

# Bringing together 41 apps into a single seamless platform

## Team

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**Development:** 

**External Agengcy** 

## Project

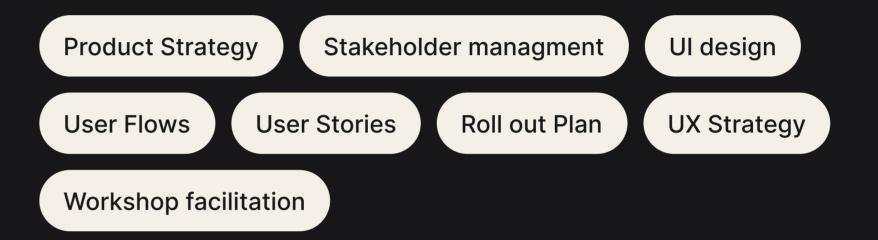
September 2023 – September 2024 (12 months)

Mobile and tablet apps for iOS and Android

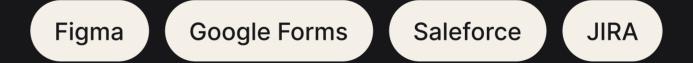
In my role as a Digital Product Manager, I also took on UX/UI responsibilities. We had an analytics team dedicated to conducting surveys.

The product management duties fell to me when the original Product Manager went on maternity leave within the first few weeks. Given the high-profile nature of the project, management determined that my skill set would be best utilised within our team of three Product Managers.

## Product tasks undertaken



## **Tools used**



## Background

#### **Objective:**

The goal was to consolidate 42 disparate applications into a single, unified platform while developing an API aggregator layer to support future data integrations. Although the project was eventually halted due to internal challenges, the groundwork established a strong foundation for future innovation.

#### **Wider Business Objective:**

The app was a critical tool for frontline staff, who were evaluated based on their Net Promoter Score (NPS). While improving this score was an important consideration, the project's success was not directly measured against it. For future evaluation, we leveraged the HEART Framework to assess usability and impact.

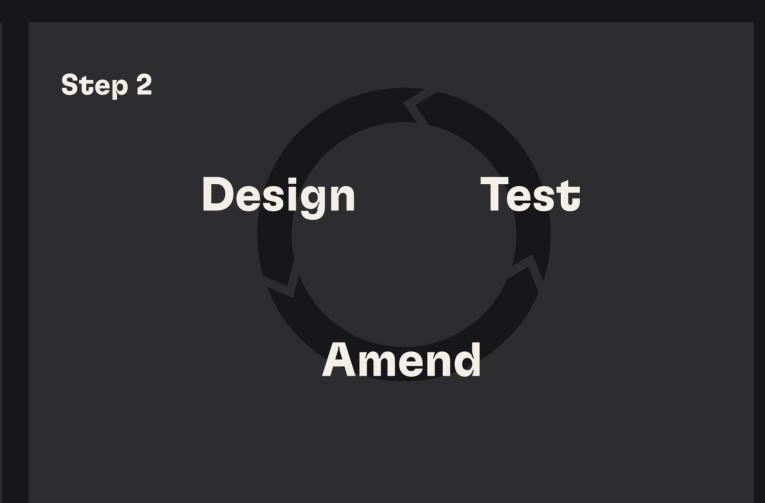
## **Project Goals**

- Unify Functionality: Replace 42 standalone apps with a single, cohesive platform to streamline staff workflows and enhance efficiency.
- Enhance Scalability: Develop an API aggregator layer to ensure seamless data accessibility and integration with other platforms.
- User-Centric Design: Create a tool that enables customer-facing staff to deliver superior service through intuitive and efficient functionality.
- Lay the Groundwork for Future Expansion: Ensure the platform is designed to serve as a foundation for the seamless addition of new features and integrations over time.

#### Step 1

## Discovery:

Conducted user workshops, interviews, and surveys to gather insights. Key data collected included user pain points, needs, preferences, and workflow challenges, which helped inform the development of a more efficient and intuitive platform.



User story development

Step 4

# Artifacts Ready for Development:

User stories, prototypes, and design artifacts, including various states and edge cases, were prepared to ensure a smooth development process and comprehensive coverage of potential scenarios.

