

# The Intelligent Road Management App

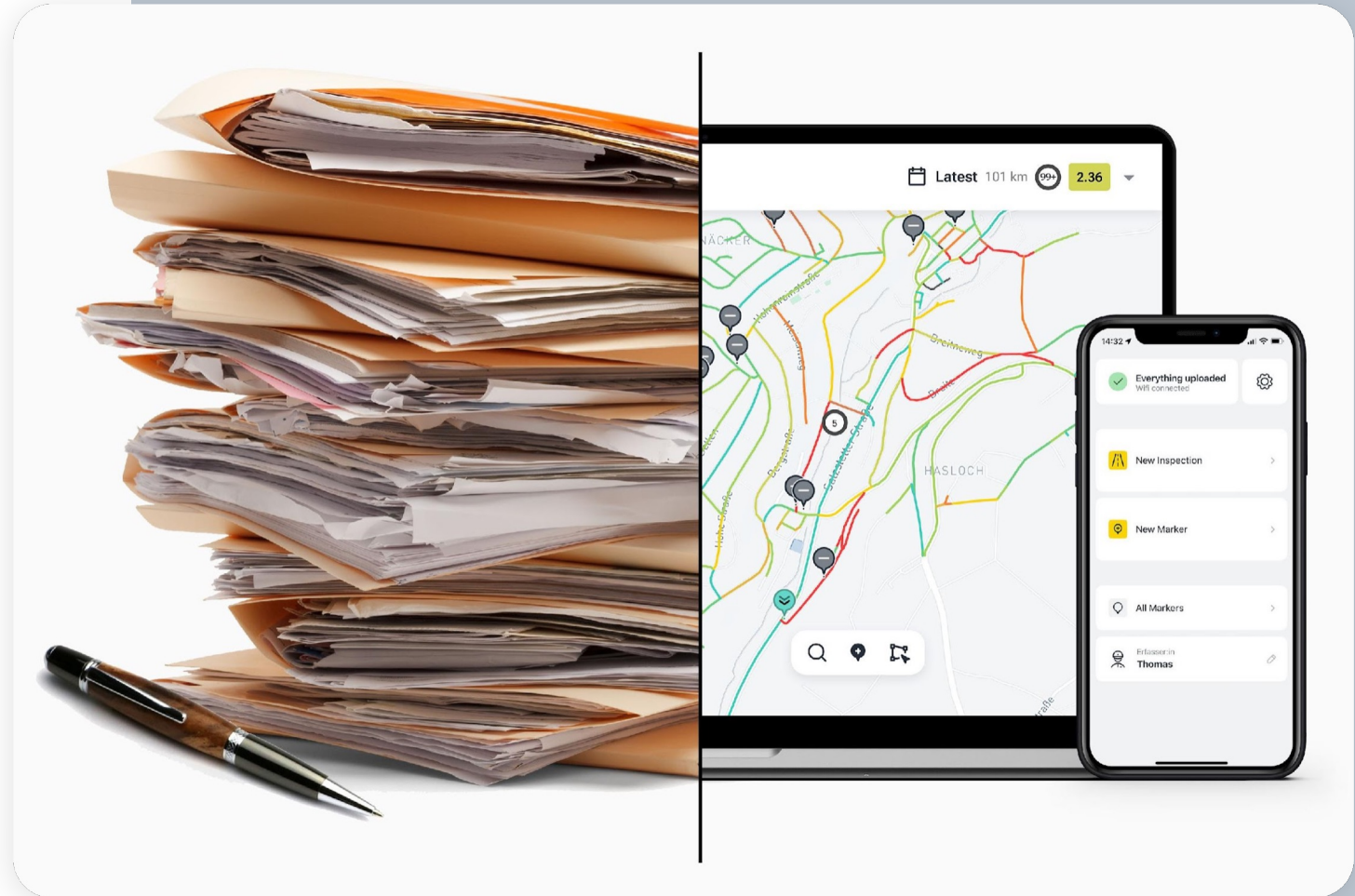
Redesign of the vialytics Smartphone App

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**Birgit Wunder**  
**Chris Wehle**

# Agenda:

1. What is vialytics?
2. Redesign Project
  - Team
  - Problem Discovery
  - Former status
  - Target group
  - Goals
  - Concept Creation
  - Aha-Moments
3. What is next?



