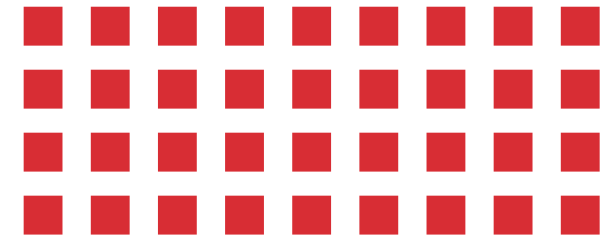




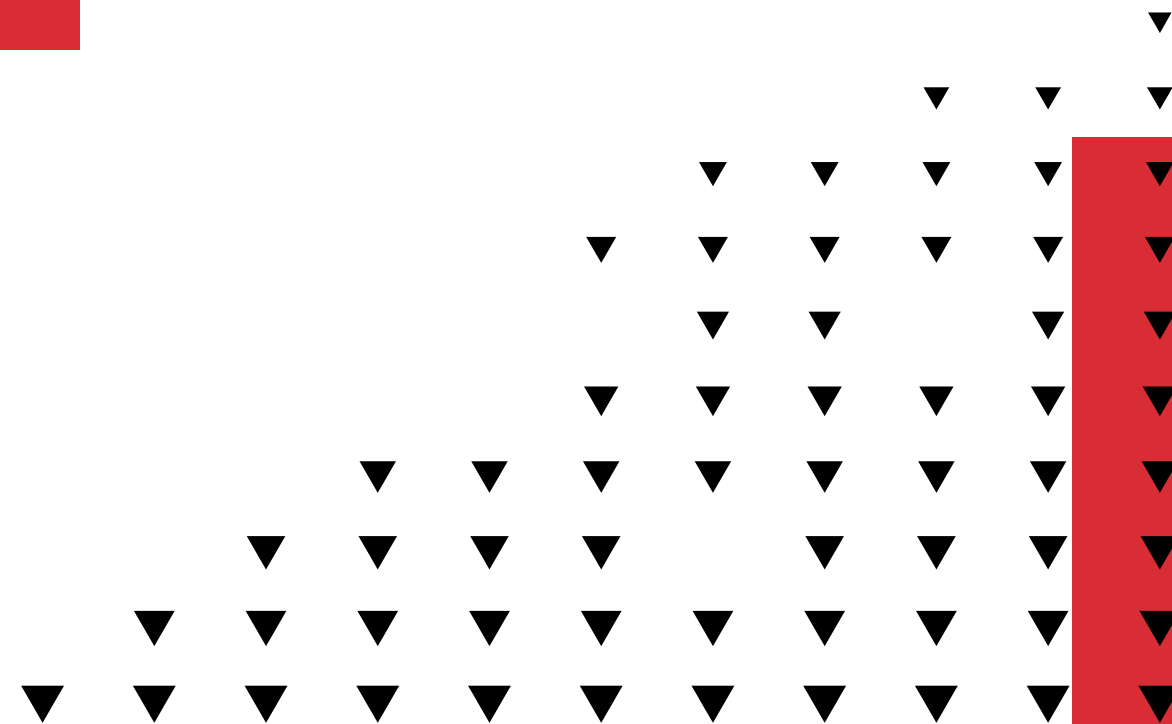
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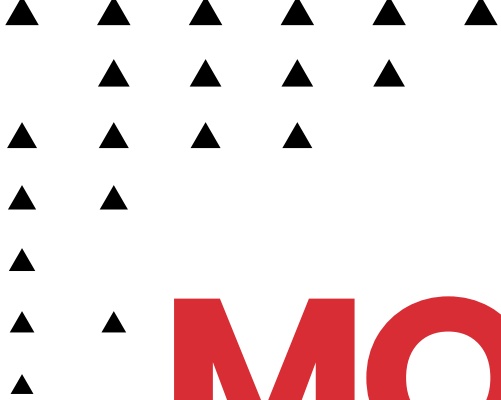


RutaKnows

FINAL PROJECT PRESENTATION

ANIKKA FRANCINE CABANIA
KEIAN RENHEART MAR
JASPER NIKKO NAVAREZ





MOTIVATION

What Motivated Us?

