Take me home

Collaborators:

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Time-frame:

8 weeks | Jan-Mar 2020

Project Overview

This project is research-intensive, aiming to find out ways to improve CMU’s escort service. The goal of this project is to make the escort system more approachable, usable and desirable.

Background

**What is CMU Escort?**

CMU escort is a bus service that transport students safely to their home from 6:30 p.m. to 6:30 a.m. There are five bus stations around the campus to pick up students. The buses come every 30 minutes.

**Why does it need to be improved?**

According to Michelle Porter, the director of Parking & Transportation Services, CMU spends millions of dollars on transportation each year but not so many students are using this service as they expected. That’s why improvement should be made to encourage more usage of this service.

**Goal**

improve the experience of the escort system in order to increase the usage

1. Stage 1: Initial research (goal: get to know the system, what’s the potential problems)
   1. Stakeholder mapping: provide information for the interview
   2. Observations
   3. Experience
   4. Interviews
   5. Survey
   6. Territory mapping: to synthesizing data

\*Narrowing down the problem: need to do more research about the non-users

1. Stage 2: research through design ( pinpoint the biggest problem, create possible solutions to solve it)
   1. Research plan
   2. Conducting research
      1. Interview
      2. Storyboarding
   3. Analysis data
      1. mental model
2. Stage 3: Intervention
   1. Problem summary
   2. App
   3. Graphics