

SWIFT APP

Team SWFTERS

Presenters:

APAT



Motivation

Problem: Critical Public Transportation Shortage in Davao City

Rapid growth, declining public transport (PUJs, Taxis down)

Pandemic impact, fragmented ownership

Severe traffic congestion & pollution

User Frustrations:

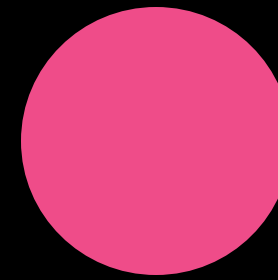
Commuters: Missed flights, long commutes

Riders: Low income, fierce competition

Flexibility: Need for varied payment options



What we Learned:



Core User Needs:

Efficiency: Fast travel, especially rush hour.

Availability: 24/7 access to rides.

Transparency: Upfront fare estimates.

Safety: Vetted riders, trained.

Flexibility: Diverse payment (cash, online, pay-on-arrival desire).

Rider Income: Fair earnings.



Key System Functions:

Account & Profile.

Book & Track Rides.

Driver Info & Payments.

Vouchers & Promos.

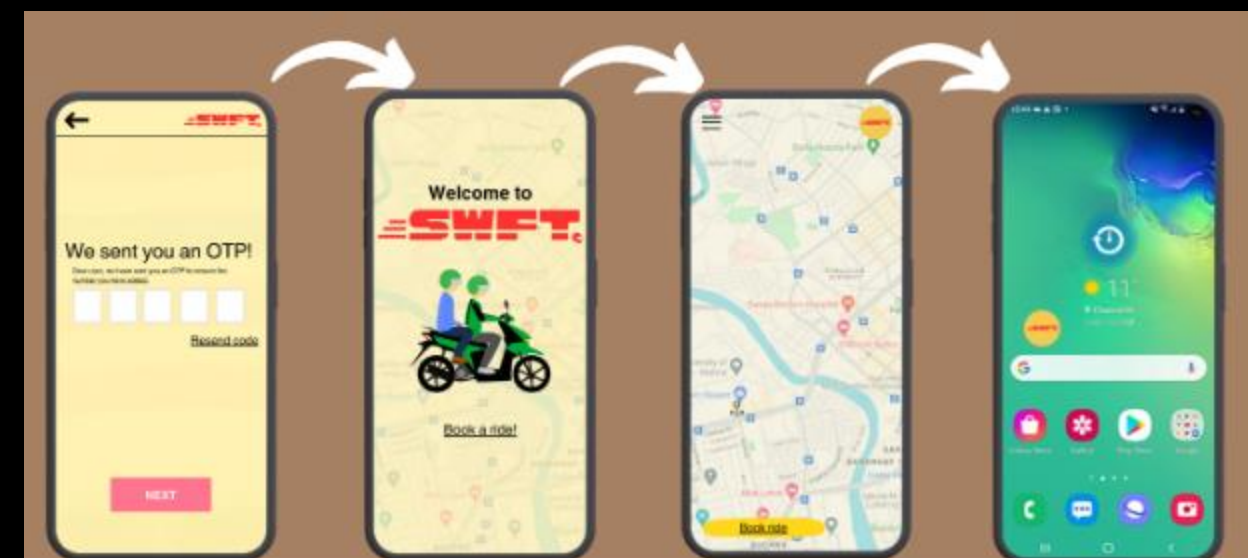
"Be a Rider" option.



Constraints:

Android/iOS, English only, registered users, recent OS.

01 Prototype Design:



Our Solution

1

Key Features:

Seamless sign-up & personal profile.

Easy ride booking (pick-up, destination, fare).

Real-time tracking, driver details.

In-app rating, review, tipping.

2

User Interface:

GUI: Android-focused

Font: General Sans

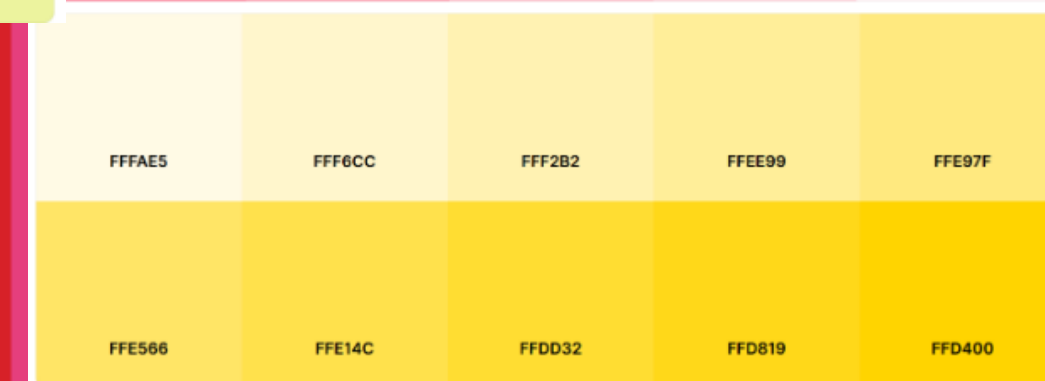
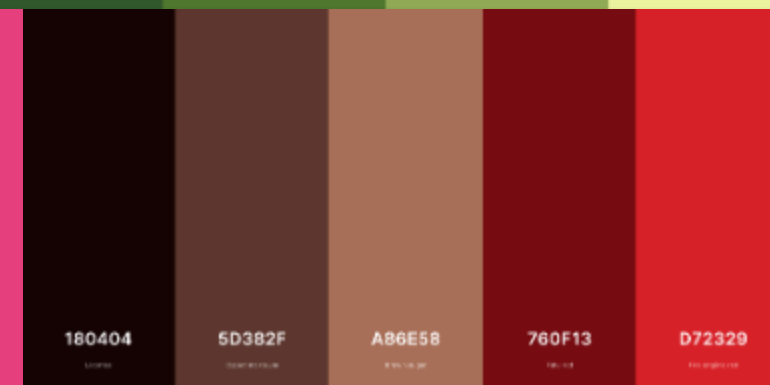
Colors:

3

Flows and added Value:

Signup, Booking, Tracking.

Vouchers for discounts, "Be a Rider" section for potential drivers.



Evaluation:

Participants: 10+ College students.

Evaluation Focus: Usability Specs, Heuristics, User Survey.



Results:



01

Task Success (Time-Based)

Registering: 2m 21s (Successful)

Main Menu: 25.4s (Successful)

Booking: 3m 51s (Successful)

02

Heuristic Review:

Strong: Visibility, Real-World Match, User Control, Recognition, Efficiency, Aesthetic.

Minor Issues: Consistency (button placement), Error Recovery (saved places).

03

User Survey:

Overall Experience: 3.9 (Acceptable)

Design & Colors: 3.7 (Acceptable)

Task Simplicity: 4.1 (Acceptable)

Overall: Prototype considered Successful.

Conclusion:

Based on Evaluation:

Refine UI consistency (button placement).
Improve error handling for saved locations.
Enhance overall layout details

Future Development:

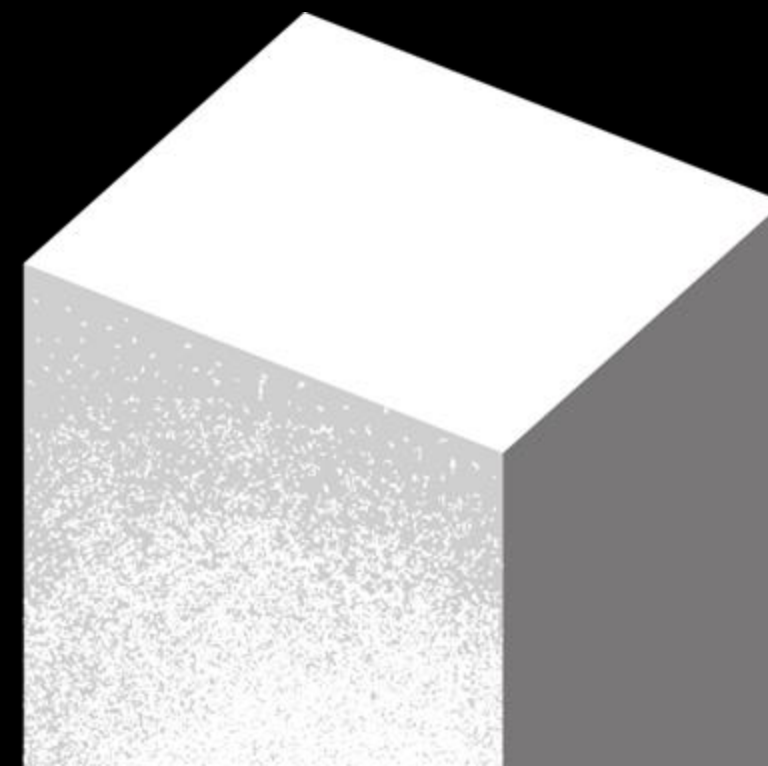
Implement "Pay at Destination" option.
Expand diverse payment gateways

Full development of "Be a Rider" portal.
Explore advanced user features

Broader user research and iterative design cycles.
Transition to full backend development and
eventual market launch



**THANKS FOR
PLAYING!**



Team:



Makki Janus C. Apat

Solo