Caraoke!

a Carpooling Application

By Team FourGUIs (SLIIT_12)

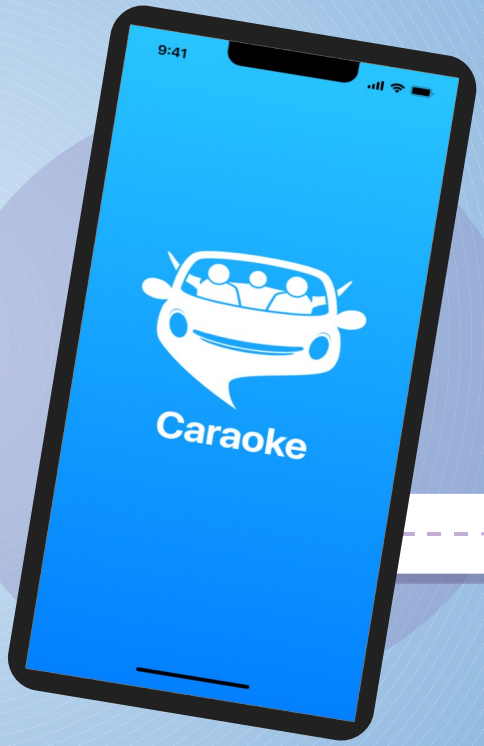


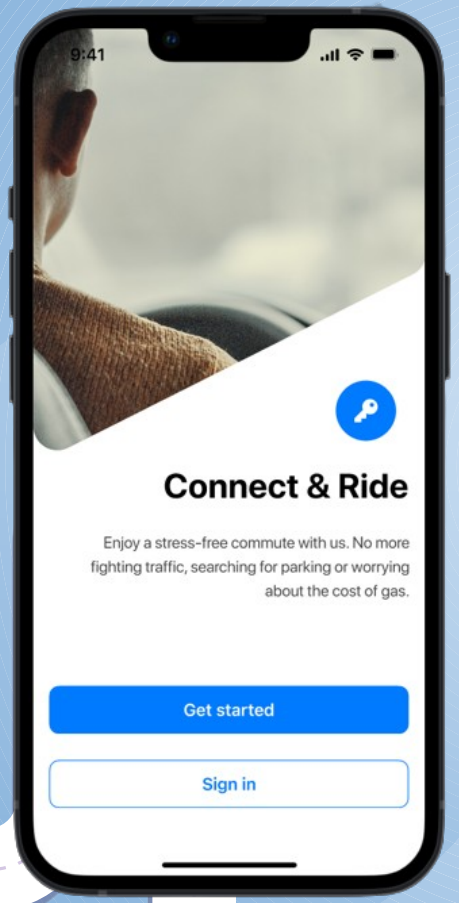
Table of contents

01 Introductions

02 Background

03 App Development

04 Novelty and Usability



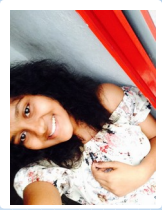
01

Introduction

Meet the Team!

Kasundi (20583387)

Software Engineering Undergraduate, passionate about the Environment.

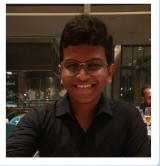


Pramoda (20531218)

Software Engineering Undergraduate, passionate about Safe Public Transport.

Sanugi (20542524)

Software Engineering Undergraduate, passionate about Women’s Safety.



Sahas (20462075)

Software Engineering Undergraduate, passionate about vehicles.

Ride Hailing Applications contribute;

69% more

Climate Pollution according the US Scientists

90% more

Emissions in cities like Paris

40kg more

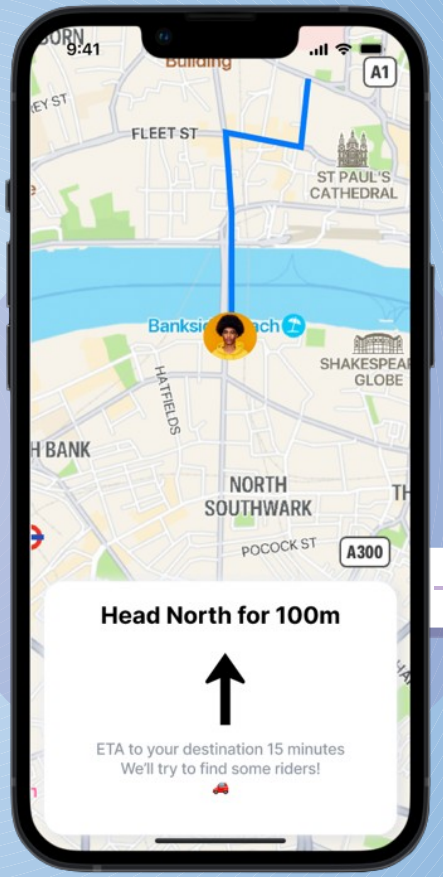
Emissions Per Person Annually

Source: Reuters and the Union of Concerned Scientists

Caroake was born!

Three main metrics we need to know,

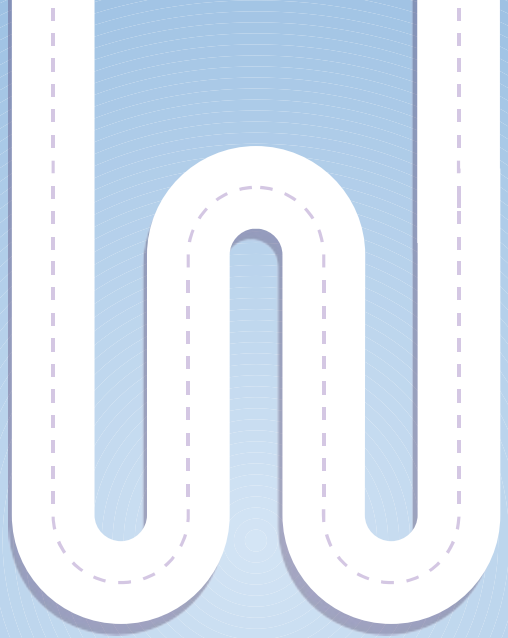
- Where are you headed to?
- Maximum Detour you are willing to take?
- How many seats are available?



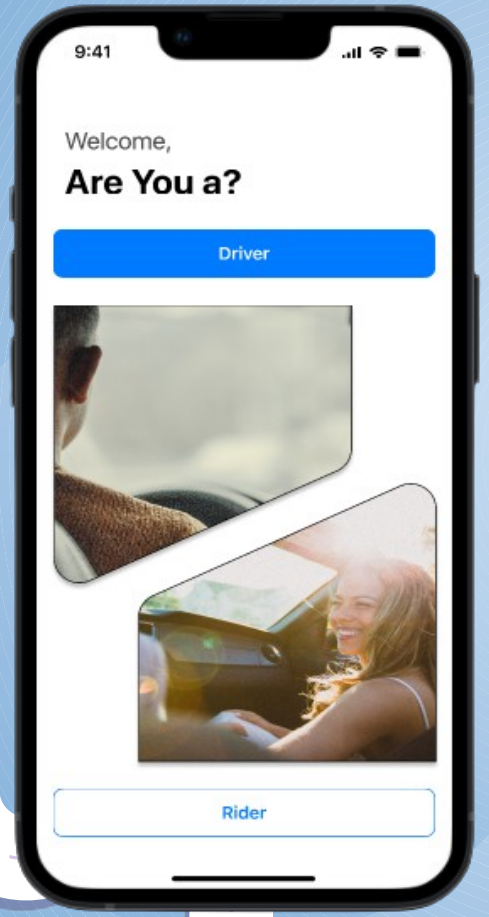
We are not another ride sharing company!

