Part 2: Design Alternatives
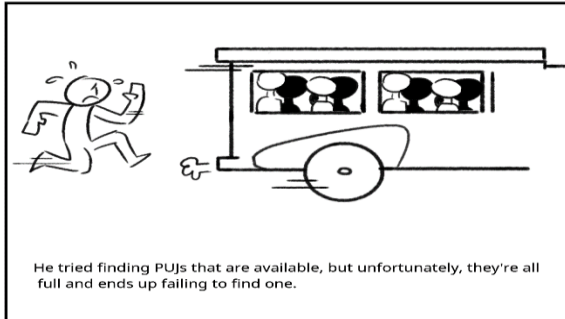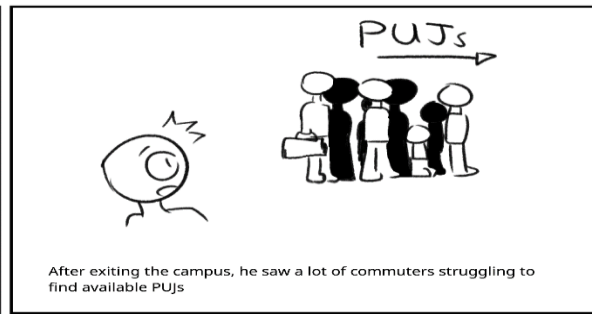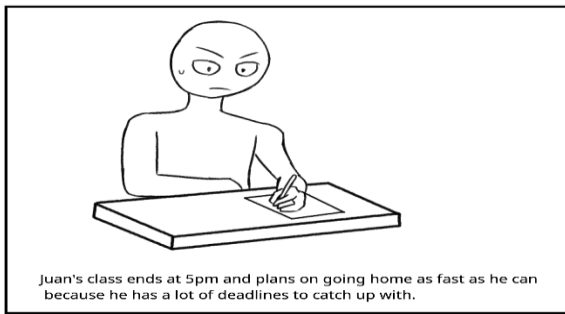
Scenario:

Scenario 1 – Juan's class ends at 5pm and plans on going home as fast as he can because he has a lot of deadlines to catch up with. After exiting the campus, he saw a lot of commuters struggling to find available PUJs. He tried finding PUJs that are available but unfortunately, they're all full and ends up failing to find one. He then tried waving a taxi, but all taxis were occupied. He also tried to book a taxi online but still had no chances.
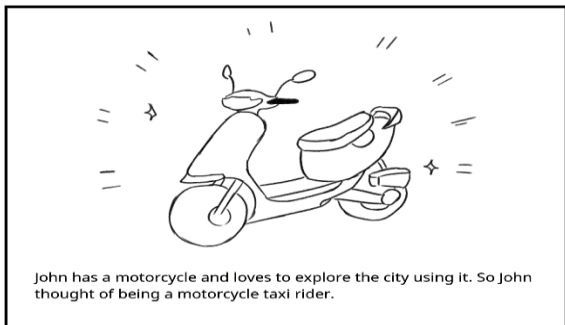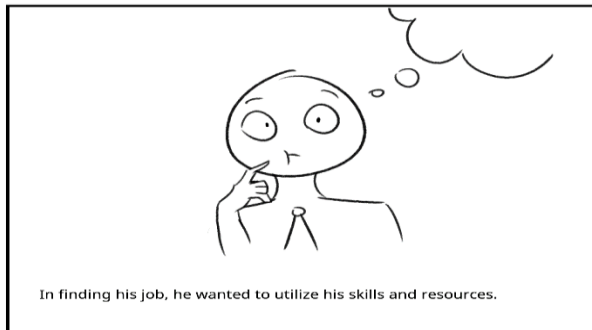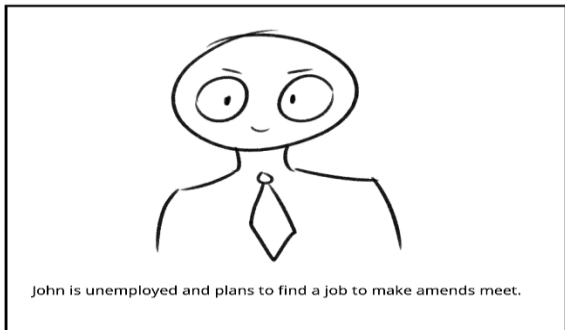
Scenario 2 – John is unemployed and plans to find a new job to make amends meet. In finding his job, he wanted to utilize his skills and resources. John has a motorcycle and loves to explore the city using it. So, John thought of being a motorcycle taxi driver. He tried to apply in a company called Gr*b but was not satisfied because he only delivers food, and his commissions do not pay that much due to the number of riders and multiple food delivery applications.