Roll out Plan

Stakeholder management

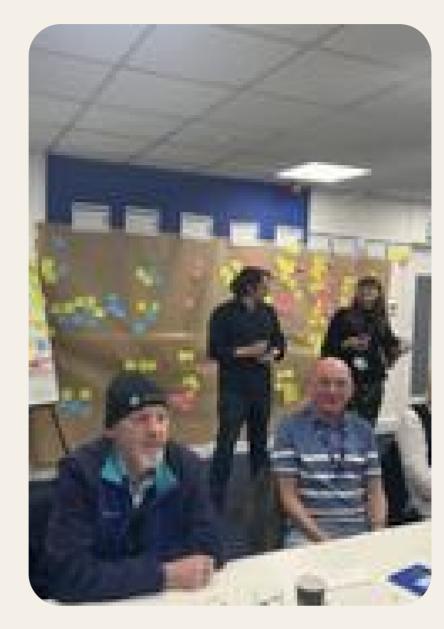


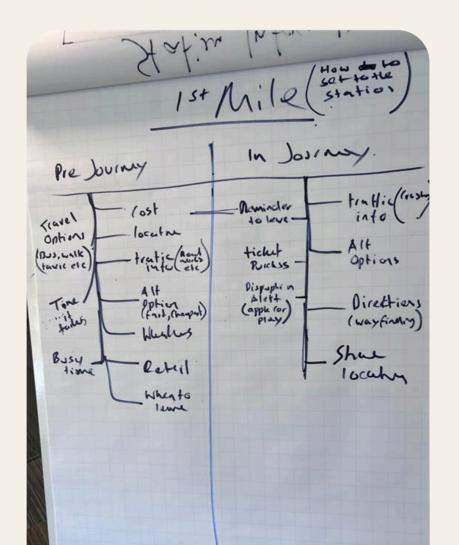
We conducted two one-day workshops with approximately 14 staff members. The sessions were highly interactive, and the feedback was overwhelmingly positive. Many participants noted that this was the first time "head office" had actively consulted them.

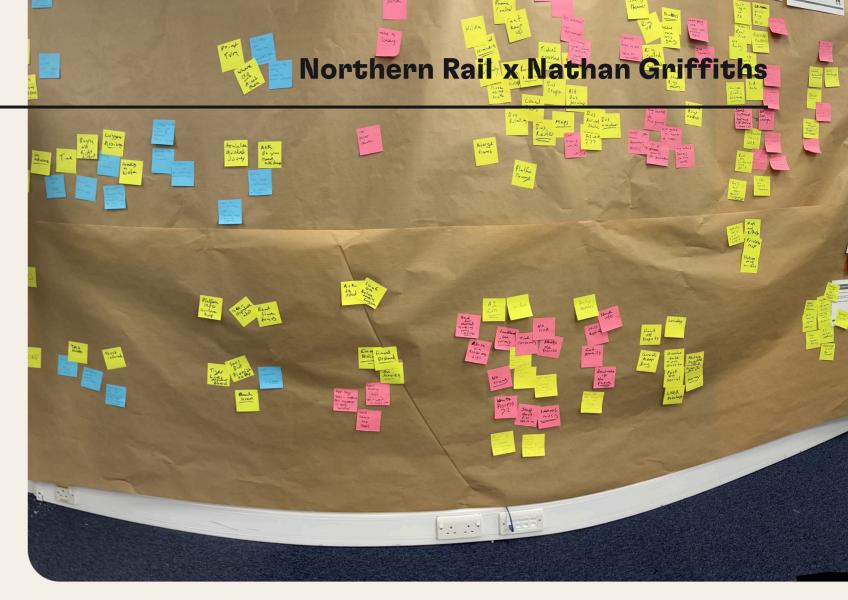
## **Reason for the Workshop:**

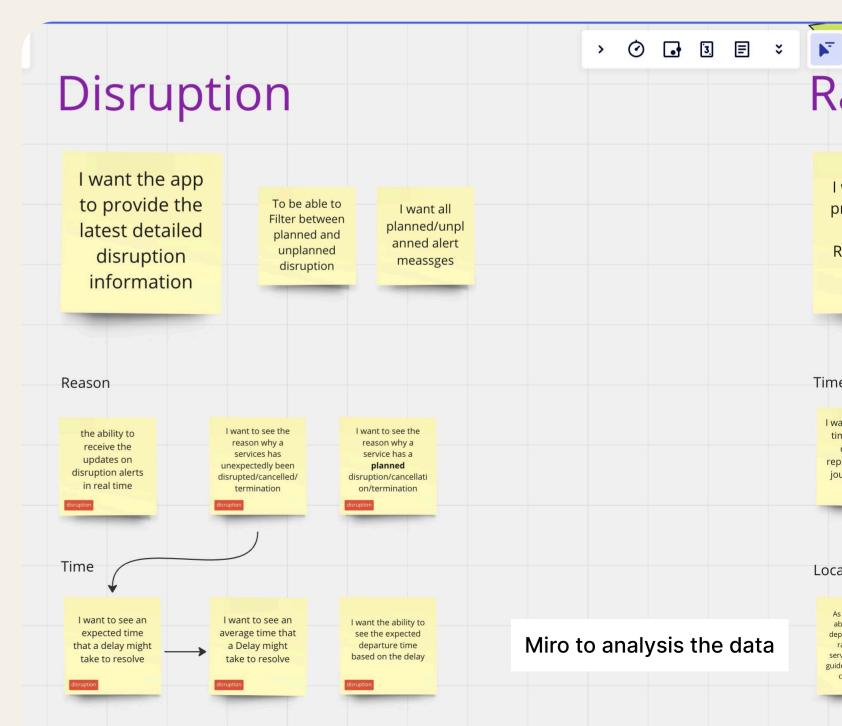
- To understand the types of questions colleagues are frequently asked by customers.
- To gain insights into how colleagues currently answer customer inquiries.
- To assess the importance of various scenarios from the colleagues' perspective.
- To identify pain points and frustrations encountered when responding to these questions.











