SEPTA Fare Kiosk: Exploration of a better flow for purchasing and reloading the SEPTAkey card

Think Company | Code For Philly | 5th Square

The problem:

The SEPTAkey program is an awesome improvement to public transit in Philadelphia. Unfortunately, lots of people have reported frustration as they have tried to get a SEPTAkey card, refill their card, and perform other common tasks associated with the card. This problem exists not because of technical limitations or system malfunction, but because of *poor user interface design.* The new SEPTA Fare Kiosks and the new SeptaKey.org website *should* make it easy for people to get a SEPTAkey card and participate in the program—but today these systems deliver a frustrating customer experience.

The opportunity:

We have the talent and expertise *right here in Philadelphia* to help SEPTA improve this problem. So we convened a small group of local UX designers, content strategists, and transit system experts to explore ways to improve one of the most important SEPTAkey customer experiences: the flow for purchasing and reloading the SEPTAkey card on the Septa Fare Kiosks.

We hope the ideas in this presentation will help SEPTA improve the design of the SEPTAkey system interfaces so that more Philadelphians can enjoy this great program!

Field Research

We used the kiosk to purchase a new SEPTAkey card and to reload an existing card to get a feel for the current flow and customer experience.
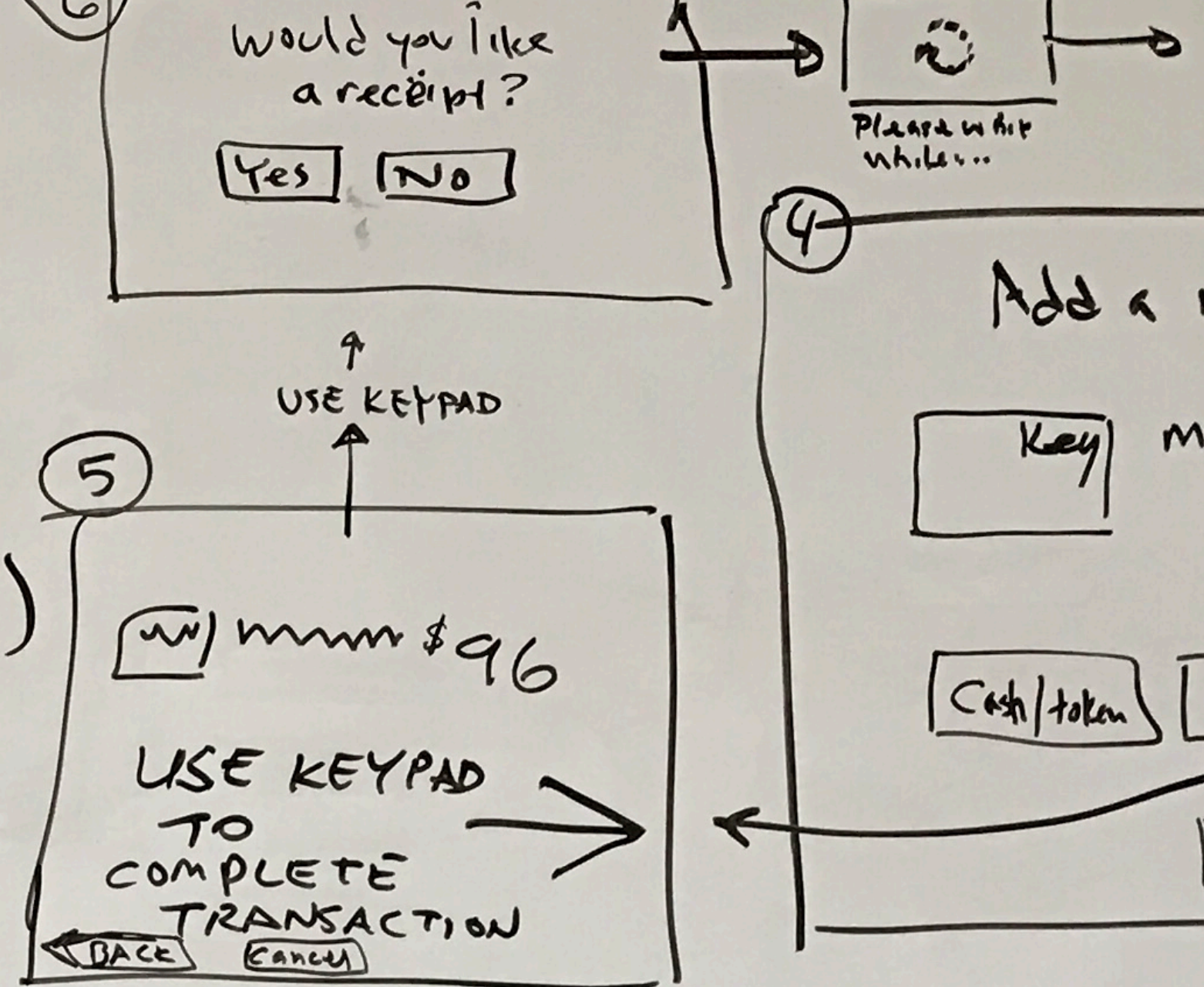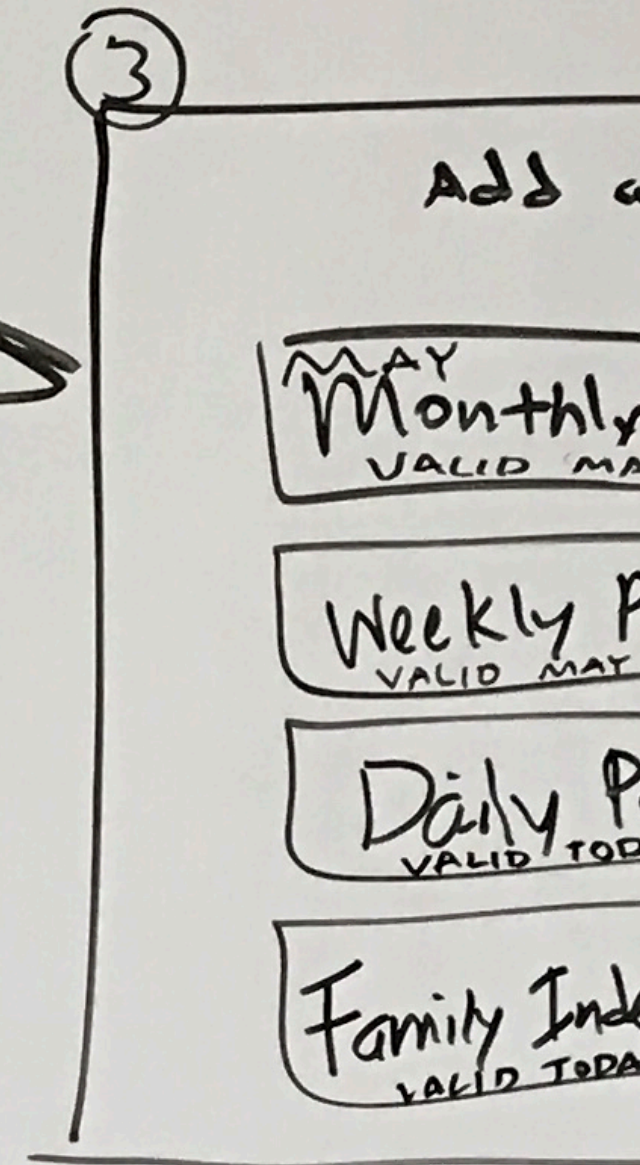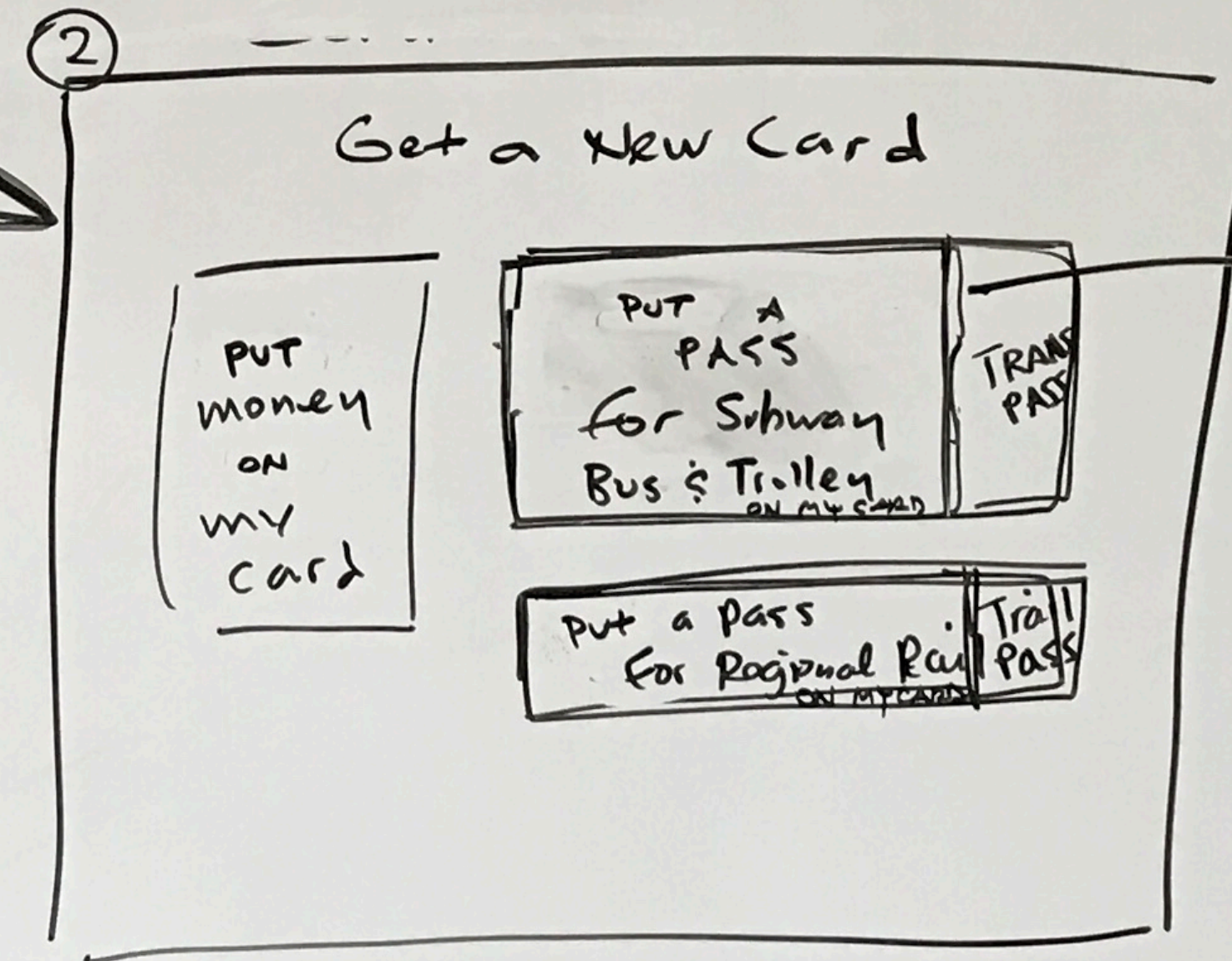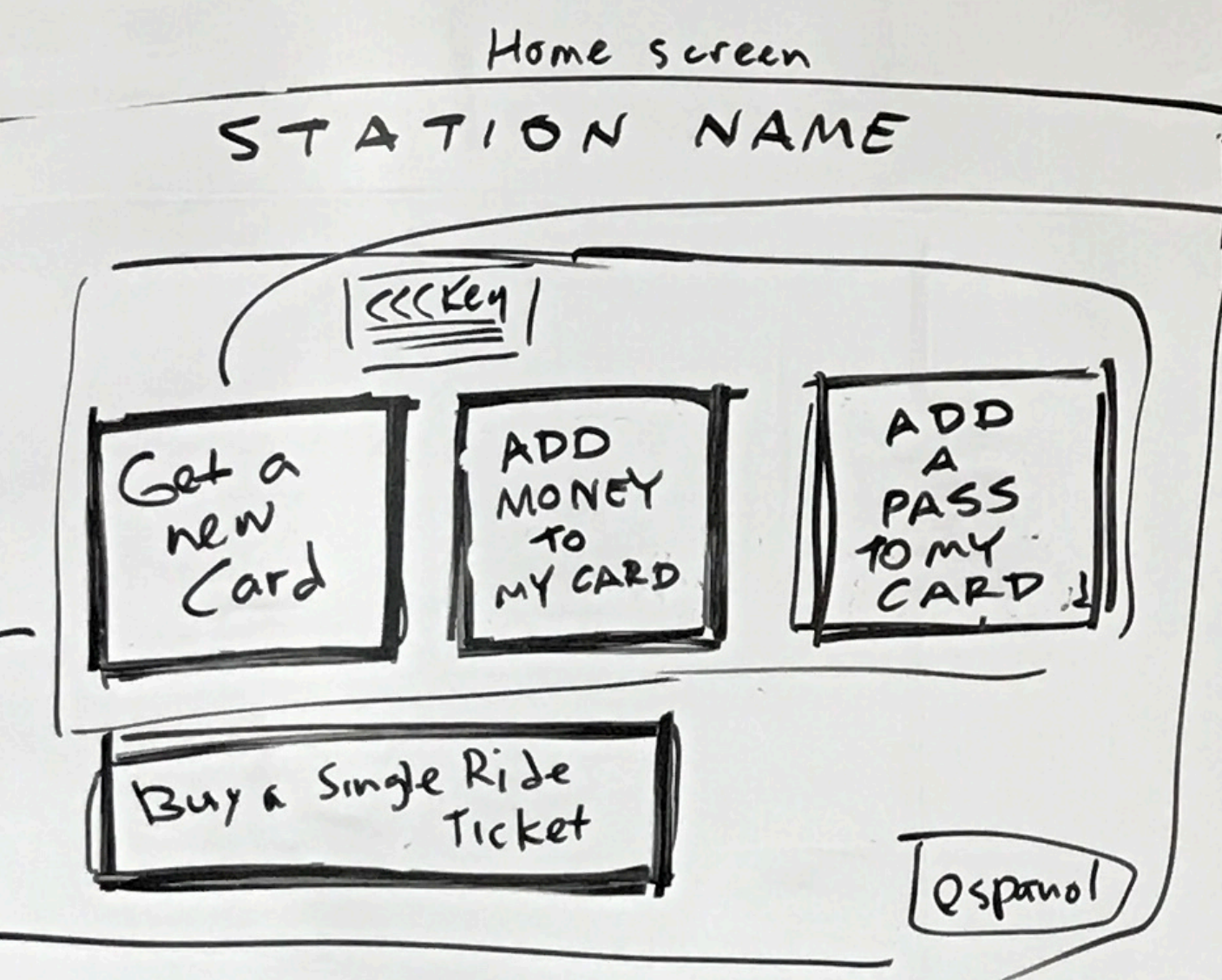
Conceptual Design Think Session

