FARELY

A FARE-FOCUSED BUDGET TRACKER

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PROBLEM

Transportation costs, especially for fares (such as jeepneys, tricycles, taxis, and buses), are often overlooked in overall budget tracking.

METHOD.QUALITATIVE

Interviewed 10 frequent commuters (5 students, 5 workers) about how they manage their daily transport spending.

- 8 stated they doesn't track daily fares but are willing to do so with an efficient system.
- 2 interviewees stated daily fare tracking was least of their priority.

COLLECTED OPEN-ENDED, NON-NUMERICAL DATA; MAIN PURPOSE WAS TO UNDERSTAND BEHAVIORS AND MOTIVATIONS

WHAT IS FARELY?

A mobile fare-tracking application developed to help students and workers manage their daily transportation expenses.

The app aims to address the common challenge of tracking fares manually or relying on memory. Farely simplifies fare monitoring by offering users tools to record commutes, set weekly or monthly budgets, and review summarized expenses.
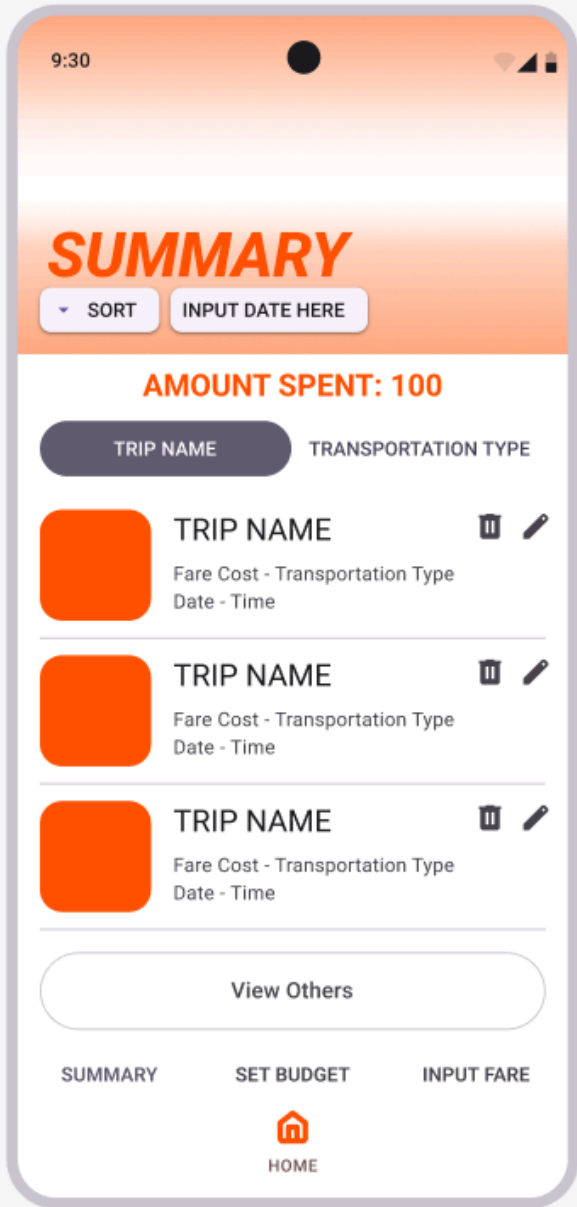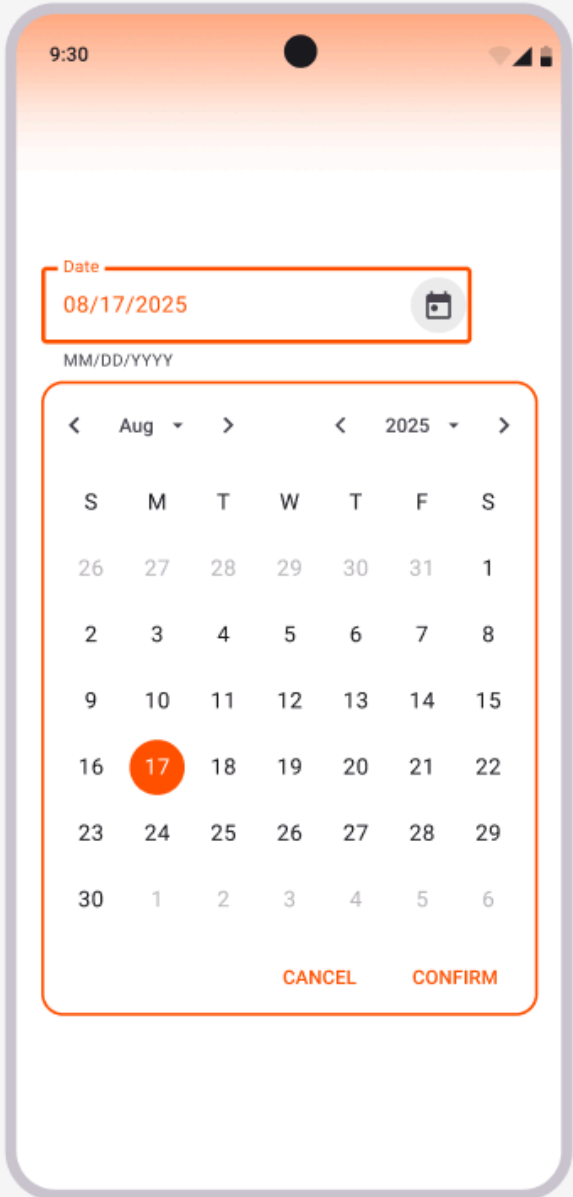
PROTOTYPE DESIGN