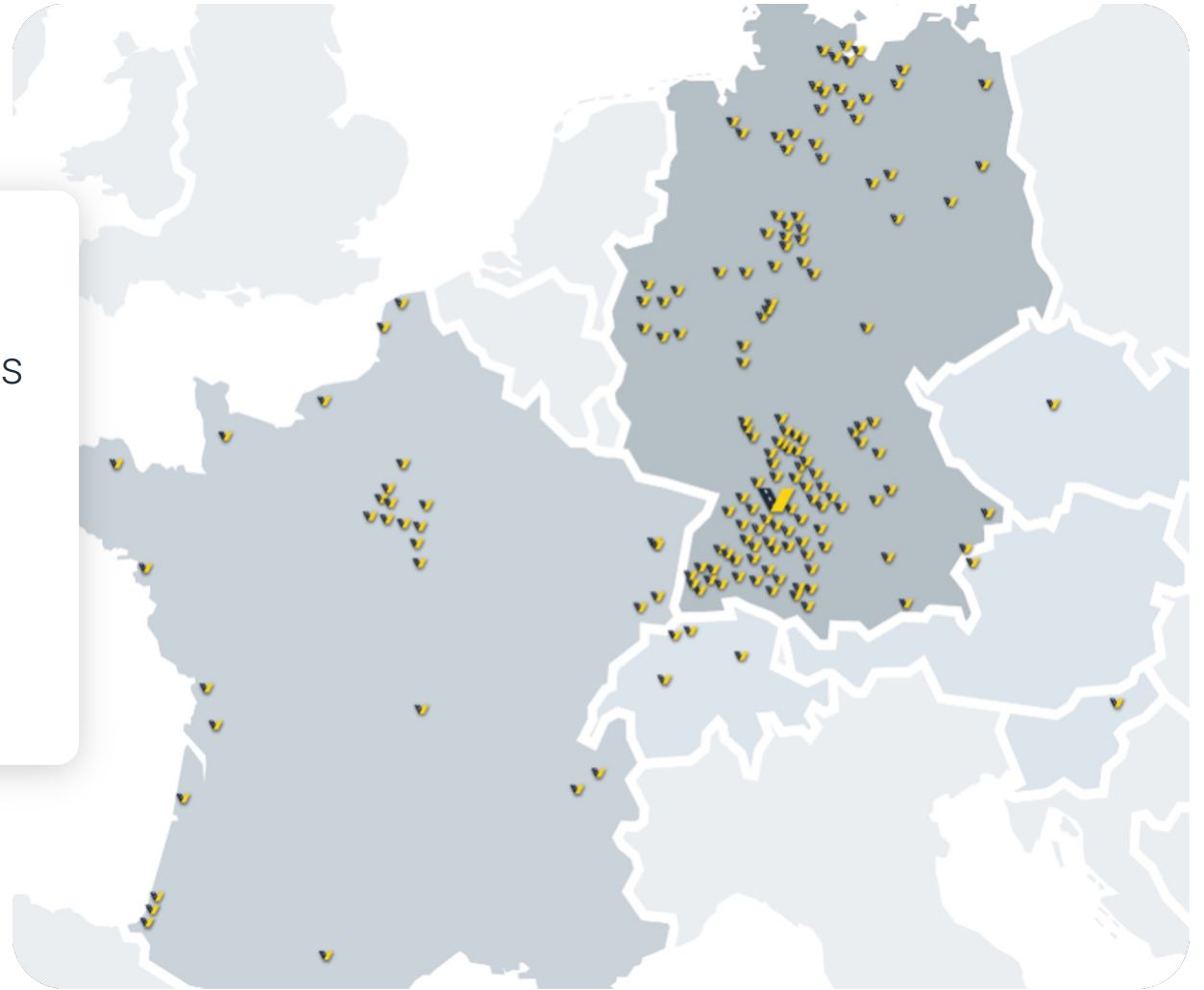


# 1. What is vialytics?



# vialytics

- German Startup, founded in 2018
- More entities in New Jersey (USA) and Paris (France)
- International team with 75+ employees
- Successful Series A investment round in January 2023







# The challenges municipalities face

**A lack of skilled workers.**

**Extensive manual processes and paperwork.**

**The majority of**

building authorities  
can't fulfil every duty  
expected from them.

**> 90 %**

of Municipalities  
manage their roads  
with pen & paper.

**1 in 3**

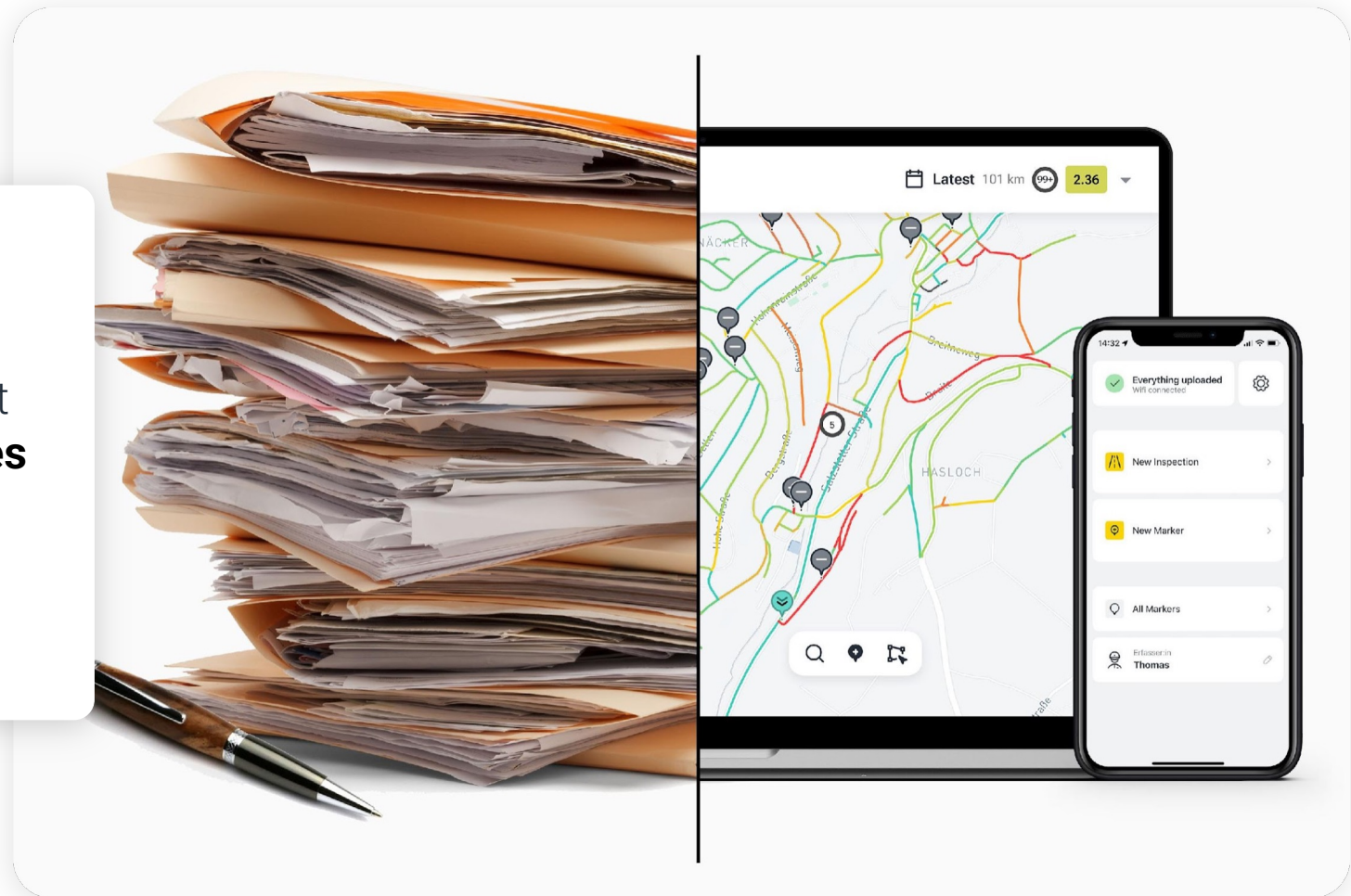
Employees in public  
administration will  
retire by 2030.

