



**Think
Company™**

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!

Fare kiosk does not sell tokens



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.

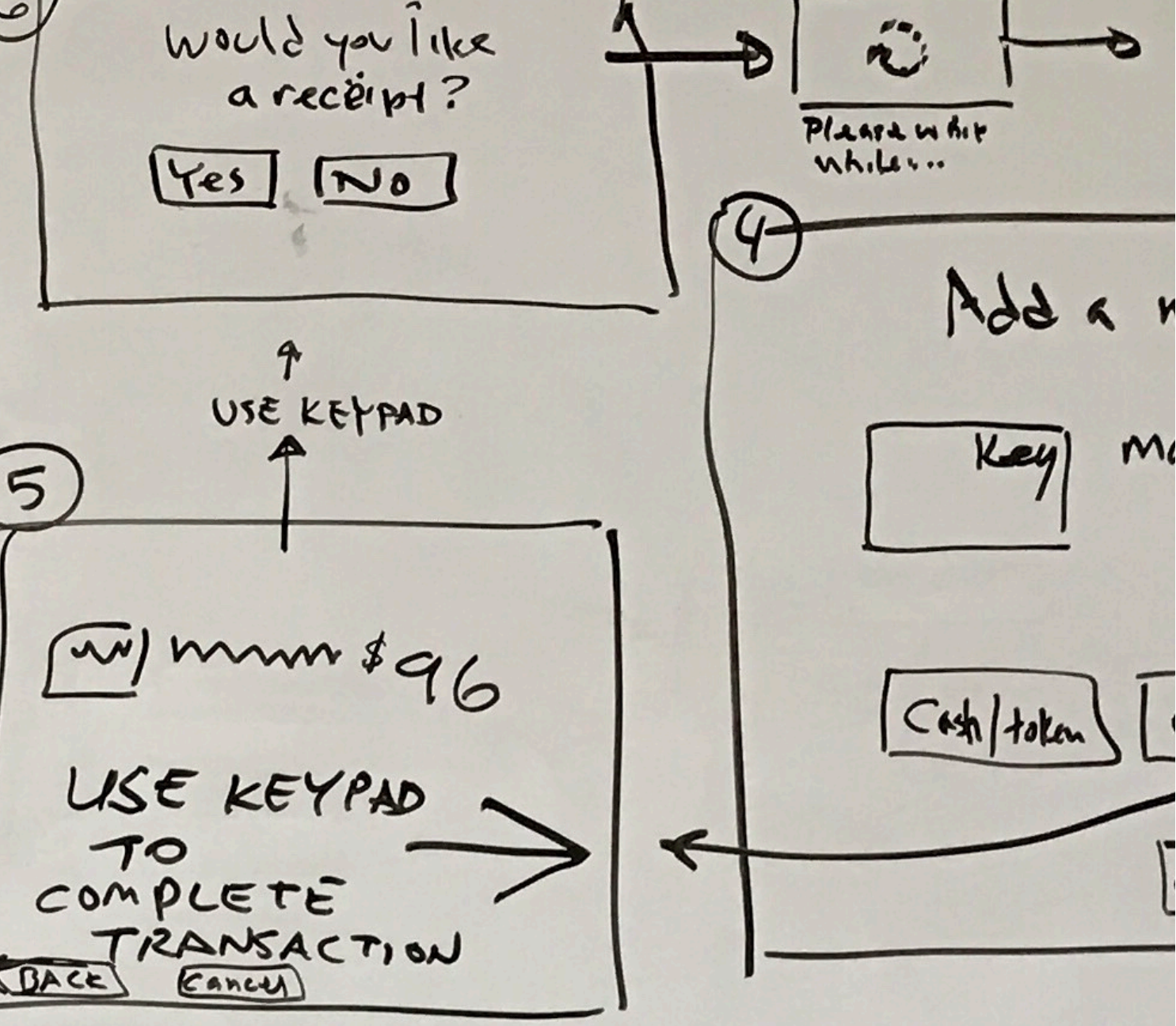
GET A SINGLE RIDE / DAY TICKET (PAPER)

