

# eGo Bus

A UI/UX Case Study for School Bus Navigation

# Project Overview



Optimizing routes, enhancing safety, and providing real-time visibility for school transportation.

# Core Project Details



## My Role

UI/UX Designer



## The Team

A two-member team.



## Duration

Four Months



# The Problem

## Inefficient & Opaque

The inefficient management of school bus routes leads to delays, poor resource use, and a lack of real-time visibility into student safety during transit.

This creates daily challenges and anxiety for school administrations, parents, and safety officials.




# Our Design Process






A structured, user-centric approach to understand, ideate, and validate our solution.



# The Process (Part 1)

-  **Empathizing:** Understanding the needs and pain points of parents, drivers, and administrators.
-  **Ideating:** Brainstorming a wide range of features and solutions to address the core problems.
-  **Research:** Conducting user research and competitive analysis to define clear requirements.

# The Process (Part 2)

-  **Wireframe:** Creating low-fidelity sketches and blueprints for the app's structure and flow.
-  **Prototype:** Building high-fidelity, interactive prototypes in Figma to simulate the user experience.
-  **Usability Study:** Testing the prototype with real users to gather feedback and identify areas for improvement.





# The Solution

A comprehensive system for modern school transportation.

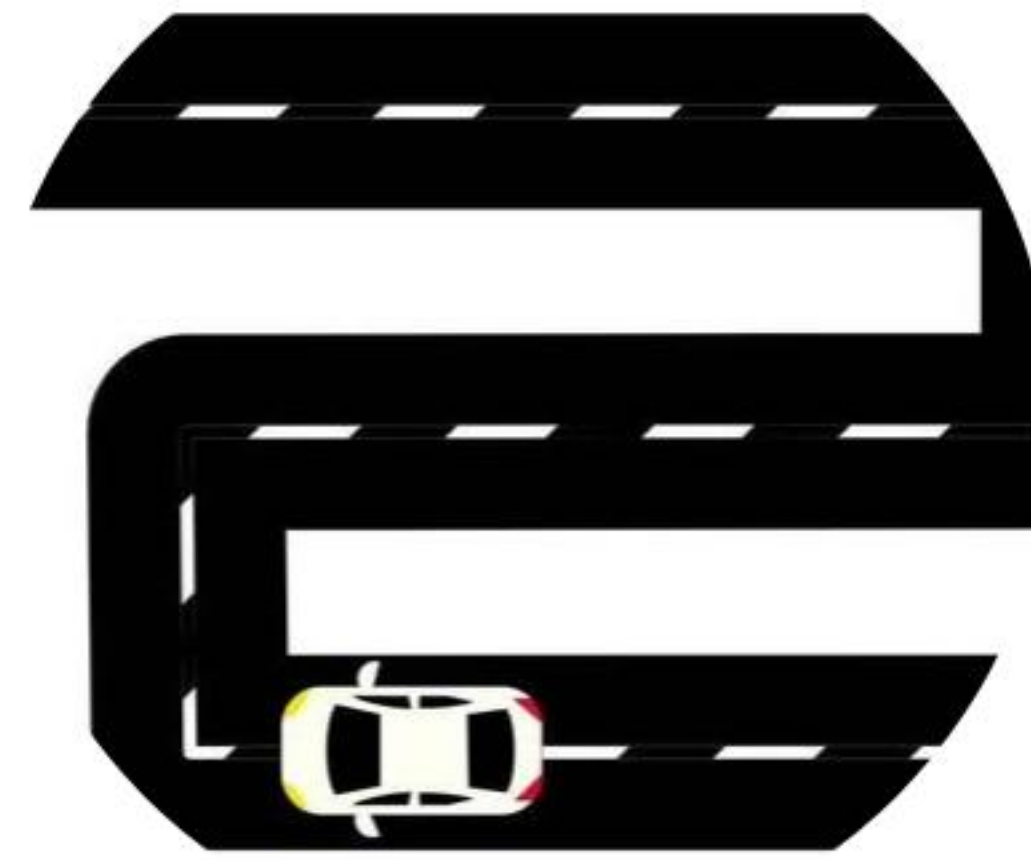


# Key Features



## **Real-Time GPS Tracking**

Live location data for all buses.



## **Route Optimization**

Efficient routing to save time and fuel.



## **Secure Communication**

Instant alerts for parents and schools.

# Outcomes & Impact



Focusing on user experience to drive adoption and improve feasibility.



# A Smooth User Experience

## User-Focused Design

- A key outcome is enhanced user-friendliness for all users: parents, admin, and drivers.
- The application is designed to be intuitive, driven by smooth animations and an excellent UX.
- This focus on a positive experience is expected to improve adoption and daily use.





# Questions?

Thank you for your time.



# Image Sources



[https://images.stockcake.com/public/4/5/f/45f89a6a-3703-4508-8e20-a9be7fc909e7\\_large/sunrise-school-bus-stockcake.jpg](https://images.stockcake.com/public/4/5/f/45f89a6a-3703-4508-8e20-a9be7fc909e7_large/sunrise-school-bus-stockcake.jpg)

Source: [stockcake.com](https://stockcake.com)

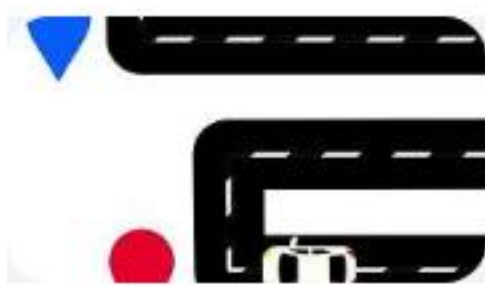
---



[https://img.freepik.com/premium-vector/gps-abstract-vector-two-pin-icon-city-map-with-white-line-connection\\_1309693-48.jpg](https://img.freepik.com/premium-vector/gps-abstract-vector-two-pin-icon-city-map-with-white-line-connection_1309693-48.jpg)

Source: [www.freepik.com](https://www.freepik.com)

---



[https://static.vecteezy.com/system/resources/thumbnails/067/652/987/small\\_2x/illustrated-city-road-featuring-navigation-pins-in-various-colors-representing-destinations-or-checkpoints-on-a-mapped-journey-free-video.jpg](https://static.vecteezy.com/system/resources/thumbnails/067/652/987/small_2x/illustrated-city-road-featuring-navigation-pins-in-various-colors-representing-destinations-or-checkpoints-on-a-mapped-journey-free-video.jpg)

Source: [www.vecteezy.com](https://www.vecteezy.com)

---



<https://uxwing.com/wp-content/themes/uxwing/download/communication-chat-call/checkmark-bell-notification-icon.svg>

Source: [uxwing.com](https://uxwing.com)

---



[https://static.vecteezy.com/system/resources/previews/002/875/780/large\\_2x/closeup-of-young-man-looking-at-screen-of-smart-phone-smiling-nicely-while-chatting-with-friend-photo.jpg](https://static.vecteezy.com/system/resources/previews/002/875/780/large_2x/closeup-of-young-man-looking-at-screen-of-smart-phone-smiling-nicely-while-chatting-with-friend-photo.jpg)

Source: [www.vecteezy.com](https://www.vecteezy.com)

---



[https://cdn.prod.website-files.com/5f16d69f1760cdba99c3ce6e/6819c3a3fb32fde9edd4911b\\_21.png](https://cdn.prod.website-files.com/5f16d69f1760cdba99c3ce6e/6819c3a3fb32fde9edd4911b_21.png)

Source: [www.eleken.co](https://www.eleken.co)