**Municipalities are struggling to meet their road safety obligations.**



# vialytics system

The **fully integrated** Road Management System for **efficient workflows** digitizes extensive **manual processes**.







# vialytics system





## **2. The Project:**

Redesign of the vialytics Smartphone App



# Project team



**Patric Sterrantino**

Senior UX Expert



**Anton Gubarenko**

Senior iOS Developer



**Vladislav Panfilov**

Senior iOS Developer



**Christian Wehle**

Product Manager



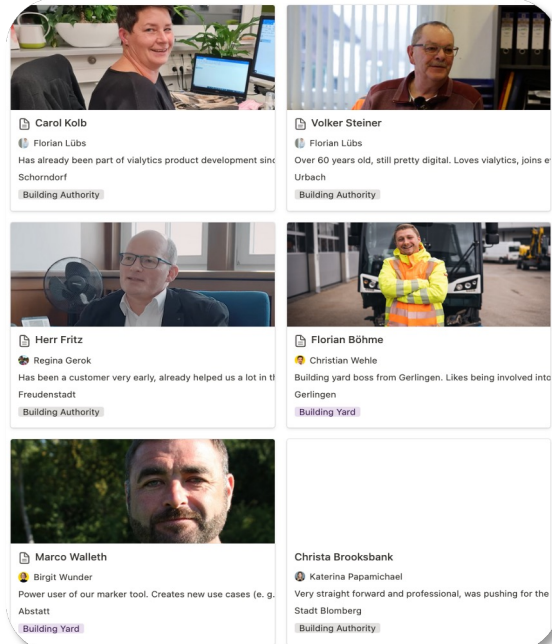


# Problem Discovery

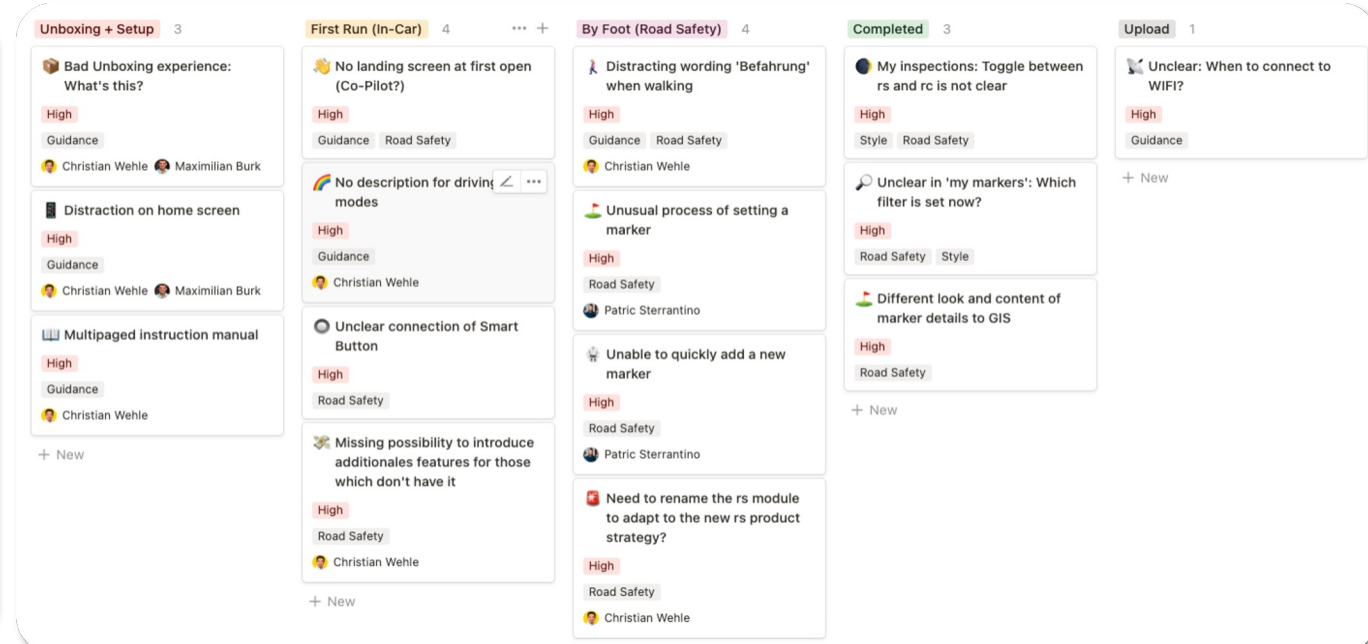
## 1) Internships at building yards



## 2) Innovator Club Account



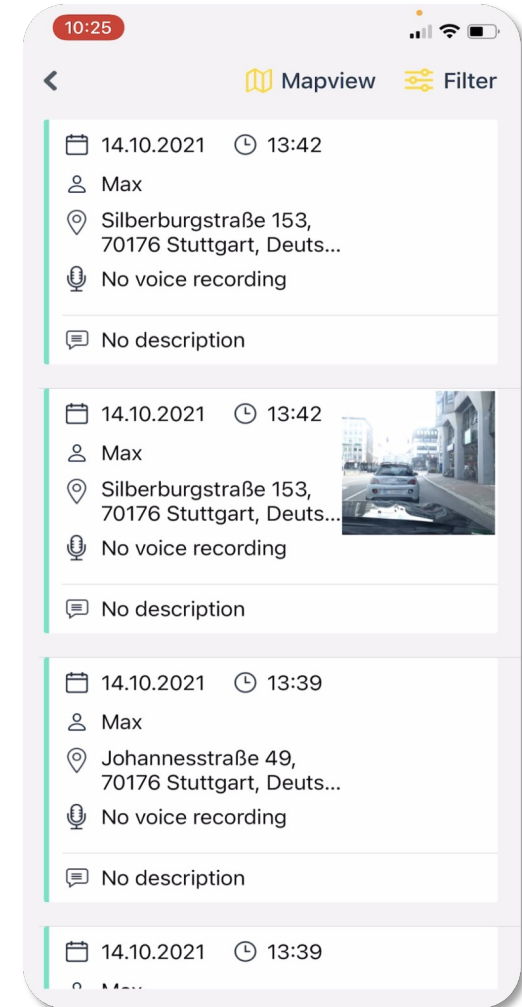
