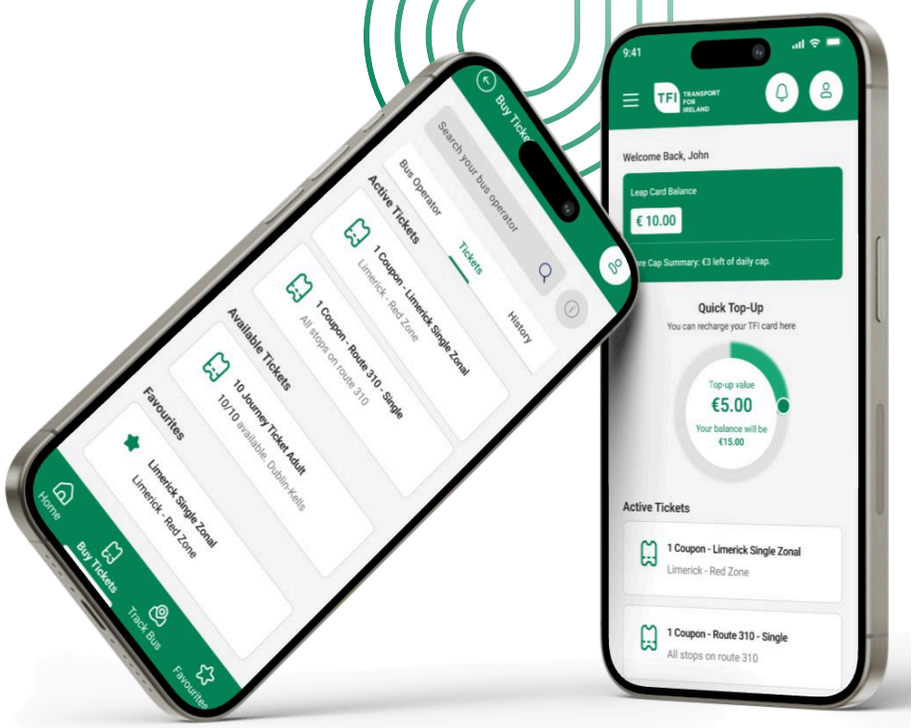
TFI TRANSPORT FOR IRELAND

UI/UX Case Study

# TFI App

One app. One commute. Zero confusion.




## Introduction

Ireland's public transport system, managed under Transport for Ireland (TFI), currently relies on multiple disconnected mobile applications: TFI Go for ticket booking, TFI Live for bus tracking, and Leap Top-Up for card recharges. While each app performs its function, the fragmented digital experience creates confusion for users and friction in everyday commutes. This case study explores a user-centered redesign of a Unified TFI App to integrate these core functionalities into a single, accessible platform.

## Scope and Disclaimer

**Note:** This case study is a conceptual UX/UI redesign inspired by personal experience and research. It is not affiliated with TFI or commissioned by any authority. The design focuses on key screens and flows rather than a complete product, using research-backed assumptions and iterative testing to inform design decisions.

## How This Case Study Began

As a new student in Ireland, I found myself juggling between Google Maps and multiple TFI apps without realizing that essential services were split. For months, I didn't know mobile tickets allowed free transfers or that TFI Live didn't auto-detect location. Most of my peers faced the same issue. This frustration prompted the question: Why are we using three apps for one journey? This project began as a response.

## Problem Statement

The public transport app ecosystem in Ireland is fragmented and difficult to navigate. Users are forced to download and switch between multiple apps—TFI Go, TFI Live, and Leap Top-Up—each with a specific, disconnected function. This leads to poor discoverability of features, inefficient ticket usage, and user frustration. A unified, user-centered app experience is needed to simplify public transport for all commuters.

