

**Ruter#**

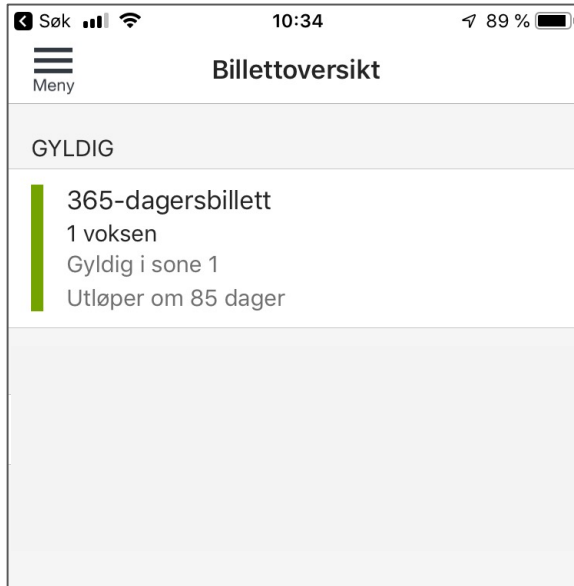
## 1# SPEED KILLS

Most of our users have **opened RuterBillett more than a 100 times**. This group spend **less then a minute in each session**

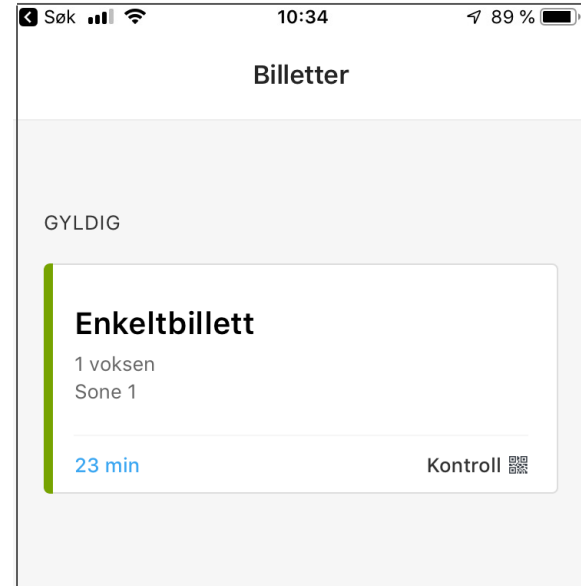


We design something that is to be **glanced at for a matter of seconds**

The old

