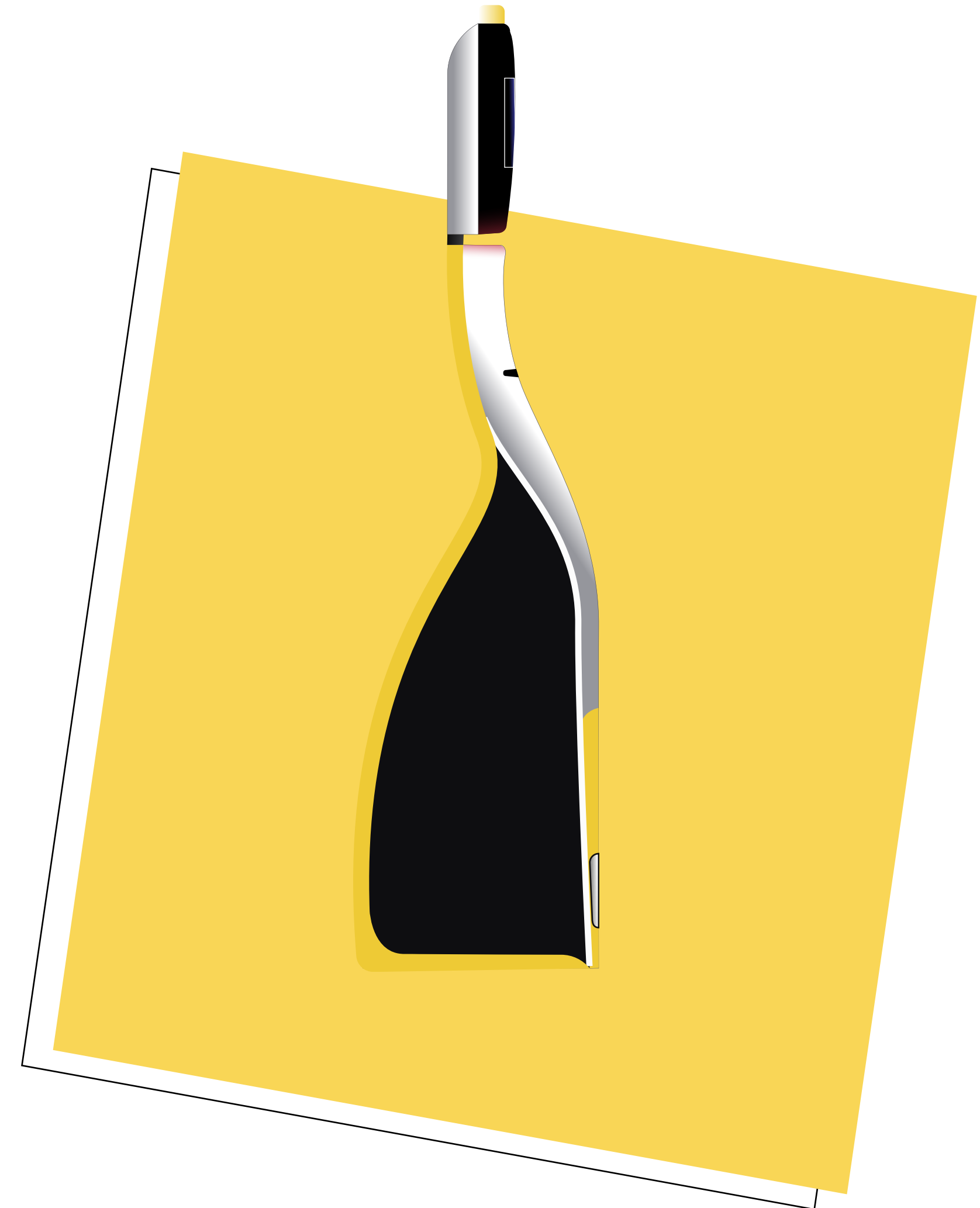


# Future Ticket Vending Machine

team: **Isabella Wimmer, Moritz Kubesch,  
Alexander Schlair, Diana Solkazian**



**IMAGINE** you could buy  
tickets without ever touching  
a machine





**WHAT** would  
it look like?



# INITIAL DESIGN BRIEF

Create cashless alternative  
for the current ticket  
vending machine

Increase user flow and the  
speed of ticketing

The machine should sell  
the most important tickets  
(not all of them)

We want to address people  
who are already familiar  
with vending machines

The machine is supposed  
to be as cheap and easy  
to install as possible  
(production costs)

The prototype is a success,  
if the usage time is as short  
and correct as possible



# DESIGN BRIEF CHANGED

Create cashless alternative  
for the current ticket  
vending machine

Increase user flow and the  
speed of ticketing

~~The machine should sell  
the most important tickets  
(not all of them)~~

We want to address people  
who are already familiar  
with vending machines

The machine is supposed  
to be as cheap and easy  
to install as possible  
(production costs)

The prototype is a success,  
if the usage time is as short  
and correct as possible



