Go2 Navigation

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UX Design Project A

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Concept Summary

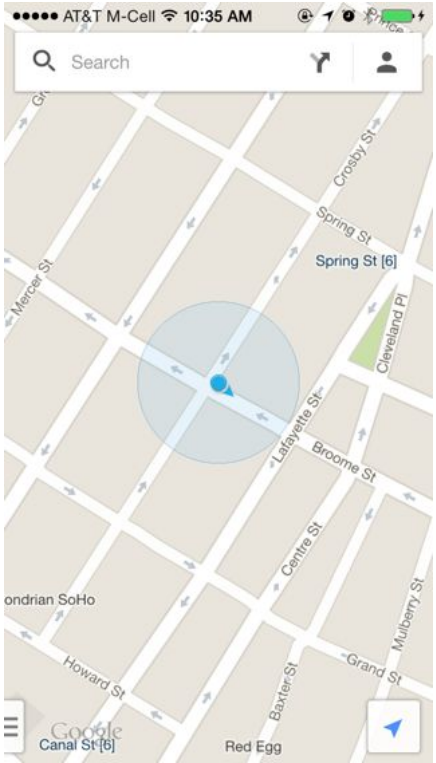
With more and more transportation options becoming available, people want to know the best way to get where they are going - not simply **where** to go, but **how** to go. **Go2 Navigation** uses information about your vehicle, location, and current travel conditions to bring you the most relevant and helpful information about your trip.

So, how do you get from here to there? Go2 Navigation can tell you:

- What is my cheapest option for travel?
- What is the most time-efficient way to travel to where I am going?
- How much will I spend on gas and auto maintenance on my trip?
- Will I have to pay for parking when I get there, and how much?
- Would it be better to drive my own vehicle, take a train or bus, or use a rideshare service like Uber?

Competitive Research

Google Maps

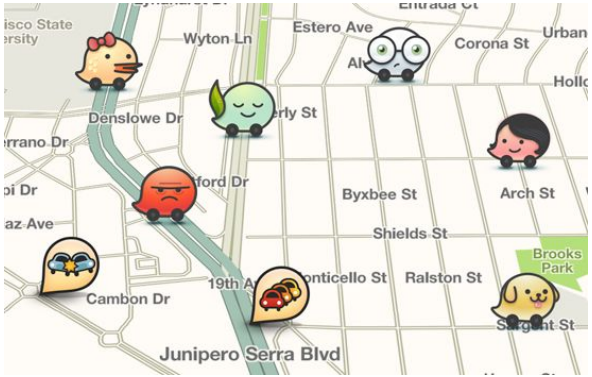


Easily the largest competitor, **Google Maps** is the most popular navigation app in the world. Google Maps draws from Google's extensive data banks to help users get where they want to go, showing the fastest route and multiple transportation options. Most people use Google Maps for auto navigation, and the app can also be used to show information about travel by bus, train/subway, bicycle, plane, or walking.

While Google Maps offers at least basic information about which transportation options can be used, it does not include much information about trip cost. Only basic customizability is offered, with only the ability to add a home or work location. It also does not include all available transportation methods, as there is no option to view information about taxi, rideshare, and ferry services.

Competitive Research

Waze

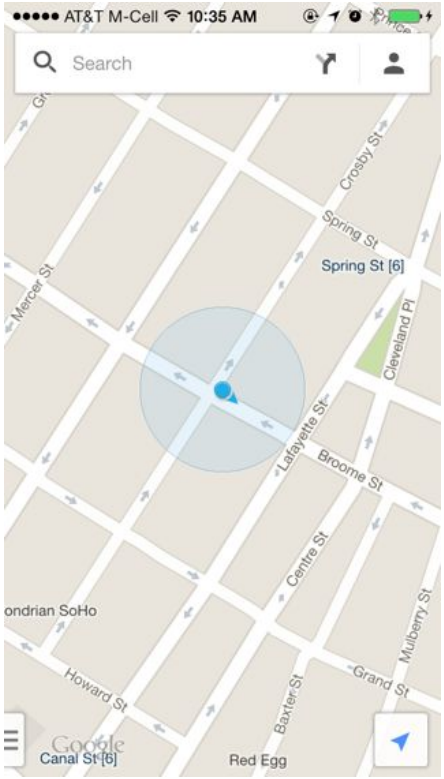


Waze is a popular navigation app that utilizes users' data to provide the most up-to-date information about traffic conditions, including wrecks and police speed traps. Waze is very community-centered, allowing users to connect with their friends and keep track of where they are. It is a separate application from Google Maps, however Waze was acquired by Google in 2013, and Google Maps has incorporated several of Waze's community-driven features.

Waze users can get bogged down with either lots of irrelevant data in an area where there are many users, or too little information in areas with few users - the number one complaint about the app is how unclean the interface is, with the number of icons that appear on screen. The Waze app is also reportedly a drain on a device's battery, as it is constantly sending GPS and other data from the device back to Waze, even when the app is not in use.

Competitive Research

Apple Maps

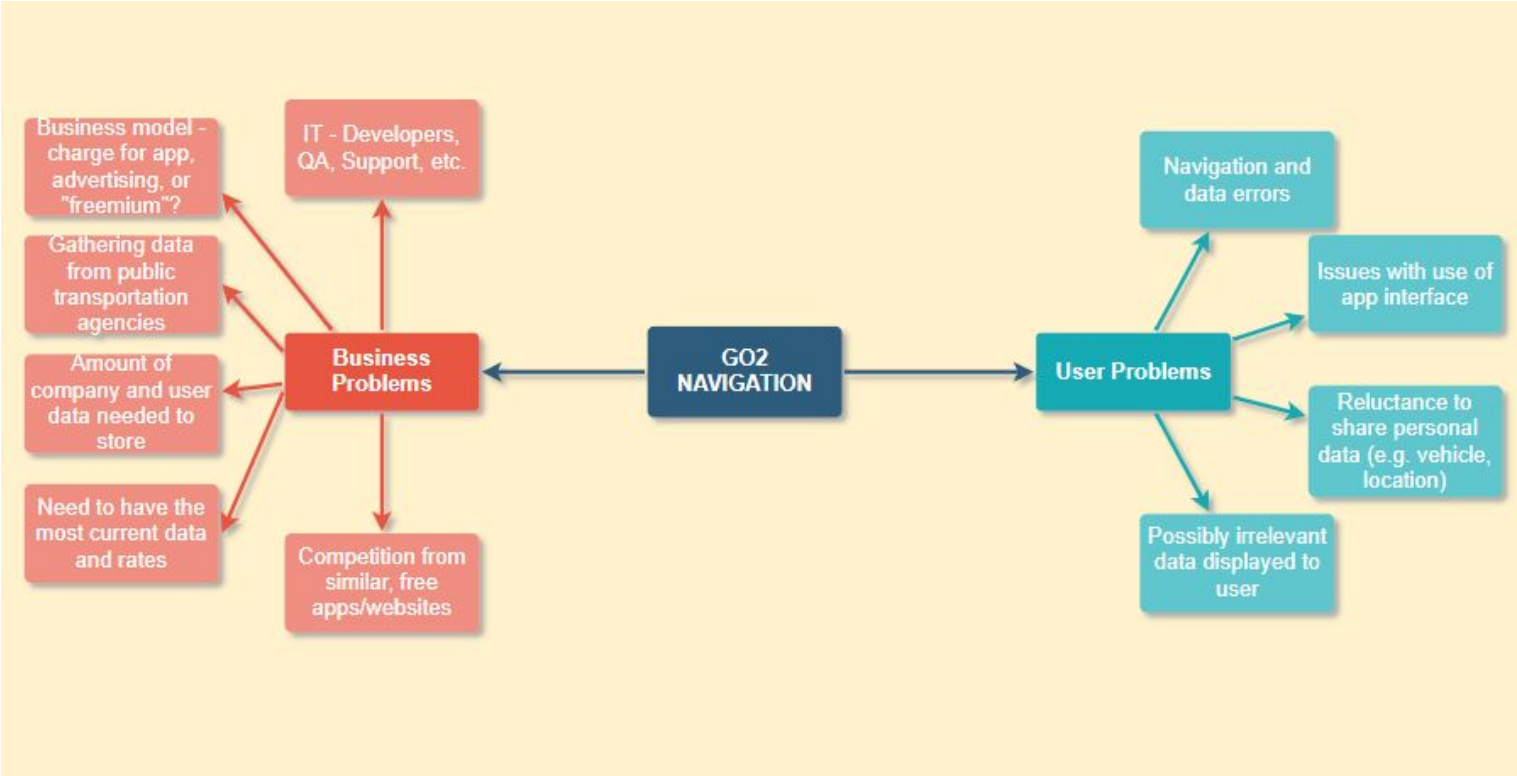


Apple Maps is Apple's native navigation app for iOS and Mac OS devices. The main advantage of Apple Maps is its integration with other Apple products, like Siri and Apple Watch. Some also prefer the interface of Apple Maps to that of Google Maps, as well as the amount of personal data shared, which is significantly less with Apple's app versus Google's.

Business and Customer Analysis

Business Analysis	Customer Analysis
Includes professionals from various industries in the public and private transportation sectors - people who contribute to the ongoing conversations of how smart transportation options work in modern times.	Customers would include anyone with a need for more information about their transportation options, especially those in cities and areas that offer multiple and new ways of travel.

Pain Point Mind Map



Business Problem Classification Table

Business Problems	User Problems
IT - Developers, QA, Support, etc.	Navigation and data errors
Which business model to use	Issues with use of app interface
Gathering data from public trans. agencies	Reluctance to share personal data
Amount of company and user data to store	Possibly irrelevant data displayed to user
Need to have the most current data	
Competition from similar apps/websites	

Personas

Ryan Ross

Narrative:

Ryan is a single, young professional living in Newark, New Jersey. He works in the Financial District in Manhattan and commutes to work every day Monday through Friday.

Scenario:

Ryan lives in Newark and has a work commute into Manhattan and has to get there somehow. Currently, he drives his car and his main concerns are the traffic and the large toll that he has to pay to cross into New York.

Needs:

Ryan would like to know what the best transportation option is for commuting to work each day. Since driving his car involves dealing with heavy traffic and paying a toll, he would like to see what his other options are.

User stories:

- As a user and daily commuter, I would like an app that shows the total cost of a daily commute.
- As a user, I would like information on comparing different transit options.
- As a user, I would like information about traffic.
- As a user, I need to know how long my trip would take with each of my transit options.
- As a user, I would like an app that has reliable data about commuting times and cost.

Personas

Chelsey Rollins

Narrative:

Chelsey lives in Miami, is married with 2 kids, and loves to travel. She wants to spend some vacation time with her family, and recently decided that they would go to France. Now she wants to do more planning for the trip.

Scenario:

Chelsey is going on a vacation in France with her husband and kids, and would like to know the best way to get around while they are there. She doesn't know whether she will take a train or rent a car once they get there.

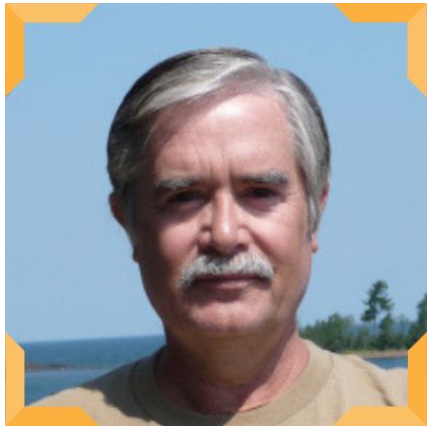
Needs:

Chelsey knows that she certainly has Paris and the French Riviera on her itinerary. She may get ideas for more stops before she leaves or during their trip. She would like to know beforehand what method of travel to take, and might need to improvise.

User stories:

♦ As a user and frequent traveller, I would like an app that shows me how I can travel in a foreign country.
♦ As a user, I would like the flexibility to add destinations as my trip progresses.
♦ As a user, I need information about flights and at least one other method of travel.
♦ As a user, I need to know how to travel to and from an airport.
♦ As a user, I need relevant information for my entire family on this trip.

Personas



Wallace Blundell

Narrative:

Wallace is a 60-year-old man living in Dallas. The rest of his family lives in Kansas City and he has visited them many times. Because of his financial situation, he wants to save as much money as possible while travelling.

Scenario:

Wallace is planning a trip from Dallas to Kansas City to see his family, and would like to know if it would be better to drive or to fly. He is comparing the convenience and short travel time on a flight vs. the cost of travelling by car.

Needs:

Wallace needs a simpler website interface so that he can easily understand which method of travel is the best. Wallace does not understand how to use computers or websites quite as well as younger people, so he will need an interface that is simple.

