GoHüme

Part II: Design Alternatives

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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.

III. Design Space

In designing the potential interfaces of our system, we considered the following questions:

What requirements may be difficult to realize?

Implementing reliable real-time vehicle tracking and providing accurate traffic-based route optimization may be challenging due to infrastructure limitations and data accuracy issues. Tracking the passenger hotspots would also be challenging to track as many commuters gather in places where it is illegal to pick up passengers.

What are some tradeoffs that you should or did explore?

We explored the tradeoff between providing a highly detailed interface with extensive features versus maintaining a simple, user-friendly design. Balancing comprehensive functionality with usability was crucial.

Which tasks will be easiest to support? Which are the hardest?

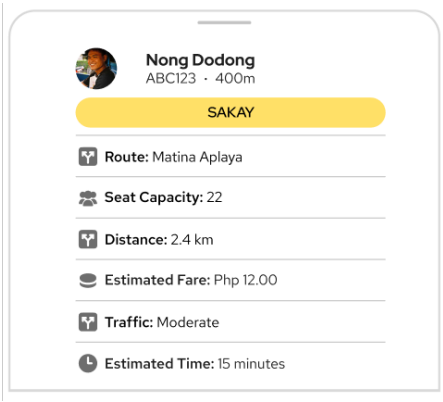
Tasks such as real-time vehicle tracking, and basic route suggestions will be easiest to support. The hardest tasks include implementing advanced route optimization considering live traffic data and ensuring safety features like driver verification.

IV. Design Summary

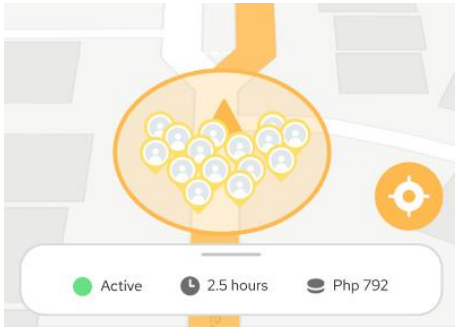
In this section, we'll discuss the design alternatives that ultimately weren't included in the final designs. We'll take you through the thought process of such choices.

Distracting designs

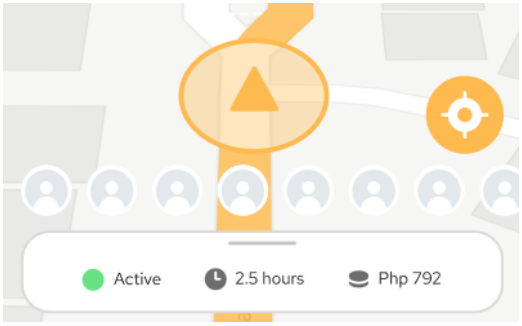
user's location



jeepney's information



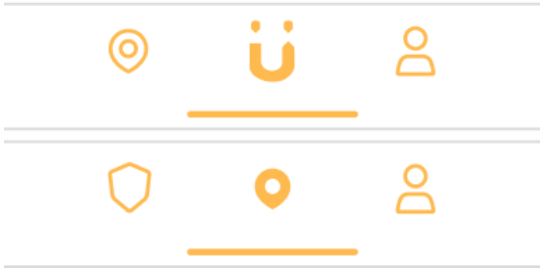
driver's view of passengers 1



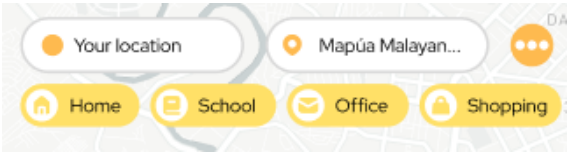
driver's view of passengers 2

During ideation, the team envisioned an application that displays a pleasing interface which complements the user journey. The designs above are discarded ideas because their focus is much more towards the user interface and less on proper information architecture, which disregards requirement three in our requirement summary.