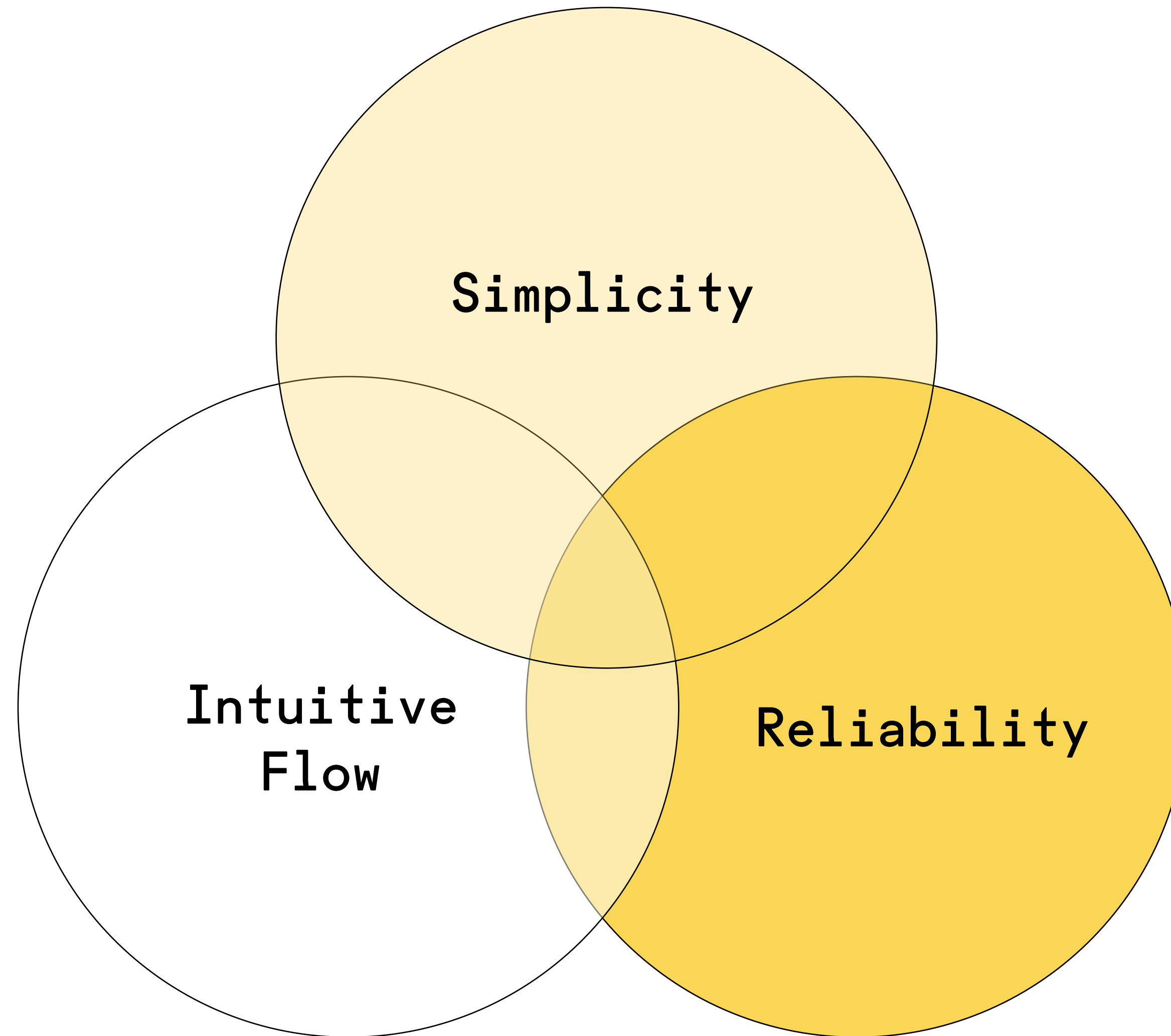
# USER PAINS

- ! Paying online using credit card takes lots of effort.
- ! Having people waiting in line behind one creates pressure.
- ! Using a machine with many options can cause stress.
- ! Cueing especially in a skiing outfit.
- ! Long interactions with complicated machines when temperatures are freezing are not pleasing

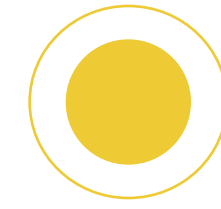




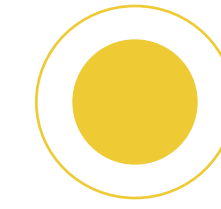
# EXPERIENCE FACTORS



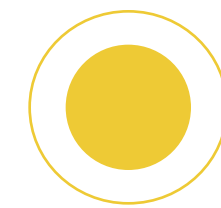
# MAIN GOALS



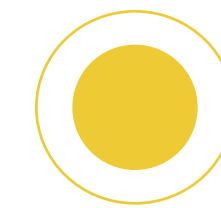
**Create cashless alternative for the current ticket vending machine**



**Increase user flow and speed of ticketing**



**Addressing people who are already familiar with vending machines**

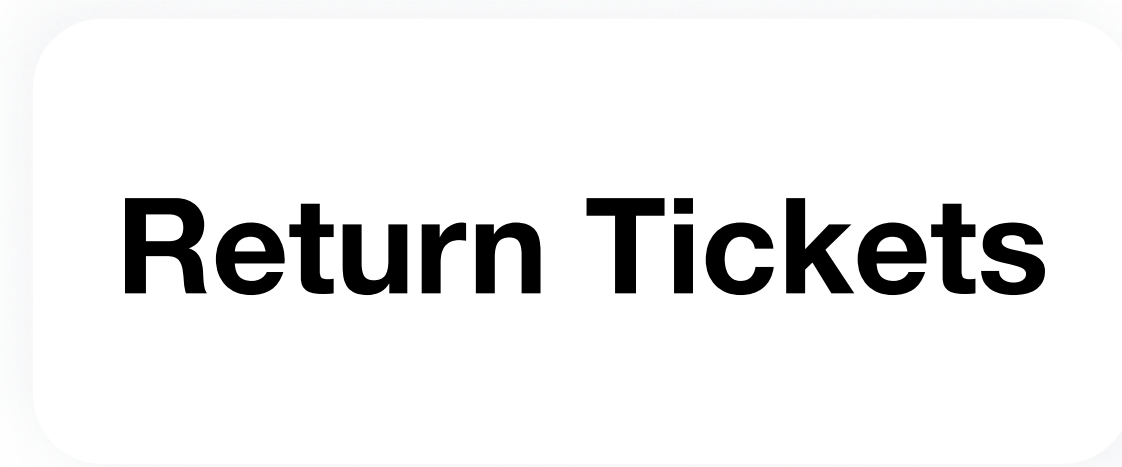
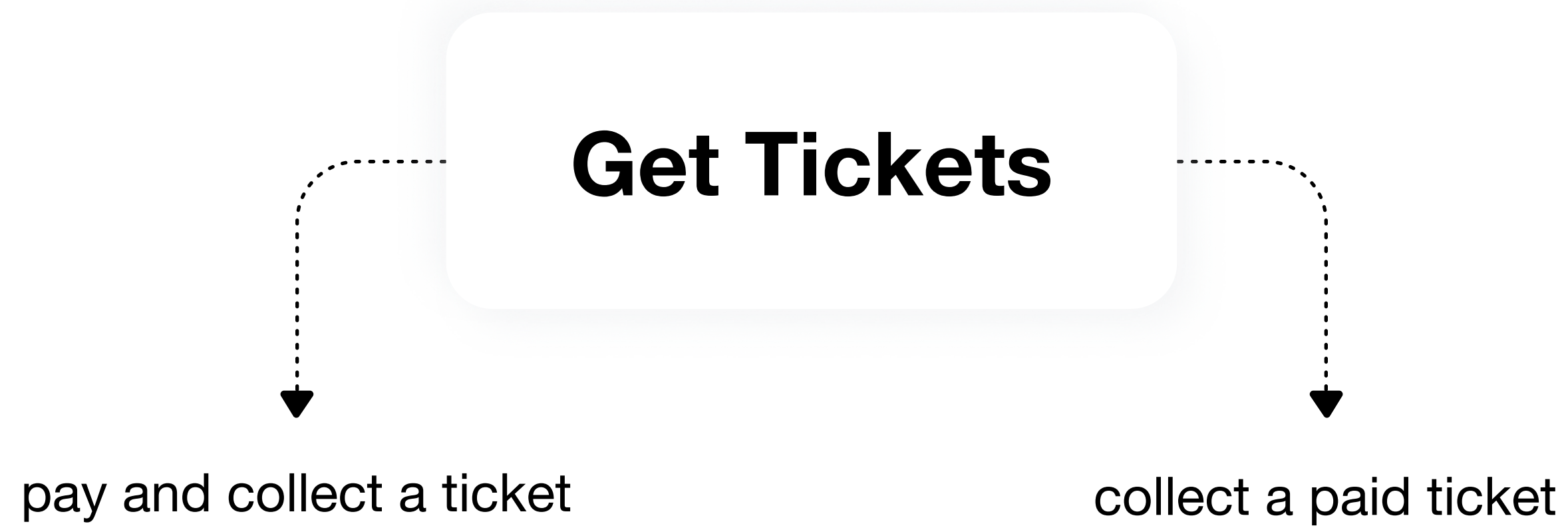


