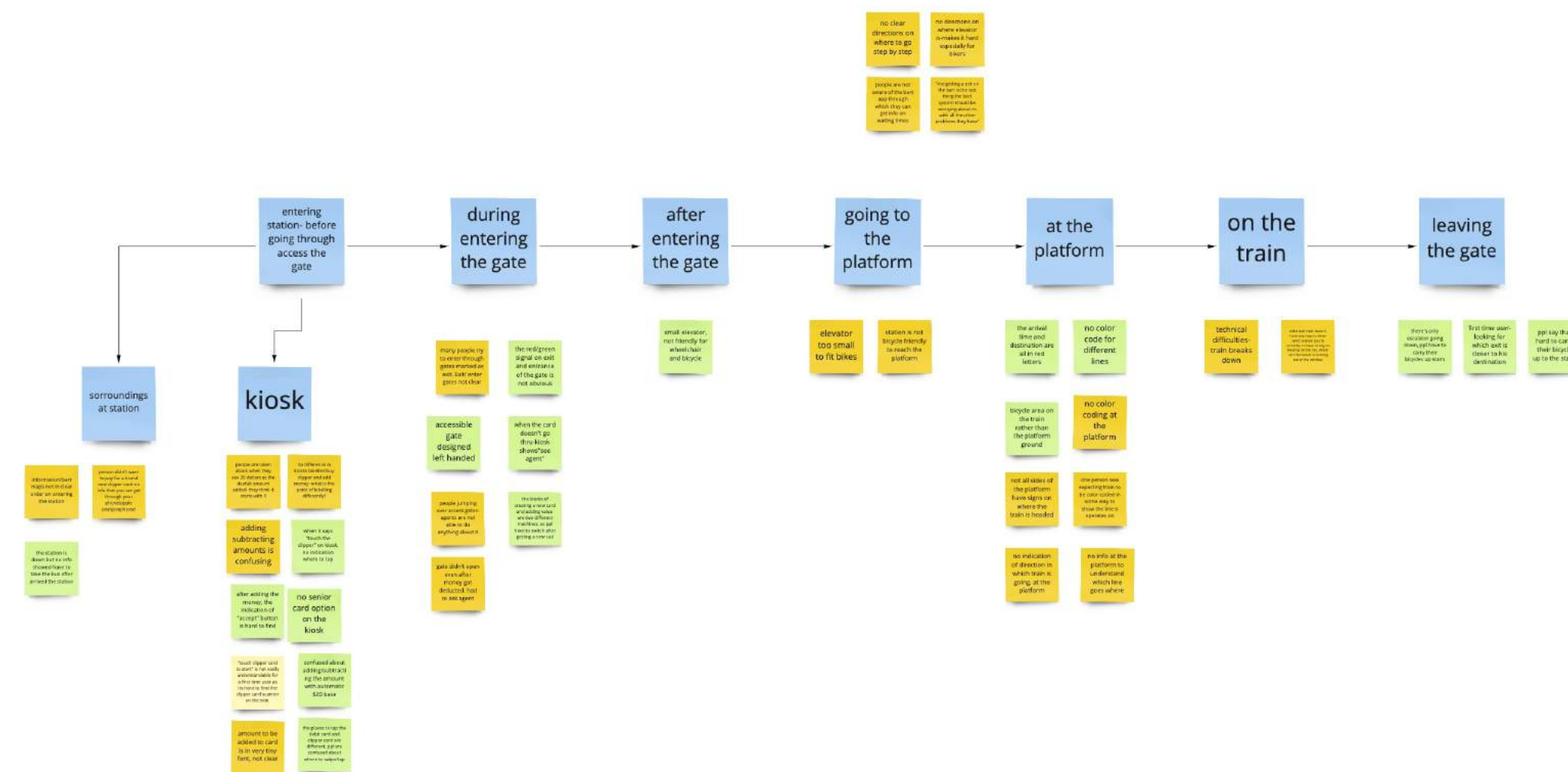


# Synthesizing our insights

After taking notes and documenting our observations, we individually put down our insights and then grouped them together to find overlaps. This also helped us map out at which point exactly throughout the process the pain points lie, and also gave us an idea about the major pain points in the system.



