

TRANSPORTATION - NATIONAL RAILWAY

Nugo - a Trenitalia Brand
Mobile Apps

clarⁱter



INNOVATIVE TRANSPORTATION

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

- 1: Plan their journey from 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.

8.30

Million Passengers per year.



THE CHALLENGE

When people are relying on a single mobile app to plan their journey door to door, physically buy the tickets, and have them ready at hand when they are needed, the app needs to work. Commuters, casual users, and everyone in between will be using the app, meaning millions of users will be using it end to end.

Make no mistake, the app has to work perfectly.

THE CLARITER APPROACH

Being the national railway company of Italy, it was important for Trenitalia to improve their image, specifically through their brand new mobile app, Nugo.

Our team at Clariter rigorously tested the app after every single design improvement to perfect it's usability, while we also paid close attention getting different payment methods to work safely and smoothly.

It was a huge challenge, not least because the app's 'goal' was to bring together trains and taxis, together with local public transportation times too.

...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. Focussing on testing thousands of journeys across Italy with 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

It was certainly an ambitious challenge.

But the campaign was a real success as we saw Nugo's reputation improve at each stage of the process, culminating in 14,000 downloads in launch week.

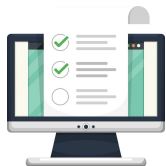
RESULTS – SOME STATS



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

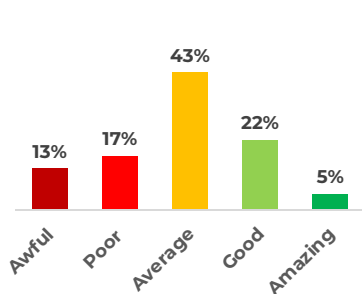
Nugo experienced a constant and important improvement of its reputation.

2.9 / 5 ★★☆☆☆

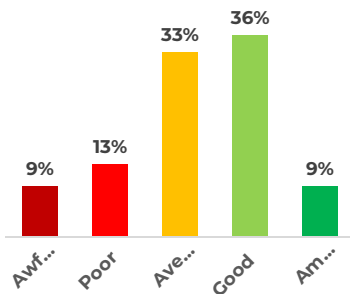
3.2 / 5 ★★☆☆☆

3.6 / 5 ★★☆☆☆

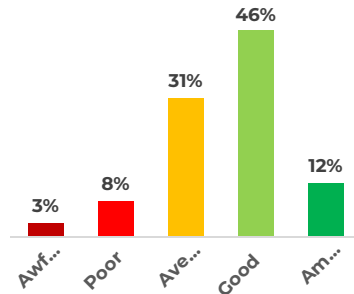
PHASE 1



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'S NEXT?

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