**Support planning, while still allowing for flexibility**





# BASIC FUNCTIONALITY



# APPROACH

**Take the complexity away from the ticket machine and bring it to the phone...**



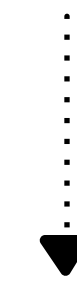


# CONCEPT



## Scenarios:

Users visit the ticket configurator website and choose the ticket they want and create bar-code...

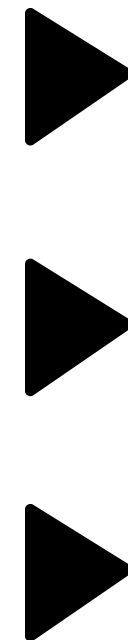


...Go to the ticket machine in the skiing area, scan the bar-code and pay for the ticket



...Buy the ticket online and pick it up in the skiing area

# VISUAL LANGUAGE



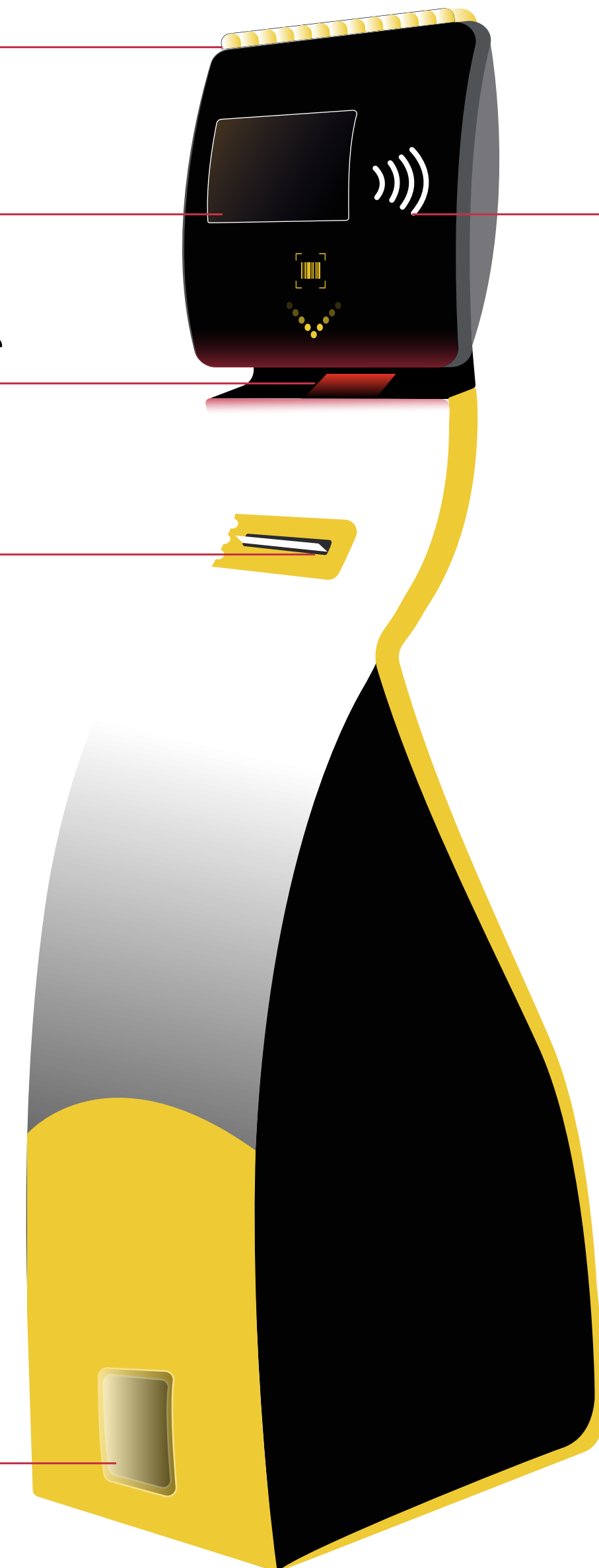
"Taxi Light"

Display

Bar-code Scanner

Ticket slot

Sensor Pedal





# DESIGN CONCEPT

Ticket slot can issue multiple tickets

Bar-code scanner is also available for printed codes as well as scanning from smartphone