**Here are some of the main insights we  
gathered at  
each stage of the system:**





1

## ENTERING STATION- BEFORE GOING THROUGH ACCESS THE GATE

### SURROUNDINGS AT THE STATION

#### **No awareness regarding the fact that you can purchase clipper card on phone**

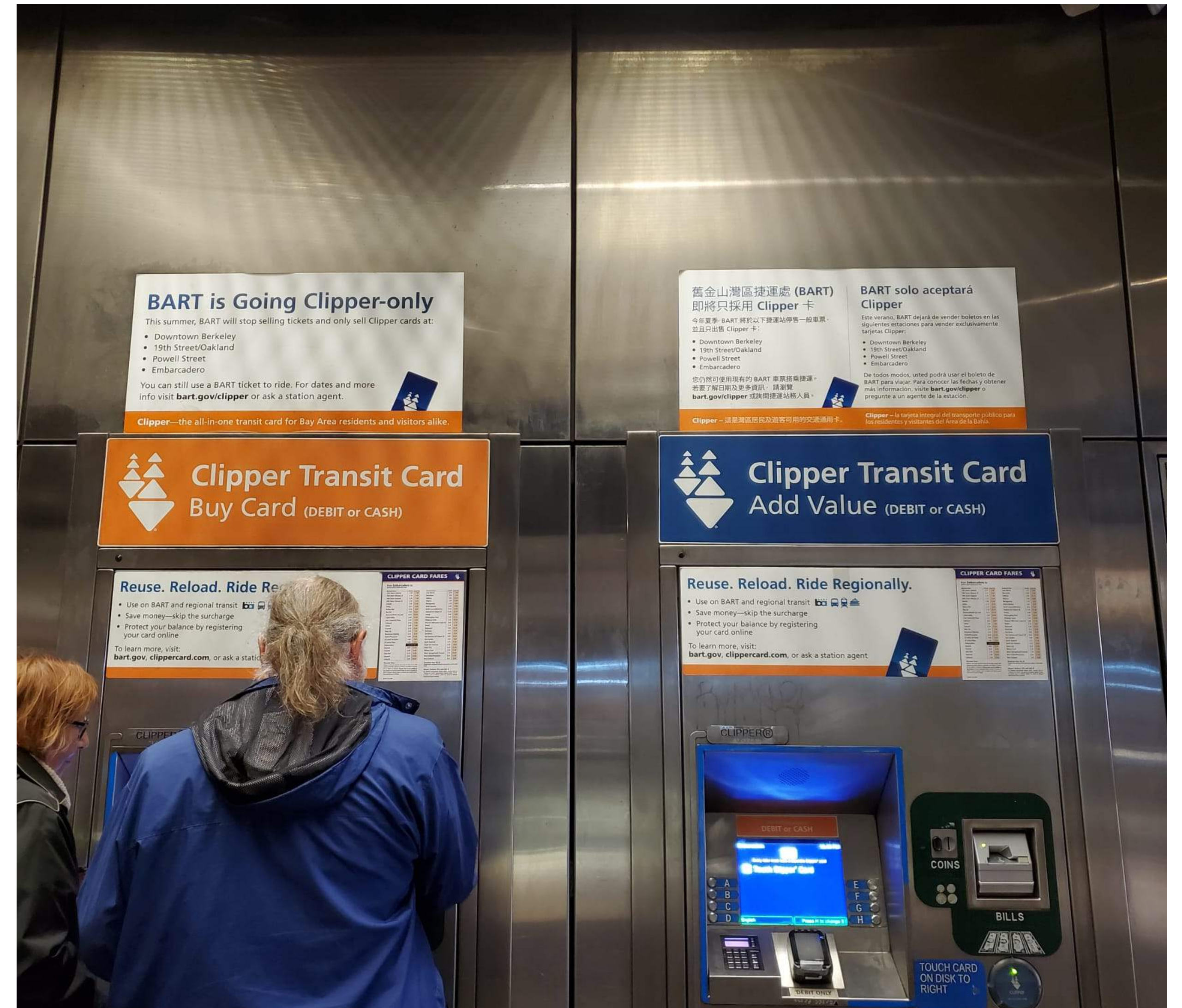
We found people who just wanted to buy a one time ticket, and didn't want to pay for a brand new clipper card. There is no info that you can get a clipper card for zero charge through your phone (apple pay/google pay)

#### **No awareness of information before reaching station- No awareness of the BART App**

Multiple people had issues with the BART trains not showing up or not arriving on time.