## Key takeaways

## **Key Insights from the Research:**

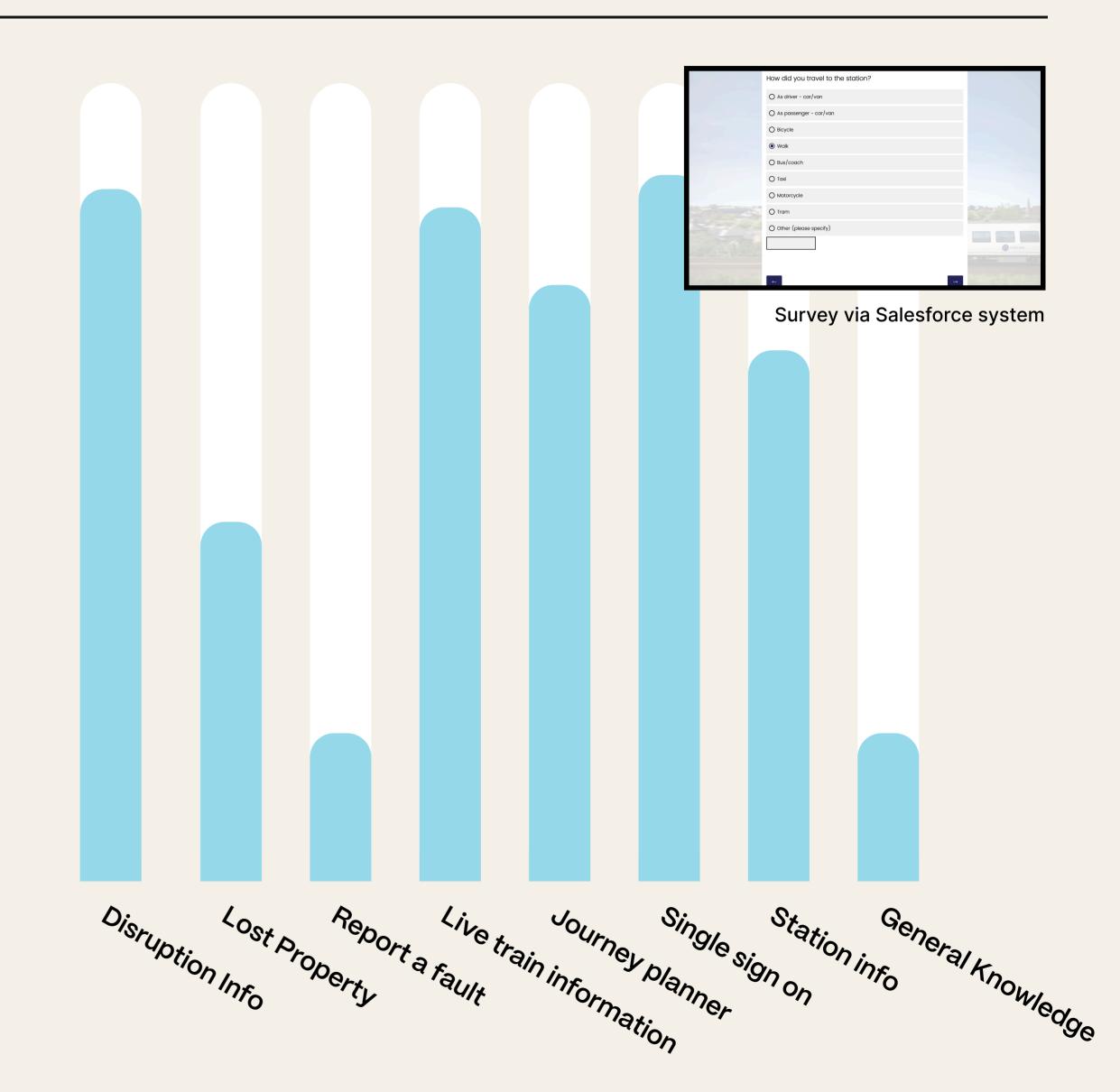
- Customers frequently ask similar questions, and staff struggle to provide accurate answers due to limited access to the necessary data.
- Staff often feel that customers have access to information before they do, leading to frustration.
- Colleagues feel embarrassed and frustrated when they are unaware of processes or procedures that their own company has in place.