Cashless interaction

Sensor pedal changes the state from purchasing to collecting deposit

"Taxi Light"

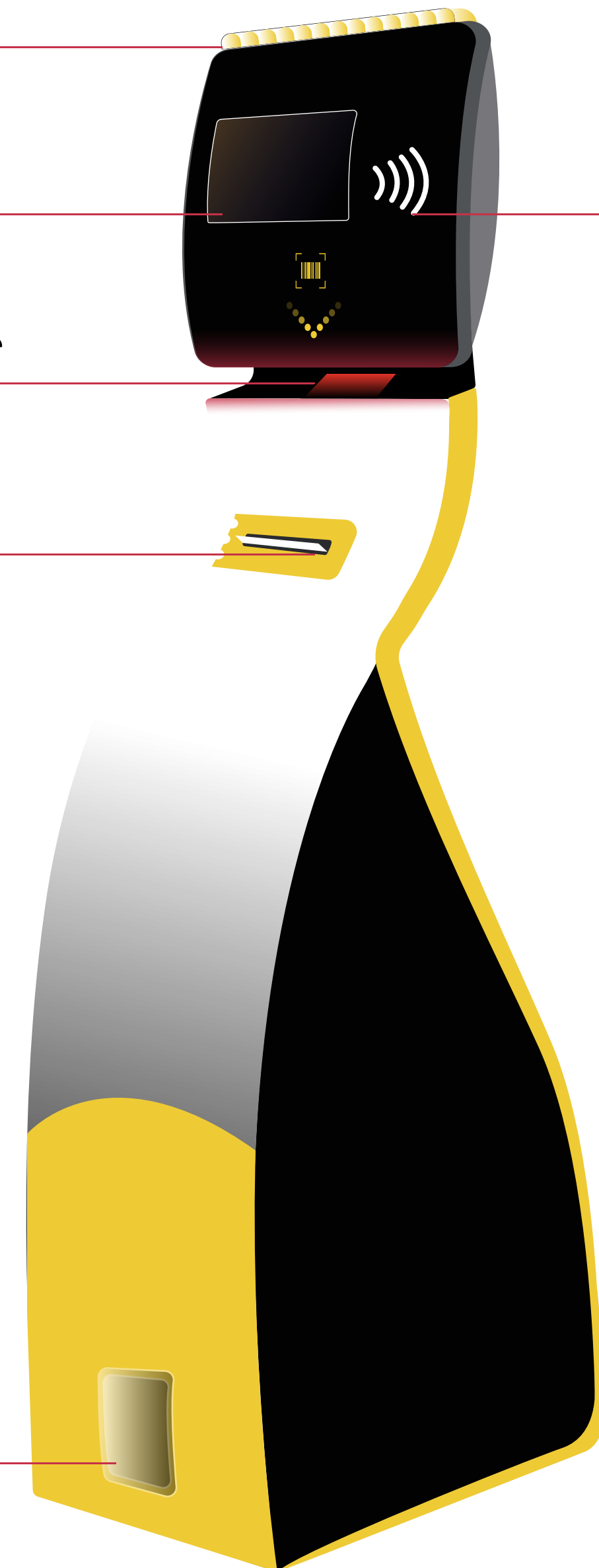
Display

Bar-code Scanner

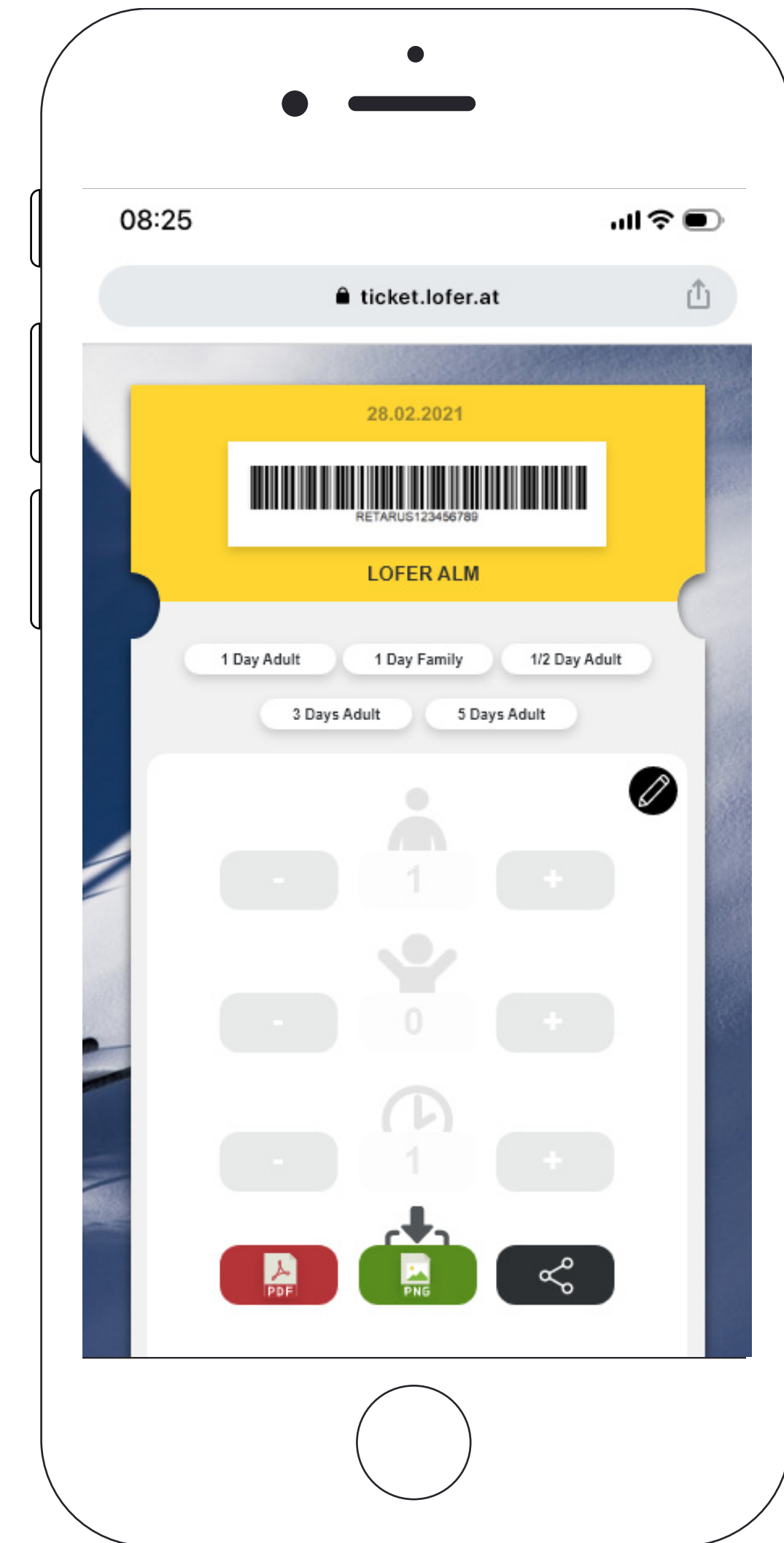
