

RESHAPING THE BOOKING PROCESS OF INTERNATIONAL TRAIN TICKETS IN EUROPE

Created to be intuitive, supportive, adaptive and exciting, this redesign booking platform aims to ensure that travellers, regardless of their prior travel experience, can easily book a suitable train ticket, leaving them feeling confident and excited about their journey ahead. The booking platform is structured to align with the decision making patterns of travellers. Features such as route characteristics, alternative transfers and search filters were created to support travellers to easily recognise suitable tickets and provide the options to reduce risks of disruptions along the way.

In case disruption does occur, the travellers are supported by the travel app that provides clear guidance for how they can continue their journey. The app's proactive approach and intuitive steps ensure that travellers know how they can reach their final destination.

Search filters

Provides support in finding suitable routes by filtering out irrelevant options.

Alternative transfers

Reduce risks of a potential missed transfer by selecting an alternative transfer.

Route characteristics

Provides insights into the risks and benefits of each route for users to make well informed decisions.

Travel app

Provides guidance in case of disruption to ensure the traveller reaches their final destination.



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