We find you company for a trip you would’ve taken anyway!

Pramoda Gunarathne - Team FourGUIs



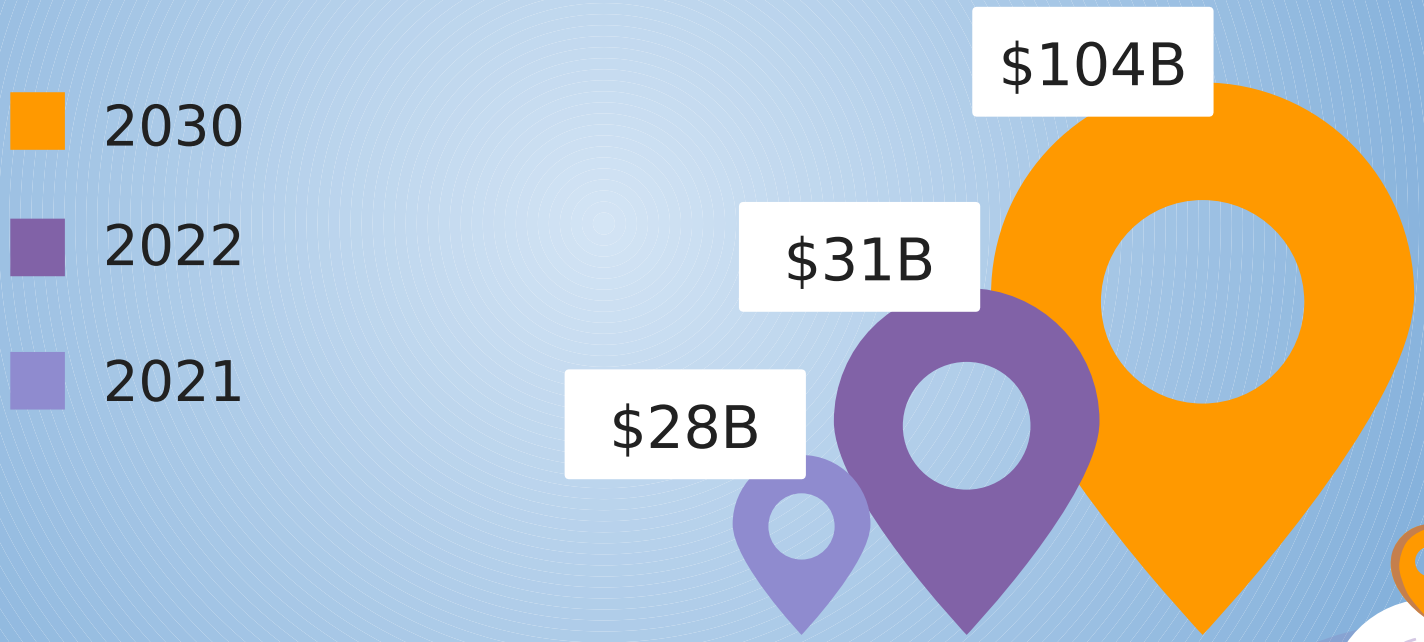
Aligning With



02

Background

Market size of Ridesharing Applications



Source: Fortune Business Insights

User Persona #1

Requires
Better alternative to Public Transportation

Concerned
About Personal Safety

Craves
Some company on their Daily Commutes

Conscious
About their Carbon Footprint

Wants
Hassle free solution

Loves
To make some extra money on their own trips

Source: Surveys by Caraoke

Sanugi Perera - Team FourGUIs

Competitor Analysis

Uber

King of Market Share
Has a UberPool Feature
Extensive Driver Network

PickMe

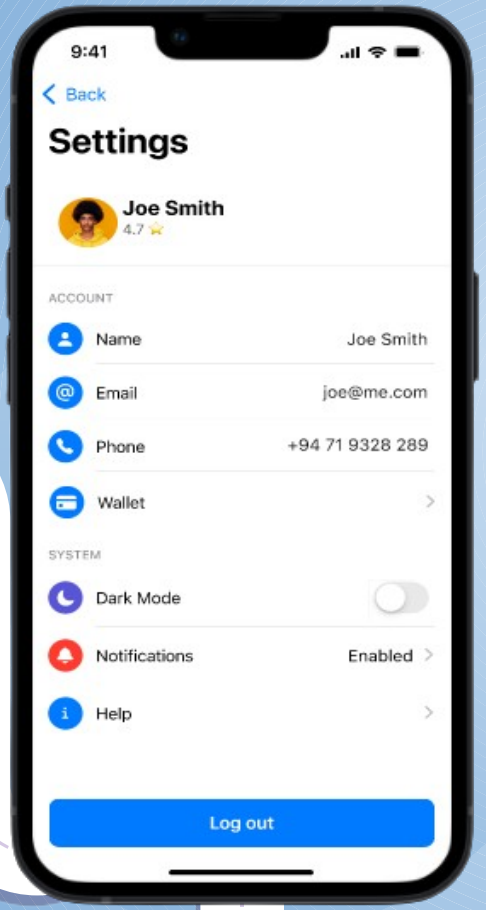
Dominant in Sri Lankan Markets
Extensive Driver Network

