

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

Lit Review: Takeaways

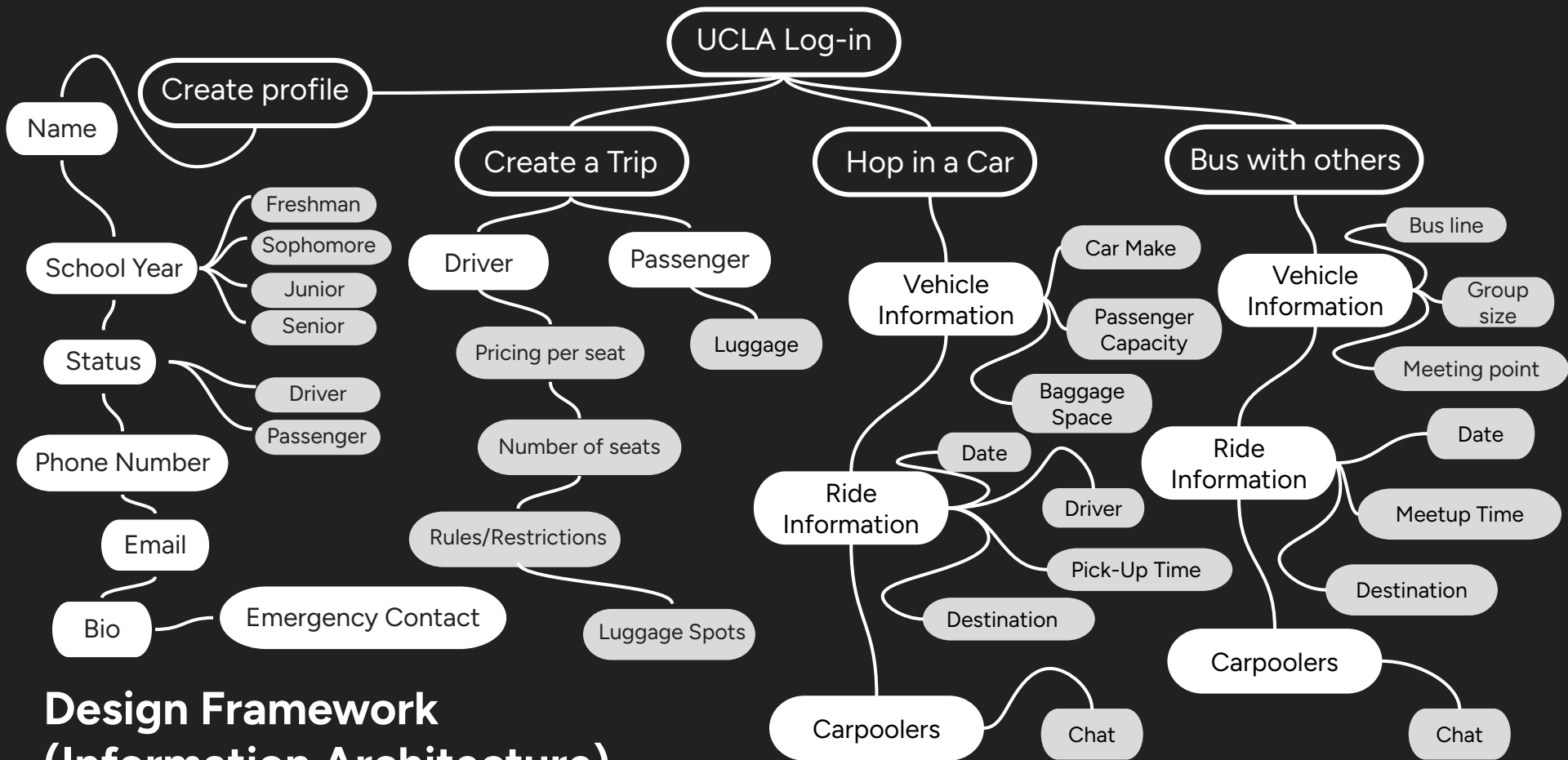
1. Public transit in LA described as inadequate, failing, ranking among the worst globally.
2. Detrimental effects on accessibility for those unable to afford personal cars.
3. Drivers prioritized with focus on car-centric roads and freeways.

