

# Public transportation Smart Card

## Case study



### Client:

**A leading regional  
public transportation  
network**

### Industry:

**Transportation**

### Project Type:

**Development of an  
account-based system,  
website, and mobile  
application for a public  
transportation Smart  
Card**



## Challenge

Our client, operating a Smart Card system that handles ticketing for seven regional transit companies, was grappling with the growing frustration of 50,000 daily passengers who faced difficulties adding money to their Smart Card. Looking to make a paradigm shift in the user experience, they approached Luxoft to help create an account-based system with a revamped web experience and an enhanced mobile application.



## Solution

We leveraged a human-centered design approach to develop a personalized, account-based experience across the new website and mobile app. Our strategy and design teams harnessed the power of motivational user experience concepts through focus groups, designing solutions that enhanced usability, accessibility, and seamless integration with existing ticketing systems. The development team faced the challenge of operating within a complex multi-vendor ecosystem to construct the mobile app, middleware, and UI design for infrastructure pieces.

### Technologies and tools:

UI

UX

App Store

Google Play

Middleware

Mobile app



## Results

Our client now has a secure and intuitive product that not only delights customers but also satisfies the needs of all stakeholders involved. The project served multiple transit systems while addressing customers' needs and supporting our client's business objectives. The novel website and mobile application, which covered an entire range of transit services, have been welcomed with open arms by users, as evidenced by their glowing feedback.



## Objectives and key results

Our goal was to prioritize the user needs while integrating multiple systems in a customer-focused manner. The human-centered approach, identifying user experiences, understanding elements of delight, and integrating multiple systems, led to the successful development of the new website and mobile app.



## Project outcomes

The product seamlessly reached over **5 million customer accounts**

More than **50,000 daily users** are catered to across seven municipal and regional transport systems

The newly launched mobile app received **4-star ratings** on both the App Store and Google Play

Our design elements sparked joy, elevating the task of adding money to the card from a boring necessity to an engaging experience. This design approach was tested and validated successfully.



### Future updates

Our work with our client does not stop here. As we strive for continuous improvement, new updates and features are on their way to enhance the customer experience even further.



### Want to know more?

If you need assistance with your business transformation, or an assessment of your current operational setup, please **contact us**. Together, we can create impactful change through technology.

If you'd like to find out more **visit our website**.

### About Luxoft

Luxoft, a DXC Technology Company delivers digital advantage for software-defined organizations, leveraging domain knowledge and software engineering capabilities. We use our industry-specific expertise and extensive partnership network to engineer innovative products and services that generate value and shape the future of industries.

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