CLIPPER

REBRANDING & SITE REDESIGN CASE STUDY

INTRODUCTION

The Clipper card is a reloadable, contactless smart card used for electronic transit fare payment in the San Francisco Bay Area. As an integrated transport card, It has greatly facilitated travel for Bay Area commuters. However, its website is really hard to use. The site structure is pretty unreasonable and much of the content is redundant. That greatly compromises the user experience. Therefore, I decided to choose Clipper's website as the target of this project.

TARGET ANALYSIS

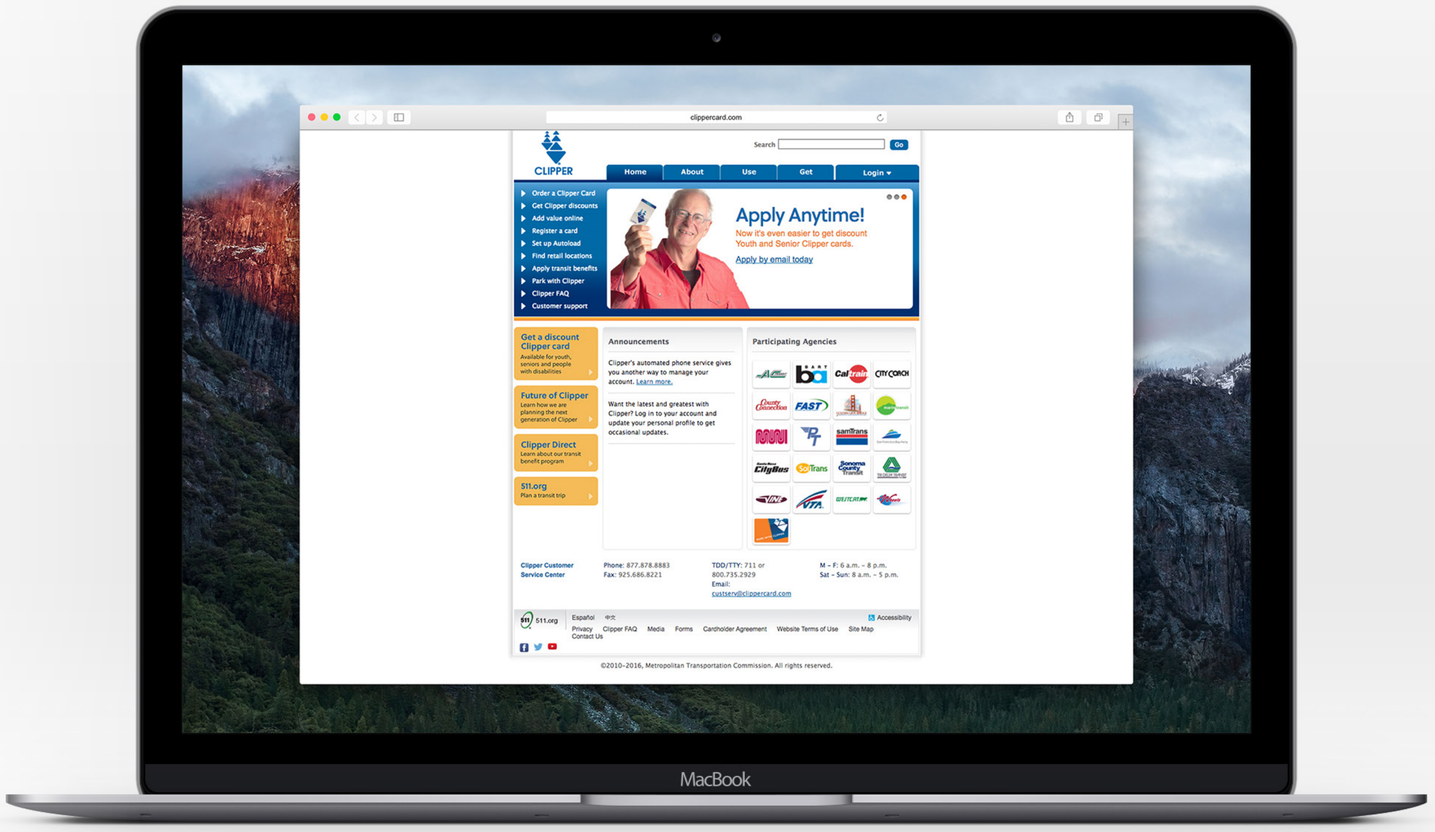
Problems

•The Links on homepage is conflecting with the contents of those specific section page.

•The login process of the homepage seems little bit fussy and display different with other pages.

• The visual hierarchy of homepage seems disordered. That causes the functionality of each sections not clear enough.

•The logo and copyright infor are too closed with site's top and bottom.



COMPETITOR ANALYSIS

Advantage

•The overall design of the homepage looks pretty clean and consistent.

•The selection of navigation bar is clear and have the dropdown menu to show the further sections.

•The function of each sections are pretty clear and easy to identify.

•The use of space to the homepage is pretty effective.

USER PERSONA

Yang

Age: 16 Job: High School Student

Family: Single

"It's really hard to find the information that I want on the website!"

Place of residence

Richmond District, San Francisco

Major public transport choice

MUNI

Albert

Age: 21 Job: College Student

Family: Single

"The Clipper card is cool, but using the website is a disaster"

Place of residence

Daly City, California

Major public transport choice

MUNI, Bart

Robert

Age: 66 Job: Engineer

Family: Married

"The website seems so complex, I really need a more direct and clear one"

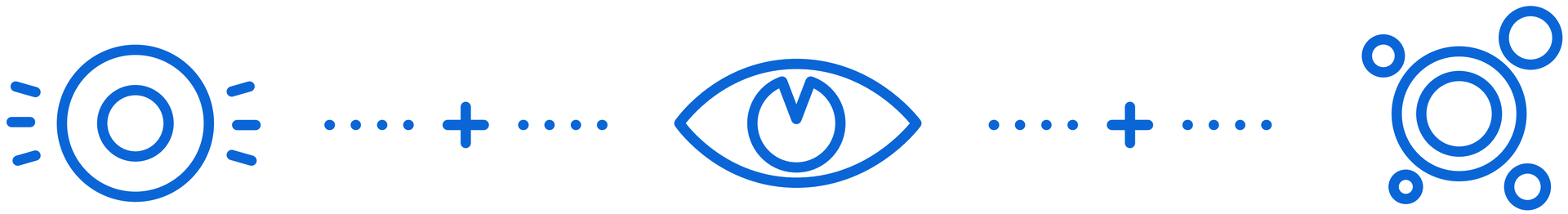
Place of residence

San Mateo, California

Major public transport choice

MUNI, Bart, Caltrain

THREE KEYWORDS FOR REDESIGN

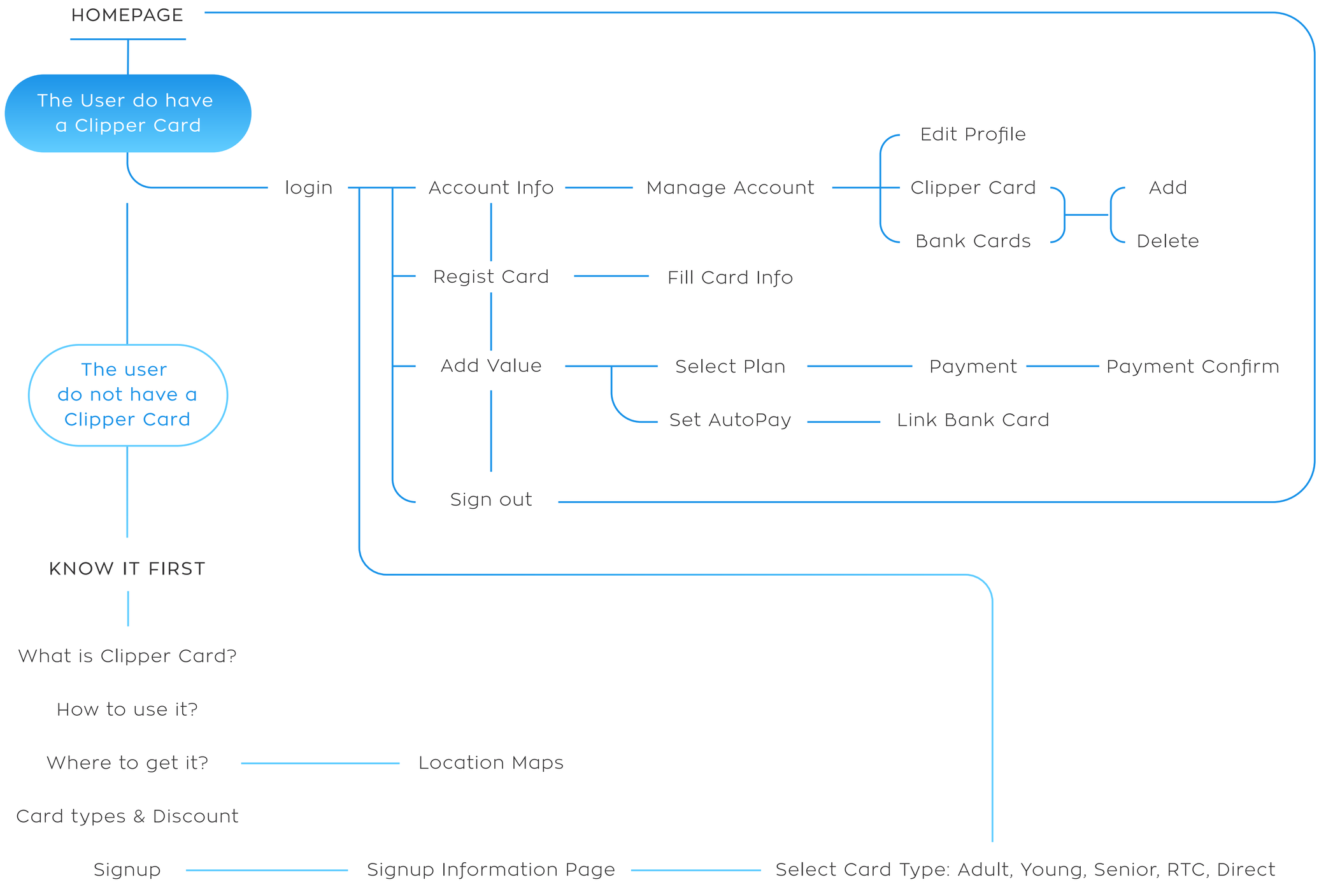


MINIMIZE

VISUALIZE

UNIVERSALIZE

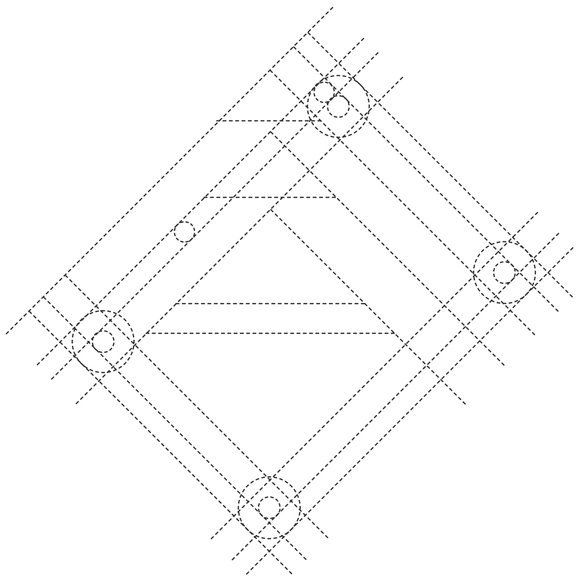
FLOW CHART


HOMEPAGE
The User do have a Clipper Card
login
Account Info
Manage Account
Edit Profile
Clipper Card
Add
Delete
Bank Cards
Regist Card
Fill Card Info
Add Value
Select Plan
Payment
Payment Confirm
Set AutoPay
Link Bank Card
Sign out
The user do not have a Clipper Card
KNOW IT FIRST
What is Clipper Card?
How to use it?
Where to get it?
Location Maps
Card types & Discount
Signup
Signup Information Page
Select Card Type: Adult, Young, Senior, RTC, Direct

