

West(will)'s Carpooling App:



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DIGHUM 110: User Experience & Design

Brief

Cultural engagement & community service in Los Angeles & Southern California

- Focus:** Enable students to connect/engage with outside communities
- Challenge:** Lack of student-sourced modes of transportation
- Solution:** Develop students-only carpooling application

Understanding the problem space

Design Framework (Information Architecture)

Lit Review: Takeaways

- 1.

Traveller's User Stories

- Cost Barrier
- Time vs. Convenience
- Safety

Preliminary Structured Interviews: Takeaways

1. Reliance on Costly Transportation Alternatives
2. Safety Concerns with Public Transit
3. Limited Awareness of Off-Campus Events
4. Desire for Reliable and Trustworthy Rideshare Programs
5. Impact on Participation in Extracurricular Activities

Low-Fidelity Designs

SIGN UP & LOGIN SCREEN

Start Screen

9:41 [Signal] [Battery]

UC POOL



TRAVEL TOGETHER

Travel with other students
in your UCLA community

Create Account

or sign in

Existing Login

9:41 [Signal] [Battery]

←

Let's get back to
Sharing


Login with a registered
ucla email

G [Input Field]

CREATE PROFILE

9:41 [Signal] [Battery]


←

 John Doe

Sophomore ▾

Status

SOCIAL MEDIA



CONTACT INFORMATION

Phone Number

Email

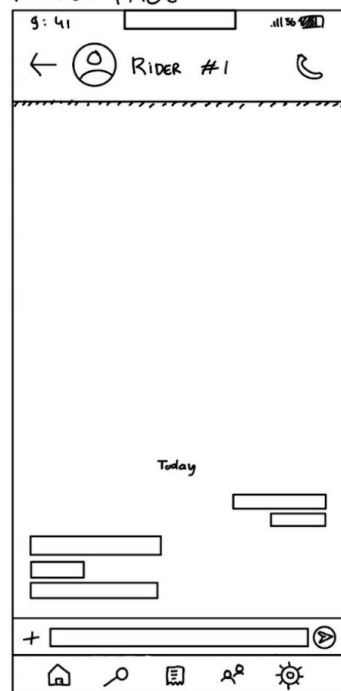
Emergency Contact

Alice Doe

CHAT PAGE



MESSAGE PAGE



CREATE EVENT PAGE

9:41

100%

 CREATE EVENT

Add Title

 Sunday, Nov 5

 All - Day ☐

6PM - 7PM

Host

Attendees

Location

Description

Looking For

Carpool

Buspool

Passengers

POST EVENT












Find Event Page

3:41

76%

 Dockweiler Beach Cleanup

SATURDAY
Dec 13

MSU Dockweiler Beach
cleanup

ORG: MSU Student Union

LOCATION: Dockweiler Beach

ADDRESS: 12000 Wilshire del Mar Playa del Rey, CA

TIME: 8:30 AM - 1:00 PM

DESCRIPTION:

WEDNESDAY
DEC 22

Beach cleanup w/USAC

ORG: USAC

LOCATION: Dockweiler Beach


ADDRESS: 12000 Wilshire del Mar Playa


TIME: 6:00 AM


DESCRIPTION:


CAN'T FIND EVENT?


TRY OUR ADVANCED SEARCH











High Fidelity Designs

[Figma](#)

UC
POOL



Travel Together

Travel with other students in your

UCLA Community



Let's build a Community

Sign Up using your registered UCLA
email!



Sign in using Google

or [sign in](#)

Good Morning,
Joe



Create a Trip



Hop in a
Car



Bus with
others!

Your Next Rideshare



Hammer Museum:
Andrew Garfield
1182 Wilshire Blvd

11/13/2023

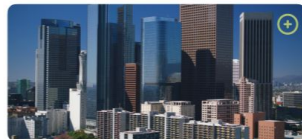
Pickup: 2:00 PM

2/4



Downtown LA

Somewhere in DTLA



You are going as a:

DRIVER

PASSENGER

Pricing per seat...

\$7 >

Number of Seats

4 >

Rules/Restrictions...

>

Luggage spots...

