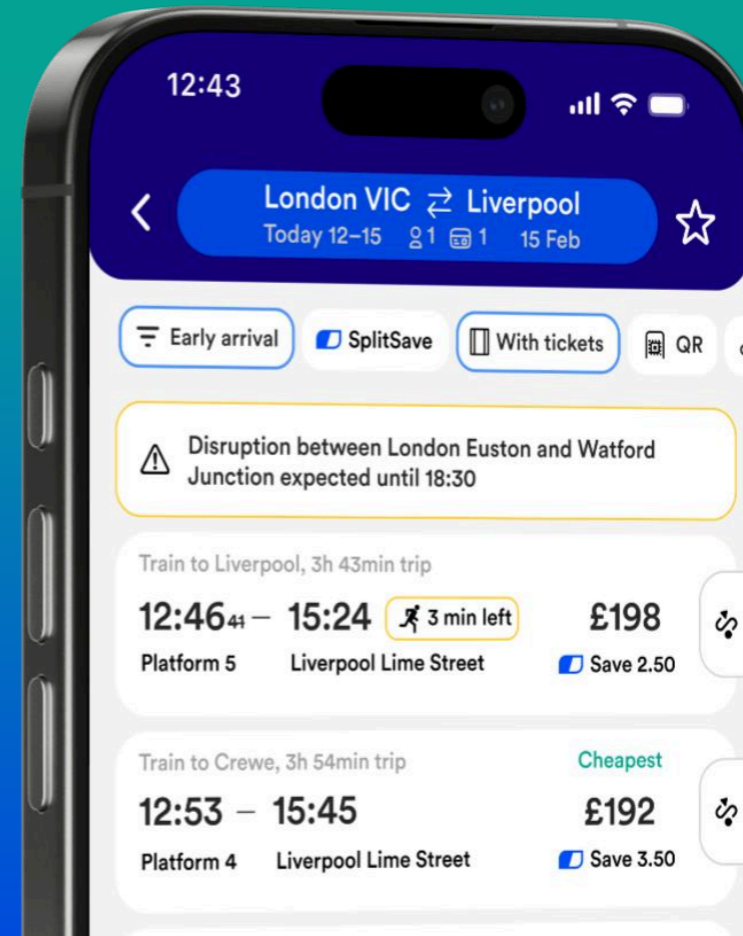
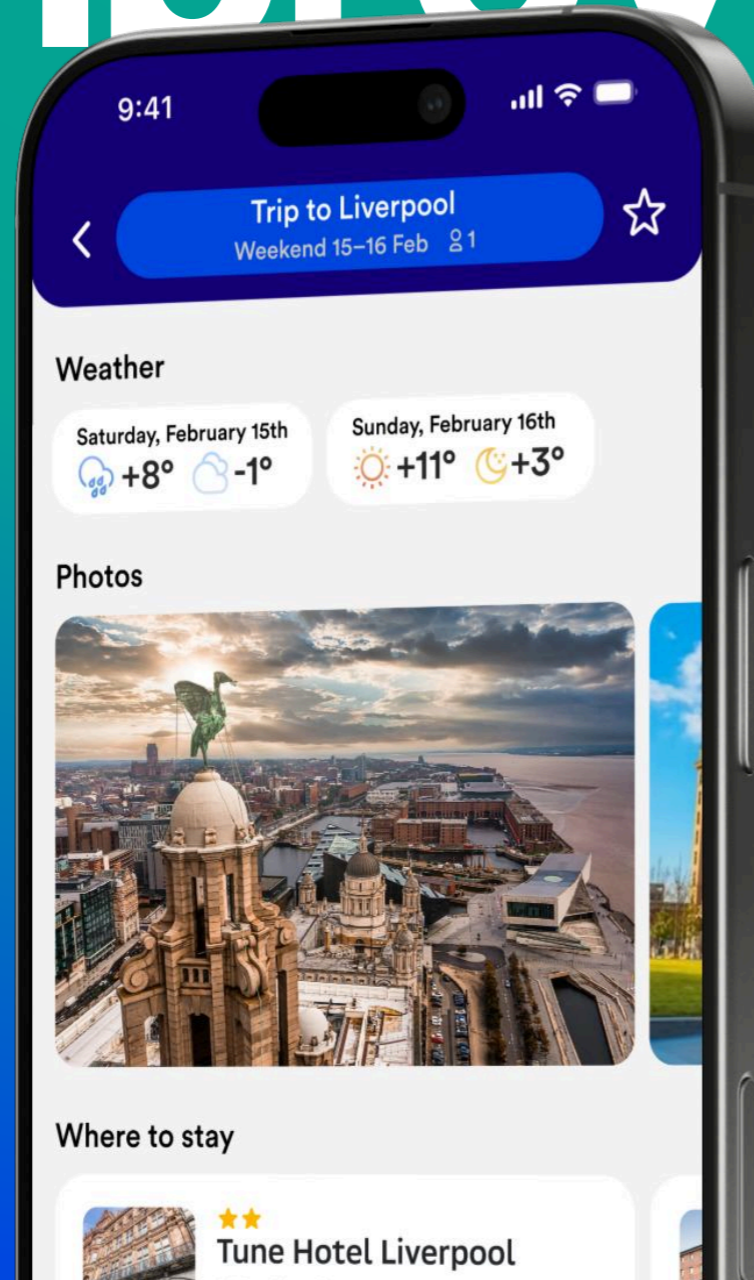