Counterintuitive designs



bottom navigation options



horizontal route input

Learnability and navigation is a vital part of our application requirements. Many icon design alternatives were considered in designing the application's bottom navigation bar, but which icon best relays its necessary overview for our user?

For route input, parting from the usual top top-to-bottom approach, the team considered going for left-to-right. Ultimately, we will select the design that is simpler and easier to navigate.

Accidental Clicks

pick up

drop off

The team initially opted to give users the capability to reserve a seat from the nearest jeepney and allow them a simple click of a button to drop off. Some of these features offer more complication than resolutions, thus a change of perspective was required.

V. The Designs

App Identity

Logo Variation

logo without text

logo with text

GoHüme is a play on the team's name *GoHuMe* and the phrase *"Go Home."* The odd and unique utilization of "u" in the name became central to the application's identity.

Application Size Comparison

32x32

48x48

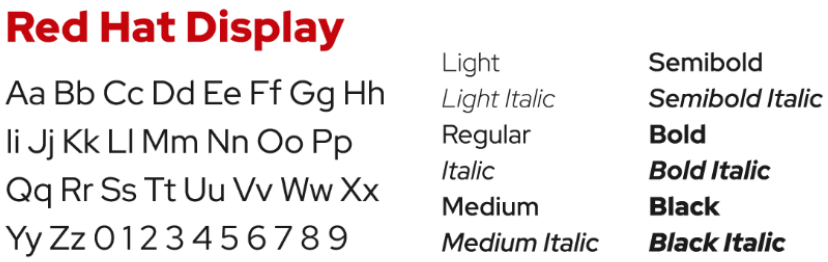
72x72

96x96

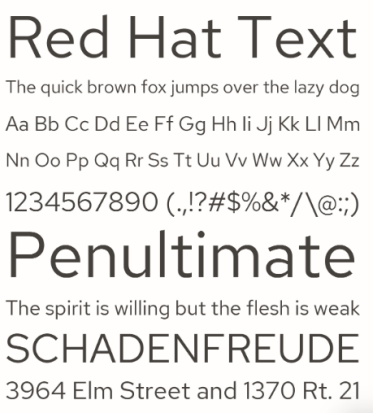
144x144

192x192

Typeface



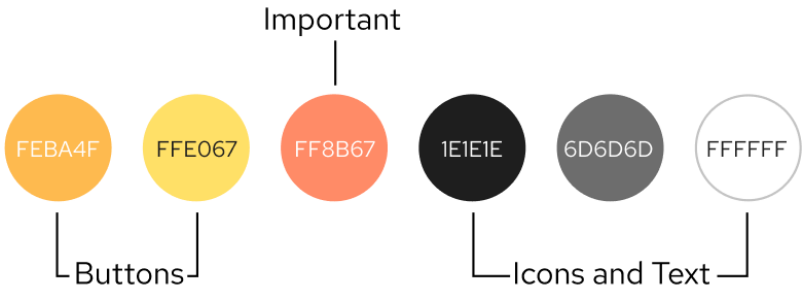
Red Hat Display is designed for use in headings, titles, and other prominent text elements. It's bold, modern, and easy to read, making it ideal for catching users' attention.



Red Hat Text is designed for body text and longer passages. It's optimized for readability at smaller sizes, ensuring that the app remains user-friendly.

Using Red Hat Display and Red Hat Text, the team can create a visually appealing, readable, and professional-looking app that effectively communicates the application's identity and enhances the user experience.

Color



The colors utilized reflect the application's identity. Two colors are from the app icon, one accent color for important information, and three colors for text and icon accessibility.

User: Passenger

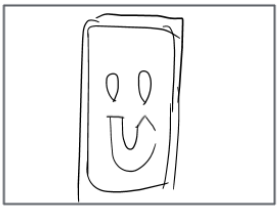
Problem Statement: Budoy is a working student who needs an app that will make his commute experience more efficient because he's always running short on time.

Goal Statement: Our GoHüme app will let users commute more efficiently which will affect passengers who need to catch a ride quickly by giving them the best route and nearest jeepneys going their route.