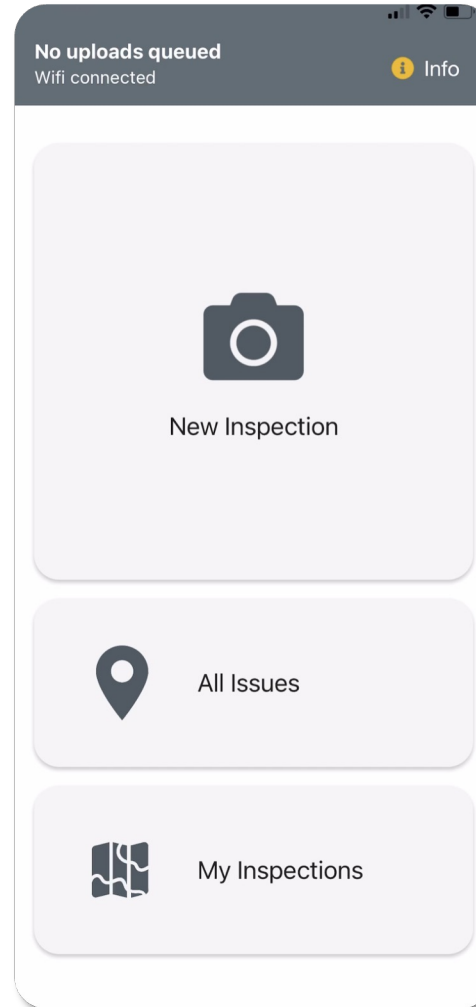
## 3) UX Audit by Patric (+ every new colleague)





# Former status

- Old-fashioned design
- Feature-tower
- Long paths
- Almost no guidance
- Seen as must-do-task







# Target group: User Persona 'Bob'

**Name:** Bob

**Age:** 45 years old

**Role:** Building yard worker

**Skills:** physicals tasks, knowing the streets, handling machines

**Main Goals:** Taking care of the city, documenting damages, repairing damages

**Pains:** Too much work, time pressure, too much paperwork, bad salary

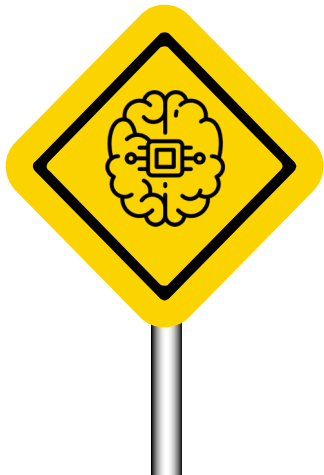
**Gains through the vialytics Smartphone-App:** less drives to check situations on site, easier documentation, easier identifying and working off tasks