User stories:

♦ As a user and a generally technology-illiterate person, I need an application or website with a simple interface.
♦ As a user, I need information on different methods of travel.
♦ As a user, I need information about my specific destinations.
♦ As a user, I would like only the information that is relevant to me, and nothing extra.
♦ As a user, I need accurate information.

Personas

Terence Graves

Narrative:

Terence lives and works in Greenville, South Carolina. He relies on his car to get around. He has read some online articles about public transit and is interested to know about his other travel options.

Scenario:

Terence drives a lot and would like to see if there is an alternative to having to drive through rush hour traffic all the time. He works at a location 20 miles from his home..

Needs:

Terence needs to see whether there are any other transportation options available to him besides driving his own car. He also needs information on alternate routes he could be taking while driving, since traffic is his main problem.

User stories:

♦ As a user and motorist, I need information about driving routes in my city.
♦ As a user, I need to know about alternate transit options in my city.
♦ As a user, I need to know about travel information to my most frequently-visited locations.
♦ As a user, I would like to see traffic information.
♦ As a user, I would like to know in general about the most effective transportation in my city.

Personas

Lena Brewer

Narrative:

Lena lives in Columbus, Ohio and has children. She has been driving a sedan, but needs a larger vehicle to accommodate her family's size.

Scenario:

Lena is about to purchase a new vehicle. Since she drives a lot, one of the major factors that will decide which vehicle she will buy is the gas mileage.

Needs:

Lena wants to use Go2 Navigation to compare the cost of her daily trips from home to work, her kids' school, and other places she commonly visits. She wants to compare different vehicles to see what a significant cost difference there would be for each trip.

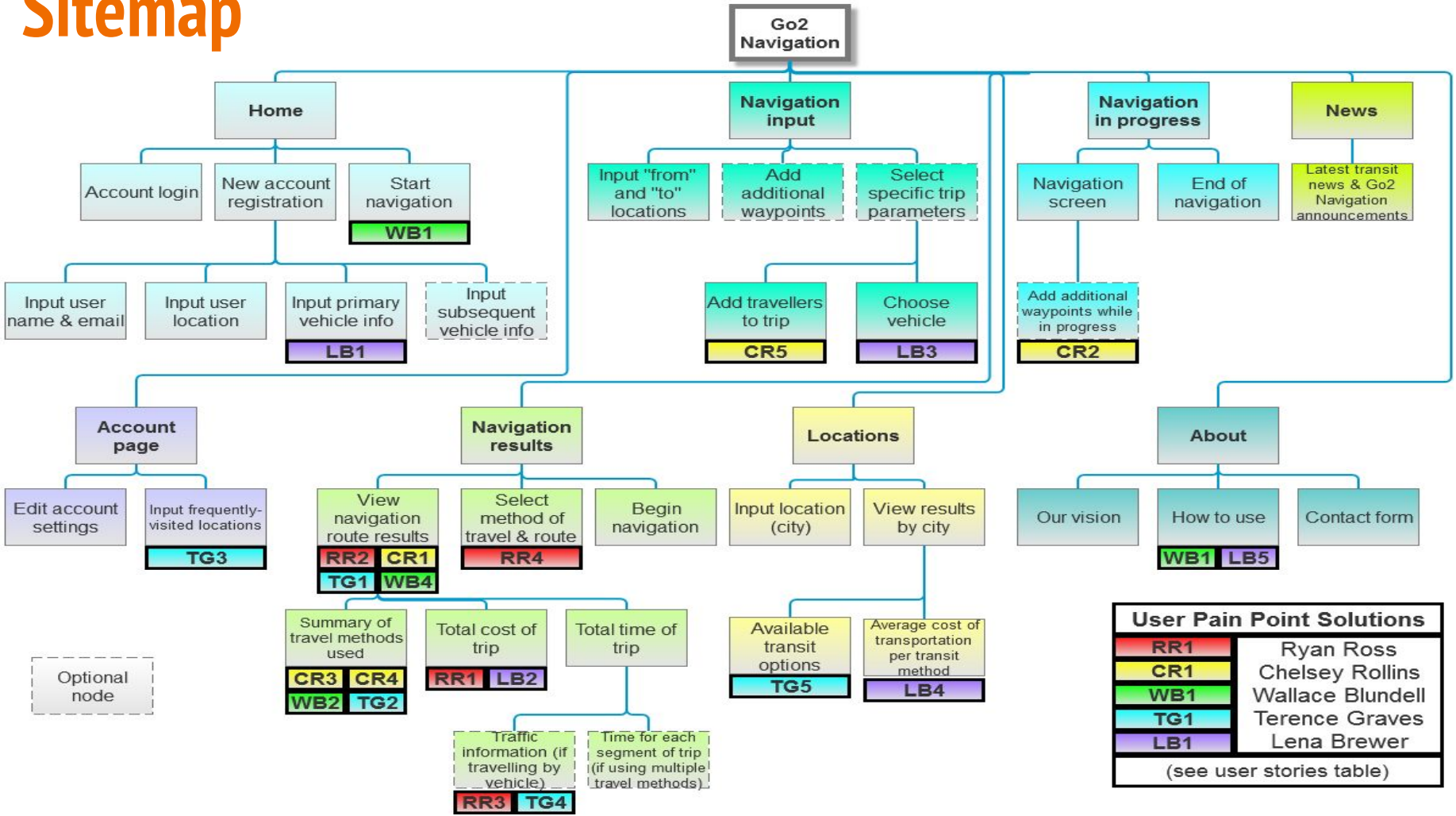
User stories:

♦ As a user and as I am shopping for vehicles, I would like information about vehicles' gas mileage.
♦ As a user, I would like to know how much my daily trips would cost.
♦ As a user, I need to compare the cost of my trips using different vehicles.
♦ As a user, I need information on the average cost of gas in my city.
♦ As a user, I need basic navigation features in an app.

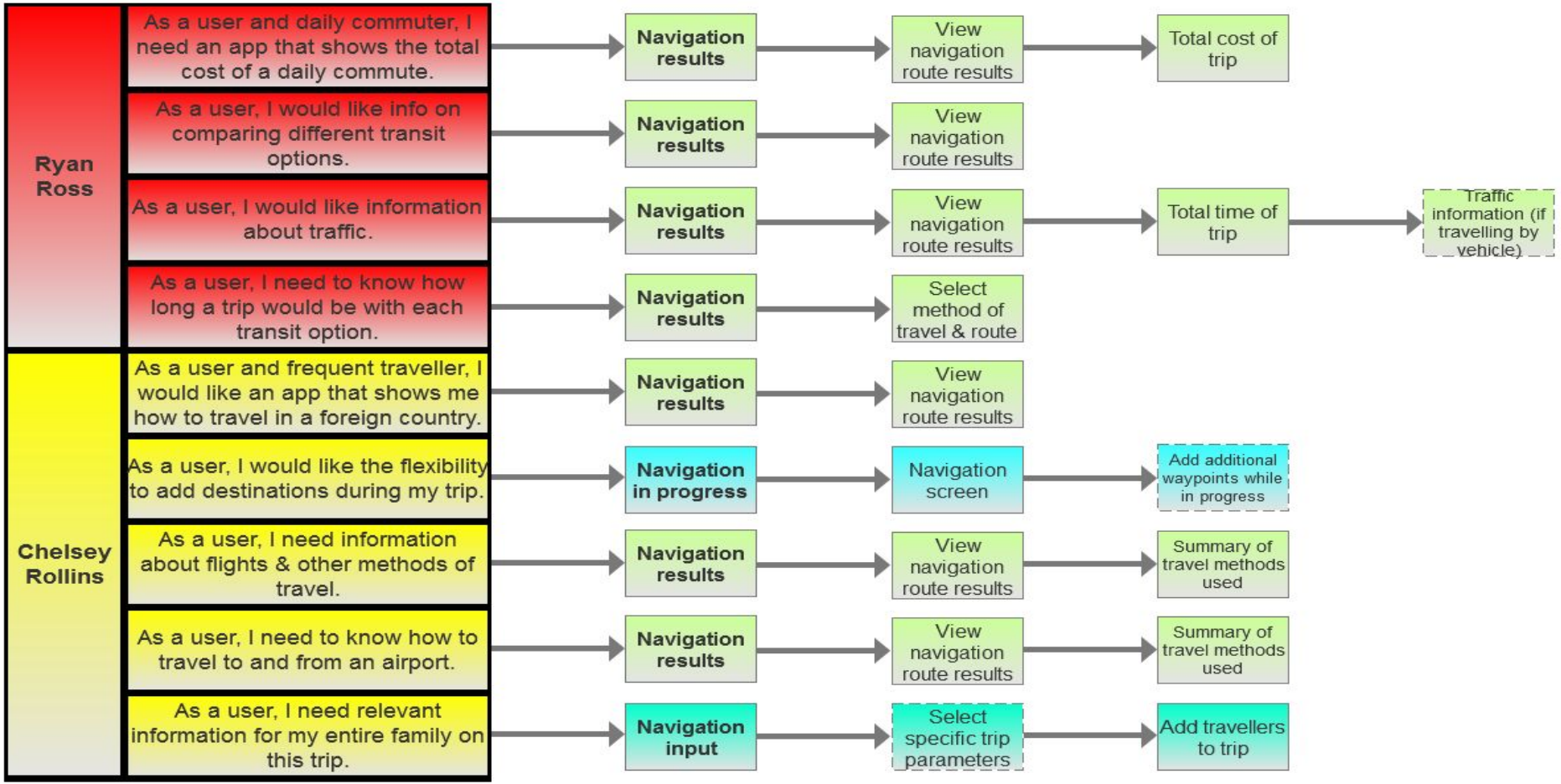
User Stories Table

User Story #	Ryan Ross	Chelsey Rollins	Wallace Blundell	Terence Graves	Lena Brewer
1	As a user and daily commuter, I need an app that shows the total cost of a daily commute.	As a user and frequent traveller, I would like an app that shows me how I can travel in a foreign country.	As a user and generally technology-illiterate, I need an app or website with a simple interface.	As a user and motorist, I need information about driving routes in my city.	As a user and as I am shopping for vehicles, I would like information about vehicles' gas mileage.
2	As a user, I would like info on comparing different transit options.	As a user, I would like the flexibility to add destinations during my trip.	As a user, I need information on different methods of travel.	As a user, I need to know about alternate transit options in my city.	As a user, I would like to know how much my daily trips would cost.
3	As a user, I would like information about traffic.	As a user, I need information about flights & other methods of travel.	As a user, I need information about my specific destinations.	As a user, I need to know information about my most-visited locations.	As a user, I need to compare the cost of my trips using different vehicles.
4	As a user, I need to know how long a trip would be with each transit option.	As a user, I need to know how to travel to and from an airport.	As a user, I would like only the info relevant to me, and nothing extra.	As a user, I would like to see traffic information.	As a user, I need information on the average cost of gas in my city.
5	As a user, I want an app with reliable data about commute times & cost.	As a user, I need relevant information for my entire family on this trip.	As a user, I need accurate information.	As a user, I need to know about my city's most effective transit method.	As a user, I need basic navigation features in an app.