Folks from Think Company, Code For Philly, and 5th Square met together to discuss the problems with the existing flow and to whiteboard solutions for a better customer experience.
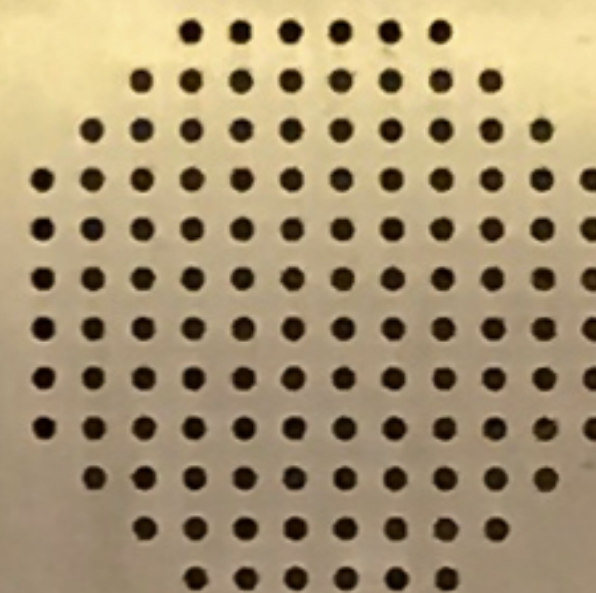
Existing start screen
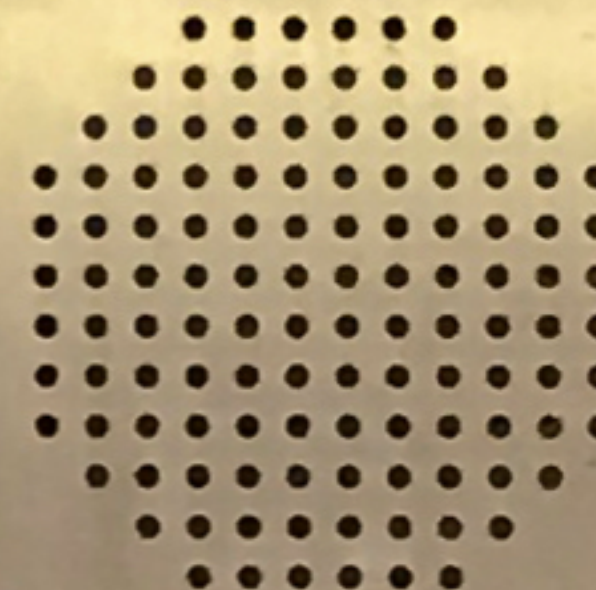
New start screen