Lyft

Destination Mode (Limited Use)
Extensive Driver Network

Caroake

Cheaper
Smaller Carbon Footprint
Intuitive Human Centered Design

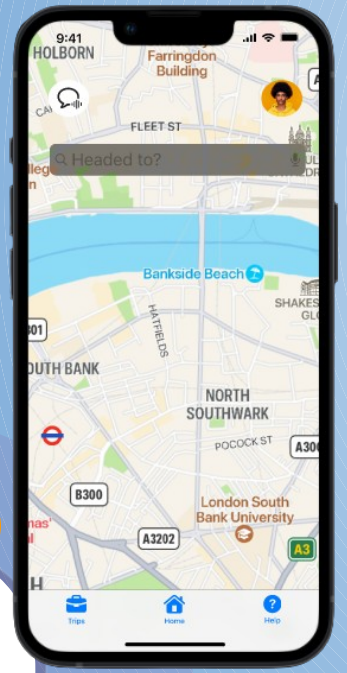


03

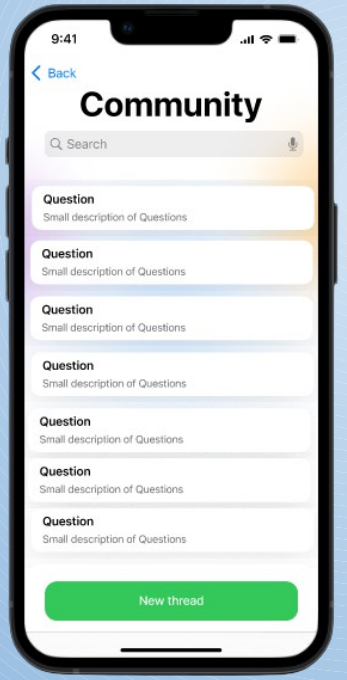
App Development

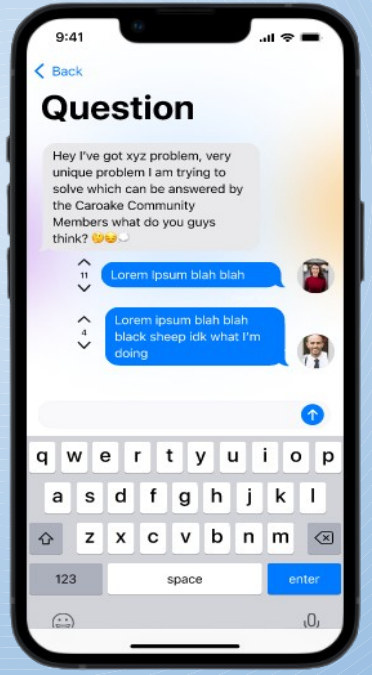
Pain Points - I

Difficult to Navigate

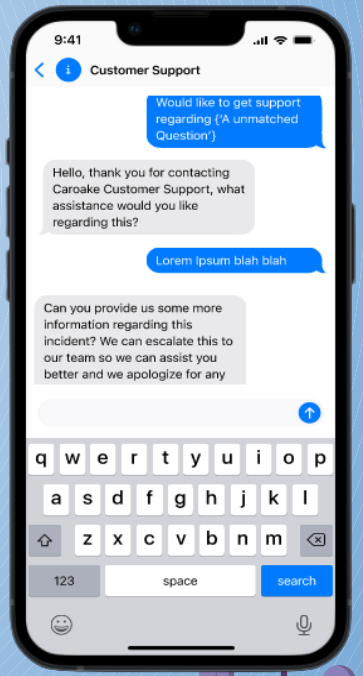


Limited Social Features



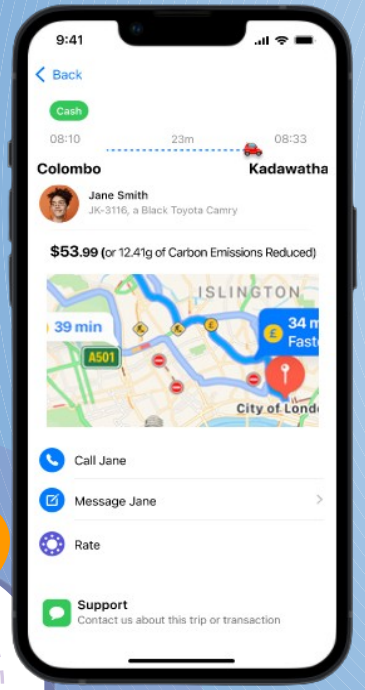


Hands-on Customer Support

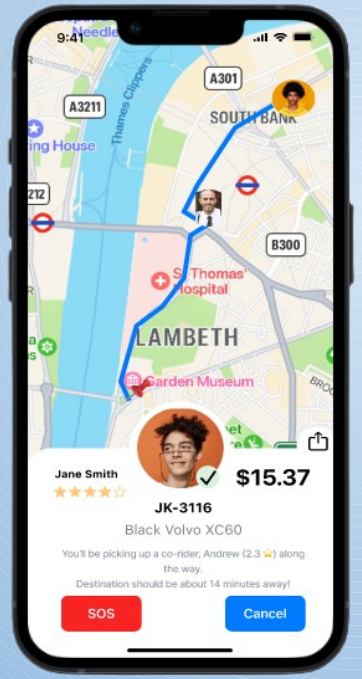


Pain Points - II

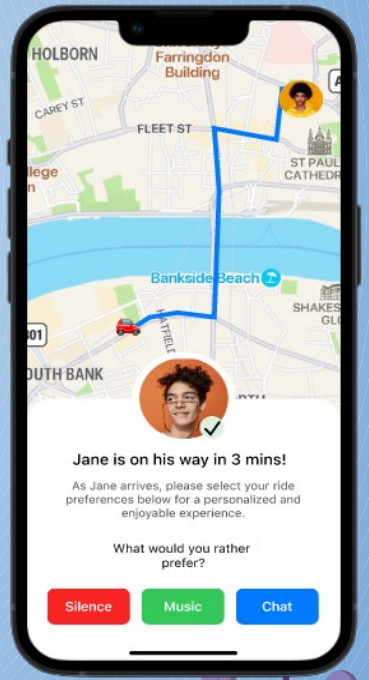
Difficult to Contact Drivers post Trip



Wanting to Share Trip Information

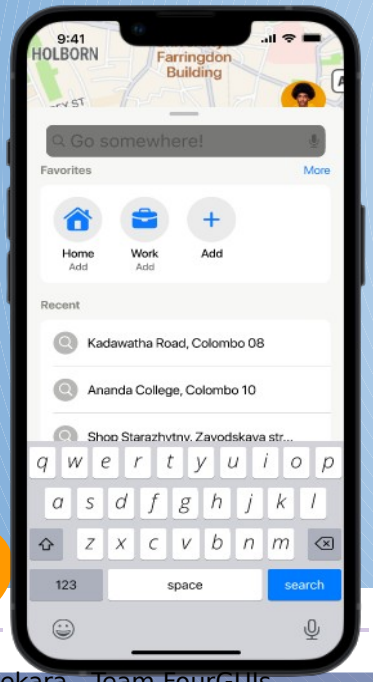


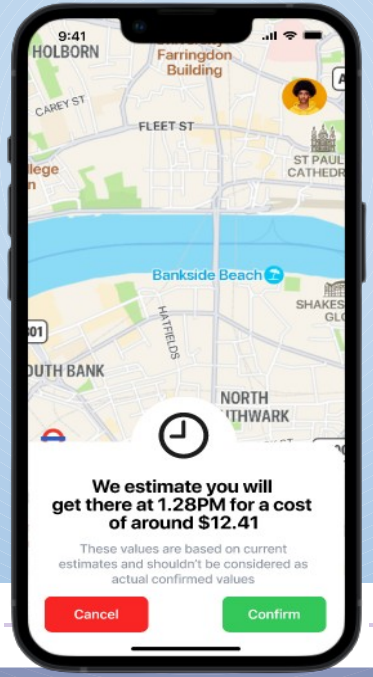
Awkwardness of Forced Conversations

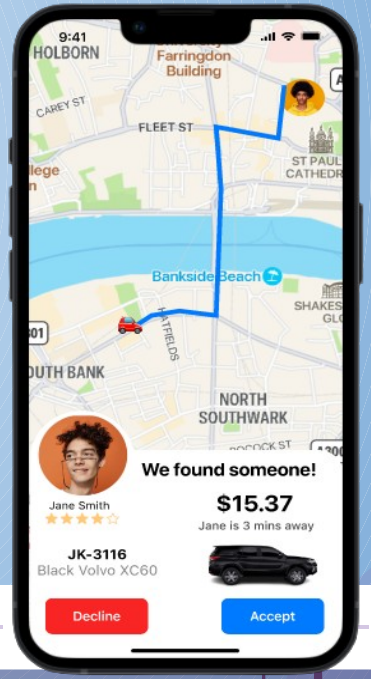


Core Requirements I

Ability to Book a Ride

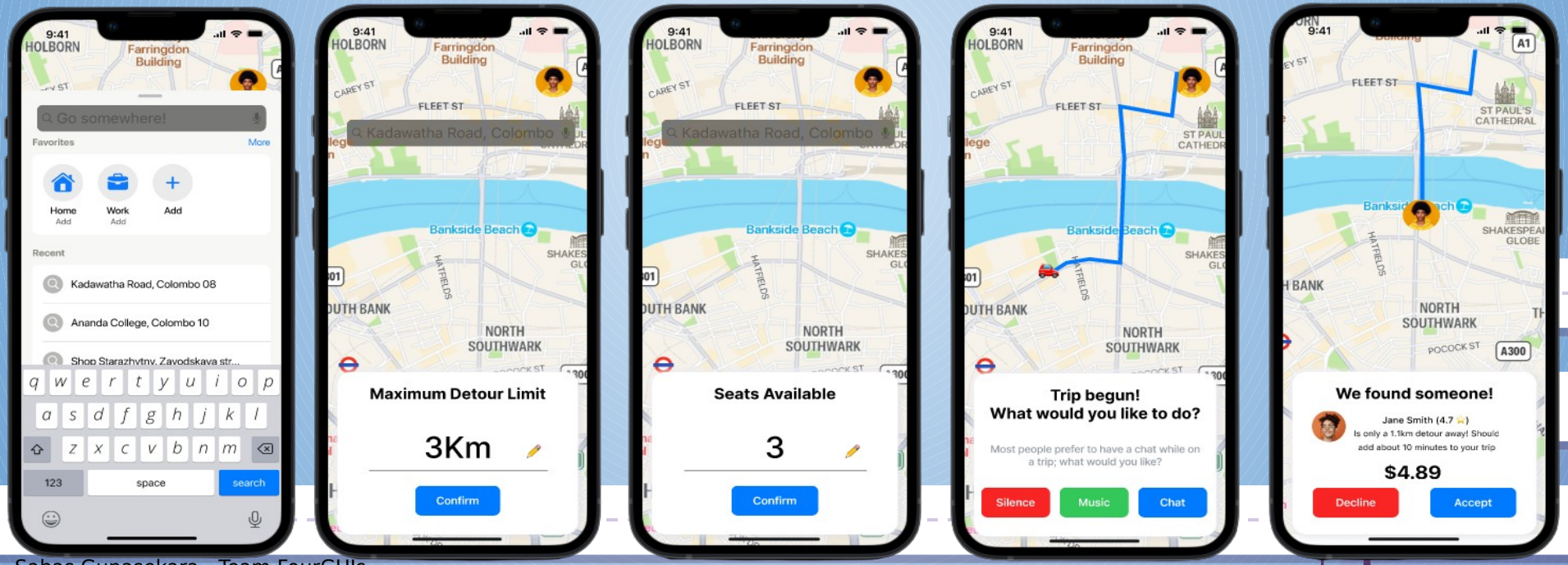




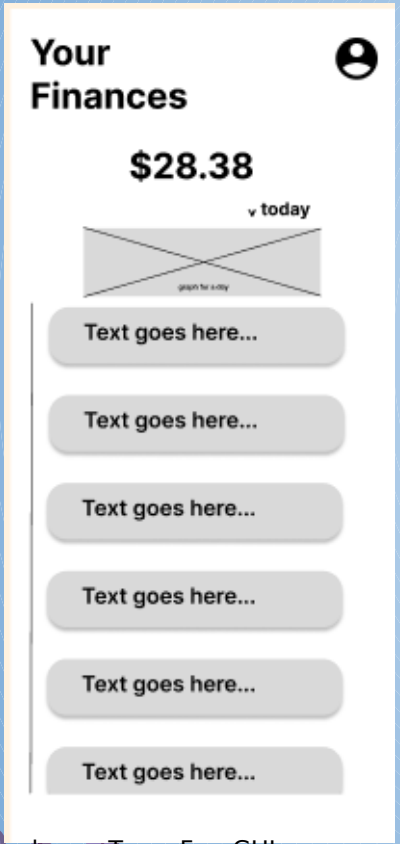


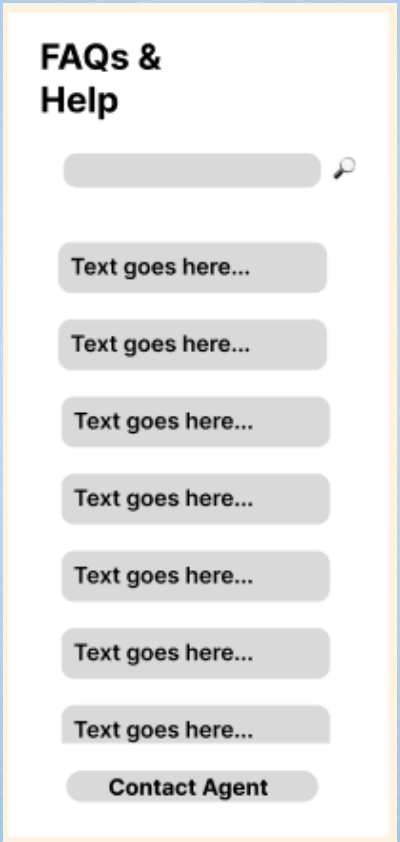
Core Requirements II

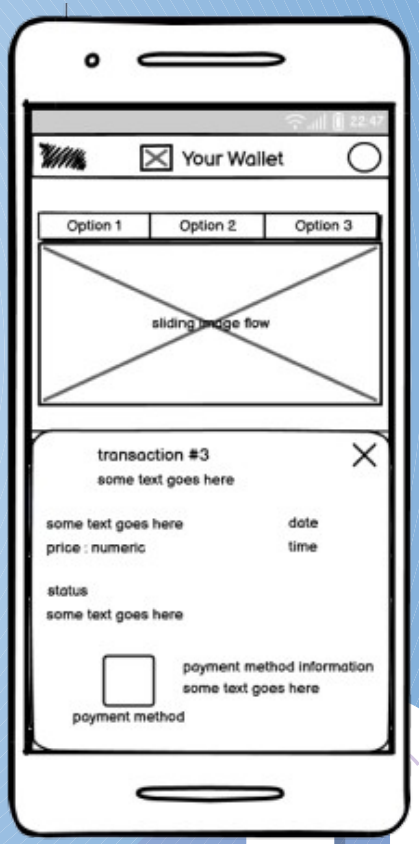
Ability to Host a Ride



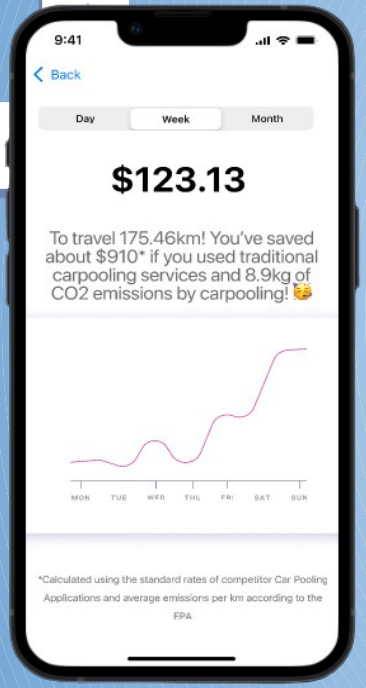
Low Fidelity

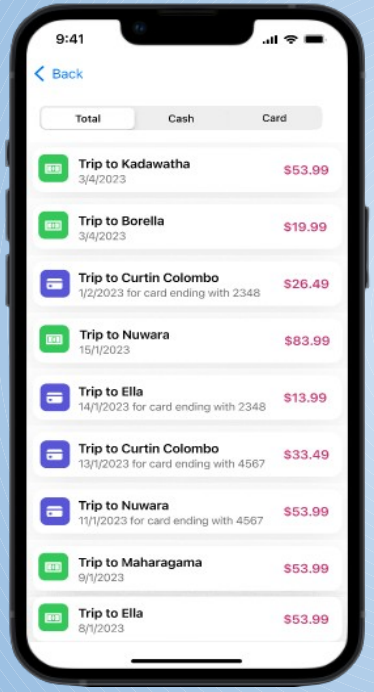


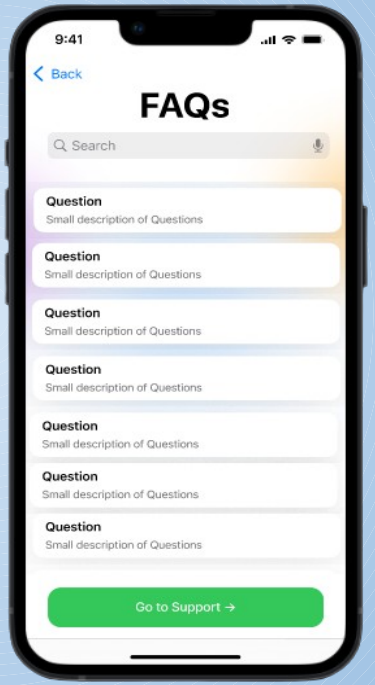


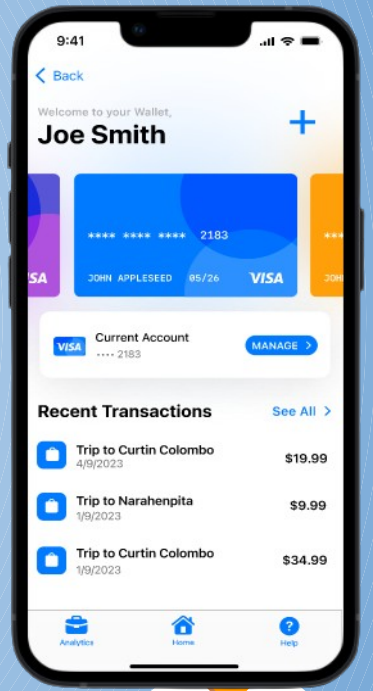


High Fidelity

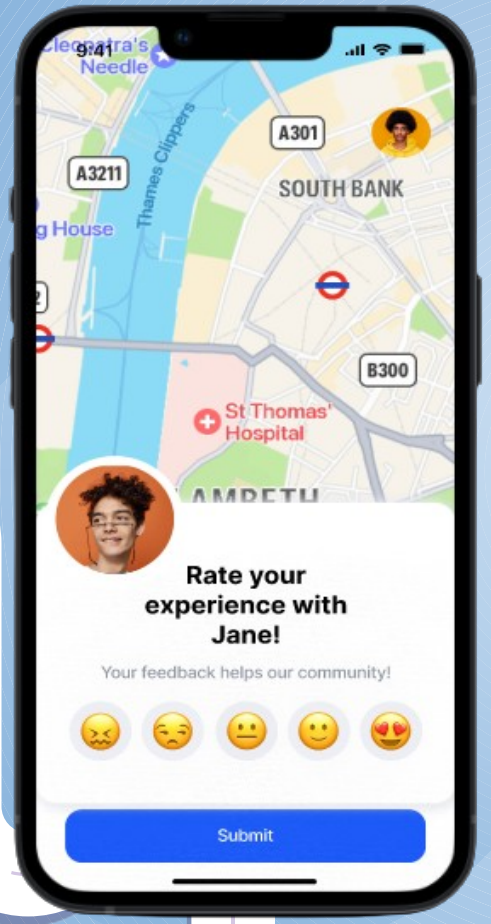








High Fidelity Click-through

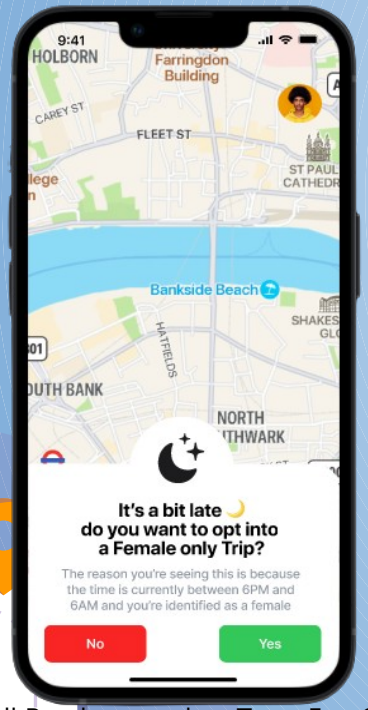


04

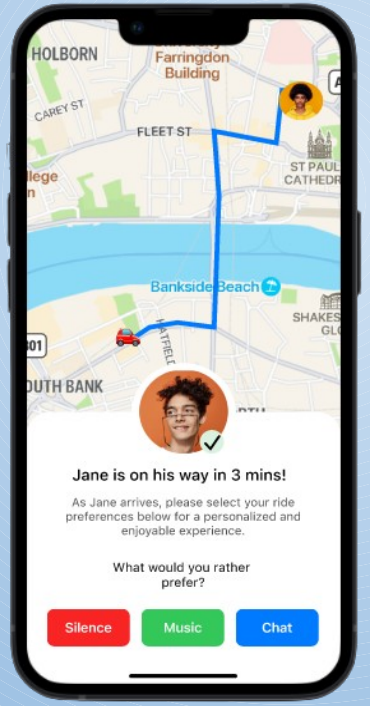
Novelty and Usability

Unique Features - I

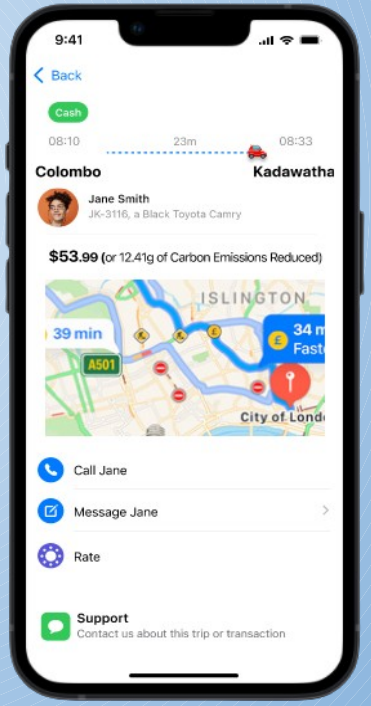
Female Only Trips