Scenario: Budoy uses GoHüme to catch a ride quick — big picture

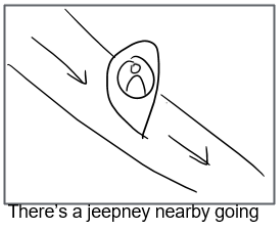
Budoy just got out of school and he's running late for work!

"Rush hour. YIKES! Which jeep can I ride to get there quick?"

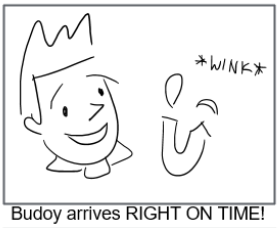


No worries. He's got GoHüme!

Just fill in where you need to go…

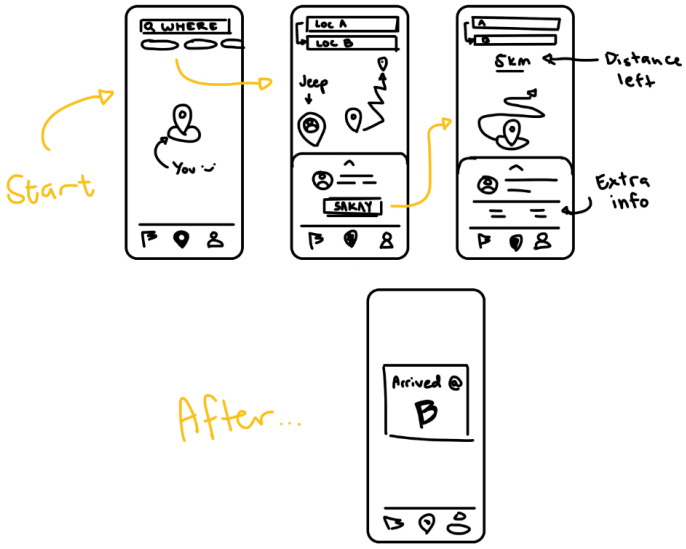


There's a jeepney nearby going your route… and it has space!

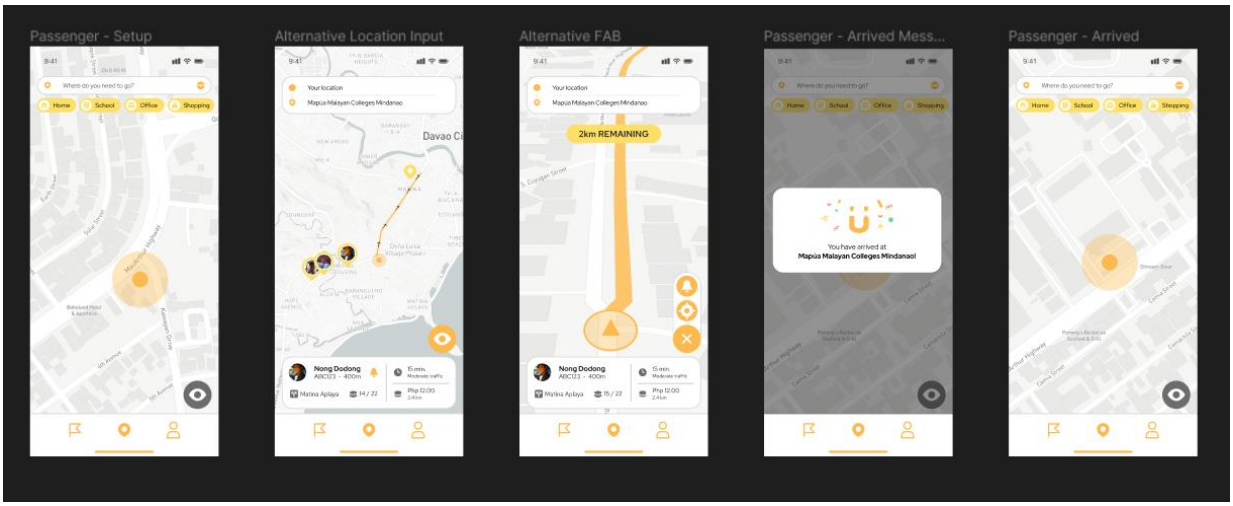


Budoy arrives RIGHT ON TIME! Thanks, GoHüme!