SPLASH ART

LOGIN

FARELY

USERNAME

PASSWORD

LOGIN

CREATE NEW ACCOUNT

SUMMARY

SUMMARY

SORT · INPUT DATE HERE

AMOUNT SPENT: 100

TRIP NAME | TRANSPORTATION TYPE

TRIP NAME
Fare Cost - Transportation Type
Date - Time

TRIP NAME
Fare Cost - Transportation Type
Date - Time

TRIP NAME
Fare Cost - Transportation Type
Date - Time

View Others

SUMMARY   SET BUDGET   INPUT FARE

HOME

CALENDAR FOR SUMMARY

Date
08/17/2025

MM/DD/YYYY

‹ Aug ›   ‹ 2025 ›

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

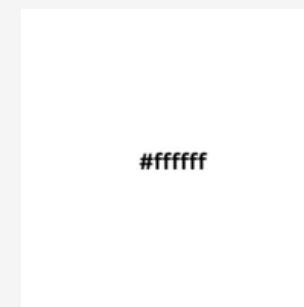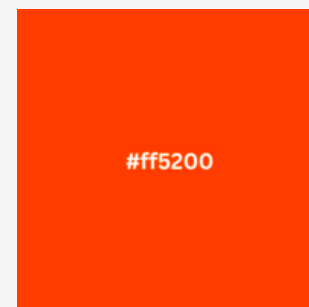CANCEL   CONFIRM

PROTOTYPE DESIGN

FONT

Trenda brings a sense of sleekness and sophistication without being overly decorative.

HEADING: TRENDA
SUBHEAD / BODY: POPPINS MEDIUM

Poppins Medium complements this with its geometric simplicity and high readability.

COLOR

#ff5200

#555555

#ffffff

FIGMA

Prototype was built using Figma, a cloud-based design and prototyping platform. Figma allowed interactive previews and real-time collaboration for the team.

FEATURES

INPUT FARE

SET BUDGET

SUMMARY /REPORT

EVALUATION PLAN

PREPARE
- Get everything ready—prototype link, survey, and schedule for participants.

LAUNCH
- Let participants try the prototype using the link, with no outside help to avoid bias.

EVALUATE
- Team observes participants, gives instructions, and uses surveys and heuristics to assess the prototype.

DISCUSS
- Team talks about the feedback and results gathered during evaluation.

CONCLUDE
- Team shares final thoughts, critiques, and suggests areas for improvement.

MODES OF EVALUATION

USABILITY SPECIFICATIONS

- Participants will be given tasks and timed to determine the usability. the tasks are divided into 3 sections:

- *MAIN MENU TASKS*
- *INPUT FARE TASKS*
- *BUDGET/SUMMARY TASKS.*

HEURISTICS EVALUATION

- Let participants try the prototype using the link, with no outside help to avoid bias.