regional rail

GET A NEW CARD (PUT \$\$ ON IT) BUY A PASS

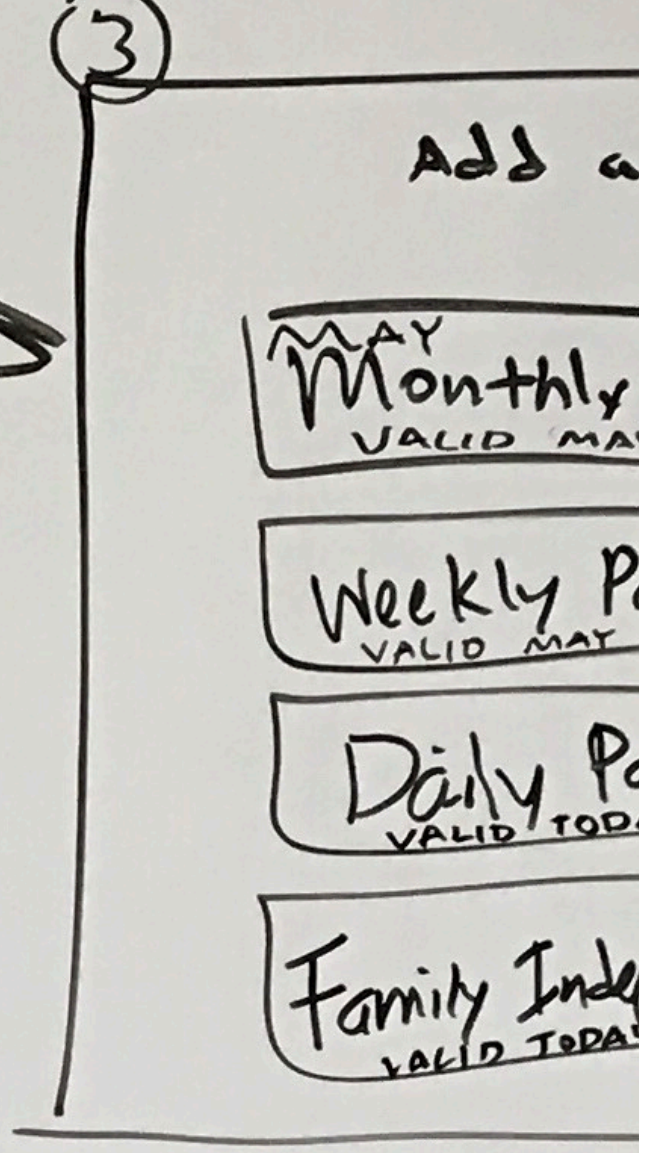
