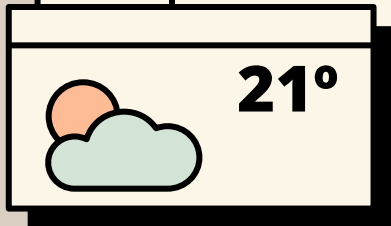
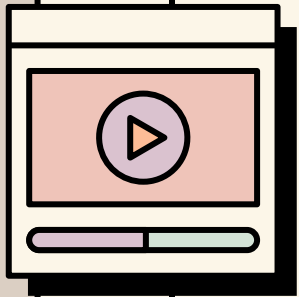
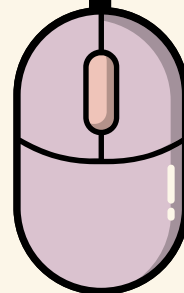


Revitalizing UTM Commutes 'UTM GoRide'




Design Thinking



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Group Members

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**Jocelyn**  
**A23CS0228**

Meet




**Alya Qistina**  
**A23CS0041**

Meet



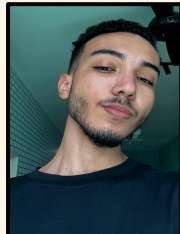
**Thaqif**  
**A23CS0251**

Meet



**Harresh**  
**A23EC5038**

Meet



**Abdallah**  
**A23CS0002**

Meet



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01

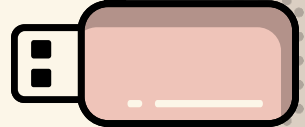
# Introduction

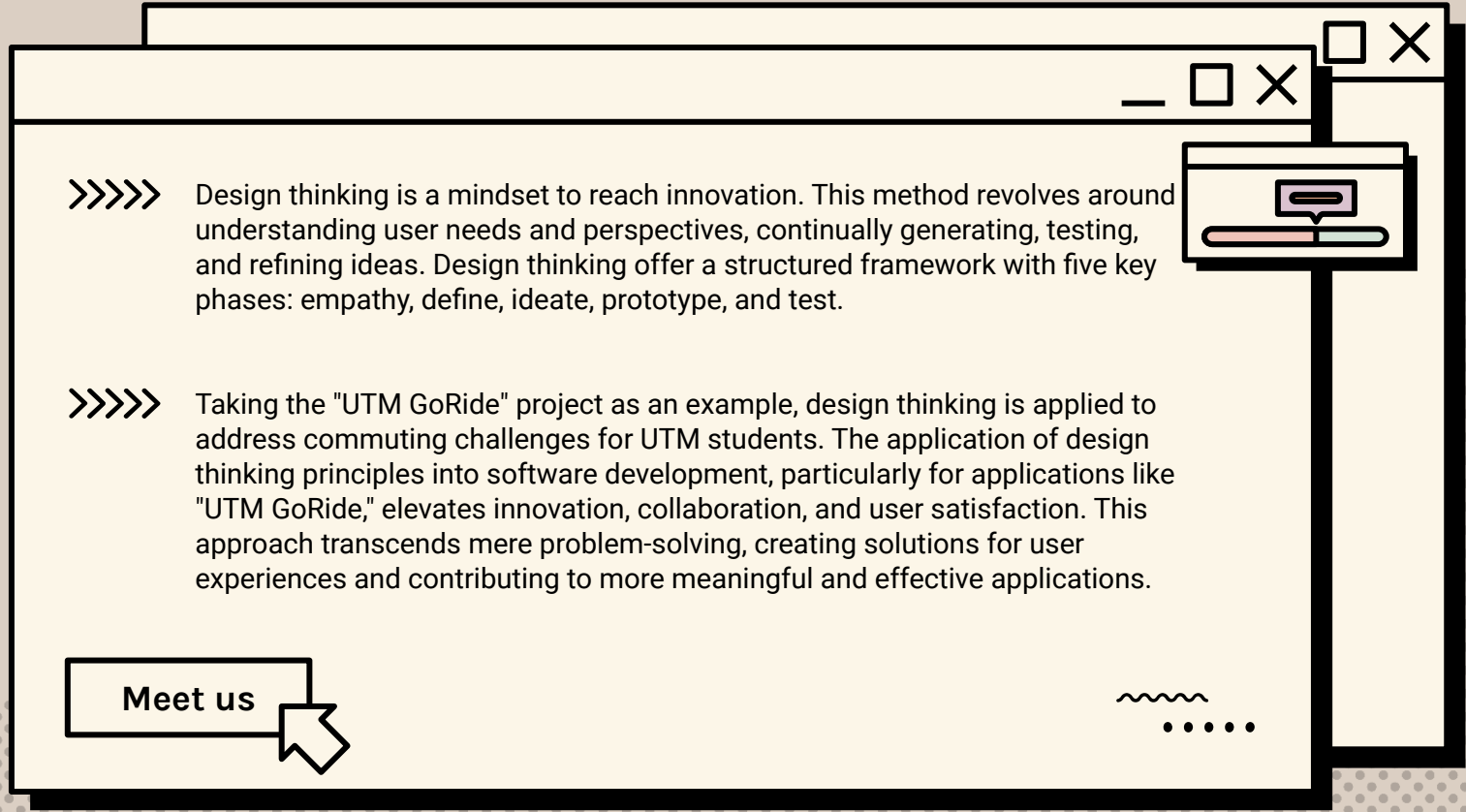
UTM GoRide



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»»»»» Design thinking is a mindset to reach innovation. This method revolves around understanding user needs and perspectives, continually generating, testing, and refining ideas. Design thinking offer a structured framework with five key phases: empathy, define, ideate, prototype, and test.

»»»»» Taking the "UTM GoRide" project as an example, design thinking is applied to address commuting challenges for UTM students. The application of design thinking principles into software development, particularly for applications like "UTM GoRide," elevates innovation, collaboration, and user satisfaction. This approach transcends mere problem-solving, creating solutions for user experiences and contributing to more meaningful and effective applications.

Meet us





## **What is UTM GoRide ?**

- Basically an innovation created from the main problem which is commuting issue faced by UTM student.