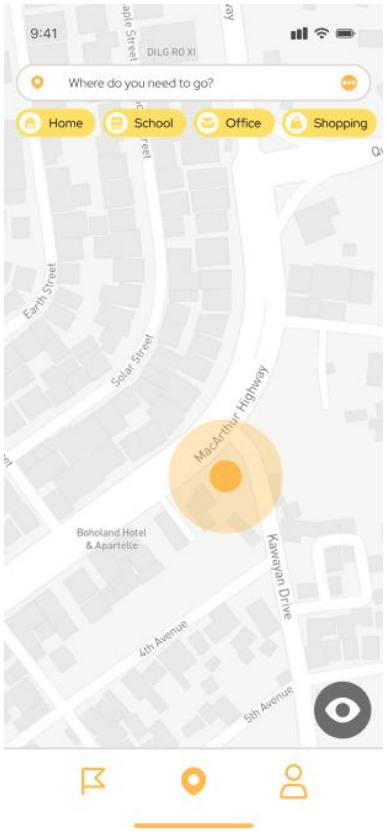
Feature Flow



Mockup Overview



Home / Main



Advantages:

The Home/Main screen provides a central point where users can access the main features of the app quickly and easily.

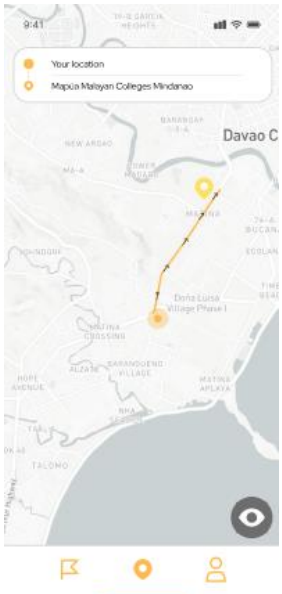
A well-designed and user-friendly home screen can enhance user experience by being intuitive and easy to navigate.

Disadvantages:

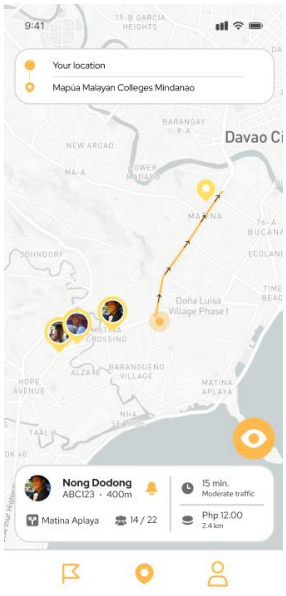
Poor design choices might make it difficult for users to find specific features, reducing overall usability.

Color choices such as bright yellow may be inaccessible for the visually impaired.

My Route & Nearest Jeep



invisible



visible

Advantages:

Route design is straightforward and intuitive.

Real-time updates on jeepney locations reduces anxiety and uncertainty with our users.

The “eye,” designed to be near the user’s thumb, is an easy way for users to set their visibility for jeepneys.

Organizing information and keeping the view simple allows users to take in all the necessary information they need.