2 >

Create Trip



Home



Explore



History



Chat

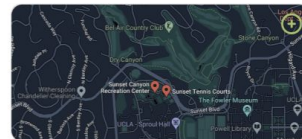


Settings



UCLA Sunset Recreation Center

330 De Neve Drive



You are going as a:

DRIVER

PASSENGER

Luggage

0 >

Create Trip



Home



Explore



History




Chat




Settings

Cancel


Trending Destinations 🔥



USC vs. UCLA Foot..
USC Coliseum




Beach Cleanup
Santa Monica Beach




Marathon
Century

Cultural Engagement




Hammer Museum:
Andrew Garfield
1182 Wilshire Blvd




Save the Pandas Protest
Royce Plaza

Volunteering




UNICEF at UCLA Teaching
West Hollywood




USC vs. UCLA Rally
Security
Wilson Plaza

Cancel




Hammer Museum:
Andrew Garfield
1182 Wilshire Blvd

11/13/2023
Pickup: 2:00 PM
2/4



Hammer Museum:
LULU Restaurant
1182 Wilshire Blvd

11/13/2023
Pickup: 6:00 PM
3/4




Hammer Museum
1182 Wilshire Blvd

11/13/2023
Meetup: 6:00 PM
3


Looks like there are no more rides
in the near future :(

Destinations Close By



Starbucks
Westwood
1182 Wilshire Blvd

11/13/2023
Pickup: 10:00 AM
3/4



UCLA Engineering
VI
1182 Wilshire Blvd

11/13/2023
Pickup: 3:00 PM
3/4

<

Advanced Search

Event:

Organization:

Date:


/


/


Address:


Location:


Apply

 Home

 Explore

 History

 Chat

 Settings



Hammer Museum

Vehicle Information

Car Make: BMW 330i
Total Passenger Capacity: 4
Baggage Space: Available

Ride Information

Date: 11/13/2023

Driver: Joe Bruin

Pick-Up Time (Estimate): 2:00 PM

Destination: 1182 Wilshire Blvd, Los Angeles, CA

Carpoolers (Slots Left: 1/4)

Joe Bruin
Driver

Jake Bruin
Passenger

Josh Bruin
Passenger

Hammer Museum

Vehicle Information

Bus Line: Metro 761
Current Group Size: 4
Meetup Point: Sepulveda/Pico

Ride Information

Date: 11/13/2023

Meetup Time (Estimate): 10:00 AM

Destination: 1182 Wilshire Blvd, Los Angeles, CA

761

→

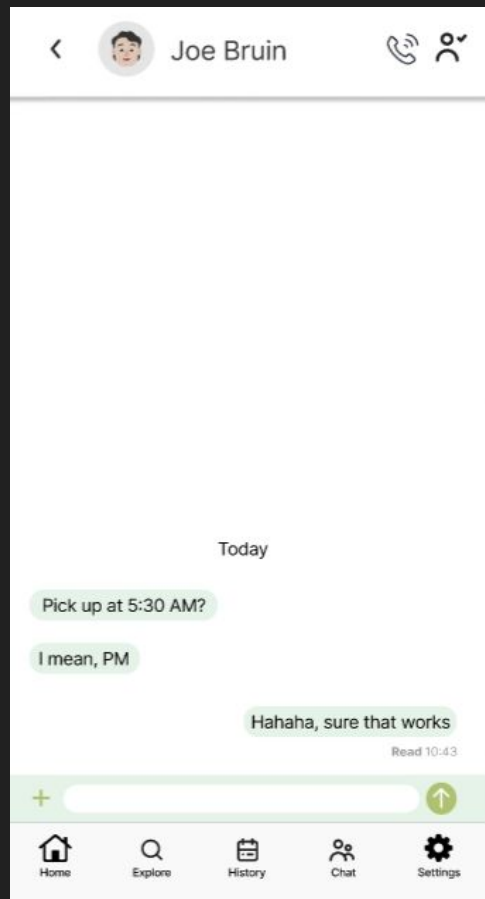
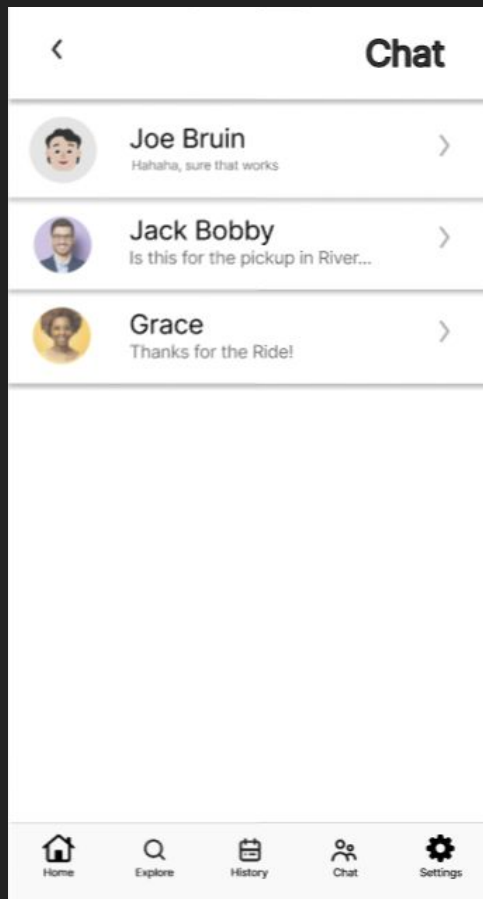
1 min