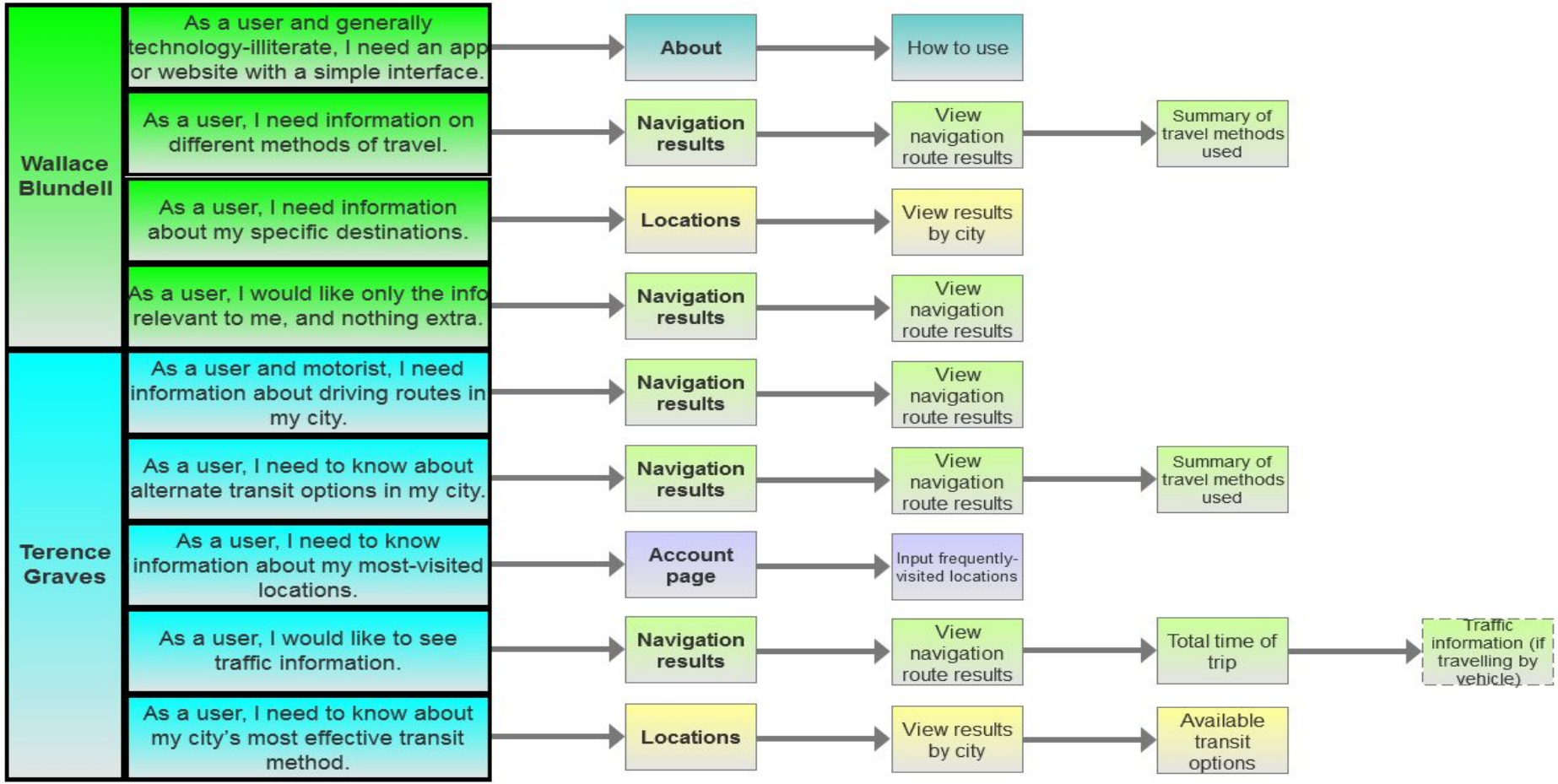
Sitemap


Go2 Navigation
Home
Account login
New account registration
Start navigation
WB1
Input user name & email
Input user location
Input primary vehicle info
LB1
Input subsequent vehicle info
Navigation input
Input "from" and "to" locations
Add additional waypoints
Select specific trip parameters
Add travellers to trip
CR5
Choose vehicle
LB3
Navigation in progress
Navigation screen
End of navigation
Add additional waypoints while in progress
CR2
News
Latest transit news & Go2 Navigation announcements
Account page
Edit account settings
Input frequently-visited locations
TG3
Navigation results
View navigation route results
RR2 CR1 TG1 WB4
Select method of travel & route
RR4
Begin navigation
Summary of travel methods used
CR3 CR4 WB2 TG2
Total cost of trip
RR1 LB2
Total time of trip
Traffic information (if travelling by vehicle)
RR3 TG4
Time for each segment of trip (if using multiple travel methods)
Locations
Input location (city)
View results by city
Available transit options
TG5
Average cost of transportation per transit method
LB4
About
Our vision
How to use
WB1 LB5
Contact form
Optional node
User Pain Point Solutions
RR1 Ryan Ross
CR1 Chelsey Rollins
WB1 Wallace Blundell
TG1 Terence Graves
LB1 Lena Brewer
(see user stories table)

