

A stylized orange line graphic with three white dots. The line starts at a dot on the left, goes up and to the right, then horizontally to the right, and finally up and to the right again to a third dot.

Subway Siesta

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PROBLEM STATEMENT



Develop an application for mobile workers who use mass transit to commute to multiple job sites.

People who ride public transportation in New York City need to pay attention to upcoming stops so that they do not miss their destination. Frequent users of public transportation would like to use their travel time productively.

PROBLEM STATEMENT



- New Yorkers spend a lot of time on public transportation because they generally don't have cars.
- If a traveler misses their stop on public transportation, it can be difficult, time consuming, and costly to correct their mistake.
- New Yorkers lead busy lives.
- New Yorkers are often seen reading, listening to music, and sleeping on public transportation.

How can we develop an application that allows people to ride public transportation in New York City safely while still being able to use their travel time effectively?

MEET RACHEL WELLS



Rachel Wells

27-year old interior designer
Lives and works in New York City
Travels frequently for her job
Does not own a car

Tasks

Visits clients off-site
Commutes all around NYC

Needs to Know

How long subway rides are



MEET RACHEL WELLS



Life Goals

Get around the city with ease
Maintain and build a professional reputation

Experience Goals

Needs reliable transportation
Make efficient use of her time

End Goals

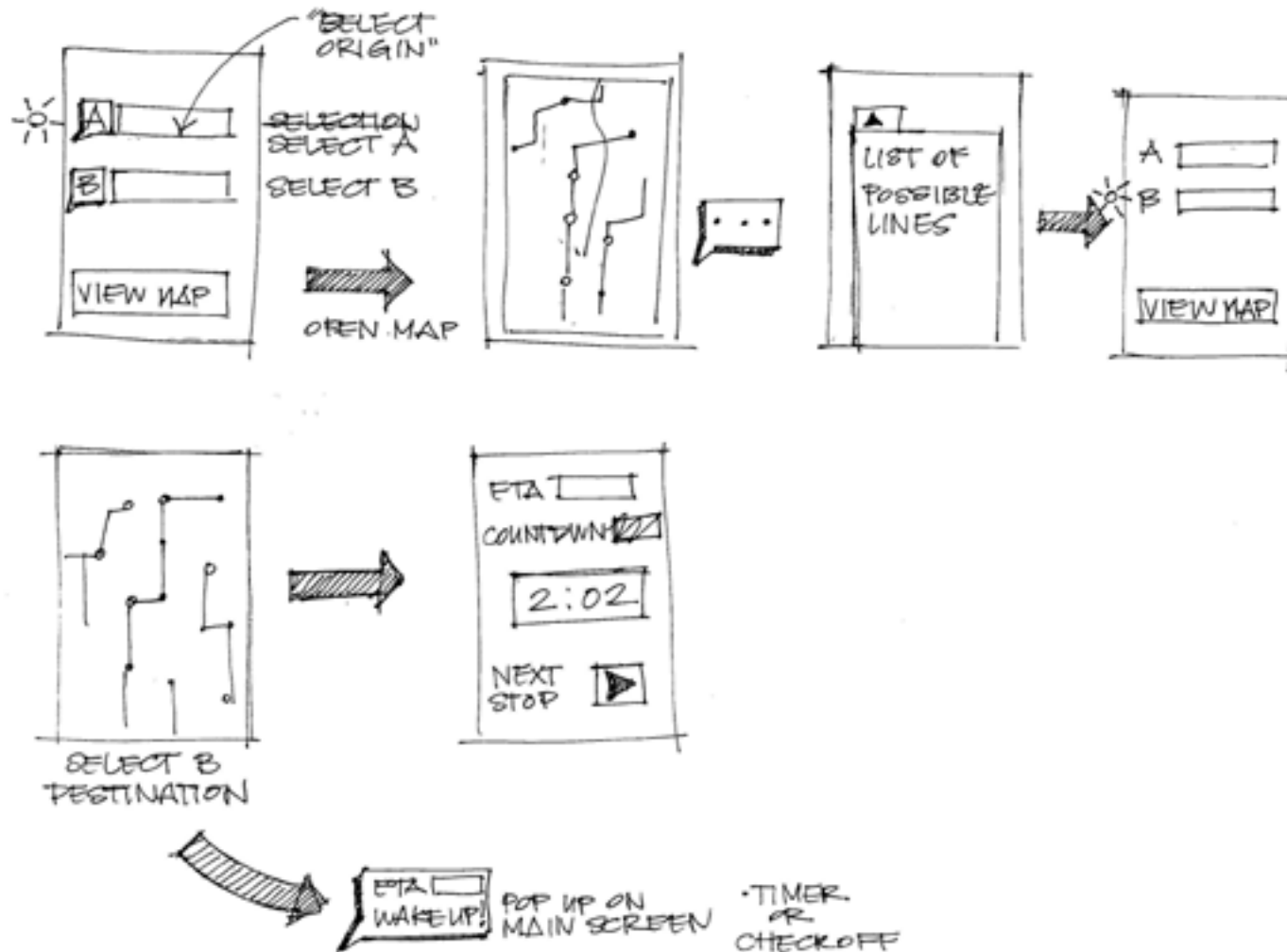
Get to client's site on time
Be able to rest or get work done while commuting



