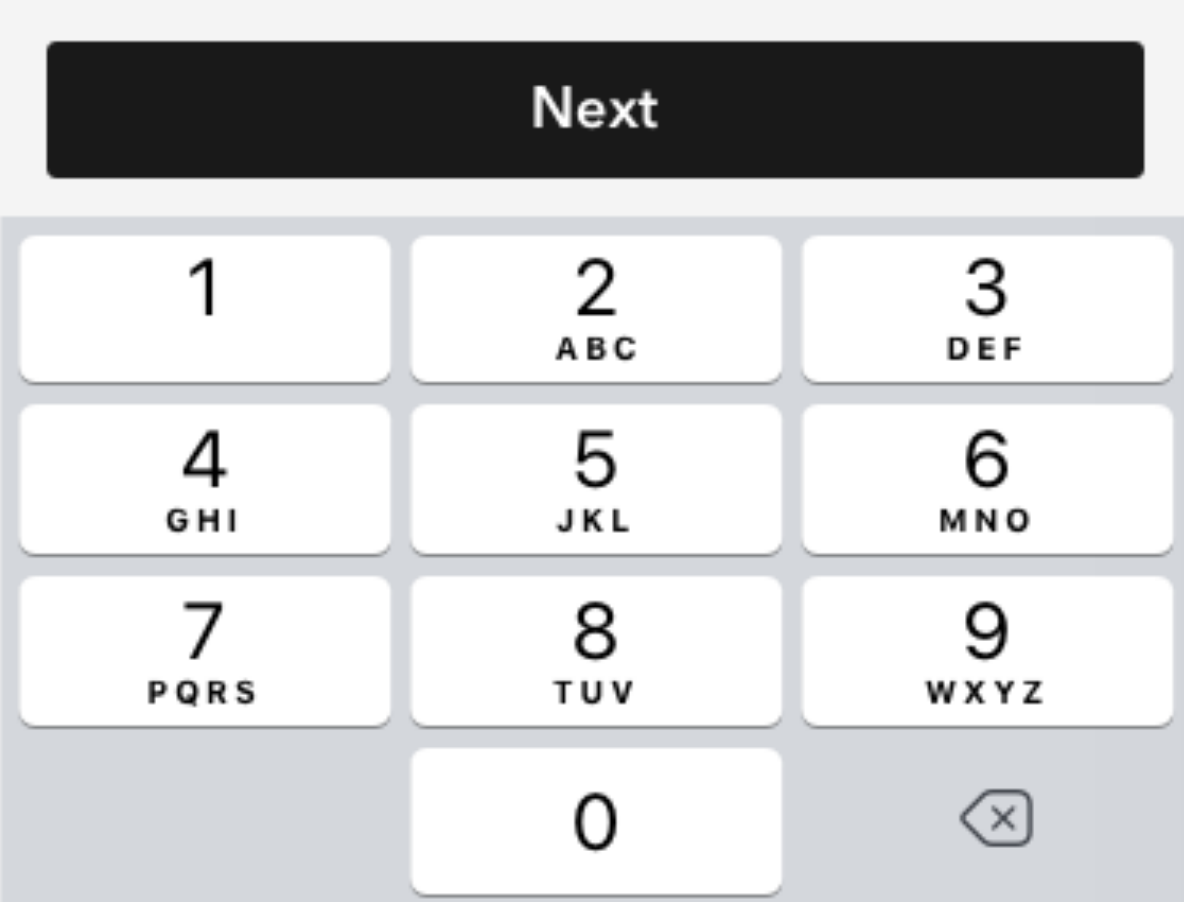
What's your phone number?

