

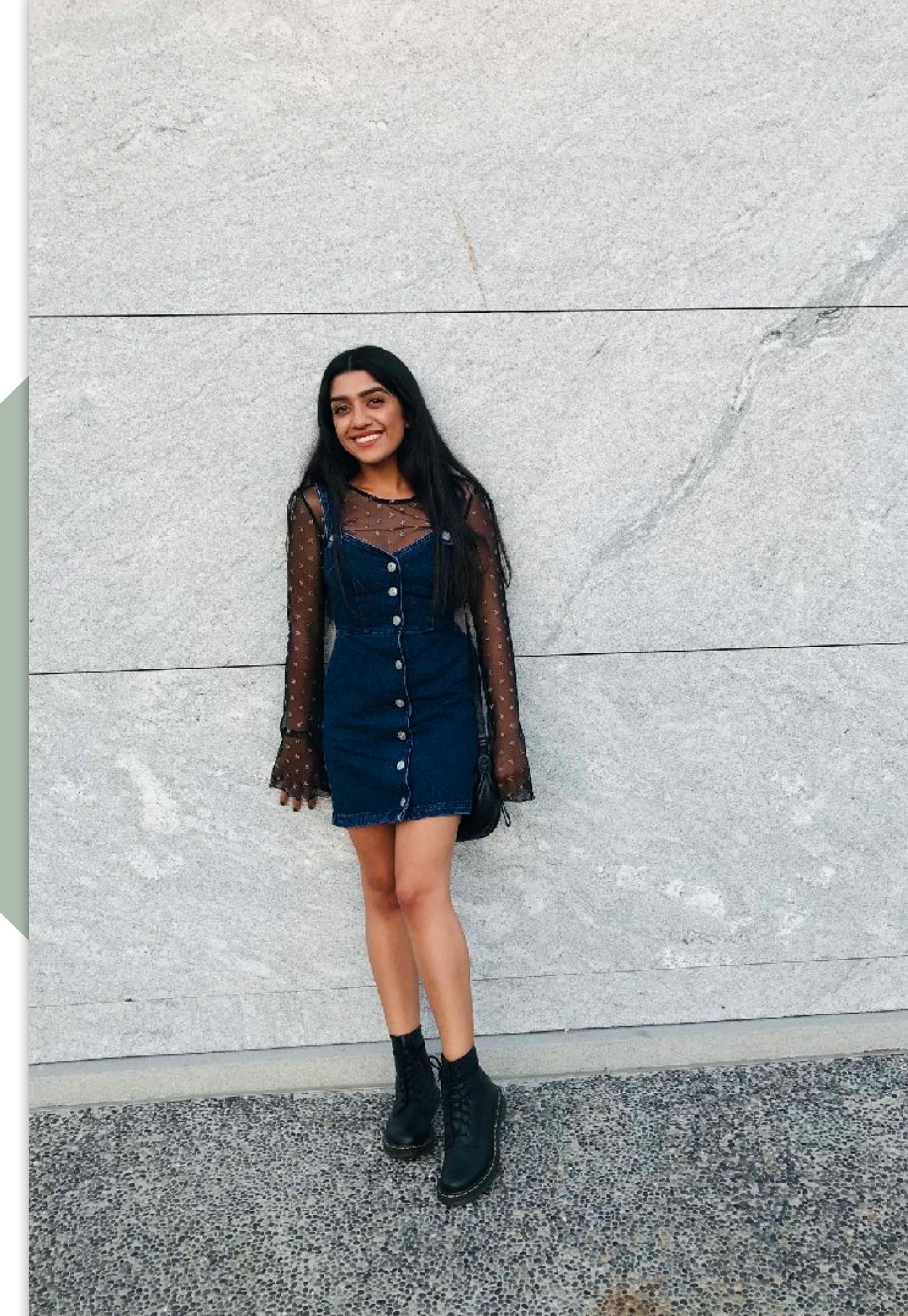


Rubina Iman Kabir

UX Strategy Portfolio

INF 556 | Spring 2020

Multi-stop
public transit
trip planner



VALUE PROPOSITION

To North Hollywood

To Wilshire/Western

Pershing Square

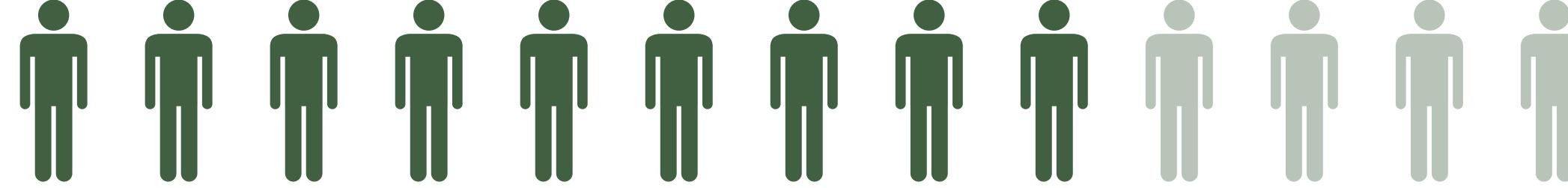
waze

for

Public Transportation

CUSTOMER DISCOVERY FINDINGS

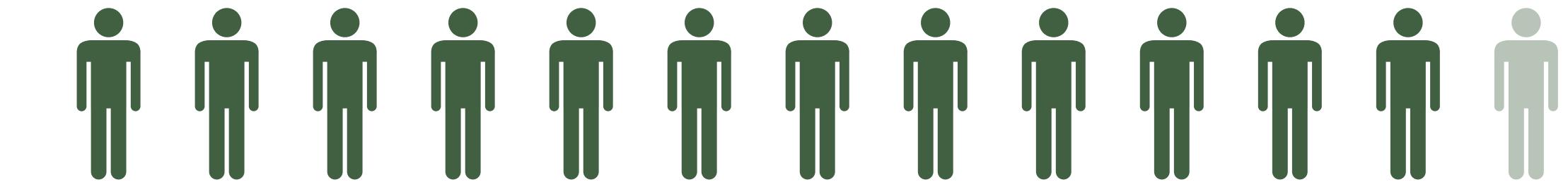
70%



Prefer to use public transit over driving in Los Angeles

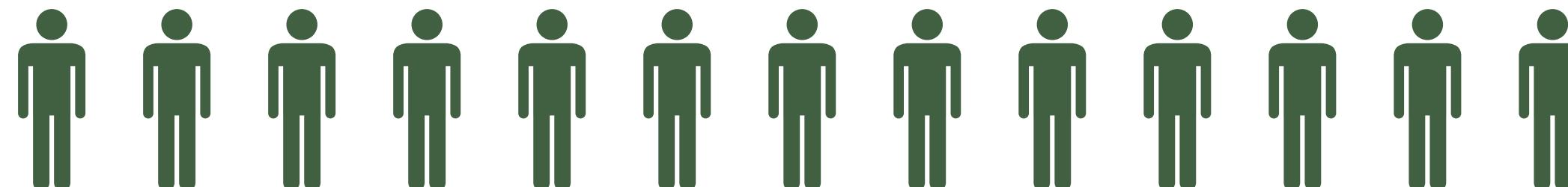


92%



Strategically plan routes to avoid high traffic times and areas

100%



Need an easier way to plan public transit trips while running errands



PERSONA: BUSY MILITIA

VALIDATED

Behaviors

Prefers to **walk**, utilize **pedestrian conveyances** (scooter, skateboard, bike, etc.), or take the **metro**

Hates having to **pay for parking** around LA

Time-management nerd

Needs & Goals

Needs a map platform that will provide a route with different transportation options

Needs a platform than will take a list of stops and provide the optimal route to hit every spot

Wants a navigation app that makes it as easy as possible to navigate within the public transit system