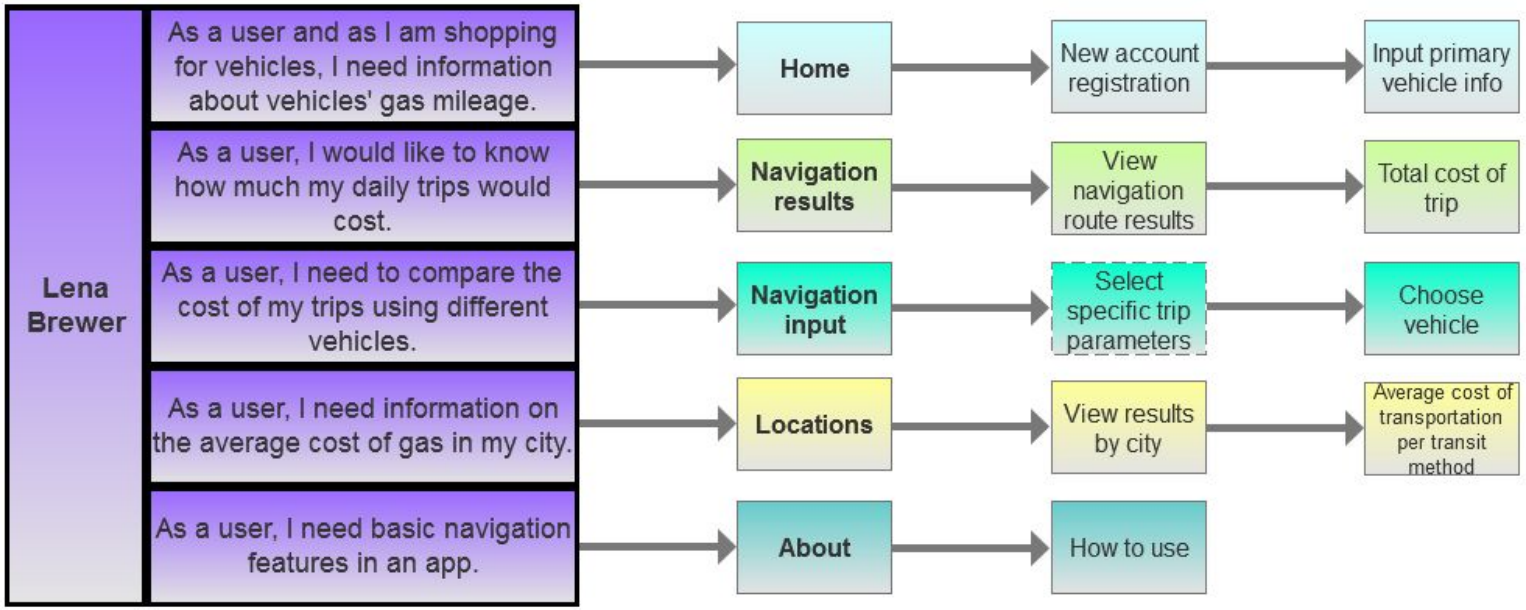
User Flow Diagram



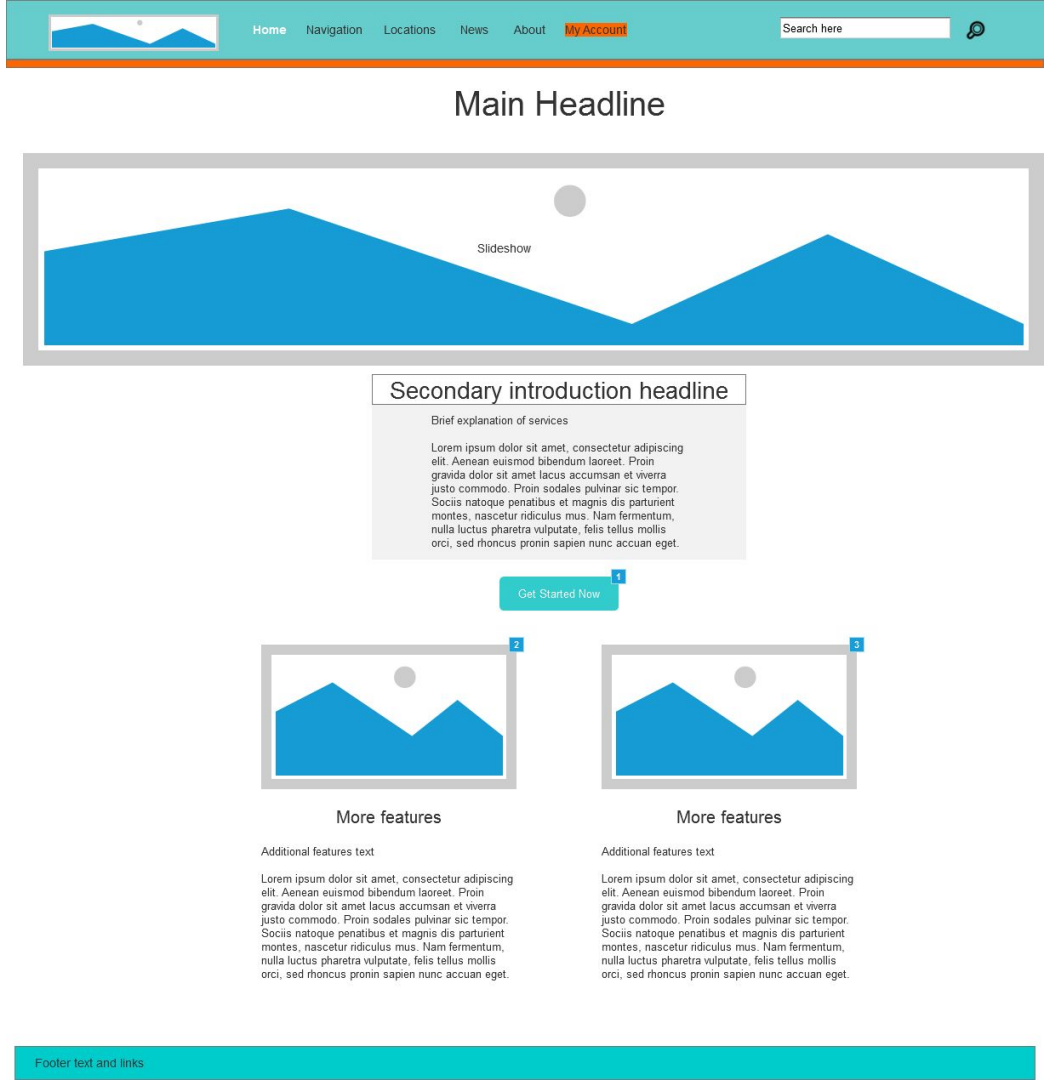
User Flow Diagram



User Flow Diagram



Home page


Home
Navigation
Locations
News
About
My Account
Search here
Main Headline
Slideshow
Secondary introduction headline
Brief explanation of services
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Get Started Now
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More features
Additional features text
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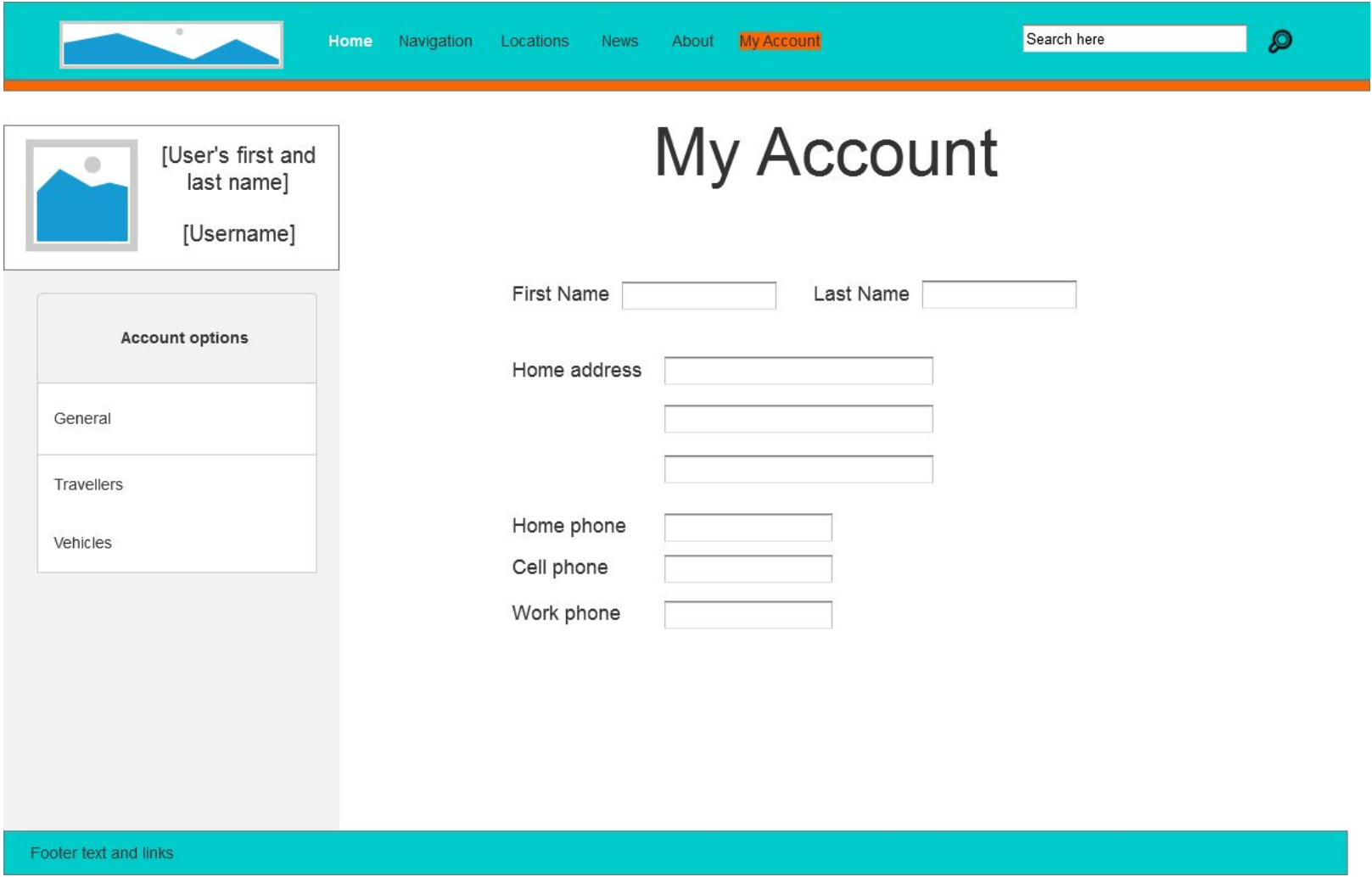
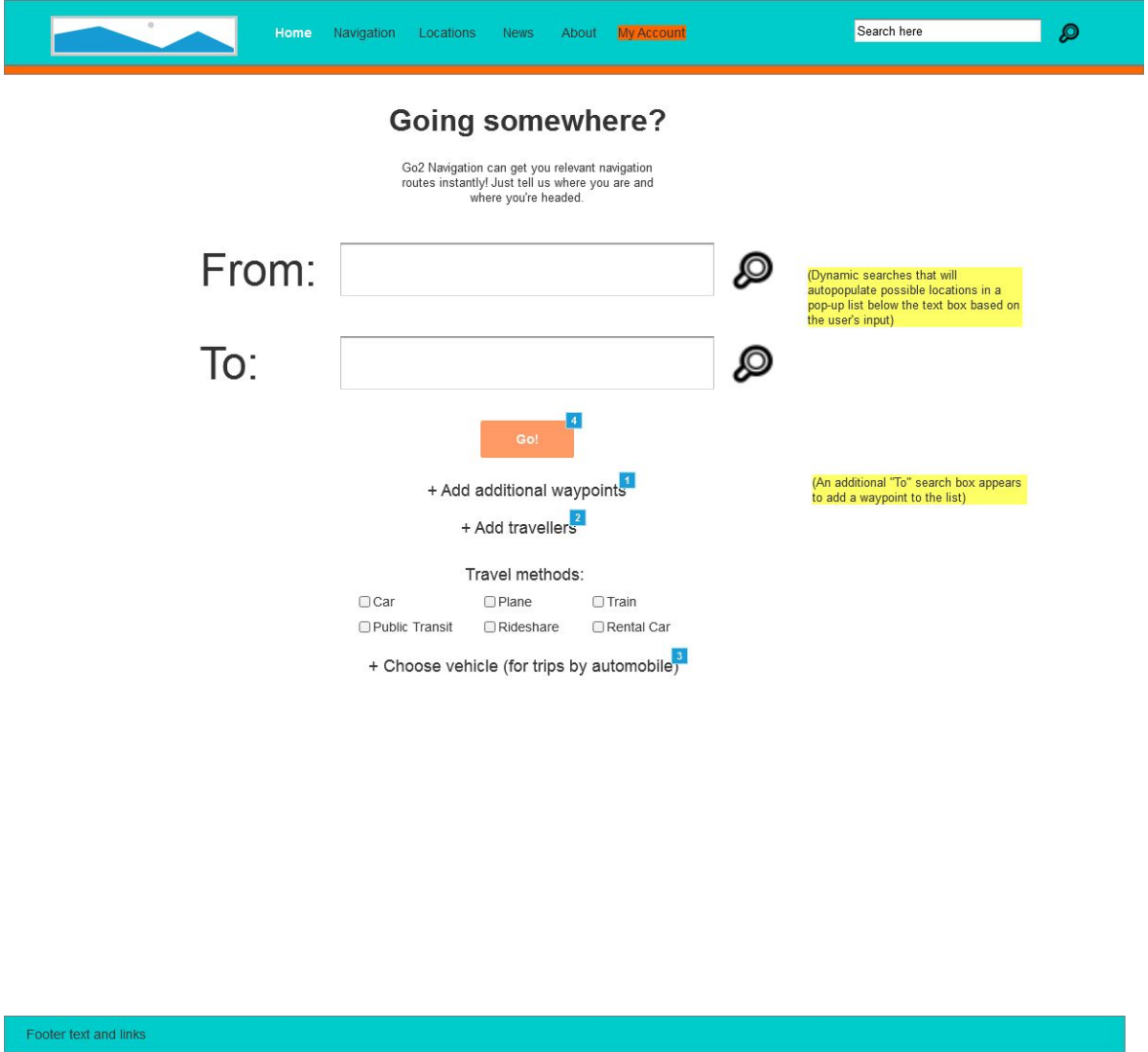
Footer text and links

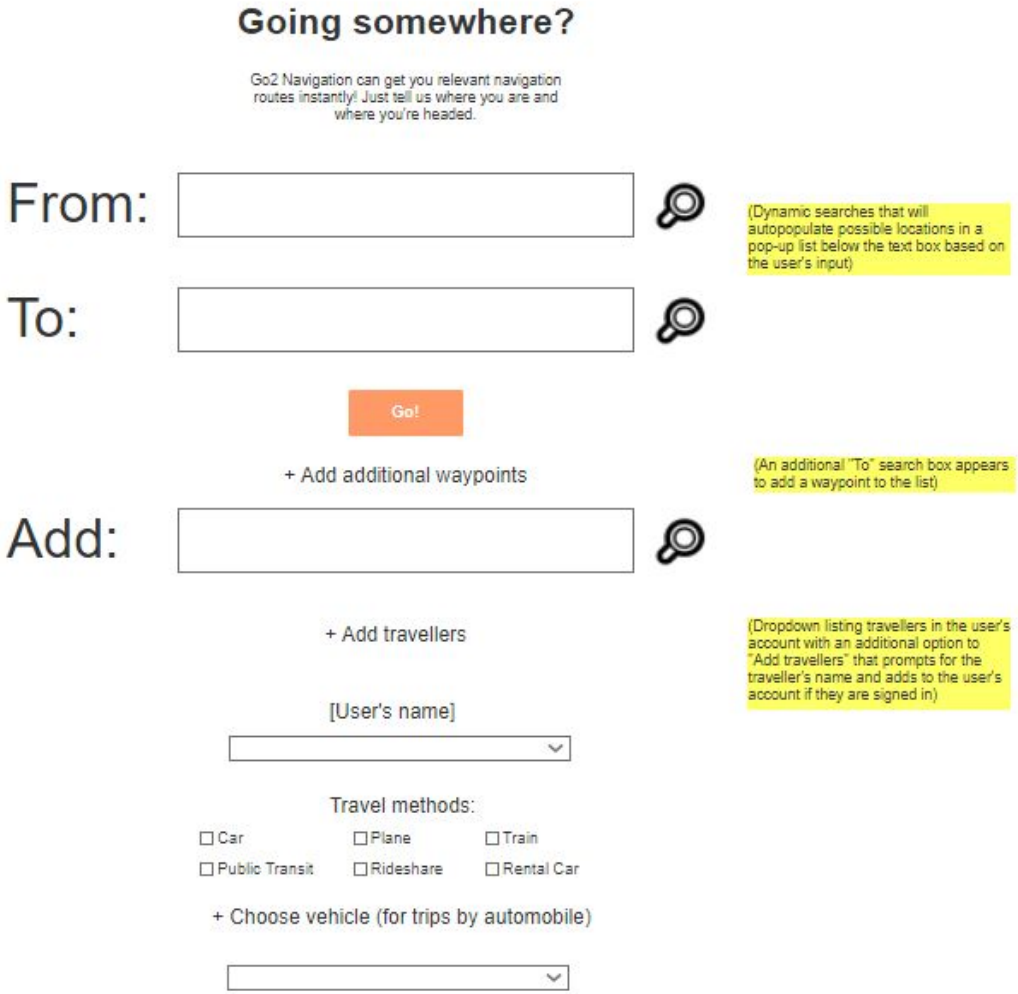
Account page



Navigation input - menus collapsed



Navigation input - menus expanded



Navigation options (search results)

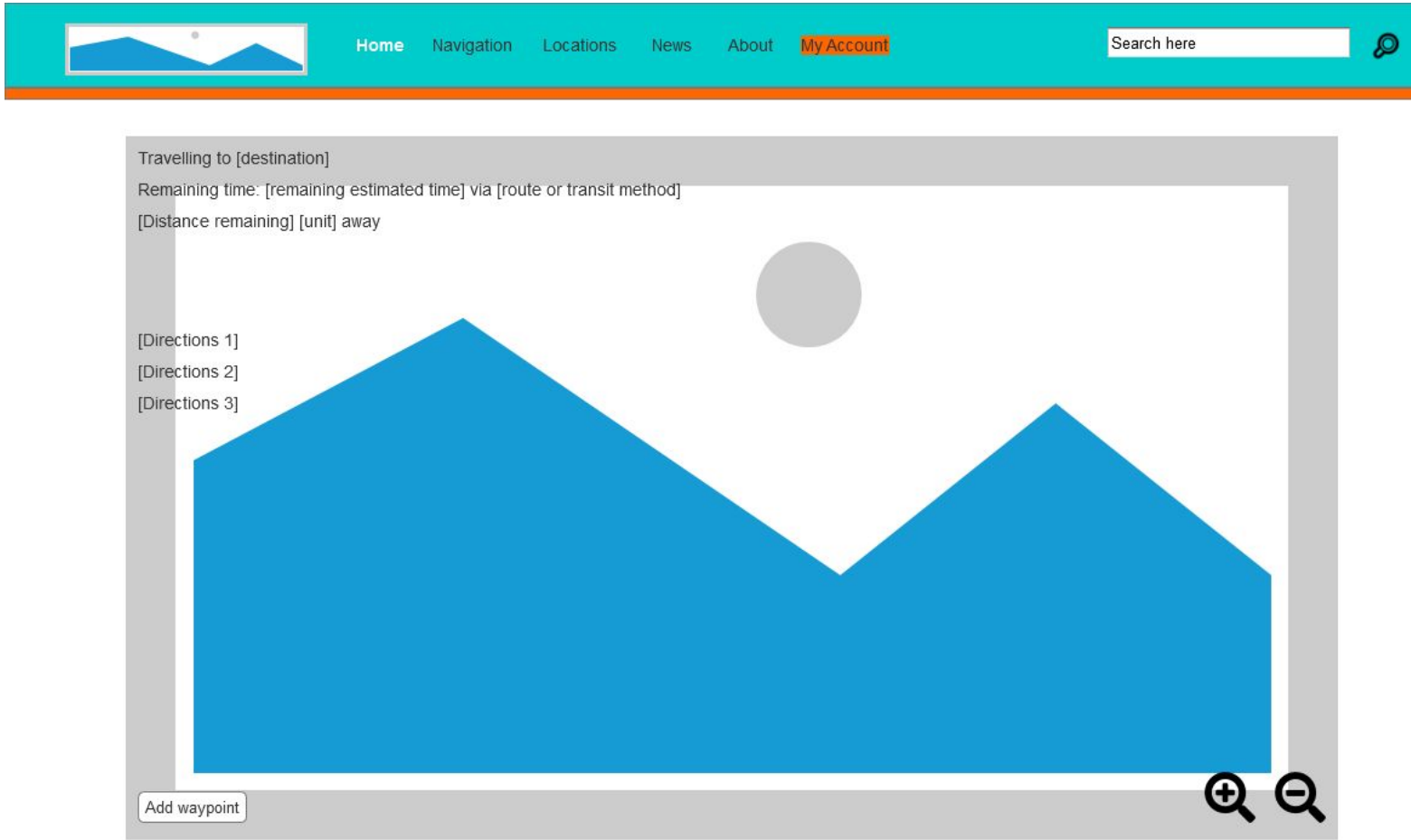
Travel from [from location] to [to location]