- Create an app called 'UTM GoRide' to replace the Telegram 'UTM Prebet Transportation'.
- More efficient and user friendly.



The illustration features a light beige background with a grey dotted pattern on the right. A web browser window is depicted with a white header bar containing a hamburger menu icon and a search bar. The main content area is white and contains the text 'Detailed Description' in a large, bold, black font. To the left of the main content area is a vertical sidebar with three icons: a purple square with a white 'X', an orange square with a white star, and a green square with a white heart. The browser window has a black border and a white title bar with standard window controls (minimize, maximize, close).

# Detailed Description

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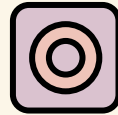
Problems faced by users



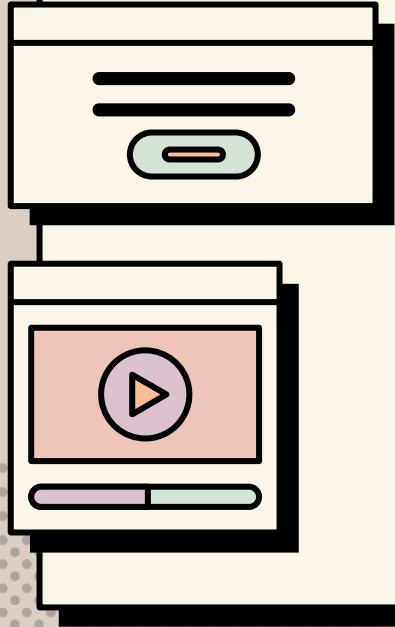
UTM students lacking personal vehicles encounter significant commuting difficulties, including long wait times for full buses or rideshares due to high demand and distant campus buildings. To alleviate this, they turn to the Prebet UTM Transportation Telegram group, but it struggles due to a lack of drivers and disorganized messages, leaving nearly 200 students daily without rides. Similar issues exist at other universities, where students relying on public transport or carpooling face comparable challenges. These struggles are exacerbated by unstructured communication channels like Facebook groups or WhatsApp chats, causing delays and frustration. Overall, this highlights a broader issue demanding a comprehensive solution across universities to improve commuting for students without personal vehicles.