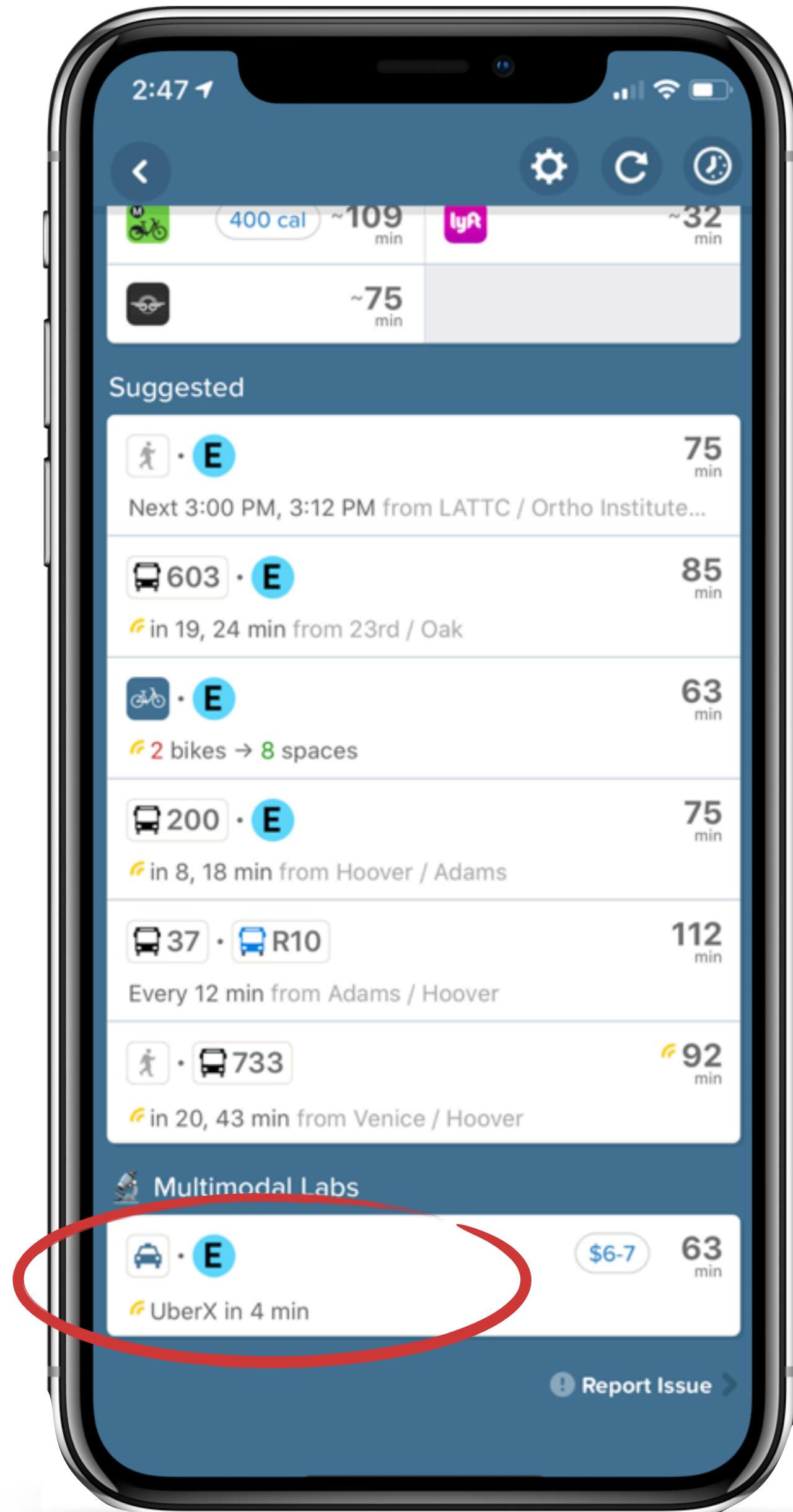
COMPETITIVE ANALYSIS

In February 2020, I conducted competitive research to understand the existing alternatives and to find gaps on how my vision of a multi-modal route planner that favors sustainable modes of transportation based on geolocation of a list of errands that need to be done in Los Angeles is being solved.

A SWOT analysis was done on six companies in the relevant marketplace to determine if there were any opportunities. The analysis was done on current giants in the marketplace, such as CityMapper and Transit, and *slightly* irrelevant applications in the marketplace that lacked certain aspects to thrive, such as CG Transit and MapQuest.



