

TRANSPORTATION - NATIONAL RAILWAY

Nugo - a Trenitalia Brand
Mobile Apps

clar^{iter}



INNOVATIVE TRASPORTATION

Nugo is a Trenitalia mobile app developed to offer to its customers an easy way to:

- 1: Plan their journey, door to door (including trains, taxi and public transportation)
- 2: Purchase tickets and save them on the app
- 3: Have tickets at hand when needed for the journey



8.000 Trains run every day.

830 Million Passengers per day



THE CHALLENGE

When people rely on a one and only mobile app to plan their door to door journeys, to buy their tickets and to keep those safe and at hand when they are needed, this app needs to work... just perfectly. Because we are talking to millions of commuters.

THE CLARITER APPROACH

Here is when Clariter helped Trenitalia, the Italian national railway company, improve and get its brand new mobile app, Nugo, be flawless.

Testing the app after every single design improvement, perfecting the usability, getting payment methods work safely and smoothly, it's been such a challenge. Especially because the goal of the app was to cross trains, taxis, and local public transportation times and availabilities.

...WITH THREE SIMPLE STEPS

phase

1

Testing all core functionalities of the new Nugo app's first version and gathering feedback from final users.

phase

2

Collecting the users' feedback from the major redesign of the app. Focusing on testing thousands of journeys across the national territory through a huge variety of transportation experience experts.

phase

3

Re-testing thousands of regional and national journeys. Major focus on tickets purchases from the mobile app.

CLIENT'S TARGET MATCHED

**Ambitious, isn't it?
But the success was huge: Nugo's reputation
between users got better and better phase by
phase until it got 14 thousand downloads in the
launch week.**

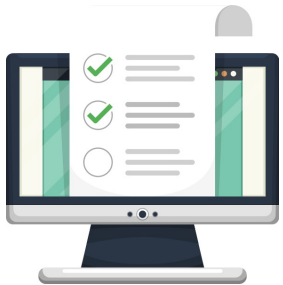
RESULTS – HERE ARE SOME STATS



3900+ final users involved in our complete research



2900+ technical improvements suggested from our real users



1000+ feedback surveys completed

RESULTS – NUGO ON THE GO

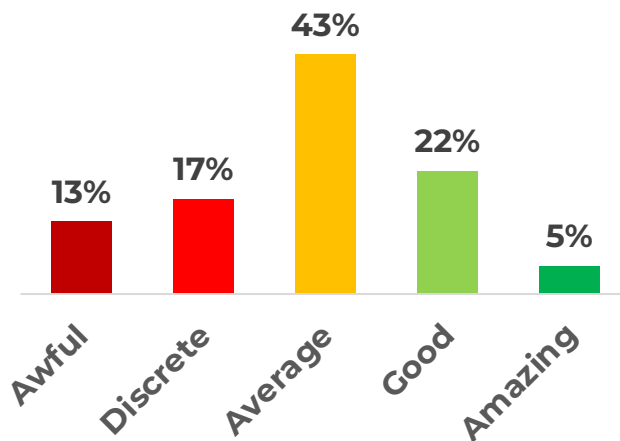
Nugo experienced a constant and important improvement of its reputation.

2,9 / 5 ★★☆☆☆

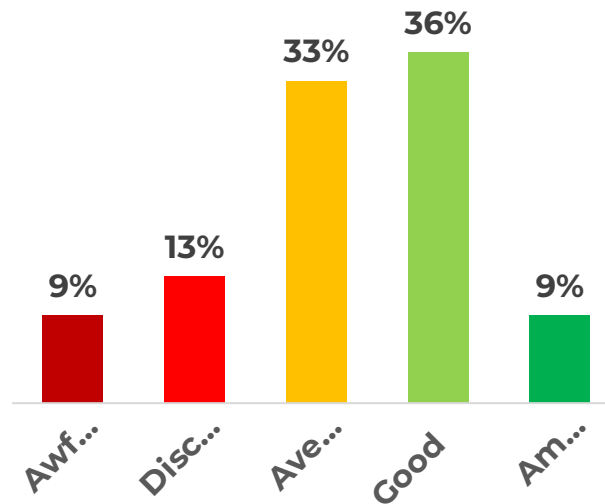
3,2 / 5 ★★★☆☆

3,6 / 5 ★★★★☆

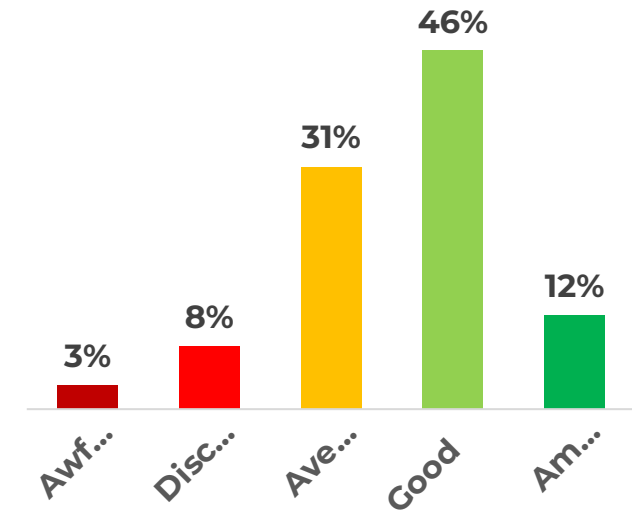
PHASE 1



PHASE 2



PHASE 3



*Sample sent to 3900 final users over 3 phases gathered through cutting-edge QoE techniques.

NUGO – 6 MONTHS LATER

The Nugo app, 14 thousand downloads in a week

■ CAMPAIGN

FS launches the new Nugo app with commercials during the World Cup

The application, which will be joined by a magazine dedicated to travel, is the subject of a new TV commercial these days and a digital campaign



AND NOW, WHERE NEXT?

info@claritergroup.com claritergroup.com

LONDON
ROME
LISBON

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