Phone number

(555) 123-4567

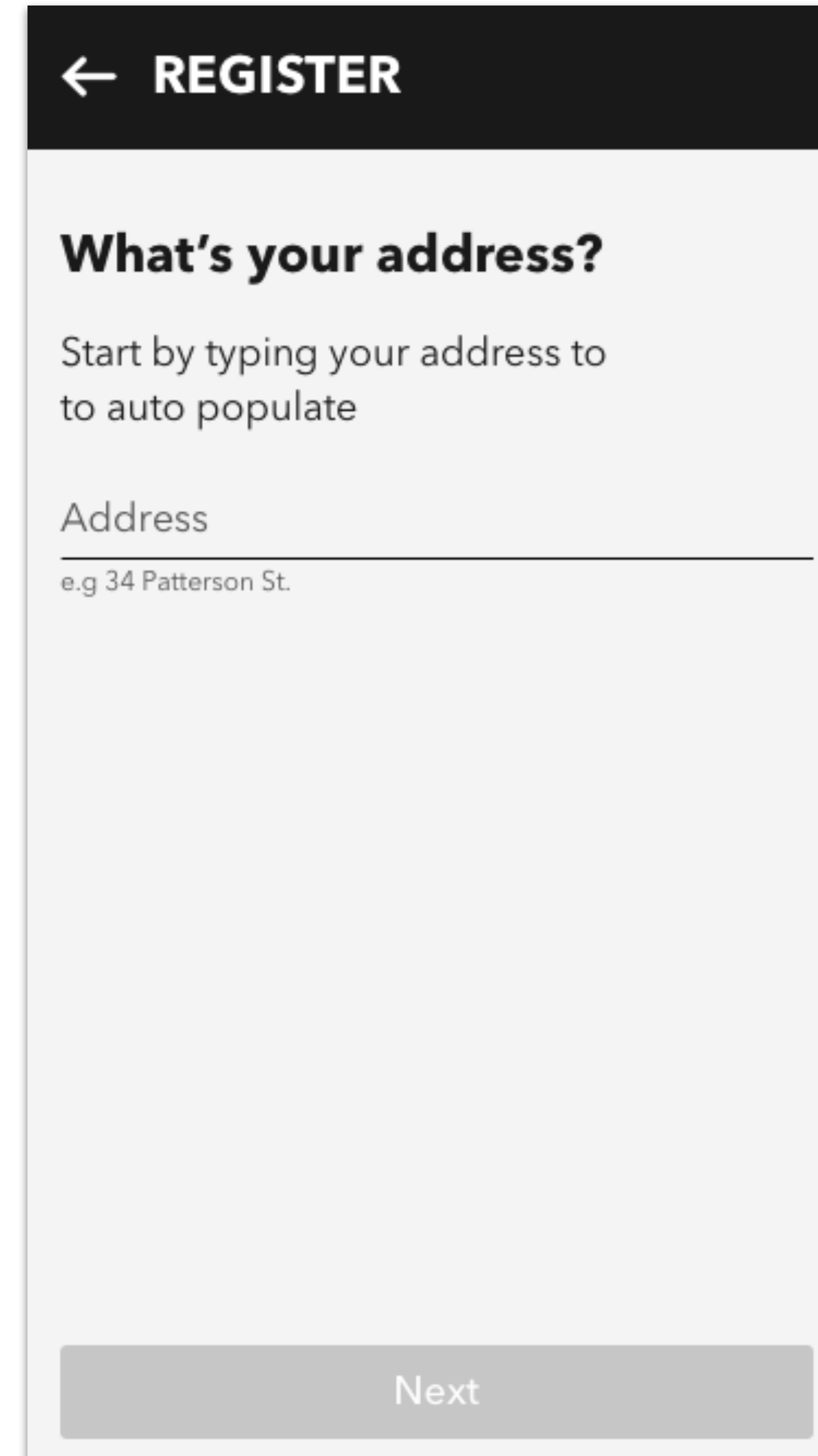
Next

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	⌫



Address Lookup

With the help from a variety of address lookup APIs, we can make this step more efficient by finding the users address after just a few inputs from the keyboard.