MOST THREATENING DIRECT COMPETITOR



Description

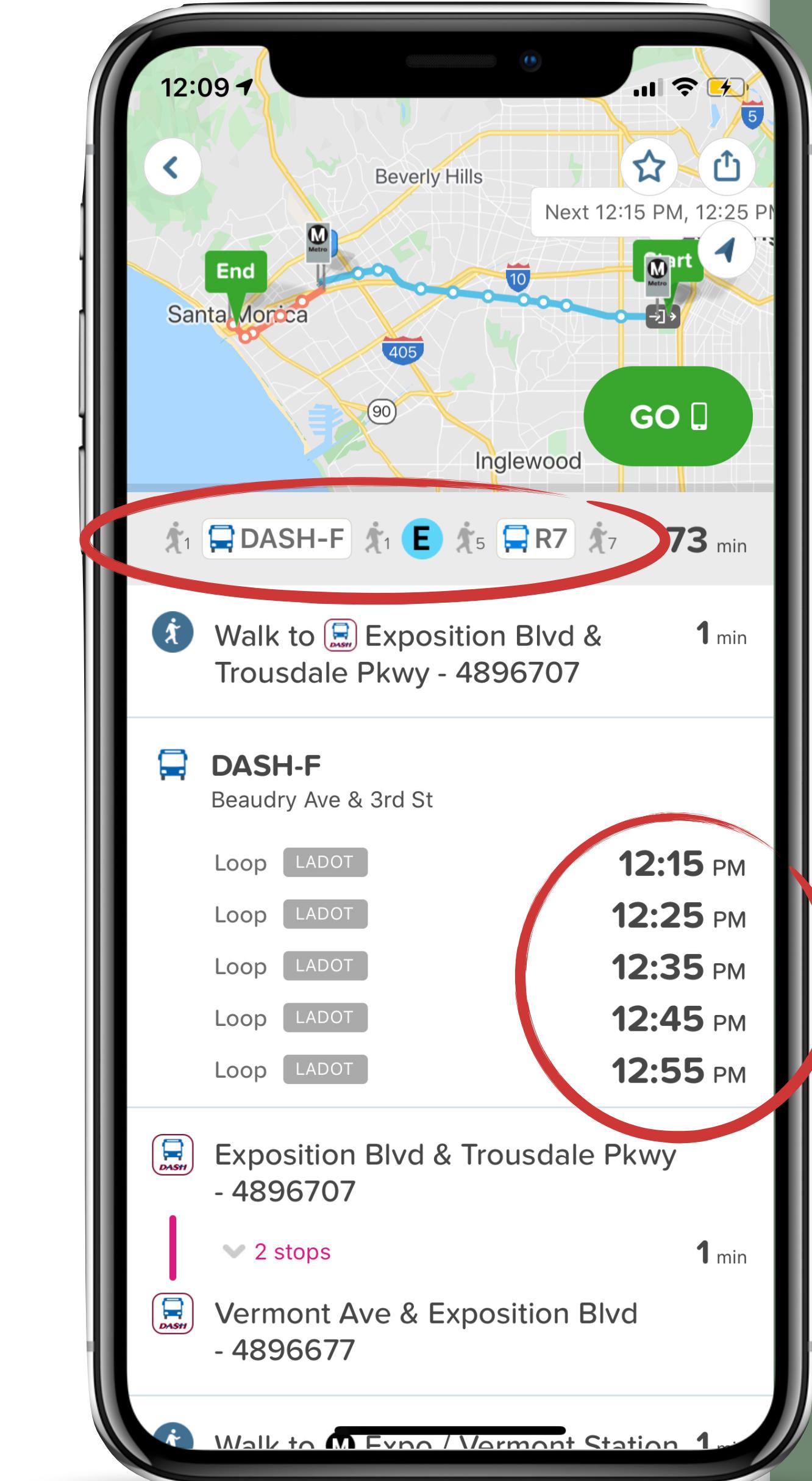
CityMapper is a public transit app and mapping service. Its focus is “making cities usable” by making it easier to navigate within the public transportation system.