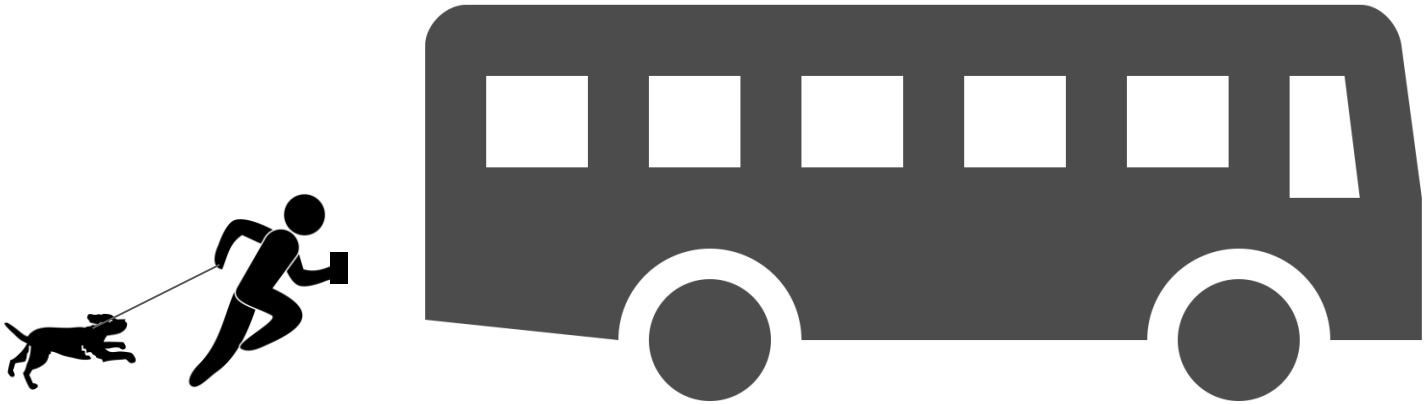


The new

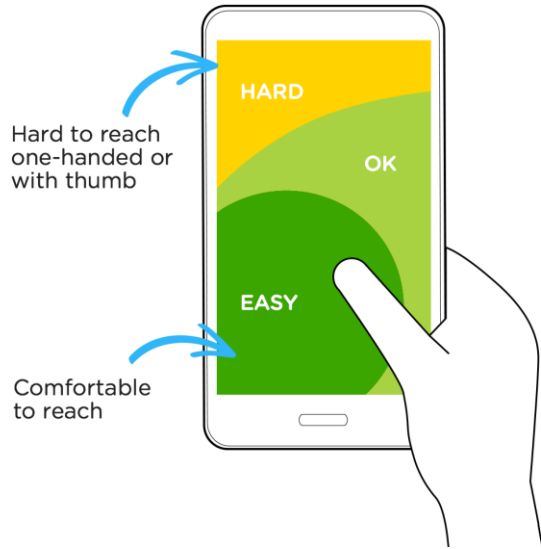


## 2# DESIGN FOR THE ROUGH

If content is king. **Context is «Queen Bitch»**

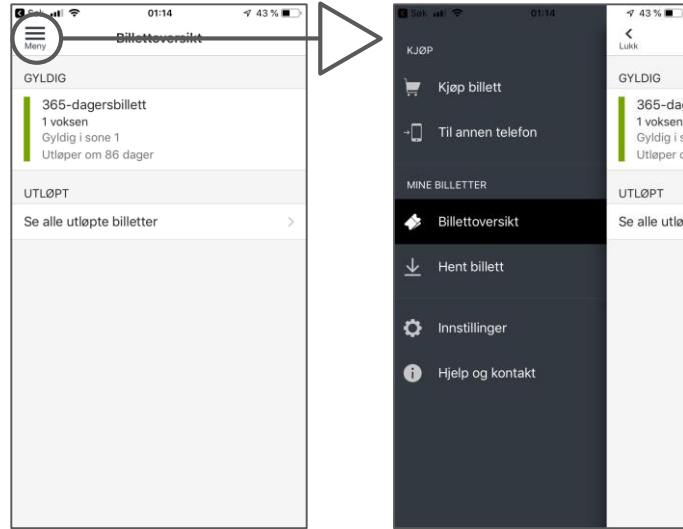


## One handed use

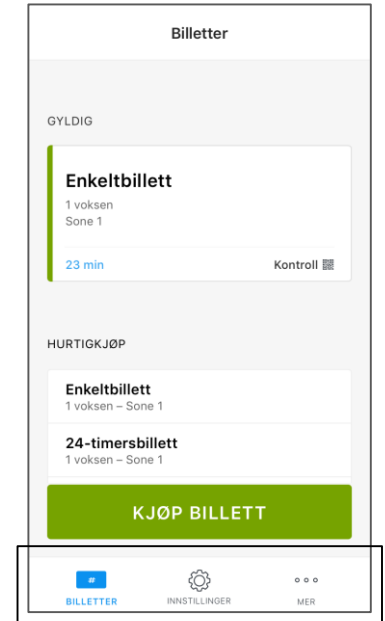


by [Luke Wroblewski](https://www.lukew.com)  
(<https://www.lukew.com>)