"The station was down so i had to take the bus to another station"

"It did not show online" "I don't know about the app"





## 2

### ENTERING STATION- BEFORE GOING THROUGH ACCESS THE GATE

#### KIOSK

##### Improper labelling of kiosks

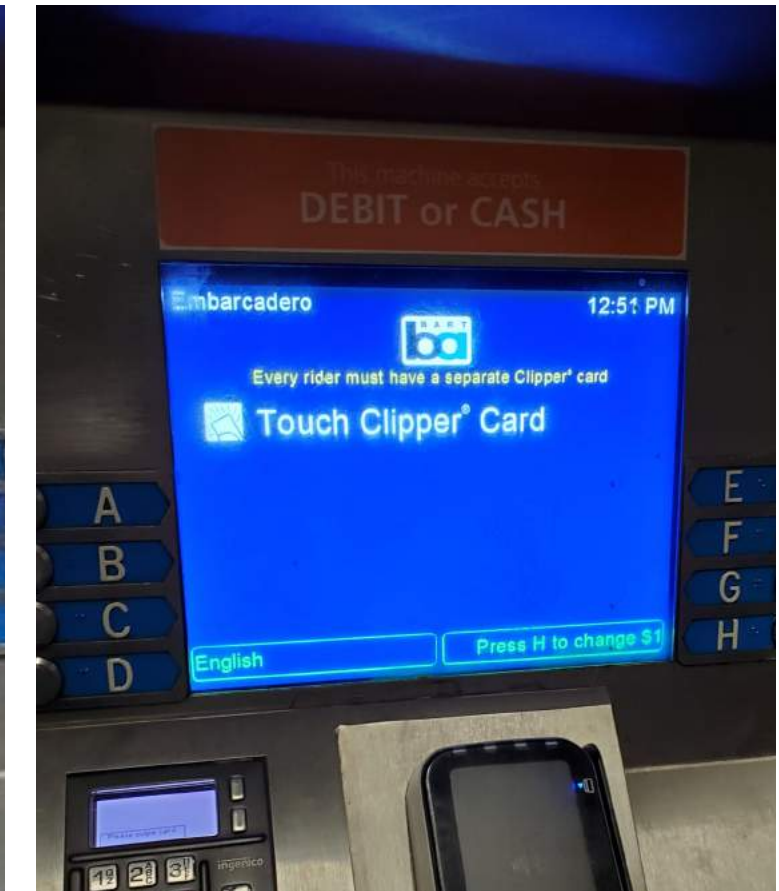
The kiosk for creating a new card and adding value are labelled as two separate machines, so people think they have to switch kiosks after getting a new card, incase they want to add more.

However, the machine where you buy a new clipper also has the adding value option.



buy card kiosk

also has upgrade clipper option



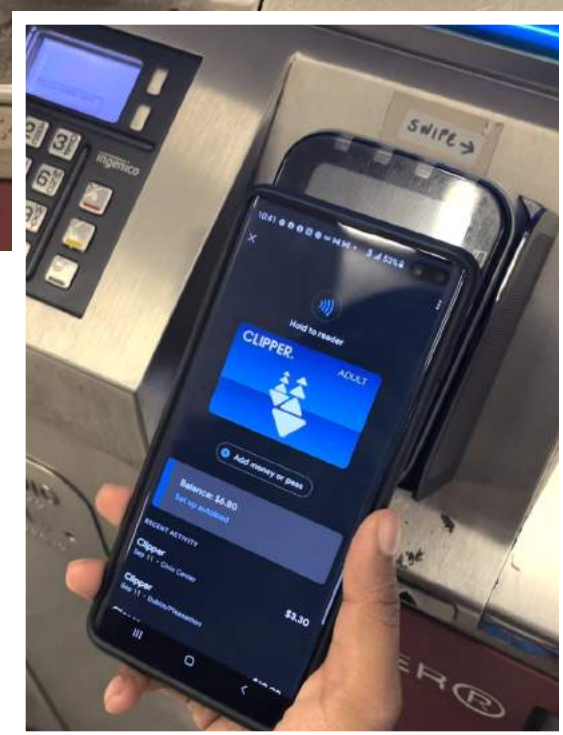
add value kiosk



1. The order of "insert bill/coin" and "swipe ATM card" looks like step by step process, but it's just 2 payments options