Pros

- Solves **first mile/last mile** issue
- Detailed step by step directions
- Clean and clear **UI** – e.g. icons, call to actions

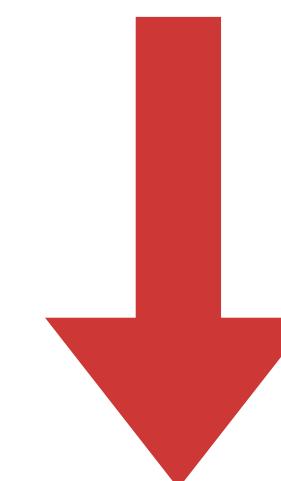
Cons

- Doesn’t support multi-stop trips



OPPORTUNITY AND RECOMMENDATION

CityMapper and Transit are killing it with their **usable interface** and **multi-modal route options** for its users. The **integration** of generating the **optimal route** with **multiple stops** remains to be a **blue ocean**. If either of the two (or Google Maps) listen to their users pleas and add these features then there would be no opportunity in this marketplace.



Essential features to survive in current marketplace



Real-time updates

Predictive capabilities

Customization features

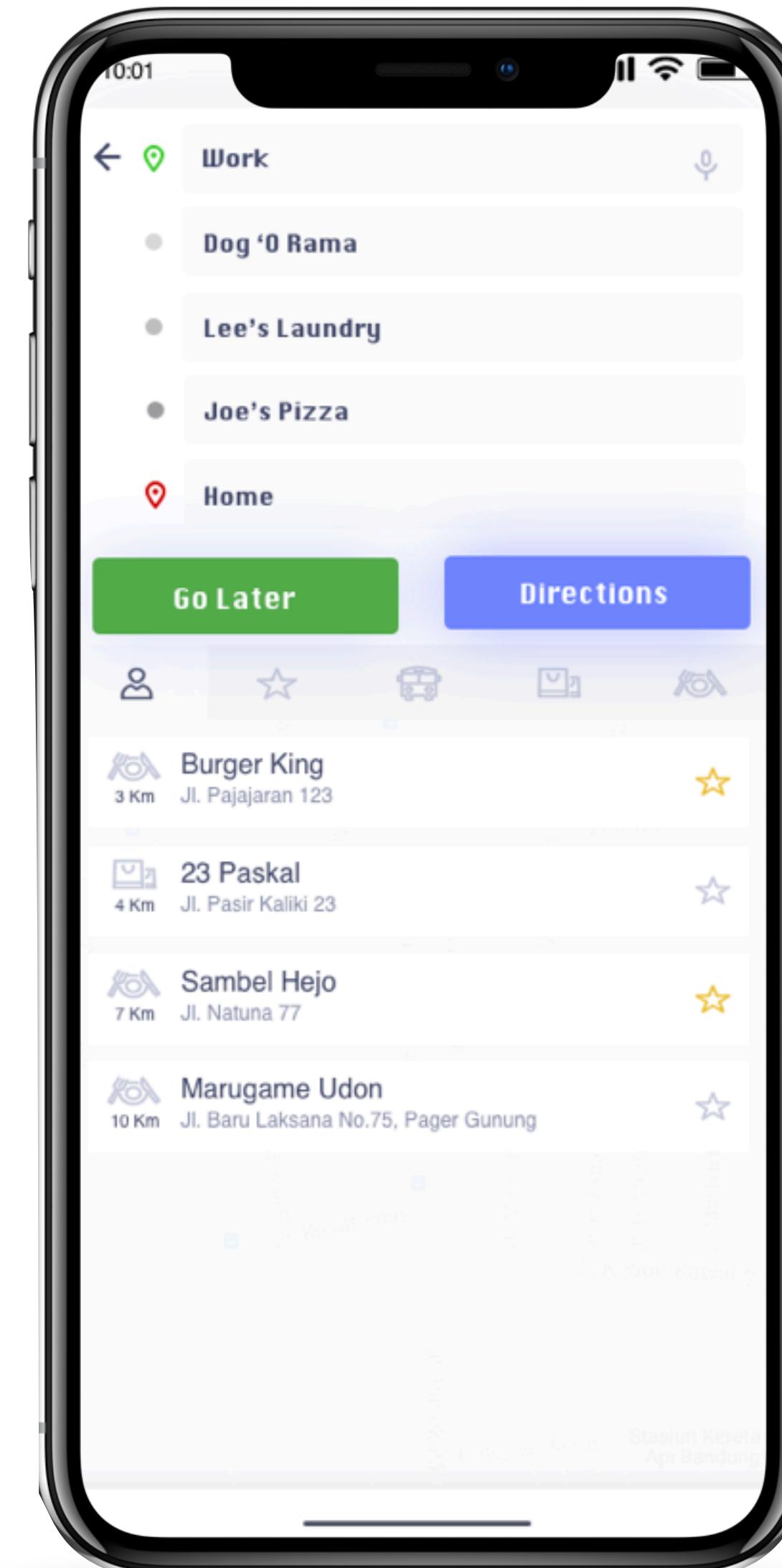
Building an **optimization system** to generate routes for multiple stops using public transportation is **essential** to build the application's **credibility** in delivering its **value proposition**.