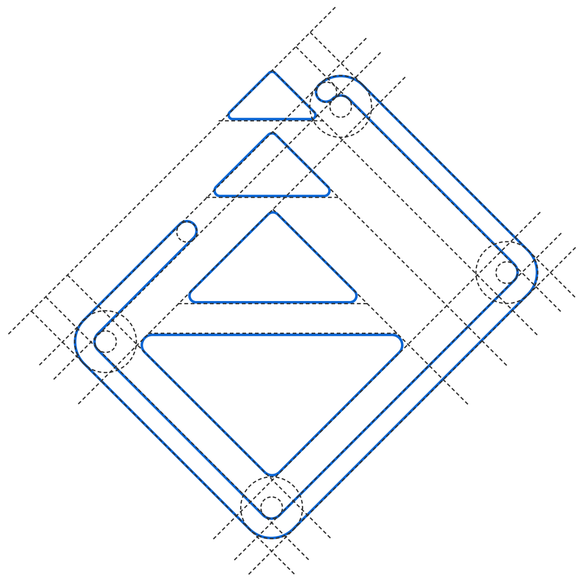
LOGO REDESIGN

CLIPPER ⟶ CLIPPER

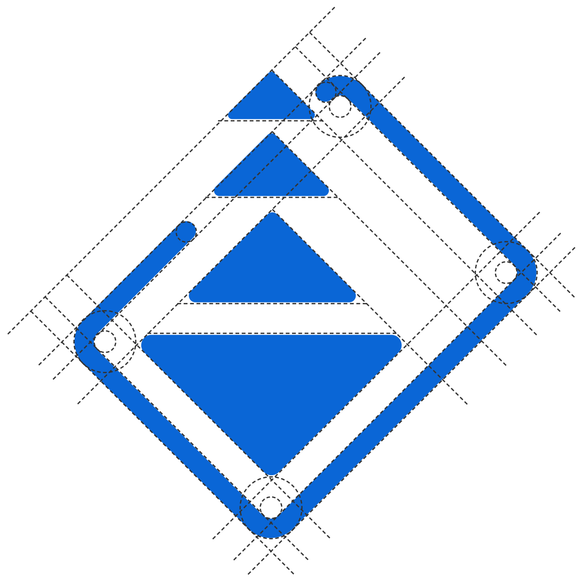
LOGO ANATOMY



Wireframe

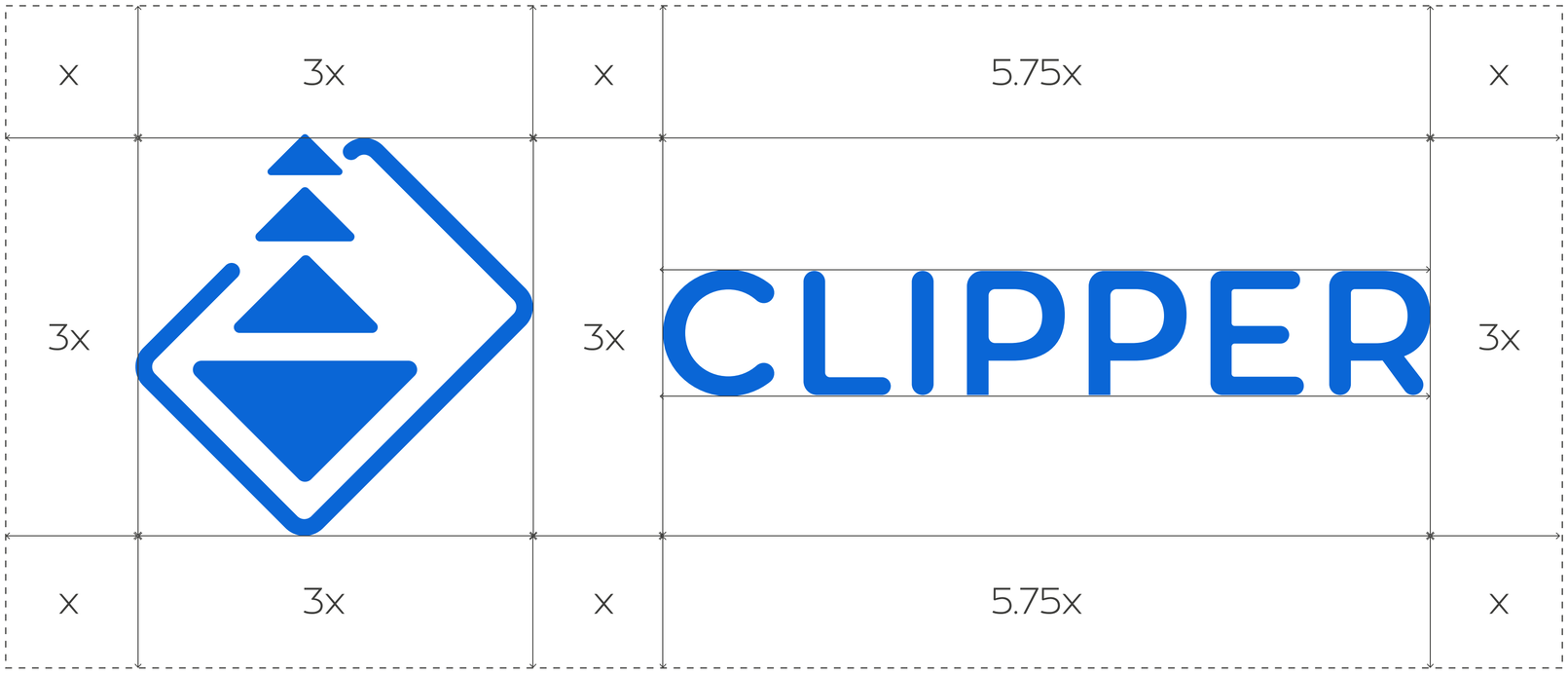


Wireframe With Outlined Logo



Wireframe With Final Logo

LOGO CLEARANCE



LOGO COLOR SCHEME & FONTS

PRIMARY BLUE

R: 11 G: 103 B: 214

C: 86 M: 59 Y: 0 K: 0

#0B67D6

WHITE

R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