## Design Thinking Process

### Emphatize

User Research
User Interview
Entrant Analysis

### Define

User Persona
User Jouney Map
Goal Statement
Empathy Map

### Ideate

Brainstorming
Card Sorting
User Flow

### Design

Paper Wireframes
Visual Design
Prototype

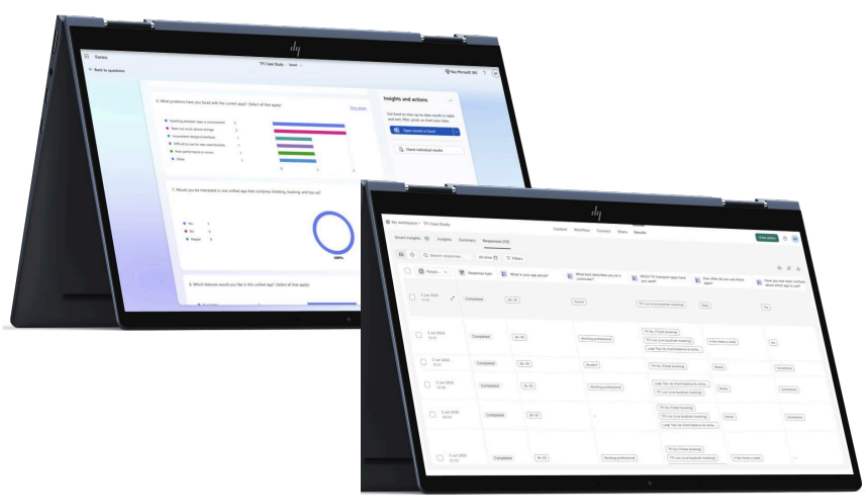
### Test

CheckUsability
Survey Insight
Improvements

## Research Overview

### 1. Online Survey

- 86% prefer a single unified transport app
- 63% unaware that TFI Go tickets allow transfers within 2 hours
- 55% find switching apps during commutes inconvenient



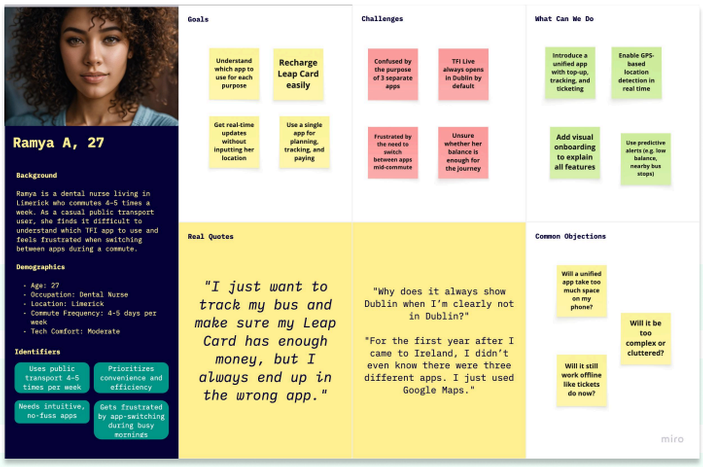
## 2. Observational Feedback and Informal Inputs

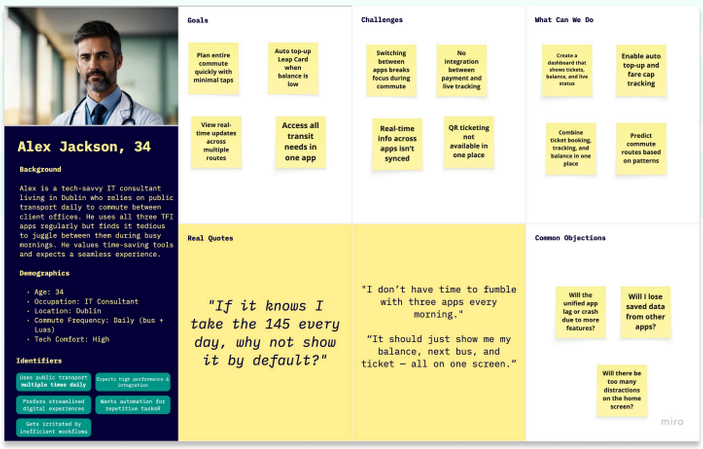
- Personal experience navigating multiple apps as a new commuter
- Peer feedback collected through casual discussions
- Observed common patterns of confusion and underuseApp-switching fatigue and UI inconsistency