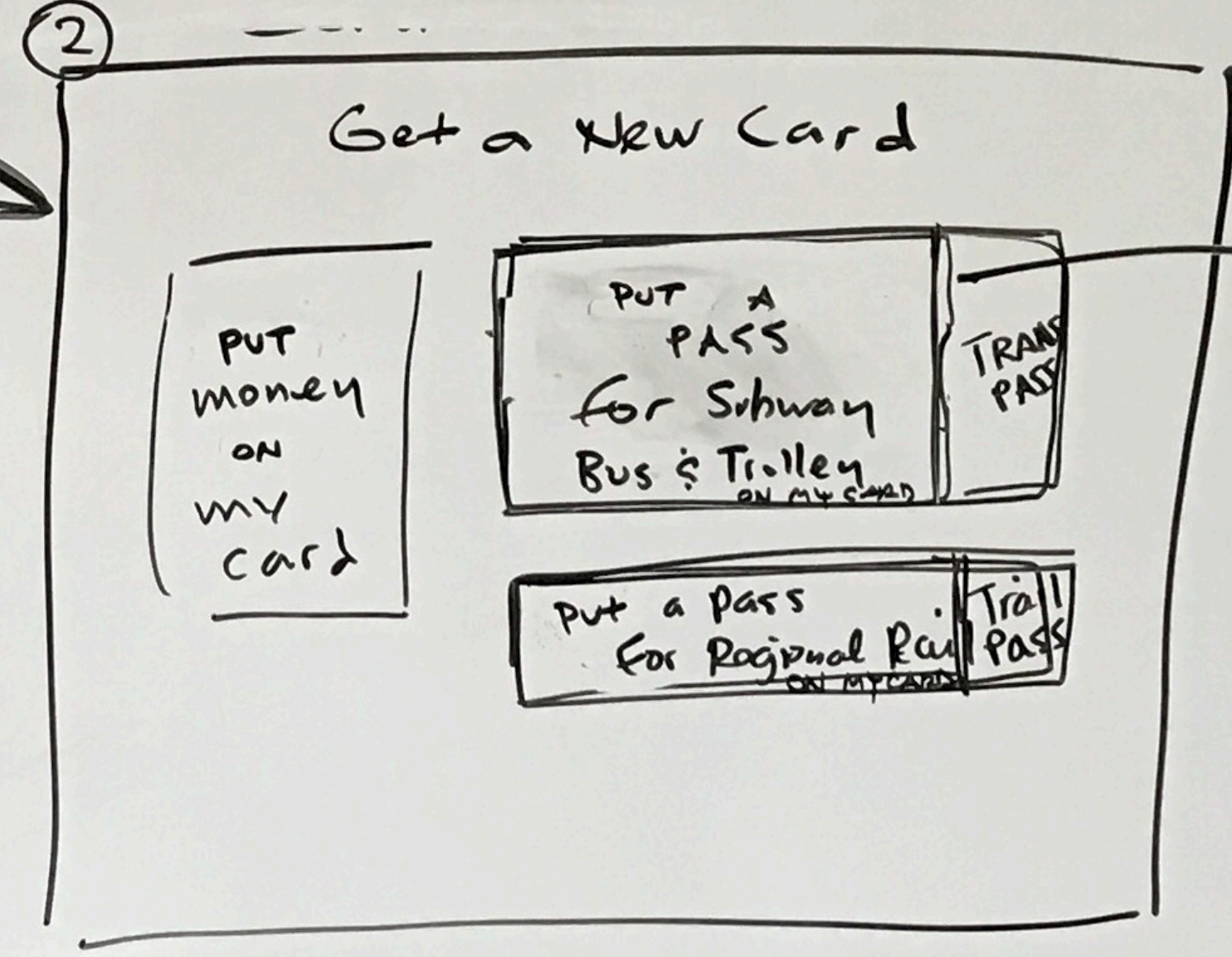
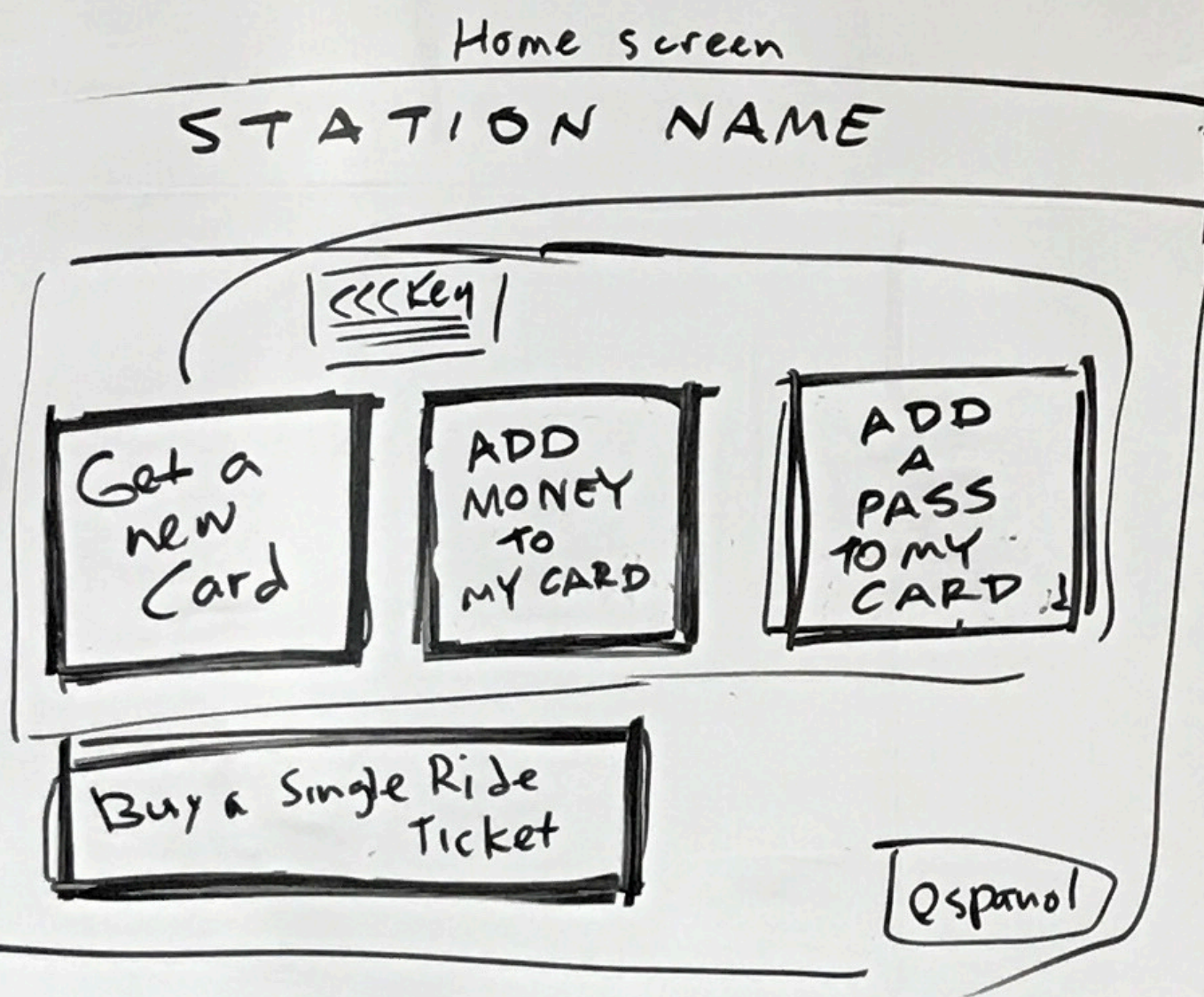
REFILL MY CARD w/ \$\$

