SCHOOLPOOL:
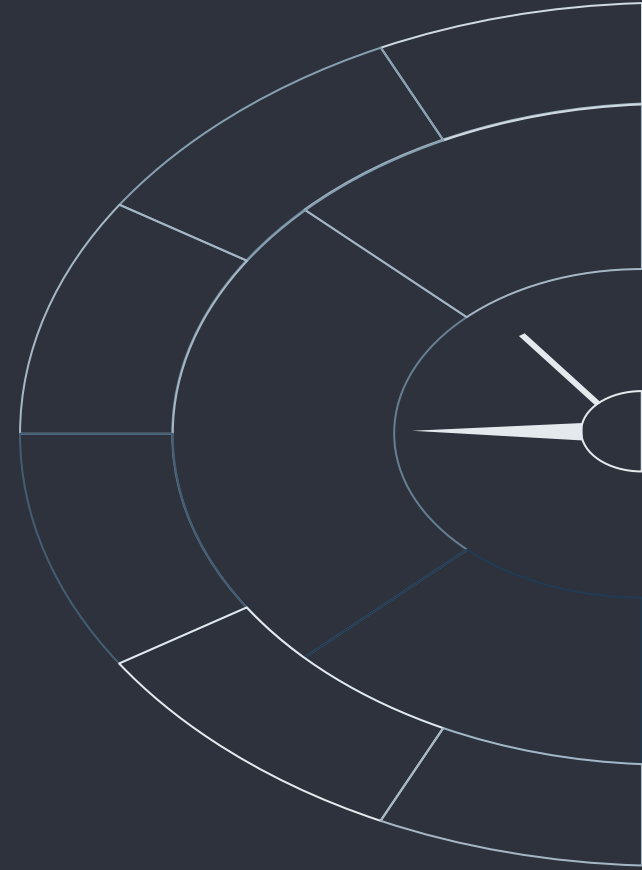## A carpool university program

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Goals of User Research

- Participants were selected if they were students at UVic who commuted to and from campus to learn the following

  - To gain insights on various student travel experiences, preferences, and challenges that will guide SchoolPool's features.
  - To assess the limitations and feasibility of specific features learned from users' responses.

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</ Data Collection Methods

Interviews

- Conducted six interviews to understand the driving habits attitudes, and needs of students.
- Provided a glimpse of the user's preferences about carpooling.
- Identified unique cases/barriers for potential users that can enhance the carpool experience.

Diary Study

- Participants were asked to describe their commute experiences and transportation methods.
- Allowed participants to elaborate real-time scenarios to consider in our design.
- Participants were able to assess their daily routines that can be improved during the design phase.

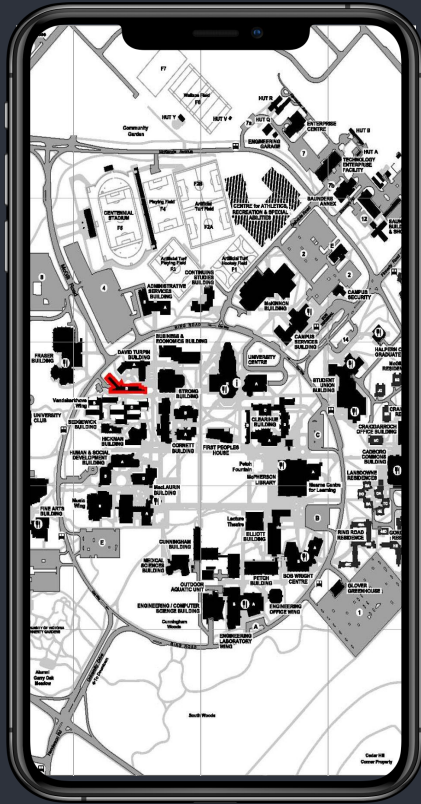1011 011 01 1011001 10 11011 011 01 110110 110111 1101

User Interview Insights

Most participants…
- Live 20 minutes away
- Prefer to deviate from their route by less than 10 minutes
- Prefer to arrive about 15 minutes early
- Prefer carpooling with the same group both ways

Diary Study Insights

- Some participants who travel by bus are inconvenienced by crowding, and other minor delays. Others prefer it due to it being discounted through tuition
- Participants who travel using their vehicle are inconvenienced by the parking costs and availability
- Participants who carpool currently prefer this method when it is convenient to do so

Design Requirements

Visuals

Route visualization, ETA tracking, pick-up points

User profiles

Hobbies, Interests, Current Year and Program.

Preferences

Max deviation from fastest route, pickup location, rating system for passengers and drivers

Matching

current courses, weekly schedule/program, music tastes, deviation from main route

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