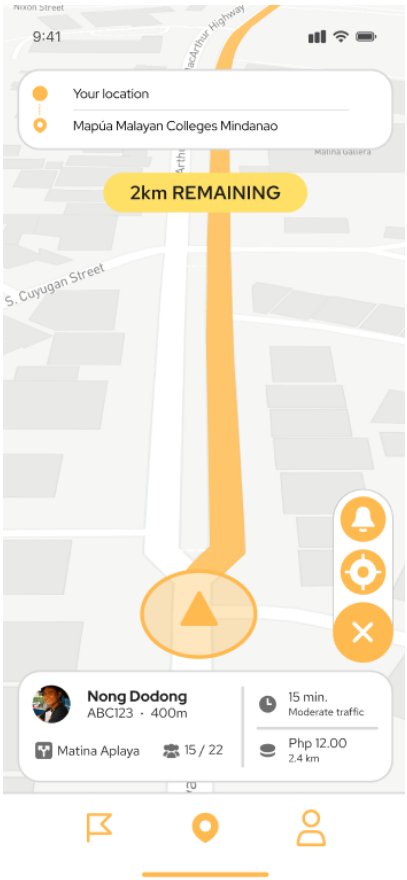
Disadvantages:

The design may be lacking in displaying more information, and the text may be too small for the visually impaired.

There is limited action in route setup. There may be instances where the user needs to add their own stops.

There are no route preferences. Users need the choice of going for the fastest route, or the cheapest route.

Riding



Advantages:

Highlighting the user's route and including a distance countdown allows our users to keep track of the current commute.

Keeping the emergency drop action within the FAB gets rid of accidental clicks on the button.

Disadvantages:

Frequent updates and notifications from the users may distract the drivers.

The system would require robust technical infrastructure to ensure real-time updates are consistently accurate and timely for the users.

Arrival Message

Advantages:

This provides a clear message upon arrival, ensuring users are aware they have reached their destination.

A message like this also enhances user satisfaction by providing a sense of completion and reliability.

Disadvantages:

Users might become annoyed if they receive too many notifications like this, especially if they are not customizable.

This feature's effectiveness is further dependent on continuous connectivity, which might not always be available.

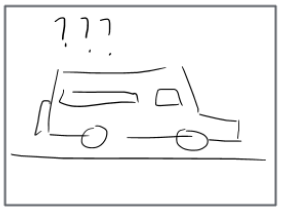
User: Driver

Problem Statement: Manong is a jeepney driver who needs an app that will make looking for passengers easier because he wants to maximize his profits and his time on the road.

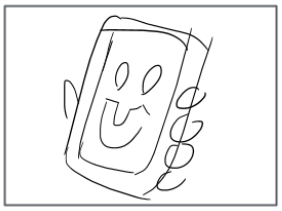
Goal Statement: Our GoHüme app will let users look for passengers more efficiently which will affect jeepney drivers who want to maximize profits while working by giving them passenger hotspot notifications.

Scenario: Manong uses GoHüme to reach passengers — big picture

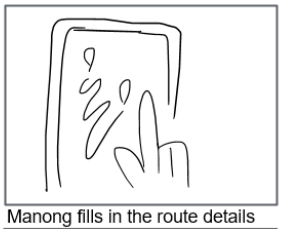
Manong has insufficient income.
Where are all the commuters?



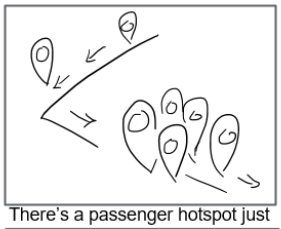
He's been waiting for passengers
at one spot for a long time…