#FFFFFF

DARK GRAY

R: 50 G: 50 B: 50

C: 71 M: 68 Y: 51 K: 65

#323232

QUICKSAND Bold

ABCDEFGHIJKLMNOPQRST

UVWXYZ

abcdefghijklmnopqrst

uvwxyz

1234567890

R: 21 G: 52 B: 153

C: 100 M: 84 Y: 3 K: 0

#153499

R: 0 G: 200 B: 255

C: 66 M: 0 Y: 0 K: 0

#00C8FF

LOGO USAGE

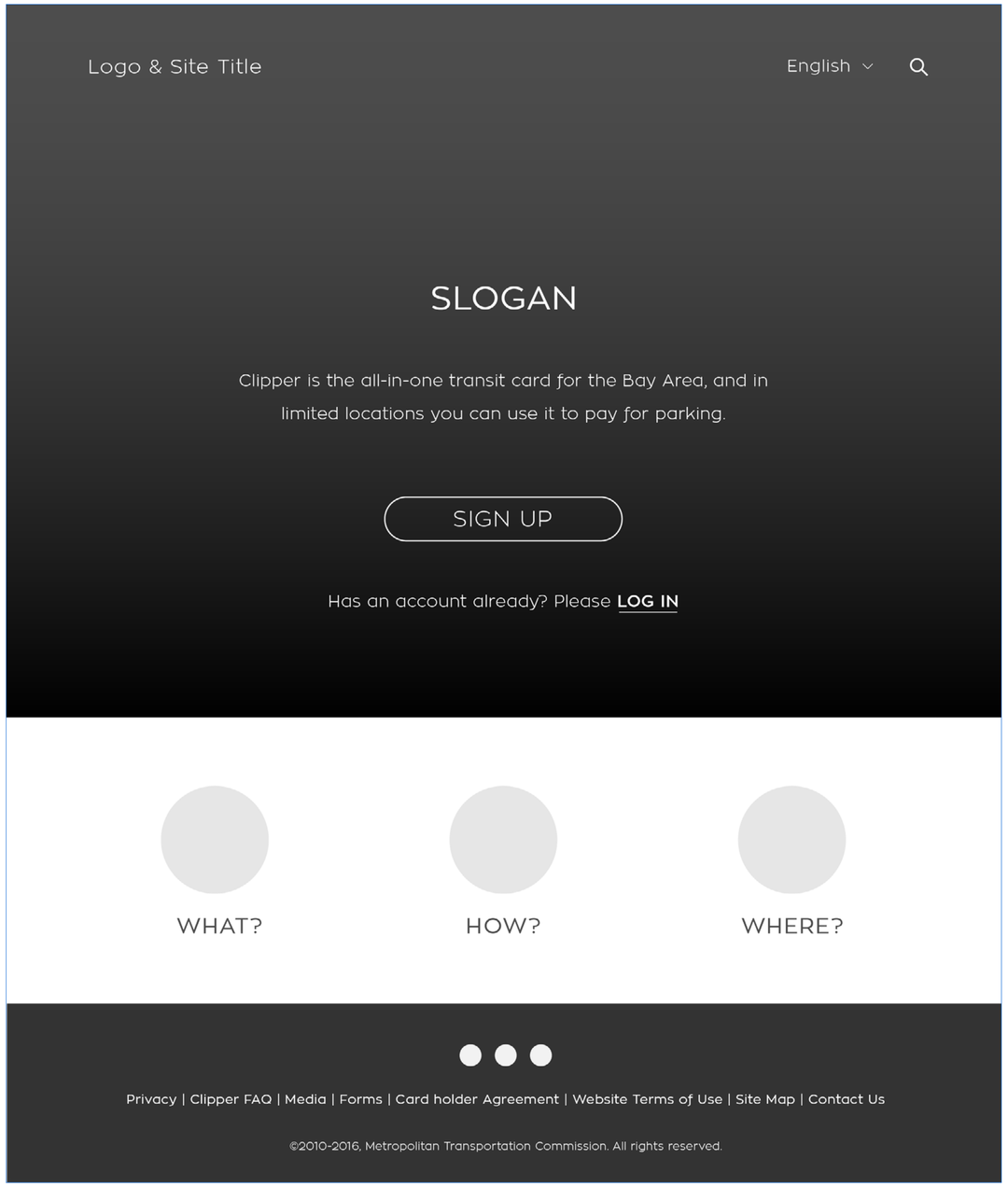
Black & White Contrast

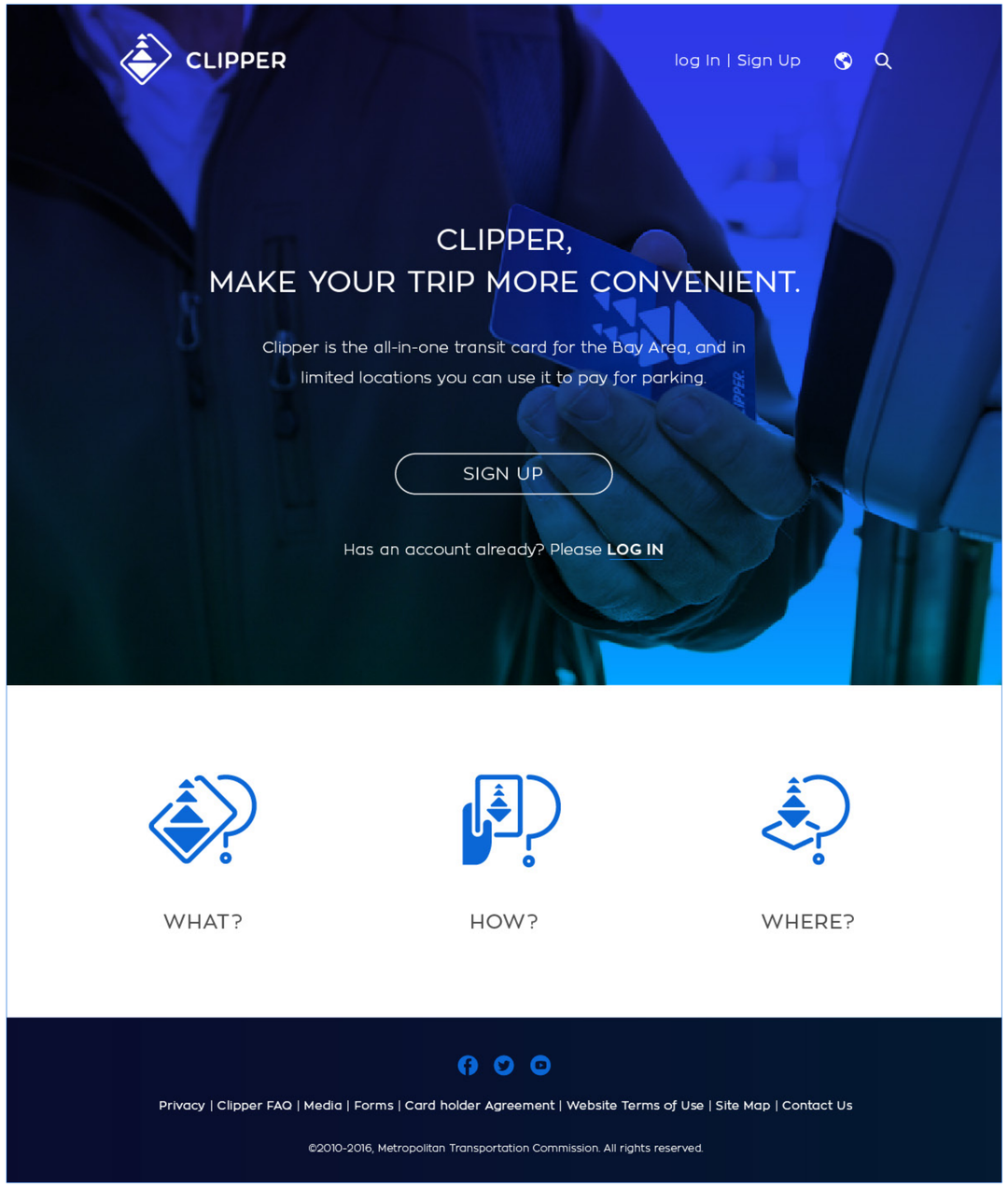