STORYBOARD



1 Shauna just got off of work in Santa Monica. It's 5 p.m. and she has to pick up her laundry, dog food, and something to eat before heading back home to Echo Park.

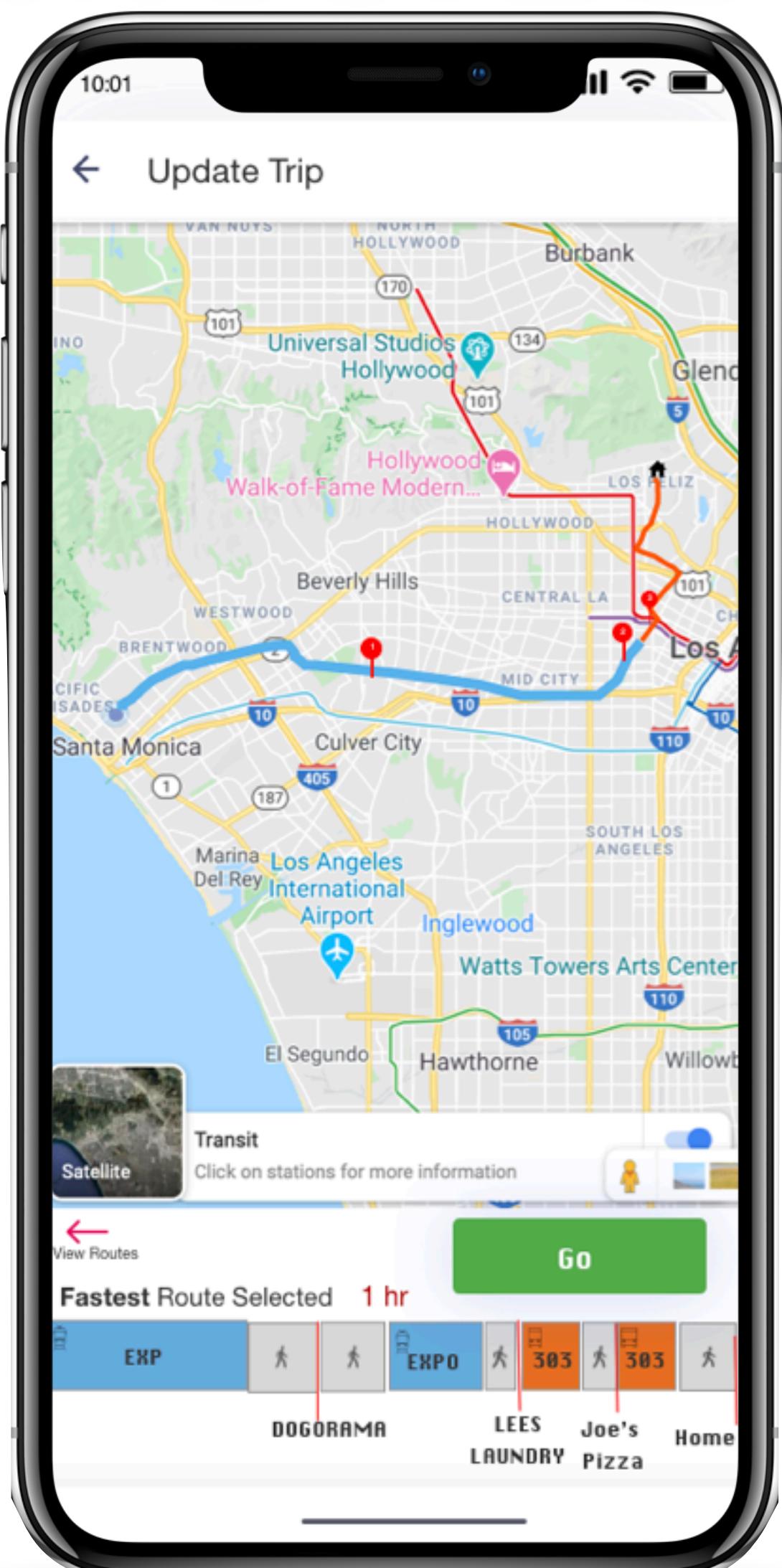


2 Shauna opens OptiMaps and enters the location of all three pit stops on her way home searching for directions to get her errands done.



3 Shauna scans all the available routes, selecting to see an overview the fastest route.

STORYBOARD



4 Shauna proceeds with her selected route, and gets directions.



5 En route, Shauna is reminded when to get off the metro, while being reminded of her next couple steps.



6 Shauna makes it home right in time to catch up with HBO's Game of Thrones.

ONLINE USER RESEARCH STUDY

Success Criteria

Problem Statement

4 out of 5 ✓✓✓✓✓

would use public transit for a multi-stop trip

Value Proposition

4 out of 5 ✓✓✓✓✓

need a efficient multi-stop public transit
trip planner

Business Model

5 out of 5 ✓✓✓✓✓

would use the app proactively while on
their trip

CL los angeles > central LA > community > volunteers > [log in] [c]

posting title
Looking for participants for a paid online research

city or neighborhood
DTLA

postal code

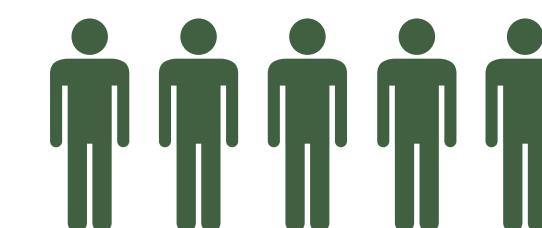
description

I'm Iman and am a current graduate student at USC working on a start-up idea to develop a mobile application to help people with planning multi-stop trips using public transportation. I'm looking for Los Angeles residents to interview ONLINE about the product and get your honest feedback.

You must be:

- 20-30 y/o
- Available Thursday anytime between 1-3 pm
- Rely on LA metro or public transportation for getting around LA.

The interview will take about 20 minutes and will be conducted by video conference (using Zoom which is free to download), so we can all stay safe at home. However, you will need to have a webcam on a computer and a decent Internet connection. The interviews will take place on 3/26/2020 between 1-3 pm and we can book the exact time after we talk. Participants will receive Amazon e-GiftCard of \$10 for compensation. If you are interested, please reply with your phone number and a good time to reach you to discuss this opportunity further.



ONLINE USER RESEARCH FINDINGS

Problem Statement



VALIDATED

claimed they **would use** public transportation for a multi-stop but only if they **didn't have a lot of baggage to carry** with them throughout their trip.



Value Proposition



VALIDATED

claimed they needed an **accurate** and **handy** multi-stop route planner to run errands using public transportation.



Business Model



INVALIDATED 80%

claimed they **would use** the app **proactively** while on their trip. Another **80%** claimed they would just get the trip details and move forward with the rest of their trip without using the app.

FINAL PROTOTYPE

User Scenario:

An individual just got off work, and has a list of errands to do before returning home.