2. "touch clipper card to start" is not easily understandable for a first time user as its hard to locate the clipper card scanner on the side-not in scope of vision

3. The places to tap the debit card and clipper card are different, people are confused about where to swipe/tap



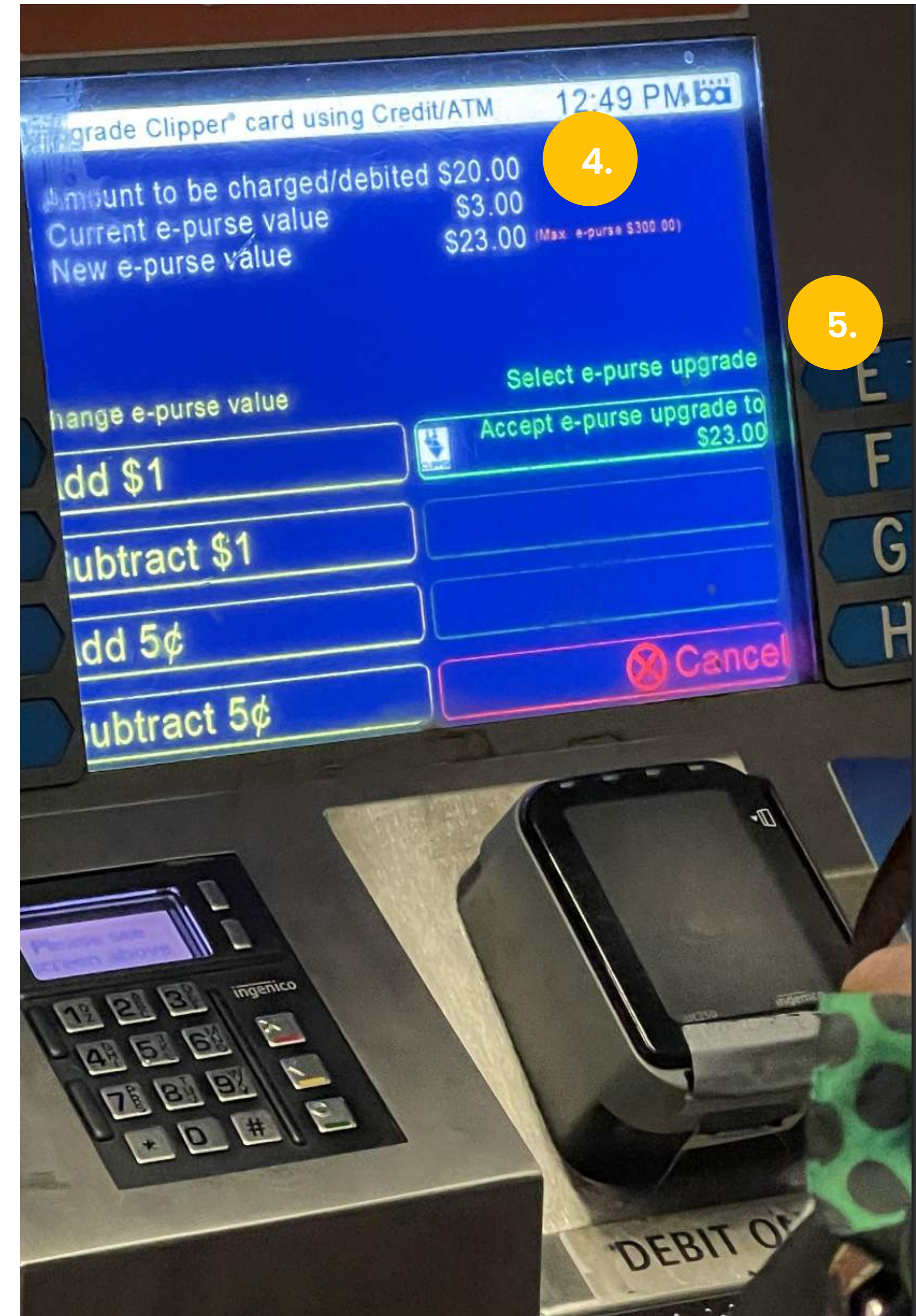


- 4. **Default \$20 amount confusing. Confused about adding/subtracting the amount with automatic \$20 base**

**Amount to be added to card is in very tiny font, not clear**

People are taken aback when they see 20 dollars as the default amount added- they think it starts with zero

- 5. **After adding the money, the indication of "accept" button is hard to understand.**  
"how do i go forward and accept?"