Ticket slot

NFC

Sensor Pedal



# WEB INTERACTION



# MACHINE INTERACTION





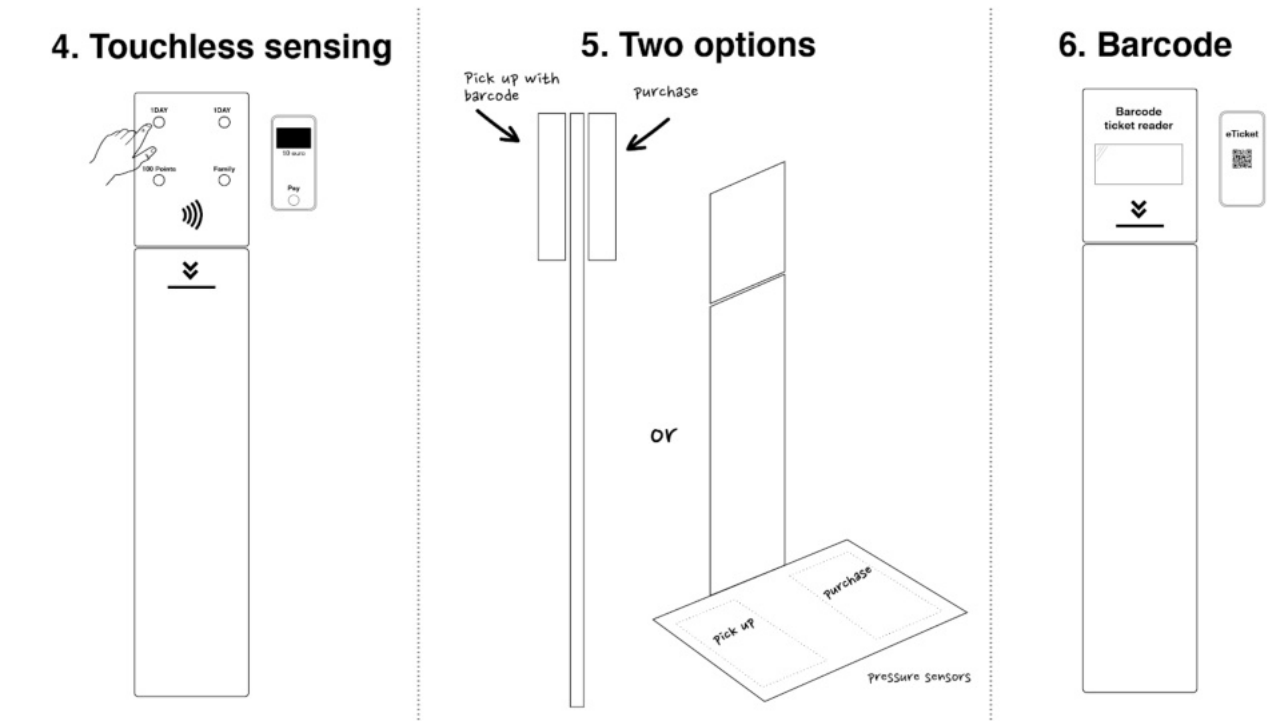
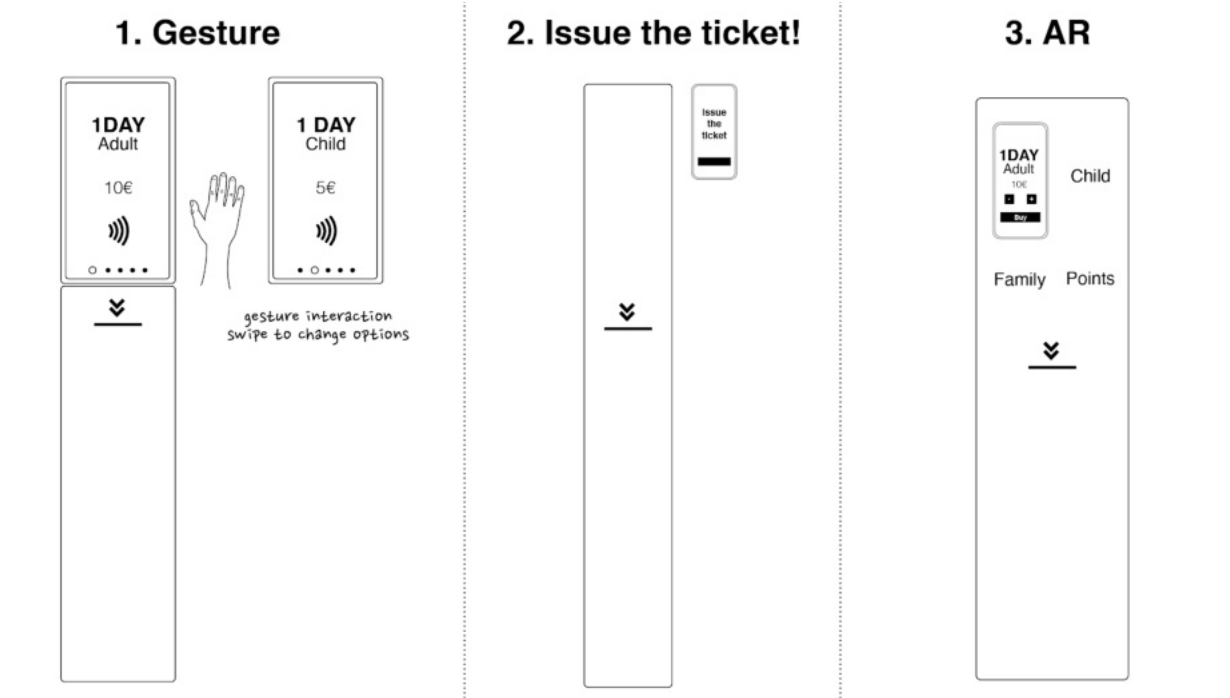
# THE PROCESS



How did we get there?



