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SCHOOLPOOL:

A carpool university application

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Project Overview

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Goals

- To test the discoverability of design elements and features.
- To test the efficiency of the overall task flow.
- To record any errors and insights from participants.

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Motivation

- To connect students on campus and enhance the university experience.
- To provide an alternative transportation method.
- To promote sustainability in the community.

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RELATED WORK

02

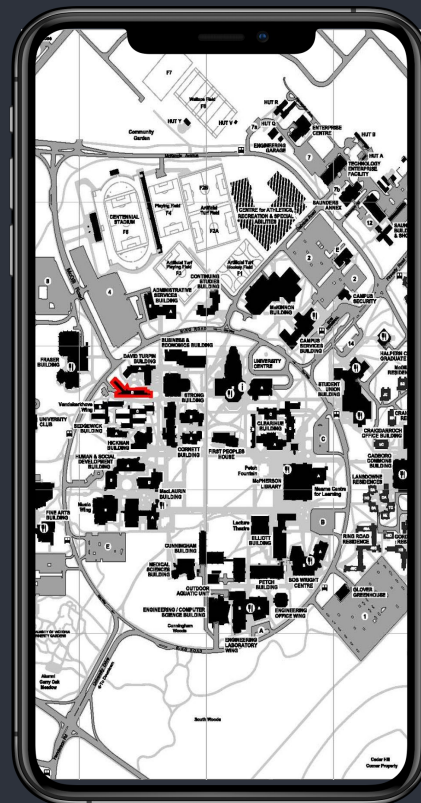
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Differing Features:

- Education-focused
- Recurring weekly carpool
- Allows driver picking by interests/hobbies
- Builds community and friendships



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User Findings

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User Interview Insights

Most participants...

- Live 20 minutes away and would prefer to arrive 15 minutes early.
- Prefer to deviate from their route by less than 10 minutes.
- Prefer carpooling with the same group both ways.

Diary Study Insights

Participants who travel via...

- Bus are inconvenienced by crowding, and minor delays.
- Vehicle are inconvenienced by the parking costs and availability.
- Carpool currently prefer this method when it is convenient to do so.

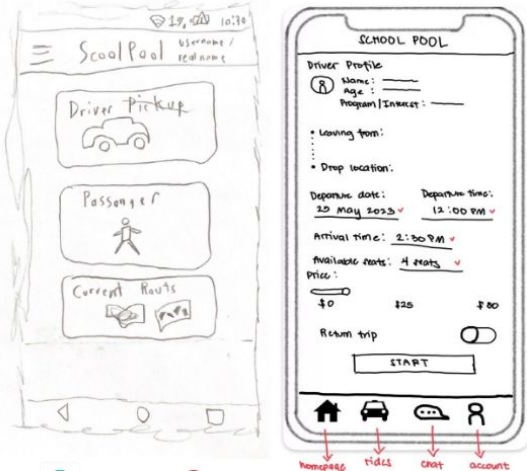
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Prototype Evolution

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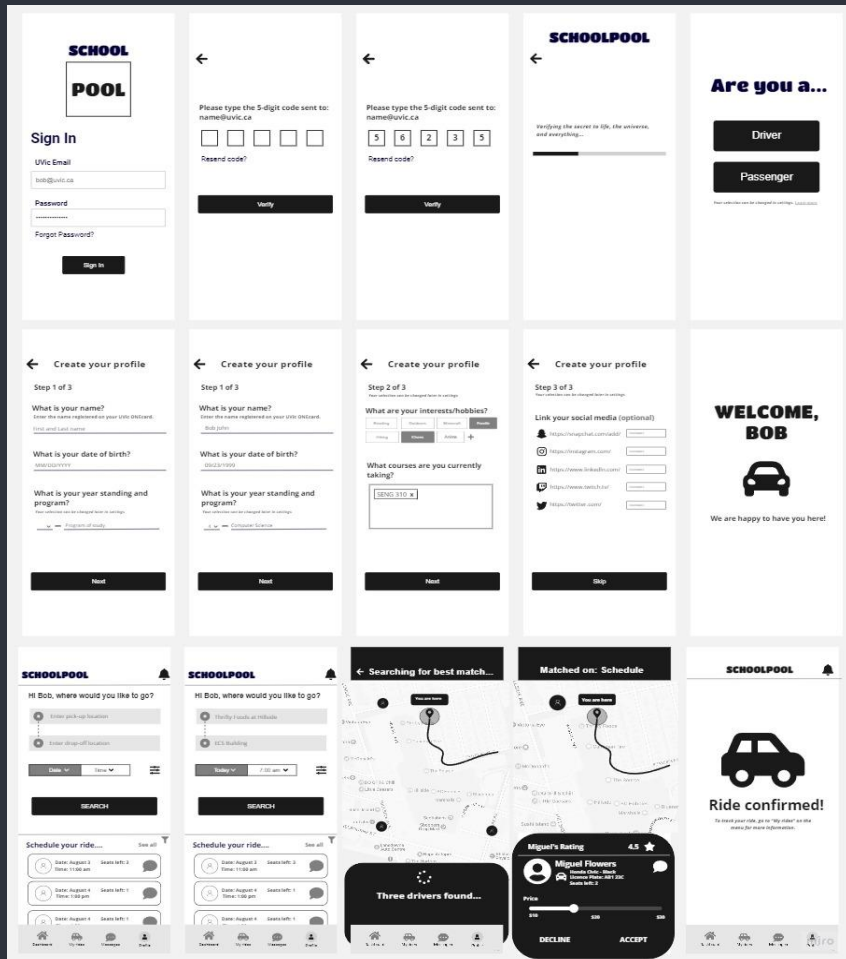
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homepage rides chat account