## Customer Collegue I don't know where the toilets are Does Hull Station have toilets, and or if they are in working order! where are they located? Most of the time, it's just Delay My train was late how can i get Repay, but I have no way to check refund? or help them start the claim. I can report it, but I never use the app because it never tells you if the The toilets are dirty report was sent. I'm going to Cardiff, but I'm not I would find it hard to check this sure where I should change trains? since it's not a direct route. It's saying I can't travel next week I know there is planned disruption between Stalybridge and Leeds! on the line, but I can't find the Why is that? email with the details. I wouldn't know unless I check the Why is my train late? website, but it's hard to find the information there!

## **Data Results Themed**

A questionnaire was distributed to a wider group of customer-facing staff across the North of England, yielding a 60% response rate. This provided us with sufficient data to identify and theme the most common requests, allowing us to rank them in order of demand.

The closed-ended questions in the survey were particularly valuable in organising the data, giving us a clear direction for prioritising future features or, at the very least, addressing the key themes identified.

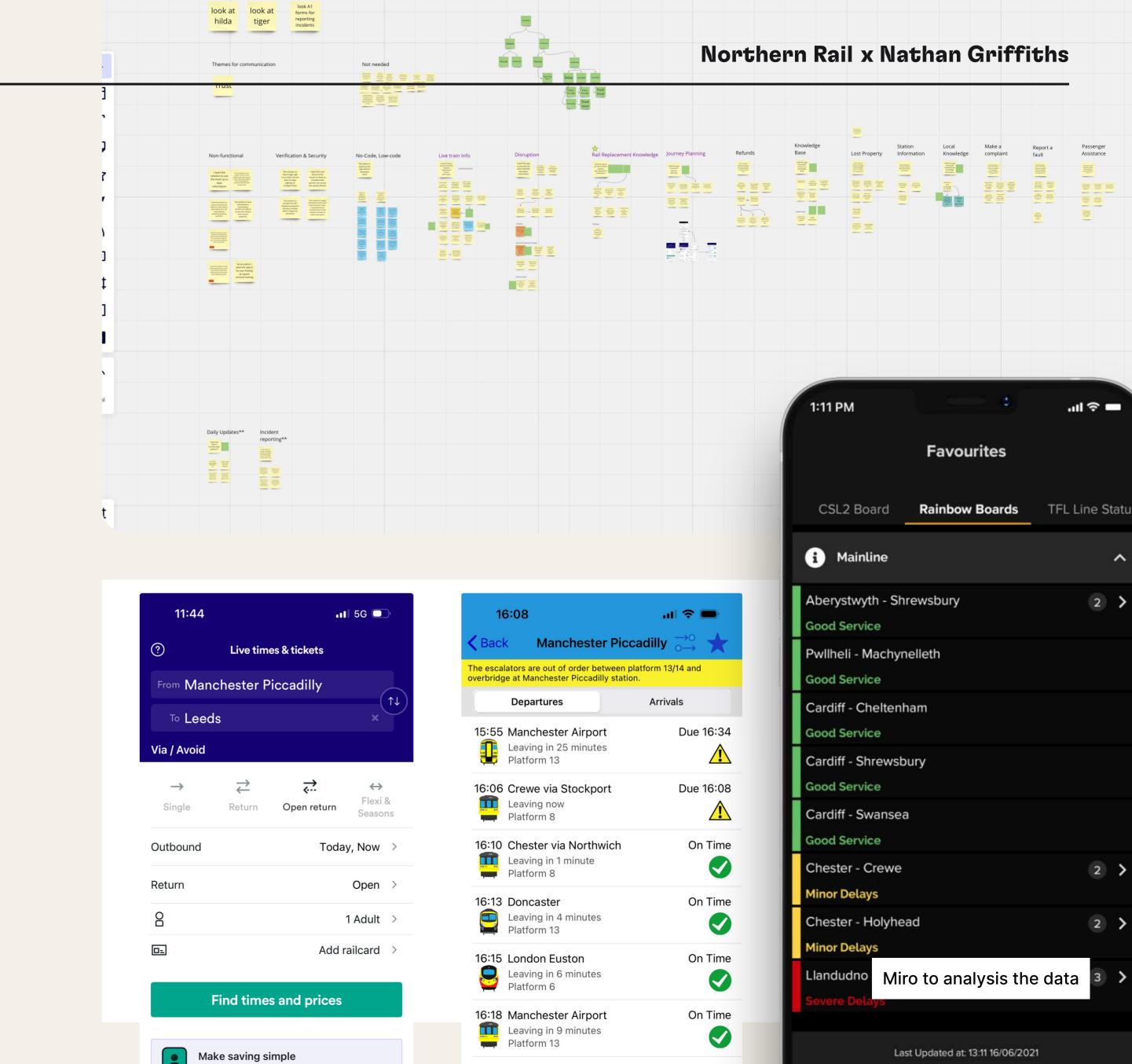


## Exsiting app Review

I reviewed nearly all 42 existing apps I had access to, identifying overlapping functionalities and redundancies. To determine what should be kept, I interviewed 8 staff members and observed another 6 to understand how they interacted with the apps. Data such as usage and downloads was hard to obtain.