RutaKnows addresses the difficulty of identifying jeepney routes by offering a centralized, interactive platform where users can search routes based on origin and destination. It also provides accurate fare estimates to reduce uncertainty and improve daily commuting convenience.

Why We Pushed This?

We pushed RutaKnows because commuting in the Philippines presents real daily challenges that needed solving. Every day, commuters, especially those unfamiliar with local routes - struggle to figure out which jeepney to take and how much it should cost. This creates frustration, wasted time, and sometimes leads to being overcharged or taking inefficient routes.



TOP REQUIREMENTS

- The system must provide real-time route and traffic updates for accurate navigation.
- The app must be user-friendly and intuitive, especially for first-time commuters, students, and tourists.



- Must support remote access to route planning and updates, even in areas with limited connectivity.
- The system must be lightweight and cross-platform, ensuring smooth performance on both Android and iOS devices.

COLOR PALLETTE

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#ffb1b1

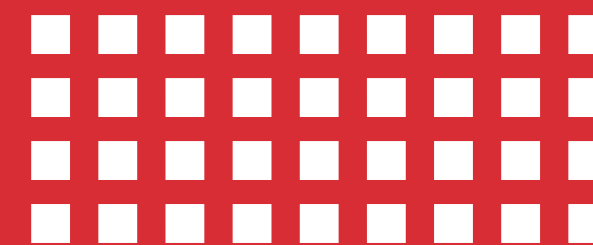
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FONT