Primary Single Color & White Contrast

LOGO ON ACTUAL CARD

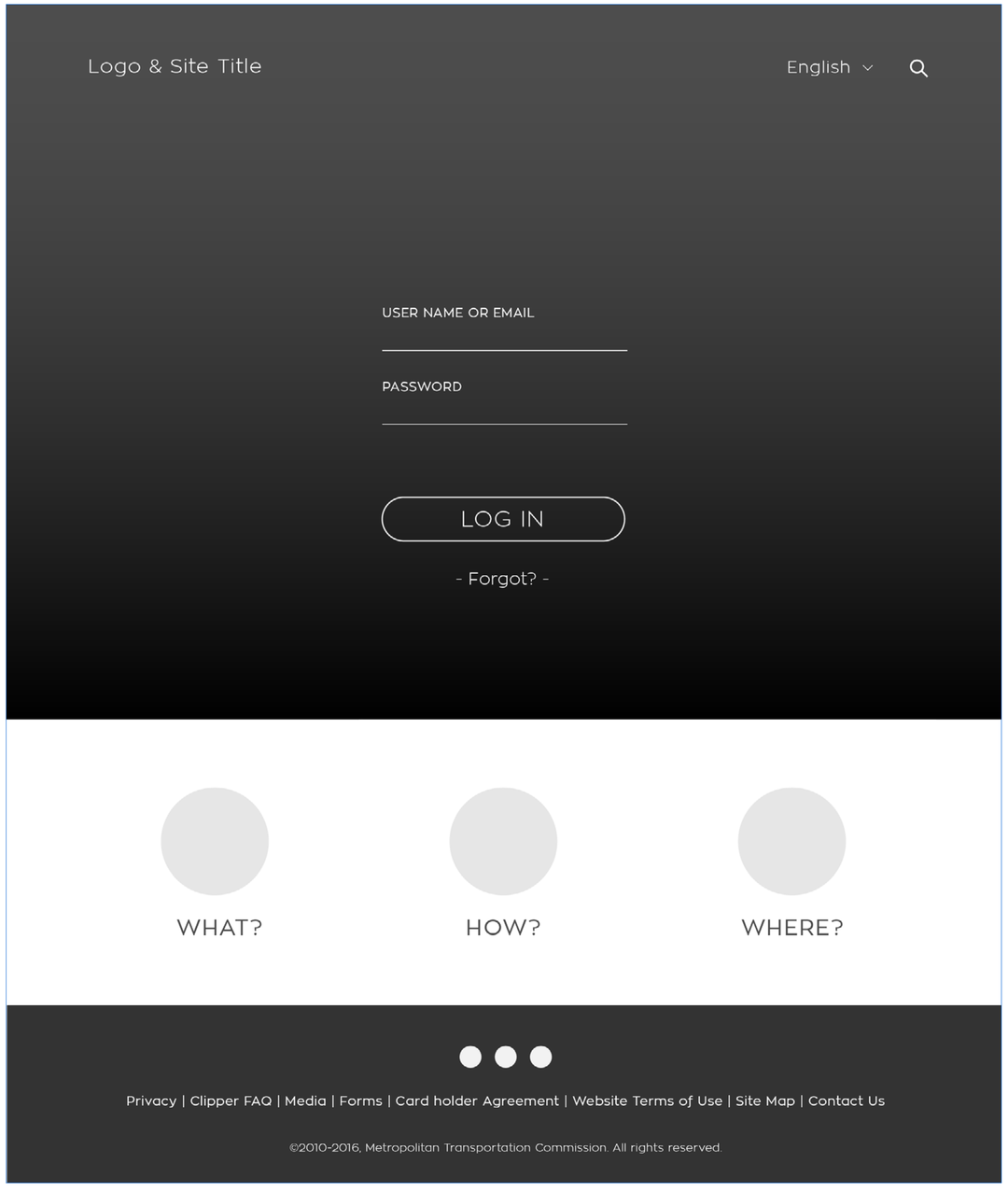
INTERFACE OVERVIEW

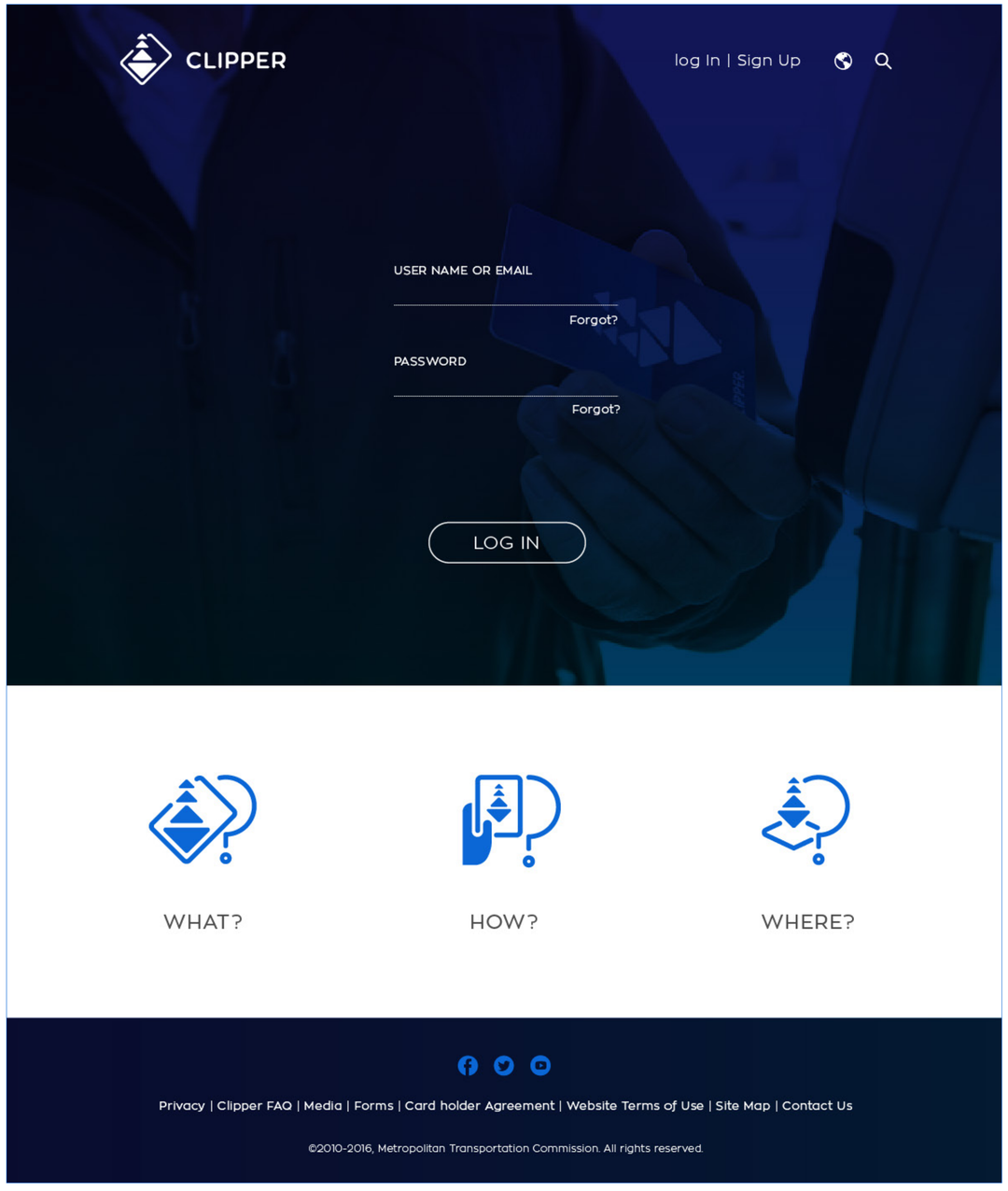
WIREFRAME VS FINAL DESIGN





WIREFRAME VS FINAL DESIGN





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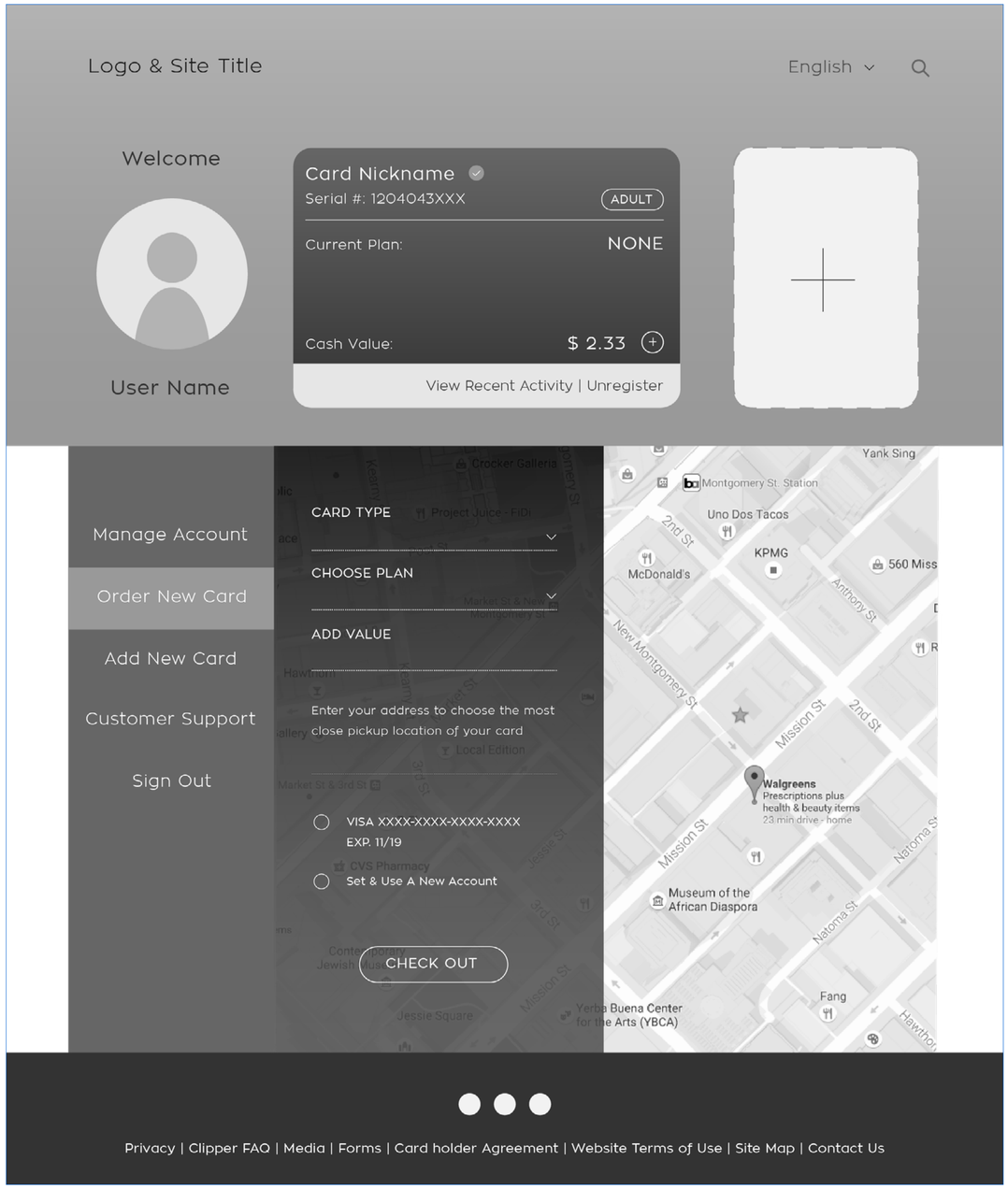
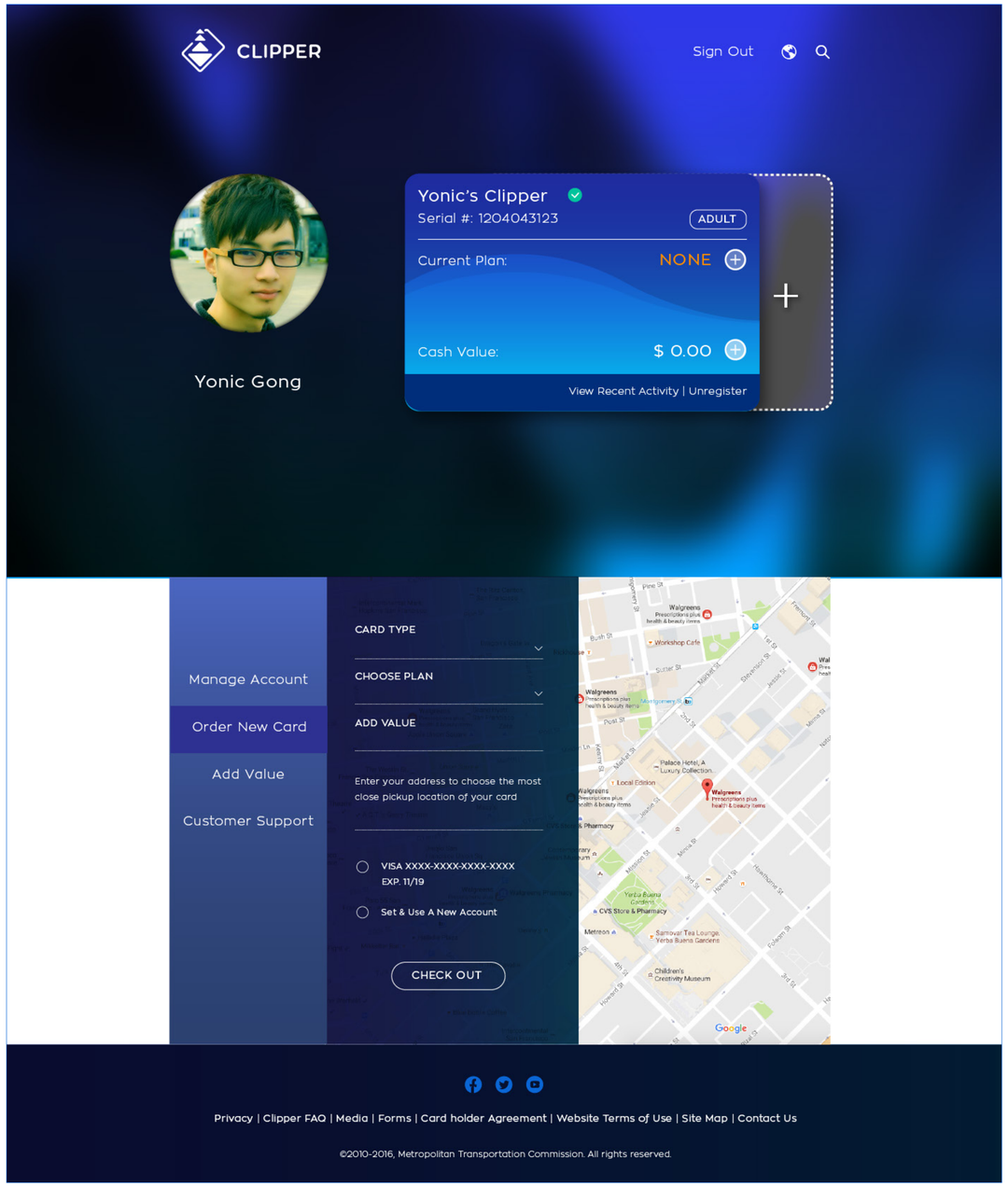
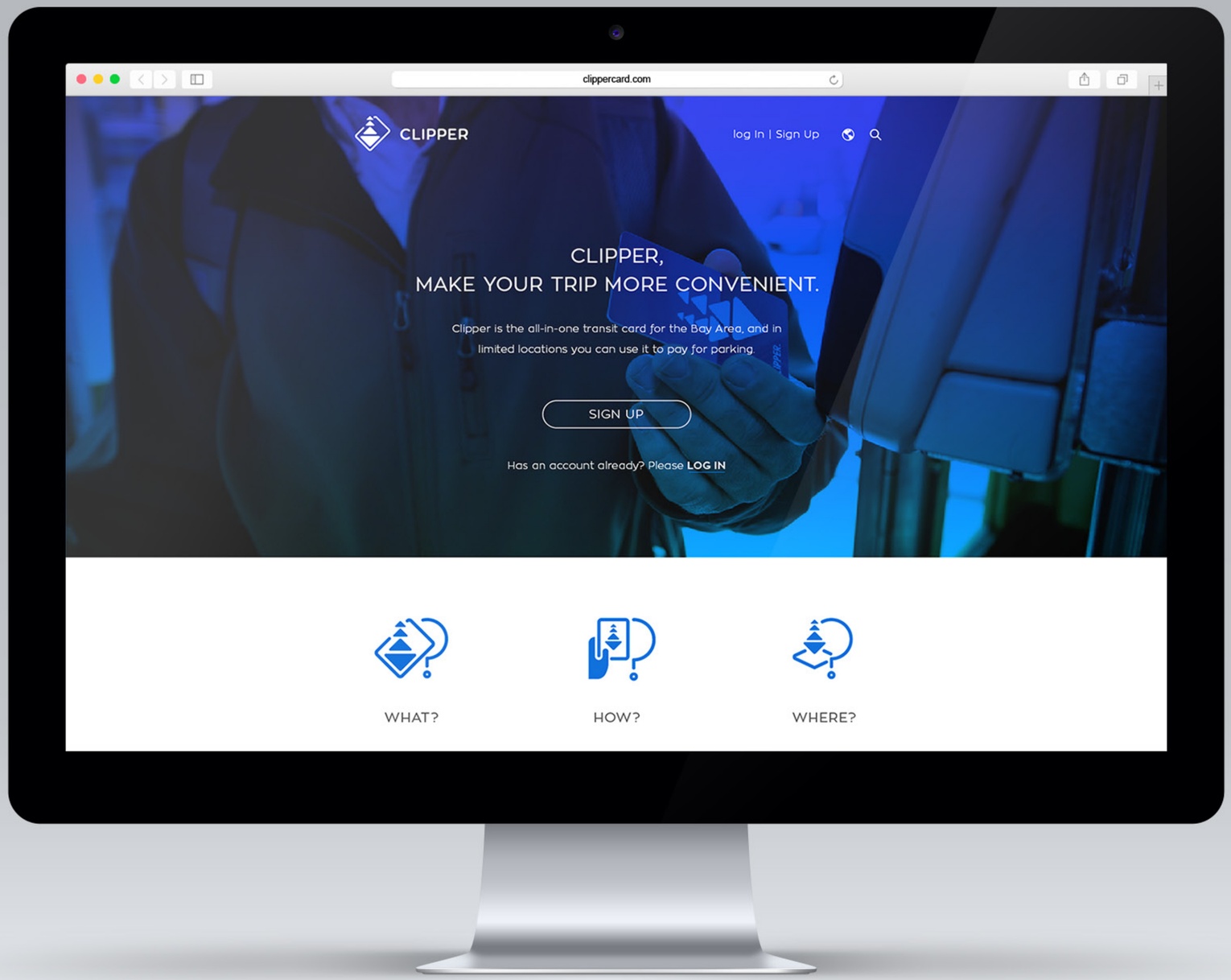