BUY A WEEKLY OR MONTHLY PASS



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.

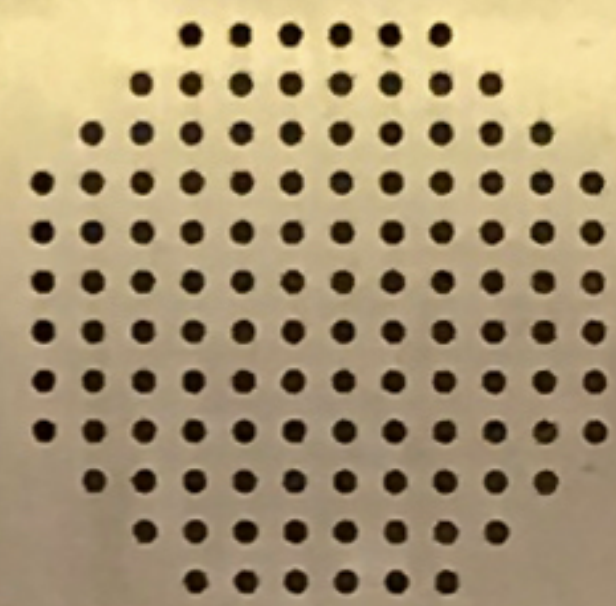


monthly
weekly
daily
later
(Family Independence Pass)

Trans - Subway, busses, trolleys
Trail - Regional Rail

* Sticker on kiosk w/ T&C

Fare Kiosk does not sell Tokens



↑ PRESS AND HOLD FOR AUDIO ↑

TAP HERE


↑  ↑

AU




Existing start screen


Welcome to 15th Street Station



Get
a new
card



Add
money to
my card

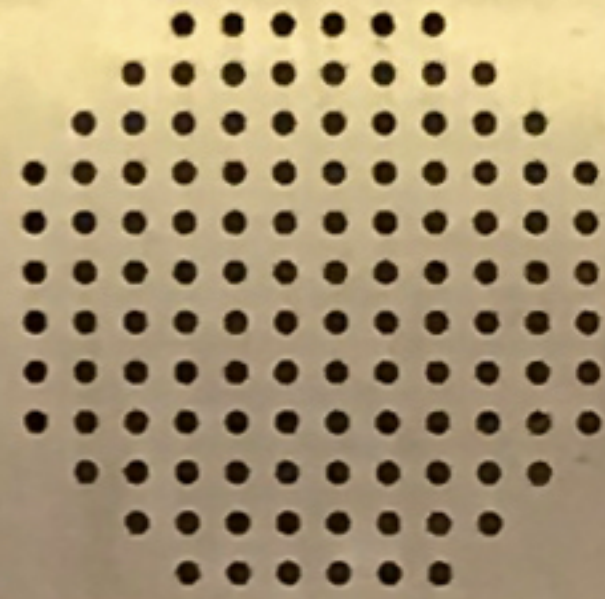


Add
a pass to
my card

Buy a single ride ticket

Español

↑ PRESS AND HOLD FOR AUDIO ↑



TAP HERE
↑  ↑

AU
↑  ↑

New start
screen

Problems With The Existing Start Screen

It looks like you can tap this area if you don't have a card and need to get one (but you can actually tap anywhere on the screen).

