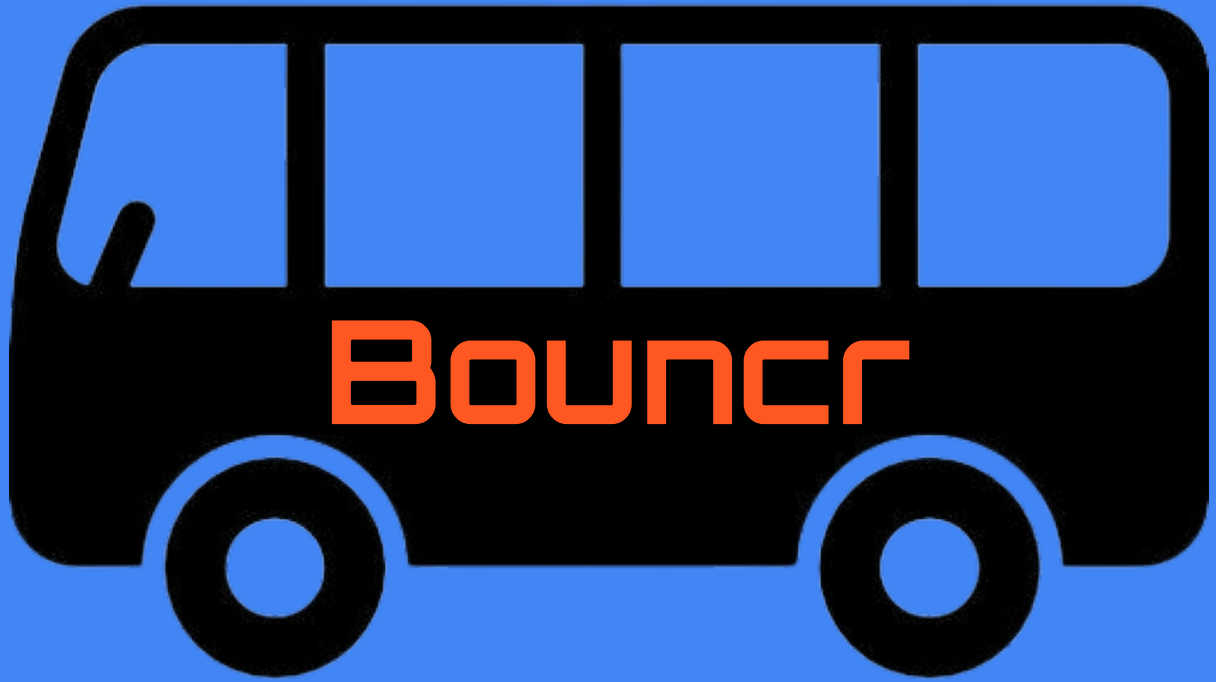


Navigate your world, Seamlessly

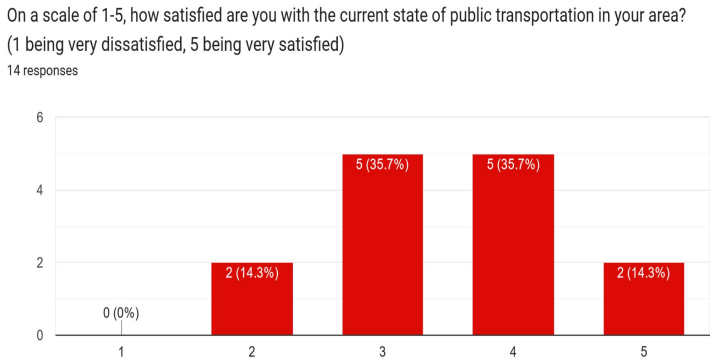
Overall Problem

Edwardsville's public transit needs safety, accessibility, and comfort improvements. Proposed solutions include virtual bus stops, party buses, and a user-friendly transit app for fare comparison and purchasing. These aim to make public transportation safer, more convenient, and enjoyable, encouraging increased usage.

- Increase accessibility for all residents
- Alleviate financial burdens by offering affordable transit options
- Enhance road safety by reducing traffic congestion
- Empower citizens to advocate for better public transit through community engagement and technology adoption

Design Research

- We conducted a survey
  - We had a 14 participants
  - We asked questions about major concerns in public transportation
- Our participants demographics
  - Mostly people who do not use public transportation
- Most people were decently satisfied with public transportation
  - Most people experience is using the train



Design Research

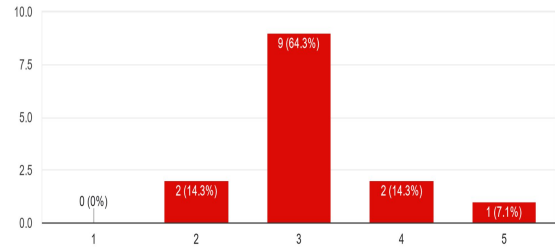
What we found...