**Tech savviness:** low





# Project goals



1. Easy to use



2. Modern design



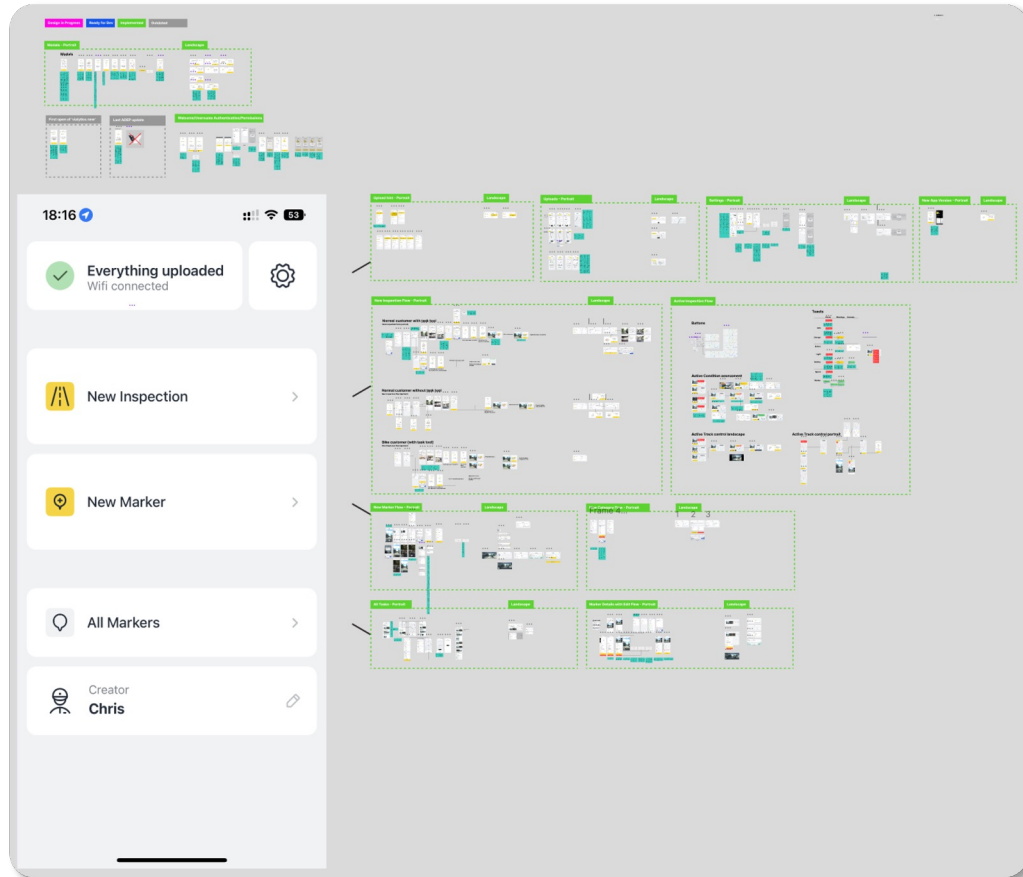
3. Short paths



4. Appreciative

# Concept Creation

## 1) Concept in Figma



12/07/2023

## 2) Iterative beta testing with users

[www.vialytics.com](http://www.vialytics.com)

## 3) Questionnaires in Webinars

Umfragen

Sie sehen die Umfrageergebnisse (freigegeben durch Host)

### Aufgabenverwaltungstool

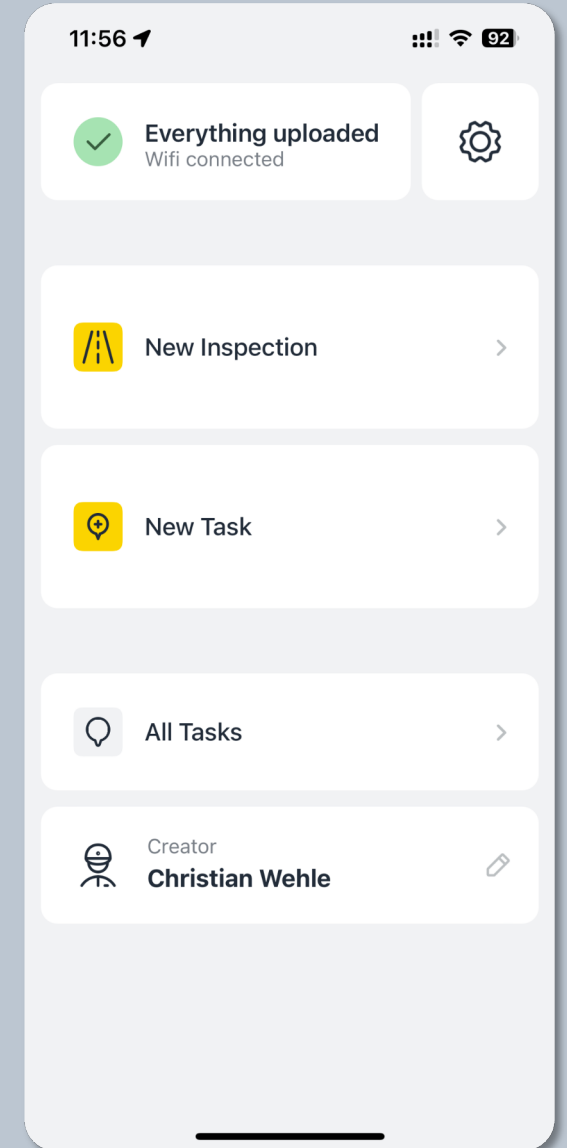
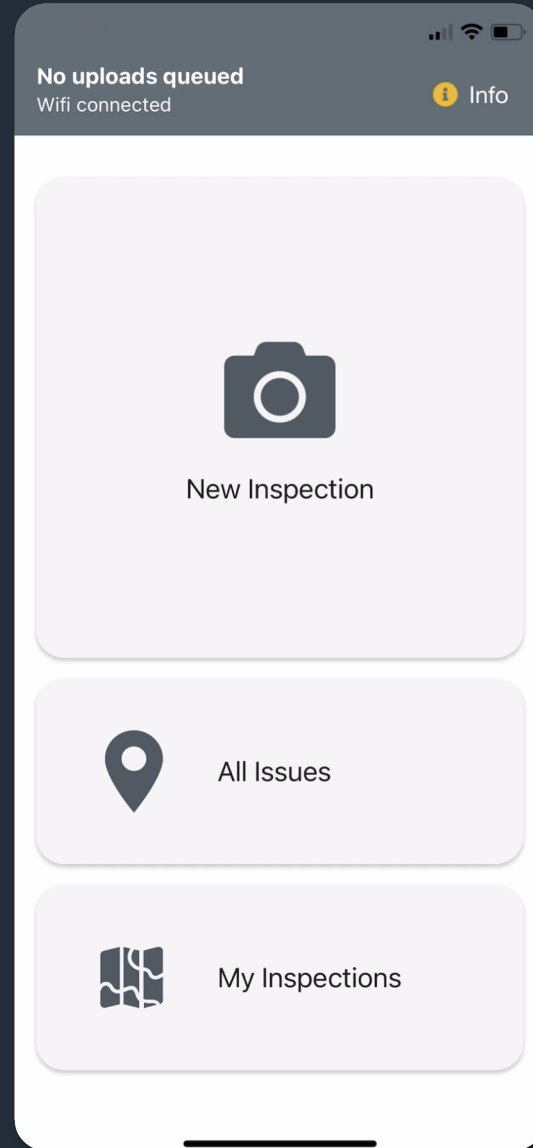
1. Welche Funktion fehlt Ihnen am meisten, um unser Aufgaben/Markierungs-Tool als Aufgabenverwaltungstool in Ihrer Gemeinde zu nutzen? (Einzelne Wahl) \*

