

Passo Research Report

Passengers: Their Pain Points and Dreams

PREPARED BY

Abd Al-Ala Camara – UX Researcher

31 January 2021

Contents

PREPARED BY 1

Executive Summary 3

 Key Findings 3

What did I want to learn? 4

 Key Research Questions 4

4 Participants 5

Key finding 1..... 6

 Passengers keep the handout to settle disputes with the drivers and or apprentice
 6

Recommendation 1..... 7

Key finding 2..... 8

 Passengers have difficulties in using the handout, especially quickly checking the
 fare from one place to the other..... 8

Recommendation 2 9

Next Steps 10

Data collection and analysis 11



Executive Summary

Since this type of product has never been built before, I want to validate the need for designing and developing an experience that allows passengers to quickly check the fare and also establish a single source of truth about how much to pay. I interviewed 4 passengers on their difficulties with the current fare handout and whether there is a need to turn the fare handout into an app.

Key Findings

- The fare handout is bulky and it takes time to check the fare because you have to flip through the pages to check the fare
- Different users (passenger, drivers etc) have different copies of the fare handout, this creates a lot of confusion between passengers and drivers.
- The fare handout is not widely spread so a lot of people don't even know it exists



What did I want to learn?

I wanted to find out what are the difficulties around the fare handout and also validate the need of turning it into app (web or mobile).

Key Research Questions

[Needs]

- Do people need a digital solution (web-based and/or mobile app) to know how much to pay from one locality to the other.

[Behaviors]

- How do people usually learn what the fare is?
- When the government changes the fare, how do people know that?
- Do people ask each other what the fare is? Who and Why

[Pain points]

- What are the problems around the fare handout?



4 Participants

I recruited my friends and colleagues as participants

#	Type of Transport use frequently	Locality	Region
P1	Van	Banjul	BJL
P2	Gelegele	Serrekunda	KM
P3	Van	Brikama	WCR
P4	Taxi	Brusubi	WCR

Key finding 1

Passengers keep the handout to settle disputes with the drivers and or apprentice

Finding

With all the difficulties around the fare handout, participants always keep a copy of the handout in other to refer to it when someone ask them about the fare and/or use it to settle disputes with the drivers and or apprentice



I kept the copy of the handout because whenever I travelled to new destinations, I refer to it and also use it to settle disputes and set the record straight for drivers and apprentice that escalate the fare.

Participant 2



Recommendation 1

To have a single and updated source of truth concerning the fare, the fare handout should be turn into an app (web or mobile).

Things to consider:

- Make it available offline
- Notify users (all users - drivers, passengers etc) when the fare changes to avoid conflicts



Key finding 2

Passengers have difficulties in using the handout, especially quickly checking the fare from one place to the other.

Finding

The hand is bulky, checking the fare from one locality to the other takes time and the handout is not list/group in way that user can check things up quickly



The handout is difficult to look up for fares, you keep looking until you look funny.

Participant 2



The handout is not divided according to regions or destinations. That makes it difficult to use.

Participant 4



Recommendation 2

When the fare handout is turned into app, it should be very easy for all users to quickly search for the fare and the fare listing page should be categories by regions.

Things to consider:

- Allow users to filter by regions
- Have an easy listing of the fares by regions for users to scan through



Next Steps

- Validate findings with surveys
- Run a design sprint for brainstorming

Data collection and analysis