## Main Frustrations When Working with the Apps:

- Frequent App Switching: Staff toggled between three apps daily, often losing context.
- Training Overload: New hires struggled with the steep learning curve due to the number of tools.
- Workflow Interruptions: App crashes and data access delays caused downtime, impacting service quality.



#### **Defined Problem statement**

How might we provide customer facing staff with the right information to answers customer queries in person quickly and effectively?

## Key scenarios defined

The defined scenarios were crucial in helping us understand how the app might perform. It was clear that we needed to identify 14 key scenarios that customer-facing colleagues are most frequently asked about. From these scenarios, we also identified customer personas most likely to ask these questions.

#### This served two purposes:

- 1. It ensured the app was tailored to the most common customer queries.
- 2. It helped us prioritise features and functionality based on real-world usage.



1/14

**Digital Dom** 

While at the station, he checks his phone on the Trainline app and sees that his train has been delayed.

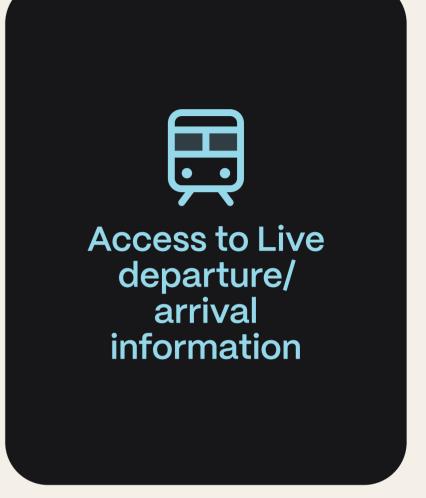
Unsure about the accuracy of the information, he approaches a member of staff for clarification.



In app chat function



Access to the most up to date station information across the network



Prioritised features

A single sign-on system.

The work leading up to this point, including the user stories, was instrumental in defining the features and prioritising them. These features were designed to address all 14 key scenarios we had identified.

We also used this information to gain internal support and, later, to secure wider buy-in from the rail network, particularly those directly involved within the network.



Access to accessibility tools



Real-time updates for service disruptions and schedules.



Past/present



## **Product Principles**

Make it easy Make it useful Make it relevant Make it desirable Make it agile

#### Northern Rail x Nathan Griffiths



Using the data gathered and based on user stories and key scenarios, I created the following:

#### **Information Architecture (IA):**

Mapped user flows and created grey-box wireframes to visualise placement.

#### **Prototype:**

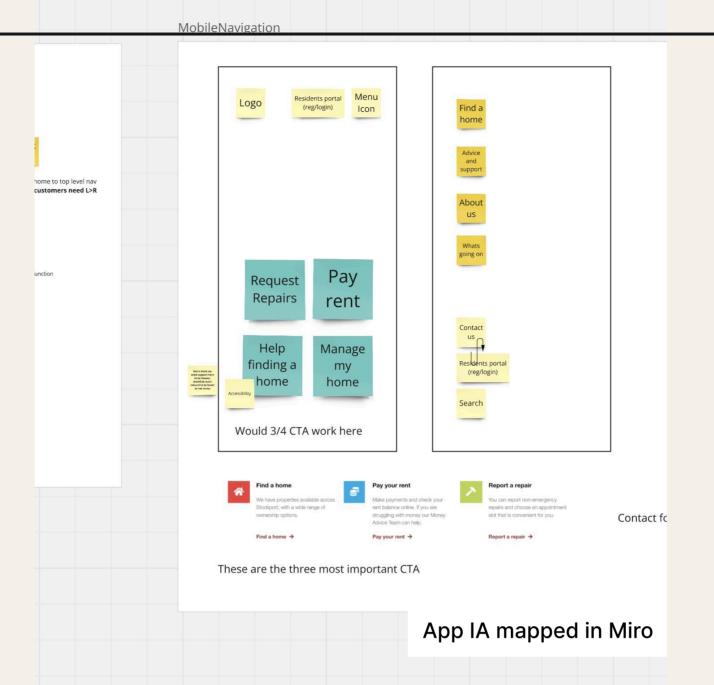
Converted wireframes into a clickable prototype for testing and feedback.