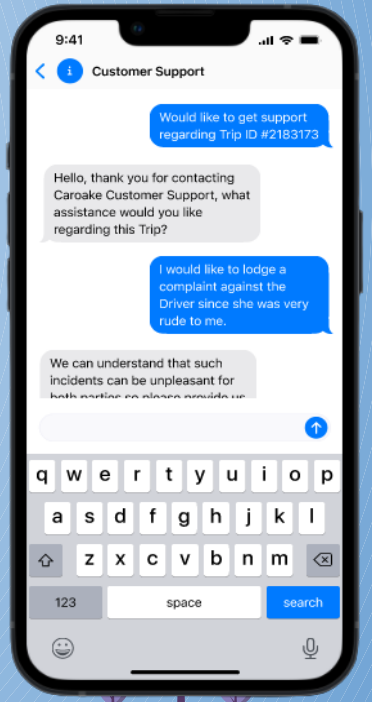


Icebreaker Indicator



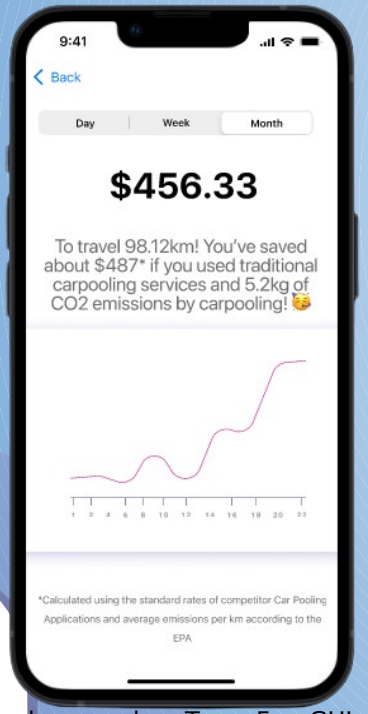
Context Based Customer Support



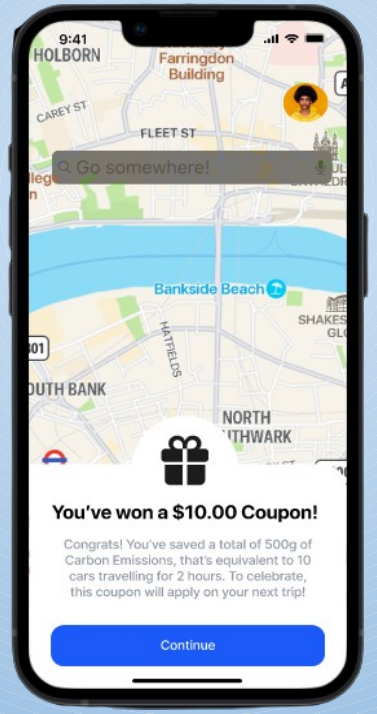


Unique Features - II

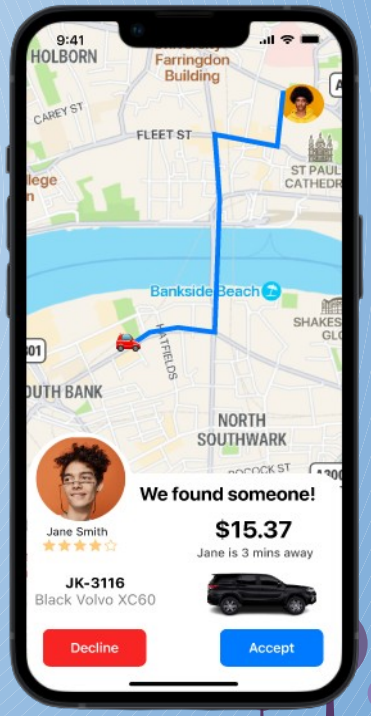
Emission Tracker



Gamified Emission Savings



Driver Focused Design



Usability Testing Plan

Team FourGUIs Usability Testing Plan - Dashboard

AUTHORS

FourGUIs Team Members
1. Kasundi Bandaranayake
2. Sahas Gunasekara
3. Pramoda Gunarathne
4. Sanugi Perera

CONTACT DETAILS

Team
Data Analyst - Kasundi - 076 573 5375
UI/UX Engineer - Sanugi - 070 145 4663
PM - Pramoda - 077 477 0201
Interaction Designer - Sahas - 071 932 8289

Participants
Vishmi Kalansooriya - 076 283 5712
Odara Chandrasena - 070 161 0040
Vansitha Rathnayake - 076 113 1529
Shamika Kumarasinghe - 071 601 7450
Umendra Weerawansa - 0764622655
Akbho Mendis Gunasekara - 077 987 1435
Gaveen Jayamanne - 077 499 6969
Dayawansa Bandara - 077 313 8823
Mudara Bandaranayake (Business Analyst) - 077 644 6968 **(Expert review)**

FINAL DATE FOR COMMENTS

Expert review on 22nd of May - Physically
27th of May 11.59 pm (GMT+5:30)

PRODUCT UNDER TEST

Caraoke is a ride-sharing/car-pooling native mobile application built with hopes of enforcing United Nation's Sustainable Development Goals (11 & 12).
T/N : Caraoke is a location-aware mobile app that requests permission to use the device's location.

PARTICIPANTS

- 5~8 participants recruited via panel
- All participants must own/have experience using an iOS mobile phone
- Must be between the ages of 18 to 65