DESIGN PROCESS



Brainstorming, sketching and storyboarding...

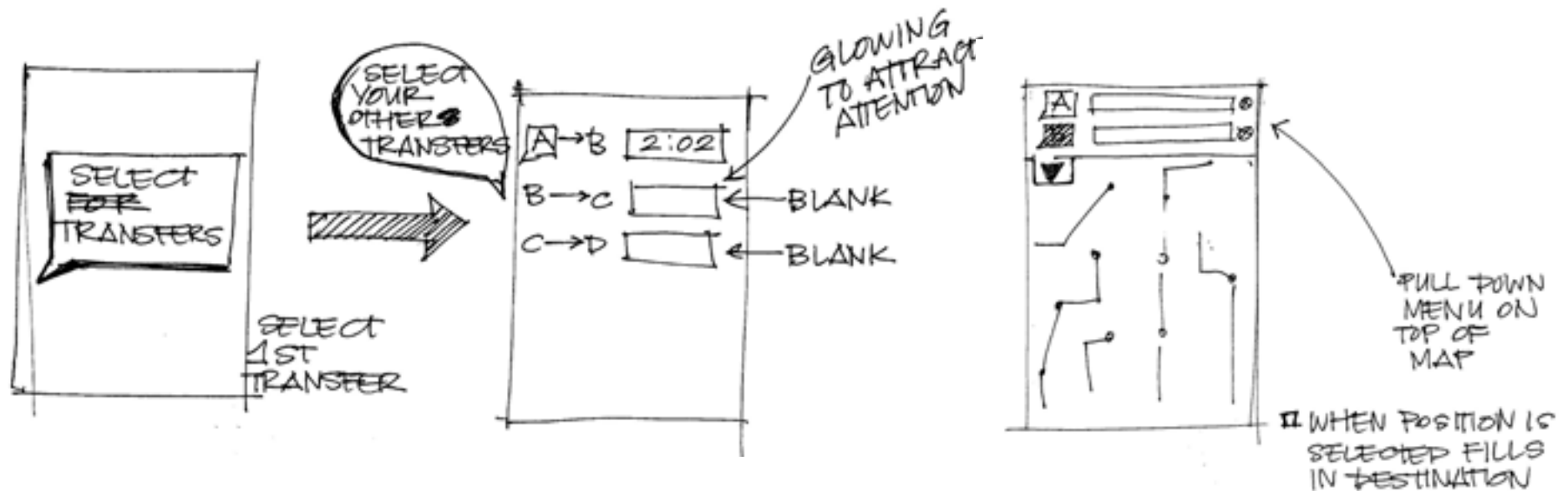


DESIGN PROCESS



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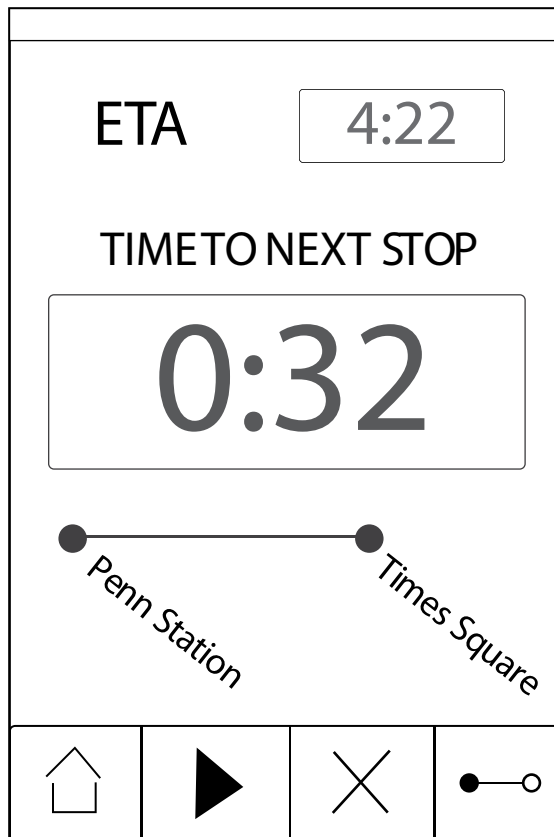
MAKING TRANSFERS



DESIGN PROCESS



Lo-fi Wireframes:



DESIGN PROCESS



Competitive Analysis:

There is no shortage of smartphone applications that have New York public transportation