← REGISTER

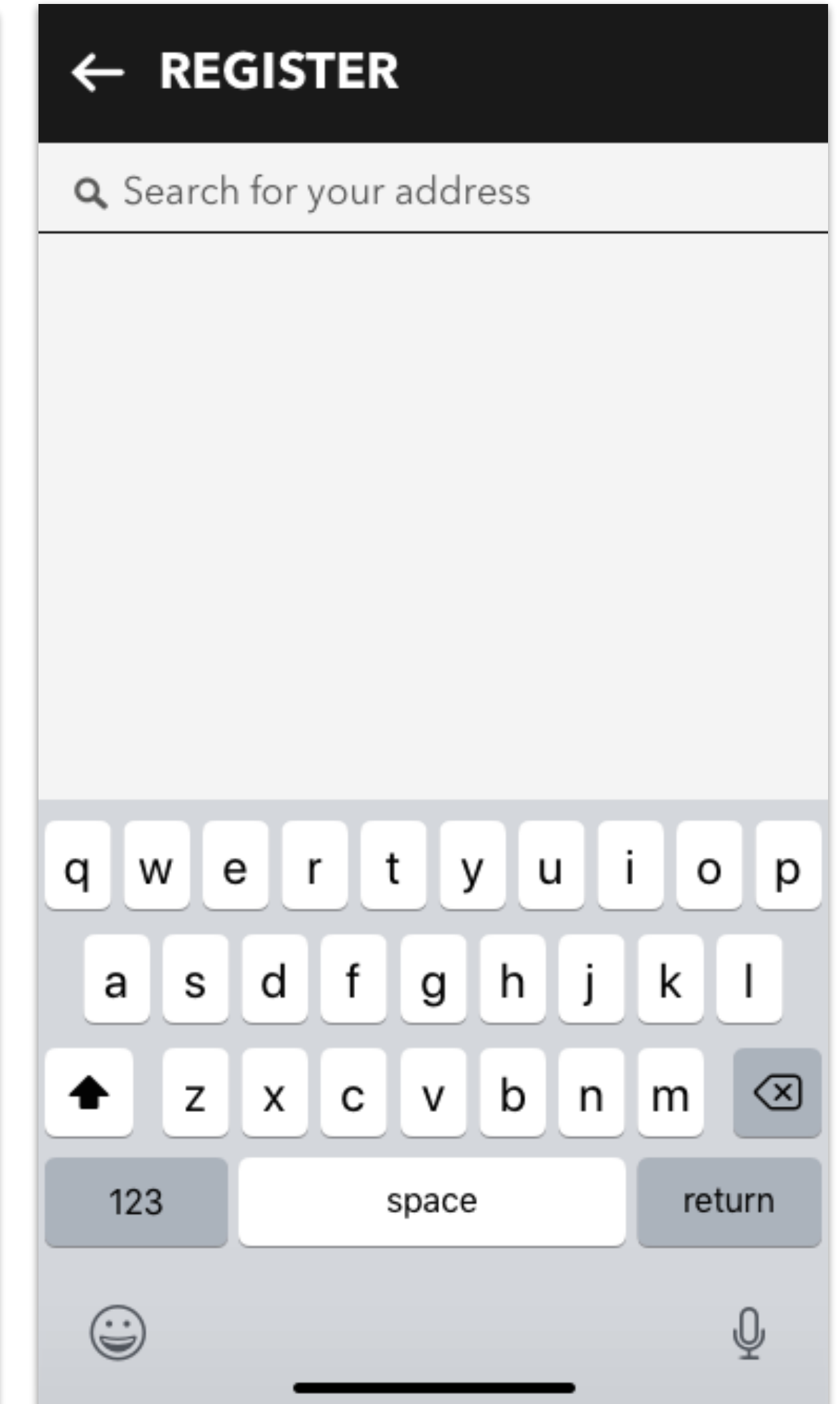
What's your address?

Start by typing your address to to auto populate

Address

e.g 34 Patterson St.