- Must be a mix of male and female participants

EQUIPMENT

- Stopwatch (3)
- Recorder (1)
- Laptop (2)
- Power-bank (2)
- Wi-Fi router (1)
- Task sheet (1)

RESPONSIBILITIES

1. Kasundi - Recruitment, Data Analyst, Facilitator
2. Pramoda - PM, Data Logger
3. Sahas - Tech Support, Interaction Designer
4. Sanugi - Client Contact, Testing Moderator

LOCATION & DATES

Round 1 :
On 15th of May via Google Meet
Meeting Link - http://meet.google.com/kpm-pzdr-qpt

Round 2 :
On 24th of May at Curtin Colombo, Nawam Mawatha, Colombo 02
Venue - LT104
Time - 10:30am to 12:30pm

BUSINESS CASE

Why?
Identifying any specific problems or pain points seen in the high-fidelity prototypes developed during Assignment 1 and creating an application that can attract a loyal user base.

Benefits
- Uncover usability issues that were not discovered during expert reviews.
- Confirm or disprove any incorrect assumptions made regarding the usability of the prototype designed in Assignment 1.

TEST OBJECTIVES

Goals
- Test the overall aesthetic/vibe of the *Caraoke* with our target user demographic
- Test the functionalities offered in Caraoke with the our target user demographic.

Objectives
- Identify bugs and/or issues with the product
- Identify friction/pain points within the application and find solutions
- Identify interfaces or processes that might be confusing to the users.

Hypothesis
- Passengers will be able to find and request a carpool through the application quickly and easily.
- Drivers will be able to successfully host a carpool and receive payments through the application.
- The application is intuitive and easy to use.

TEST OBJECTIVES

Question to be answered
- Do the participants understand the overall functionality of the application within five seconds of interacting with it?
- Does the application consist of all features that meet the participant's requirements?
- Did the participants run into any issues or confusions while using the application?
- What adjectives would be used by the participants to describe the *Caraoke* application?
- Do the participants feel as if they can trust the application?

TEST TASKS

Sign-up and first-time impressions
- After using the application for some time, you realize you're not comfortable using it in the language selected when signing-up. Change it to another language to fit your preference.
- What's your initial reaction to the application and how it presents itself?
- Did you find the first-time tips and tricks section helpful? Are there any suggestions or improvements that you would like to share with us?

Booking a carpool - Rider PoV / Driver PoV
- Searching for your home address every time you want to hail a carpool after work can be tedious. Add it to your favorites so you can easily choose it using one-tap.
- It was a hard day at work and you prefer a quiet carpool back home. Customize your ride preferences to better fit your mood.
- Did you like the moving animation shown while the application looked for a ride? Do you have any suggestions that you feel could be better at helping pass time than the use of an animation?