Solution



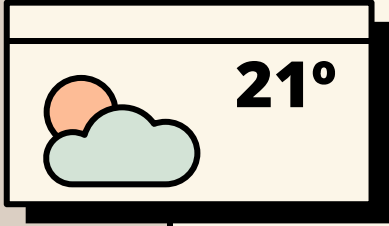
"UTM GoRide" is an all-encompassing application aimed at improving commuting for university students. It ensures reliability through real-time notifications, reducing uncertainties in ride requests. The app offers diverse transportation choices, including private rideshares and public transit updates, catering to individual preferences. Safety measures, a user-friendly interface, and adaptability through feedback mechanisms contribute to its comprehensive nature. Ultimately, it revolutionizes the commuting experience by providing reliability, efficiency, and various user-centric solutions for students on campus.



Team work

In our initial meeting, the team assigned specific tasks: Thaqif to handle the Graphic User Interface (GUI) and detailed steps. Abdallah, Jocelyn and Harresh dividing responsibilities for the report, where, Abdallah did assessment points, and improvement ideas, Jocelyn covering the introduction and detailed description, and Harresh handling prototype selection and customer feedback. Alya was tasked with conducting interviews to gather data on commuting issues at UTM.

Although scheduling initially posed a challenge, our team devised a successful solution by combining physical and virtual meetings. Despite diverse ethnic backgrounds and nationalities, the team collaborated seamlessly, leveraging their unique perspectives to think innovatively and swiftly find solutions.



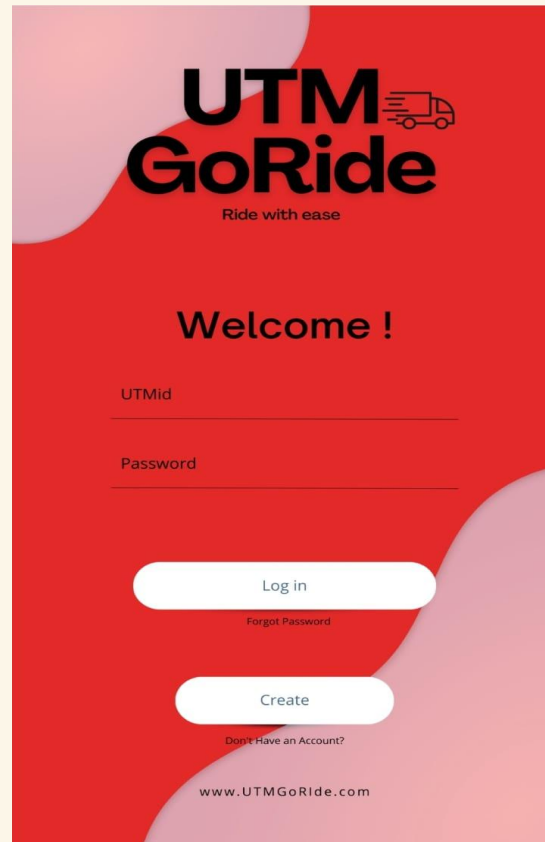
Design Thinking Assessment



During the end of project demonstration

At the end of our project, our team performed admirably. Even though our tasks were different, we helped each other out, and every team member worked hard to see the project through to the end. Through this experience, we gained insights into the applicability of design thinking as a problem-solving approach in various aspects of life. Additionally, we realized that developing an app posed its own challenges, as we had to meet the requirements of each design thinking phase.