via

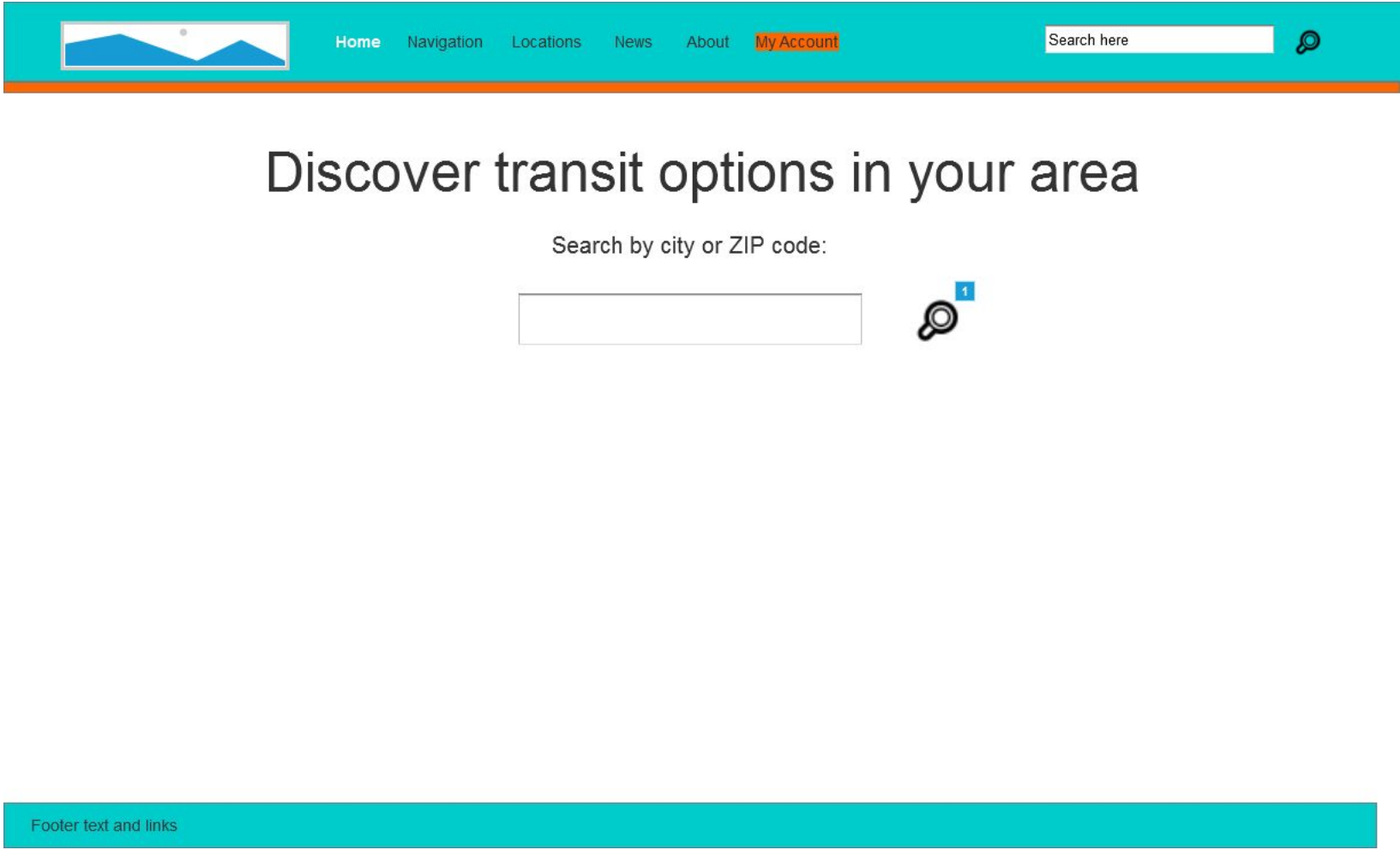
[option 1 route name or transit service name]	[option 2 route name or transit service name]	[option 3 route name or transit service name]
[option 1 attribute, e.g. fastest, cheapest]	*[option 2 attribute, e.g. fastest, cheapest]*	*[option 3 attribute, e.g. fastest, cheapest]*
Estimated time: [estimated time]	Estimated time: [estimated time]	Estimated time: [estimated time]
Total trip cost: [total cost]	Total trip cost: [total cost]	Total trip cost: [total cost]
Distance travelled: [distance travelled]	Distance travelled: [distance travelled]	Distance travelled: [distance travelled]
Choose this option 1	Choose this option 2	Choose this option 3

Footer text and links

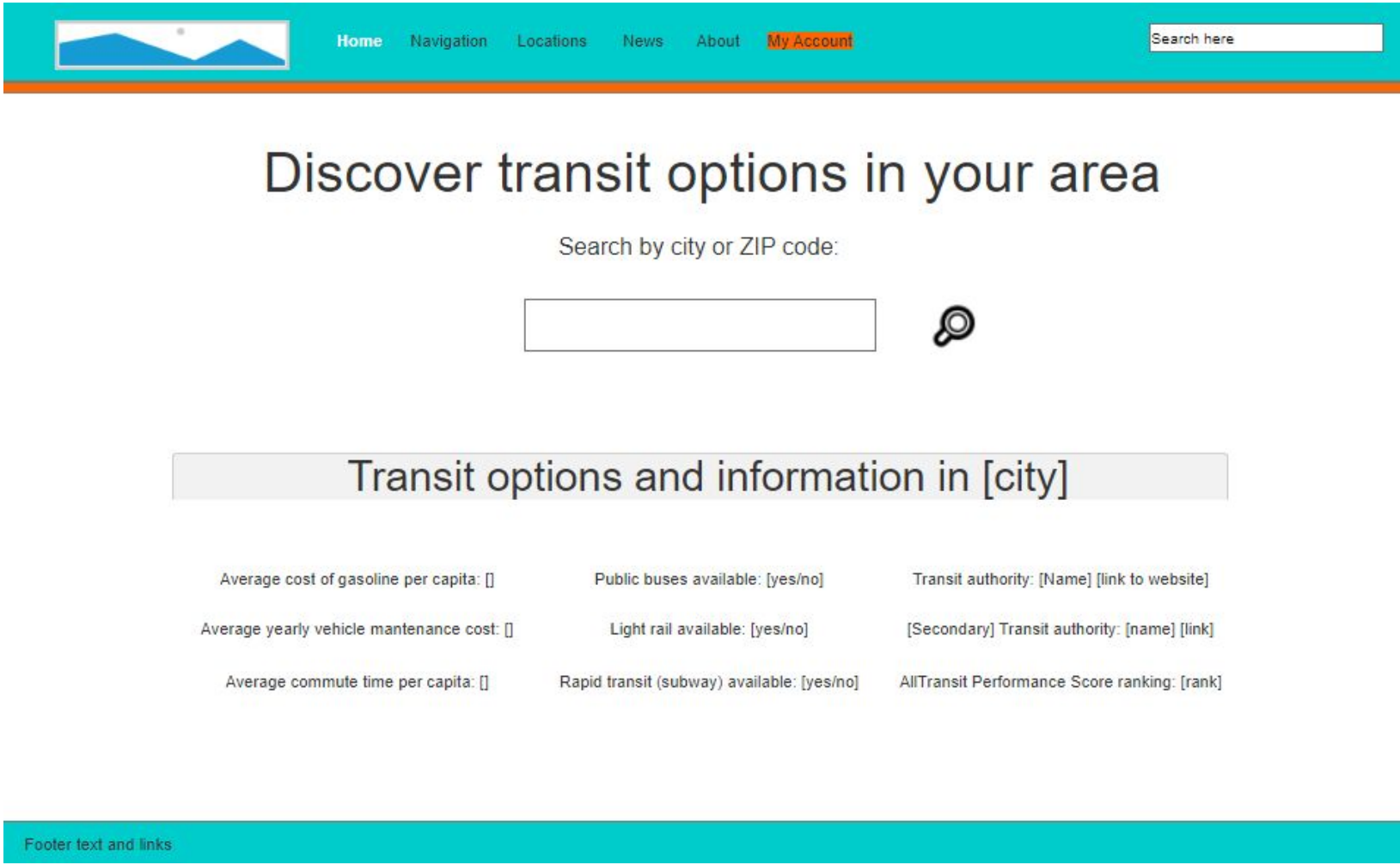
Navigation in progress



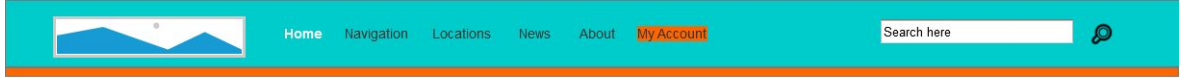
Locations - before search



Locations - after search



News



Latest Go2 Navigation and transit news

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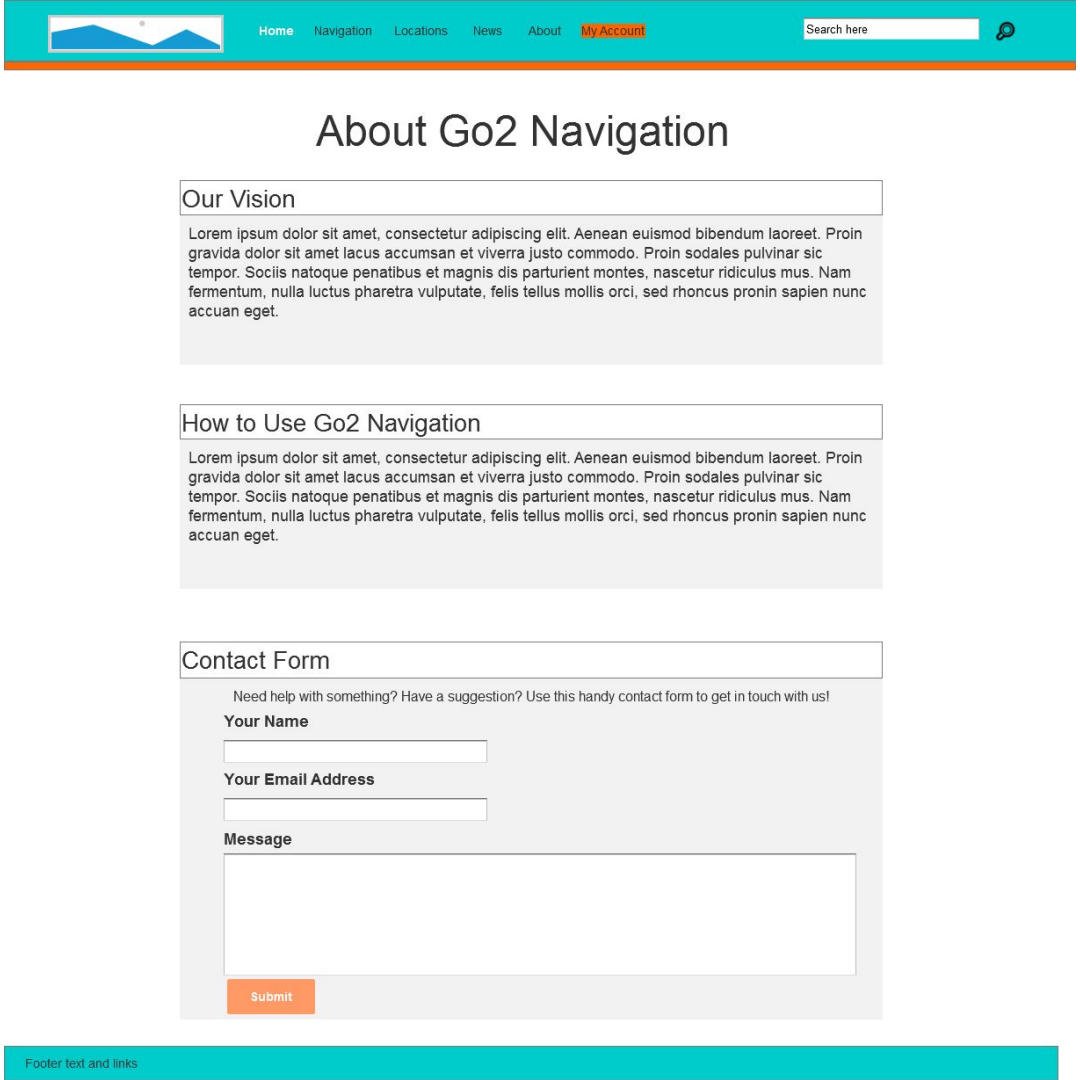
About


Home
Navigation
Locations
News
About
My Account
Search here
About Go2 Navigation
Our Vision
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How to Use Go2 Navigation
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Contact Form
Need help with something? Have a suggestion? Use this handy contact form to get in touch with us!
Your Name
Your Email Address
Message
Submit
Footer text and links

Summary of Strengths and Weaknesses

Strengths	Weaknesses
All respondents found it easy to find information on the site, as well as information relative to the user.	There was one suggestion to add a "contact us" button to the nav bar as a way to improve the navigation.
All respondents found it easy to navigate around the site.	For what type of information could be added to make the site more beneficial, one user suggested adding somewhere to bookmark or favorite a route that you take regularly. Another user suggested adding points of interest to the nav.
Two respondents thought that the information prompts on the Navigation page were helpful.	For what features are missing or would be useful to add, one user suggested having a "Use Current Location" button beside the "From" input on the Navigation screen.
All respondents rated the visual aspects and aesthetics of the site highly, and one user had an additional positive comment about the colors.	One user thought that having "plane" and "train" options on the Navigation page is superfluous.
For the most enjoyable part of the site, one respondent liked the path from navigation to options to the map; another liked the lists of fastest and slowest routes, and another liked the transit options.	One user was unsure of what news would appear on the News page.

Revisions Based on User Feedback

Site Category	User Feedback	Planned Revisions
Finding information / site navigation	All respondents found it easy to find information on the site, as well as information relative to the user. All respondents found it easy to navigate around the site. There was one suggestion to add a "contact us" button to the nav bar as a way to improve the navigation.	User flow and site navigation seem to be working well based on feedback. Adding a “Contact Us” link will make navigation links more relevant.
Navigation in progress page	For what type of information could be added to make the site more beneficial, one user suggested adding somewhere to bookmark or favorite a route that you take regularly. Another user suggested adding points of interest to the nav.	The option to bookmark a route will be made available in the “Navigation in progress” page for the user’s current route. Points of interest would be part of the actual functionality of this page which is not built yet (there’s just a placeholder there at the moment), but it is a good suggestion.

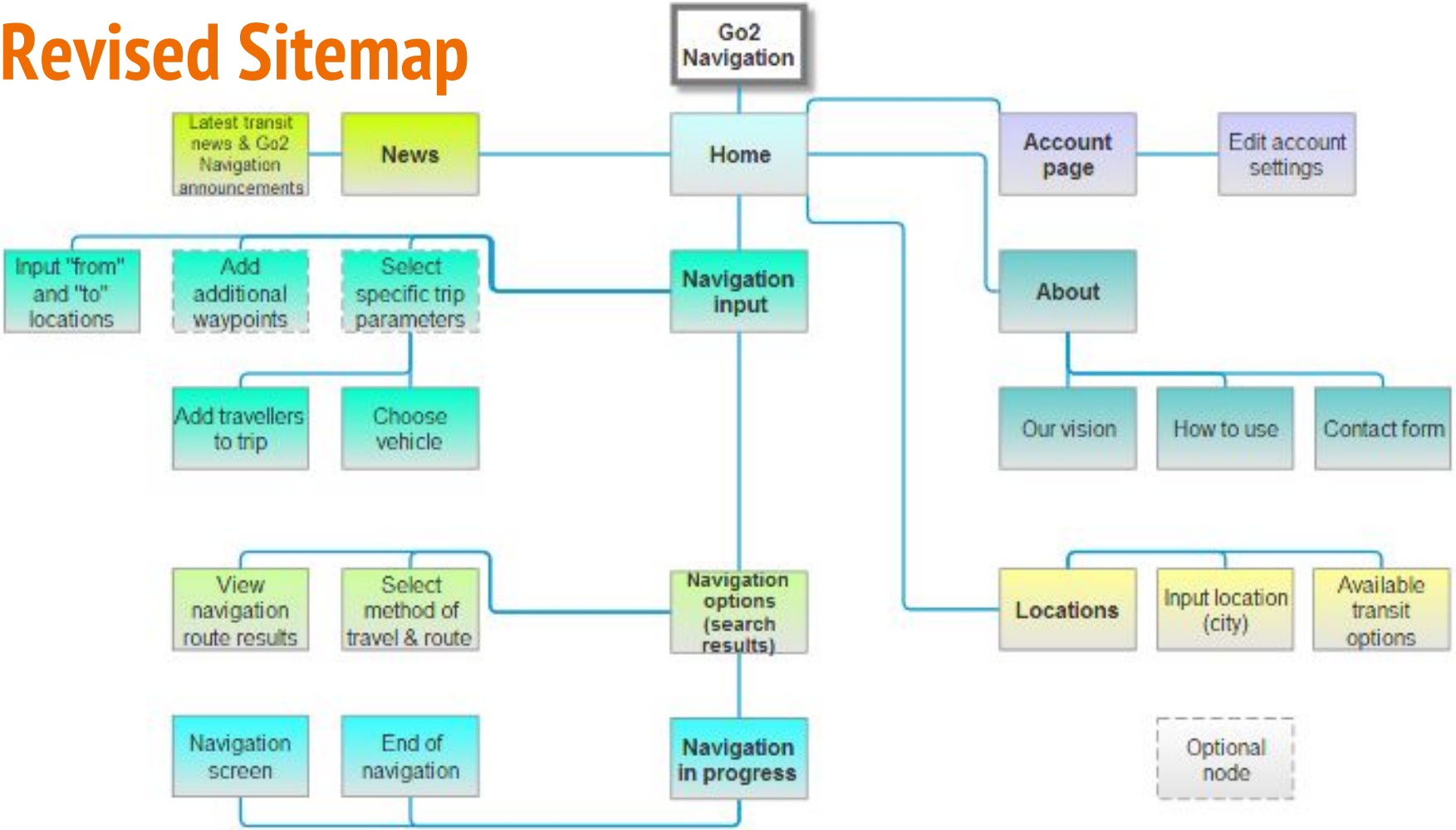
Revisions Based on User Feedback

Site Category	User Feedback	Planned Revisions
Navigation prompt page	Two respondents thought that the information prompts on the Navigation page were helpful and not obtrusive. One user thought that having "plane" and "train" options on the Navigation page is superfluous; however, another user liked the transit options. One user suggested having a "Use Current Location" button beside the "From" input on the Navigation screen.	The main functionality of the Navigation prompt page seems to work well based on respondent opinions. One of the original intentions was to include the cost of airfare and train fare versus other methods of transportation; as Go2 Navigation is an app designed for providing information on transit options, the “plane” and “train” selections will stay. A “Use Current Location” button to use as the “from” location is a great idea - will add a button for this.
Visual / aesthetics	All respondents rated the visual aspects and aesthetics of the site highly, and one user had an additional positive comment about the colors.	No revisions necessary.

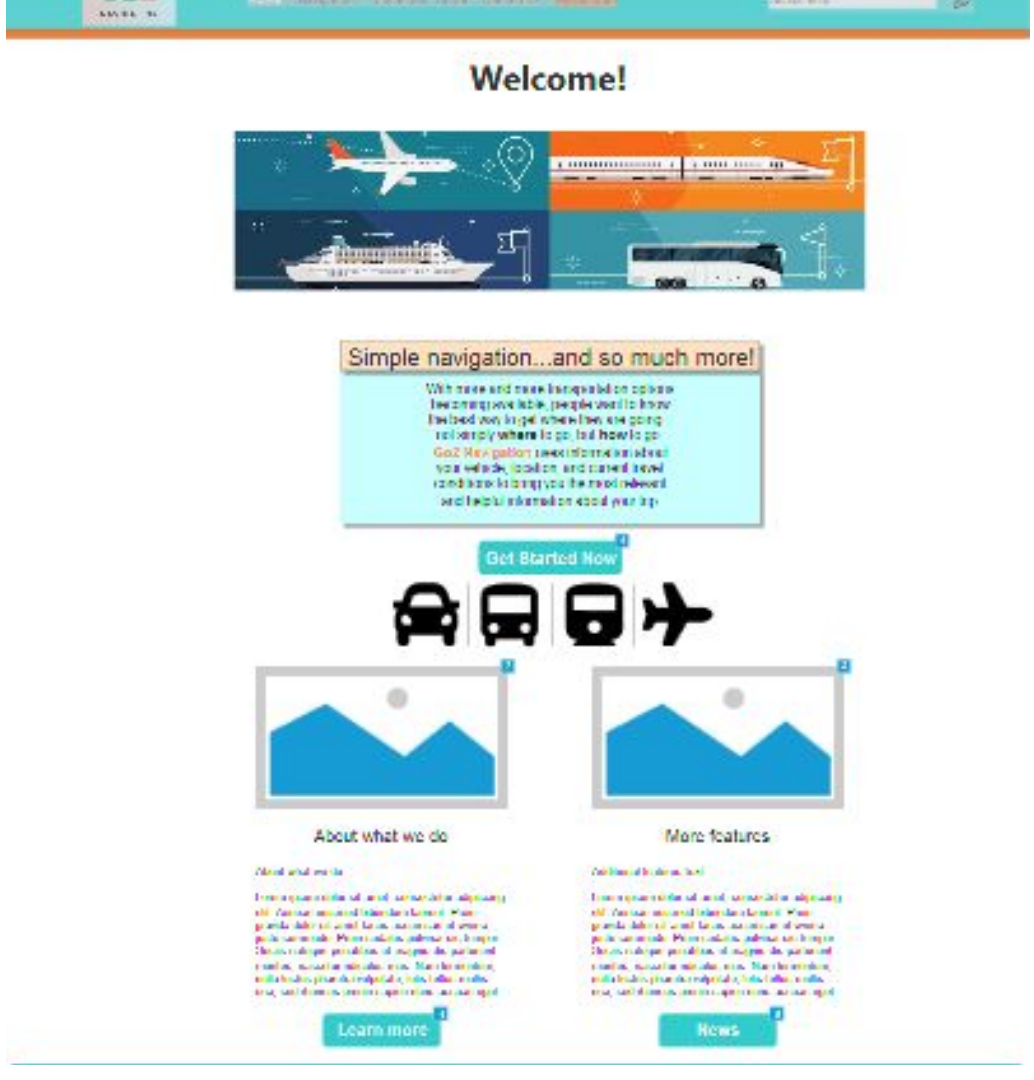
Revisions Based on User Feedback

Site Category	User Feedback	Planned Revisions
User flow and site functionality	For the most enjoyable part of the site, one respondent liked the path from navigation to options to the map; another liked the lists of fastest and slowest routes.	Confirmed that the functionality of a major part of the site user flow (Navigation prompt -> Navigation options -> Navigation in progress) works well.
News page	One user was unsure of what news would appear on the News page.	Since the “Contact Us” page is more important, that link will replace the one for “News” in the top navigation bar. The News page will remain accessible via the link in the bottom-right corner of the Home page.

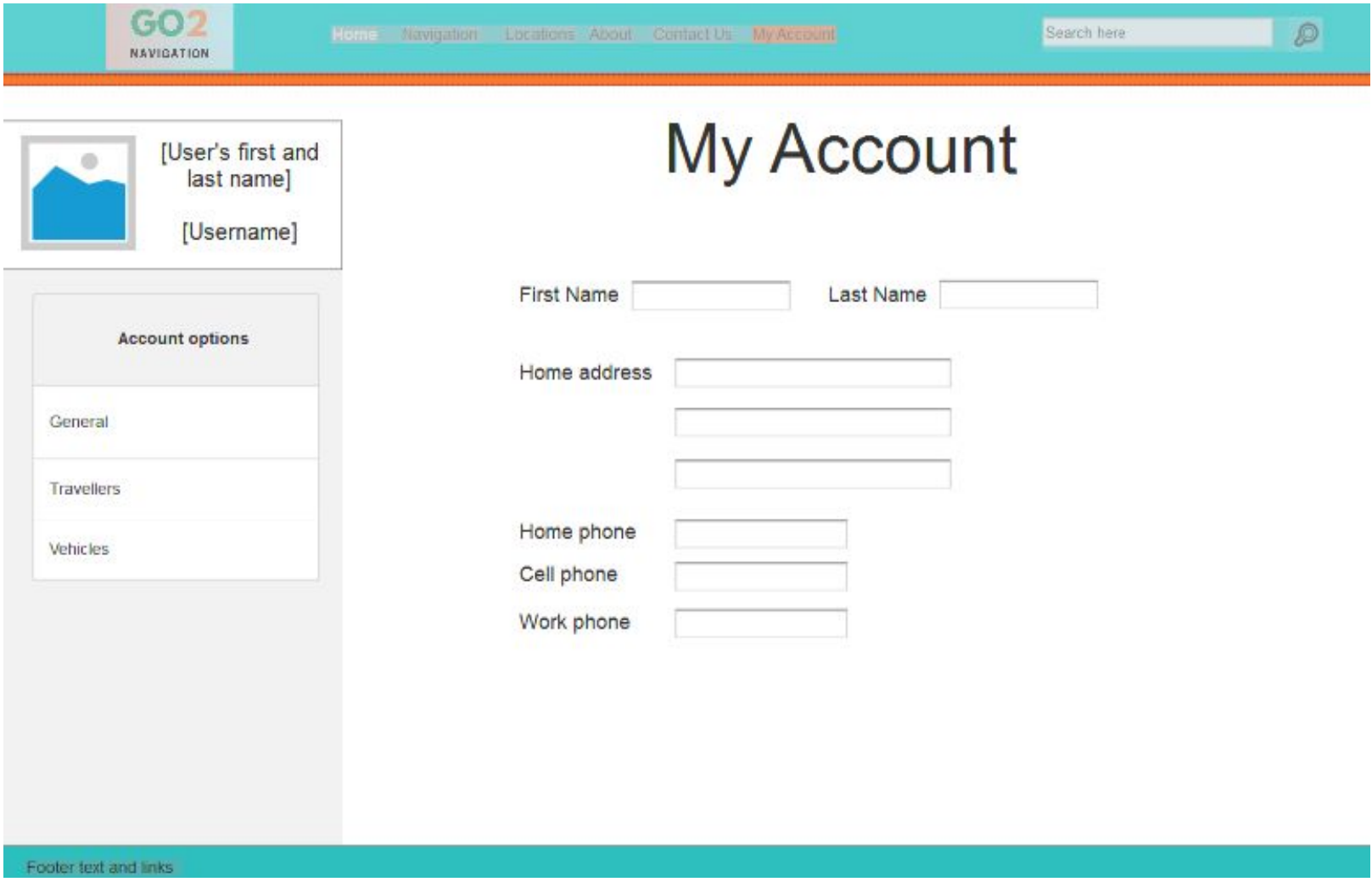
Revised Sitemap



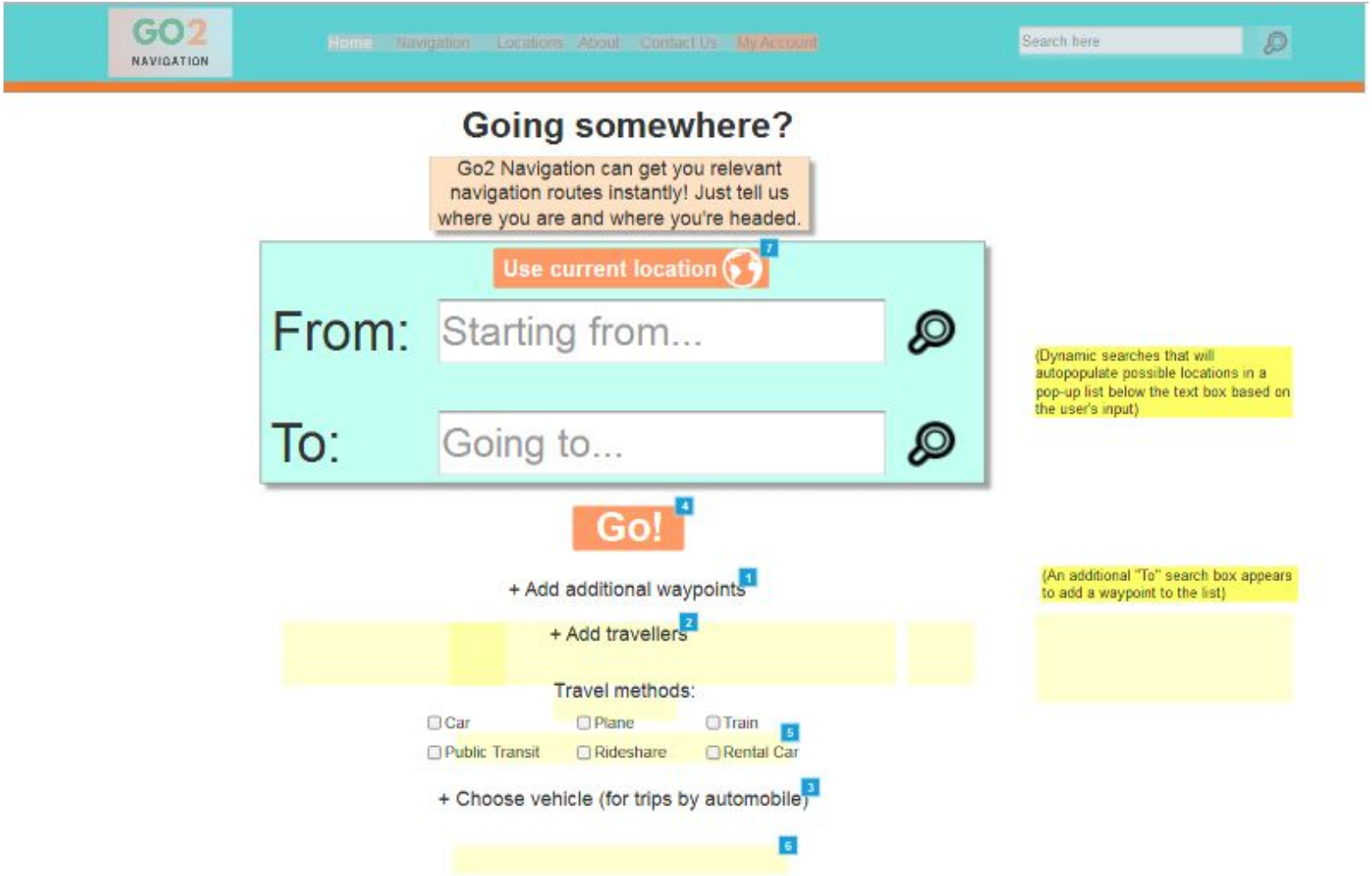
Revised Home page



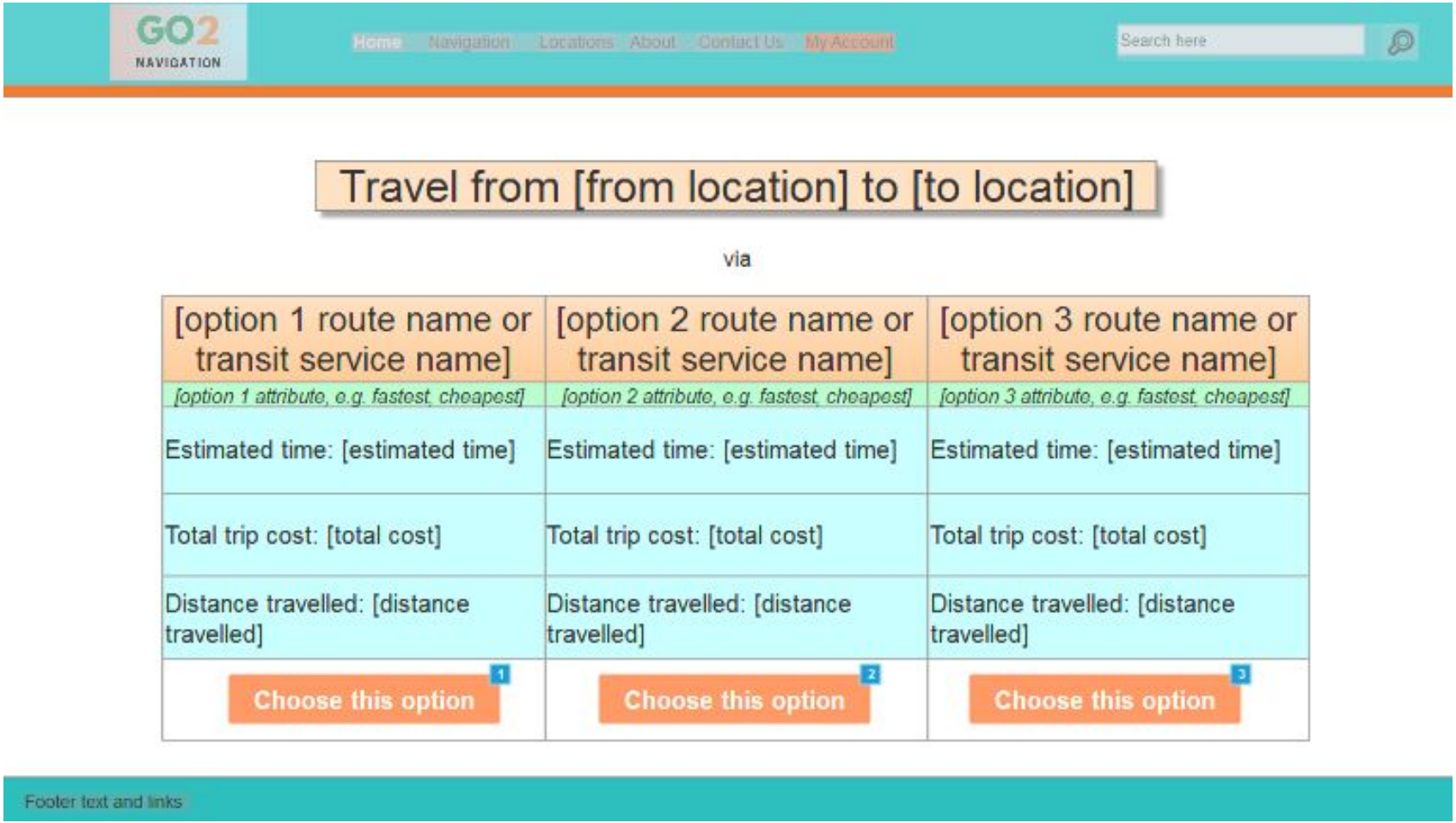
Revised Account page



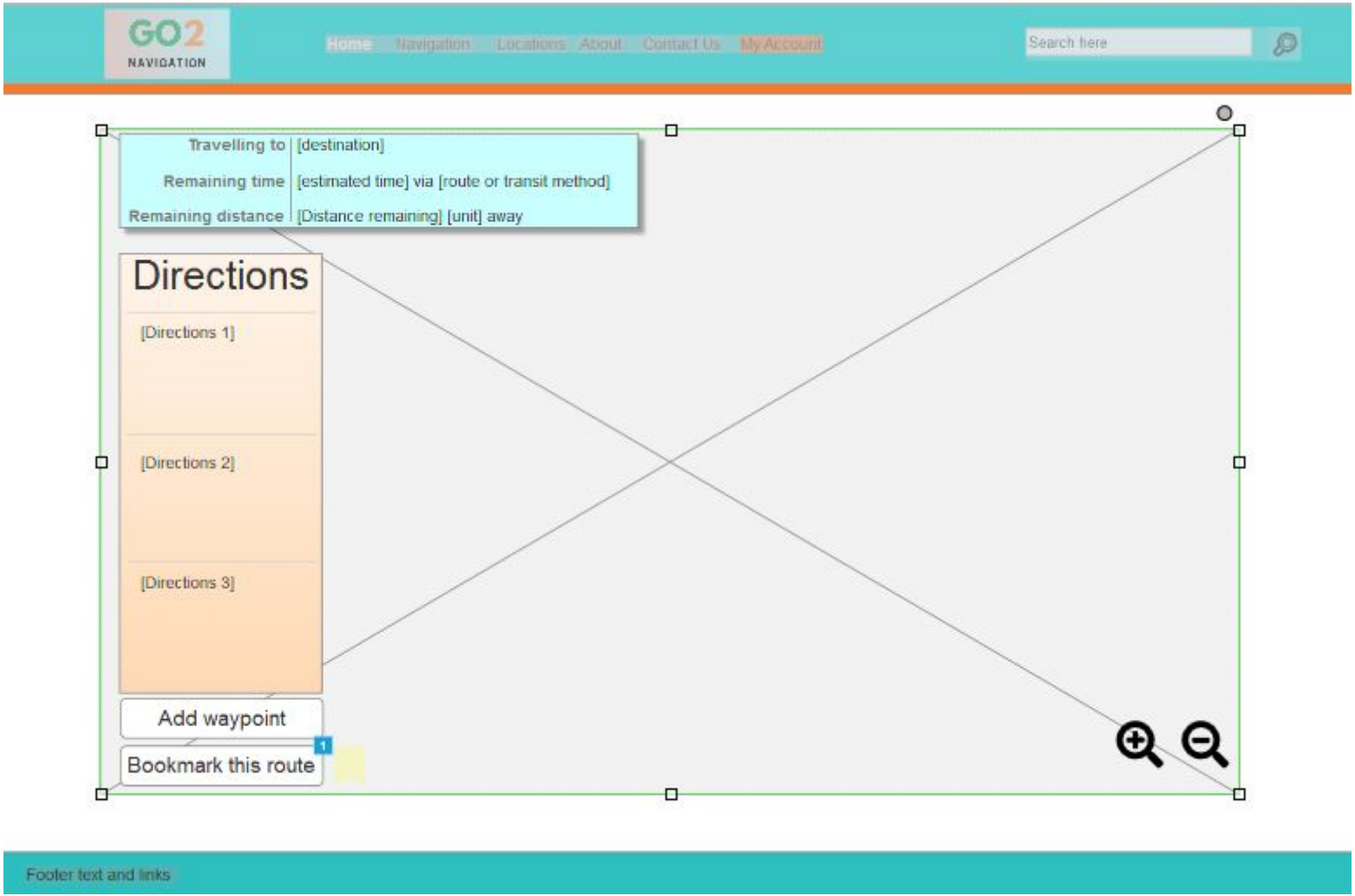
Revised Navigation input page