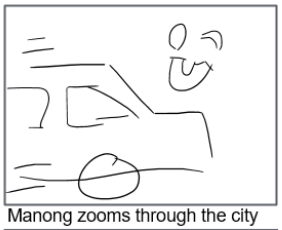
Manong downloads GoHüme



Manong fills in the route details
his jeepney drives through

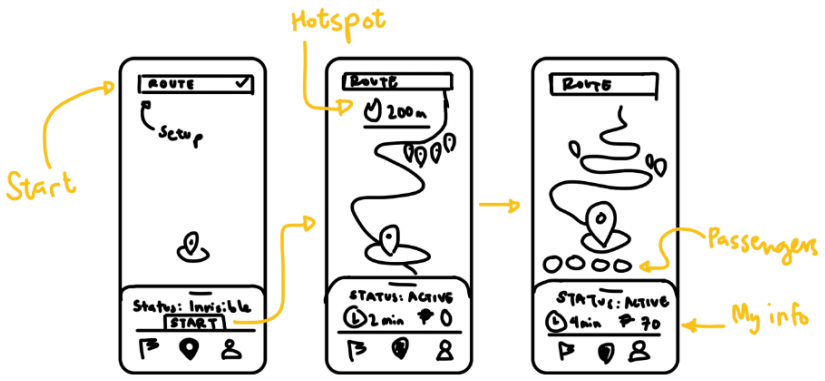


There's a passenger hotspot just
nearby!

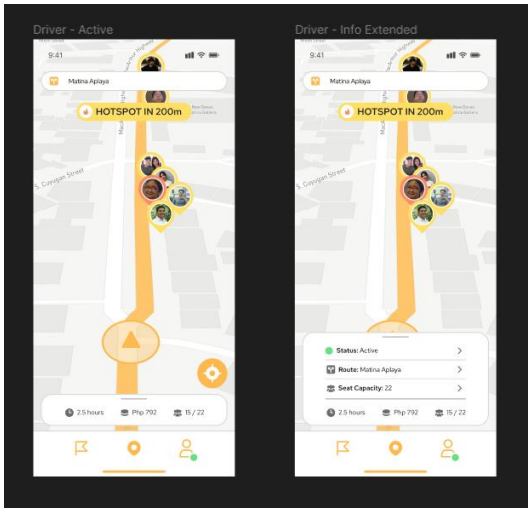


Manong zooms through the city
with GoHüme!

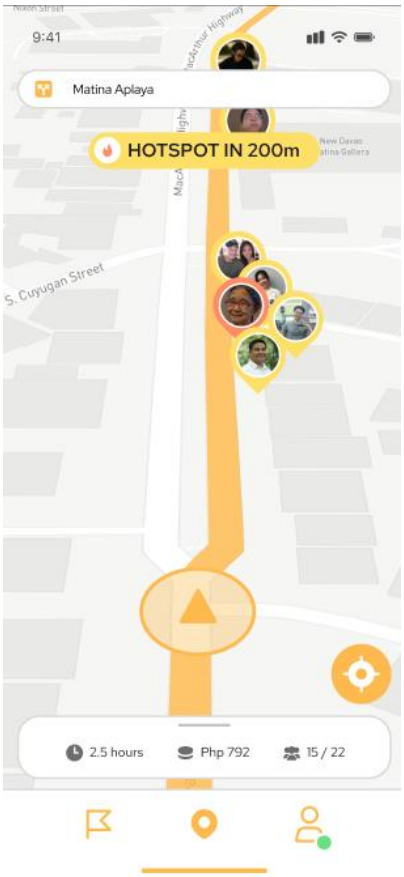
Feature Flow



Mockup



Driving



Advantages

A streamlined interface ensures that drivers can quickly access necessary information without being distracted.

Drivers can expect passengers at the nearest hotspot.

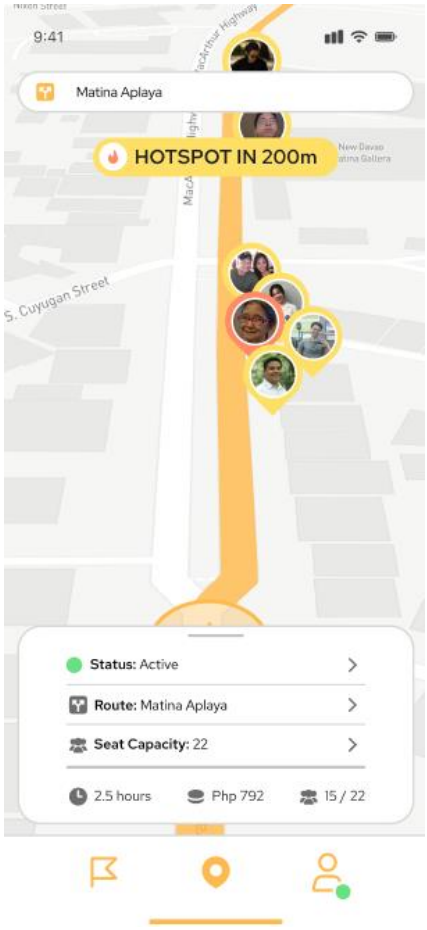
Different colored pins allow drivers to keep track of PWD passengers.