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. Desire for Reliable and Trustworthy Rideshare Programs
4. Impact on Participation in Extracurricular Activities



Design Framework (Information Architecture)

Low-Fidelity Designs

SIGN UP & LOGIN SCREEN

Start Screen

9:41 [Battery Icon]

UC POOL



TRAVEL TOGETHER

Travel with other students
in your UCLA community

Create Account

or sign in

Existing Login

9:41 [Battery Icon]

←

Let's get back to
Sharing


Login with a registered
ucla email

G [Input Field]

CREATE PROFILE

9:41 [Battery Icon]

←




 John Doe

Sophomore ▾

Status

Driver [Input Field] Passenger [Input Field]

SOCIAL MEDIA

 in  

CONTACT INFORMATION

Phone Number

(xxx) - xxx - xxxx [Input Field]

Email

[Input Field] @ucla.edu

Emergency Contact

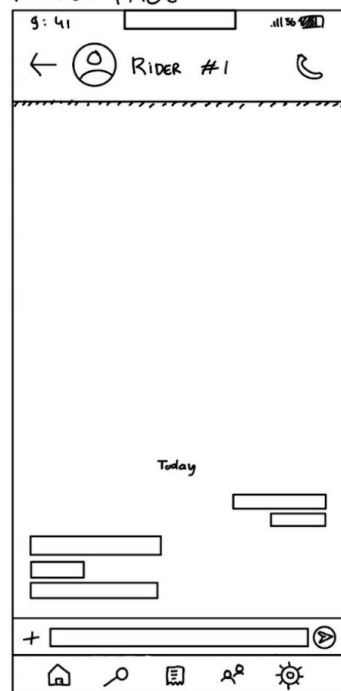
Alice Doe (xxx) - xxx - xxxx [Input Field]

Create Profile [Input Field]

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 Villa 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 Villa 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



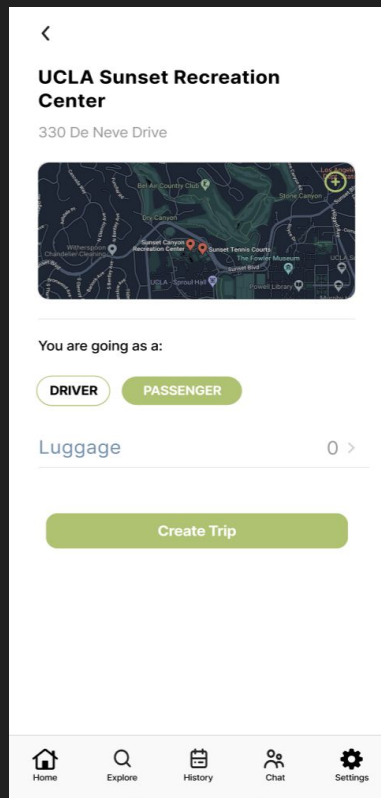
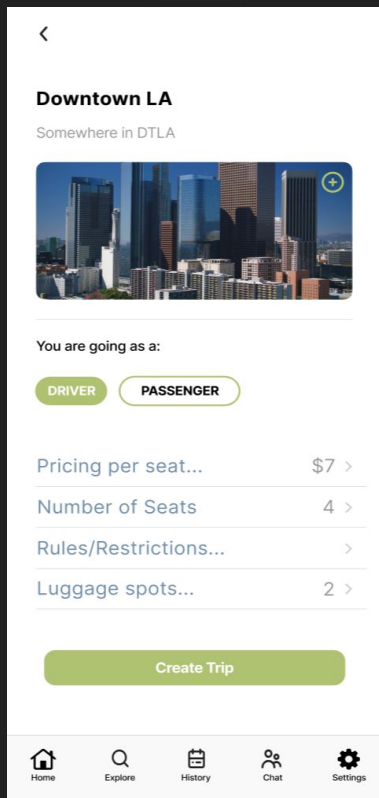
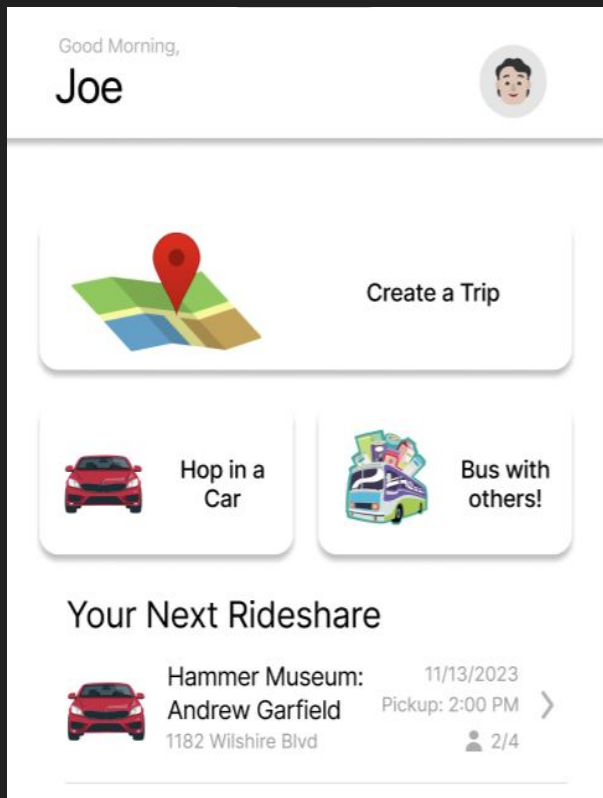
Let's build a Community

Sign Up using your registered UCLA
email!