Scenario 1:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

Scenario:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

—

Customer taps "Get a new card" button.

Welcome to 15th Street Station

SEPTA key
Get a new card

SEPTA key
Add money to my card

SEPTA key
Add a pass to my card

Buy a single ride ticket

Español

Scenario:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

—

Customer taps "TRANSPASS" button.

Get a new SEPTAkey Card

Put a PASS for subway, bus, and trolley on my card

TRANSPASS

Put a PASS for regional rail on my card

TRAILPASS

Put MONEY on my card

$$

◀ Back

Cancel

Scenario:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

—

Customer taps "Monthly Pass" button.

Put a TRANSPASS on my card

Monthly Pass
VALID JUNE 1 – JULY 1
$96⁰⁰

Weekly Pass
VALID JUNE 5 – 11
$28⁰⁰

Daily Pass
VALID TODAY UNTIL 2:00 AM
$9⁰⁰

Family Independence Pass
VALID TODAY UNTIL 2:00 AM
$45⁰⁰

◀ Back

Cancel

Scenario:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

—

Customer reviews their selection and can adjust quantity of cards, if desired.

Customer taps the "Credit" button.

Please select payment type

SEPTA key

1234 5678 9012 3456
1234

GOOD THRU 11/19

pay*pass*

Debit

MasterCard.

Monthly Pass
VALID JUNE 1 – JULY 1

+

How many cards?