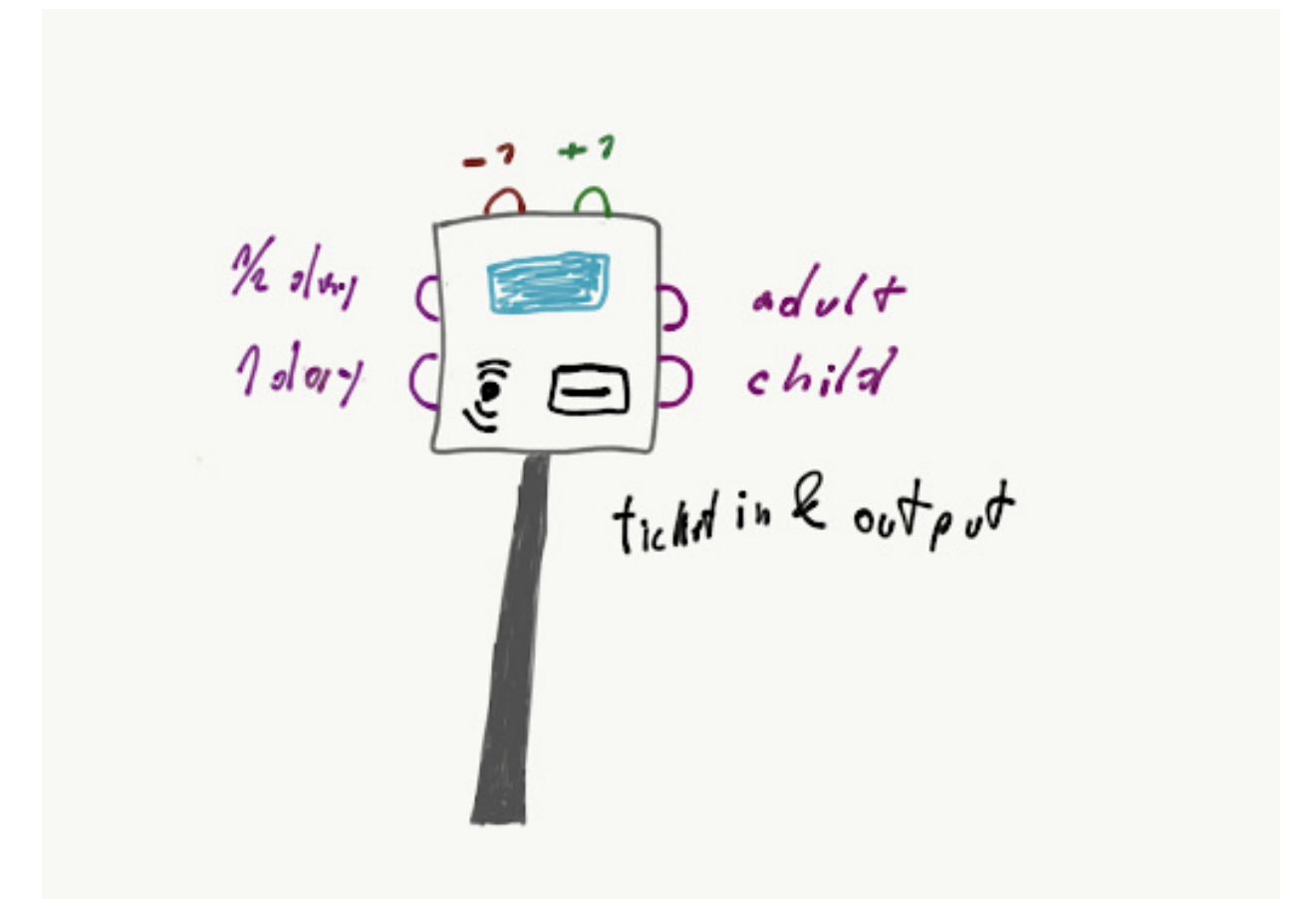
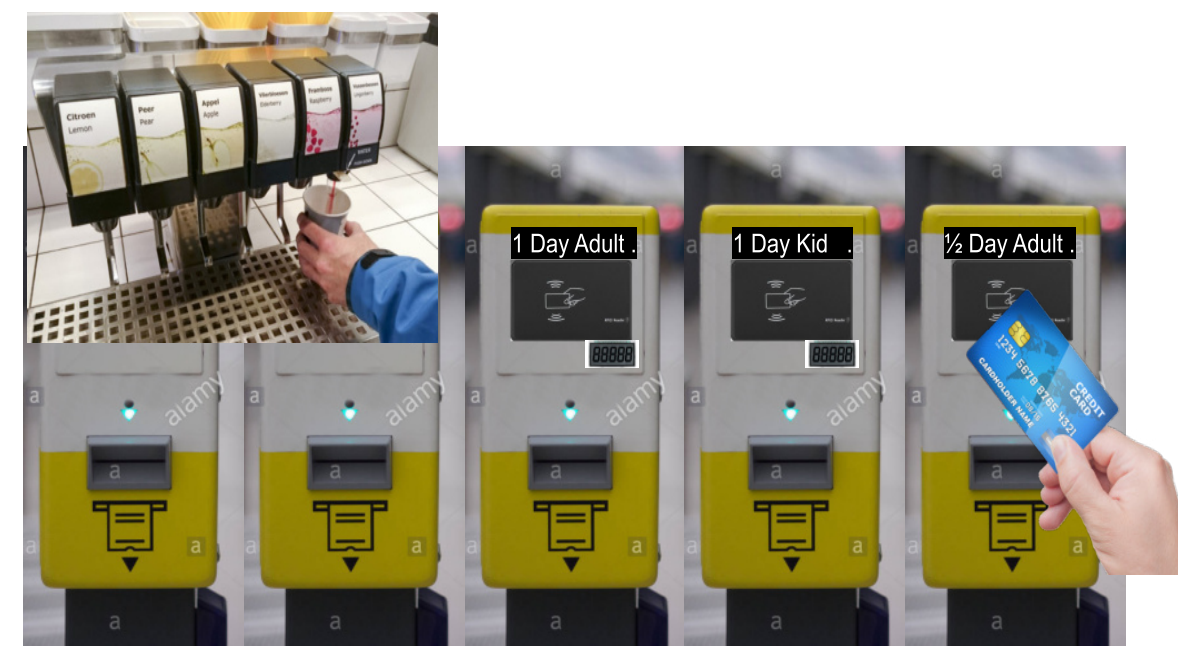
# FIRST CONCEPTS



