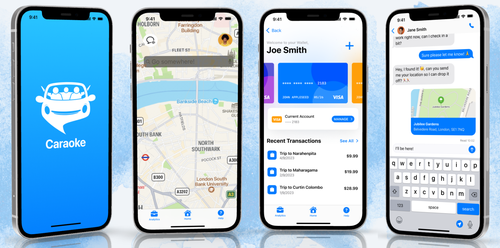
CARAOKE

RIDE SHARING APPLICATION



BACKGROUND

The Caraoke app offers a cost-effective and time-efficient solution to commuting amidst rising carbon emissions and traffic congestion. By using the app, we can work towards achieving SDGs 11 and 12, which focus on creating sustainable cities and communities and responsible consumption and production.

The app helps to reduce traffic congestion, lower carbon emissions and encourages resource sharing. By sharing a car, users can lower their carbon footprint and save money on gasoline and upkeep.

UNDERSTANDING OUR USERS

To understand our users and their requirements, we conducted user research through surveys, interviews, and questionnaires. Our key findings and conclusions drawn through user research are as follows:

TARGET AUDIENCE

Majority of survey participants are aged 18-64 years, with 56.3% between 18-24 years. The team will focus on developing UIs that appeal to people aged 18-65 years.

TARGET MARKET

The target market for the application is Sri Lanka, where carpooling is a relatively new concept.

USER WILLINGNESS

While participants expressed some discomfort with sharing rides with strangers, they are willing to try using the carpooling application to earn/save money.

USER PRIORITY

Participants emphasized that security is a major concern, and are more likely to use the app if this need was addressed.

IDENTIFYING REQUIREMENTS

Below are some of the key functional and non-functional requirements derived during the requirements gathering stage:

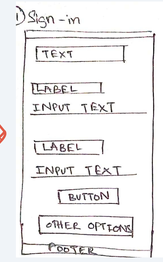
FUNCTIONAL REQUIREMENTS		NON-FUNCTIONAL REQUIREMENTS	
User registration & profile creation	Ability to set up pick-up & drop-off locations	Encryption of sensitive data such as wallet information	High contrast font colour against the background
Ability to find & join carpools or create new ones	Fair payment processing & fare-splitting	Fast loading time of less than 0.3 seconds	Error warning rates of less than 0.2 seconds
Providing user support & FAQs	Communication tools for riders & drivers	Available 24/7 except during scheduled maintenance window	Optimized for various mobile screen sizes

PROTOTYPE DESIGN PROCESS

BRAINSTORMING INTERFACES

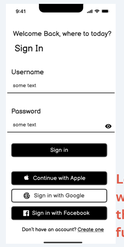
User interfaces identified by the team based on functionalities during brainstorming session.

SKETCHING WIREFRAMES



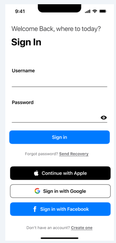
Initial wireframe sketching to get an idea of the visual representation & layout of the interfaces

LOW-FIDELITY PROTOTYPE



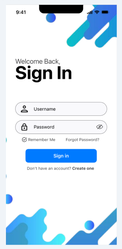
Low-fids prototyping was done to evaluate the basic usability & functionality

HIGH FIDELITY PROTOTYPE



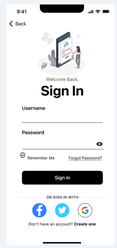
Final High-fids designing: minimizing content to bring more focus to functionality of each UI

HIGH FIDS ITERATION: TWO



High-fids iteration two: switching colour palette to high contrasting blue, white & black for distinction and clarity

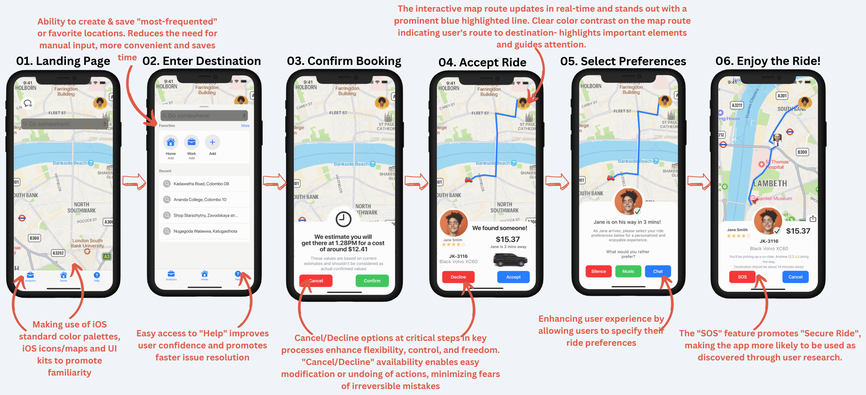
HIGH FIDS ITERATION: ONE



High-fids iteration one: designing with a muted pastel color palette, with black and white used for contrast

USER FLOW: BOOKING A RIDE

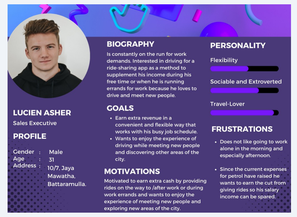
The ride booking feature is one of the core functionalities of the application. The following flow is a walk-through of six simple steps needed book a carpool ride.



USER ANALYSIS

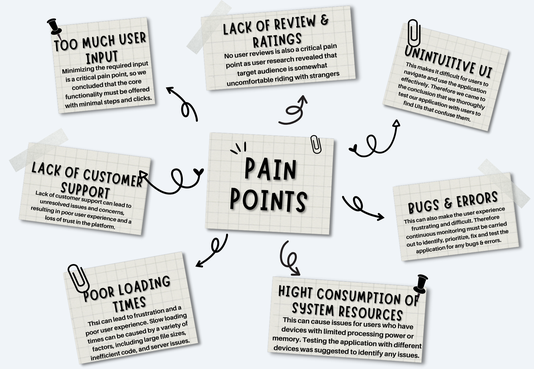
We created a diverse range of user personas by considering factors such as age, gender, economic status, and life stage. These personas represent different types of potential users for the application.
Below are two examples:

Daya, a regulatory manager aged 59, aims to improve his commuting experience to and from work.



Lucien, 31-year-old sales executive, is looking to earn extra income conveniently alongside his day job.

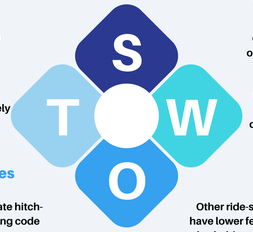
In addition to drawing user personas, the team also conducted an initial brainstorming session to identify pain points, which are outlined below focusing on significant and critical ones.



COMPETITOR ANALYSIS

During research stage, we identified competitors like Rideshare.lk, BTW Carpooling, Uber/UberPOOL, and BlaBlaCar and conducted SWOT analysis to analyse them & understand the market better.

UBER/UBERPOOL



S Strengths

Already a household name in the Ride Sharing space with much of the market share.

The application is very UX friendly whilst being extremely intuitive to use.

W Weaknesses

Carpooling often takes riders on large detours which affects utility provided.

No emission reduction as the driver takes riders to destinations they wouldn't go to otherwise.

O Opportunities

The application could integrate hitch-hiking features into the existing code base seamlessly.

T Threats

Other ride-sharing apps, such as PickMe, have lower fee percentages, which attract both drivers & riders to switch platforms.

Curtin University
Human Computer Interface ICTE 3002

FOUR GUIS
Desinged by team Four GUIs

Pramoda Sahas Kasundi Sanugi

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