Alexander Savchenko

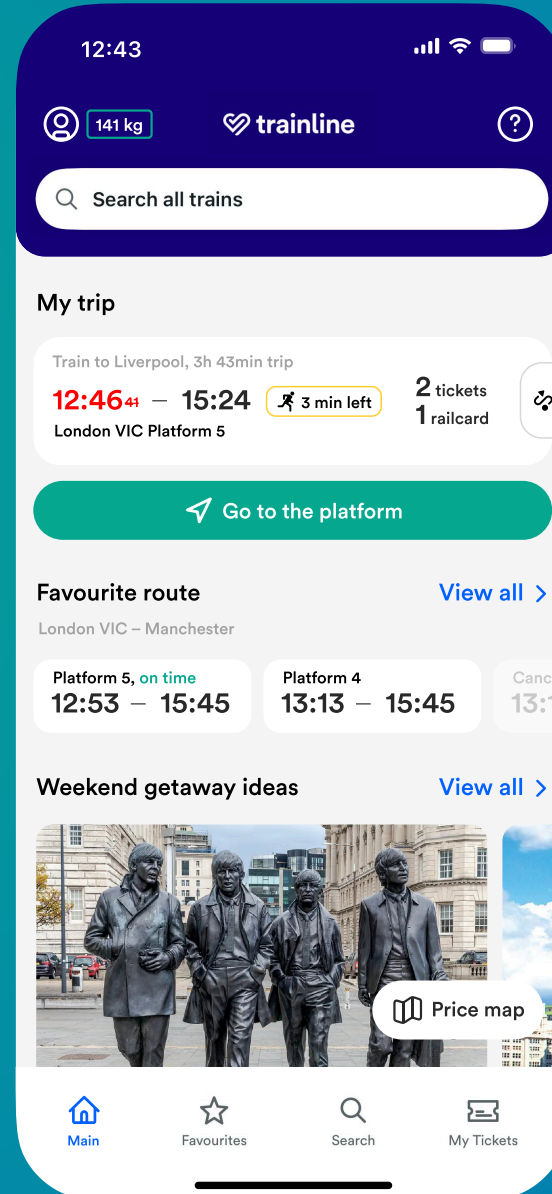
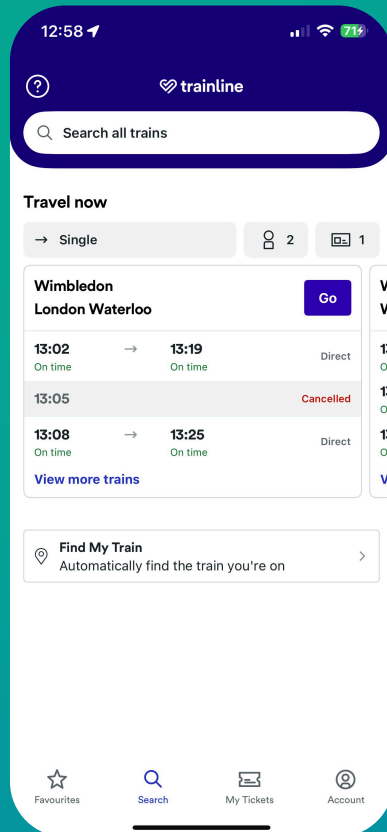
# 5 Improving Ideas



# 1. Spontaneous and Planned Travel

## Current Challenge:

Users primarily interact with the app for ticket purchases, but there is limited engagement beyond this.