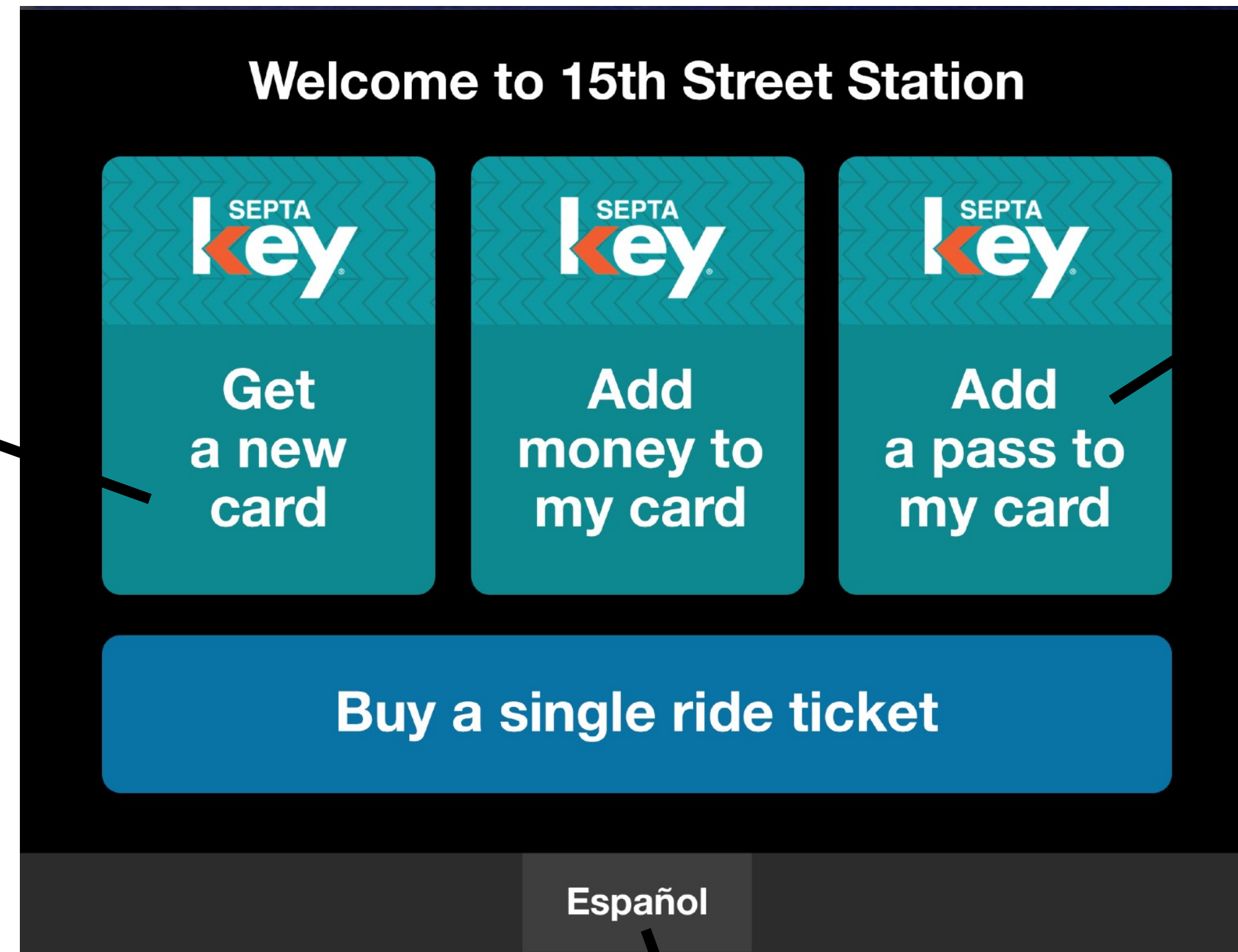


It's not really clear what "Contactless Card?" means, but it kinda looks like you can tap this area if you already have a card (but actually if you tap this area, you go down the "No Card?" path).