Next



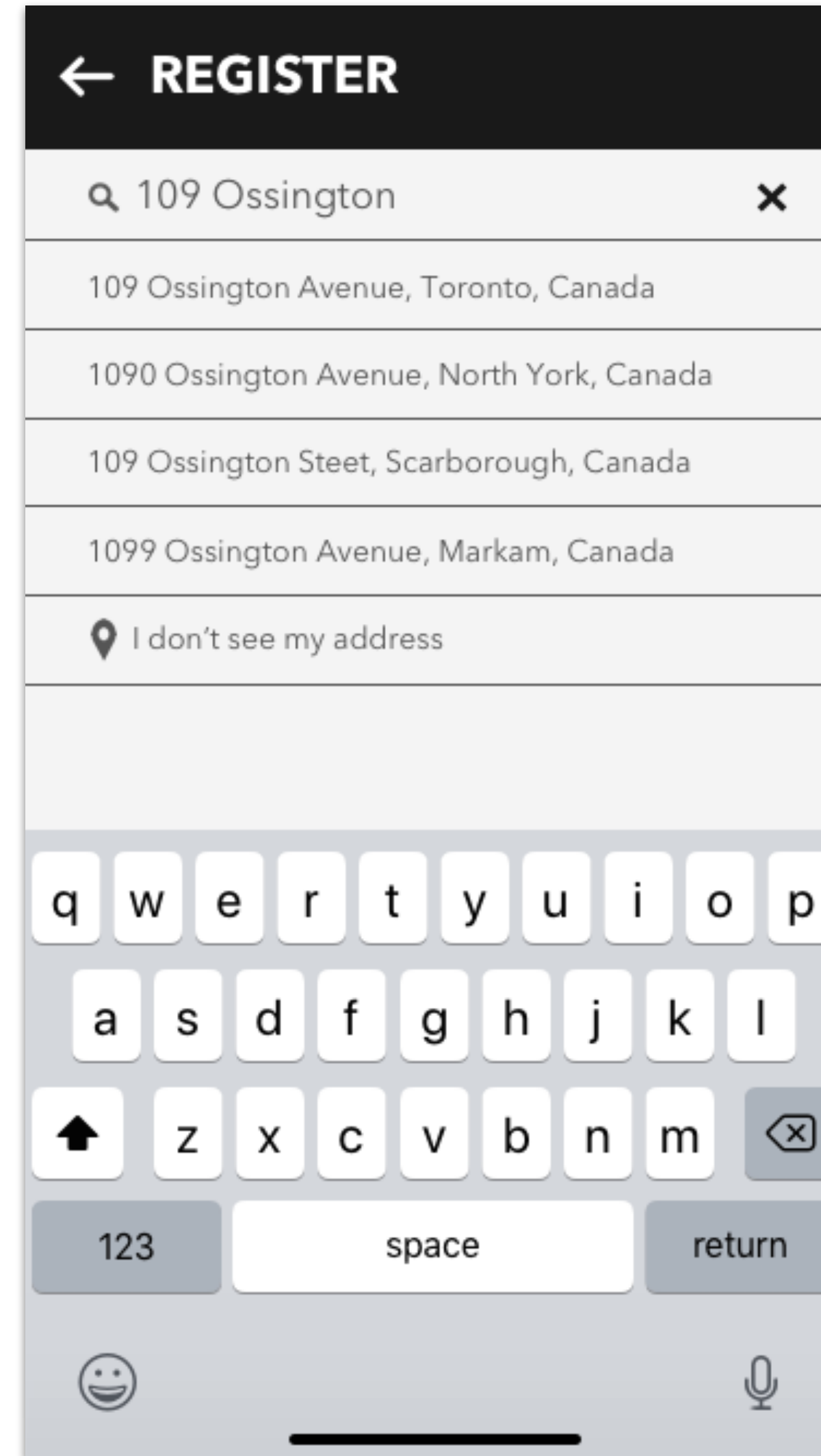
← REGISTER

🔍 Search for your address

q w e r t y u i o p
a s d f g h j k l
↑ z x c v b n m ↵
123 space return
😊 🎤

Address Lookup

Address lookup can be very useful for a lot of users, but the case where an address can't be found needs to be accounted for. Additionally, some users may need to make additions or modify the address found.