USABILITY SPECIFICATIONS

Task	Mean	Interpretation	Classification
Main Menu Task	0.40 seconds	Highly Acceptable	Successful
Input Fare Task	4 minutes	Highly Acceptable	Successful
Budget & Summary Task	4 minutes and 40 seconds	Highly Acceptable	Successful

Table 3. Task Time

Table 3 shows the results of the timed tasks during Online Testing. The data shows that the Participants were overall able to accomplish each task sections with promising completion time. With this result, the prototype is interpreted as successful in all three (3) task sections.

HEURISTICS EVALUATION

Overall, the prototype met most of the evaluation criteria, but some issues still need fixing. An evaluation criterion the team would like to work on more are:

- Help Users Recognize, Diagnose, and Recover from Errors

- Error Prevention

FEEDBACK

Most participants gave positive feedback, but some pointed out issues with the layout and visuals.
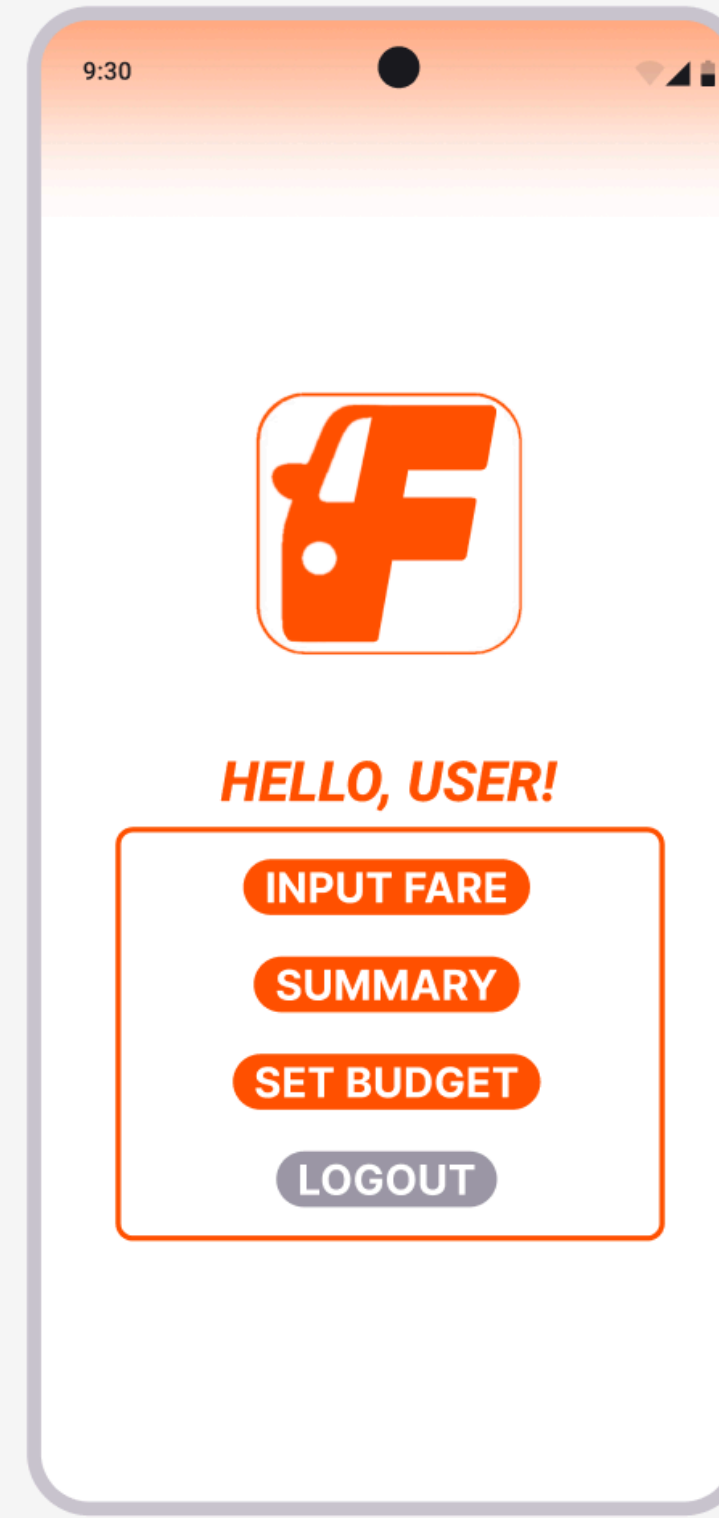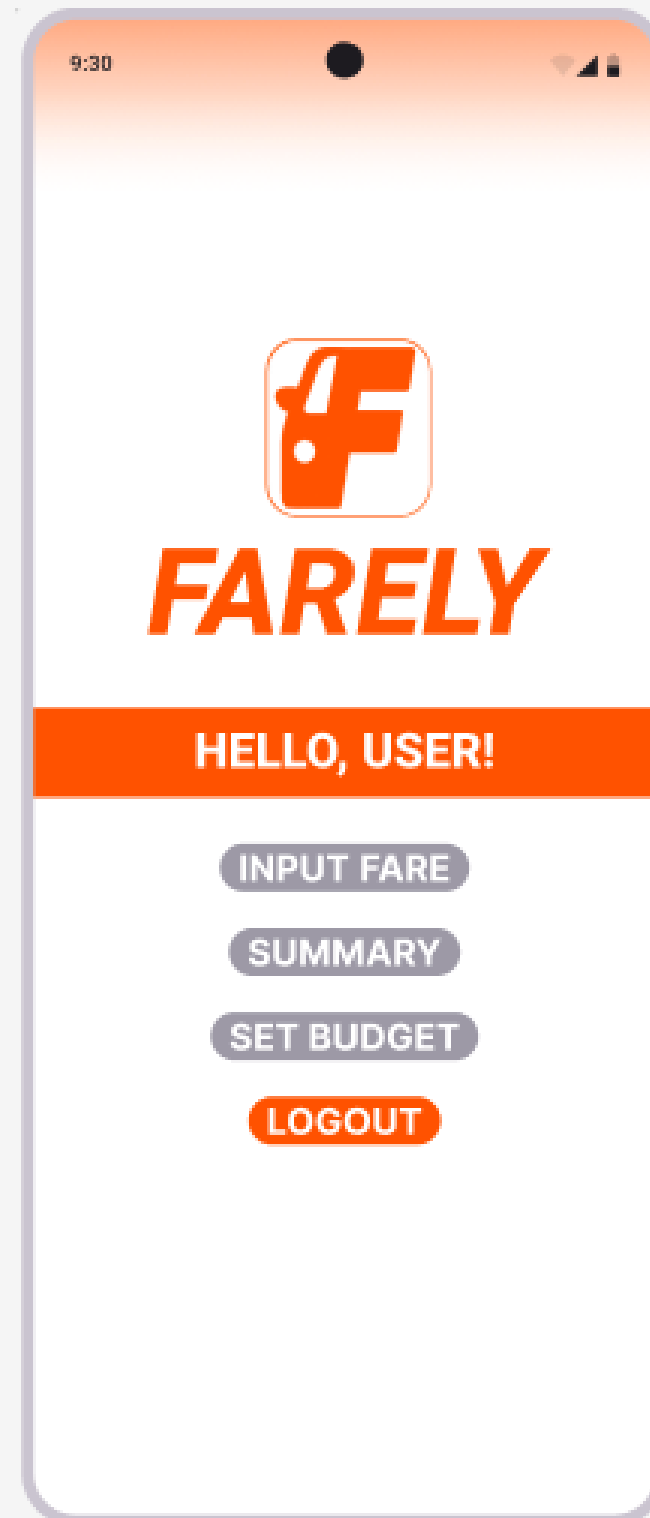
Did we make changes?

Yes. While the prototype worked well overall, we improved the design to make it clearer and easier to navigate based on what participants shared.

ALTERATION

HOME

ALTERATIONS

PROS AND CONS OF THE EVALUATION

Pros:
- Online testing made it easy to gather feedback.
- Reaching participants via social media was convenient.

Cons:
- We couldn't see real-time, in-person reactions.
- Internet issues sometimes slowed down the process.
- We couldn't fully observe how users physically interacted with the app.

WHAT WE WOULD DO DIFFERENTLY?

- Run two evaluation rounds: one before and one after revisions.
- Add a working back-end to make the prototype a functional app.

PROJECT SUMMARY

Users found the prototype overall easy to use, and they liked the clean design and smooth flow.

Some users needed time to adjust to the flow. Due to time and resource limits, we couldn't add online features or live updates, and testing was fully remote.

If given more time, we would add notifications, improved visuals, and a working budget comparison.