## 3. SWOT Analysis

| App | Strengths | Weaknesses | Opportunities | Threats |
|---|---|---|---|---|
| **TFI Apps** | 1) Trusted official apps;<br>2) Secure Leap Card integration;<br>3) Covers core services | 1) Fragmented into 3 apps;<br>2) No auto-location;<br>3) Inconsistent UI | 1) Unify apps;<br>2) Smart features like journey planner & fare cap alerts | 1) Not user-friendly for 1st time user;<br>2) User drop-off to Google Maps;<br>3) Negative public perception |
| **Citymapper** | 1) Unified trip planning;<br>2) Intuitive UI;<br>3) Multi-modal routing | 1) No Leap Card/fare integration;<br>2) Urban focus only | 1) UX benchmark for unified transit;<br>2) Could inspire local design patterns | 1) Potential Irish market entry;<br>2) Better design could pull users |
| **Moovit** | 1) Global coverage;<br>2) Crowdsourced alerts;<br>3) Multilingual support | 1) No ticketing or top-up;<br>2) Relies on public data | 1) Localize experience;<br>2) Adapt route logic to Irish needs | Feature expansion could overshadow TFI apps |
| **TfL** | 1) Unified experience;<br>2) Real-time tracking;<br>3) Contactless/Oyster integration | 1) London-only focus;<br>2) Dated UI;<br>3) Limited to specific systems | 1) Model for national-level integration;<br>2) Inspire TFI-level unification | Dominance in UX patterns could outshine smaller systems |

## 4. User Persona




## 5. Customer Journey

| Stage | User Actions | Goals | Pain Points | Emotions | Opportunities for Improvement |
|---|---|---|---|---|---|
| 1. Awareness | Learns about public transport apps through university, friends, or web searches | Understand how to navigate public transport | Doesn't know there are 3 different apps<br>Relies on Google Maps instead | 😕 Confused | Unified onboarding experience; Intro screen explaining core features |
| 2. Planning | Opens Google Maps or TFI Live to check next bus/train | Plan journey with real-time info | TFI Live opens to Dublin by default<br>No auto-location<br>Manual stop search required | 😩 Frustrated | GPS-based location detection; Default to local area; Pre-filled common stops |
| 3. Paying | Switches to TFI Go or Leap Top-Up to pay or top up | Buy ticket or recharge card | Doesn't know which app to open<br>App-switching breaks the flow<br>Apps not linked | 😤 Annoyed | Unified wallet + top-up + ticket in one interface |
| 4. Boarding | Uses Leap Card or QR from TFI Go | Complete trip | QR tickets only available in TFI Go<br>No ticket visibility in Leap app | 😕 Uncertain | Show active tickets & balance together; NFC/QR logic should work in one place |
| 5. Tracking | Re-opens TFI Live to track vehicle | Confirm ETA / live status | Manual refresh needed<br>No persistent tracking across trips | 😠 Impatient | Real-time tracking with persistent alerts; "Track my ride" from Home |
| 6. Post-Trip | Manually checks balance or recent usage | Reflect on spend | No fare capping visibility<br>Leap Top-Up doesn't show savings | 😐 Disengaged | Weekly summary, cap tracker, savings insights |

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## 6. Information Architecture