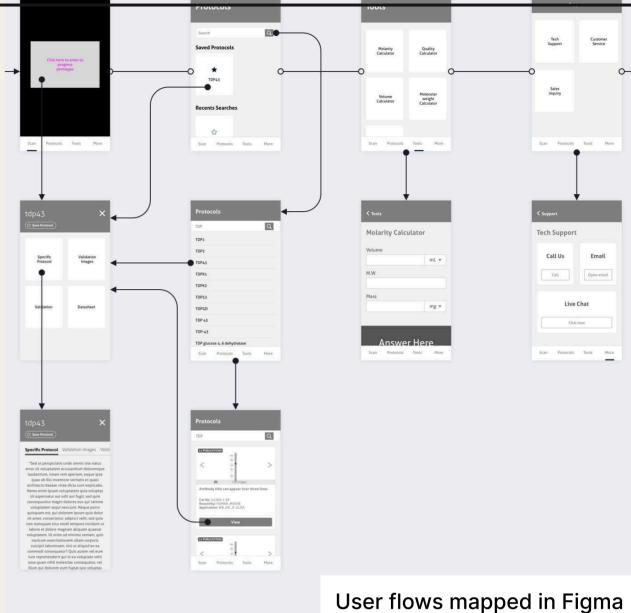
#### **Real-Time Data:**

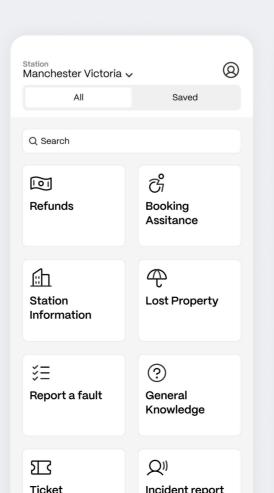
Ensured data was as real-time as possible, as the app's purpose was to deliver information quickly and simply.

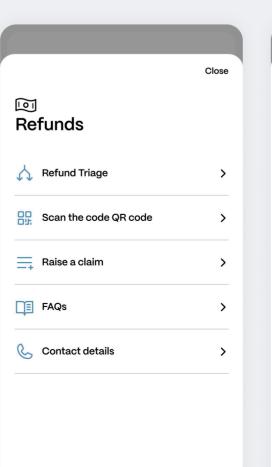
#### **UI Designs:**

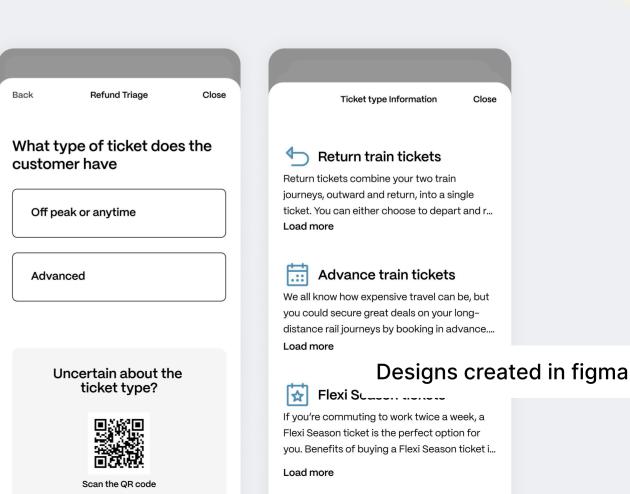
Testing the prototype with a UI was key. With Figma's advancements and our existing design system, adding the UI required minimal effort, and we were confident in making future adjustments.