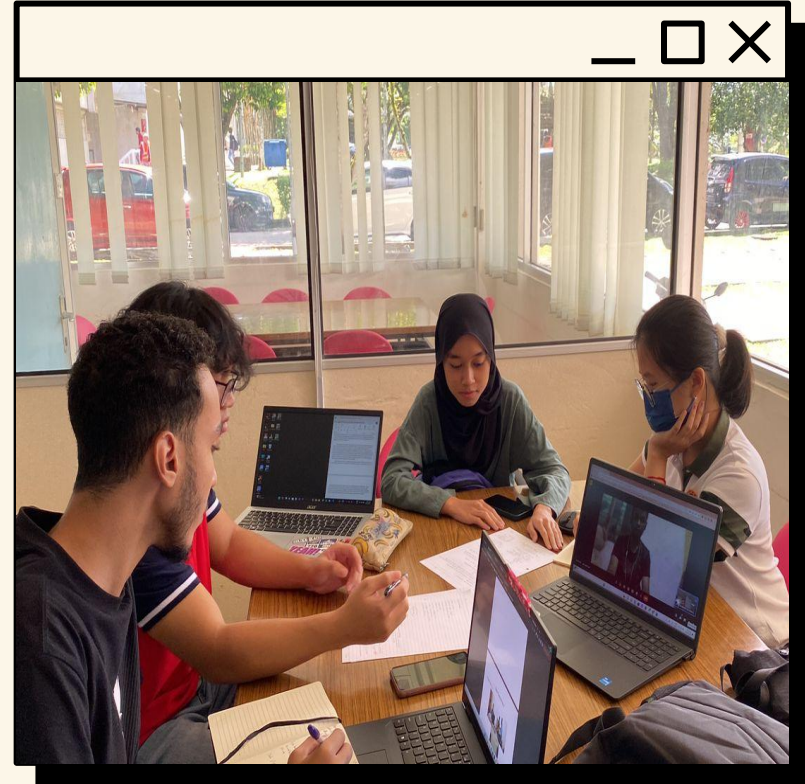
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During the transition between design thinking phases

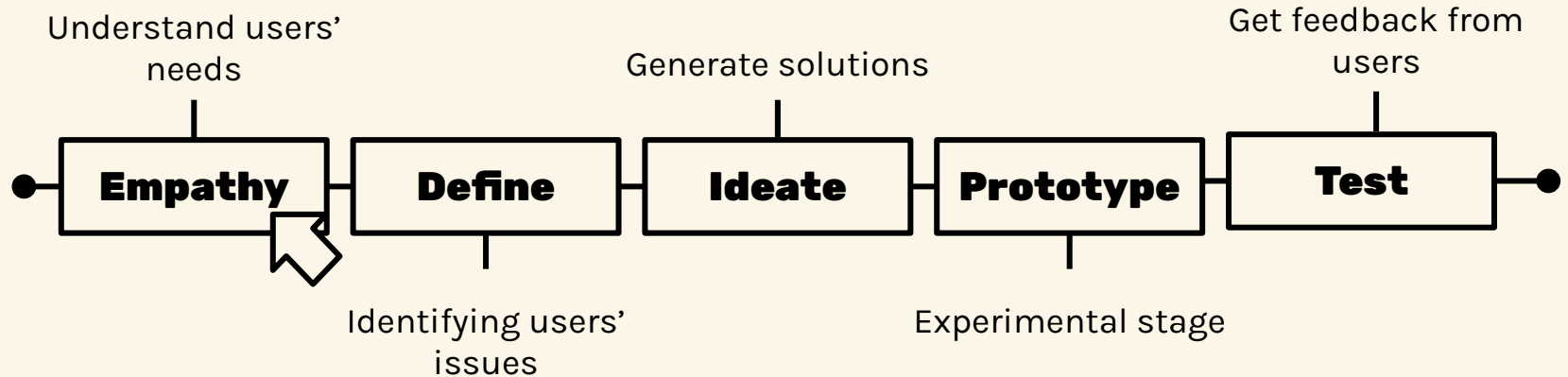
We come across a variety of unique issues throughout the transition period that don't have predefined answers. Furthermore, differences of opinion might occasionally cause arguments during talks, but together we consider the options and decide on the best course of action. We work together at every step of the design thinking process to identify and overcome obstacles that arise.