maps and schedules (NYCMate, NYC Bus & Subway Map, Google Maps, etc.). The difference between many of these is that they either:

- a) do not work below ground
- b) do not provide an estimated time of arrival/schedule
- c) do not provide a basic subway map



NYC Bus & Subway Map



NYCMate



Google Maps

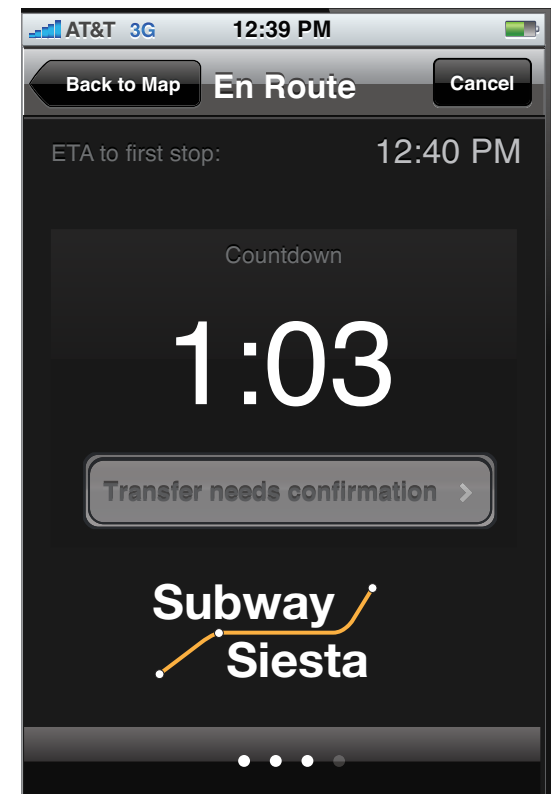
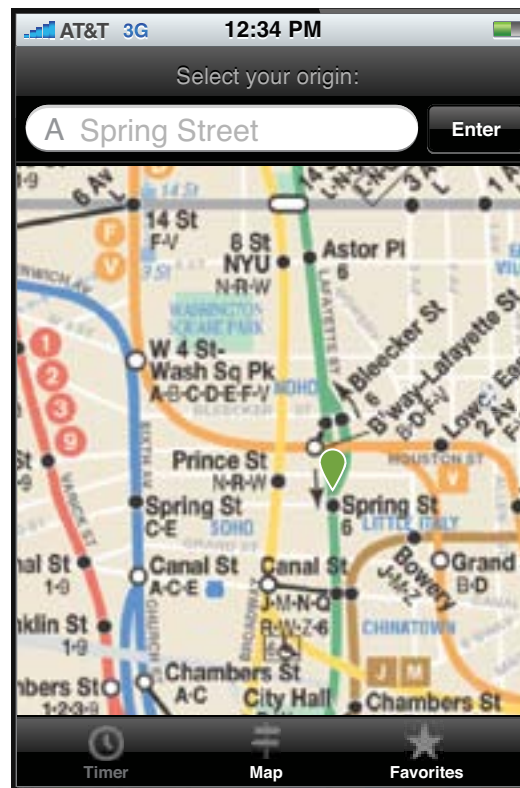
DESIGN PROCESS



