GoHüme

Part 3.1: System Prototype

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I. Project Description

The team aims to design a mobile commute app to improve public transportation in the Philippines. This app design addresses challenges faced by commuters and drivers such as long wait times, unreliable schedules, and safety concerns. This solution targets users who rely on Public Utility Jeepneys (PUJs) for commute and livelihood.

II. Requirements Summary

Key requirements to consider in our user experience design include:

1. **Learnability and Navigation:** Users should be able to learn how to use the app quickly and navigate its features without encountering significant hurdles.

2. **Efficiency Improvement:** The app should demonstrably reduce wait times and enhance users' overall commuting efficiency.

3. **User-Centric Design:** The app's design should prioritize user experience, ensuring that it is intuitive, visually appealing, and does not distract users from their primary tasks.

4. **Real-Time Tracking and Notifications:** Users should receive reliable real-time updates on vehicle locations and accurate notifications of passenger hotspots to aid in their commuting decisions.

5. **Accessibility:** Ensure the app is usable by people with disabilities by incorporating features like adjustable text sizes.

6. **Personalization:** Allow users to customize their experience based on their preferences, such as preferred notification settings and saved locations.

III. Prototype Description

Overview

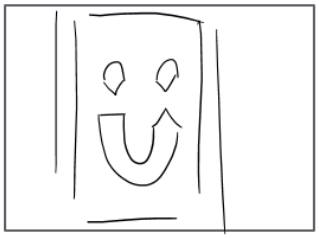
Developed in Figma, this GoHüme prototype showcases the core functionalities and user interface designed to enhance the commuting experience. The team has developed prototypes for both the commuter and the driver.

This prototype will be utilized for usability testing. The team will reiterate the prototype based on the results gathered from research respondents to better the experience for our potential users.

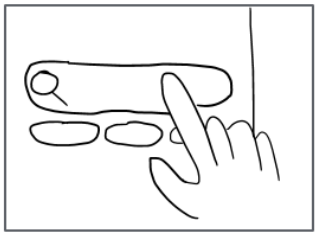
Passenger View (Prototype 1)

User Perspective

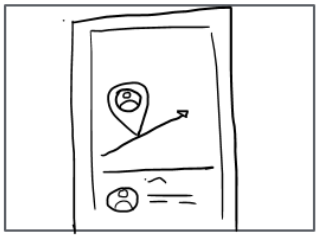
Scenario: Budoy uses GoHüme to catch a ride quick — close up



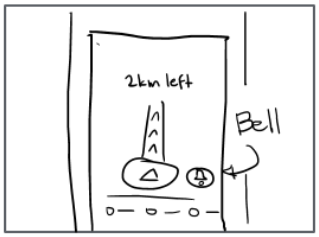
Budoy opens the GoHüme app.



Input the place where you want to go…



Budoy sees the nearest jeepney in real-time.

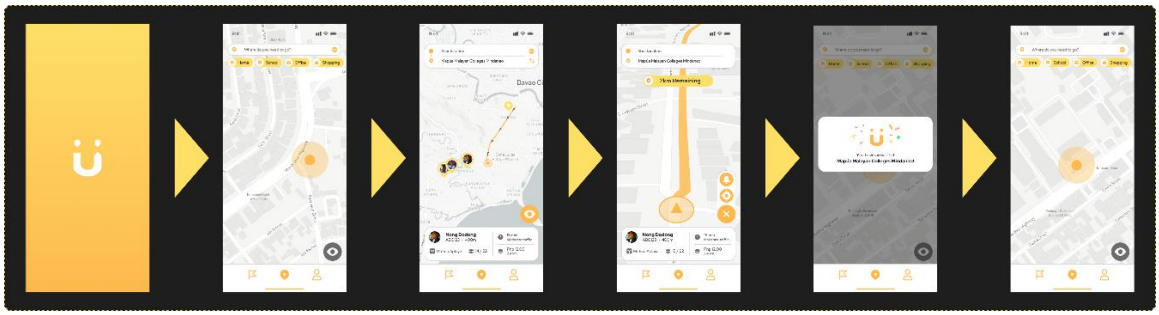


Budoy is on the jeepney. Bell is used to get off the ride.