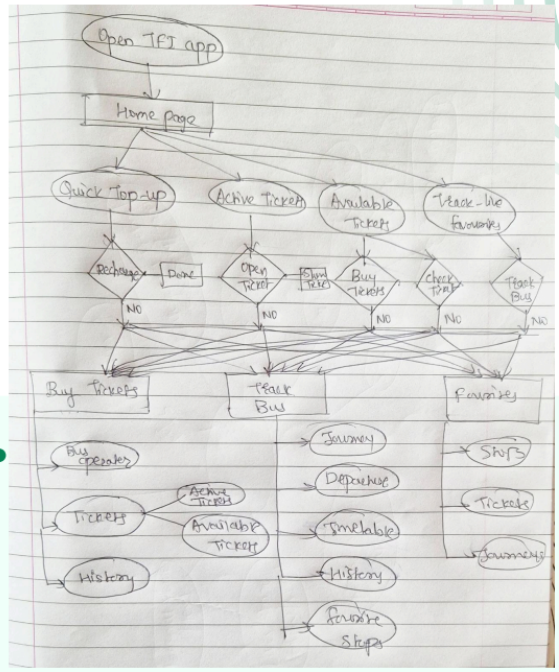
- The current app structure across TFI Go, TFI Live, and Leap Top-Up is fragmented, forcing users to switch between separate flows for ticketing, live tracking, and Leap Card management. From the initial flow diagrams, it's evident that users face redundant paths, lack of clarity, and feature overlap.
- The redesigned unified TFI app proposes a simplified, modular architecture with 5–7 main tabs, each addressing a user goal rather than a platform feature. This structure reduces navigation loops, groups related functions logically, and allows quick access through home screen actions.

## 7. Heuristic Evaluation

| Heuristic | Current TFI Apps (3) | Proposed Unified App |
|---|---|---|
| 1. Visibility of System Status | No live card balance on home; no active ticket view | Real-time balance, active ticket, and fare cap on home |
| 2. Match Between System and Real World | App names and UI don't match user expectations | Simple navigation: Home, Plan, Tickets, Wallet |
| 3. User Control and Freedom | No undo/redo; switching apps breaks flow | One app = uninterrupted flow; back navigation maintained |
| 4. Consistency and Standards | Different UIs across apps; no visual unity | Unified components and behavior across all screens |
| 5. Error Prevention | NFC + payment errors are unclear | Retry prompts, visual guidance, success states |
| 6. Recognition Rather Than Recall | Must remember which app does what | One interface for all features; labeled tabs |
| 7. Flexibility and Efficiency | Repeating actions in different apps | Quick Actions on home; saved routes; auto top-up |
| 8. Aesthetic and Minimalist Design | Varies per app; Live map is dense | Clean card-based layout with spacing and visual hierarchy |
| 9. Help Users Recognize, Diagnose Errors | Poor error messages or scanning issues | Clear, friendly error messages and suggestions |
| 10. Help and Documentation | Help buried or linked externally | Built-in support, FAQs, and chat in 'More' section |