Scenario 3 – Alex, stranded at a bus stop after spending his time at the mall the whole day. He discovers his wallet empty and sighs in frustration. An idea sparked as he wished for a transportation service that lets him pay at his destination, he could ask his older sibling for spare change. He imagines a futuristic world where drivers cheerfully accept payment upon arrival.

Storyboard (Based on scenarios):

Juan's class ends at 5pm and plans on going home as fast as he can because he has a lot of deadlines to catch up with.

After exiting the campus, he saw a lot of commuters struggling to find available PUJs

He tried finding PUJs that are available, but unfortunately, they're all full and ends up failing to find one.

He then tried waving a taxi but all taxis were occupied. He also tried to book a taxi online but still had no chances.

Scenario 1 – Juan

John is unemployed and plans to find a job to make amends meet.

In finding his job, he wanted to utilize his skills and resources.

John has a motorcycle and loves to explore the city using it. So John thought of being a motorcycle taxi rider.

He tried to apply in a company called Gr*b but was not satisfied because he only delivers food and his commission does not pay that much due to the number to riders and multiple food delivery applications

Scenario 2 – John

Alex, stranded at a bus stop after spending his time at the mall the whole day.

He then discovers his wallet is empty and sighs in frustration.

An idea sparks as he wishes for a transportation service that lets him pay at his destination, he could ask his older sibling for spare change.

He imagines a futuristic world where drivers cheerfully accept payment upon arrival.
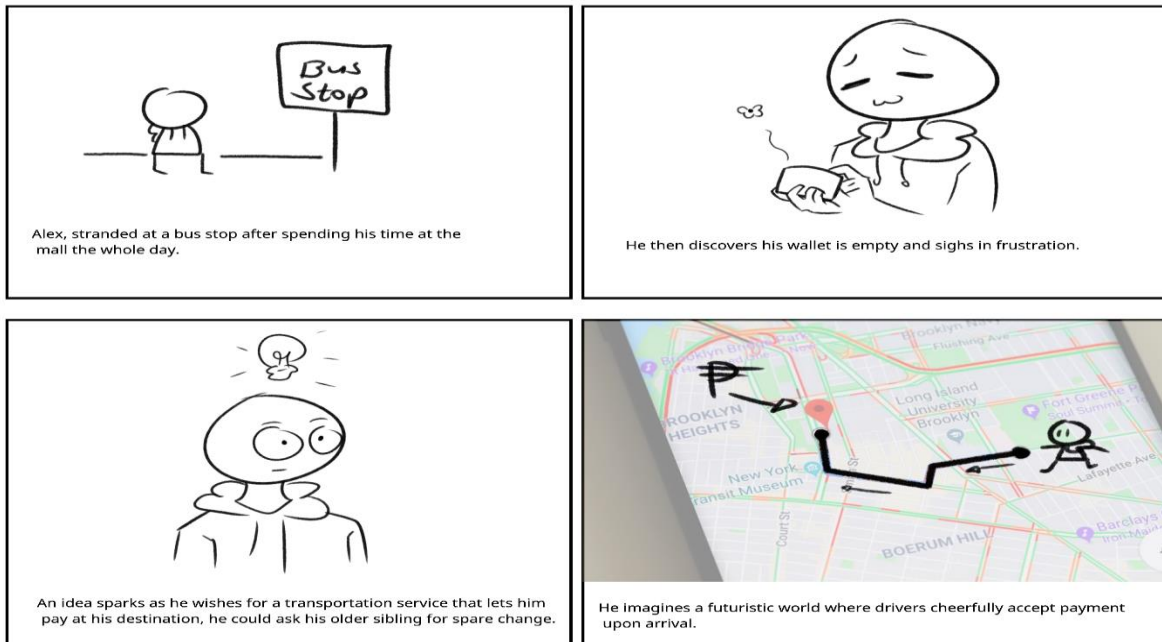
Scenario 3 – Alex