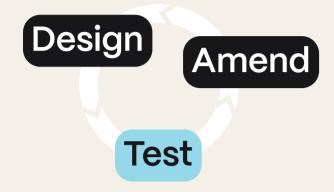








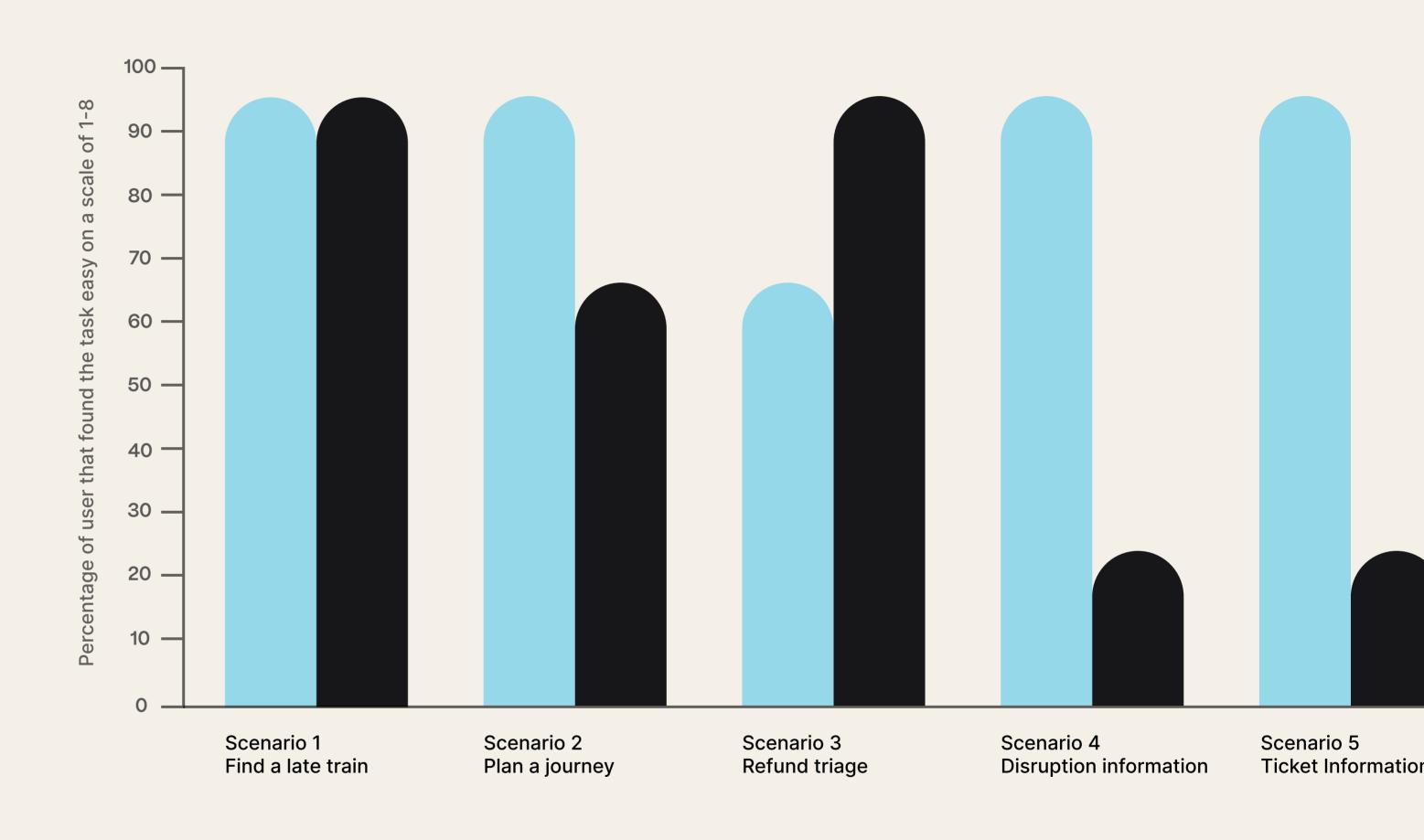




We conducted in-person, moderated user testing with 6 colleagues, each varying in technological familiarity, covering around 6 top scenarios to assess navigation and task completion ease.

### **Key Findings:**

- All users found the navigation easy to understand.
- 6/6 users agreed that disruption notifications would be a game-changer.
- All users disliked the current sign-in process.
- All found the disruption information data hard to understand.



How easy was it to find?