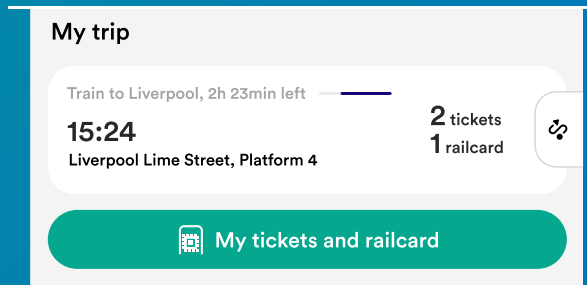


## Proposed Solution:

Introduce a redesigned homepage featuring popular travel offers, upcoming tickets, and quick access to favourite routes. This keeps relevant information accessible while also inspiring users to travel more frequently.

## Impact:

Increases spontaneous bookings and planned trips by surfacing relevant offers and simplifying navigation.



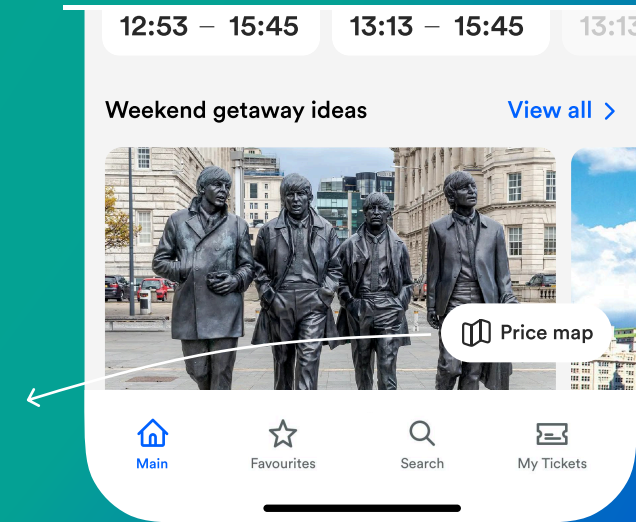
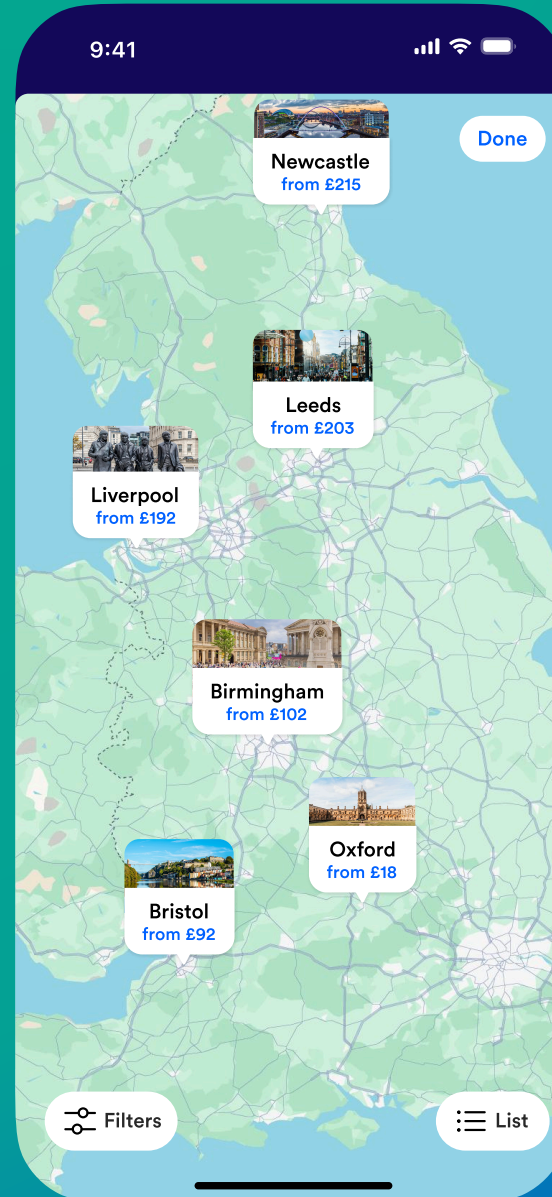
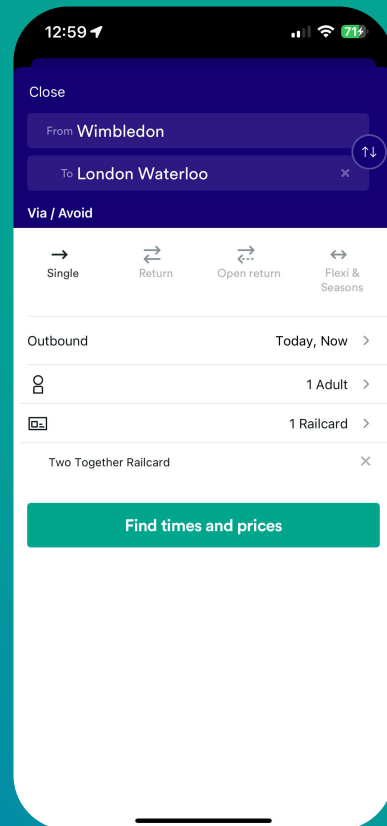
## Adaptive button:

Depending on the context and location of the user, the main button changes.

