A DIGITAL APPROACH: RUSWEB AND DIGIFRET
USE CASE 1 : RUSWeb

FREIGHT TRAIN MANAGEMENT TOOL
INITIAL SITUATION
There was no quick and comprehensive tool for monitoring traffic and composition of Fret SNCF trains.

FOR WHAT?
Find quickly, easily and on the go the right information from the tool necessary for supervision and decision needs.

FOR WHO?
Supervisors and our « control tower »
OUR SOLUTION

A WEB APPLICATION
Quick to open, no installation required

RESPONSIVE
Only one application to maintain, for use on PC and tablet

DESIGNED WITH USERS
User Experience is our philosophy
TO FIND…
- the delay of a train
- its itinerary
- its composition

YOU HAD TO…
- open a software
- wait
- click
- wait
- click
- click
- wait
- ….
Real-time data

With a maximum of 3 clicks, you get informations on:

- itinerary
- overall composition
- detailed composition
- dangerous goods
- strategic trains

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CRISIS MANAGEMENT

BEFORE, YOU HAD TO:
- Open 3 different tools
- Open Excel
- Import a file
- Filter trains manually
- Find each train composition
- Complete the excel file

NOW, YOU JUST HAVE TO:
- Open the crisis within the web application
- See the results
- Export an excel file if you want
- Close the crisis

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USE CASE 2 : DIGIFRET

A MOBILE APPLICATION FOR TABLETS
REPLACING THE TOOL USED BY WORKERS (MORE THAN 1200 USERS)

CUSTOMER REQUIREMENTS
OUR SOLUTION

NEW EQUIPMENT

NEW TECHNOLOGY
(ANDROID, WEBSERVICES...)

USER INTERFACE OF TODAY

NEW METHOD OF TRAINING
(VIDEO, SANDBOX...)

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OUR APPROACH
Design

User Experience

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01. ADOPTING A UX APPROACH

+ WHAT IS UX DESIGN?
+ BENEFITS OF UX
WHAT IS UX DESIGN?

A user-centered approach
+ The user is the main source of information.
+ Defines pleasure, usability and functionality as the 3 principles of a product design.
BENEFITS OF UX

+ **Productivity**: eliminating frictions
+ **Motivation**: focusing on pleasure of use
+ **Accessibility**: building an intuitive tool and reducing training costs
+ **Security**: reducing human errors
+ **Efficiency**: targeting use cases
+ **Empathy**: listening to users
02. DESIGN THINKING METHOD

+ STEPS AND DELIVERABLES
STEPS AND DELIVERABLES

1. **Empathize**
   - Learn about the audience for whom you are designing, by observation and interview.
   - + Search
   - + Questionnaires
   - + Analytics

2. **Define**
   - Create a point of view that is based on user needs and insights.
   - + Personas
   - + IA diagrams

3. **Ideate**
   - Brainstorm and come up with as many creative solutions as possible.
   - + User stories
   - + Storyboards
   - + Experience map

4. **Prototype**
   - Build a representation of one or more of your ideas to show to others.
   - + Wireframes
   - + Prototypes

5. **Test**
   - Share your prototyped idea with your original user for feedback.
   - + User testing

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03.

USE CASE : RUSWEB

+ STEP 1 : GATHERING BUSINESS GOALS
+ STEP 2 : DEFINING THE USERS
+ STEP 3 & 4 : CONCILIATE CLIENT REQUIREMENTS WITH USER NEEDS
+ STEP 5 : TESTING DESIGN HYPOTHESIS
STEP 1 : GATHERING BUSINESS GOALS

Business

Security
Overall view
Business process
Business goals

System design

Users

User goals
Daily usage
Field view
Security

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STEP 1 : GATHERING BUSINESS GOALS

Visiting COF (Paris, Gare de l’Est), where are working our users

Reviewing the current tool used: data robust to database downtimes but without information regarding train composition.

User interviews and observation of the tool used within a particular context
STEP 2 : DEFINING THE USERS

- Participative Design Workshops
- Usability testing mockups
- Field interviews
- Task analysis
STEP 2 : DEFINING THE USERS

Persona : Supervisor COF (total 14 individus)

Nom Fictif
Philippe COFFEUR

Métier
Superviseur table Nord COF

Description démographique
42ans
Marié avec enfants
11ans SNCF dont 3 au COF (le reste en DDP Direction Déléguée Production)

Objectifs et tâches
Une bonne capacité à appréhender les enjeux du terrain, il accorde une grande importance à l’exactitude des informations et réagit vite aux situations d’urgence.

Personas : don’t forget that your users are human

- Mettre à jour et surveiller un portefeuille de trains « sensibles » et calés
- Appeler les acteurs d’un train (Plateaux Marchés) pour dispenser des instructions en résolution d’aléas
- Remplir un rapport d’incident (sous format Excel) en concaténant les données RusProd et Bréhat en cas de forte crise
STEP 3 & 4: CONCILITATE CLIENT REQUIREMENTS WITH USER NEEDS

Stories and mapping: visualizing the experience
STEP 3 & 4: CONCILIATE CLIENT REQUIREMENTS WITH USER NEEDS

Mockups and quick prototypes: Communicate design ideas

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STEP 5 : TESTING DESIGN HYPOTHESIS

Iterating on design hypothesis
CONCLUSION
What we do...

- Going on the field, evaluating context and final user
- User testing
- Quick prototyping
- Quality of data
- Comprehension of strategic business issues

...in order to improve

- Security
- Motivation
- Quality of data
- Efficiency
- Accessibility
- Costs reducing
- Productivity
THANK YOU.