Group Members

Joe Bruin
Rider

Jake Bruin
Rider

Josh Bruin
Rider



Mobile-Only Interface

- User validation favored a mobile interface for the carpool app due to convenience and alignment with popular ride-sharing apps like Lyft and Uber
- Preference for mobile stemmed from the intuitive nature of messaging and users' inclination to associate carpooling conversations with mobile devices for seamless app integration

Usability Testing

Price Transparency: Prioritize cost by estimating gas prices or incorporating pricing details for users. Students emphasized the importance of knowing costs upfront.

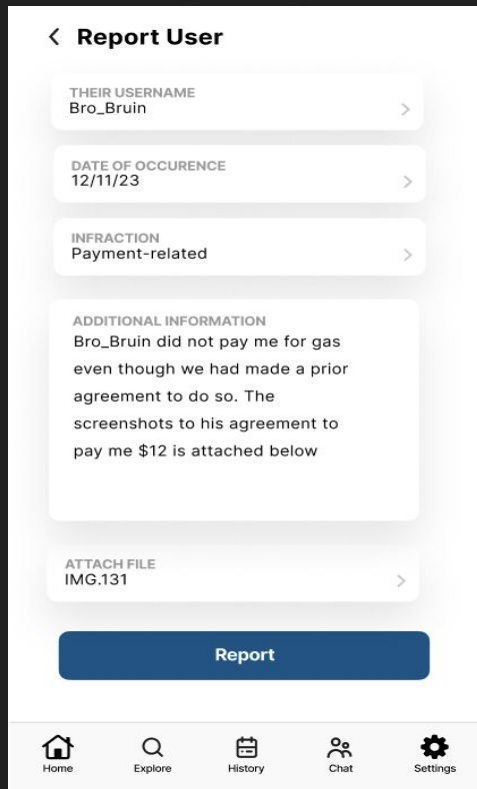
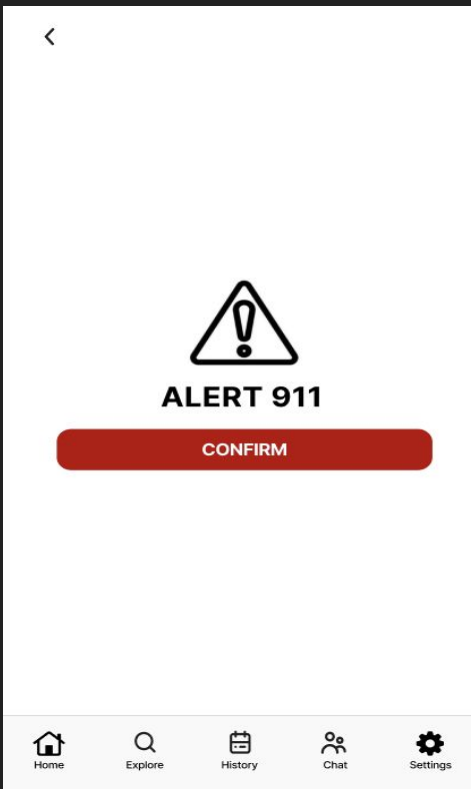
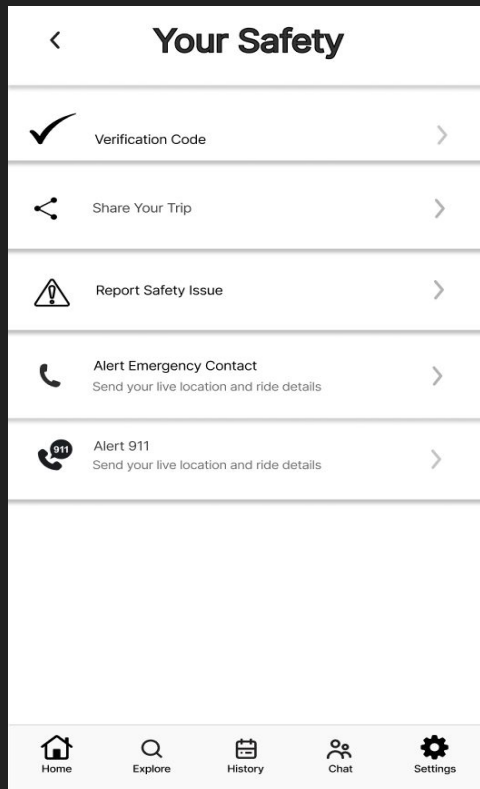
Enhanced Safety Features: Develop and emphasize safety aspects, including an "alert" button for emergencies, customizable rider preferences, and integration with social media for informal safety checks.

