



United International University
QUEST FOR EXCELLENCE

Submitted To:

Novia Nurain

Lecturer, Department of Computer Science and Engineering
United International University (UIU), Bangladesh

Project Proposal Document

Course Code: CSE 4451

Section : A

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Project Title:

**ShunoBondhu: A Voice-Assisted Mobile App for Paddle Rickshaw Pullers
in Bangladesh**

Submitted By:

Name	ID	Email
Nusrat Jahan Bably	011201435	nbably201435@bscse.uiu.ac.bd
Md. Al - Emran	011221088	memran221088@bscse.uiu.ac.bd
Mohin Khan	011221091	mkhan221091@bscse.uiu.ac.bd
Ananna Saha	011221117	asaha221117@bscse.uiu.ac.bd
Kona Moni	011221500	kmoni221500@bscse.uiu.ac.bd
Md. Ammar Hossain	011221601	mhossain221601@bscse.uiu.ac.bd

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Group-Tatakae

The Problem (Human–Computer Interaction Lens) Paddle rickshaw pullers in Bangladesh face daily challenges: navigating busy roads, finding passengers, ensuring safety, and tracking income — all while having limited literacy and minimal smartphone experience. Traditional ride-hailing or navigation apps are made for people who can read fast, understand maps, and use touchscreens easily; simply with high digital literacy and are visually dense, making them unusable for this audience.

From an **HCI perspective**, the pain point lies in the **mismatch between existing interaction designs and the cognitive, linguistic, and environmental realities** of these users. Our aim is to design an interface and interaction model that works the way rickshaw pullers actually think, work, and live — easy to use, clear to understand, and built for their daily reality. **We want to make an app that *fits them* — not force them to fit the app.**

Target Users: Paddle rickshaw pullers with low literacy, limited smartphone familiarity, and high dependence on auditory cues in their work environment.

Formative Component (Understanding the Human Context): We will apply **user-centered design** by deeply understanding the work environment, physical constraints, and information-processing habits of rickshaw pullers.

Recruitment: Partner with local rickshaw unions and tea stalls — trusted gathering points. Offer small incentives (**snacks, mobile recharge** etc).

- **Ethnographic Observation** – We will spend time at rickshaw stands and ride along short trips to quietly observe how they work, what challenges they face, and how they currently use their phones.
- **Contextual Inquiry + Interviews** – While they are on the job, we will ask open-ended questions in Bangla about how they find passengers, navigate, and handle problems. This helps us see their needs in action, not just in words.
- **Behavioral Mapping** – We will note the main locations, routes, and hotspots where they spend their time, so we know exactly where the app’s features (like navigation or SOS) would be most useful.
- **Focus Group** – Once we have basic sketches of the app, we will gather 4–5 or more rickshaw pullers in a group discussion to see their reactions, compare opinions, and get ideas for improvement.

Design Component (Interaction & Usability Focus): We will design **mid-to-high fidelity prototypes** focusing on **multimodal interaction**:

- **Primary:** Voice-first interface in Bangla (speech-to-text + text-to-speech).
- **Secondary:** Large, high-contrast icons for quick recognition.
- **Tertiary:** Minimal text, simple navigation flow, 1–2 taps for key actions.

Core Features to Prototype:

- SOS button for emergencies with haptic feedback.
- Earnings summary with visual progress indicators.
- Audio safety alerts based on GPS location.
- Speed monitoring and alerts.
- Voice-triggered ride request acceptance & navigation.

Non-essential features (e.g., profile customization, advanced settings) will be excluded in the initial design to reduce cognitive load.

Evaluative Component (Usability Testing & Feedback) & Methods: We will test the prototype with 5–8 rickshaw pullers in a realistic environment (rickshaw stand or during short rides).

- **Think-aloud protocol** – in Bangla, to capture interaction reasoning.
- **Task completion metrics** – time taken, success/failure rate.
- **Oral SUS (System Usability Scale)** – adapted for low literacy.
- Observing **error patterns** to refine UI/interaction.

Thank you