## Taxi approach



## Soda approach



# CHANGE IN DESIGN BRIEF

The Ticket machine should be able  
to sell all kind of tickets.



# CONCEPTS GETTING CLOSER

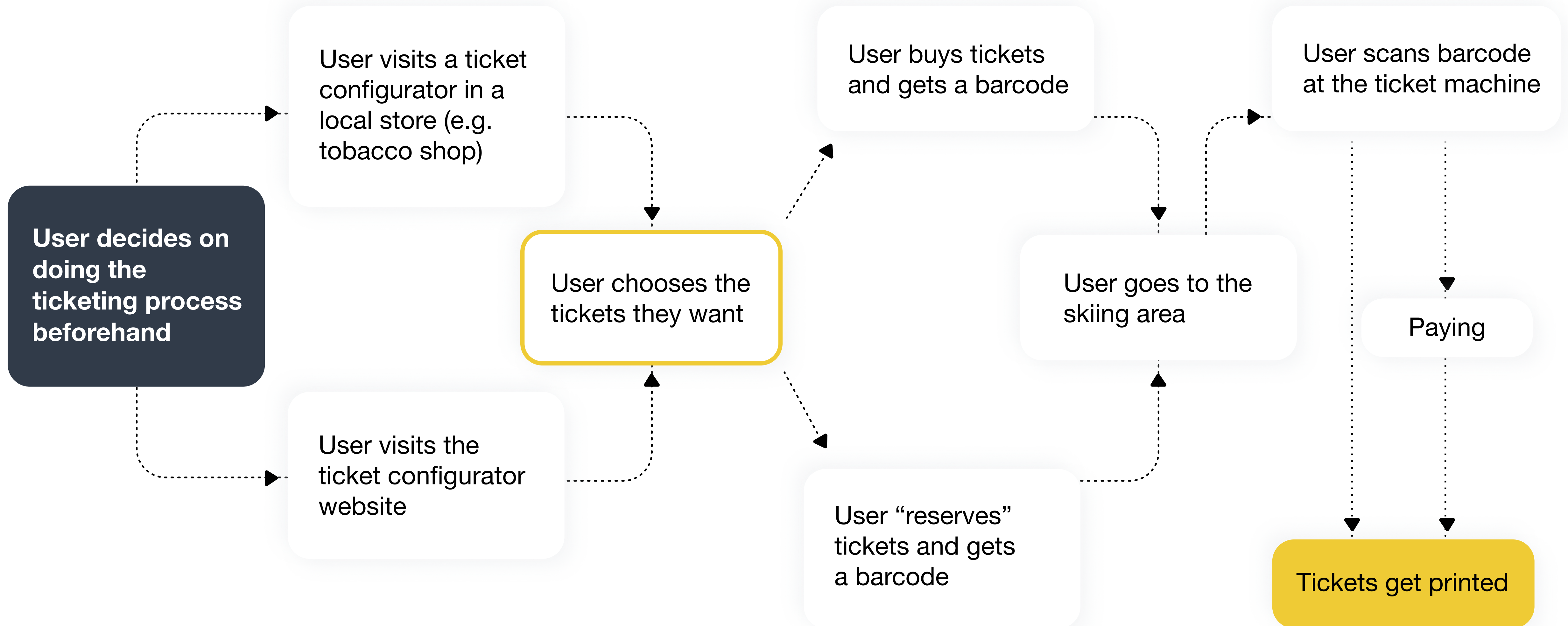
**These Machines are made *for printing*  
and that's just what they do**