Problem Statement:

- **Commuters not being able to find available PUJs**
- **Due to the high numbers of delivery riders, there is big competition and riders do not make enough money.**
- **Commuters struggle to find a transportation that would accept the payment when arriving at their destination.**
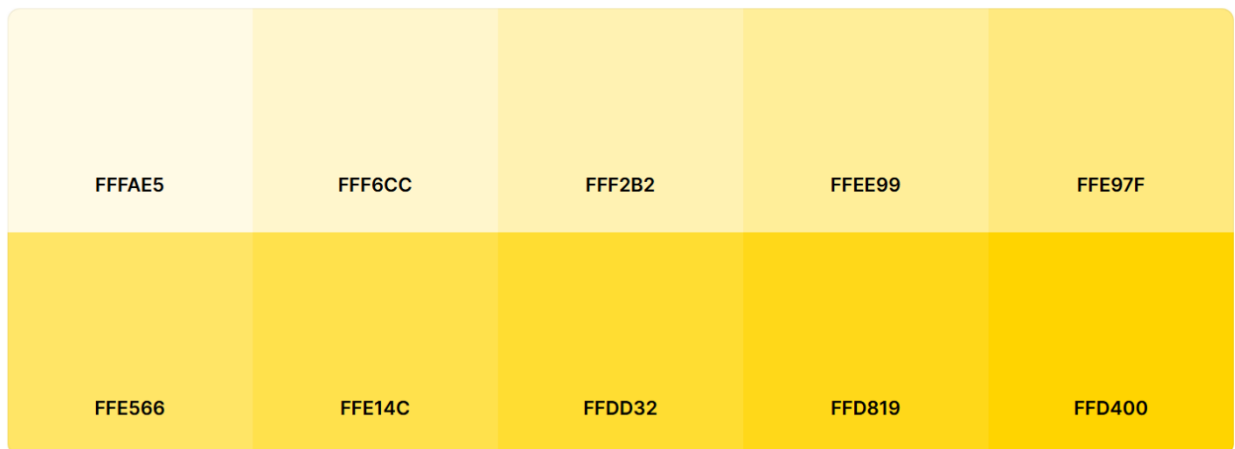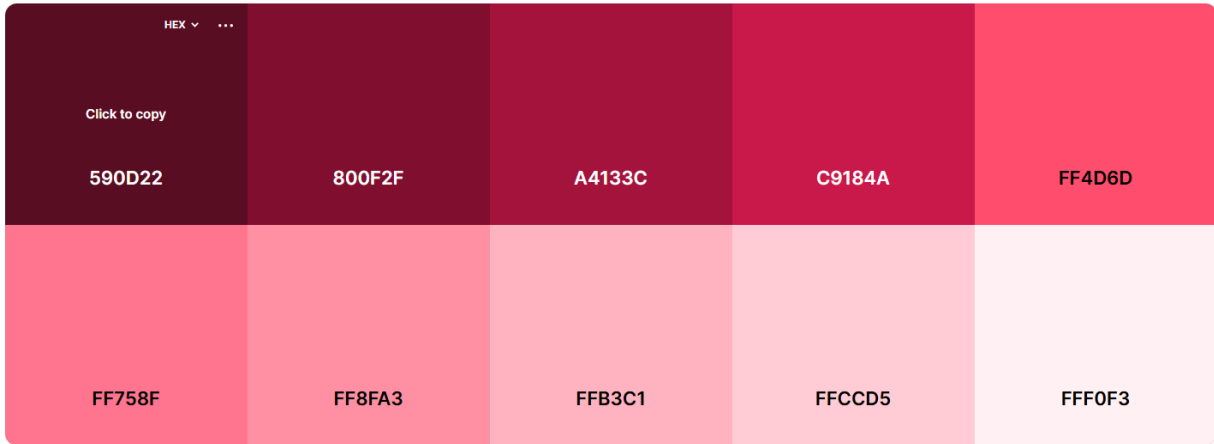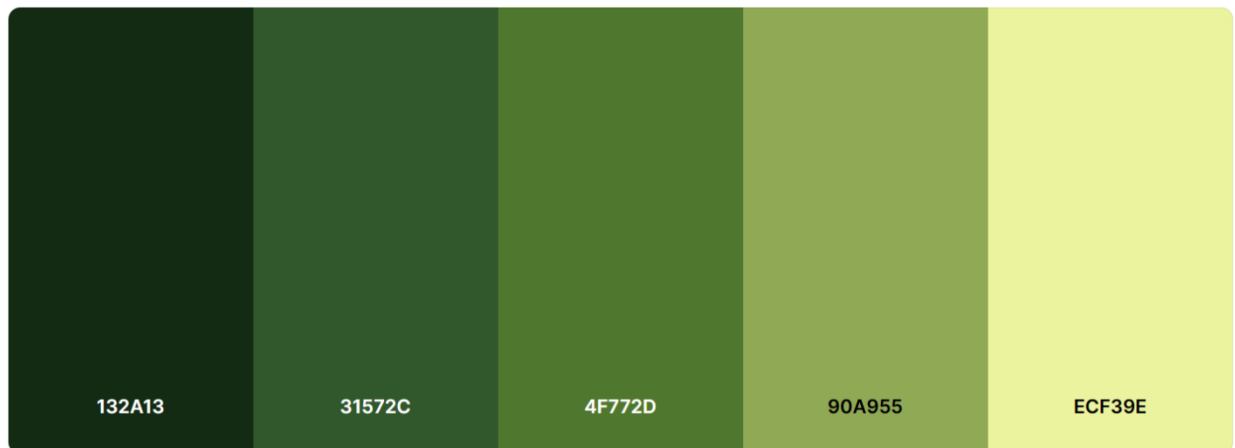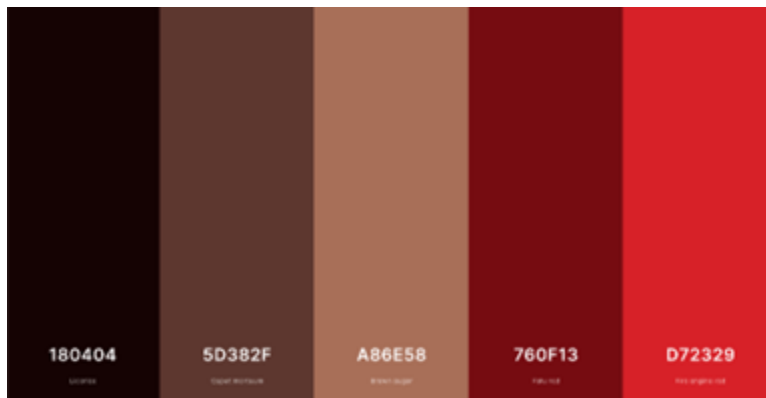
Application Icon Size comparison