### 3

## ENTERING THE ACCESS GATES

### 1. Entry/exit green/red gates not obvious

We observed many people try to enter through gates marked as exit. The red/green signal on exit and entrance of the gate is not obvious.

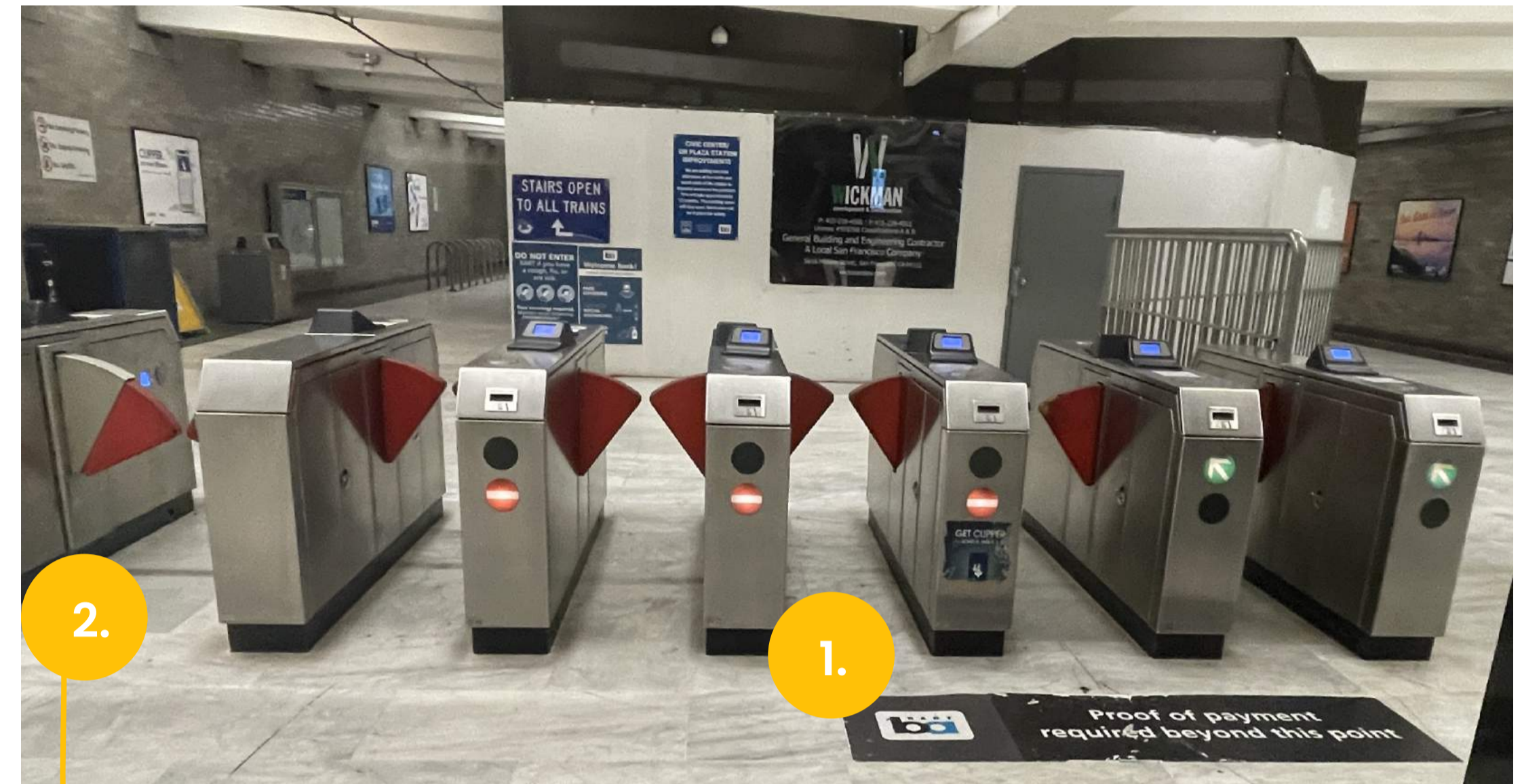
### 2. Accessible gate is designed left handed. Other gates are right handed

We observed a person going through the accessible gate in a wheel chair. However, since they are right handed, their first instinct was to scan the card on their right side.

