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.

01 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

02 Initial Research

2.1 Stakeholder map

Constructing the stakeholder map helped us to brainstorm the related parties as many as possible, which would be very helpful for the future research.

2.2 Observation

We stayed at 3 bus stops for 3 days at both 18:30 and 23:00 every day. We observed the type of students, how long people needed to wait for the bus, what they did while waiting for the bus, and what time to come outside to take the bus. We Found out that the buses generally did come on time and were accurate, but when the bus did not come, it did come.

2.3 Experience

We took the escort bus together on night to go to one of our teammates’ house. While taking the bus, we got a lot of insightful qualitative information such as the comfort of the bus, the route, and the process of taking the bus to home.

2.4 Survey

This is the google form sent out to CMU’s undergrad, graduate, and PhD students surveying about their usage and perception of the escort system.

2.5 Interview

We interviewed the three main stakeholders in the escort system: students, escort drivers and the director of Parking & Transportation @ CMU, Michelle Porter to get different perspectives on the escort system.

View the interview details.

03 Narrowing down the problems

After the initial research, we found out the biggest problem lay in the people’s, especially the non-users’, perceptions towards the escort systems. Apart from that, the access to the escort information was also a big problem preventing people from using this service.

The territory map helped us to organize the result from the research before and pinpoint the problems.

04 Second-round Research

Based on what we found before, we carried a second-round research with the carefully designed methods. This time we mainly targeted at the non-users, trying to figure out their alternative methods of going home, the reasons they didn’t use escort and potential leverage points.

4.1 Research plan

4.2 RTD1

4.3 RTD2

05 Solution

App Redesign – access the bus location, make appointment and accurate tracking

Printout redesign – make the information about the escort more visible and clear to people

5.1 App redesign

5.2