| 36x36 | 48x48 | 72x72 | 96x96 | 144x144 | 192x192 |
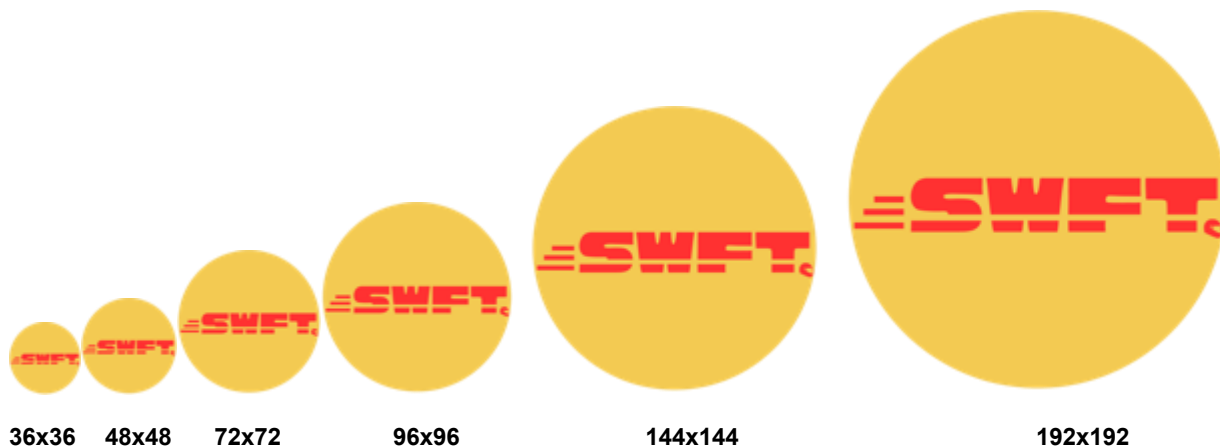
Design

The SWFT application aims to create an interface which

Color Palettes

HEX ⌄ ⋯				
Click to copy				
590D22	800F2F	A4133C	C9184A	FF4D6D
FF758F	FF8FA3	FFB3C1	FFCCD5	FFF0F3

FFFAE5	FFF6CC	FFF2B2	FFEE99	FFE97F
FFE566	FFE14C	FFDD32	FFD819	FFD400

| 180404 | 5D382F | A86E58 | 760F13 | D72329 |
| Licorice | Cedar Chest | Brown Sugar | Falu red | Fire engine red |

| 132A13 | 31572C | 4F772D | 90A955 | ECF39E |

Color Palettes

These color palettes with their codes indicated will be used for our application. Although not finalized, the team will choose the right ones to by the time the application is finalized.

Font Style

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÎÕabcdefghijklmn
opqrstuvwxyzàåéî&1
234567890($£€.,!?)
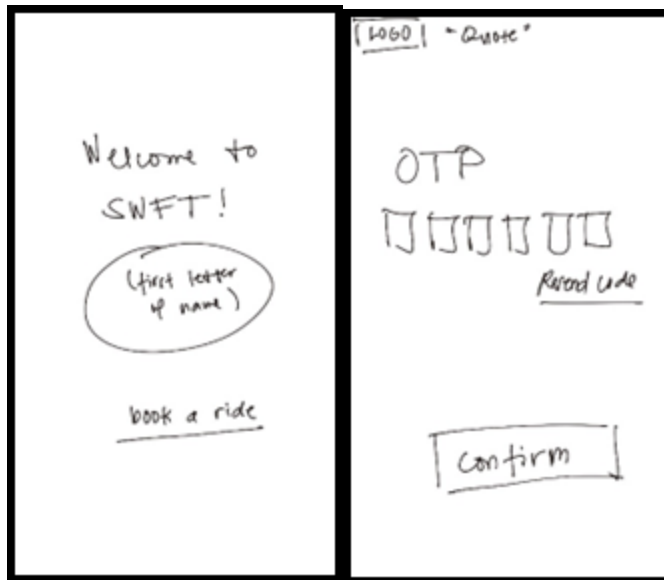
The team has opted to use General Sans as the font

for the application due to its simplicity and readers could easily read it. In the business world, it is most recognized for its application in the production of signs and the preparation of business documents like invoices and receipts. Because of the huge height, which gives the impression that it is larger than it is, it is simple to read. This makes it a fantastic option for customers that prefer very fine print to be included in their purchases