Disadvantages:

Even a well-designed interface can be distracting to drivers, potentially compromising safety.

The effectiveness of this interface relies heavily on real-time data accuracy, which can be challenging to maintain consistently.

Driving Info - Extended



Advantages:

This change in view provides detailed information that can help drivers make informed decisions about their routes and passenger pickups.

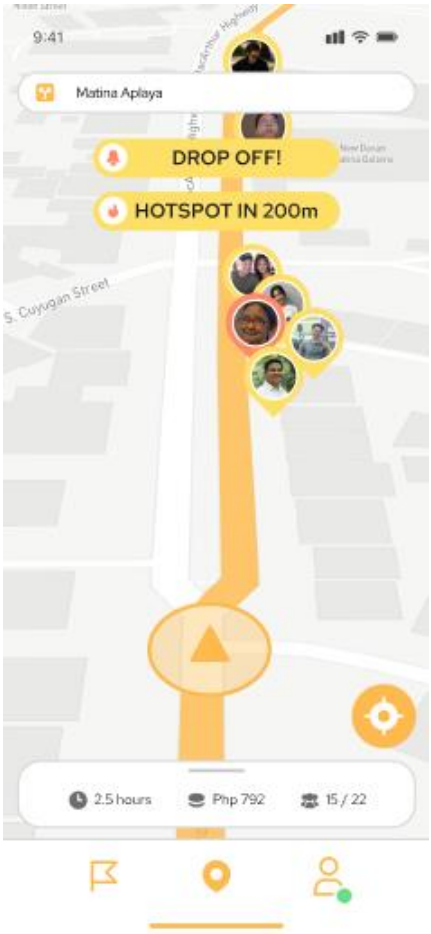
Whether the driver is active, on break, or offline, the driver status allows for easy setup of availability and visibility.

Disadvantages:

There is a risk of overwhelming the driver with too much information, which can be counterproductive and distracting.

The extended information may require more interaction, which could be challenging to manage while driving, thus reducing overall usability.

Notifications (Drop off and Hotspot)



Advantages:

The notifications offer an intuitive design and gives the driver all the information they need without taking up too much space on the map.

Disadvantages:

Again, there is still the risk of overwhelming the driver with too much information.

Passengers might overuse the drop off button, which could distract the driver from focus.

Color choices for notifications might not be very accessible for the visually impaired.

VI. Requirements Changes

After developing initial designs, the team felt there is more to consider for a better user experience. Hence, the following will be added to our requirements:

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

When creating the app design, we envisioned the interface to reflect brand identity. Still, the team considered to select a palette that was not just visually pleasing but effective as well.

Including accessibility features is crucial for creating an inclusive app that serves all users, regardless of their physical abilities. By accommodating users with disabilities, we not only adhere to legal standards but also expand our user base and improve overall user satisfaction.

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

In ideating how passengers and drivers receive notification and messages within the app, the team rediscovered the pain point of receiving too many notifications. We don't want our users to go through this kind of trouble, especially during the stress of commute.

Personalization enhances user engagement by allowing individuals to tailor the app to their specific needs and preferences. This leads to a more enjoyable and efficient user experience, as users can quickly access their preferred features and receive relevant updates, thereby increasing the app's overall usability and appeal.

By integrating these additional requirements, we aim to create a more inclusive and user-friendly app that caters to the diverse needs of our user base, ultimately enhancing the overall user experience.