Sign in using Google

or [sign in](#)



Search

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



Hammer Museum

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](#)

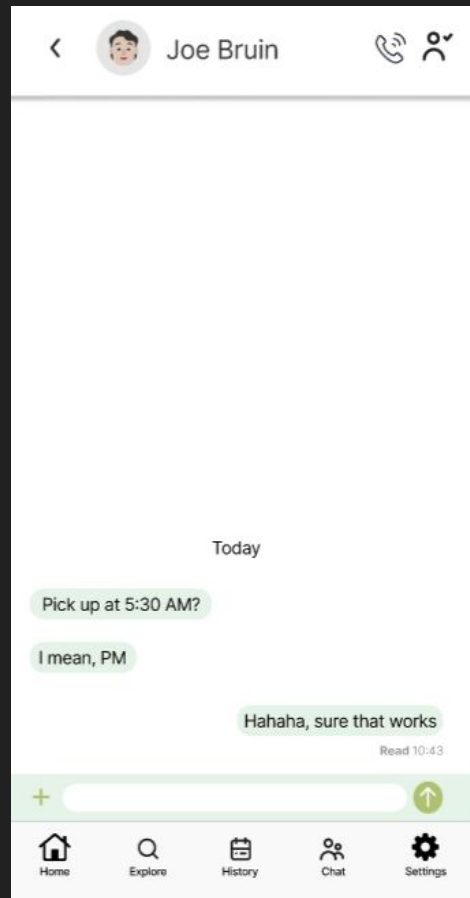
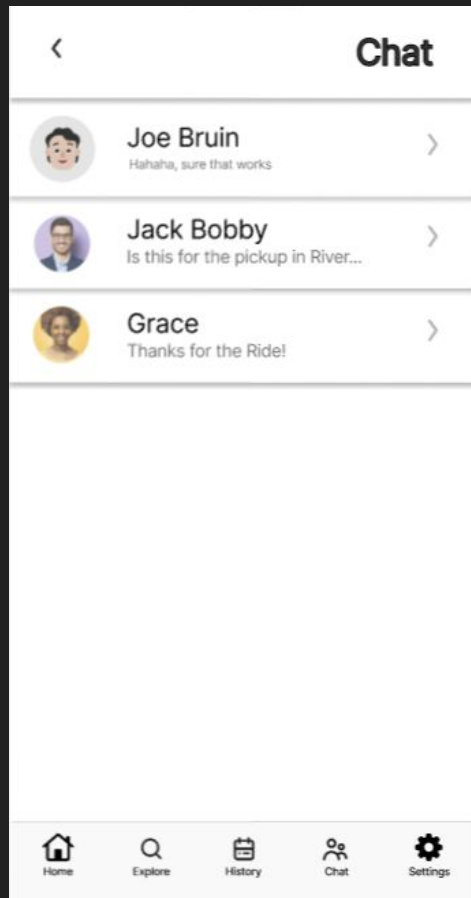
1 min

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.

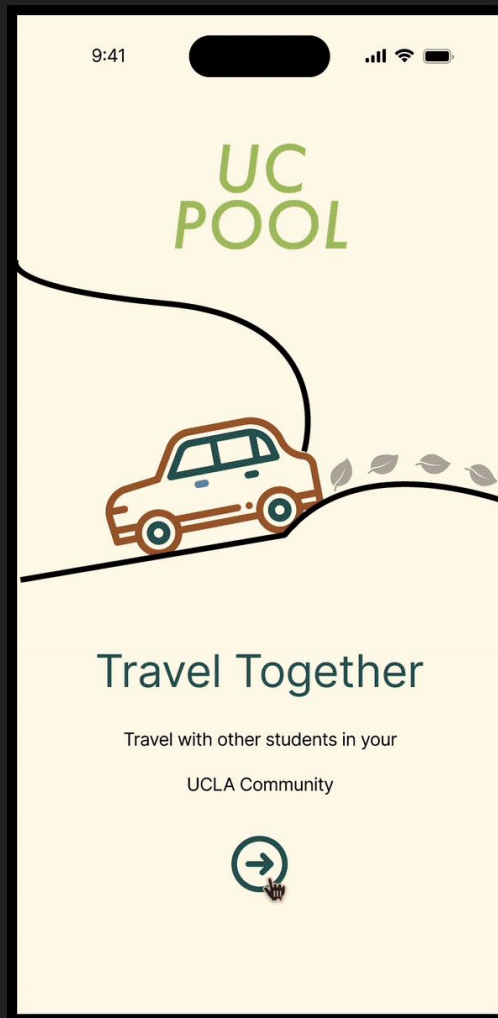
Enhanced Safety Features: Develop and emphasize safety aspects, including an "alert" button for emergencies, customizable rider preferences, and integration with social media for informal safety checks.