# 2. Integrating Price Map for Better Discovery

## Current Challenge:

Users must manually search for routes to find affordable options, limiting spontaneous travel decisions.



## Proposed Solution:

Add a Price Map button to the homepage, allowing users to visually explore budget-friendly travel options.

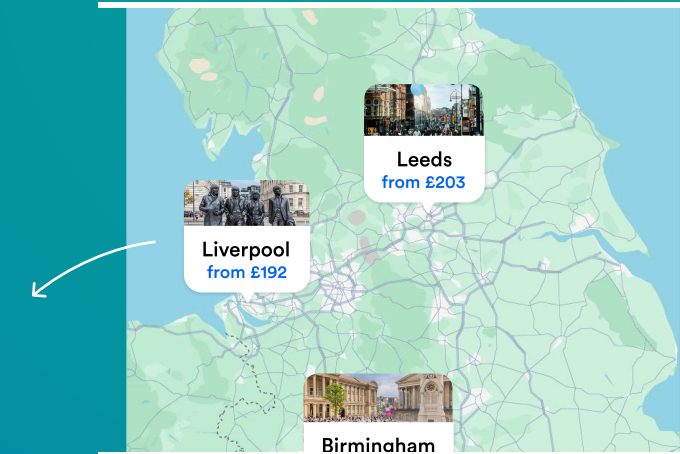
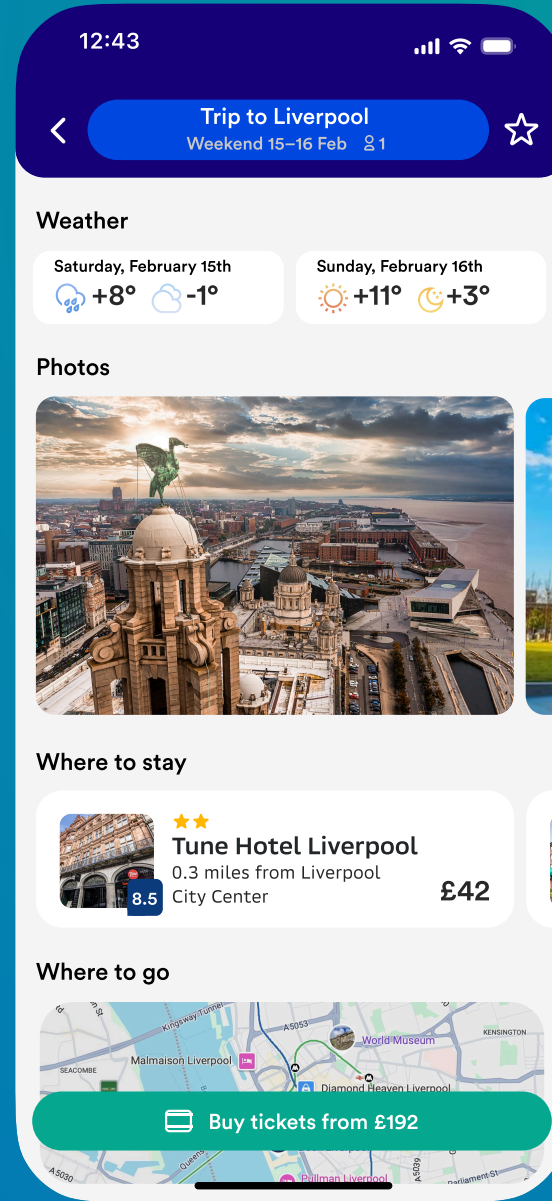
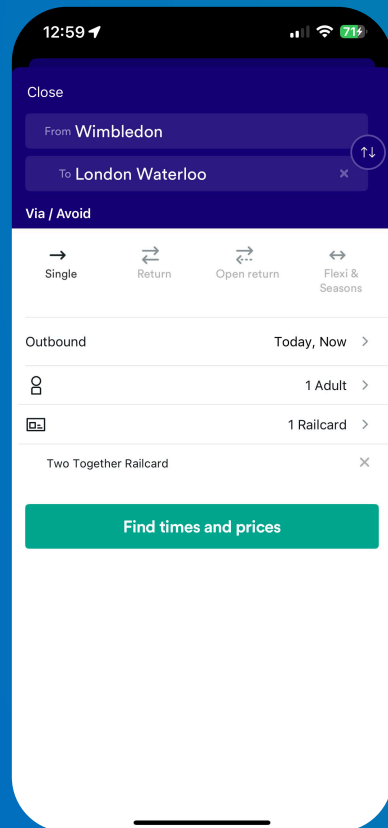
## Impact:

Encourages price-driven bookings by showcasing flexible travel possibilities in a more engaging way.

# 3. Enriching Destination Experience

## Current Challenge:

Users book tickets but are not guided on what to do upon arrival.



## Proposed Solution:

Enhance the destination pages by adding local insights, weather updates, and hotel recommendations, similar to the Trainline website.

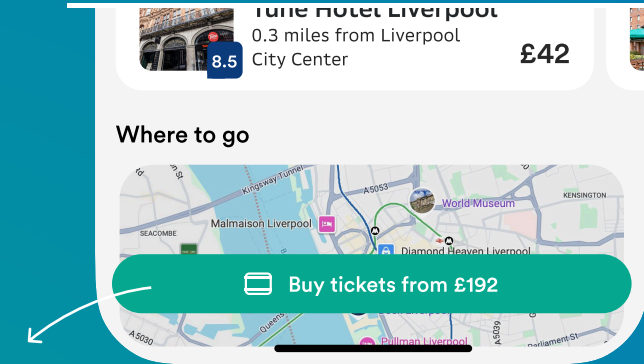
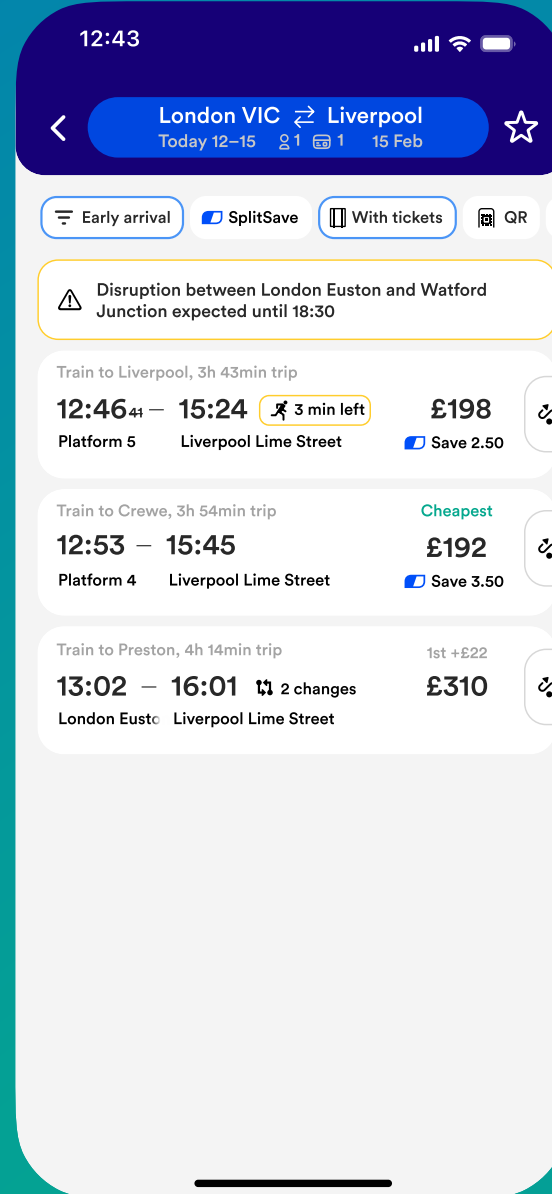
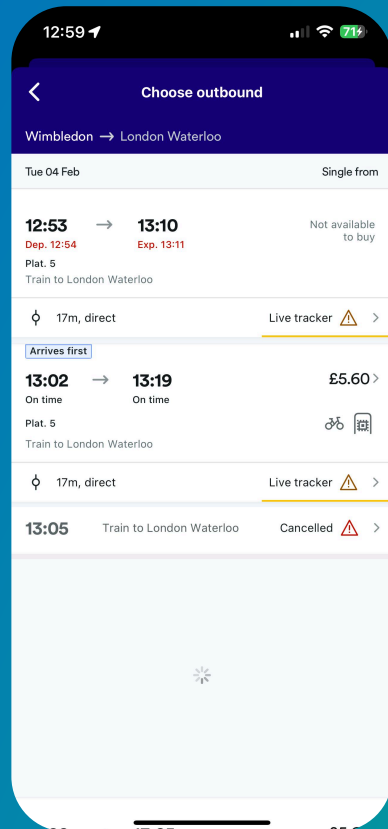
## Impact:

Creates a more comprehensive travel planning experience, increasing engagement and potential cross-selling opportunities.