FINISH DESIGN FOR DESKTOP



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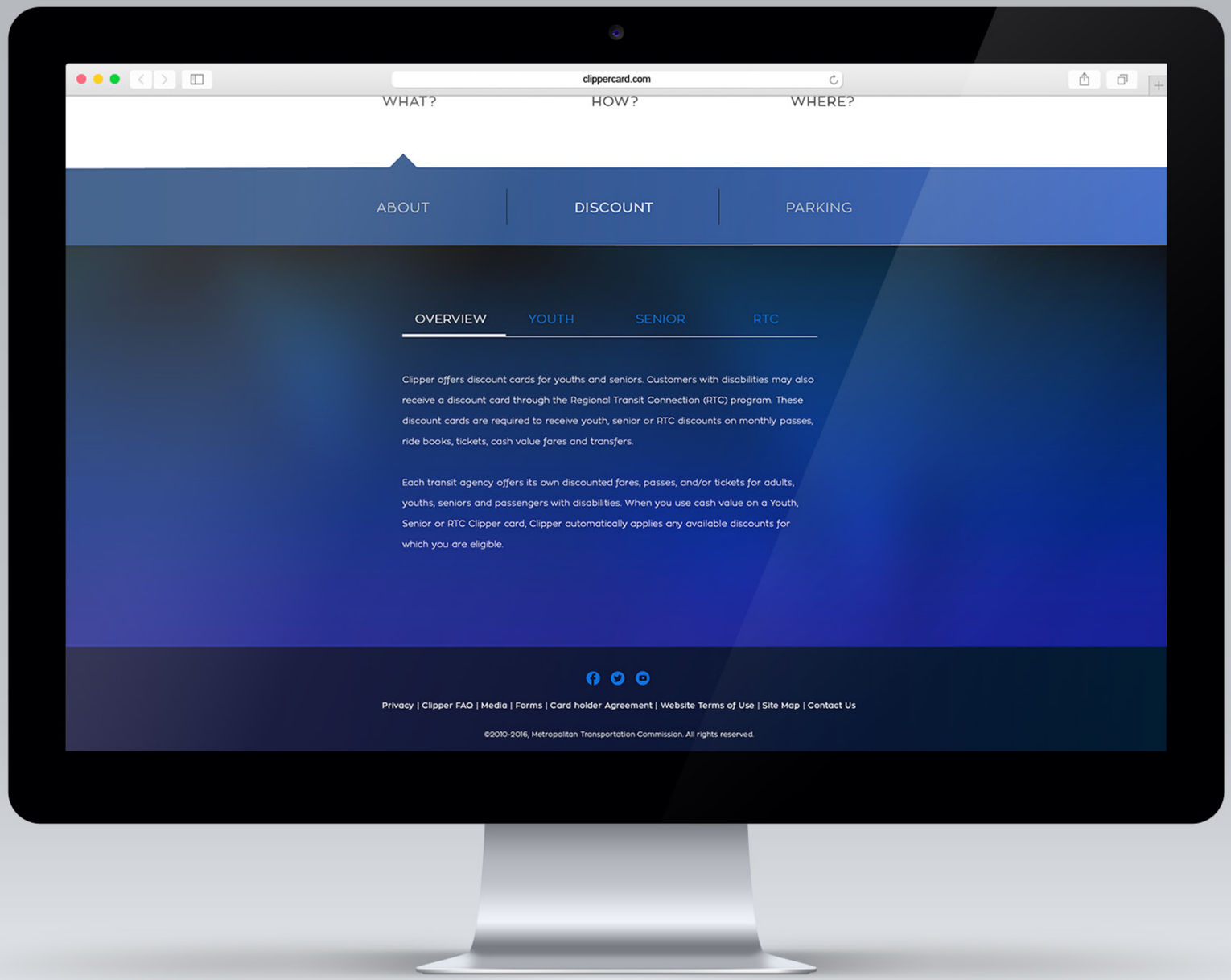

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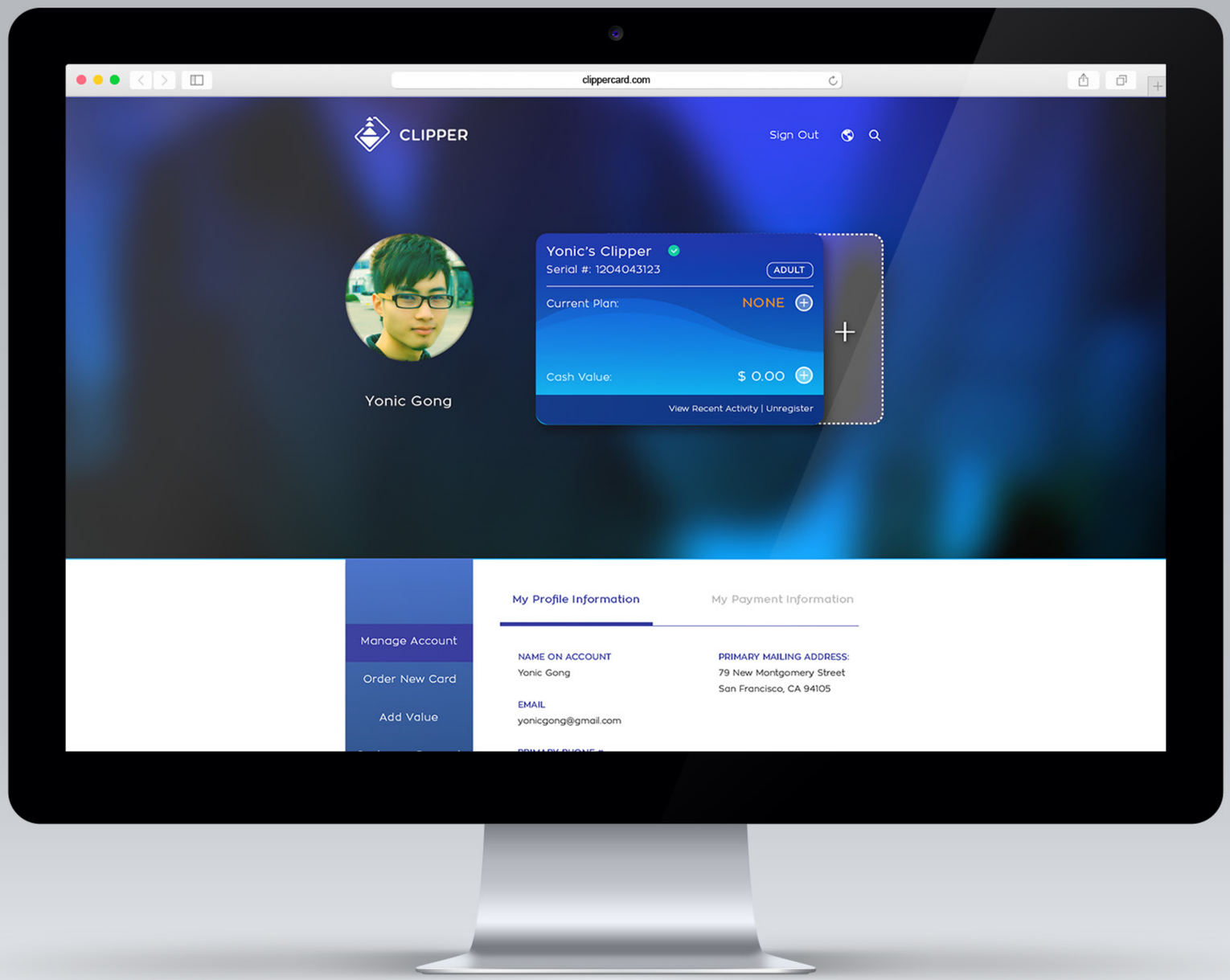