Ranking criterion for each task - Extremely difficult (5), Difficult (4), Neither easy nor difficult (3), Easy (2), Extremely easy (1)

PROCEDURE

0 ~ 5 mins
Introductions and signing of Research Participation Agreement

5 ~ 15 mins
Interviews and Data gathering (Pre-Test)

15 ~ 25 mins
Carry out assigned test tasks

25 ~ 30 mins
Questionnaire (Post-Test)

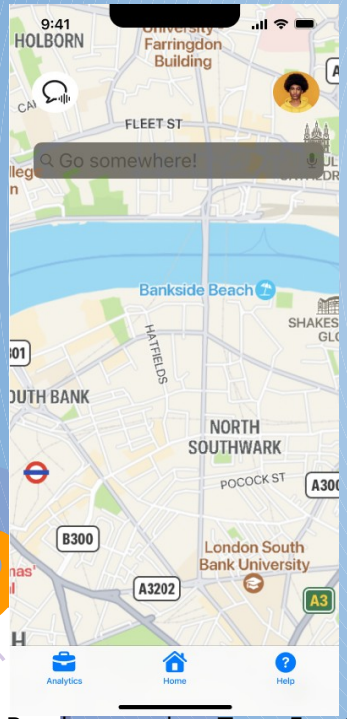
30 ~ 40 mins
Feedback

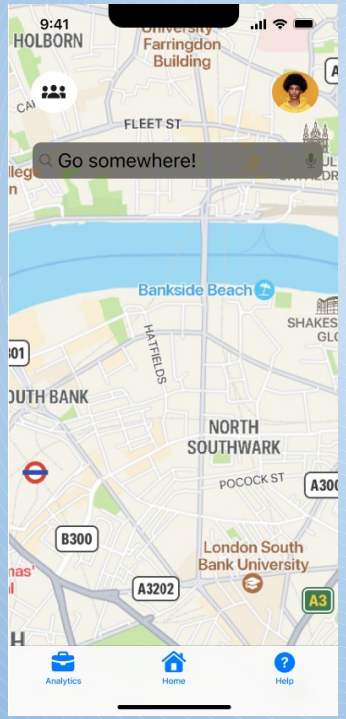
40 ~ 45 mins
Debrief

Kasundi Bandaranayake - Team FourGUIs

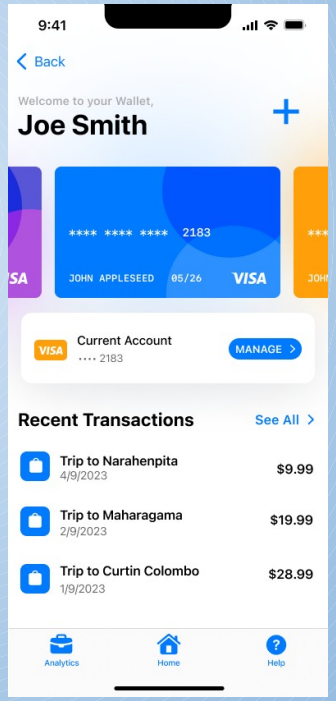
Usability Testing- Changes

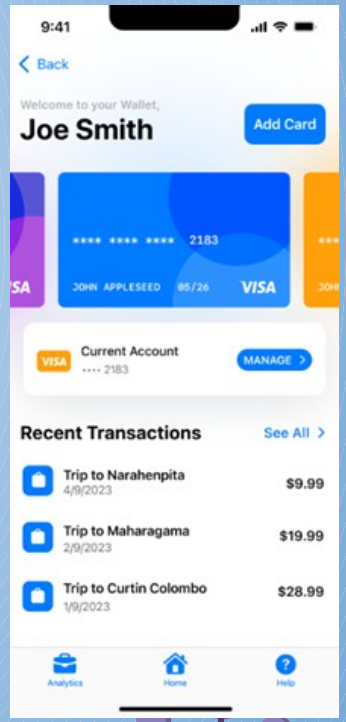
Community Icon





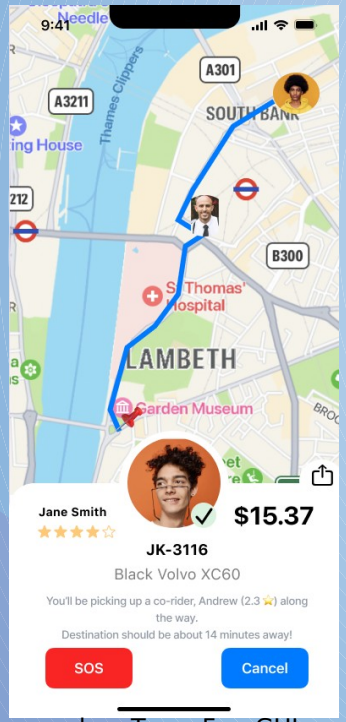
Add Card Button

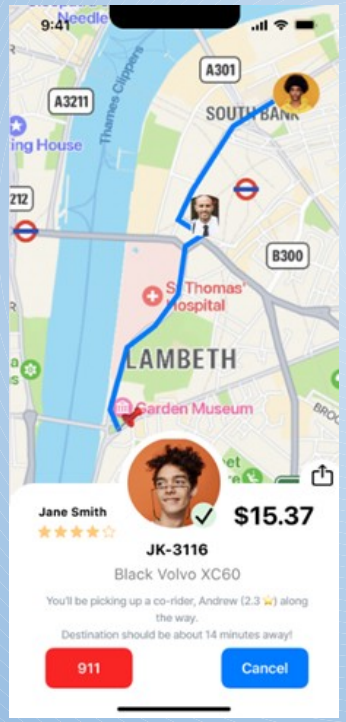




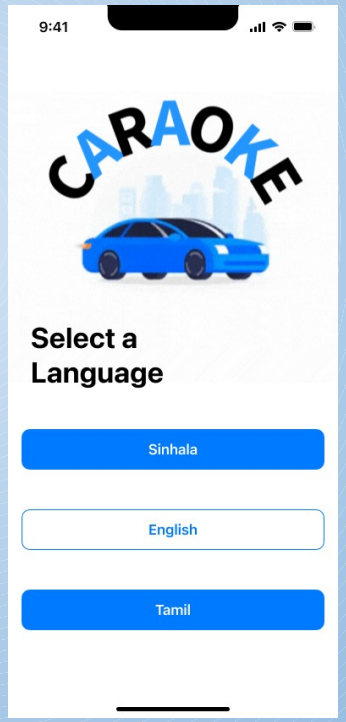
Usability Testing - Changes

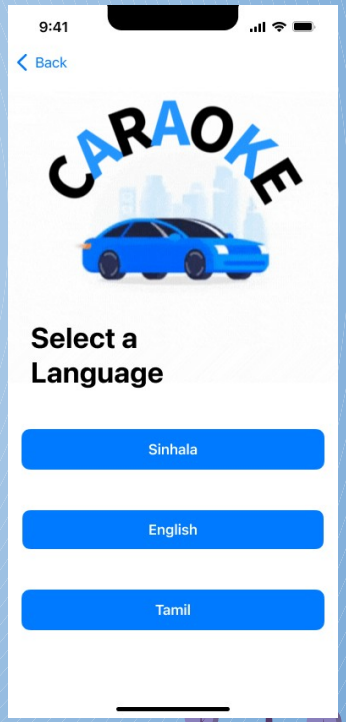