1

−
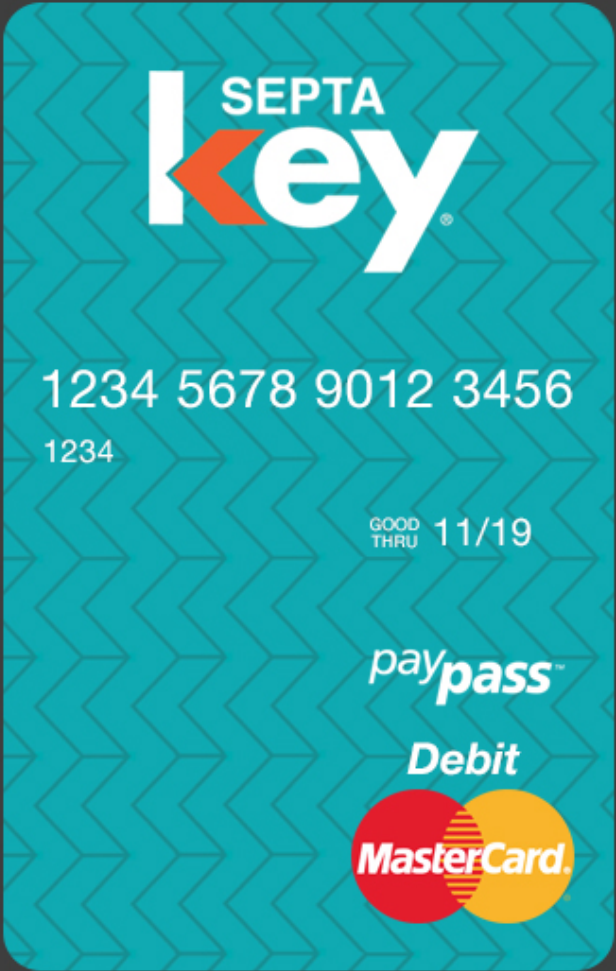
$**96**00

Cash/Token

Credit

Debit

◀ **Back**

Cancel

Scenario:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

_

Customer uses keypad to complete the transaction.

Location of keypad is indicated by arrow on screen.

Use keypad to complete transaction.

We accept:

MasterCard   VISA   AMERICAN EXPRESS   DISCOVER

◄ Back

Cancel

Scenario:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

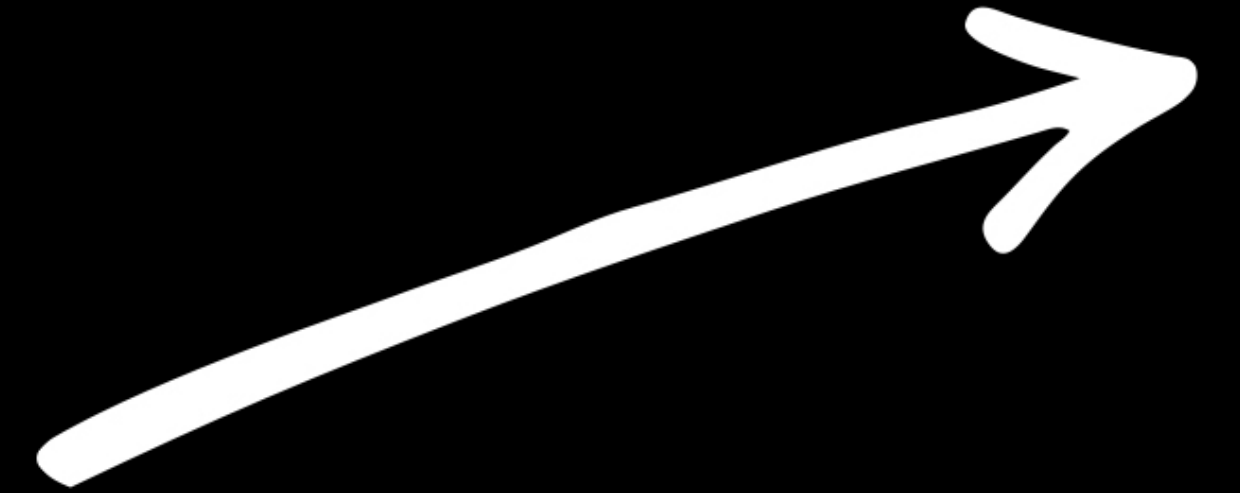–

Customer taps "Yes" button.

Would you like a receipt?

Yes

No

Scenario:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

—

Customer waits for transaction to be processed.

Animated image on screen indicates that payment processing is occurring.

Please wait while your transaction is being processed...

Scenario:
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

—

Customer takes their items from the bin below.

Location of bin is indicated by arrow on screen.

Thanks!

Please take your SEPTAkey card, receipt, and any change below.

↓

Scenario 2:
Customer wants to add money to their existing SEPTAkey card.

Scenario:
Customer wants to add money to their existing SEPTAkey card.

—

Customer taps "Add money to my card" button.