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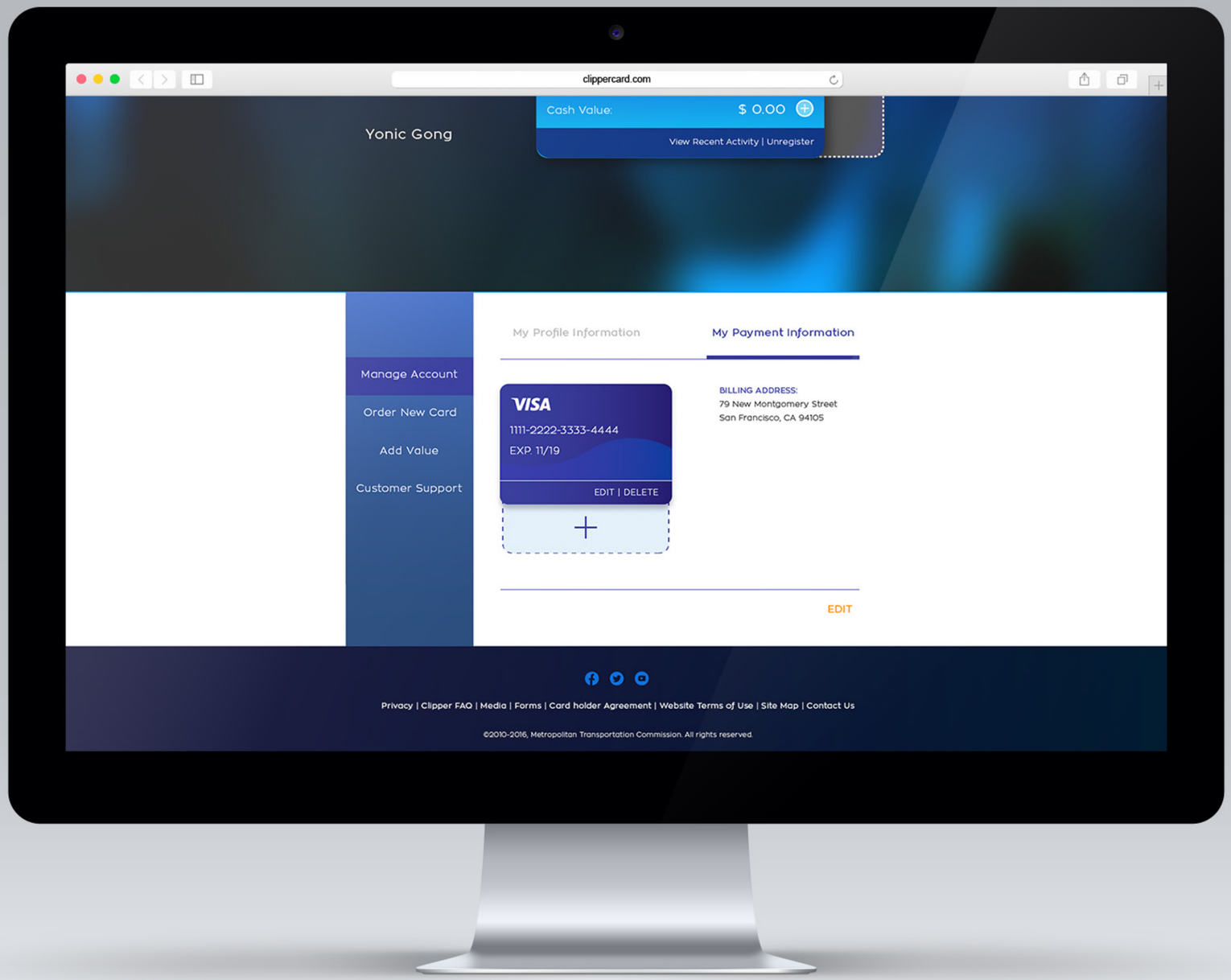

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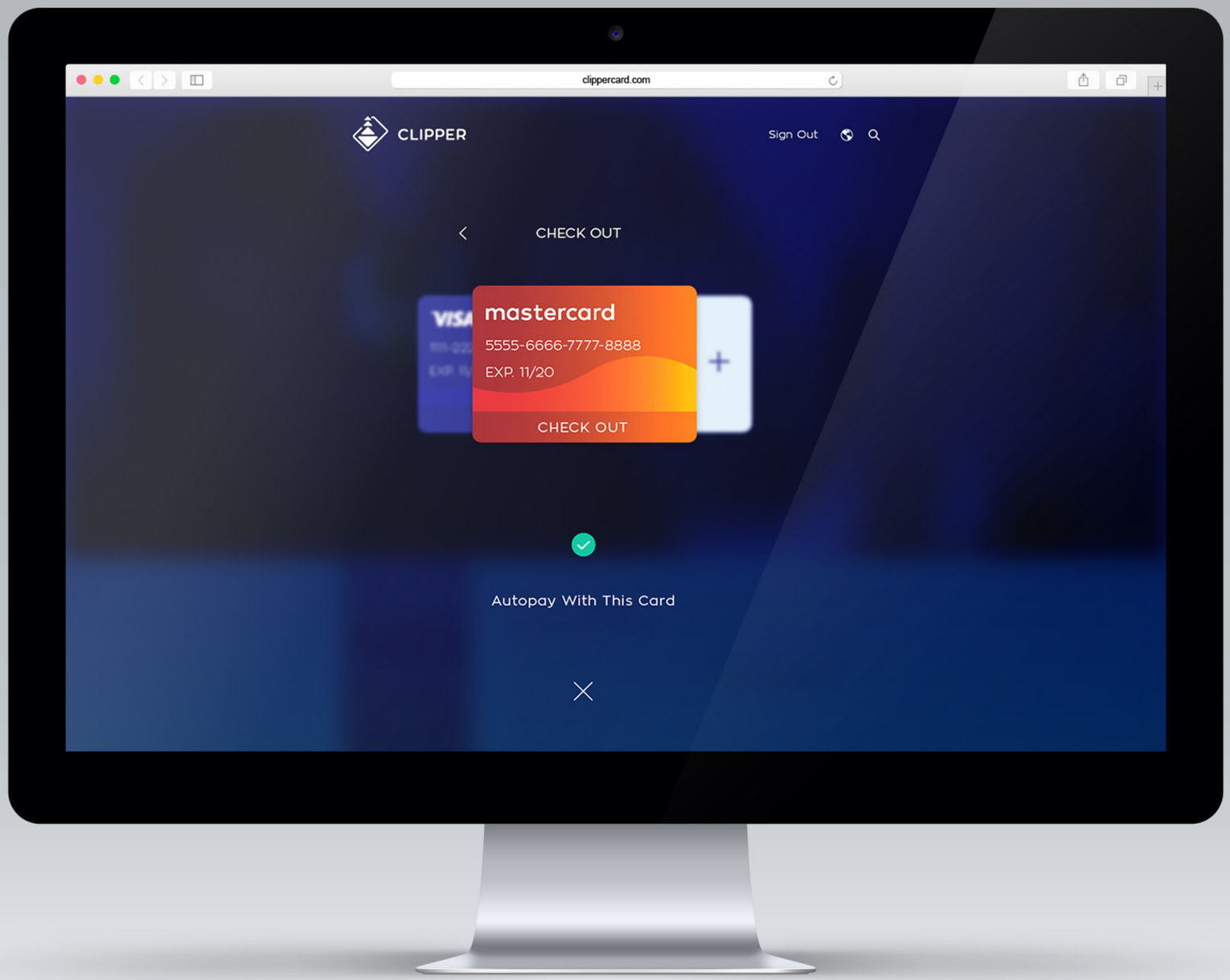