### Other security issues we observed:

Gate didn't open even after money got deducted. Had to ask agent

People jumping over access gates- agents are not able to do anything about it





# 6

## ON THE TRAIN

### Information missing on train

Older bart train doesn't have any map to show which station you're currently at. Have to rely on hearing on the mic or looking out of the window at every station.



new train

### Announcements on mic can't be heard

"It's hard for me to understand what they're saying because the mic volume is so low, and the train can be noisy"



old train



# 5

## AT THE PLATFORM

### 1. No color coding for different lines at the platform

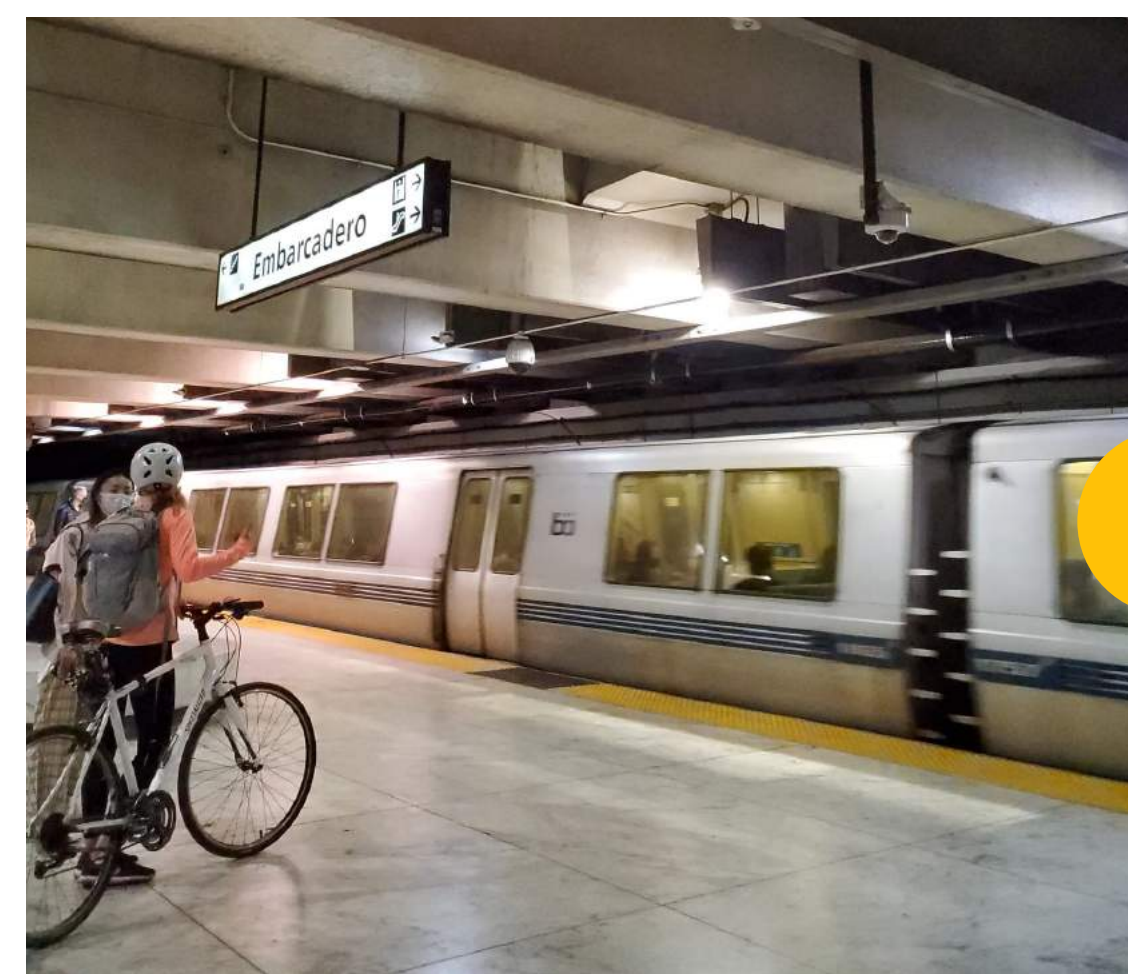
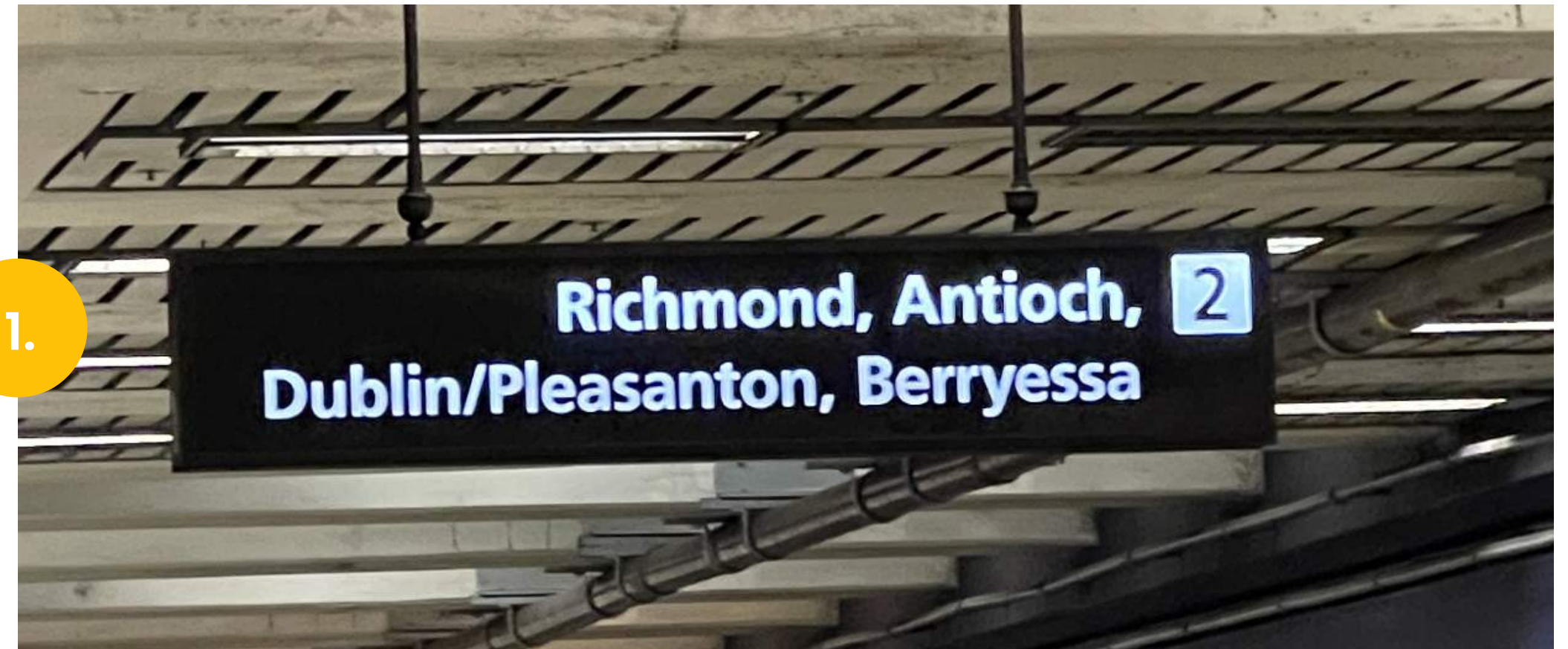
Since the BART map visually shows the different lines in different colors, it is what people were expecting to see. Color coding would also help make it visually easy to understand. Also helps people who don't know how to read.

### 2. Bicycle area on the train shown as a small sticker (unreadable) rather than the platform ground

would be more useful to show where bike spaces are before getting onto the train

### 3. Bart map is missing- Information is dispersed everywhere

No indication of direction in which train is going, at the platform  
Not all sides of the platform have signs on where the train is headed



one half of the station has no info other than the station name. person was confused as to which line she was standing at.



other half of the station has all the signs including arrival time, line name and station name.