This text does not make it clear that you if you already have a card you need to tap it on the card reader below (and doesn't provide guidance about where the card reader is located).

Improved Start Screen Design

Big prominent buttons represent the things a customer would most likely want to do at the kiosk.



Buttons use simple, conversational, action-oriented language.

Español button is presented at the very beginning

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



**Get
a new
card**



**Add
money to
my card**



**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



Put a PASS for regional rail on my card



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:

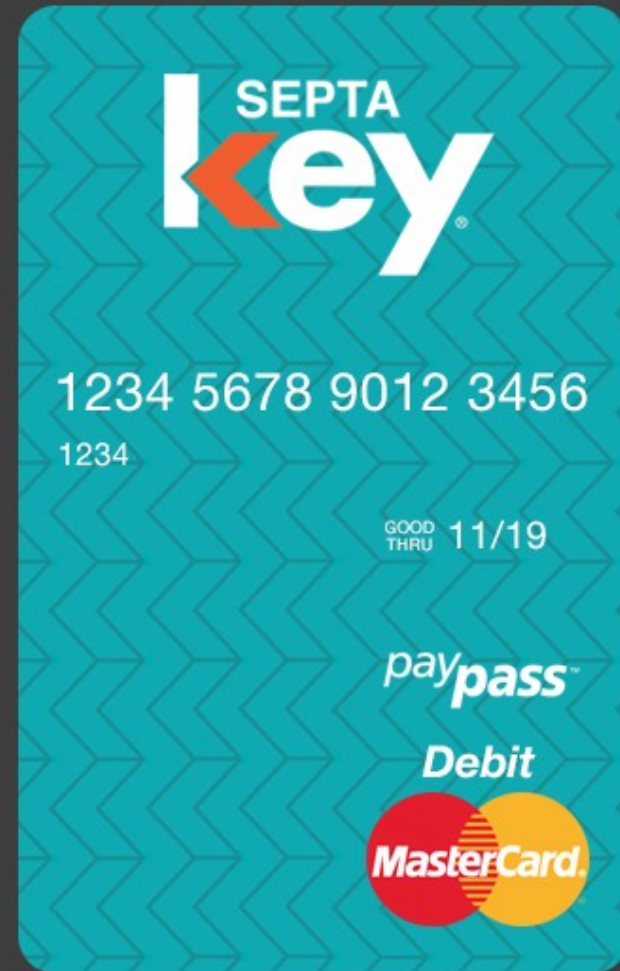
Customer wants to get a new SEPTAkey card and load it up with a monthly Transpass.

—

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

Customer taps the “Credit” button.

Please select payment type



Monthly Pass
VALID JUNE 1 – JULY 1

\$96⁰⁰



How many cards?

1



Cash/Token

Credit

Debit

◀ **Back**

Cancel

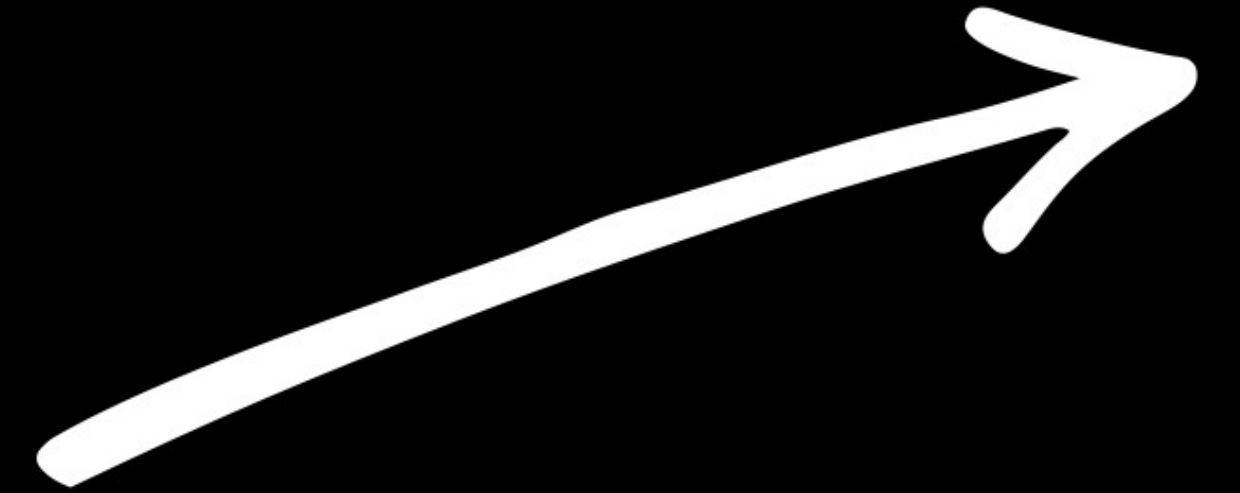
Scenario:

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:



◀ **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



**Get
a new
card**



**Add
money to
my card**



**Add
a pass to
my card**

Buy a single ride ticket

Español

Scenario:

Customer wants to add money to their existing SEPTAkey card.

—

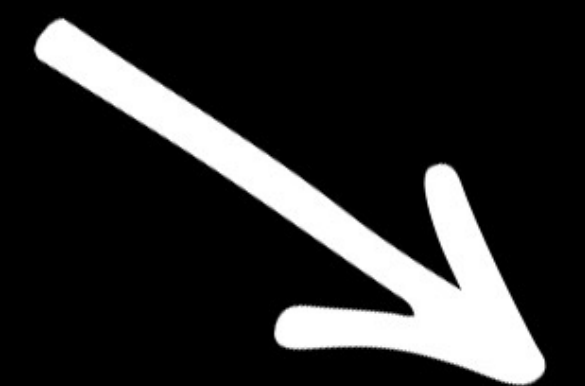
Customer taps their card on the card reader below.

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.



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



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



**Get
a new
card**



**Add
money to
my card**



**Add
a pass to
my card**

Buy a single ride ticket

Español

Scenario:

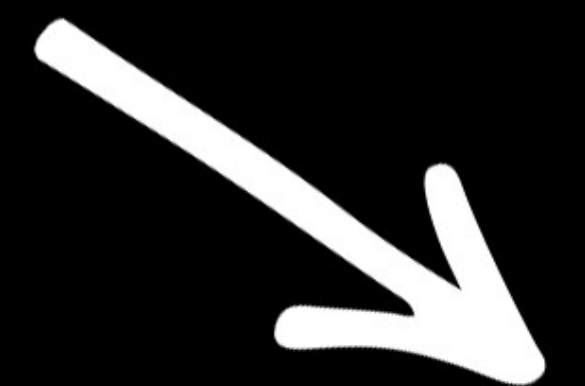
Customer wants to add a monthly Transpass to their existing SEPTAkey card.

—

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.



Current balance on card: \$1.87

Add a pass to my card:

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



**Add a pass for regional rail
to my card**



◀ Back

Cancel

Scenario:

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

—

Customer taps “Monthly Pass” button.

Add a TRANSPASS to 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 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

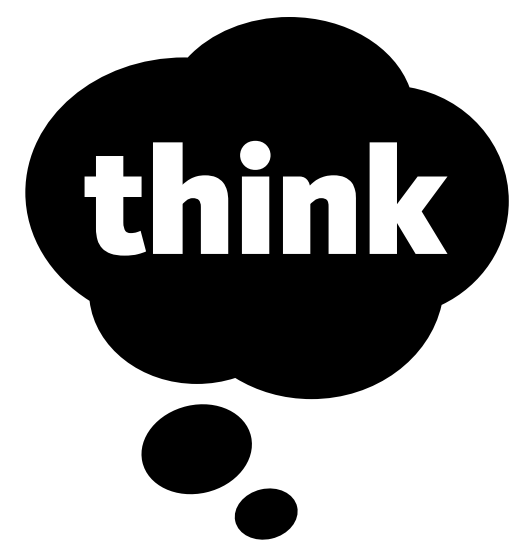
Debit



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

◀ **Back**

Cancel



**Think
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Think Company is an award-winning experience design firm founded in 2007, employing 80 consultants across three Philadelphia-area studios with expertise in almost every industry. We pride ourselves on using a research-driven methodology which ensures our design decisions are always based on evidence. We specialize in research, strategy and visioning, content strategy, experience design, digital product design, and software development. We exist to help you create great experiences for your customers and employees. Come think with us!

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