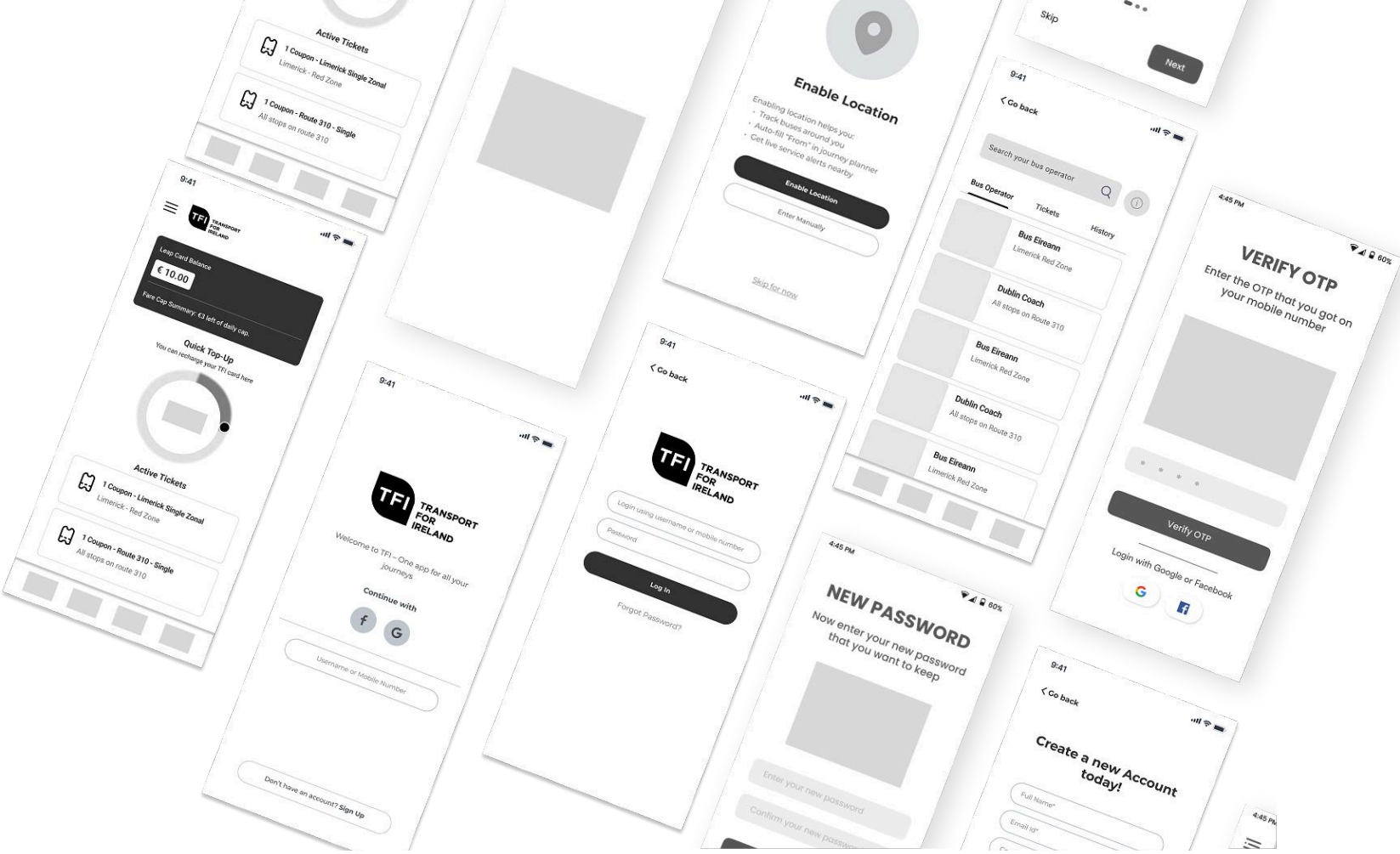
## Scribble-to-Structure : Flow Ideation

*"An early conceptual flow sketched during the ideation phase. This helped identify primary actions, overlaps between TFI Go, Live, and Leap, and informed the unified navigation structure proposed in the final IA."*




## Design Strategy

### High-Fidelity Wireframes




## Typography and Colors

**ROBOTO**

*Roboto is a clean, modern sans-serif typeface designed for digital interfaces. It offers excellent readability across devices and scales well for both headings and body text, making it ideal for public-facing transport apps.*

| **Roboto Bold** | **Roboto Semi-Bold** | **Roboto Medium** | Roboto Regular | *Roboto Italics* |
|---|---|---|---|---|
| **ABC - abc 123** | **ABC - abc 123** | **ABC - abc 123** | ABC - abc 123 | *ABC - abc 123* |

| **Primary Color** | **Secondary Color** | **Text Color** | **Text Color** | **BG Color** |
|---|---|---|---|---|
| #058457 | #000000 | #000000 | #757575 | #F5F5F5 |

## Visual Design

## Menu

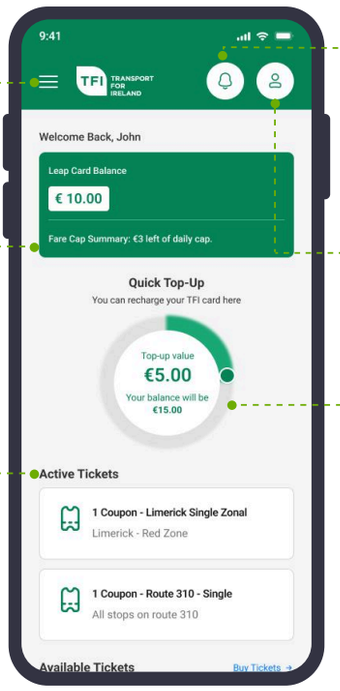
User will see all type of main and other services from menu.

