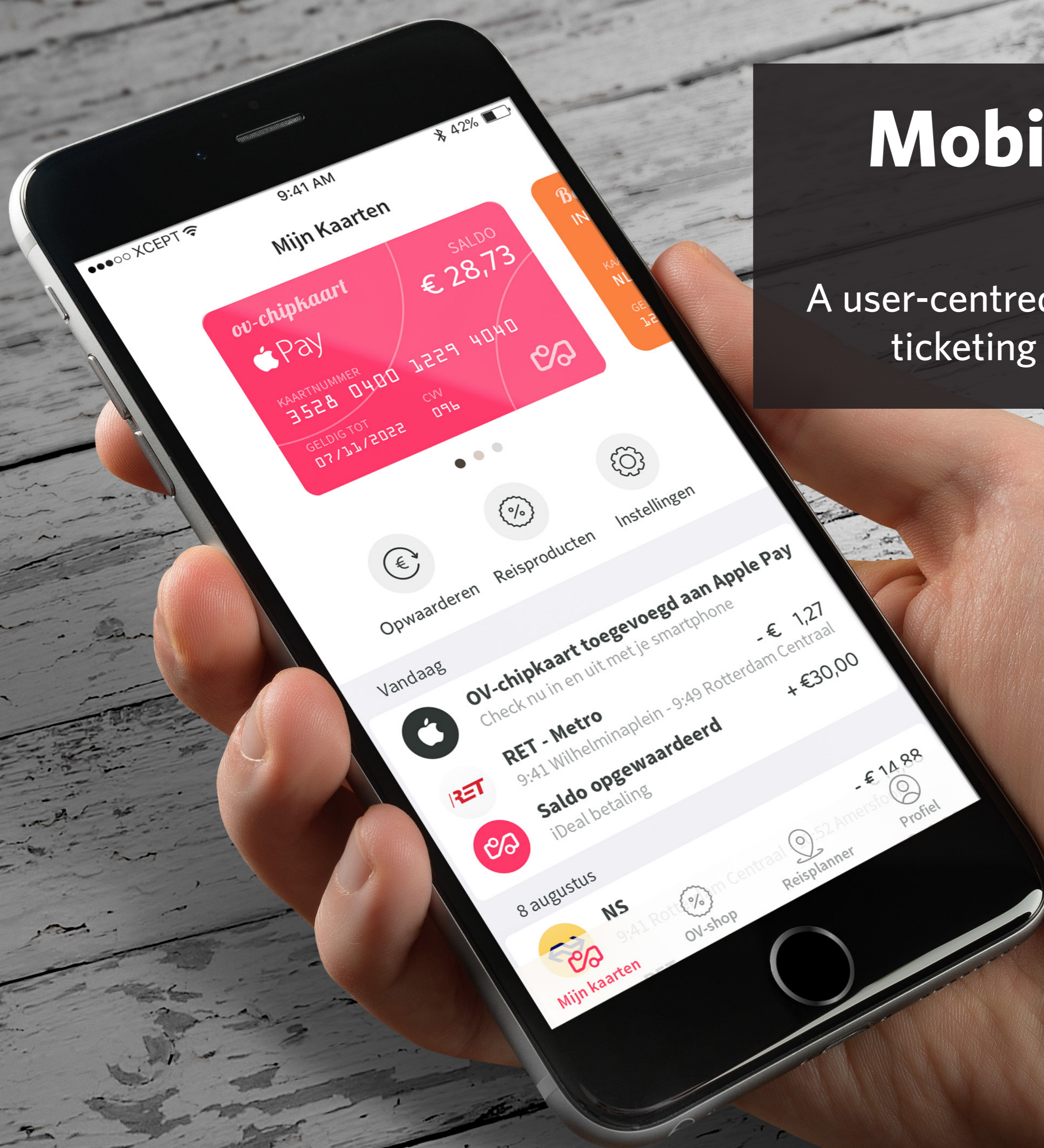


Mobile Ticketing: OV-Betalen

A user-centred design vision for mobile ticketing in Dutch public transport

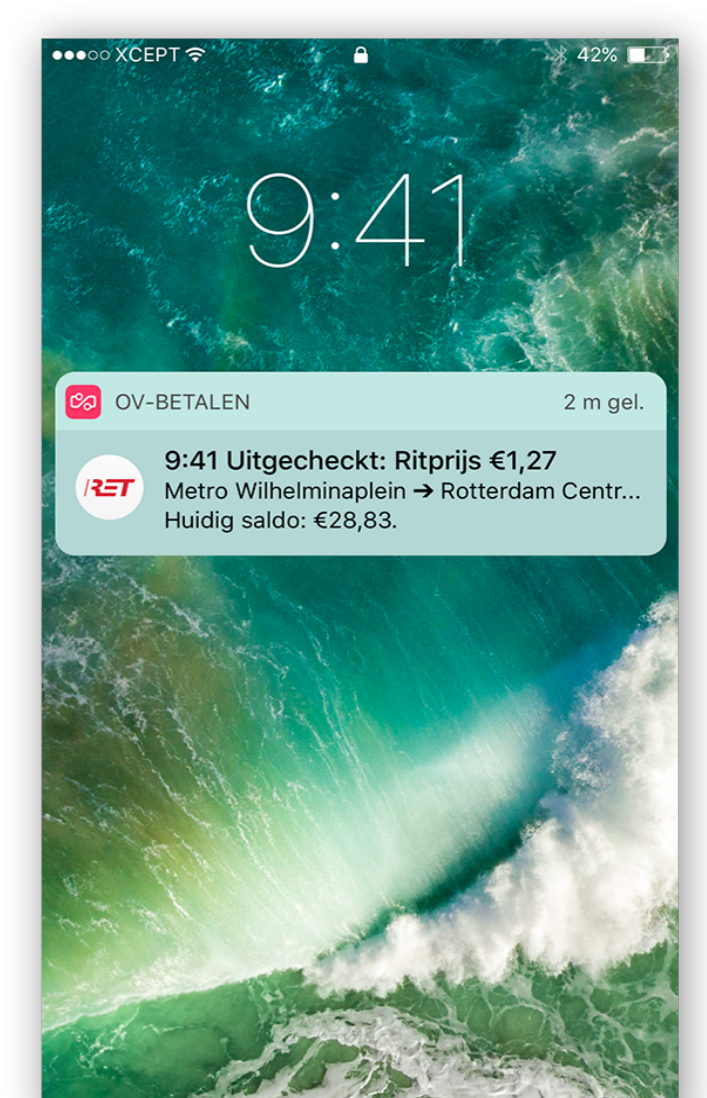
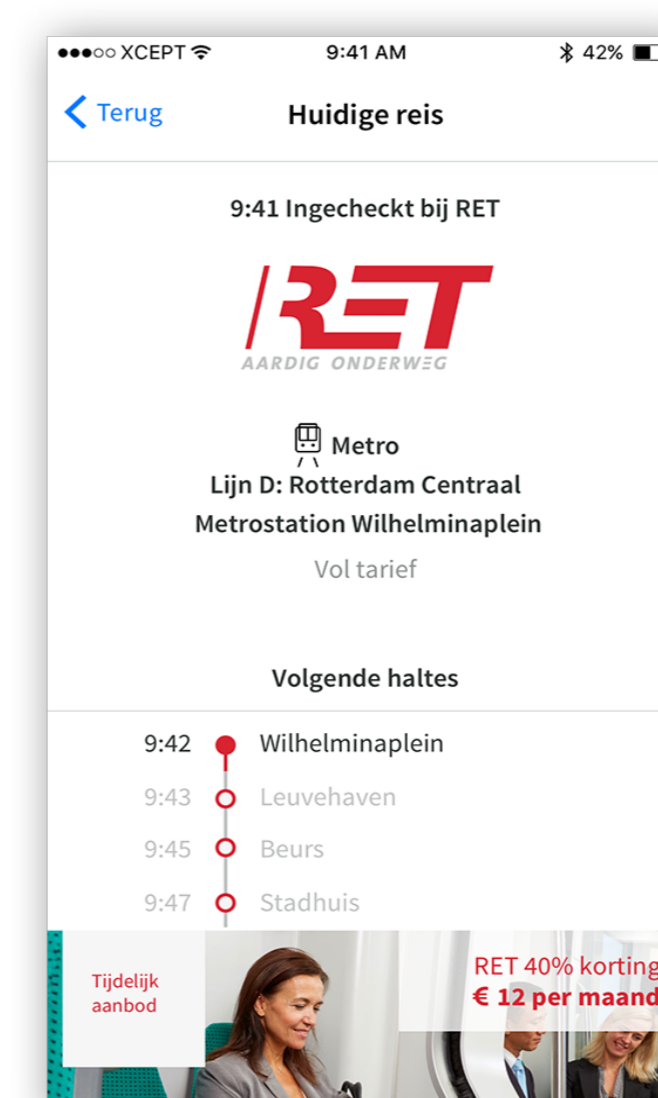
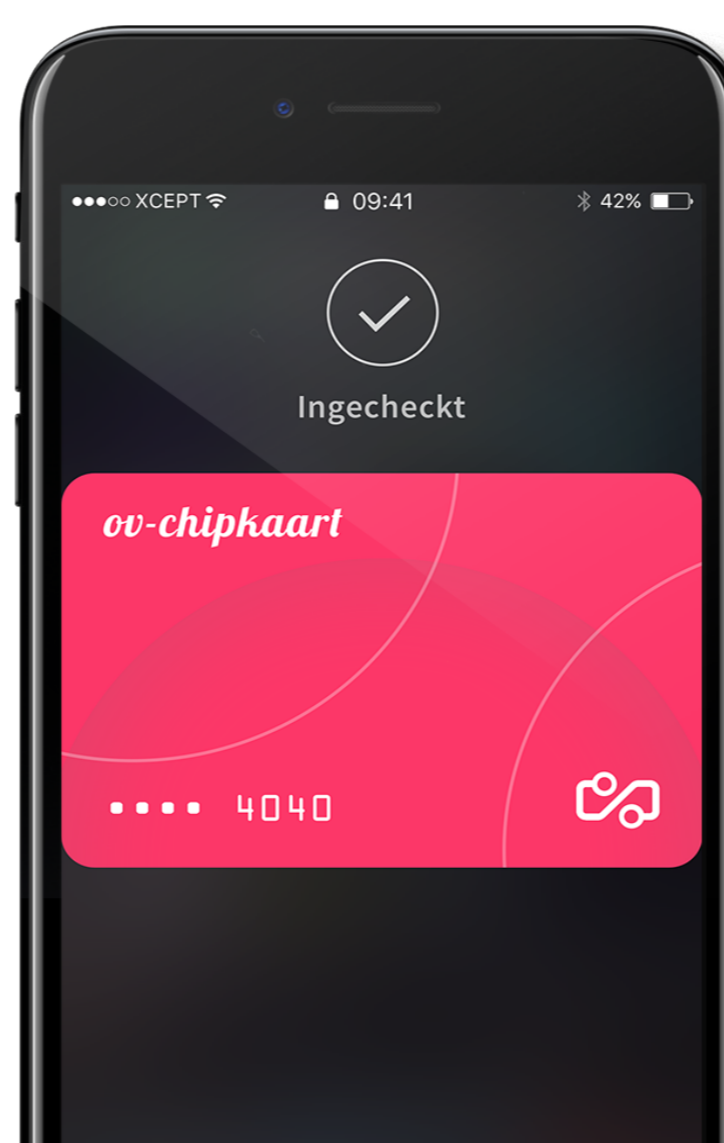
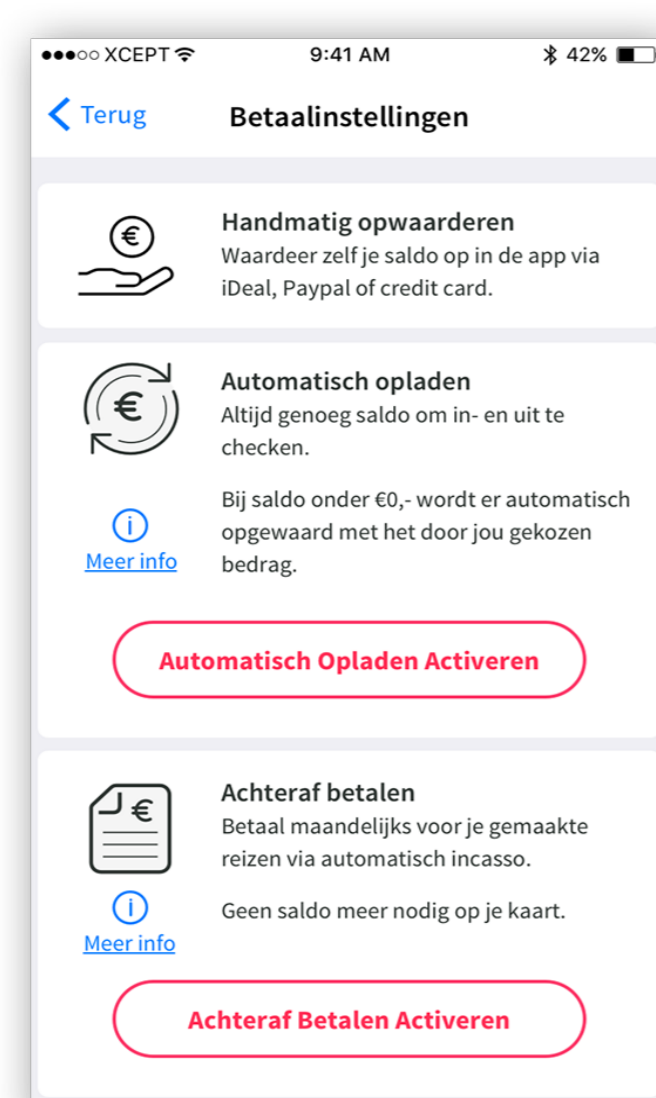
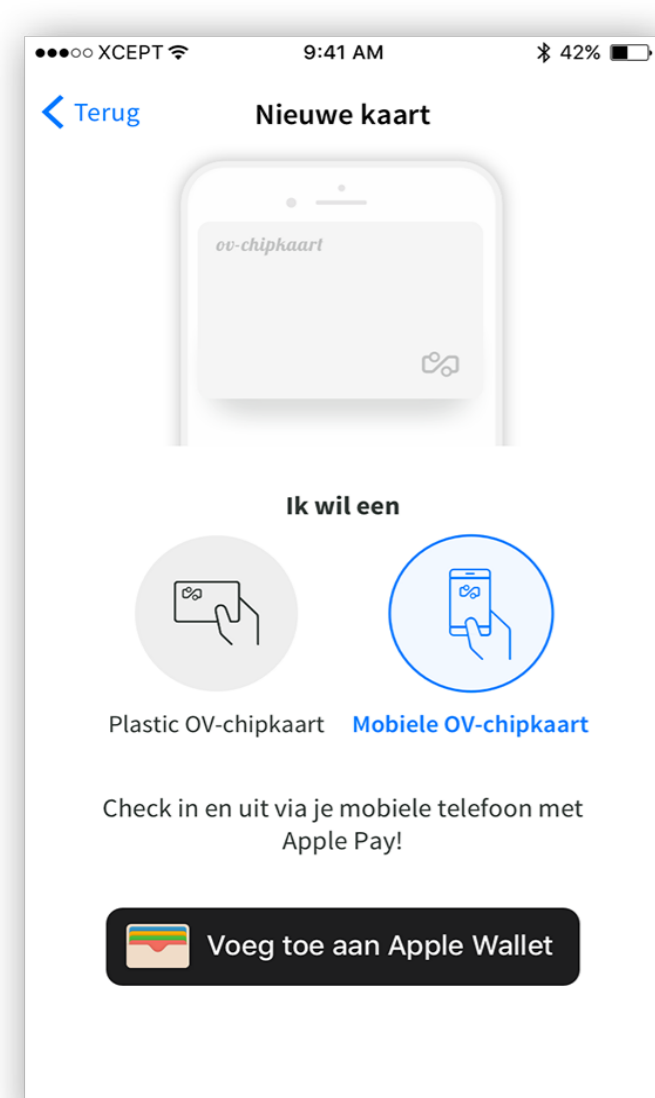


Context

Mobile ticketing solutions are proposed as an alternative to the OV-chipkaart. Developing a user-centred mobile ticketing solution could increase the simplicity and satisfaction of the Dutch public transportation system. Field research in Oslo, London and Seoul found usage patterns and issues that travellers encounter, which served as the foundation for the design process.

Design

Several new design ideas based on the findings were evaluated with users and stakeholders. The design proposes a new generation OV-chipkaart, where data is stored in a back office rather than on the card itself. This allows for mobile self-service capabilities through the OV-betalen app, whereas travellers are currently bound to ticket service machines to perform actions such as topping up or loading travel products and supplements. This also allows for smartphones to be used to check in and out with an NFC-emulated OV-chipkaart.



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Mobile Ticketing: OV-betalen
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Design for Interaction

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