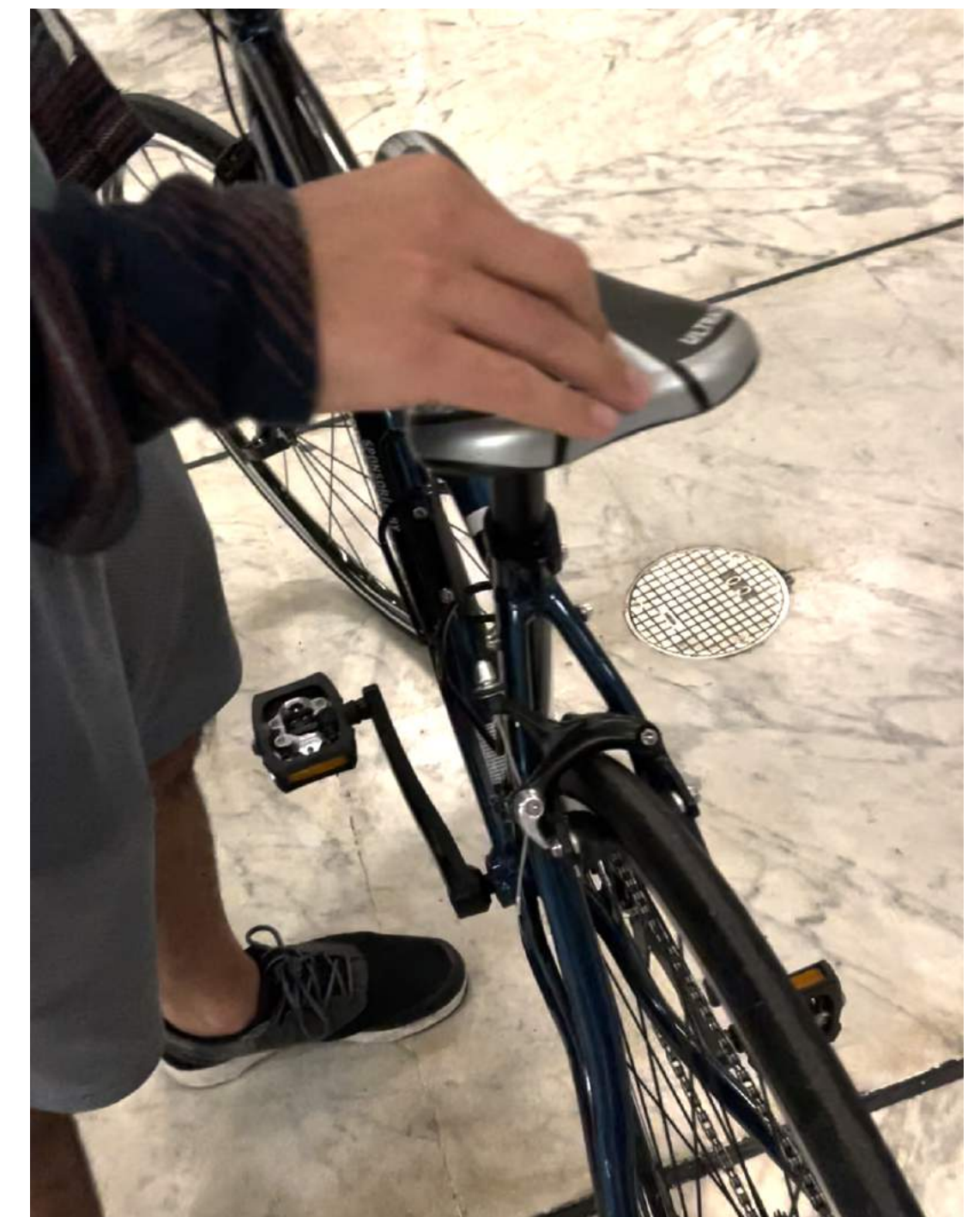
4

## AFTER ENTERING THE GATE-GOING TO THE PLATFORM

### Elevator is not bicycle/wheelchair freindly

"The elevator is small and stinky, and it's often far away from the entrance. It's easier just carrying down my bike."

Many people needed directions on where elevator is-makes it hard especially for bikers





7

## LEAVING THE GATE

### Hard to carry bicycles upstairs

there's only escalator going down, people have to carry their bicycles up stairs

First time user who doesn't speak English was looking for which exit is closer to his destination