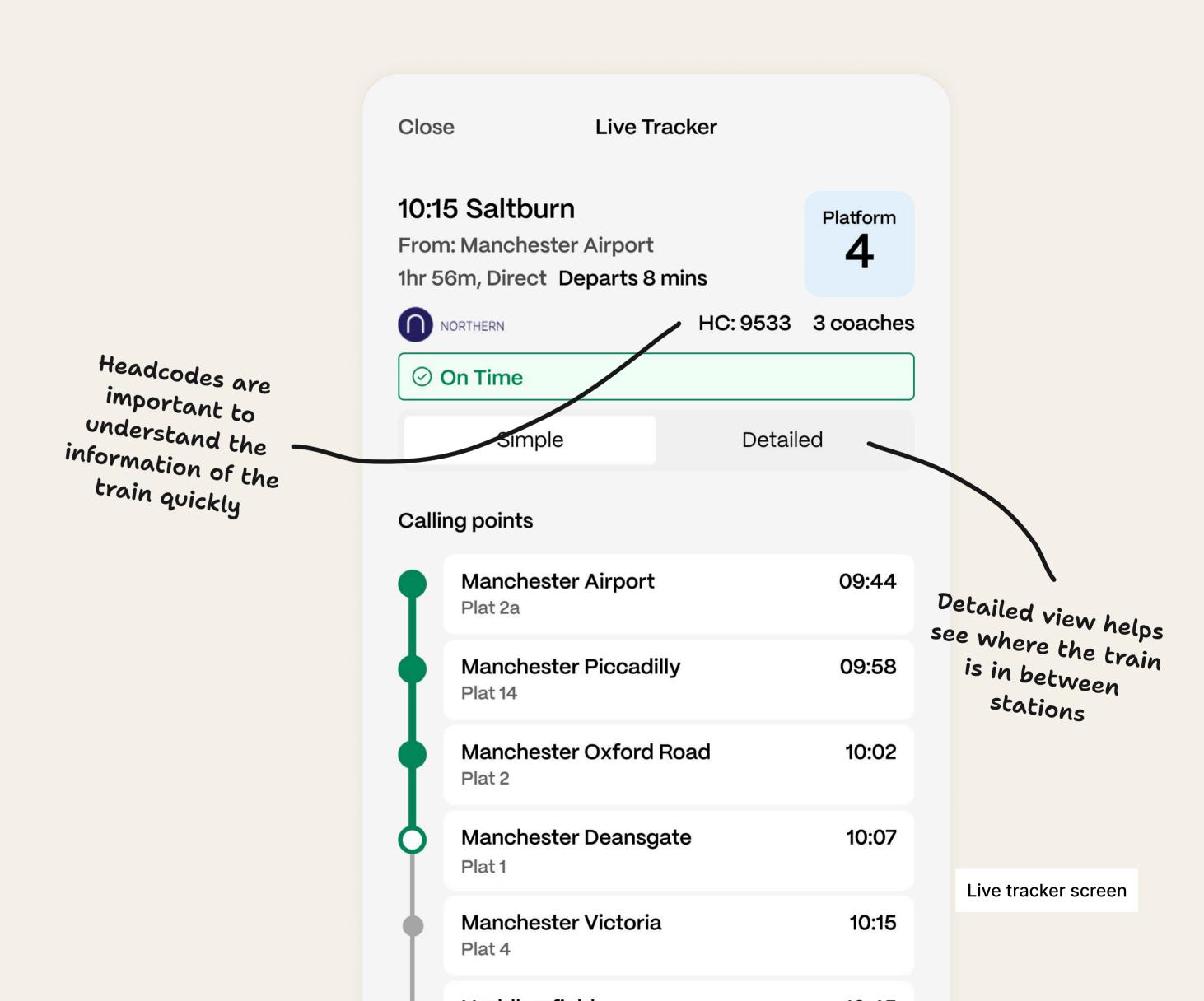
How easy is it to answer the scenario based on the data you had?



Updates to the design included adding a few more features and further developing the notification section. We also focused on onboarding and improving the overall user experience.

#### **Key Amendments:**

- Detailed View: This feature helps staff track the train's location en route, especially useful during delays.
- Data Quality: Feedback highlighted the need for better data quality, we addressed in the updates.
- Lost Property: Another source of frustration was the process and management of lost property, which we aimed to simplify.



# Access to live departure information from my chosen station so i can understand the status of the trains

**User Stories Finalised** 

After refinements workshops with stakeholders, we reviewed user stories in feature groups to ensure alignment and clarity on what would be delivered.

A total of 147 detailed user stories of all sizes, complete with acceptance criteria, were documented in JIRA. This ensured that all features addressed specific user needs and were prioritised for the MVP, ready for the external agency to quote.

High Priority

As a Colleague i want to

I want alerts when a platform change is made so I can help direct customers when needed

High Priority

As a Colleague i want to

the ability to search any given journey across the network so I can help customers when they query there journey

**High Priority** 

JIRA for user stories

As a Colleague i want to

I want to be notified when there is and up planned disruption on the network so I ca the status of the route

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## Impact

As the project went through multiple rounds of red tape to secure buy-in, my contract expired, and I decided not to renew it after nearly two years with the company. Consequently, I wasn't able to see the app's creation through to completion and handed it over at that stage. The focus of the impact and results was on delivering the project on time and within budget, while also providing the necessary artifacts to ensure the app could be built.

#### **Designs:**

Delivered detailed wireframes, prototypes, and user stories, creating a comprehensive blueprint for future development.

## Stakeholder Alignment:

Fostered a shared understanding of project goals and priorities among all stakeholders.

## Warning

The biggest issue we identified was the quality of the data. During consultations with both staff and customers, concerns about data quality were consistently raised. This feedback was escalated, as it represents a broader industry challenge. The hope was that this concern would be addressed, with actions taken to improve data quality moving forward.

#### Validated User Needs:

Validated user needs by conducting thorough user testing to ensure the platform effectively addressed real-world challenges.

# API Aggregator Layer Architecture:

With all the artifacts in place, we initiated discussions with the development team on how to integrate the data into an aggregator layer.