

Passo Research Plan

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Study 1: Semi-Structured Interview

Background

I was in a van (a shared transport) going to West Field from Brikama. It's time to pay the fare, usually after the Airport junction, the apprentice proclaimed "pass"! One of the passengers sitting at my right side, gave the the apprentice D10, the apprentice ask him "Foi dem?" meaning where are you going? The passenger replied "Latrikunda", the apprentice looked at him with rage and said "pass bi D18 la deh". The passenger replied with a counter question "Hana pass bi nyatala Brikama bey Latrikunda?" The apprentice says "D18", the passenger said "deit, pass bi D10 la".

While arguing, the passenger pulls out a handout (six pages long, A4 papers) containing a tabular data of all the fares within the country. He flips through the pages scanning for the fare from Brikama to Latrikunda and after a couple of seconds, he pointed out to the apprentice "saytal, pass bi D10 la". The apprentice confirms, kept quiet and return his change calmly.

After the scene, I asked the passenger, please may I have a look? He said "sure" and he handed me the handout. I looked at it and said to myself, in my mind "this should be turn into an app for people to quickly check the fare from one locality to another."

Research Goal

Based on the background statement above, I want to turn the fare handout into a digital solution by designing an experience that allows passengers to quickly check the fare and establish a single source of truth about how much to pay.

- Learn where do people find out about the fare
- Learn whether is there a need to turn the fare handout into a digital solution.

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?

Method & Recruiting

Method

- Conduct a semi-structured 20 - 30 minute in-person interview to gather in-depth qualitative data.
- The researcher will use the interview script as a guide during the meeting and ask follow-up questions for clarification of some answers or particular findings discovered when organizing and analyzing that data.

Recruiting

- A recruiting email will be sent to friends and colleagues with a link for candidates to fill a short screener form. This will help the researcher to interview only passengers that have seen, know, and/or use the fare handout.

- 4 participants, a mixture of adults and youths and use the public transport as means of traveling.

Screening Questions

[to identify if participants are within the target audience]

1. What is your fullname? *[to know who fill the form]*
2. -----, how do you know the fare from one locality to the other?
 - a. I ask other passengers
 - b. From the apprentice/driver
 - c. From the fare handout
3. Do you know that a fare handout exist that list out all the fares from one locality to the other within the country?
 - a. Yes
 - b. N
4. How often do you use the public transport?
 - a. Everyday
 - b. 5 times in a week
 - c. once a week

Script

Introduction

Assalamu Alaikum, thank you for coming, I really appreciate it. I am conducting research to find out if it is necessary to turn the fare handout from the Ministry of Transport into an app. I would like to learn more about your experience in knowing how much the fare is and when it changes.

This interview might take us 20 to 30 minutes, you are free to stop or take a break at any time, just let me know. I will also give you D100 for your time at the end of the interview.

Do you have any questions before we start?

If it is okay with you, may I record our conversation for note-taking purposes? The recording won't be shared with anyone.

Warm-up questions:

1. Which areas do you travel the most often?

Needs and behaviors:

2. Where do you learn about the fare handout? [*to know the various sources of the handout*]
3. Why do you want to keep a copy of the fare handout? [*There might be many reasons why passengers would keep the fare handout, is important to know them*]
 - a. Did you ever use it as evidence to proof what the actual fare is?
 - b. How often do you always come back to it to check for the fare?
 - c. Do you always carry it with you when traveling?
4. Do other people ask you what the fare is?
5. What type of transport do you use frequently?
6. When the government change the fares, how do you know about the new fares? [*to find how people get updated when the fare changes*]
7. Do you think that there is a need to turn the fare handout into an app?
 - a. why do you think so? (If yes)

What is good and bad about the fare handout:

8. What difficulties do you experience with the fare handout?
9. What benefits do you get from the fare handout?

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help me build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at the contacts on this card. Hope you have a wonderful day.



Study 2: Survey

Background

In the previous study, I learned that the fare handout is used to settle disputes among users, and a reference point for users. But on the other hand, it is difficult to use and creates a lot of confusion among the passengers, drivers and apprentices due to different users having different copies of the handout. To solve these problems, I also learned that there is a great need to turn the fare handout into an app (web or mobile), but more data is needed to better understand the needs and whether they generalize to the larger population of the passengers.

Research Goal

This study focuses on better understanding users' needs related to turning the fare handout into an app (web or mobile) and to determine what are the best ways and needs for passengers to quickly check the fare when traveling and/or in the middle of a conflict with a driver/apprentice, as well as better measuring the extent to which these needs are held by the majority of the passengers.

Research Questions

How can passengers quickly check how much to pay from one locality to the other, particularly when traveling?

- Which features/functions are useful?

Method & Recruiting

- Use surveys to collect data from at least 30 passengers
- Test survey questions with 5 volunteers, my friends and colleagues.

Survey Questions

1. Which regions do you travel the most often? (If you frequently traveled in more than one region, select the one you travel the most.) *[Assumption: people might have different experiences traveling in different regions]*
 - a. Kanifing Municipality
 - b. West Coast Region
 - c. Upper River Region
 - d. Central River Region
 - e. Lower River Region
2. How do you know what the fare is?
 - a. I ask other passengers
 - b. From the apprentice
 - c. From the Driver
 - d. From the fare handout
3. When the government change the fares, how do you know about the new fares?
 - a. From the national TV
 - b. From press releases
 - c. From other passengers
 - d. From the apprentice
 - e. From the Driver
 - f. From the new fare handout
4. Which is the following best describe why you refer to the fare handout? (select all that apply)
 - a. To use it as a proof on how much to pay
 - b. To learn how much to pay
 - c. Other (Specify.....)
5. What type of transport do you use frequently?
 - a. Taxis
 - b. Gelegele

- c. 7 Seater
- 6. Based on your experience with the fare handout, do you think that there is a need to turn the fare handout into an app?
 - a. Not necessary
 - b. Nice to have
 - c. Must have

Demographic Questions

- 7. Where region do you leave?
 - a. Kanifing Municipality
 - b. West Coast Region
 - c. Upper River Region
 - d. Central River Region
 - e. Lower River Region
- 8. What is your age? [Assumption: People in different age groups might have different experience.]
 - a. Under 18
 - b. 18-25
 - c. 26-35
 - d. 36-65
 - e. Above 65