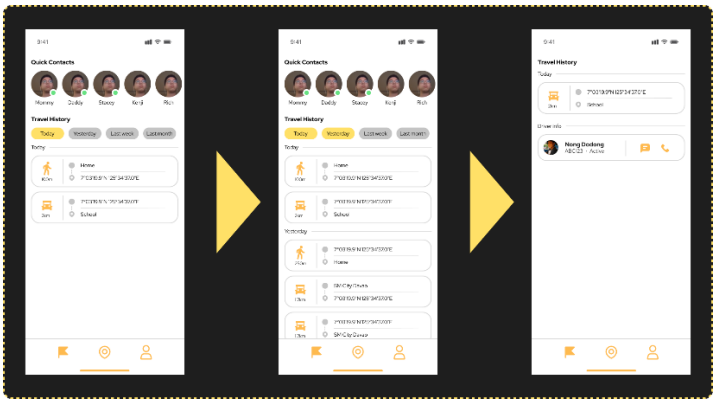
Arrival message.

Trip history is saved.

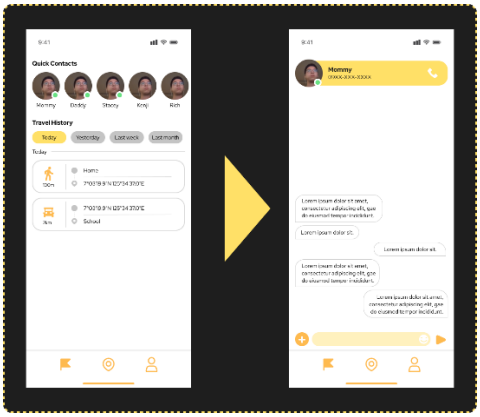
Flow



Main Passenger View Flow



Passenger Travel History



Passenger Contact Messaging

Screens

Splash Screen

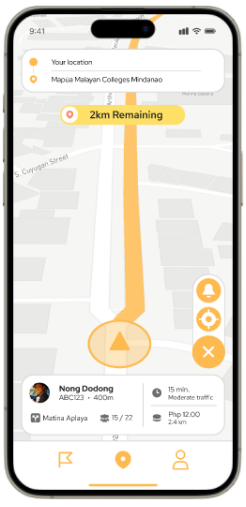
This is the introductory screen that appears when the app is launched. It typically displays the app's logo or name, serving as a loading screen.

Map / Home

This screen provides a map view showing the user's current location. It serves as the main interface for users to navigate their routes.

Nearest Jeepney

This screen shows a list or map of the nearest jeepneys available, as well as its information, allowing users to quickly find and choose a ride.

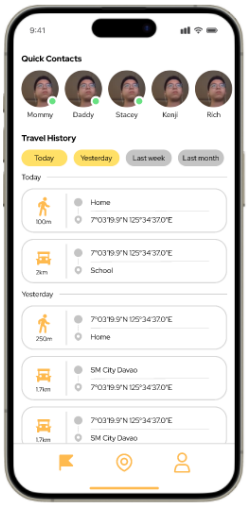


Ride View

This screen is activated once the user is on a jeepney on the go. Actions available on the FAB include drop-off and re-center.

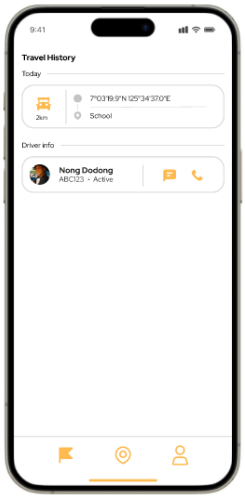
Arrival Message

This screen notifies users when they have reached their destination.



Contacts & History

This screen allows users to access their contact list and view the history of their past rides and interactions within the app.

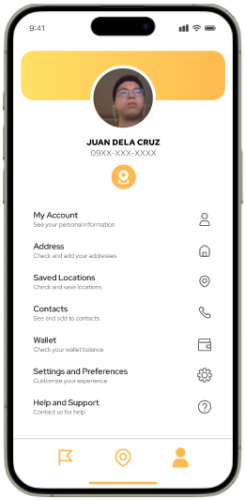


Detailed Travel History

This screen provides info on specific travel information. In this screen, we see who the driver of the jeepney was, their plate number, and options to contact them.

Contact Messaging

This screen enables users to communicate with drivers or other commuters through the app's messaging system.



User Profile

This screen allows users to view and edit their personal information, settings, and preferences related to the app.

Rationale

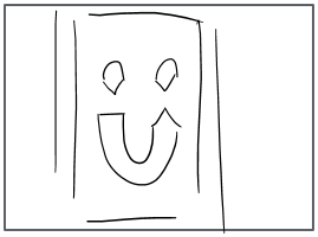
The passenger view of the GoHüme prototype is designed to provide a seamless and efficient commuting experience by leveraging real-time data and user-friendly interfaces. These design decisions were made in an attempt to reflect the requirement specifications of the project.