Zuweisung von Aufgaben an Personen	50%
Festlegung eines Fälligkeitsdatums	33%
Anhängen von Dokumenten	17%
Dokumentation der aufgewendeten Zeit	0%
Dokumentation der Kostenstelle	0%
Dokumentation der benutzten Ausrüstung	0%

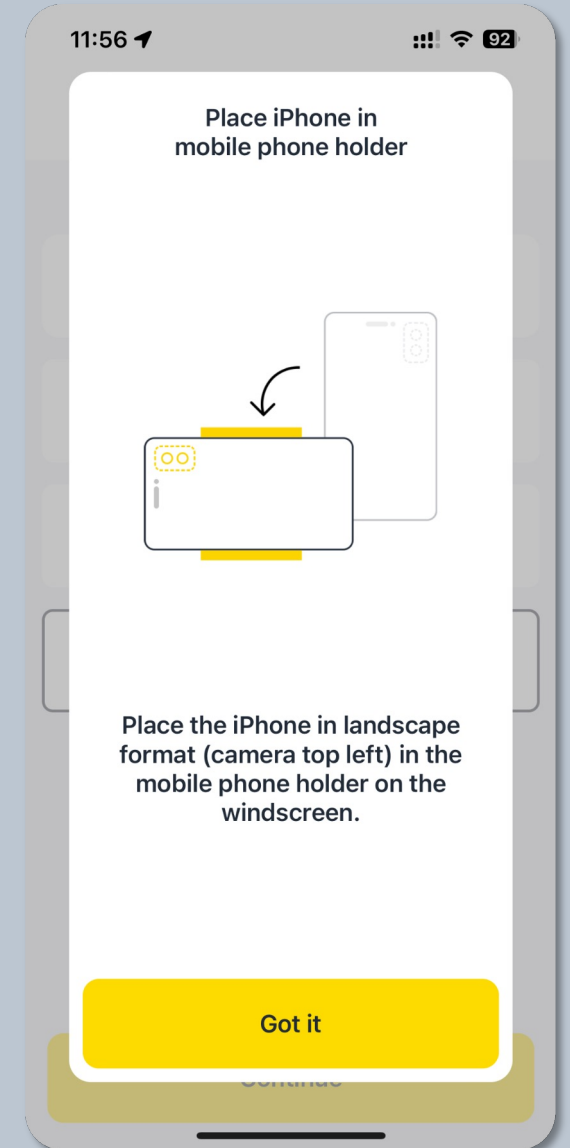
Sie haben diese Frage nicht beantwortet

Schließen

# Short paths



# Instructions implemented in the app



# Placement according to workflow

10:26

< Back

Information


Info	
Device Name	faulty aoudad
Serial Number	F71XQ0TPKXKM
Version	2.3.625
Municipality	Stuttgart Test 1
Offline Map	100%
Contact	
Phone	0174 215 4389
E-Mail	support@vialytics.de
Smart Button	
Button registered	Yes
Button connected	No
<a href="#">Forget the button</a>	
To initially register a Smart Button please tap "Register new button". Then keep your Dash Button pressed for at least 10 seconds to connect.	
Options	
Upload markings via cellular network	No

11:59

92

×

Smart Button not connected

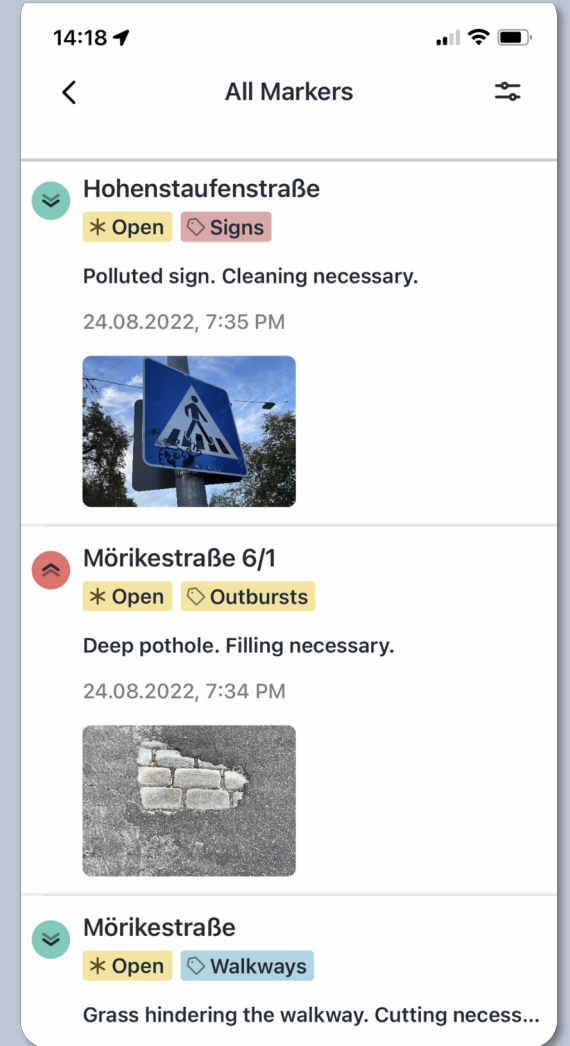
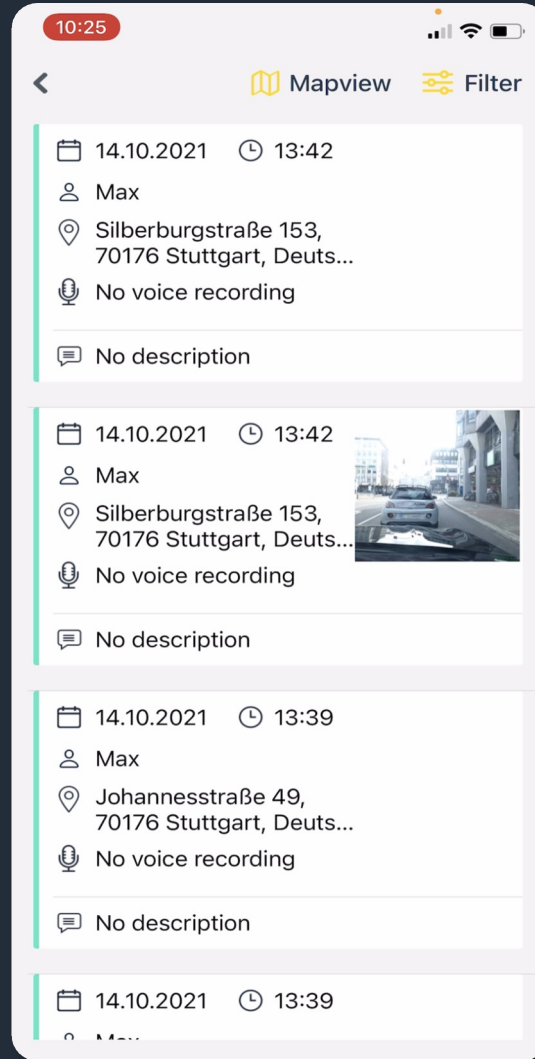


Searching Smart Button ...

Press and hold the Smart button for about 10 seconds and then confirm the pairing request!

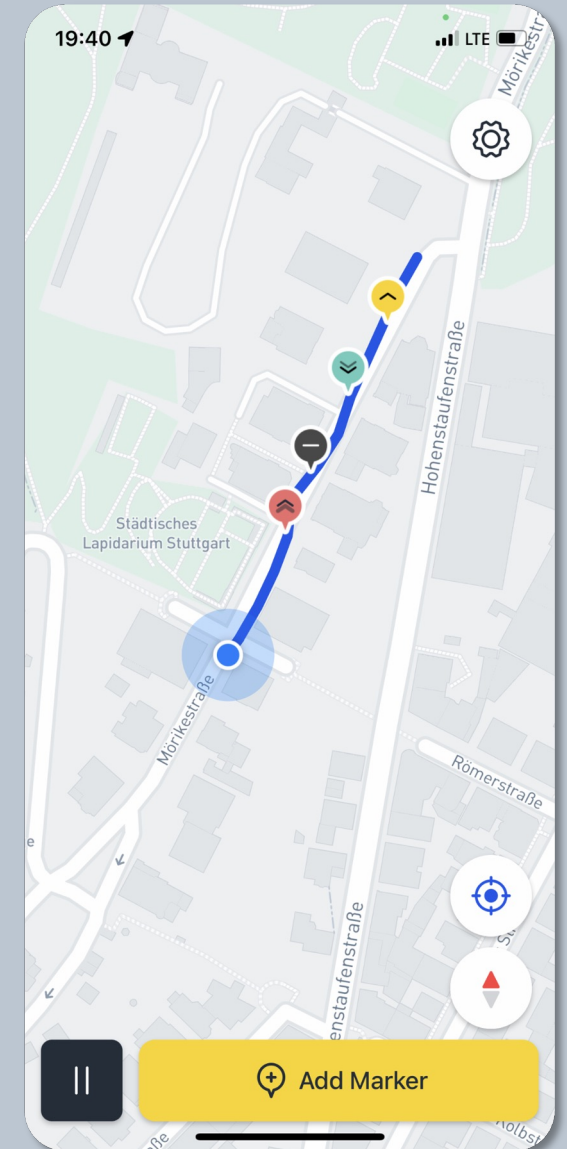
[Skip](#)

# Modern design

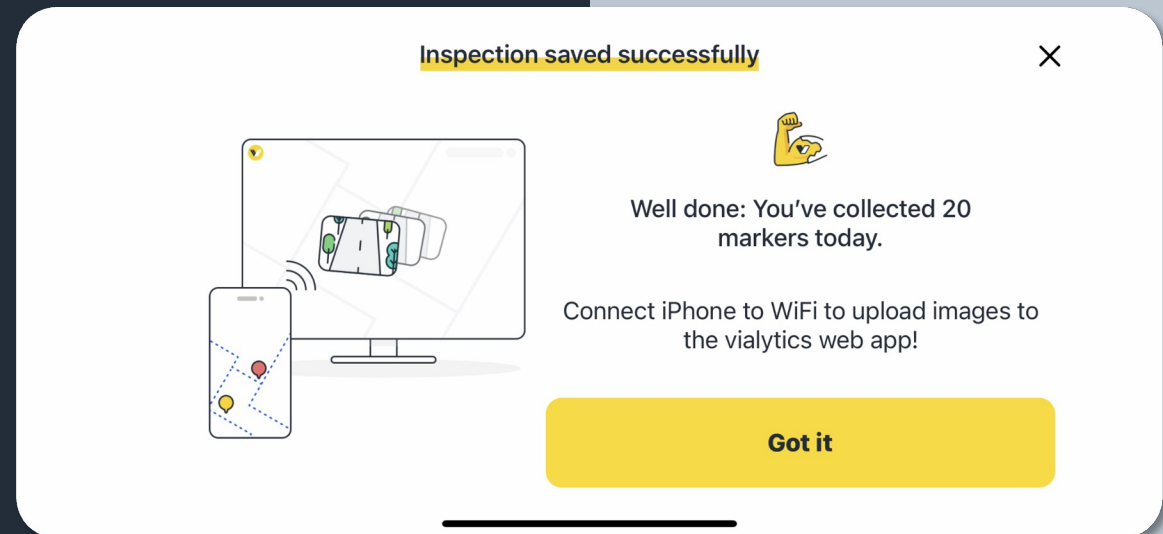




# Known elements

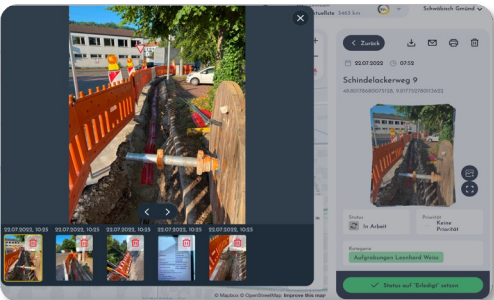


# Positive user experience





# User Usage



# Personal highlight in the development process

## Release of the last feature





# aha!-moments

- **Flexibility** allows huge amount of different use cases.
- '**Information where you need it**' is key for smooth workflows.
- Our target group really loves **big buttons**.
- Design for the user. **Not for yourself**.
- Still, many are **struggling with iPhone** usage in general.