Group Ideation



Vertical Prototype

- Refined the visual design with icons and improved typography.
- Incorporated real content and data for a realistic representation.
- Added interactive elements such as buttons, form fields to simulate user interaction.
- User feedback mechanisms to ensure users are aware of their actions and the system's responses.

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User Evaluation

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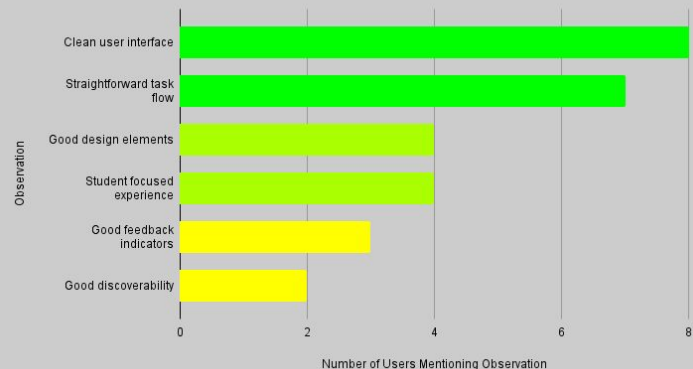
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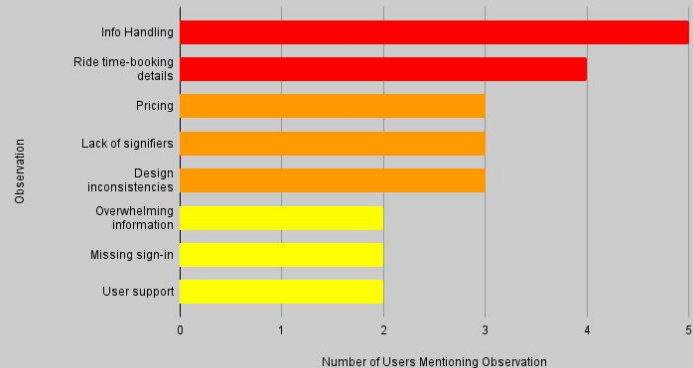
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- **Biggest Positive** – Clean User Interface
 - All users mentioned something positive about the cleanness of the UI
 - “Process was straightforward.”
 - “No issues navigating.”
- **Biggest Negative** – Info Handling
 - Mentioned by 5/8 users.

Positive Observations Frequency from 8 Users



Negative Observations Frequency from 8 Users



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Lessons Learned

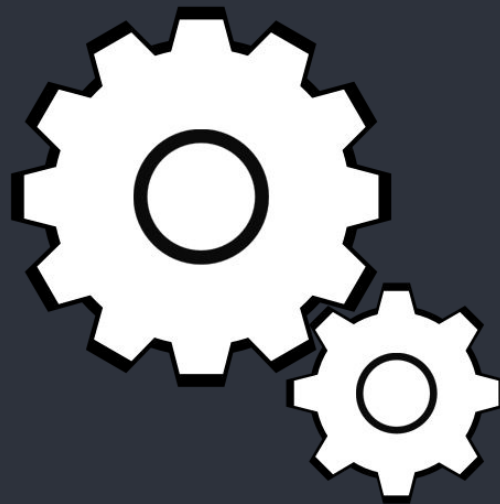
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</ Learnings

- Give reasoning for info requests
- Consistency in button locations (back button, etc.)
- User evaluation template for more quantitative data.
- Software choice for medium-fidelity prototype.
- Ensure related-app standards are met (log-in, sign-up, etc.)



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Future Work

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Visuals

- Route visualization
- ETA tracking
- Pick-up points

Driver's POV

- Passenger list
- Profile creation



Preferences

- Max deviation from fastest route
- Pickup location selection
- Rating system
- Filter options

Matching

- Weekly schedule/program
- Music tastes
- Deviation from main route

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Conclusion

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What worked well

- Clean user interface
 - “Process was straightforward.”
 - “No issues navigating.”

Future work

- Visuals to enhance the passenger’s experience
 - Route visualization
 - ETA tracking
- A driver specific interface
- Passenger preferences
 - Pickup location selection
 - Filter options
- Matching system to connect users

Vision for a final product

- To connect students on campus and enhance the university experience
- To promote sustainability in the community



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