## Balance Summary

User will be able to get to know their leap card balance and Fare Cap left.

## Active Tickets

User will be able to see which tickets are currently active and use if needed.




## Notification

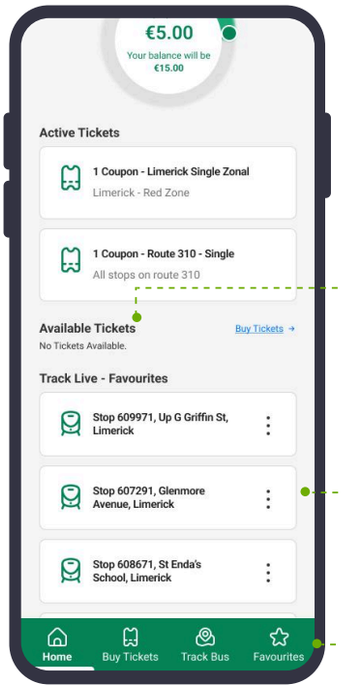
It will notify about important updates, news, stop alerts, service alerts or operator alerts.

## Profile

It will take user to the account screen at where user can see all settings and update profile.

## Quick Top-Up

User can quickly top-up their leap card using this feature.




## Available Tickets

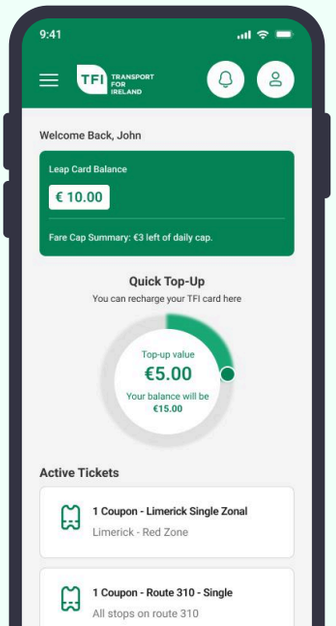
Available Tickets shows unused tickets already purchased, ready for future travel. It helps users avoid repurchasing and track remaining journeys.

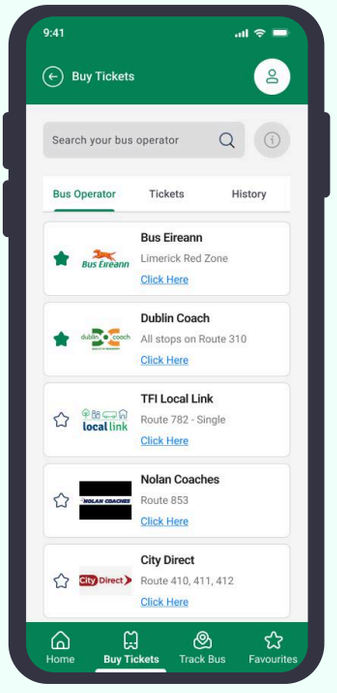
## Track Live-Favourites

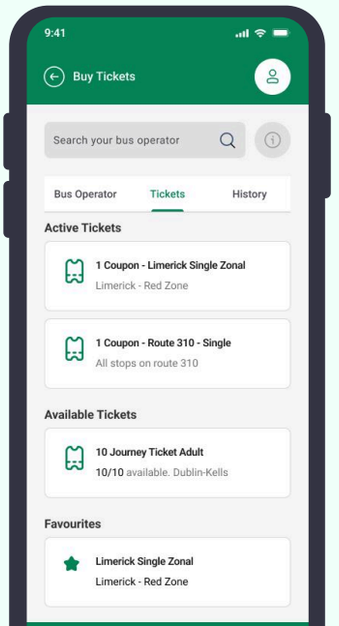
Users can track their favourite buses, trains, or trams in real-time for quick and convenient access to live arrival updates.