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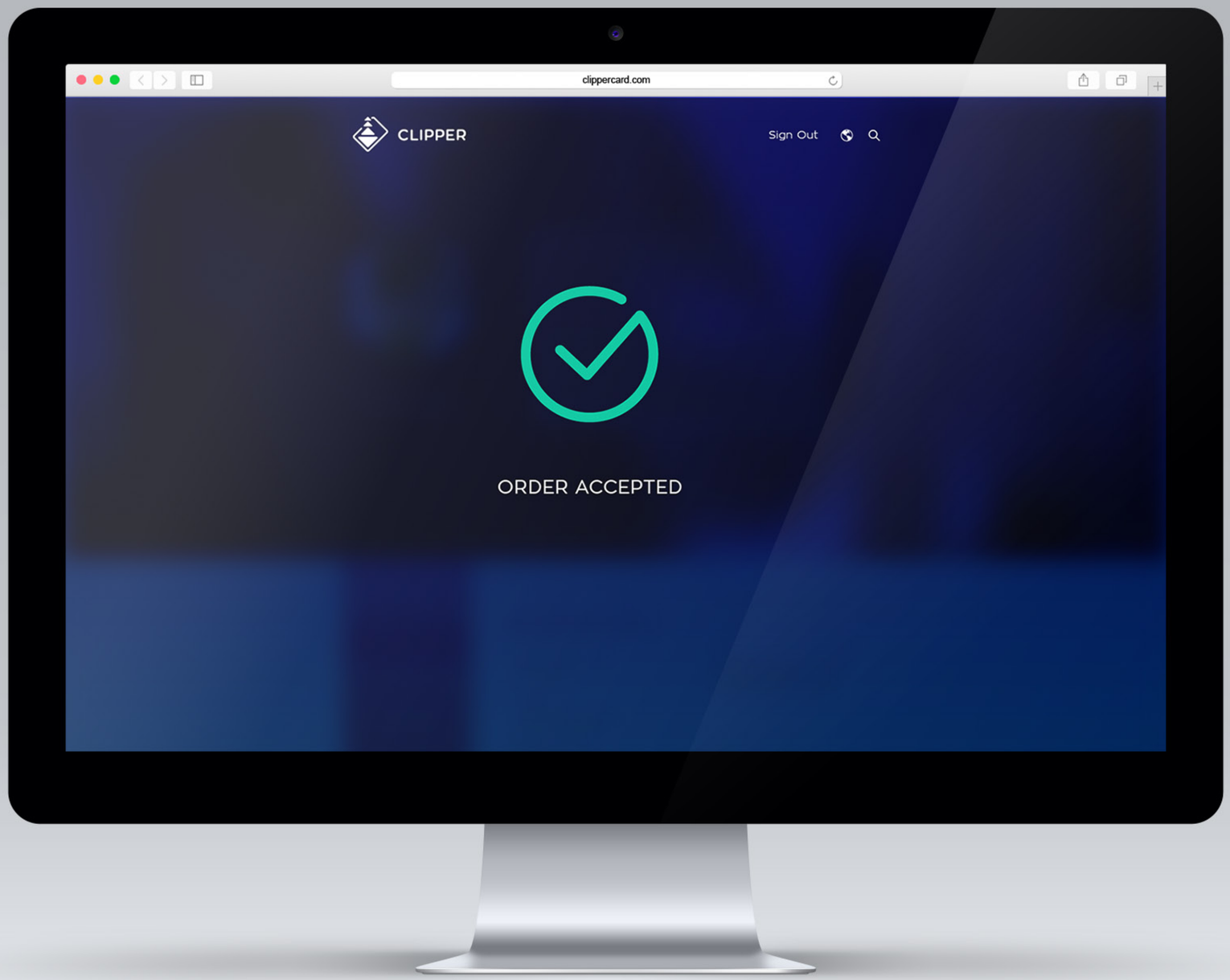
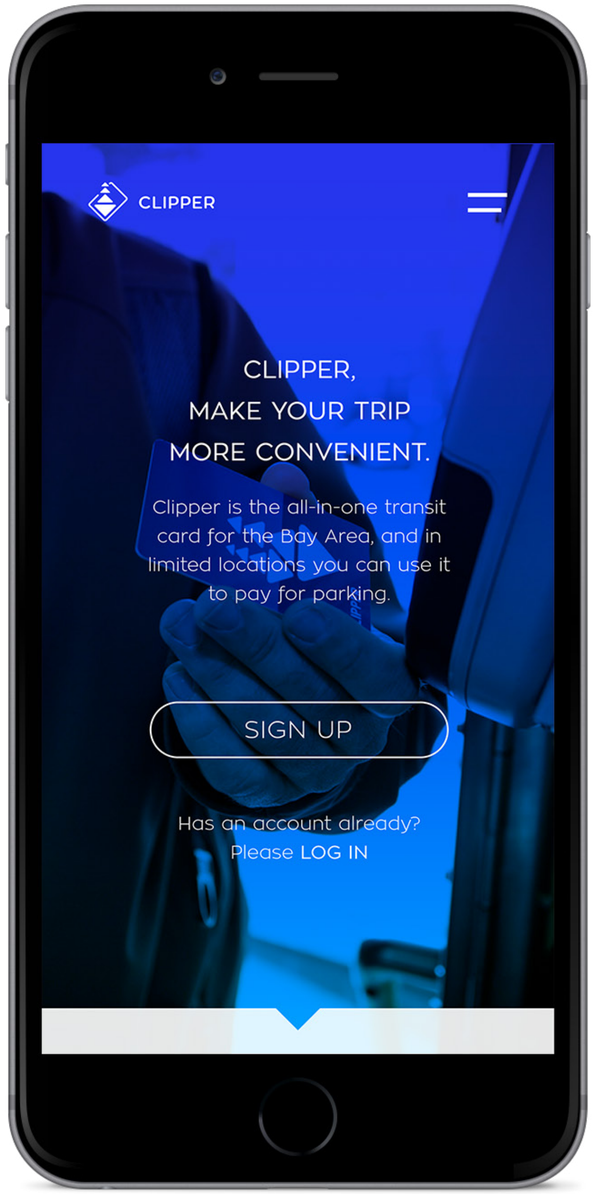
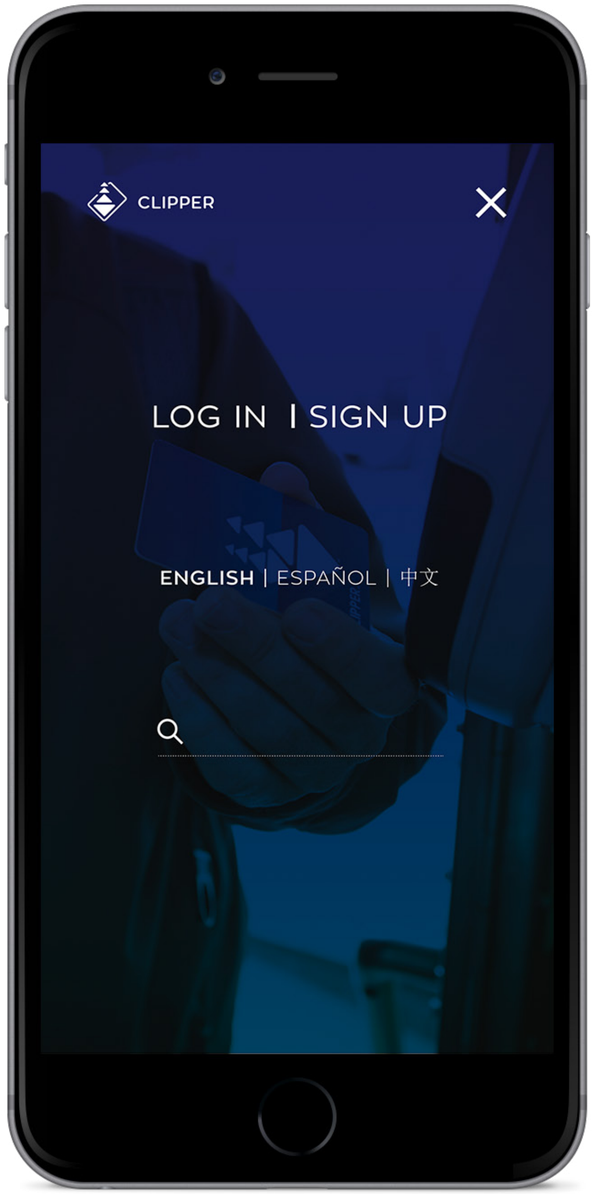
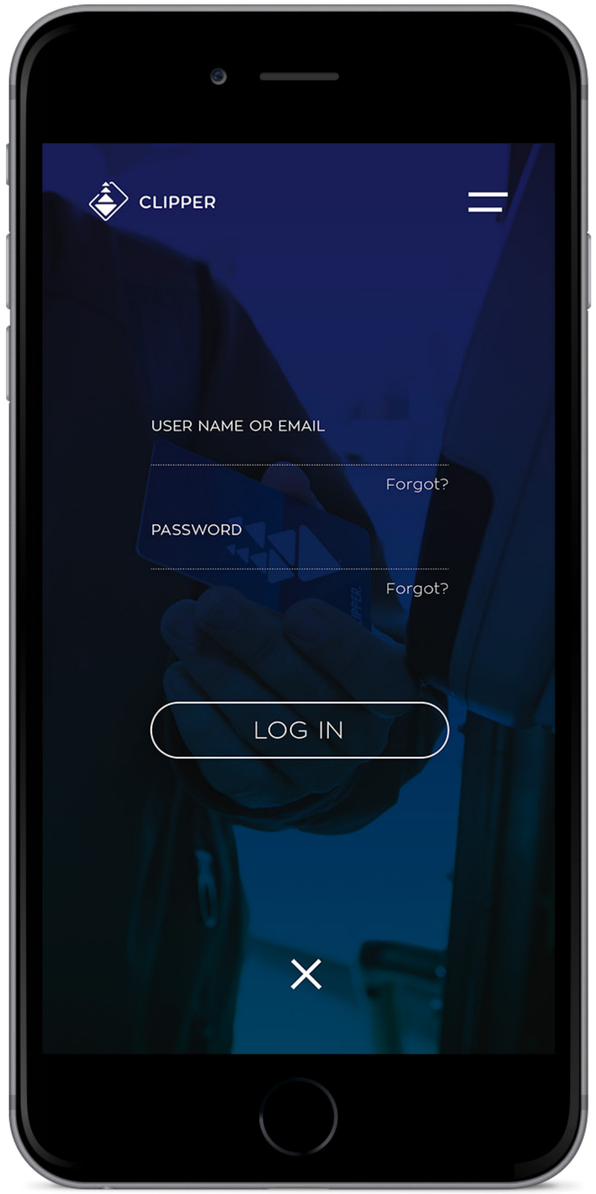


Check the Prototype

FINISH DESIGN FOR IPHONE







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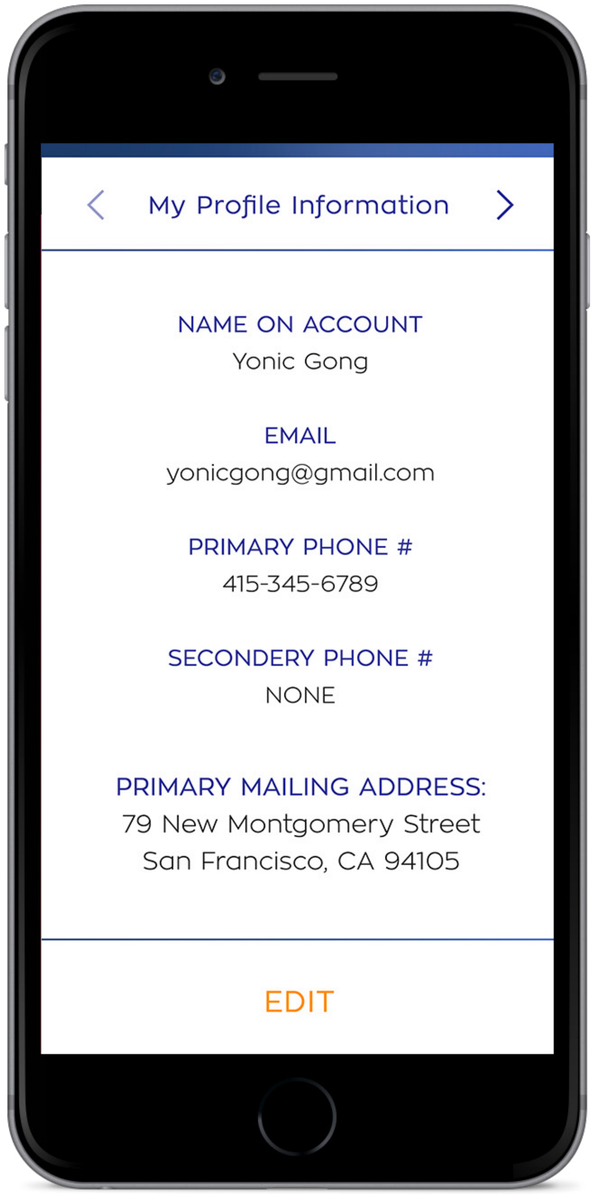