- Security
  - People wanted features to make them safer
- Accessibility
  - People wanted easier ways to use public transportation
- Comfort
  - People wanted their rides to be clean and enjoyable

Design Research

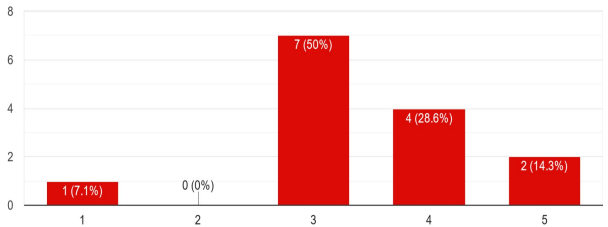
On a scale of 1-5, how safe do you feel when using public transportation? (1 being very unsafe, 5 being very safe)

14 responses



On a scale of 1-5, how satisfied are you with the current technological features (e.g., apps, online schedules, contactless payment) provided by public t...(1 being very dissatisfied, 5 being very satisfied)

14 responses



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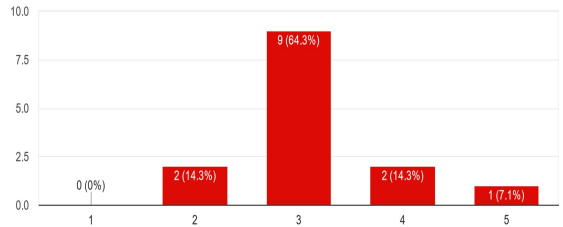


6 Tasks

Bus Schedule Reliability:

- Users want a reliable and convenient bus
- design aims to optimize bus routes for efficiency.

Get a Virtual Bus Stop in Your Neighborhood:

- Residents face challenges with commuting, especially carpooling.
- Request for virtual bus stops to streamline shared commuting.
- Offers flexibility for individuals to return home at their convenience.

No Bus Stop Near Bars:

- Lack of late-night bus service near bars poses safety risks.
- Individuals resort to drunk driving due to limited transportation options.
- virtual bus stops near bars to ensure safe rides home.

Wants to Bar Hop with a Group of Friends:

- Desire to enjoy nightlife without being a designated driver.
- App facilitates renting a party bus for group transportation.
- Enables drinking without concerns about driving or DUI risks.

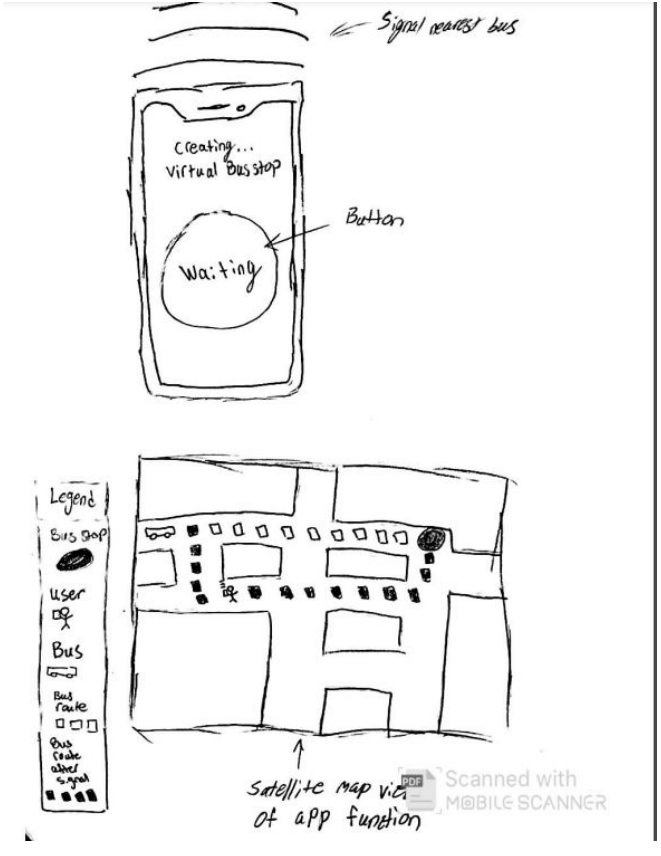
Compare Prices for Different Transit Services:

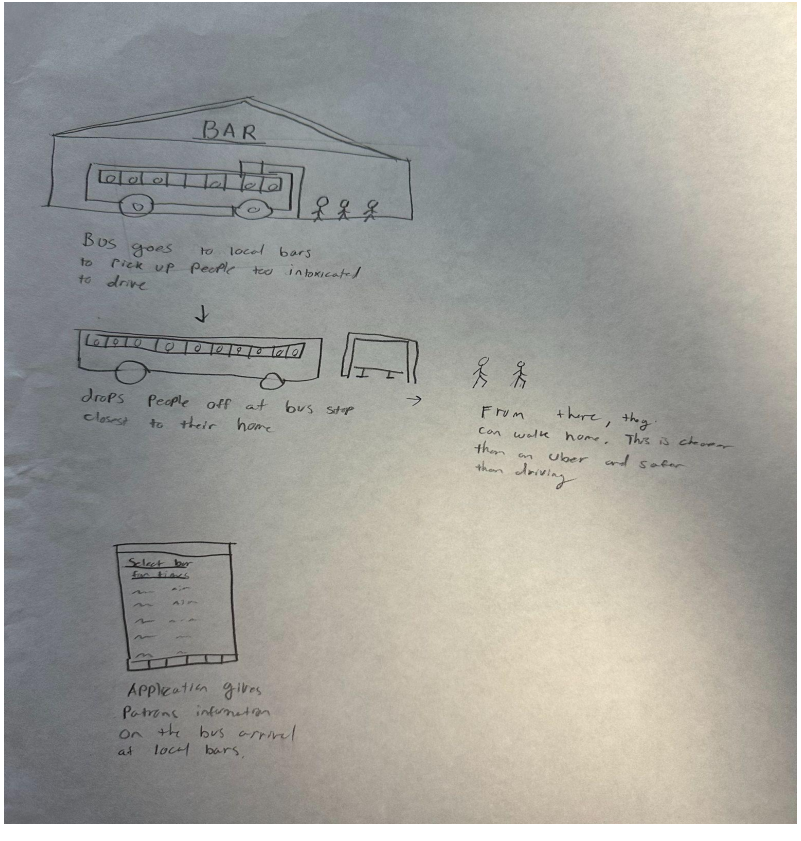
- Users seeking the most cost-effective transit option.
- Comparison between Uber, Lyft, and the bus.
- app offers a price comparison tool for easy decision-making.

Wanting to Get Bus Fares/Deals:

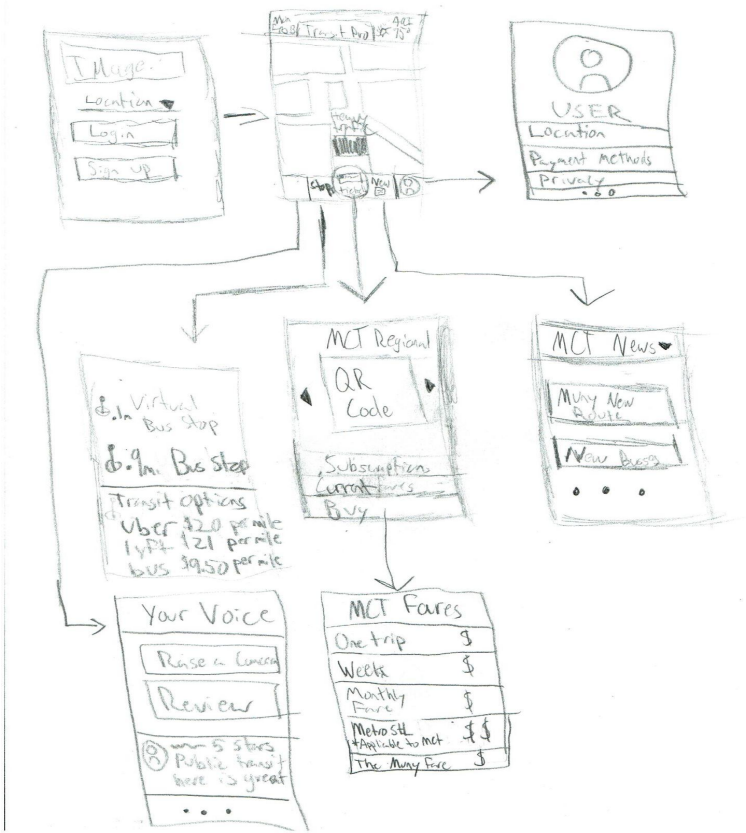
- Difficulty understanding and purchasing bus fares.
- Existing apps lack clarity on fare options and navigation.
- Proposed app provides easy fare purchase, payment options, fare explanation, and trip planning for seamless transit experiences.

3 Design Sketches





3 Design Sketches



Selected Design Storyboards and Tasks

Design Review: Party Bus

Overview:

- Chosen for its appeal to college students and bar-goers.
- Offers socializing opportunities and safe transportation.
- Includes fun onboard features and security personnel.

Value Proposition:

- Cost-effective option for bar-hopping.
- Unique and enjoyable experience.
- Addresses desire for safer public transportation.

Tasks:

- Provides convenient transportation to bars.
- Offers cost comparison with other options.

Selected Design Storyboards and Tasks

Questions?

Contribution

Josh - 25%

Leo- 25%

Greg- 25%

Henry- 25%