## The old



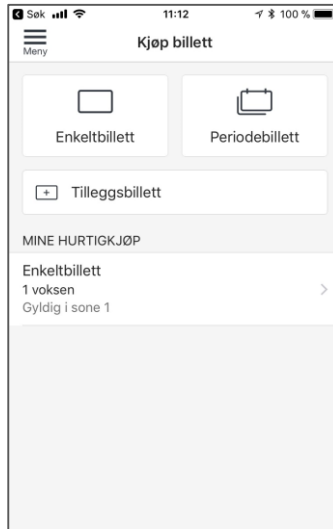
## The new



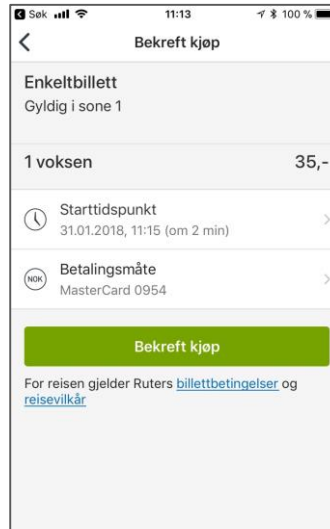
### 3# CONTENT IS NOT EQUAL

Our app has 57 screens in total  
**But 77% of the traffic is on these three screens:**

Choose type of ticket

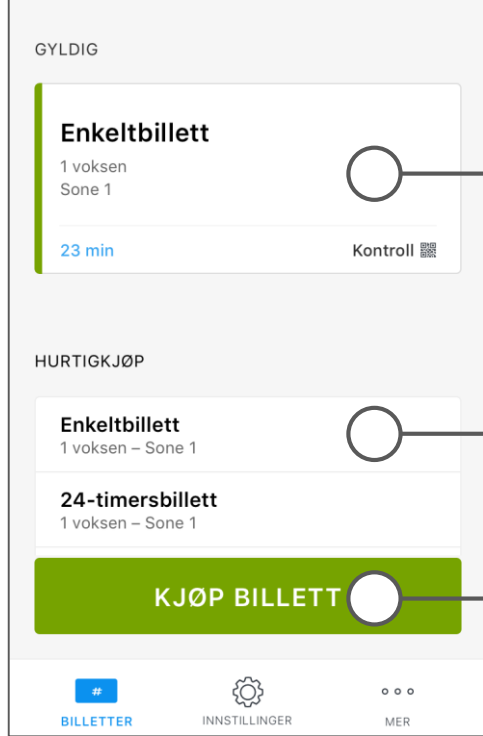


Confirm purchase



The ticket





Your ticket



Confirm purchase  
For repeat purchases

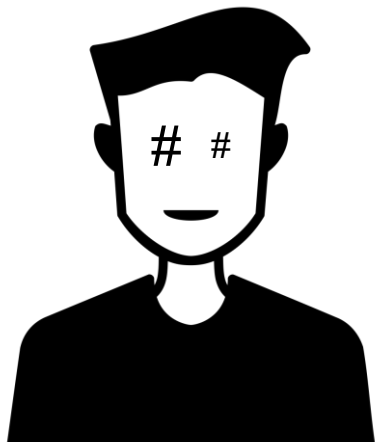


Choose ticket

**The most used content is the default**

## 4# PEOPLE WON'T NOTICE IF IT'S DONE RIGHT

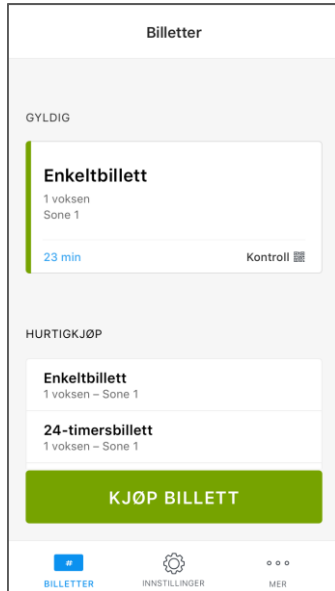
**I haven't noticed any changes**  
Are there people working on RuterBillett?





# Out of the 3 main screen, only one have been redesigned

NEW



Unchanged except for the bottom nav:

