Abstract:

The text of the thesis deals with the purchase of public transport fares in terms of user-friendliness and usability. The aim is to map the area of fare purchase theoretically and practically, including the user perspective.

The theoretical ground is the concepts of User Experience, User Interface, Human-computer Interaction, smart city, the theory of the city as an interface. Important parts are also the theoretical aspects of the User Experience in the city environment. Literature review of current research in public transport ticketing systems with user-friendliness perspective presents current topics in the field of public transport ticketing.

The practical part of the thesis describes the public transport ticketing systems in Prague and Copenhagen in detail, their possibilities, rules, and specifics. Primary research in the form of semi-structured interviews provides insight into the User Experience and reveals the perceived advantages and disadvantages of local systems.