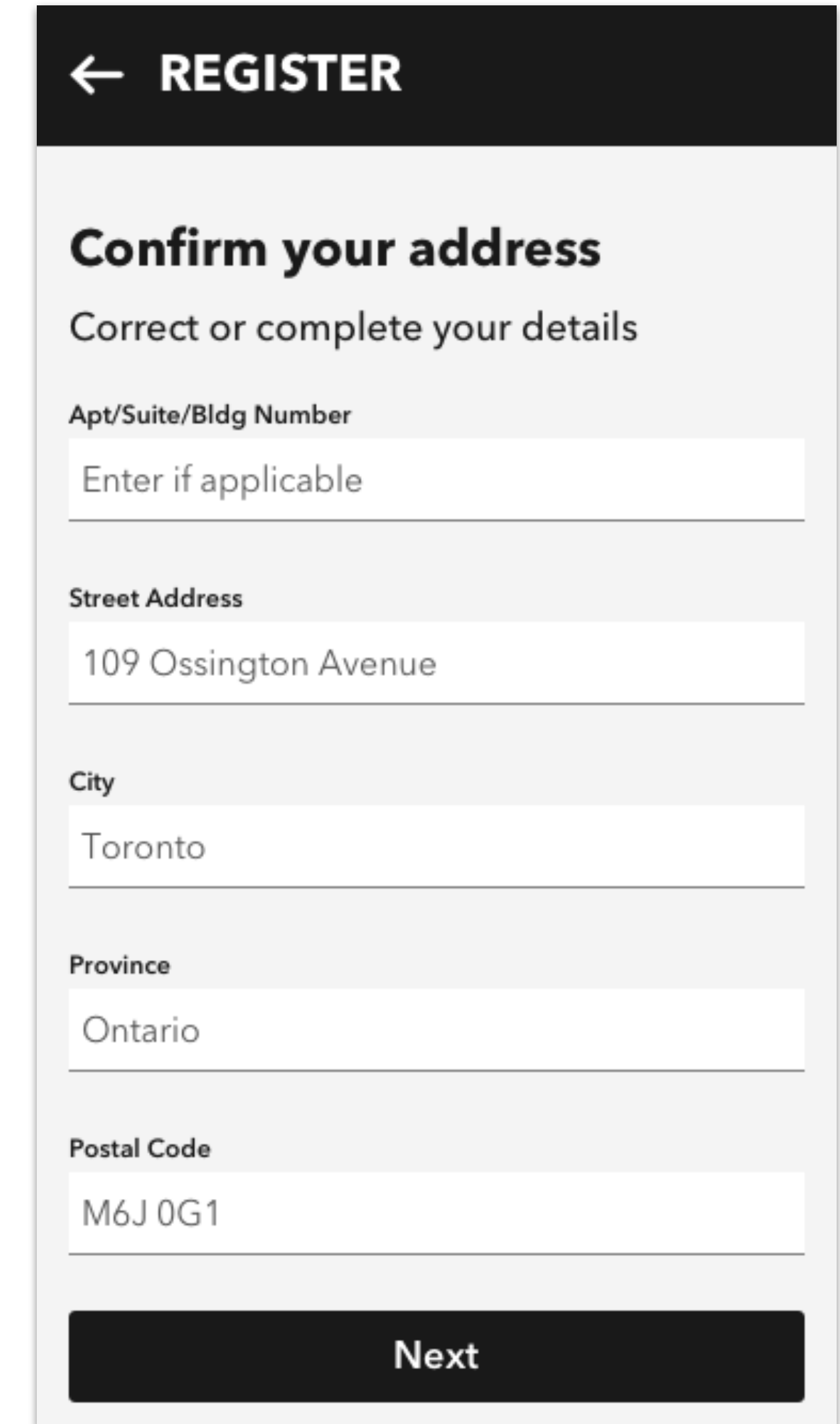
← REGISTER

🔍 109 Ossington ✕

- 109 Ossington Avenue, Toronto, Canada
- 1090 Ossington Avenue, North York, Canada
- 109 Ossington Steet, Scarborough, Canada
- 1099 Ossington Avenue, Markam, Canada

📍 I don't see my address

q w e r t y u i o p
a s d f g h j k l
↑ z x c v b n m ✕
123 space return
😊 🎤



← REGISTER

Confirm your address

Correct or complete your details

Apt/Suite/Bldg Number
Enter if applicable

Street Address
109 Ossington Avenue

City
Toronto

Province
Ontario

Postal Code
M6J 0G1

Next


Notifications and T&Cs

Moving these two steps to the end of the flow follows the convention of registration and has a higher chance of conversion due to the user being more invested in the flow. By adding a value proposition of the notifications step, the user has a better understanding of the advantage of turning on their notifications.