# 4. Optimising Ticket Search and Selection

## Current Challenge:

The ticket selection process can be overwhelming due to excessive information.



## Proposed Solution:

Improve the ticket search UI by introducing:

- A clear header section summarising journey details (origin, destination, ticket type, passengers, and Railcard usage).
- Quick filters for faster selection.

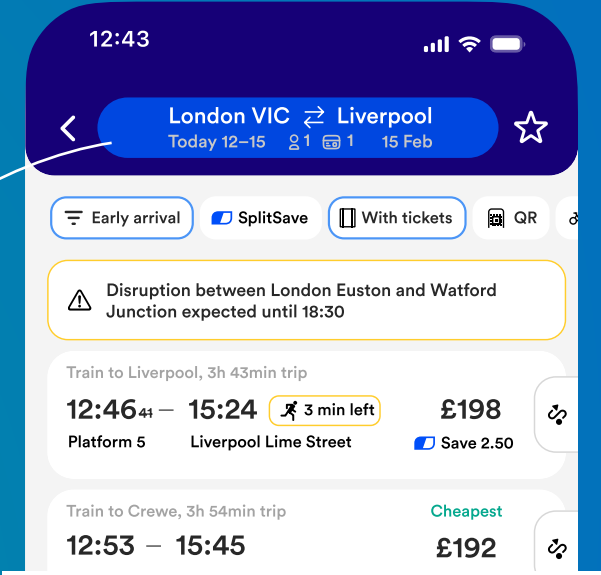
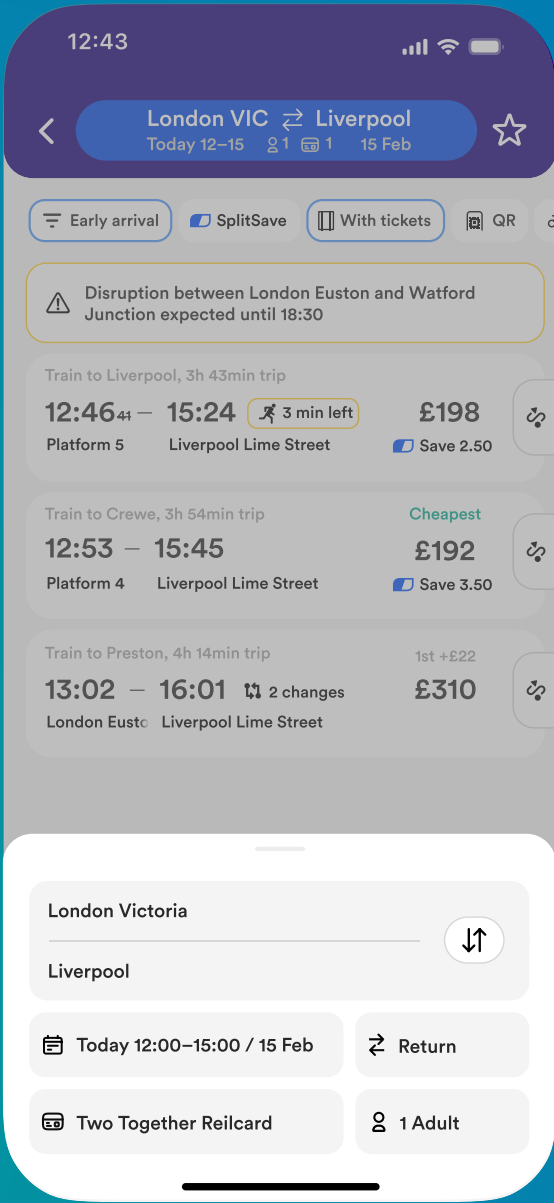
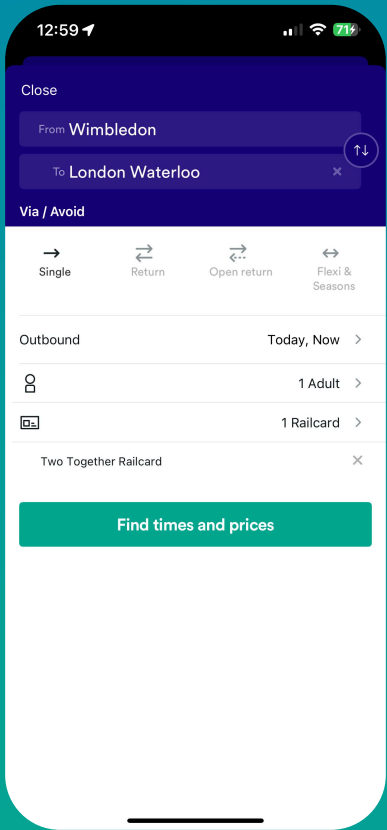
## Impact:

Enhances usability by decluttering the ticket cards and streamlining the selection process.

# 5. Fast Route Adjustments

## Current Challenge:

Users need to navigate multiple steps to modify their journey.



## Proposed Solution:

Add a quick edit feature for modifying routes directly from the ticket search screen.

## Impact:

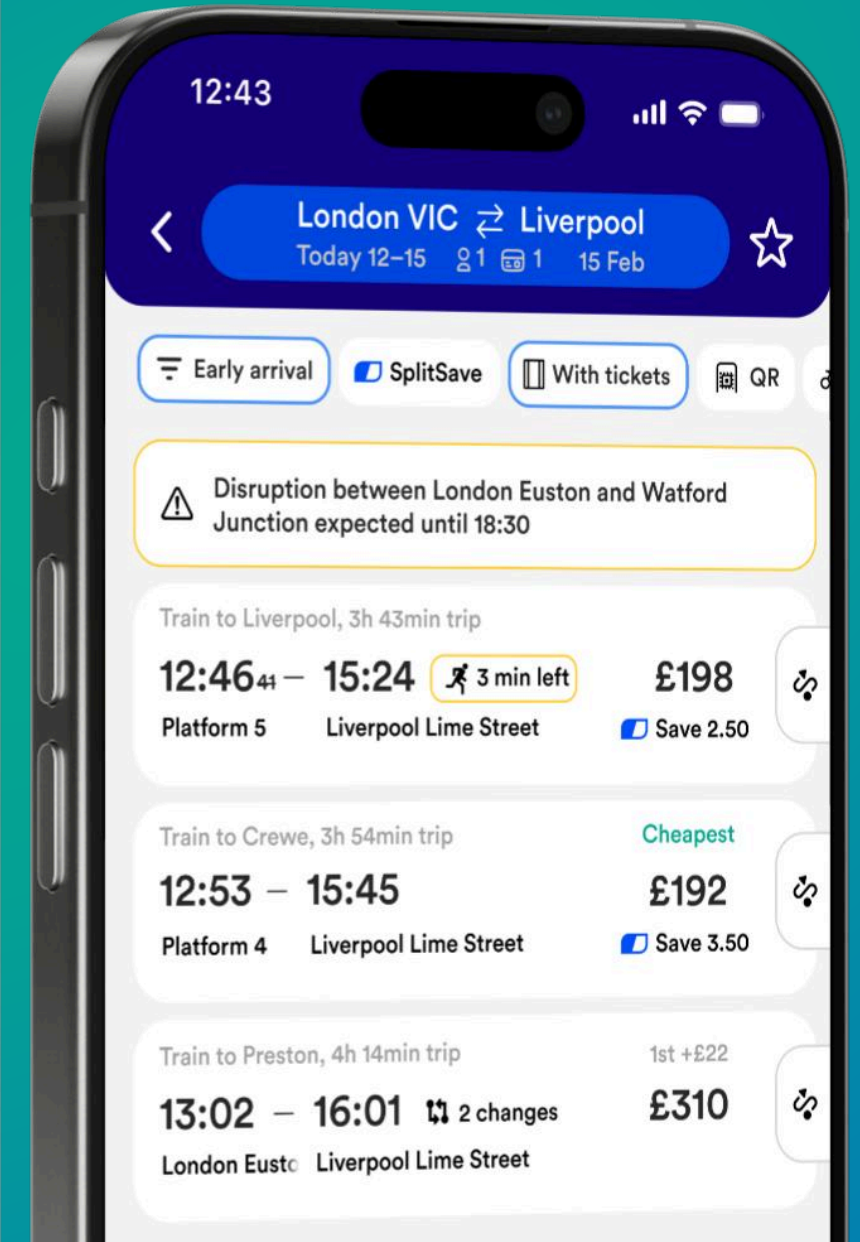
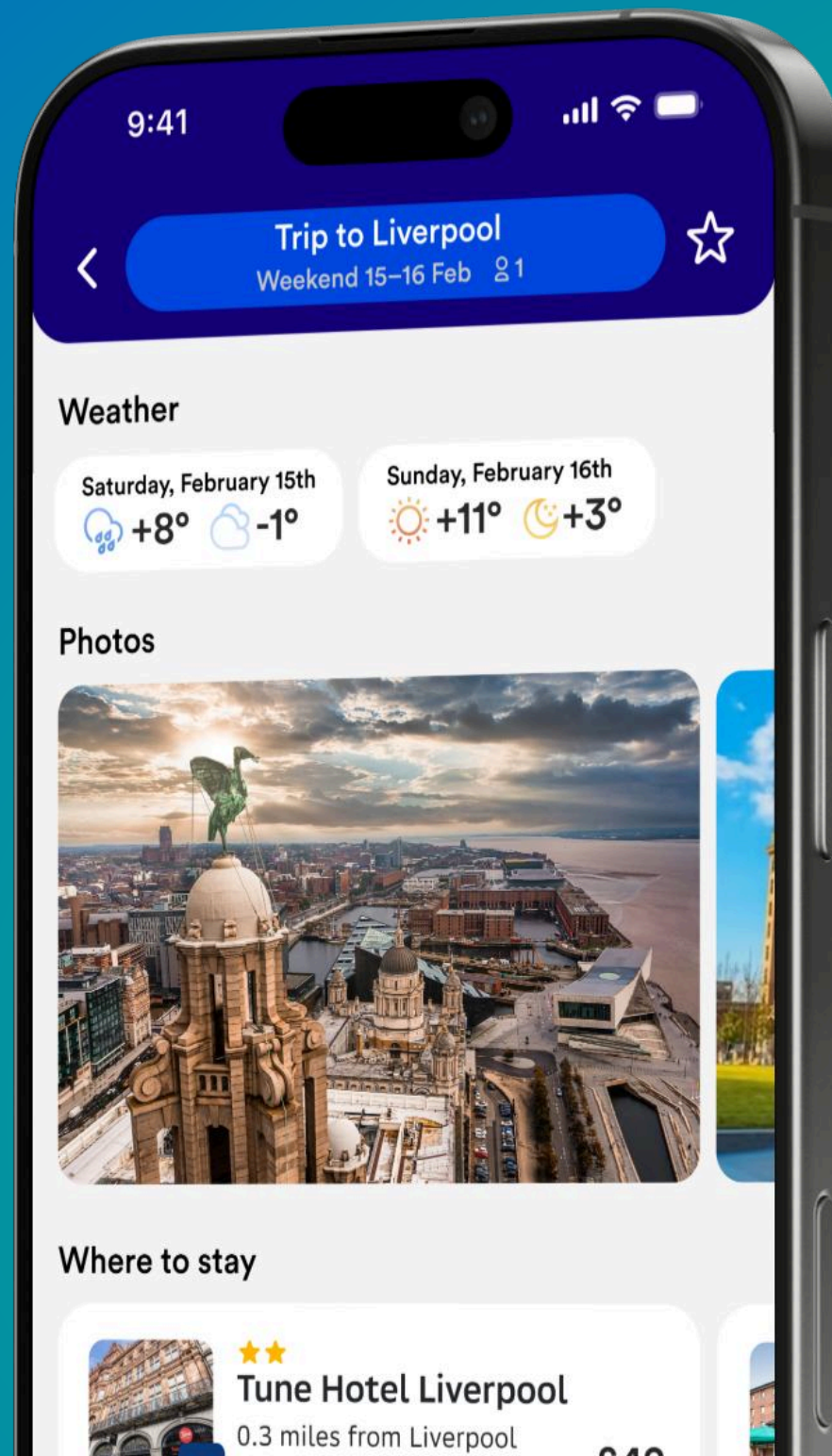
Increases efficiency, reduces friction, and makes last-minute changes easier.

# Conclusion

These improvements align with Trainline's mission to create the #1 rail platform in Europe by:

- Enhancing engagement and retention with a more dynamic homepage.
- Supporting data-driven decision-making through the Price Map.
- Enriching user experience beyond ticket booking with city guides.
- Improving conversion rates with a more intuitive search experience.

By making travel simpler, more engaging and flexible, we encourage more users to choose sustainable rail travel.





# Thanks for Watching



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