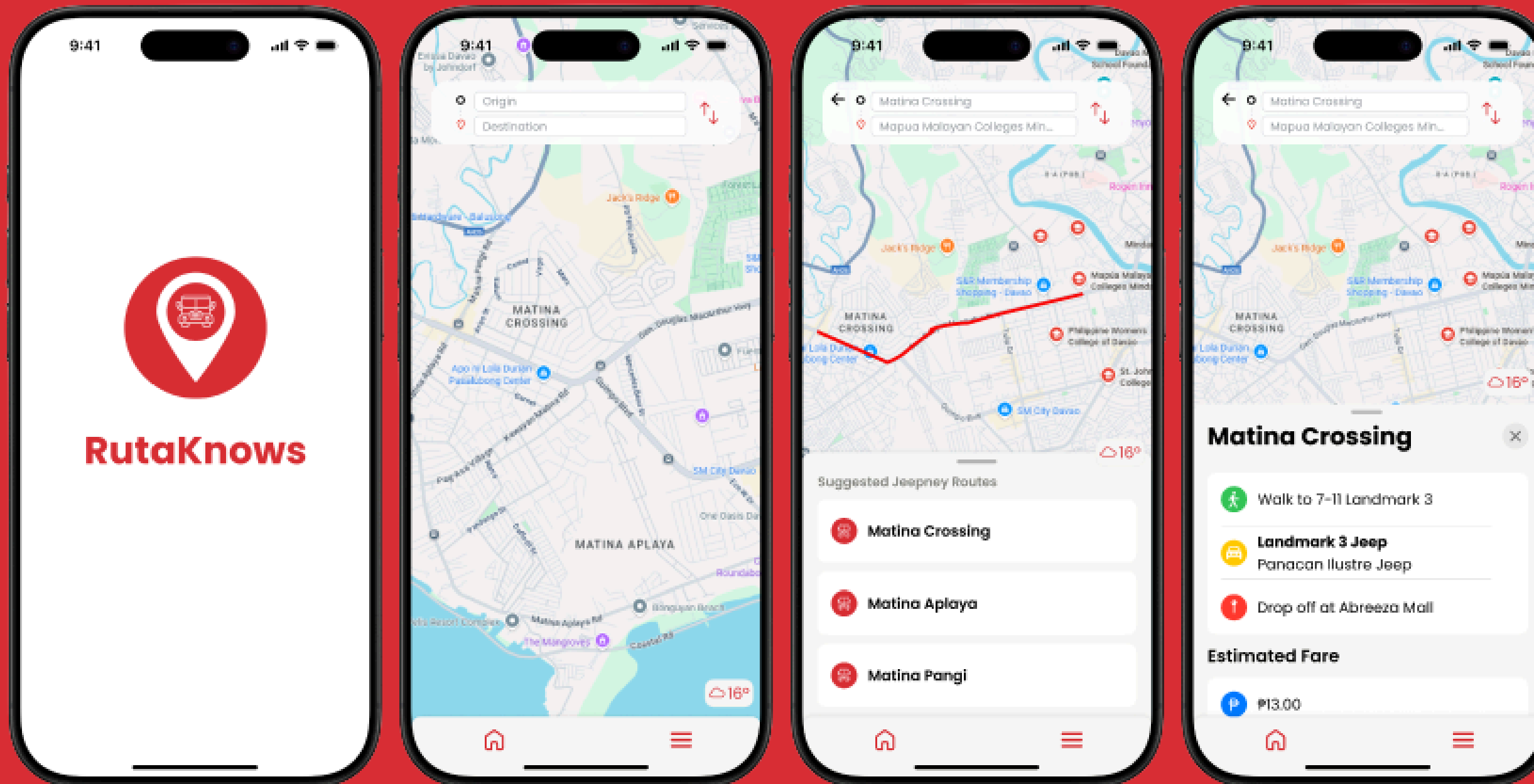
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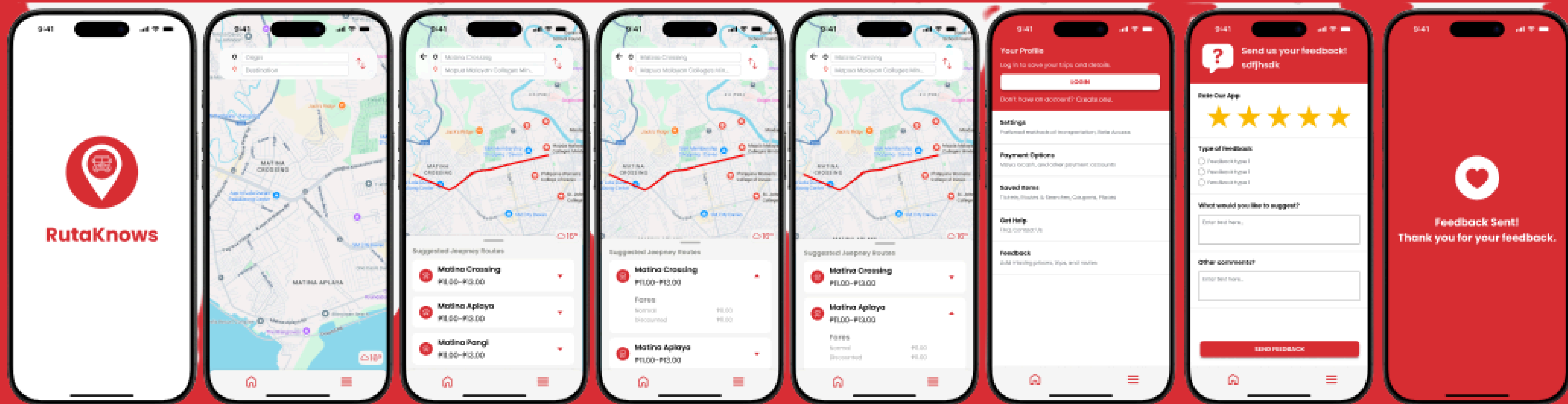
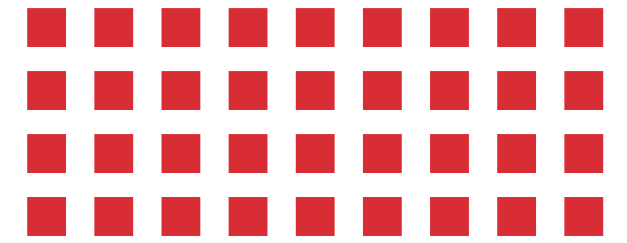


Poppins is a modern, geometric sans-serif typeface chosen as the primary font for RutaKnows. Its clean lines, balanced proportions, and wide range of weights make it ideal for digital interfaces.