# **3. What is next?**



# Outlook

## **Moonshot**

Our goal is represented by our moonshot: to have 400,000km of road network covered by vialytics by 2030, which equals the distance from the Earth to the Moon.

## **Going International**

In 2023 we entered the US market.

## **vialytics Smartphone-App**

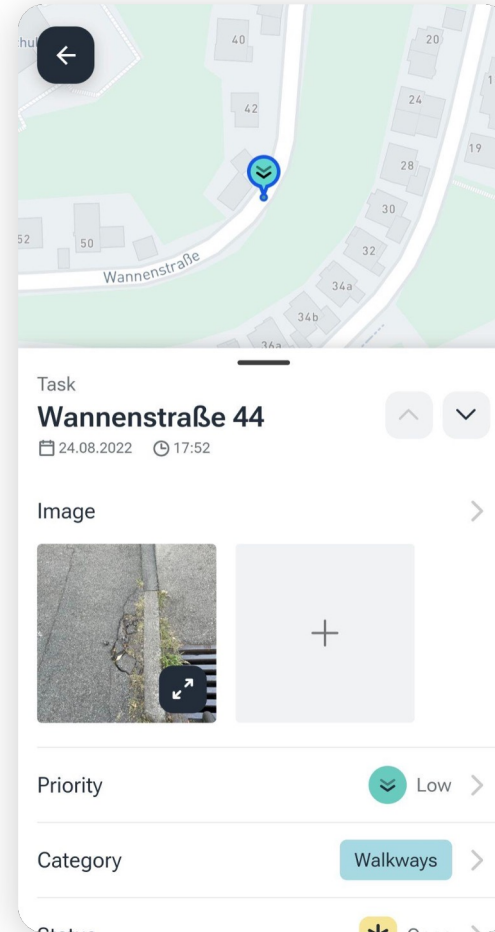
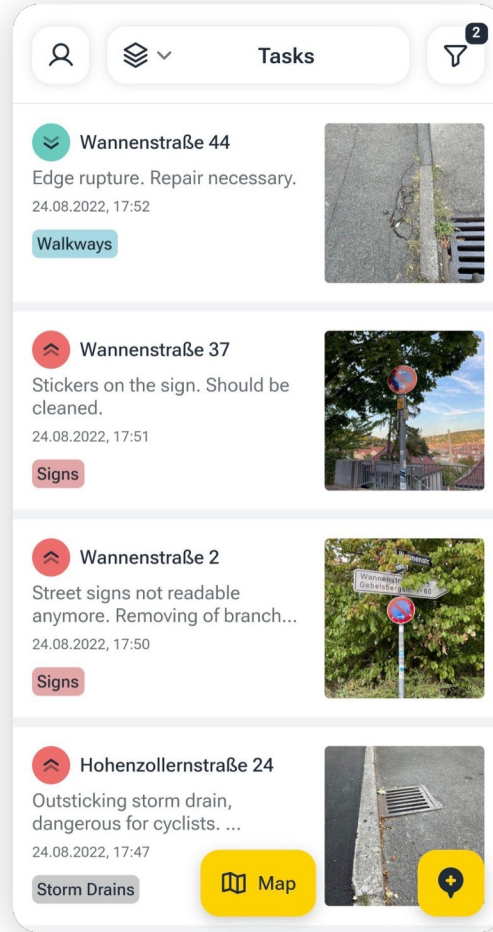
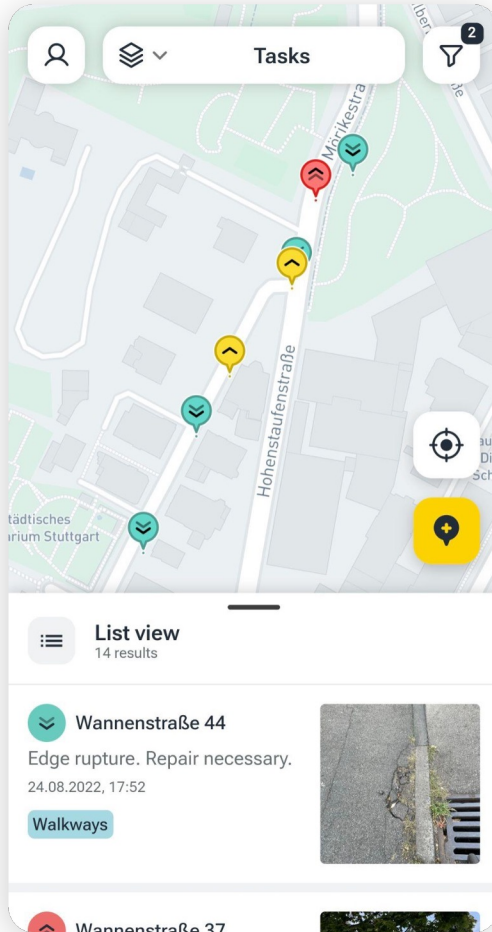
We are continuously working to further develop the vialytics app.





# Brand new: vialytics ToDo for Android and iOS

- Create and manage georeferenced tasks with multiple devices.



„In the past we managed our roads with pen and paper. It's so effortless to work with vialytics. My job is way easier now.“

Stefan Hopf

Building Yard Manager, Schleusingen (Germany)