Access the passenger prototype using this link: http://bit.ly/4cdwcJh.

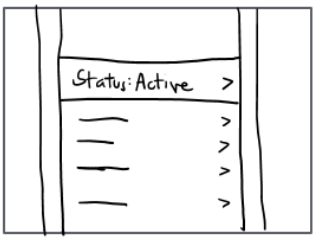
Driver View (Prototype 2)

User Perspective

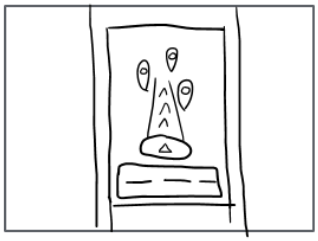
Scenario: Manong uses GoHüme to reach passengers — close up



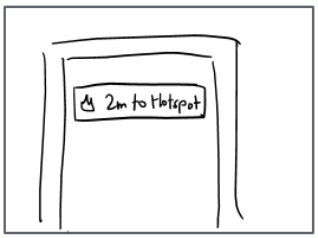
Manong opens the GoHüme app.



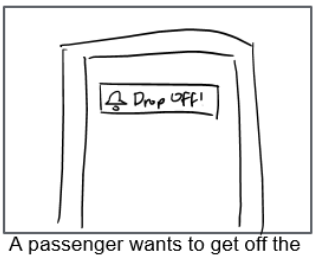
Change status to active so passengers can see us.



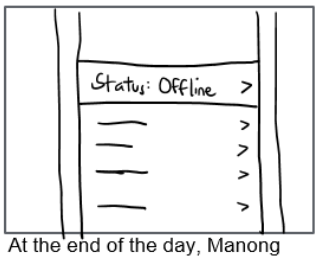
Manong starts his drive along his route.



Notification for a nearby passenger hotspot…

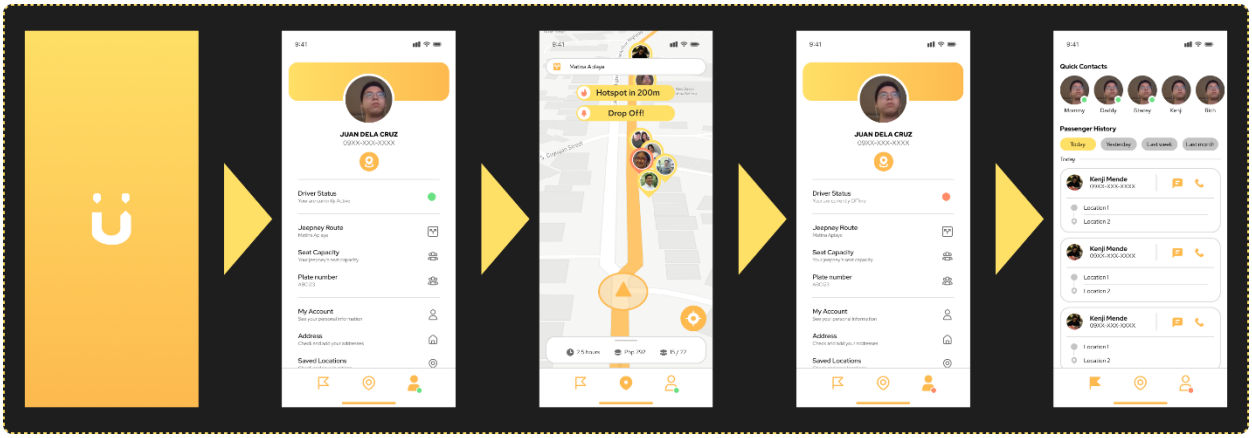


A passenger wants to get off the jeepney!



At the end of the day, Manong sets his status to offline.

Flow

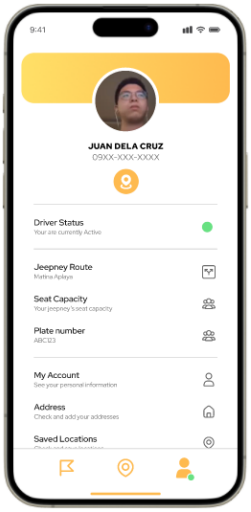


Main Driver View Flow

Screens

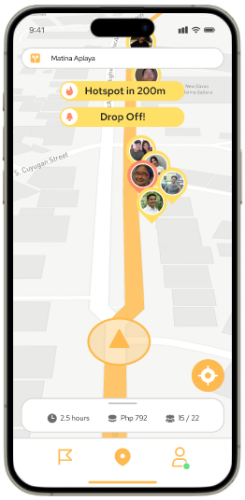
Splash Screen

This is the introductory screen for drivers when the app is launched, displaying the app's logo or name, and serving as a loading screen.



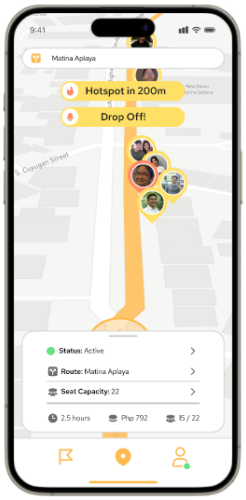
Profile & Status

This screen allows drivers to update their profile information and status (e.g., available, busy).



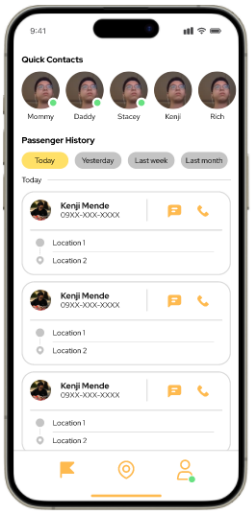
Driver View

This screen provides drivers with real-time information about their current route, passenger locations, and navigation.



Extended Drive Info

This screen offers additional details about the current drive, including traffic conditions, estimated time of arrival, and passenger requests.



Contacts & History

This screen enables drivers to view their contact list and the history of their rides and interactions within the app.

Rationale

The driver view of the GoHüme prototype is tailored to enhance the operational efficiency and user interaction for drivers. This design ensures that drivers can efficiently manage their rides, maintain clear communication with passengers, and provide a reliable transportation service. These design decisions were made in an attempt to reflect the requirement specifications of the project.

Access the passenger prototype using this link: https://bit.ly/3xCD8QU.

Changes to the Requirements

No changes were made to the initial requirements for the GoHüme app. The prototype adheres to all the specified design and functionality criteria, ensuring that it meets the key requirements of learnability, efficiency improvement, user-centric design, real-time tracking, accessibility, and personalization. The development team focused on creating an intuitive and efficient user experience that aligns with the project's goals and user needs without altering much of the original requirements.

IV. Initial Evaluation Plan

Our Evaluation Goals

For the evaluation and research, the team wants to achieve a concise but thorough view into the larger population's thoughts on GoHüme's user experience. The team will be basing off these objectives:

1. Determine if the app's process is easy to follow.
2. Determine if design decisions are intuitive and beneficial.
3. Identify pain points in the user journey.

The Participants

Participant Requirements

Participants must be:

- anyone who is a regular commuter, taking a jeepney at least once a week.
- anyone who resides in urban areas in the Philippines.
- aged between 16 & 65

Participant Roles

Passenger: The team aims for 4-6 participants.

Driver: The team aims for 1-3 participants.

Furthermore, we aim to include a fairly even distribution of genders across the spectrum and people with different abilities.

Our Prototype Tasks

The team plans on conducting a **moderated** usability evaluation. Interviews with our participants will be conducted online, and member(s) of the team will accompany the users during the evaluation process.

During evaluation, present member(s) will note down:

- **User's Click Path:** Record what path the participant took to complete the task.

- **Personal Observations:** Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.
- **Quotes:** Note any significant quotes (positive and negative).
- **Task Completion:** Choose if the task was:
    - 1 - easy to complete
    - 2 - completed but with difficulty
    - 3 - not completed

Tasks to be performed by passengers include:

1. Locate where you would input your desired destination.
2. Locate the nearest jeepney going your route.
3. Arrive at the desired destination.
4. Message a quick contact.
5. View travel history.
6. Locate user profile.
7. Share user's current location.

Tasks to be performed by drivers include:

1. Locate user profile.
2. Locate where drivers can change their availability status.
3. Locate incoming hotspots.
4. View messages.
5. Locate driver's jeepney information.

The System Usability Scale

After the moderated evaluation, participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."

1. I think that I would use this app frequently.
2. I find the app straightforward to use.
3. I find the app easy to navigate.
4. I can use this app without technical support.
5. I found the various functions in this app were well integrated.
6. I think that the app is consistent.

7. I imagine that most people would learn to use this app quickly.
8. I feel confident using the app.
9. I can start using this app without needing to learn a lot.