PROTOTYPE DESIGN



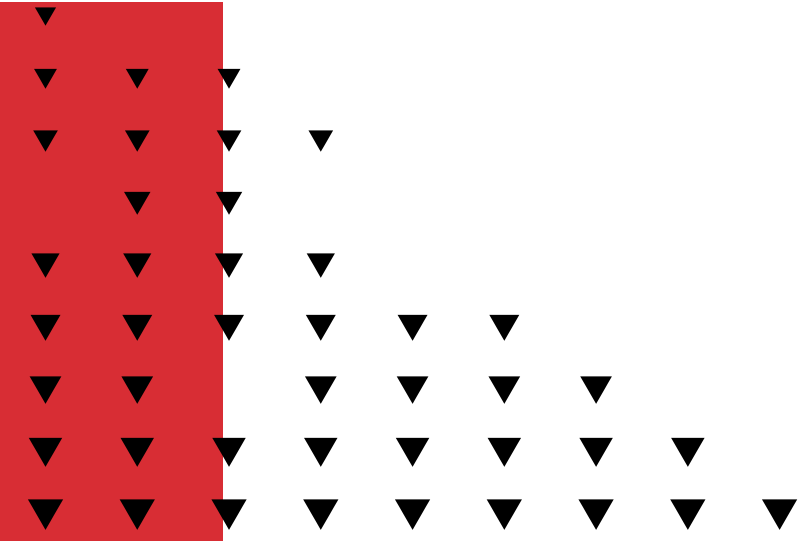
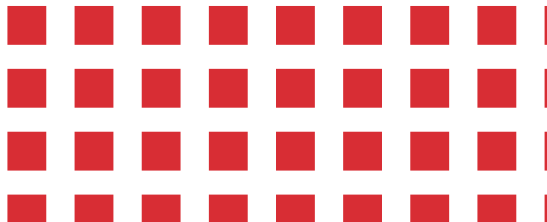
FINAL DESIGN



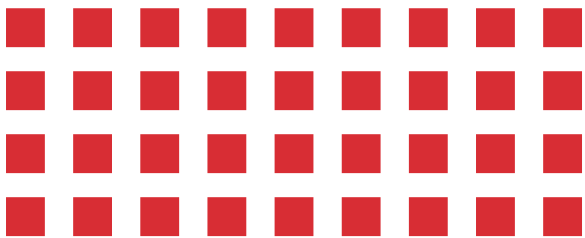


EVALUATION

Evaluation techniques to be used:

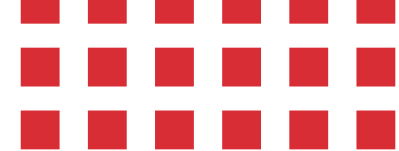
- Usability Specifications – Measure efficiency (time), effectiveness (accuracy), and satisfaction (rating).
 - Heuristic Evaluation – Apply Nielsen's 10 Usability Heuristics to identify UI issues.
 - System Usability Scale (SUS) – Collect standardized user feedback and interpret usability scores.
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USABILITY SPECIFICATION

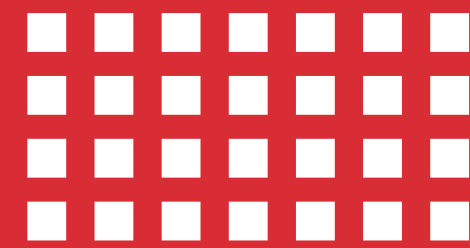


Category	Average Score	Interpretation	Classification
Effectiveness	3.78	Highly Acceptable	Very Successful
Efficiency	3.6	Highly Acceptable	Very Successful
Overall Satisfaction	3.8	Highly Acceptable	Very Successful

The data above indicates that users rated RutaKnows as very successful across all usability categories. Its route suggestions, intuitive interface, and navigation system were well-received. Minor improvements may still be considered for certain features like saving routes and customizing settings for a smoother experience.