.....



04

Design Thinking Process





Name: Melody Lui Ruo Ning

1. Buses will late

2. Far

3. Only few options

Muhammad Aniq Aziq bin Azme

1. Wait driver for hours

2. Bus is full



.....

Define

~~~~~  
>>>>>

Buses are not  
punctual

Distance of faculty and  
college is far

Wait driver for a  
long time

**Problems**

Time consuming

Lack of  
transportations



# Ideate



.....

## First Phase

Created an app called  
"UTMGORide"

## Third Phase

Created bus icon to  
inform students



## Second Phase

Added drivers button in  
the apps

## Fourth Phase

Added locations

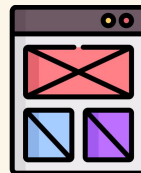


# Prototype



## First Phase

Planning and Research



## Second Phase

Wireframing and  
Designing



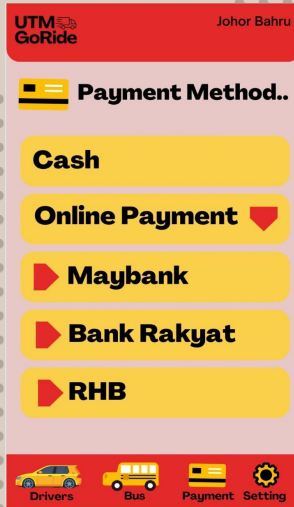
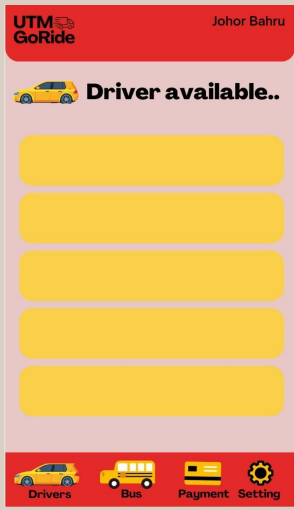
## Third Phase

Development



## Fourth Phase

Testing and Deploying



# USERS INTERFACE

# DRIVERS INTERFACE

UTM  
GoRide

Ride with ease

Welcome !

UTMid

Password

Log In

Forgot Password

Create

Don't have an Account?

www.UTMGoRide.com

UTM  
GoRide

Johor Bahru

Pick your choice

Driver

Users

Name

Matric No.

Phone No.

Email

UTM  
GoRide

Johor Bahru

Customers Order

Thaqif Ammar

Location: M17,Ktdi  
Destination: Larkin Bus Station

Habib

Location: N28, UTM Dept of Information  
Systems  
Destination: Larkin Bus Station

Orders

Bus

Payment

Setting

UTM  
GoRide

Johor Bahru

Thaqif Ammar

Location: M17,Ktdi  
Destination: Larkin Bus Station

Message:

Accept

Decline

Orders

Bus

Payment

Setting

UTM  
GoRide

Johor Bahru

Bus Schedule..

BUS A

BUS B

BUS C

BUS D

BUS E

Drivers

Bus

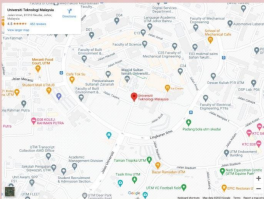
Payment

Setting

UTM  
GoRide

Johor Bahru

Location Bus A



Location: .....

Destination: ....

Near Bus Stop: ....

Drivers

Bus

Payment

Setting

UTM  
GoRide

Johor Bahru

Payment History

Thaqif Ammar

Payment received  
5:30 17/11/2023

Drivers

Bus

Payment

Setting

UTM  
GoRide

Johor Bahru

Profile

Name

Matric No.

Phone No.

Email



# Thanks!