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.

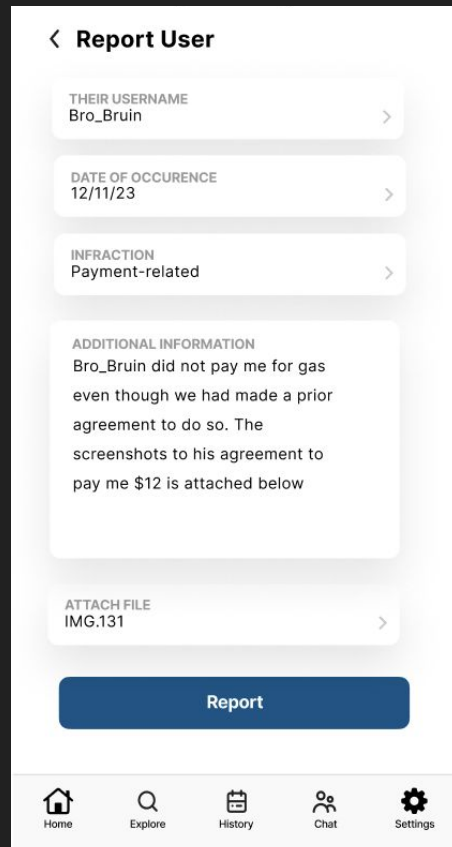
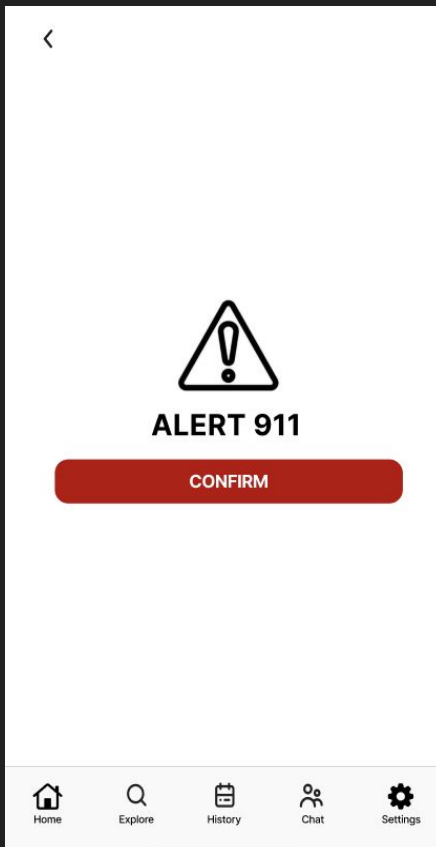
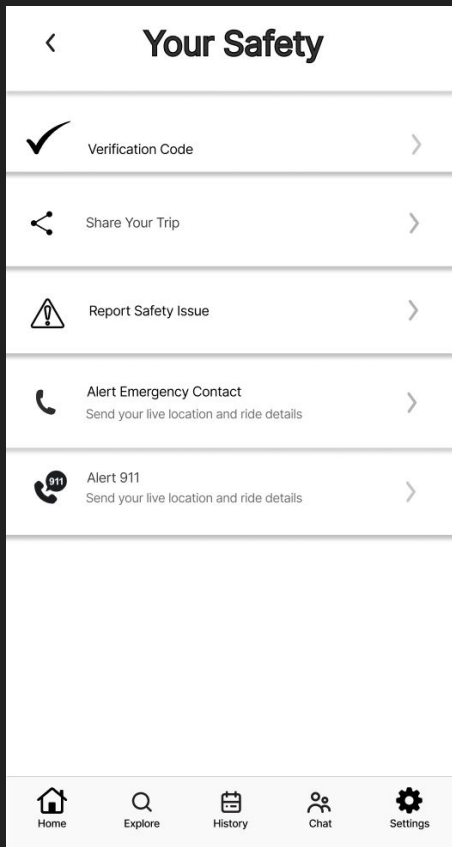
App Streamlining: Simplify app design and functionalities based on user feedback to improve usability and navigation for a smoother experience.

