

HCI Assignment – EcoRide – Sustainable Urban Mobility App

Context

A city government is launching an app to promote sustainable commuting options like bike-sharing, electric scooters, and public transport.

You are part of a UX design team tasked with designing the user experience for this platform. Your goal is to understand the needs and create a user-centered design using HCI principles.

Assignment Tasks

User Research Summary

- Assume you have conducted user research (interviews, surveys, observations).
- Summarize key findings and user needs.
- Create two user personas representing different user segments.
- Design a user journey map for one persona.
- Identify and describe two interaction types used in your design.
- Create a high-fidelity prototype using Figma for at least three core features.
- Include a team contribution slide summarizing each member's role.

Submission Format

Submit a PDF report including:

- Problem statement
- User research summary
- Personas (2)
- User journey map (1)
- Interaction types used
- Prototype screenshots and Figma link **[Must]**
- Team contribution slide (Who has done what?)

Evaluation Criteria (Total: 20 Marks)

Component	Marks	Remarks
Problem Statement, User research, Persona, User Journey Map	6	Relevance and clarity of user understanding
Prototyping with link	10	Visual design, usability, and completeness
Documentation and team contribution	4	Clarity, structure, and individual roles