Welcome to 15th Street Station

SEPTA key

Get a new card

SEPTA key

Add money to my card

SEPTA key

Add a pass to my card

Buy a single ride ticket

Español

Scenario:
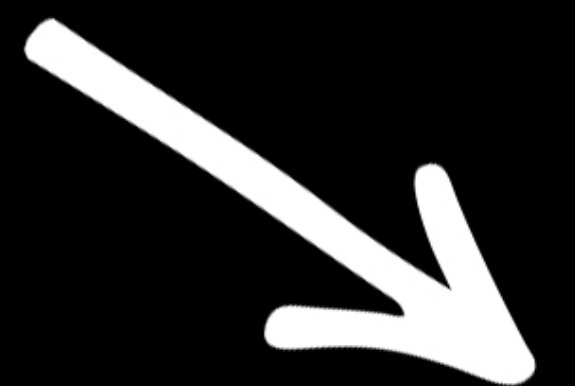Customer wants to add money to their existing SEPTAkey card.

—

Customer taps their card on the card reader below.

Location of reader is indicated by arrow on screen.

A looping video shows how to tap the reader.

Tap your SEPTAkey card on the reader below.

◀ **Back**

Cancel

Scenario:
Customer wants to add money to their existing SEPTAkey card.

—

Customer's current balance on the card is displayed at the top of the screen.

Customer taps the "$20" button.

SEPTA key

Current balance on card: $1.87

Add money to my card:

$5	**$10**	**$20**
$40	**$60**	**Other Amount**

Convert Tokens

◀ **Back**

Cancel

Scenario:
Customer wants to add money to their existing SEPTAkey card.

—

Customer reviews their selection, taps payment type, and completes the transaction.

A note is displayed instructing the customer to visit SeptaKey.org to set up auto-refill.

Please select payment type

SEPTA key Add money to my card **$20**

Cash/Token **Credit** **Debit**

ⓘ To set up your SEPTAkey card to auto-refill, please visit SeptaKey.org

◀ **Back** **Cancel**

Scenario 3:
Customer wants to add a monthly Transpass to their existing SEPTAkey card.

Scenario:
Customer wants to add a monthly Transpass to their existing SEPTAkey card.

—

Customer taps "Add a pass to my card" button.

Welcome to 15th Street Station

SEPTA key

Get a new card

SEPTA key

Add money to my card

SEPTA key

Add a pass to my card
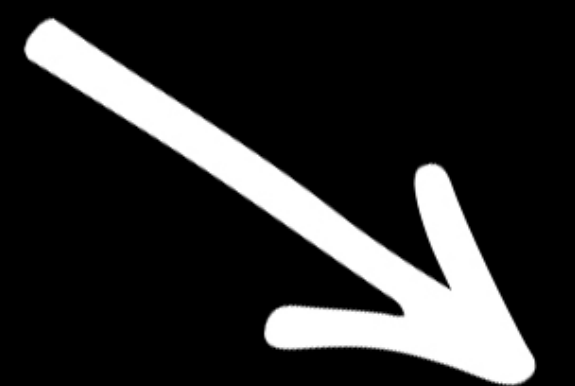
Buy a single ride ticket

Español

Scenario:
Customer wants to add a monthly Transpass to their existing SEPTAkey card.

—

Customer taps their card on the card reader below.

Tap your SEPTAkey card on the reader below.

◀ **Back**

Cancel

Scenario:
Customer wants to add a monthly Transpass to their existing SEPTAkey card.

—

Customer's current balance on the card is displayed at the top of the screen.

Customer taps the "TRANSPASS" button.

SEPTA key

Current balance on card: $1.87

Add a pass to my card:

Add a pass for subway, bus, and trolley to my card
TRANSPASS

Add a pass for regional rail to my card
TRAILPASS

◀ **Back**

Cancel

Add a TRANSPASS to my card

Monthly Pass
VALID JUNE 1 – JULY 1

$96 00

Weekly Pass
VALID JUNE 5 – 11

$28 00

Daily Pass
VALID TODAY UNTIL 2:00 AM

$9 00

Family Independence Pass
VALID TODAY UNTIL 2:00 AM

$45 00

◀ **Back**

Cancel

Scenario:
Customer wants to add a monthly Transpass to their existing SEPTAkey card.

—

Customer reviews their selection, taps payment type, and completes the transaction.

Please select payment type

Monthly Pass
VALID JUNE 1 – JULY 1

$96⁰⁰

Cash/Token   **Credit**   **Debit**

ⓘ To set up your **SEPTAkey** card to auto-refill, please visit **SeptaKey.org**

◀ **Back**

Cancel