## Approach

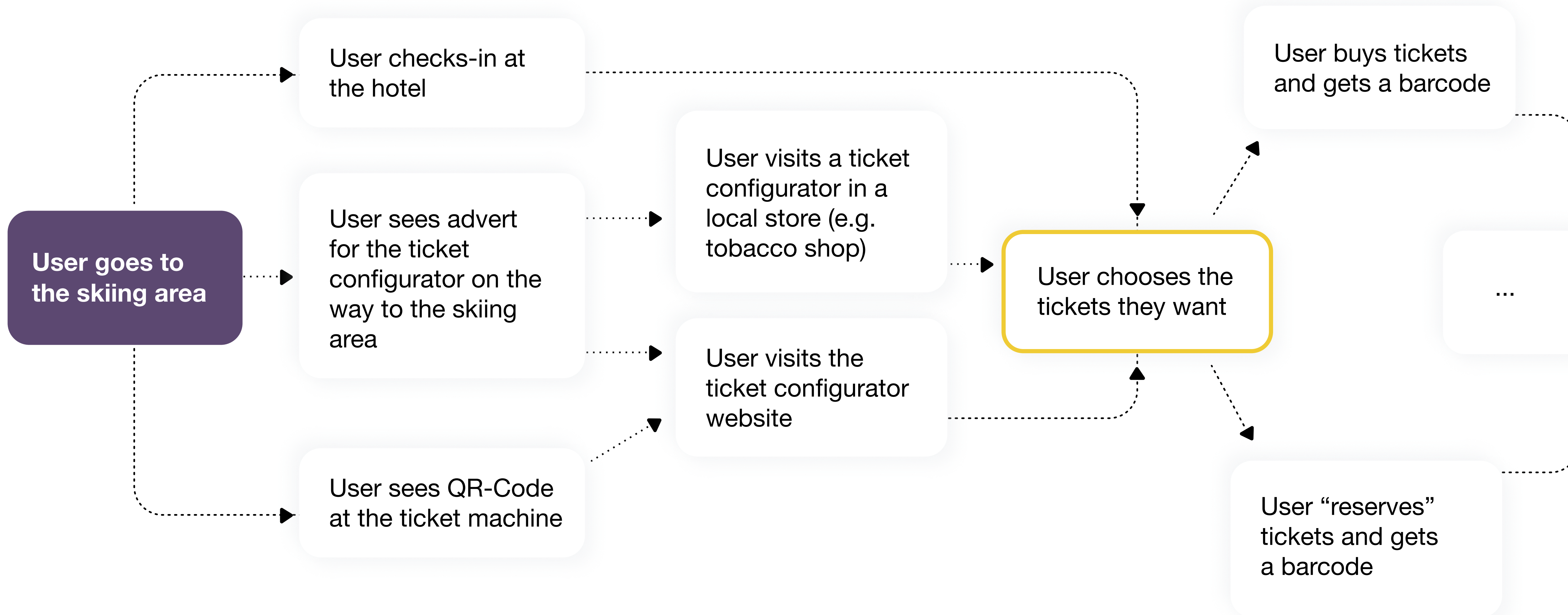
Take the complexity away from the vending machine and bring it to the phone

Show the machine, what ticket you would like to have

# USER JOURNEY 1



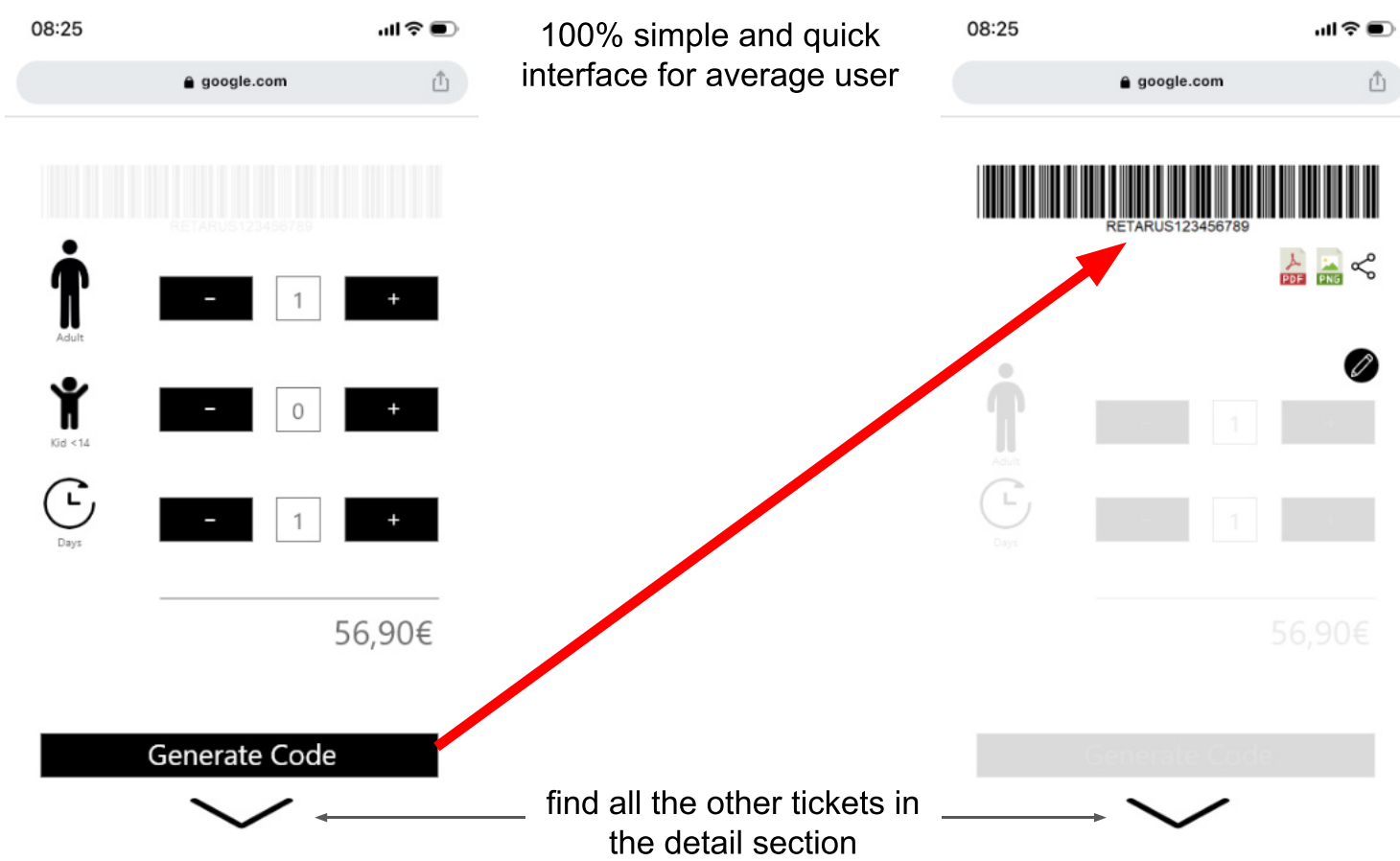
# USER JOURNEY 2





# CONCEPTS GETTING CLOSER

These Machines are made *for printing* and that's just what they do



2. pay and get the ticket

1. Scan the configuration



Hotels can sell configurations and print them out for customers.

Affiliate systems are maybe easier than "partner" systems



# CONCEPTS GETTING CLOSER

**Add touchless interaction**

**Approach**

Use physicality for personalisation  
and more enjoyable interaction



# RESPONSIBILITIES

Interaction Design



Industrial Design

Interaction Design



Experience Design

All - Ideation, Research, Concept Development



# DEMO ROOM

Miro board