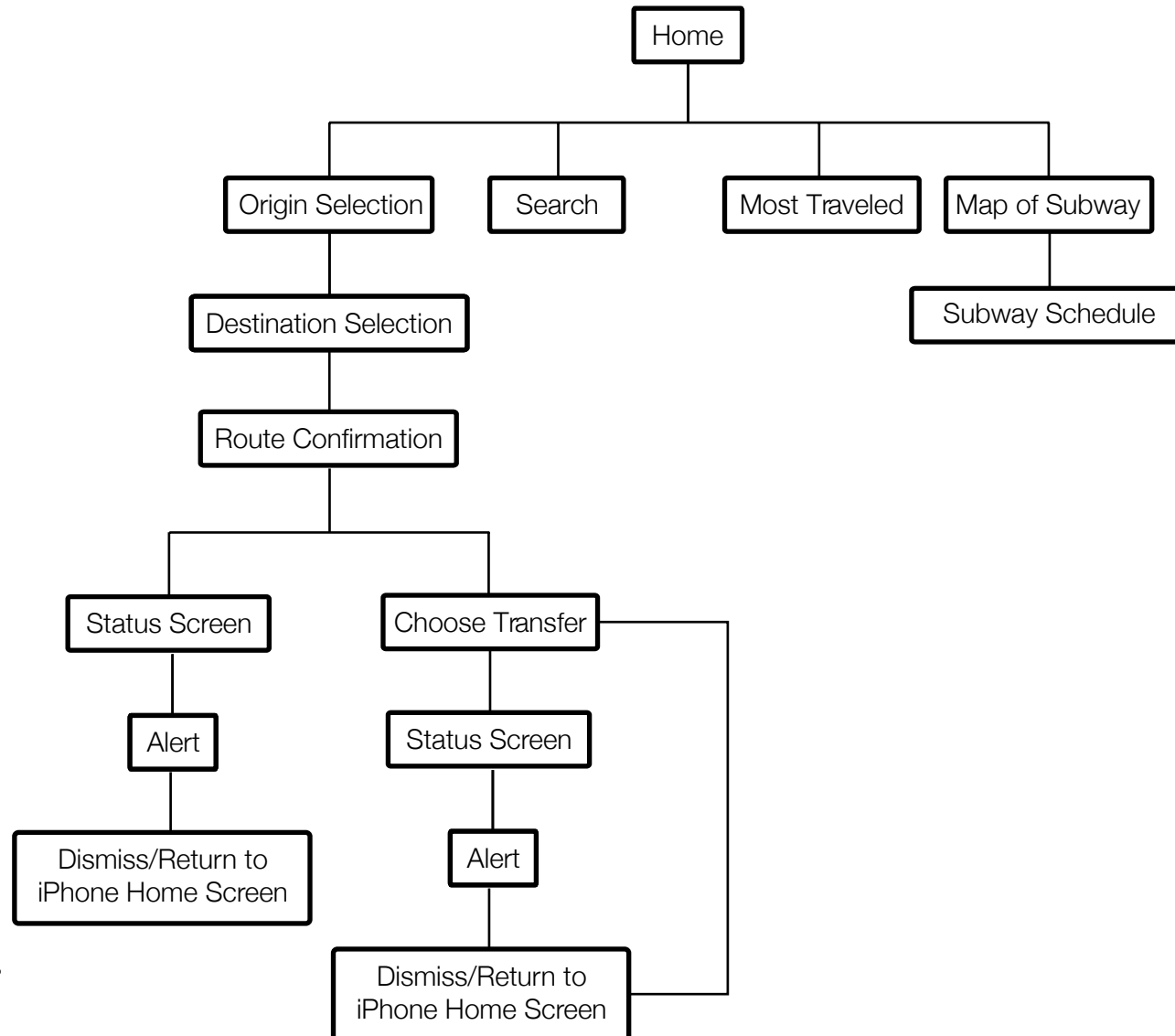
Competitive Analysis:

SubwaySiesta addresses these three problems in several ways:

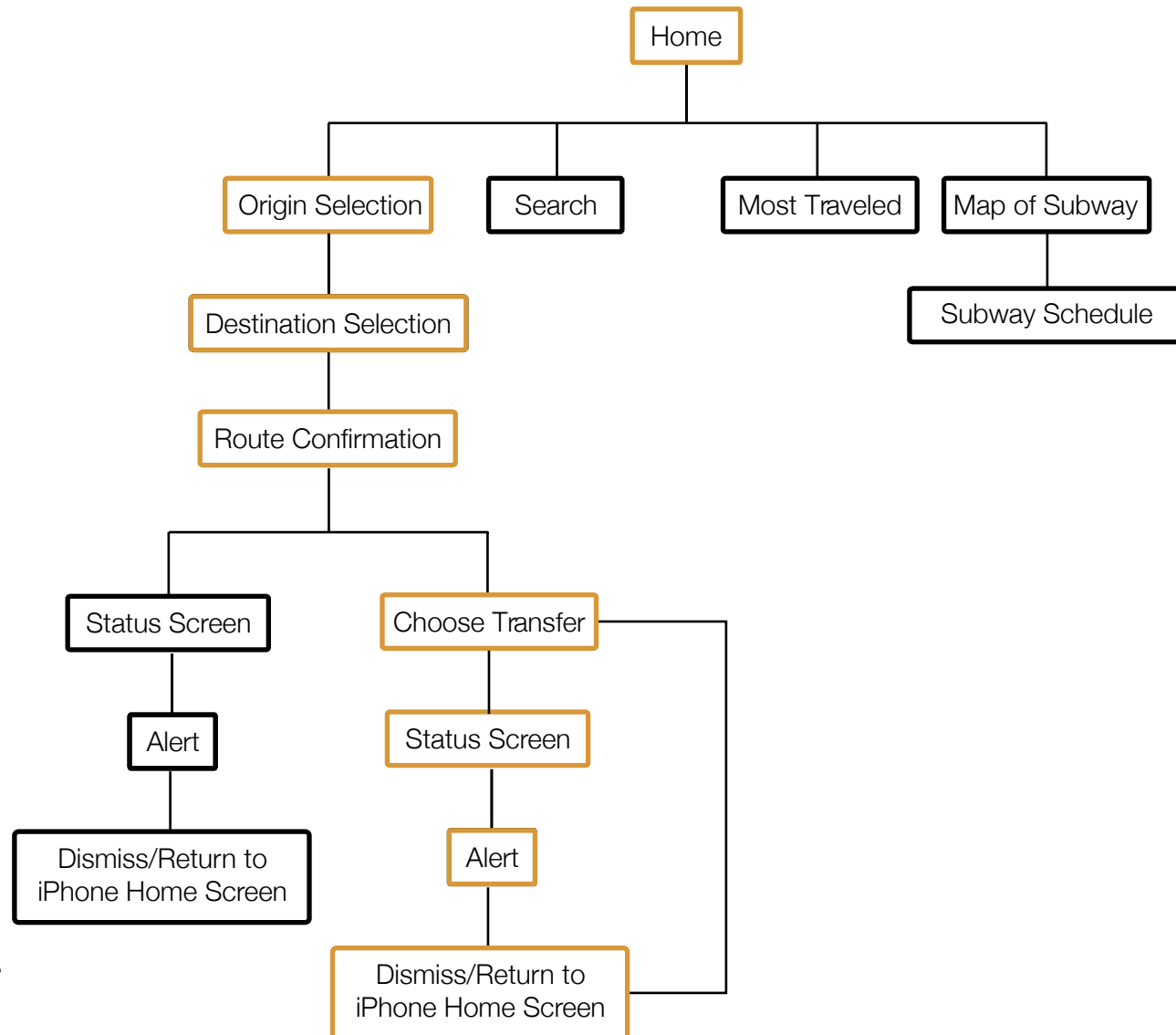
- Using pre-downloaded data regarding the schedule and routes of the MTA subway.
 - Allows people to have an accurate countdown to their desired stop using a timer.
- View (and zoom into) NY subway map