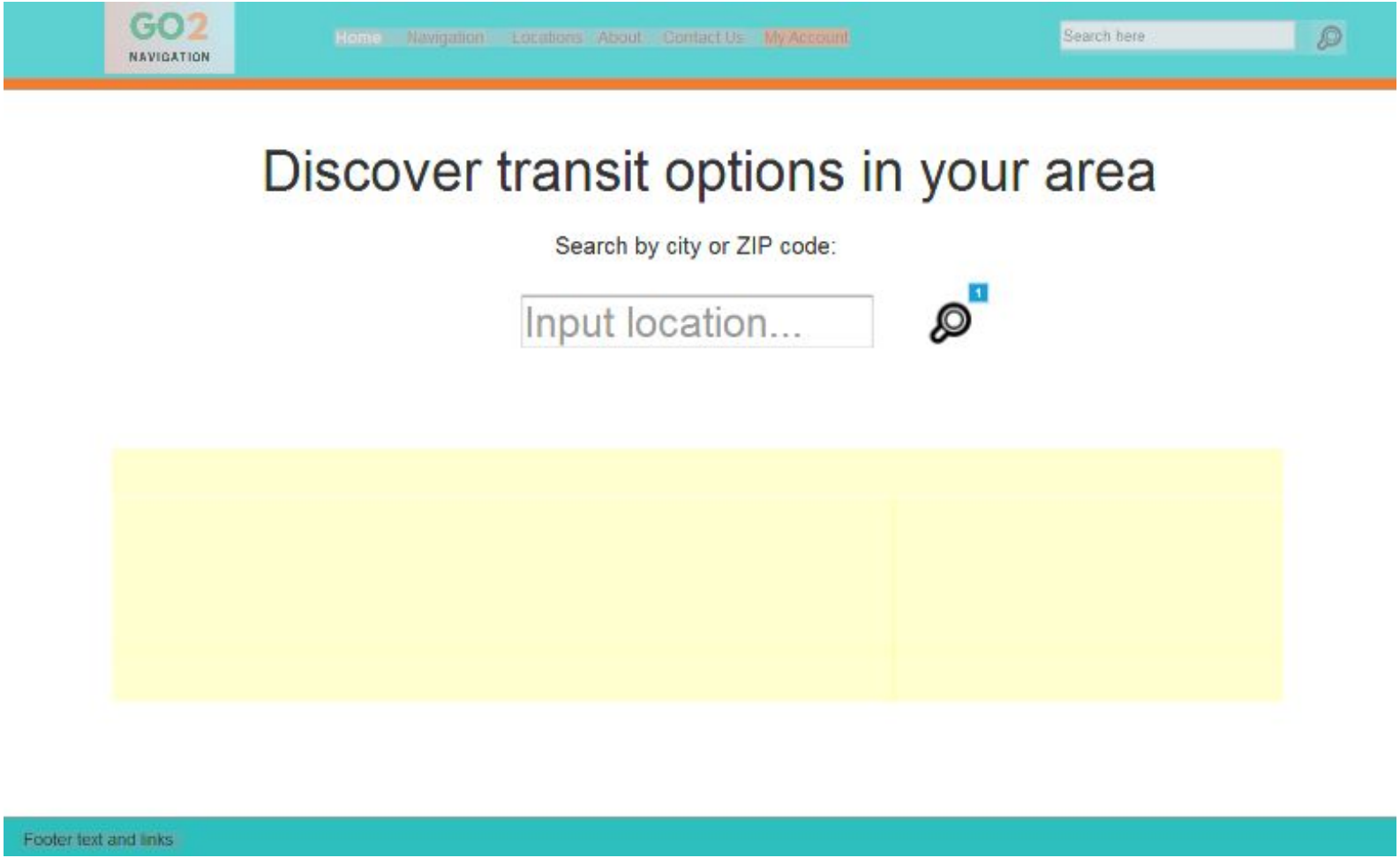
Revised Navigation options page



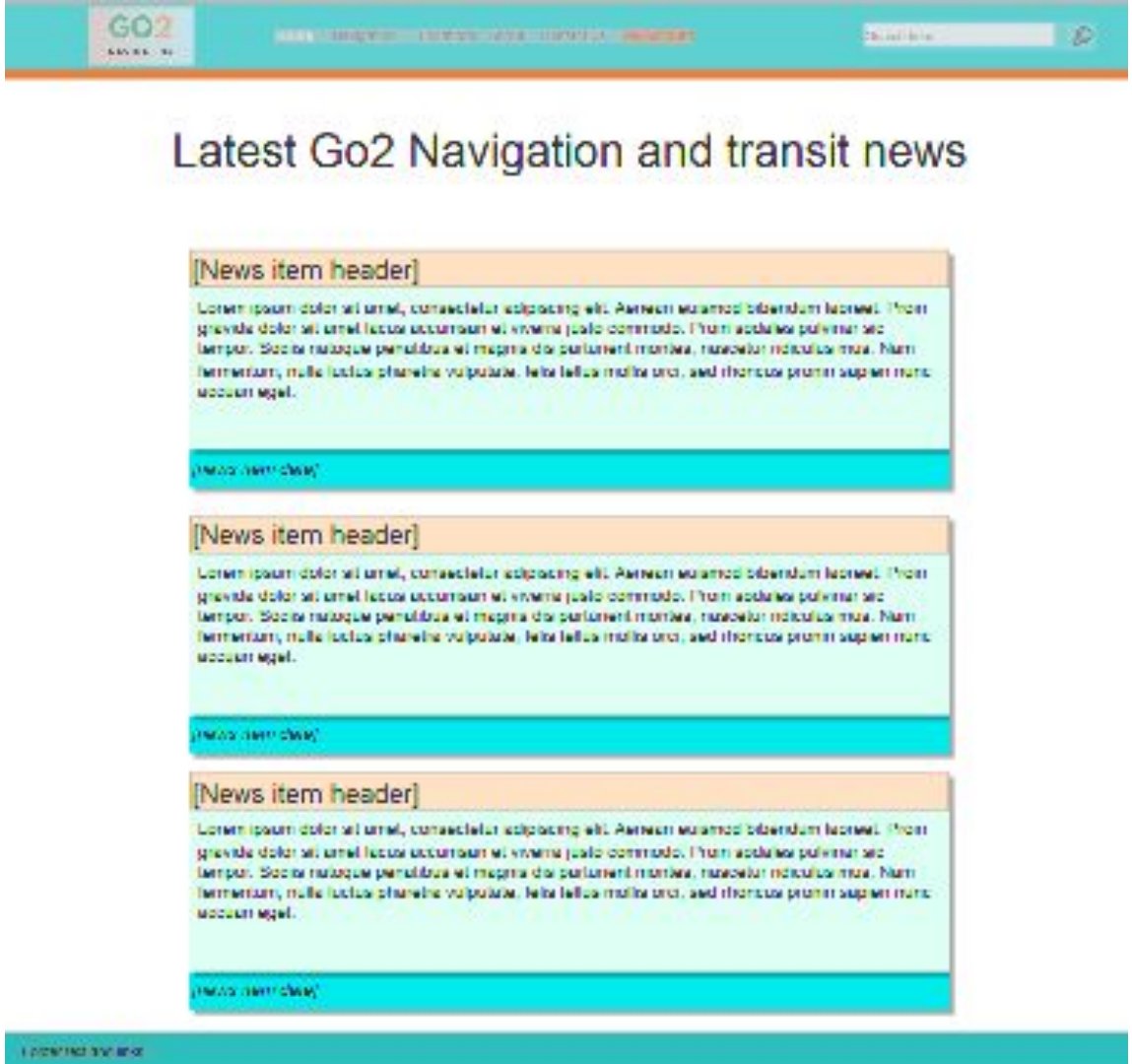
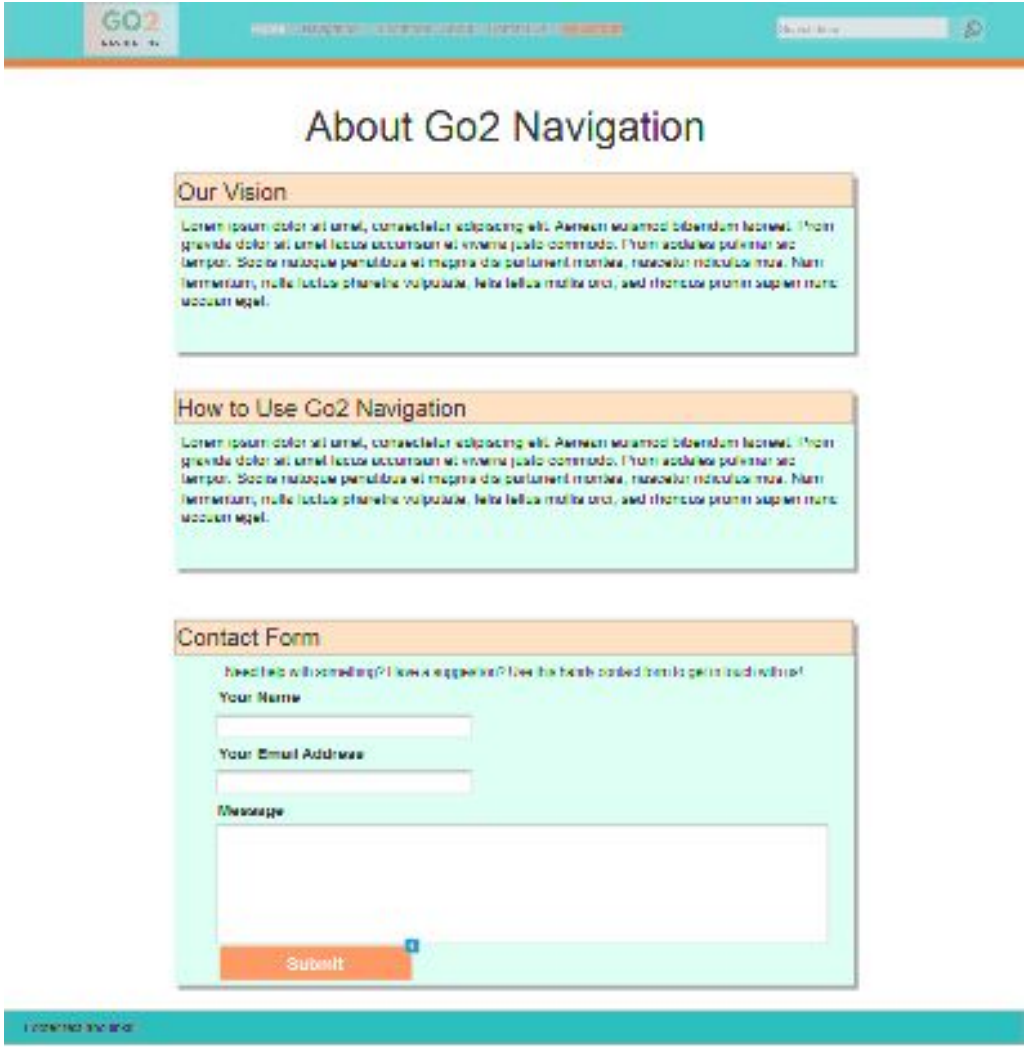
Revised Navigation in progress page



Revised Locations page



Revised News page



Revised About page