Reiterated Designs


Demo




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
2/4 **\$8.00**


 Save the Pandas Protest
Royce Plaza 2/4 **FREE**


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


 Marath
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?

 SOS

Hammer Museum


Price Information

Fee: \$8.00 / seat

Luggage: 1 free carry-on and luggage/passenger

Payment Method: Contact Driver

Vehicle Information

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

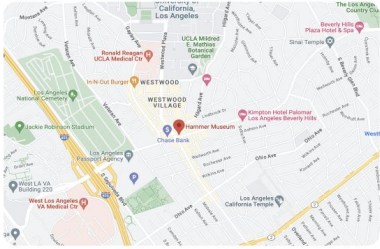
Ride Information

Date: 11/13/2023

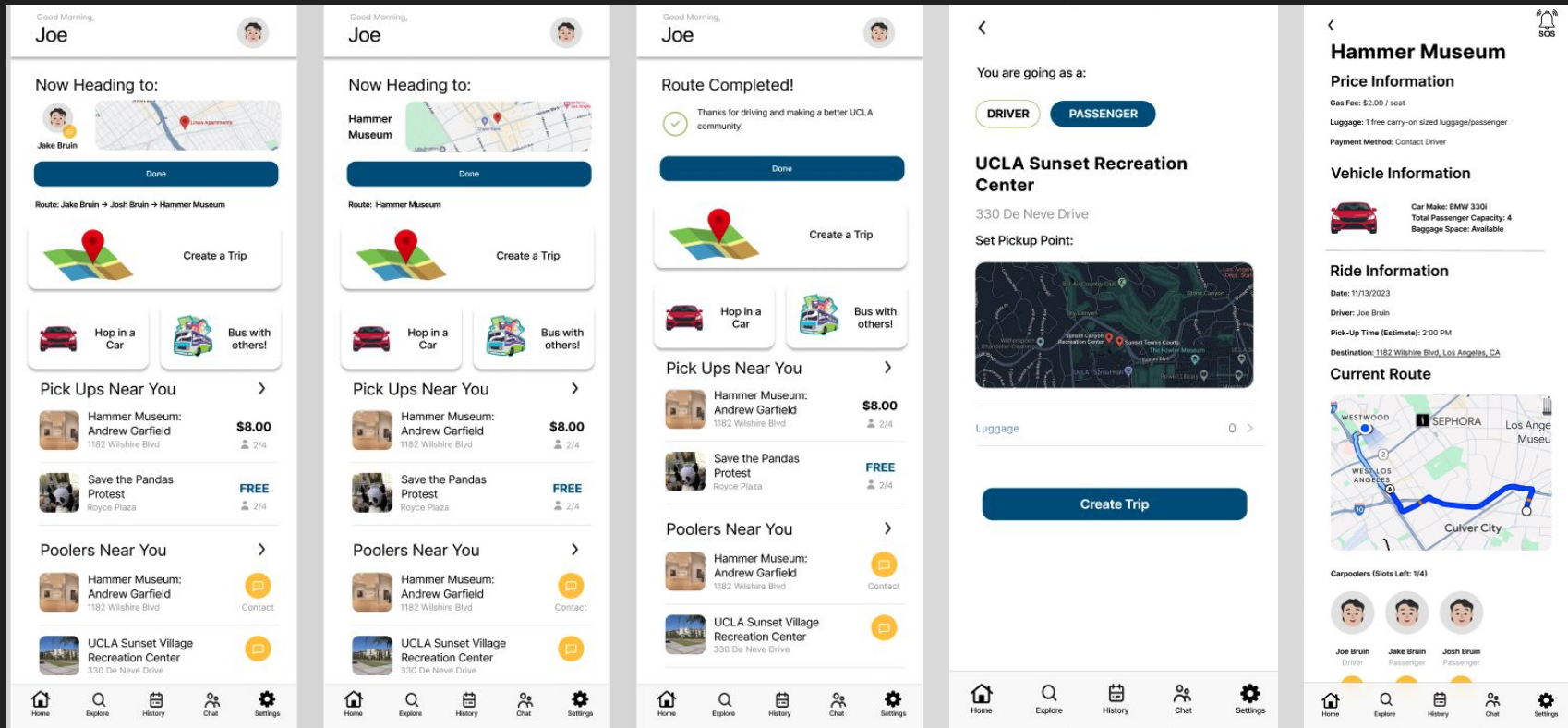
Driver: Joe Bruin

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

Destination: 1182 Wilshire Blvd, Los Angeles, CA



Improved Pick-Up Points



Final Survey: 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.

Thank you!



by Team West(will)