Improved Pick Up-Points: Highlight both for the drivers and passengers where the pick-up points will be. For drivers, this will be in the form of a home dashboard and for passengers they can set this when creating trips.


App Streamlining: Simplify app design and functionalities based on user feedback to improve usability and navigation for a smoother experience.


Reiterated Designs

Enhanced Safety Features




Price Transparency

 Hop in a Car


 Bus with others!

Your Next Rideshare


**Hammer Museum:**
Andrew Garfield
1182 Wilshire Blvd

11/13/2023
Pickup: 2:00 PM
2/4

Pick Ups Near You


**Hammer Museum:**
Andrew Garfield
1182 Wilshire Blvd

\$8.00
2/4


**Save the Pandas**
Protest
Royce Plaza

FREE
2/4

Poolers Near You


**Hammer Museum:**
Andrew Garfield
1182 Wilshire Blvd


Contact


**UCLA Sunset Village**
Recreation Center
330 De Neve Drive

Contact


Trending Destinations

**USC vs. UCLA Foot..**
USC Coliseum


**Beach Cleanup**
Santa Monica Beach

**Marathon**
Century

Cultural Engagement


**Hammer Museum:**
Andrew Garfield
1182 Wilshire Blvd

PAID


**Save the Pandas**
Protest
Royce Plaza

FREE

Volunteering


**UNICEF at UCLA Tea..**
West Hollywood

FREE

**USC vs. UCLA Rally**
Security
Wilson Plaza

FREE

Can't find your event?