HEURISTIC EVALUATION



Visibility of System Status:

The app shows clear loading indicators, live map updates, and status messages when fetching routes.

Match Between System and Real World:

Uses everyday terms like “Route” and “Fare,” avoiding technical jargon.

User Control and Freedom:

Users can easily go back, clear searches, and cancel route plans without penalty.

Consistency and Standards:

UI elements follow Android/iOS standards. Icons and interactions are consistent across all screens.

Error Prevention:

Auto-suggestions and dropdowns reduce typing errors during route search.

Recognition Rather than Recall:

Past search history and favorites are saved, reducing the need to remember previous input.

Flexibility and Efficiency of Use:

Users can switch between map and list view depending on preference. Dark mode is also available.

Aesthetic and Minimalist Design:

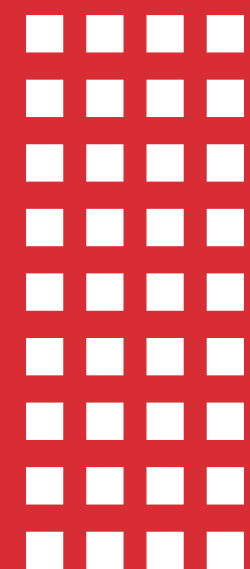
The interface is clean and focuses only on essential route details and actions.

Help Users Recognize and Recover from Errors:

Clear error messages like “Route not found” are provided with suggestions for alternative actions.

Help and Documentation:

A Help section includes tutorials, FAQs, and quick tips for using the app effectively.



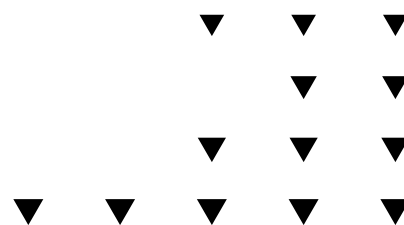
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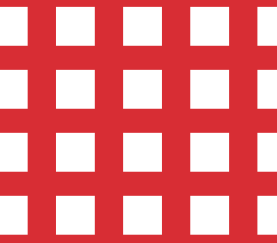
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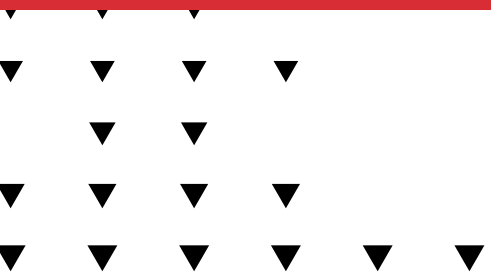
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CONCLUSION – NEXT STEPS

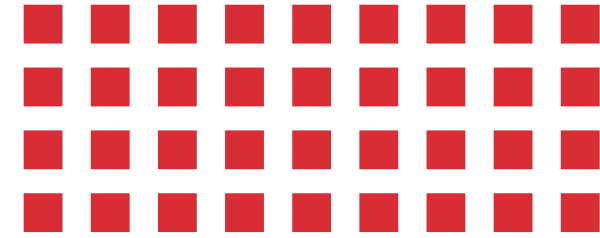


- Limitations included a narrow participant group and limited testing of features such as GPS tracking and navigation.
- Future evaluations should involve diverse users, real-world commuting scenarios, and deeper field testing.
- With more resources, the team plans to integrate analytics and conduct long-term studies to better understand user behavior and app performance.





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THANK YOU



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