← REGISTER

PRESTO Notifications

Stay on top of your account and receive notifications so you never run out of funds when you need them.



Enable Notifications

Not Now

← REGISTER

Terms & Conditions

This is the agreement between you and the PRESTO Service ("PRESTO") operated through and by Metrolinx, a Crown Agency within the meaning of the Crown Agency Act (Ontario) ("Metrolinx"), for PRESTO cards issued by or on behalf of PRESTO (this "Agreement"). For the purposes of this Agreement and the other documents or agreements incorporated by reference herein or which incorporate this Agreement by reference therein, the term "PRESTO Service" means the use by you of the PRESTO card and the services offered by PRESTO in connection with your use of the PRESTO card including, but not limited to, use of the PRESTO website (as defined below) and the PRESTO Contact Centre (as defined below).

If you have not already agreed to be bound by this Agreement at the time you applied for the PRESTO card, then by activating or using your PRESTO card, you will be deemed to have agreed to the terms and

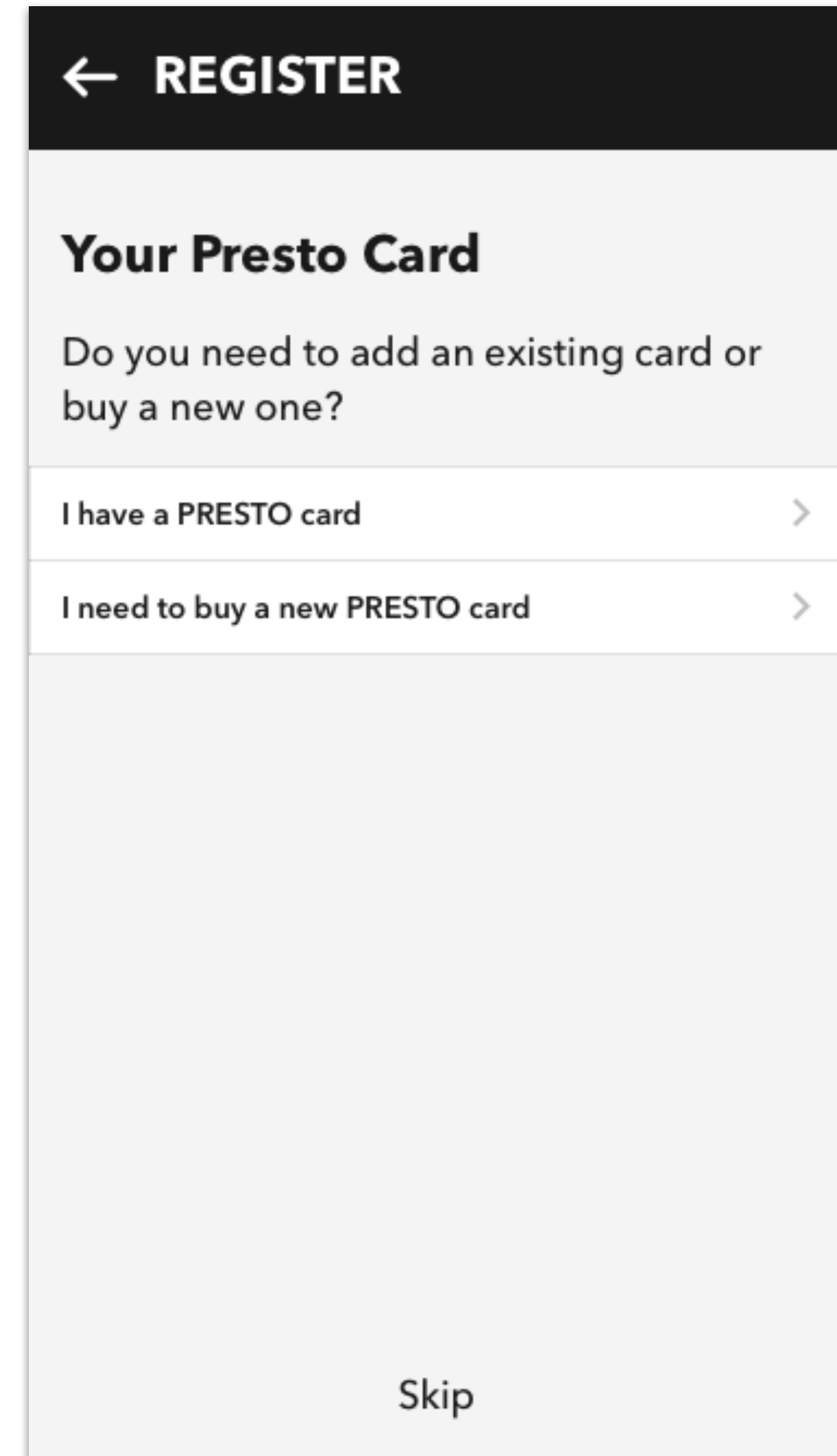
Accept

Decline

Your Presto Card

Since there are two ways a user can get started on the app, by either purchasing a new card online or link an existing one, it's important to direct them to the appropriate journey before landing them on their dashboard.

Their dashboard enables them to perform either action should they choose to skip this step, but this step is meant to optimize their path depending on their situation.



The image shows a mobile app registration screen. At the top, there is a dark header with a white left-pointing arrow and the text "REGISTER". Below the header, the main content area has a light gray background. The title "Your Presto Card" is displayed in bold. Below the title is the question "Do you need to add an existing card or buy a new one?". There are two options listed: "I have a PRESTO card" and "I need to buy a new PRESTO card", each with a right-pointing chevron icon. At the bottom of the screen, there is a "Skip" button.

← REGISTER

Your Presto Card

Do you need to add an existing card or buy a new one?

I have a PRESTO card >

I need to buy a new PRESTO card >

Skip

Add PRESTO Card

← REGISTER

Your Presto Card

Do you need to add an existing card or buy a new one?