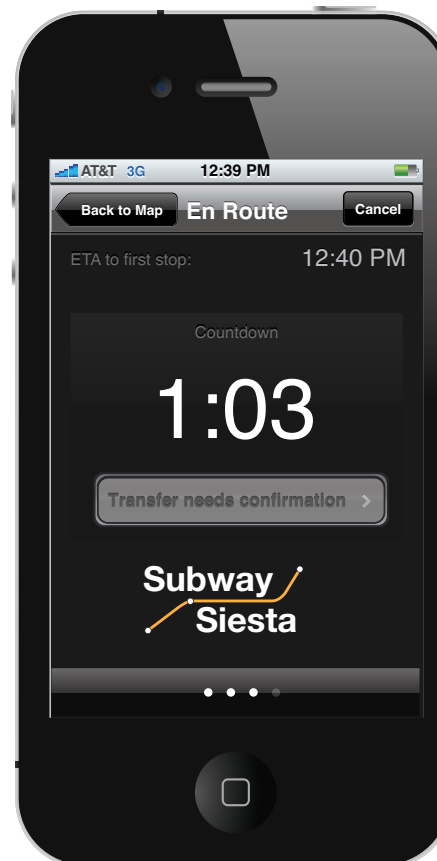
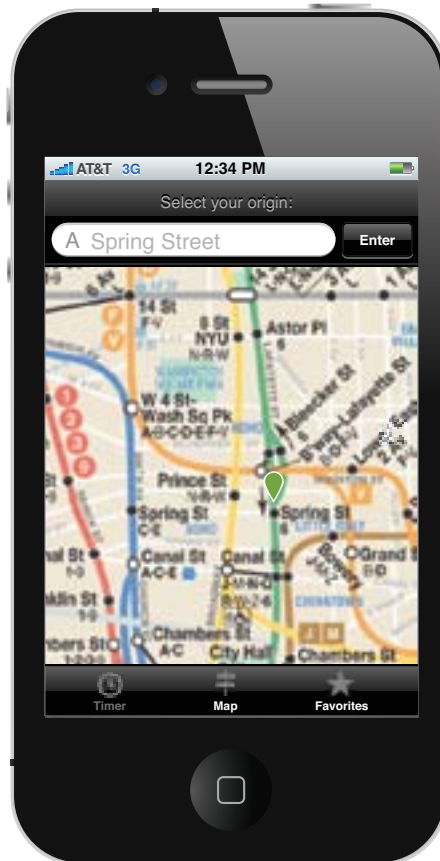
INFORMATION ARCHITECTURE



INFORMATION ARCHITECTURE



WIREFRAMES



SETTING THE SCENE



Rachel needs to get to her client's location at 66th Street - Lincoln Center in preparation for New York Fashion Week. She lives in Little Italy, near the Spring Street stop, which only services the Local 6 train.

Tuesday morning, Rachel has a 1:00 pm appointment with her client and leaves her apartment at 12:30 pm to give herself plenty of time.

Rachel has just started the book "Looking for Alaska" by John Green as her "subway reading material". She also has her beloved iPhone, which allows her to stay connected and productive on the go.

Because of this, Rachel decides to use SubwaySiesta as a way to keep track of how long she has to read, as well as whether or not she will be at her client's location on time.

DEMO



SubwaySiesta Features:

- Provides countdown from origin to destination
- Features an alarm that notifies user when approaching destination
- Provides basic subway map
- Recognizes shortest route
- Application can function without a GPS signal



DEMO



NEXT STEPS



- Complete user testing to gain feedback about design and information flow
- Think aloud testing
- Keystroke-level modeling
 - Use CogTool to determine length of time needed to complete each task by experienced user.
- User test in New York