GUI

Our team will be using the Android GUI for the application in order to avoid using two different GUI designs. The application will use Android GUI from Figma and Canva.
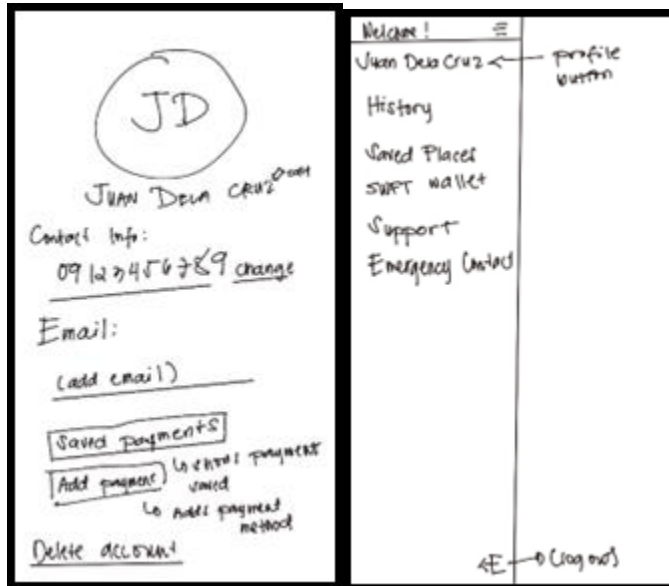
Sample Feature Flows

Sample Flow-Signup Page

The sign up window will only appear once the user presses the sign up, once pressed it will show the sign up option where you can sign up using your phone number/email or sign up using your google or Facebook. The options used were due to it being the commonly used in creating an account in android. Once done, it will redirect you to a new window wherein the user will have to complete filling up details that are necessary. Once done, the application will send an OTP to the number registered to confirm that the

number used is correct. After that there will be a welcome pop up and below is a hyperlink(?) that will direct you in booking a ride.

Sample Flow Personal Profile

The personal profile function will show the details of the user. This section will show the saved payments and there is also a function where the user can add another payment method. An added feature would be the deletion of accounts.
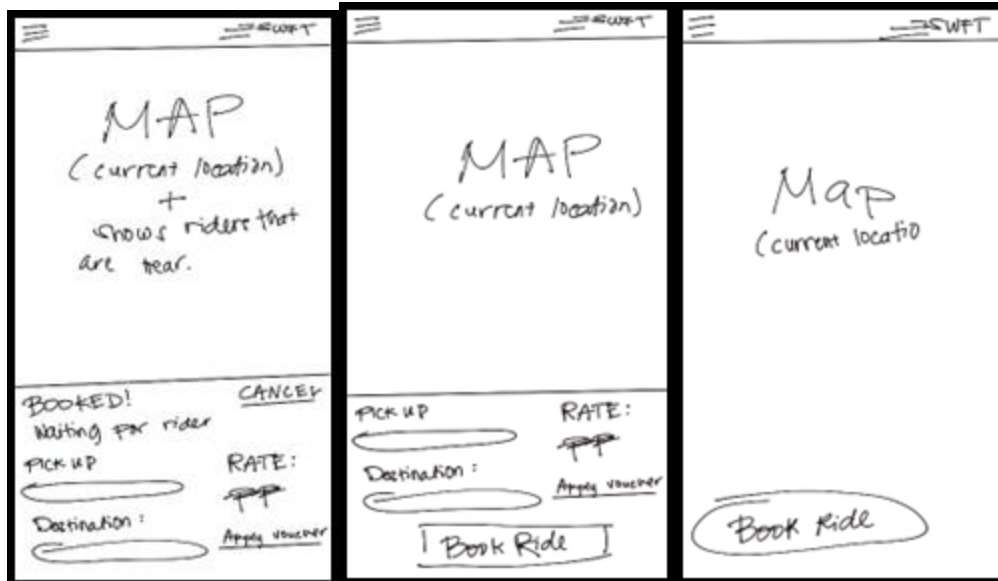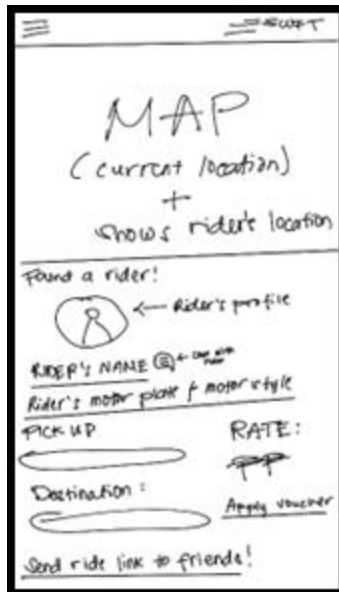
Sample Flow-Booking