911 instead of SOS





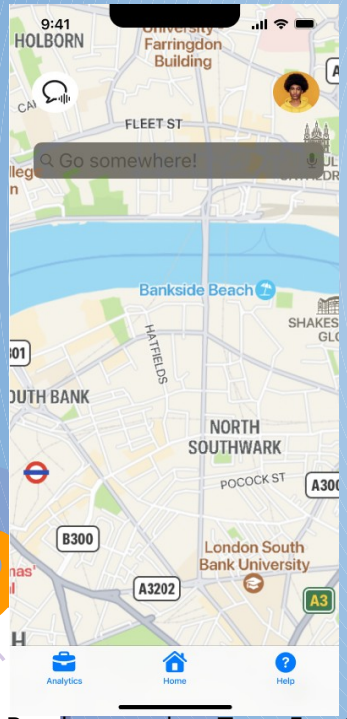
Language Preference

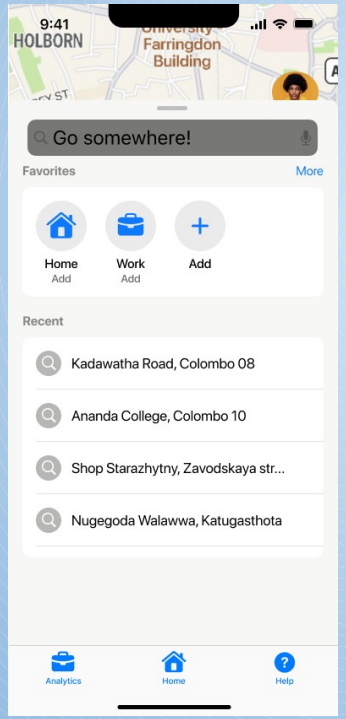




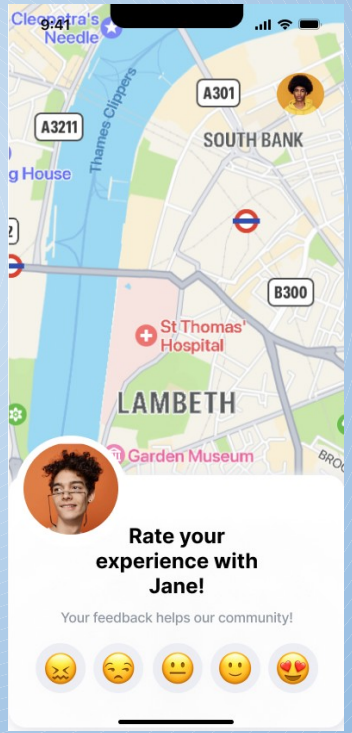
Usability Testing - Changes

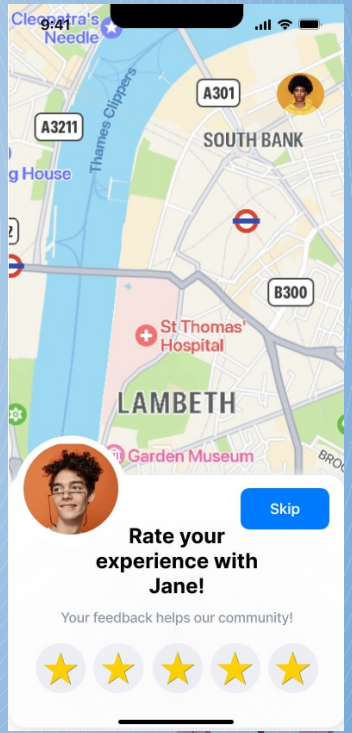
Text Contrast





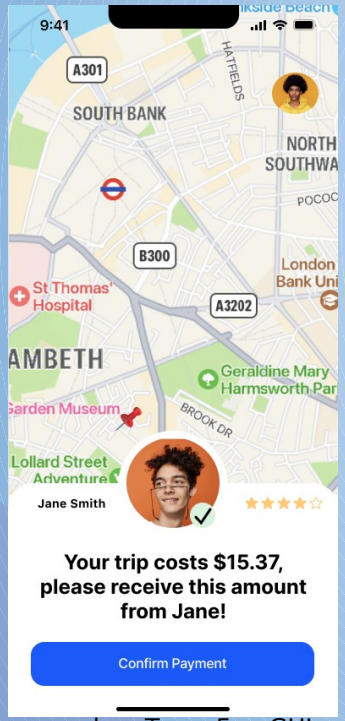
Skip option on Ratings

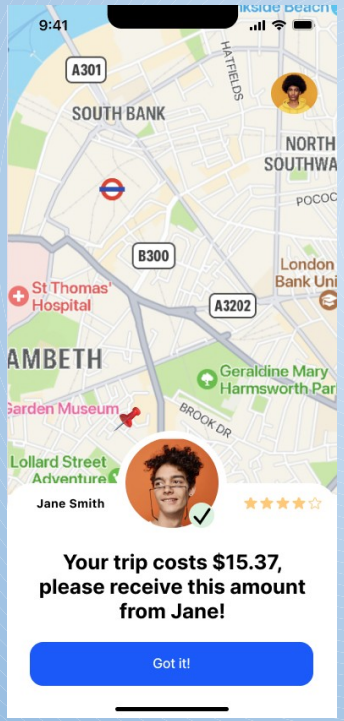




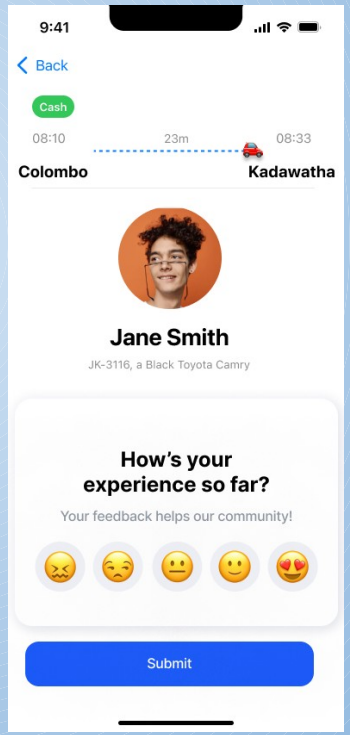
Usability Testing - Changes

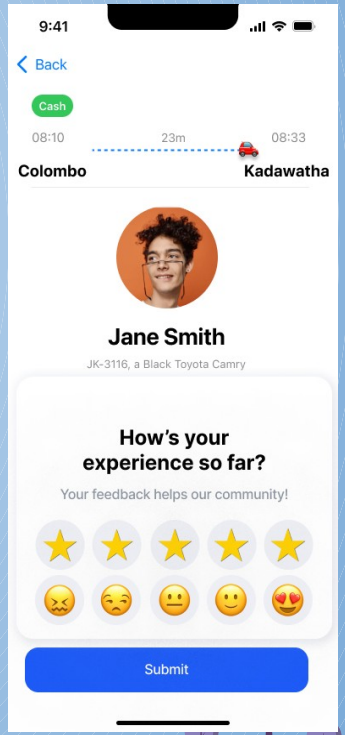
Payment Confirmation





Updated Ratings Scale





Future Plans

Step 1
iOS Release

Step 2
Android Release

Step 3
Affiliate Programs

Step 4
Gamify the Community

Step 5
Fleshed out Community Guidelines

Step 6
Saving the planet, one carpool at a time

THANKS!

Do you have any questions?

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