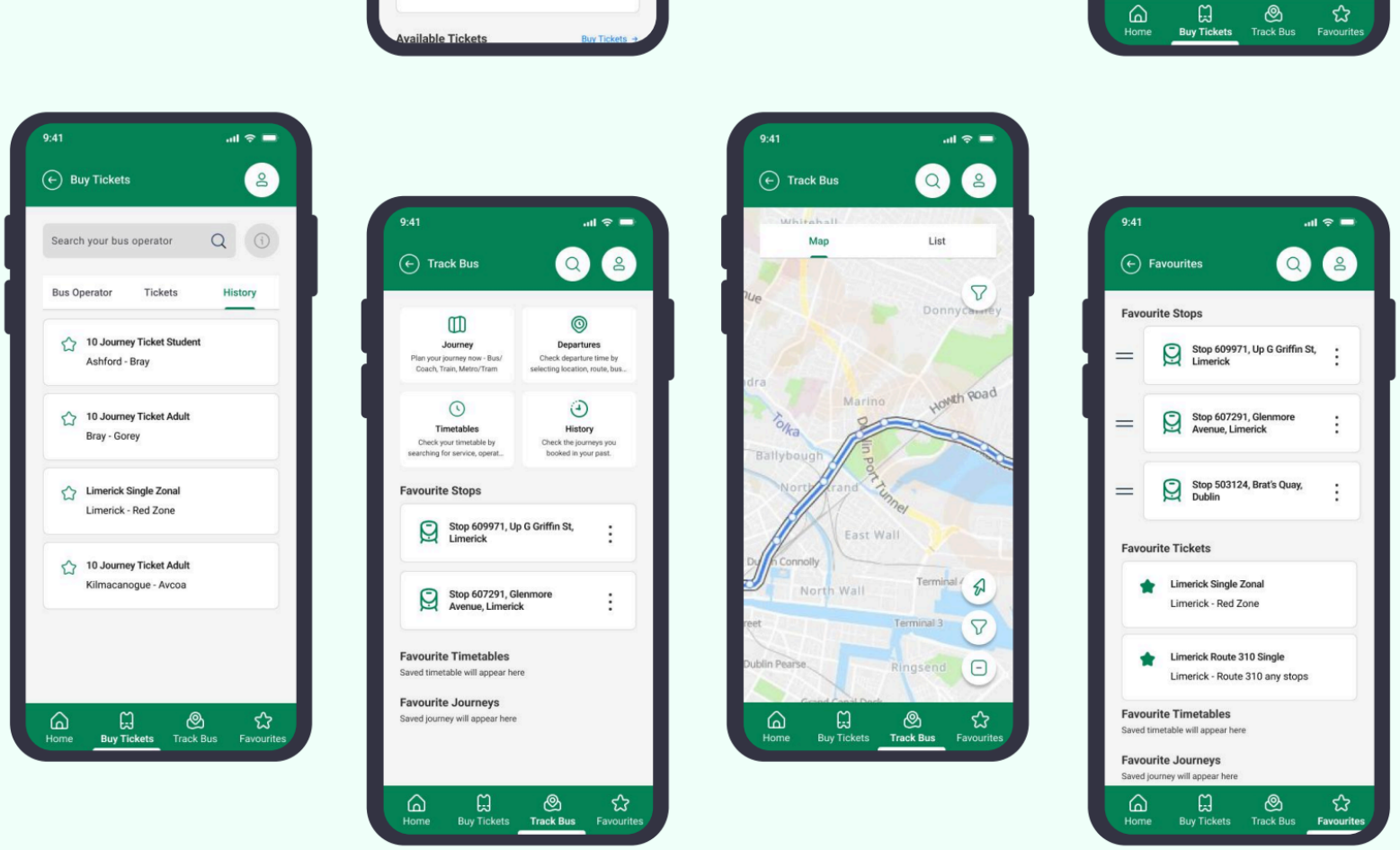
## Navigation Bar

User can access Home page, Buy Tickets Page, Track Bus page and Favourites page.





# Thank you for your time :)

Feel free to provide your valuable suggestion and comments 💬