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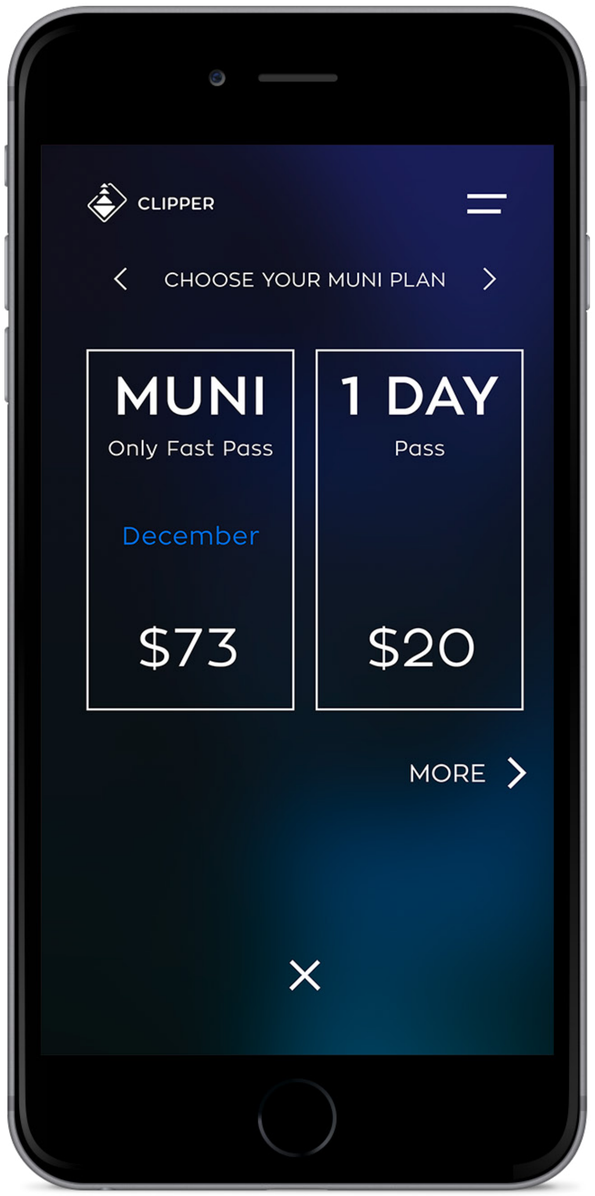

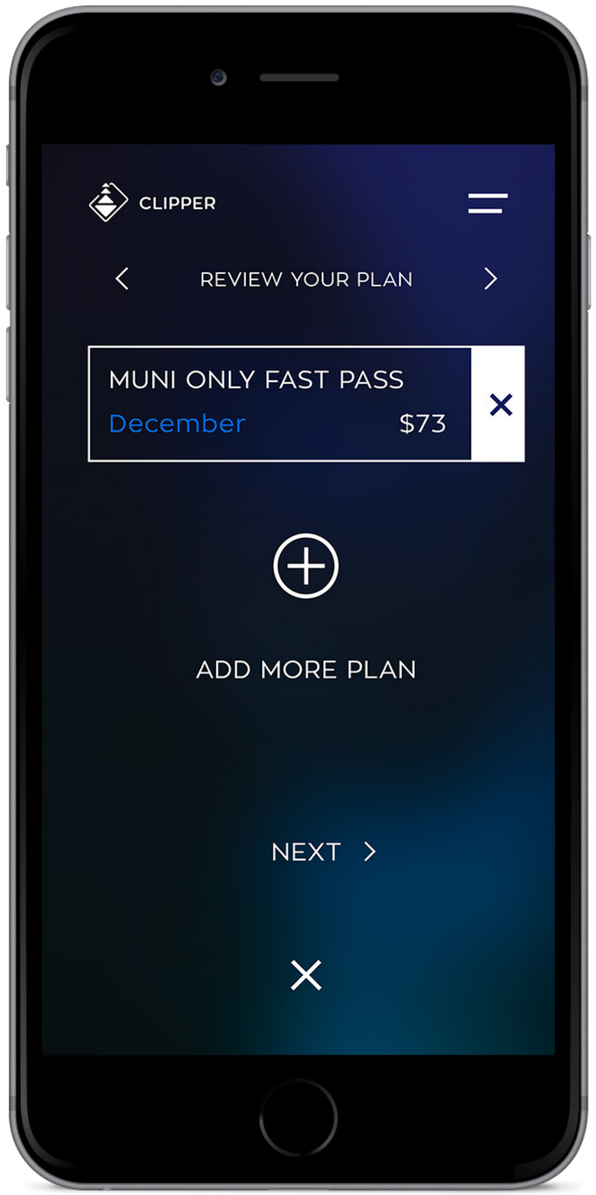

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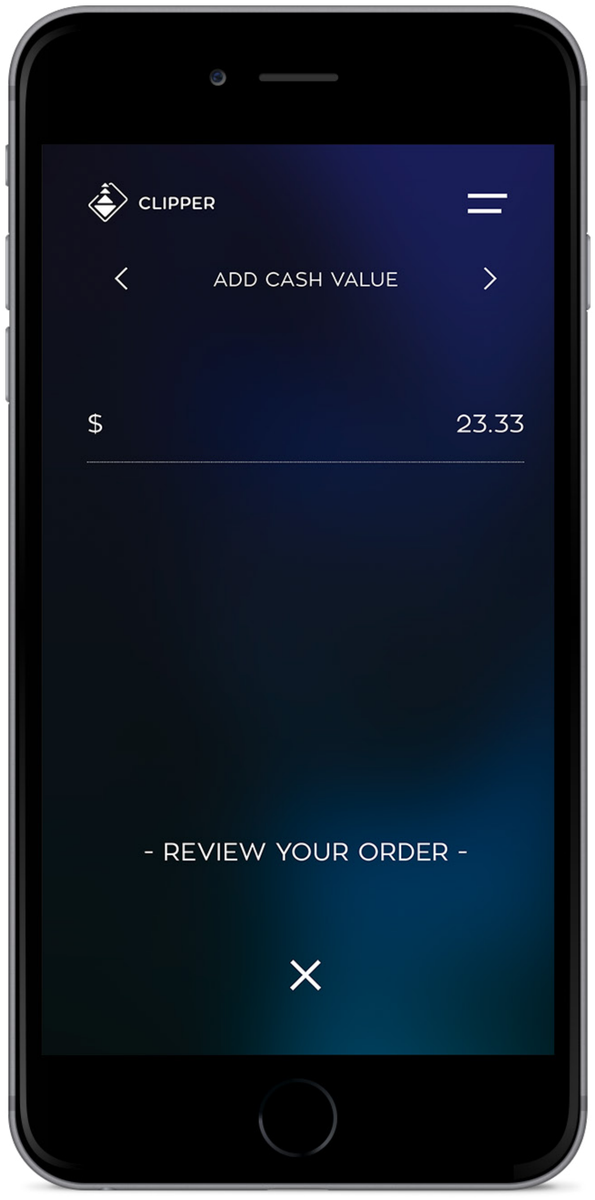

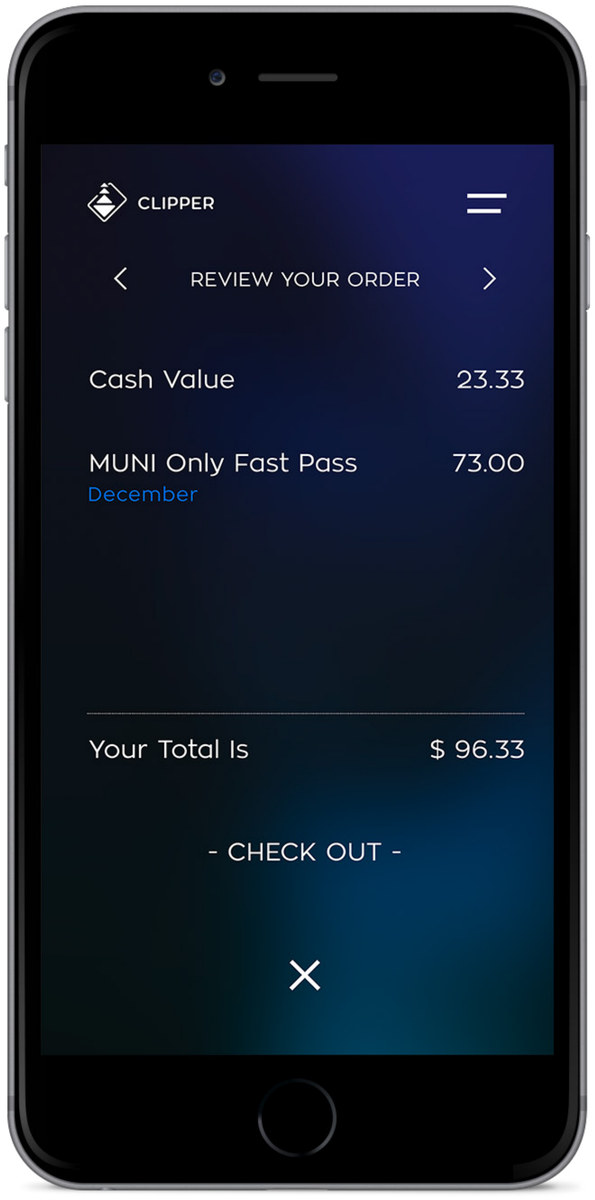

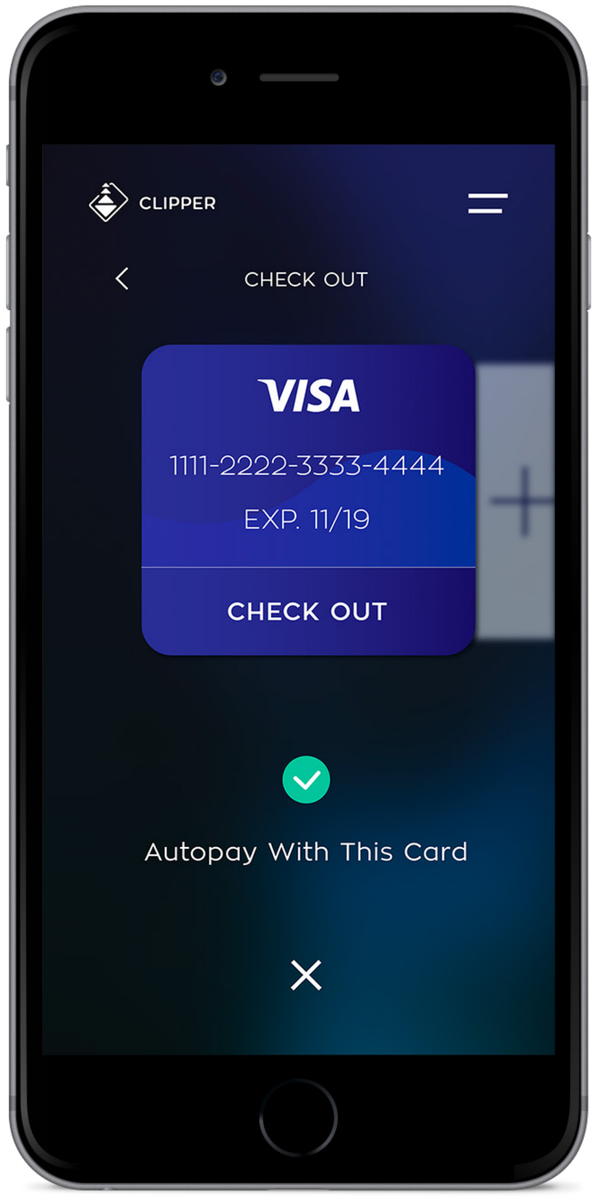

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Thank You

yonicgong@gmail.com | yonicgong.com