I have a PRESTO card ➤

I need to buy a new PRESTO card ➤

Next

Skip

Add PRESTO Card ✕

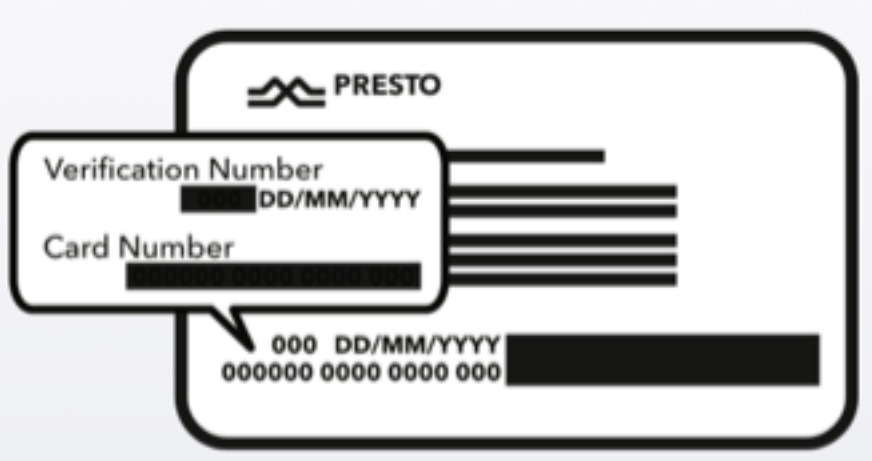
Enter card details

Card Number

17 digit PRESTO card number

Verification Number

3 digit number on the back of the card



Next

Add PRESTO Card ✕

Enter card details

PRESTO Card Number

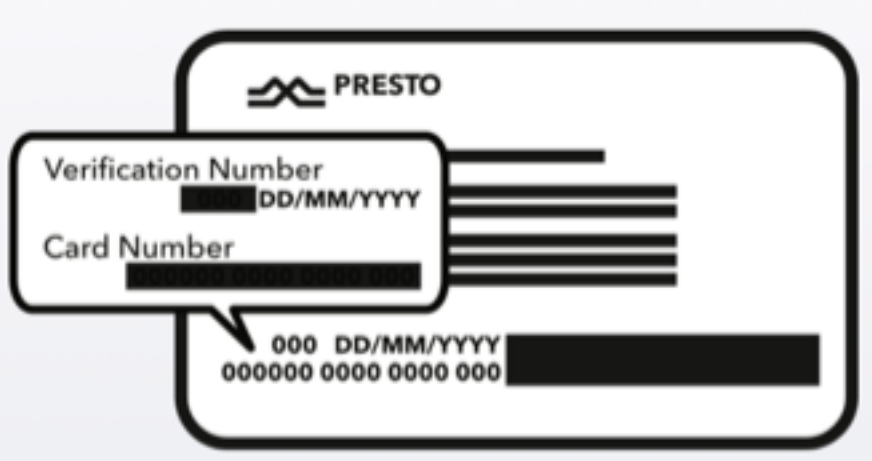
1234 4353 2333 23455 ✓

17 digit PRESTO card number

Verification Number

323 ✓

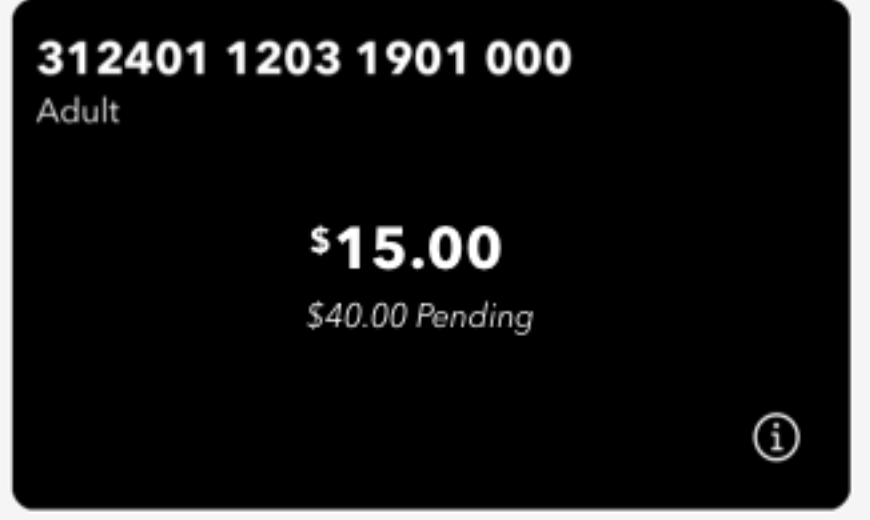
3 digit number on the back of the card



Next

✓ **Success!** Your card has been added ✕


PRESTO Cards




TOP UP CARD

\$10 \$20 \$50 OTHER

ACTIVE PASSES

 **TTC Student Monthly pass**
1 MAY, 2020 - 31 MAY, 2020

RECENT TRANSACTIONS

 **Fare Payment** \$12.50
OSHAWA GO TRAIN 12 MAY, 2020

Overview Passes History Help

BUY PRESTO Card

← REGISTER

Your Presto Card

Do you need to add an existing card or buy a new one?

I have a PRESTO card >

I need to buy a new PRESTO card >

Next

Skip

← Buy PRESTO Card

Your PRESTO Card

Funds

Select amount to fund card ▾

Transit Agency

Select Transit Agency Pass ▾

Card Nickname

Nicknames allow for multiple cards on one account

PIN Number

4 digit pin number

Next

← Shipping Details

Select shipping destination for your presto card

Use address on file

109 Ossington Ave
Toronto, ON
M6J 0G1 >

Ship my card to a different address >

Next

← Add Payment

Choose payment method

Credit or Debit Card >

Paypal >

Apple Pay >

Next

← Add Card

Name on Card

Card Number

Exp. Date MM/YY

Exp. Date 123

Country

Canada

Posta Code

M6J 0G1

Complete Transaction

Card Details

The homepage has been reimagined as a brief overview of the PRESTO card details with the primary action of topping up the card as the main action on page. The 4 bottom navigation items relate to the card that's being viewed and negate the user having to click the actual card to view its details. The bottom navigation surfaces the most trafficked functionalities of the app saves the items in the gear wheel for more profile related actions.

The user is presented with a clear way to top up their card with popular denominations with one tap. Also, by surfacing Passes in the navigation, it's clear for both new and existing users where they need to go to purchase one.