The sample flow for booking a ride will first show a button. When pressed, it would then show the pick-up and destination. After choosing the pick-up and destination it would show the rate for the ride. There is also a feature wherein the user can avail promos through vouchers, and it will be then discounted from the original price. Once done, it will show that the booking is confirmed and would then show that it is currently waiting for a rider.

Sample Flow-Book Tracking

Once the rider has arrived at your pick up point, it will then show directions to your location. There is also an added feature wherein the app lets you share your current booking so that they could also track your whereabouts.

Sample Flow-Rate, Review, and Tipping

This part of the application allows you to rate, review, and tip your current rider.

Design Sketches and Alternatives

In this part, the team will present multiple alternatives designs for the application. However, these are not the final designs and are still needed to touch us. It will also be put to test as soon as the right prototyping begins.

Splash Art
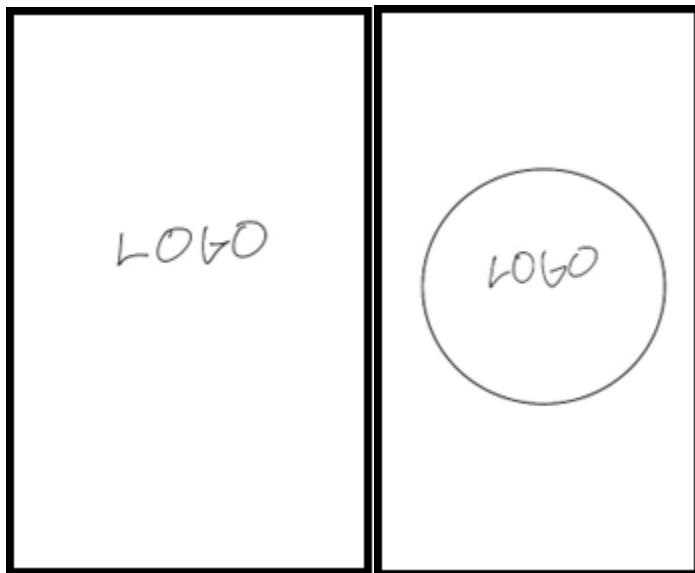
The attached images will be the different designs for the application. The icon may be in an enclosed circle of either be in full screen. We would also opt for animations when starting up the application such as fade.

Main Menu

In this section, the team created a draft with multiple design sketches for the menu screens:

- The first design shows the company's logo and a greeting for the user. Below is a statement "Get started" wherein the user can choose to book a ride or to book a ride for a friend.
- In the second design, which is also the chosen design. Shows a GIF which would be a motorcycle moving and a swft behind the motorcycle. It would then have a text inside the gif with a "Welcome!". Below will be two choices that has two icons which are clickable.
- The third design shows a welcome greeting with the user's profile picture and the user's name and there are two options below wherein to book a ride or to book for a friend.