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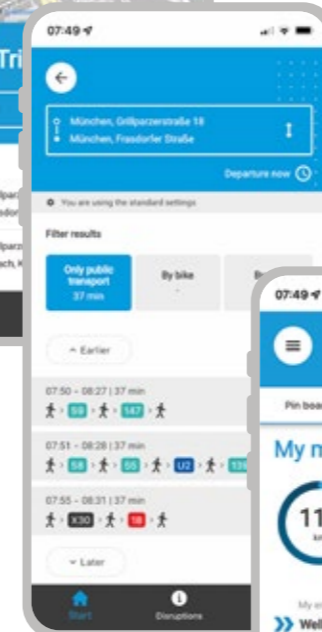
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With Gullivr, We Are Setting New Standards in MaaS

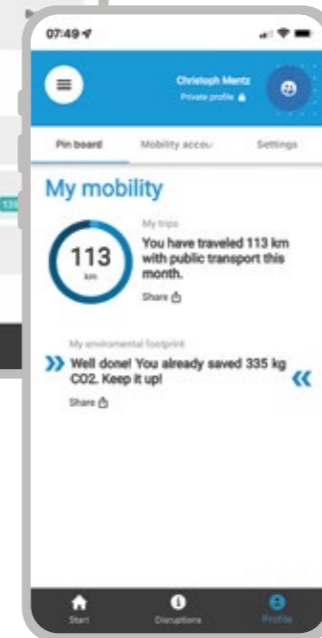
Our new app Gullivr has mobility in its blood. It offers a range of completely new, innovative functions that simplify modern mobility. But it also sets standards in efficiency, intuitive user guidance and design. In August, we introduced a test version to interested customers. Now we are currently working on adding features and preparing for official launches.



Start screen



Display of journey segments



Mobility overview

Topic
Modern, multimodal MaaS app

Product
Mobile

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We chose to take an open approach to development, which means that our customers are involved in the design process from a very early stage. In fact, before designing first drafts, we had asked our customers to select their priorities for a new mobility app. The feedback we received played a central role in Gullivr's development.

Since the first test version was distributed, our customers have been greatly involved in improving and developing Gullivr. Using a specially created page, "feature voting"

is coordinated where potential customers can suggest improvements and developments and vote for ideas they might like to see implemented. It is a good way to keep track of what our customers want and which features we should prioritize for development. Using a specially created page, we coordinate "feature voting," where potential customers can suggest improvements and developments and vote for ideas they might like to see implemented. If others approve, it will become a permanent tool with which development can be calibrated and coordinated.

A range of features related to mobility and Mobility as a Service (MaaS) are under development and which form the core of Gullivr. Both the single sign-on profile (SSO profile) and integrated booking are currently being optimized in a user-centric process in which we are working in close collaboration with users. This is what we can report so far: they are already as excited about Gullivr as we are and are working on implementing the app. We are particularly proud that, according to current plans, Gullivr will be launched for the first customers at the end of this year.

Gullivr's innovative design was developed in cooperation with a team from renowned design agency KMS. We deliberately aimed for a user-centered design that breaks conventions in a few spots to naturally depict modern mobility in user-friendly way. Markus Sauer, who is part of the design team at KMS, was kind enough to answer our questions about Gullivr's interface and user experience within the app.

Designing and developing an innovative app is a challenge. What were the key areas of development for Gullivr's design? Currently, a lot is going on in the world of mobility apps. New standards in user guidance and user experience are being set all the time. What more, there are a variety of options for smart functionalities that are able to set new benchmarks. In this dynamic environment, our goal was to design an app that makes the best possible use of the latest functionalities. At the same time, we were cautious not to overload the various displays in the app with too many functions. It should remain intuitive to use, meet the latest user experience standards and usage habits, and provide added value with new services. In short, it should be easy and fun to use.

To meet these goals, we concentrated on user flow, like in journey planning, but also on completely new ideas, like weather-based journey recommendations or point-of-interest suggestions. We also explored new options for individualization, for example, like creating an individual mobility profile based on kilometers traveled and its related CO₂ savings. Using these and other gamification features, we want to see an increase in public transport usage, and as a consequence, increased use of the Gullivr app.

How is developing a design for a licensed product different from developing a customized solution?

A licensed product needs to leave room for customization, like offering different colors, fonts, and scalable navigation structures. As this is the case, several application scenarios and design variants have to be considered more strictly than with a customized solution. However, with regard to scalability, Gullivr has been conceived in a manner that covers as



Markus Sauer, Digital Design Director KMS TEAM

many requirements as possible. That said, a white label solution should never appear boring or limit itself to mapping the various functionalities. An app should attempt to be sleek even in the smallest of details, like with micro-animations, page transitions, and everything that contributes to a seamless user experience. These details remain the same regardless of customization. In the end, they make the difference in the quality of experience, the specificity of an application, and often decide a user's overall impression of the app and whether they will use it.

Quality of experience is what we strive for here at MENTZ. This is also why the white-label variant clearly depicts the MENTZ brand and was not kept completely neutral. After all, MENTZ's corporate design system allows precisely for this detailed work to be on display.

How is Gullivr's design different from those of other mobility apps?

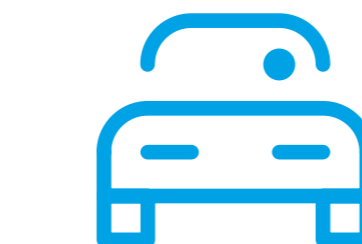
We think that Gullivr's design combines the modernity and freshness from the start-up world with all the advantages that come from the varied experience and technical expertise of a leading software solution provider. This combination is rather unique because it takes courage to go away from traditional or proven designs to take a leap in another direction. The deliberate simplification and reduction of complexity in the design – despite the expanded range of functions – is definitely a step forward.

The sequential input of origin and destination is different from other apps. What were the thoughts behind the decision to make the app this way?

Yes, this is a bit of a paradigm shift: in the past, it was important to put as many functions as possible onto one screen to offer users as many options as were possible. In more recent apps, the opposite is true – fast user flow plays a much more important role, like the ability to quickly understand the "next best action." The switch from one screen to the next is no longer an obstacle. On the contrary, it allows for more clarity as to the sequence of a particular process. Due to the greater range of functions, it was important to offer the proper functions at relevant points in a user's journey, instead of overwhelming them with a plethora of options. We looked at a number of internationally successful mobility apps, especially by start-ups, and feel that this simplified approach to design was the correct decision.

“It was important that users were able to quickly orient themselves from the start screen.”

The start screen is very important for users because it's the first thing that they see. What did you pay particular attention to? It was important that users were able to quickly orient themselves from the start screen and enter journey planning directly without having to locate a detailed app menu. The Gullivr start screen incorporates journey planning, which is divided into a map view of the current location with a corresponding input option for the journey origin. Below that are the recently selected journeys to enable quick access for frequently used routes. The primary interaction, meaning the selection of journey origin, has been clearly emphasized in MENTZ blue. This area can be customized to depict a desired corporate color.



Is there a screen or idea that you are particularly proud of?

It's not easy to name a particular screen, but we do think that the process behind the planning of journeys is well-organized. Other than that, we think it's great that our ideas about sustainability and climate protection were implemented, like the CO₂ savings display. It gives you a very concrete idea of what using public transport can do for the planet. And last, but not least, we would be thrilled if the new Gullivr app gets used by as many transport associations as possible!

Mr. Sauer, thank you for your time!
Interview conducted by Günther Gruber.