Hammer Museum


Price Information

Fee: \$8.00 / seat

Language: 1 free carry-on size luggage/passenger

Payment Method: Contact Driver

Vehicle Information

**Car Make:** BMW 330i
Total Passenger Capacity: 4
Baggage Space: Available

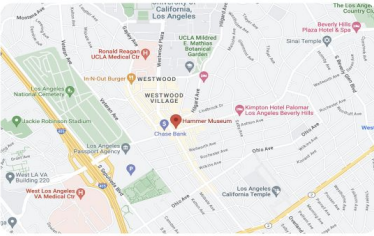
Ride Information

Date: 11/13/2023

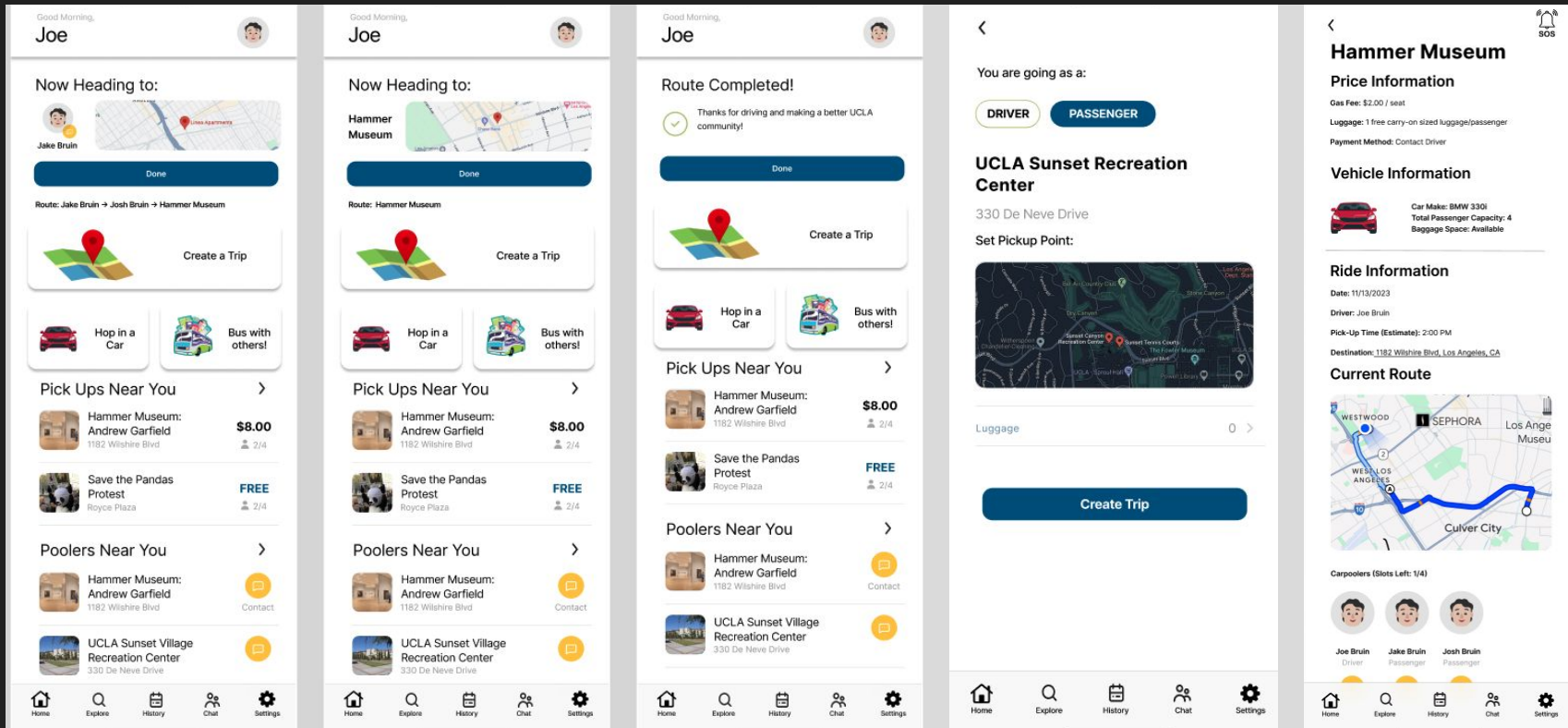
Driver: Joe Bruin

Pick-Up Time (Estimate): 2:00 PM

Destination: 1182 Wilshire Blvd, Los Angeles, CA



Improved Pick-Up Points



Final Focus Groups: Results

Design & UI:

- User-friendly with categorized navigation.
- Enhanced appeal through UCLA-aligned colors.

Features:

- Indication of paid/free rides appreciated.
- UCLA-specific emergency contact info praised.

Functionality:

- Highly valued discover page for events.
- Search page refinement suggestion offered.

Safety & User Control:

- Noted transparency in driver/passenger info.
- Appreciation for user control, safety suggestions.

Improvements & Resolutions:

- Addressed safety concerns in sign up.
- Unique comparative pricing feature praised.

Future Outlook