Script

Opens App

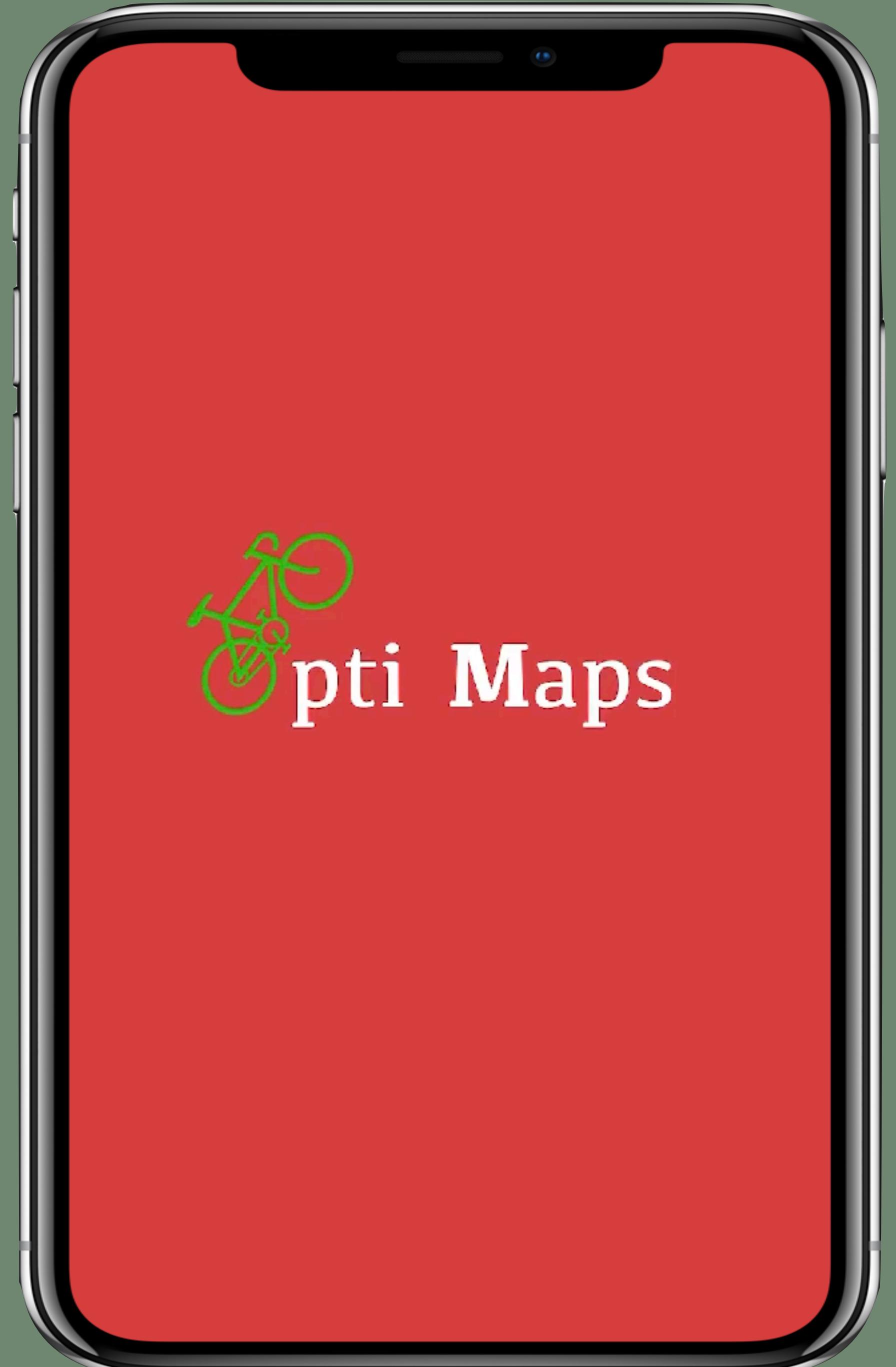
Input destinations

Customize mode to Lyft after picking up pizza

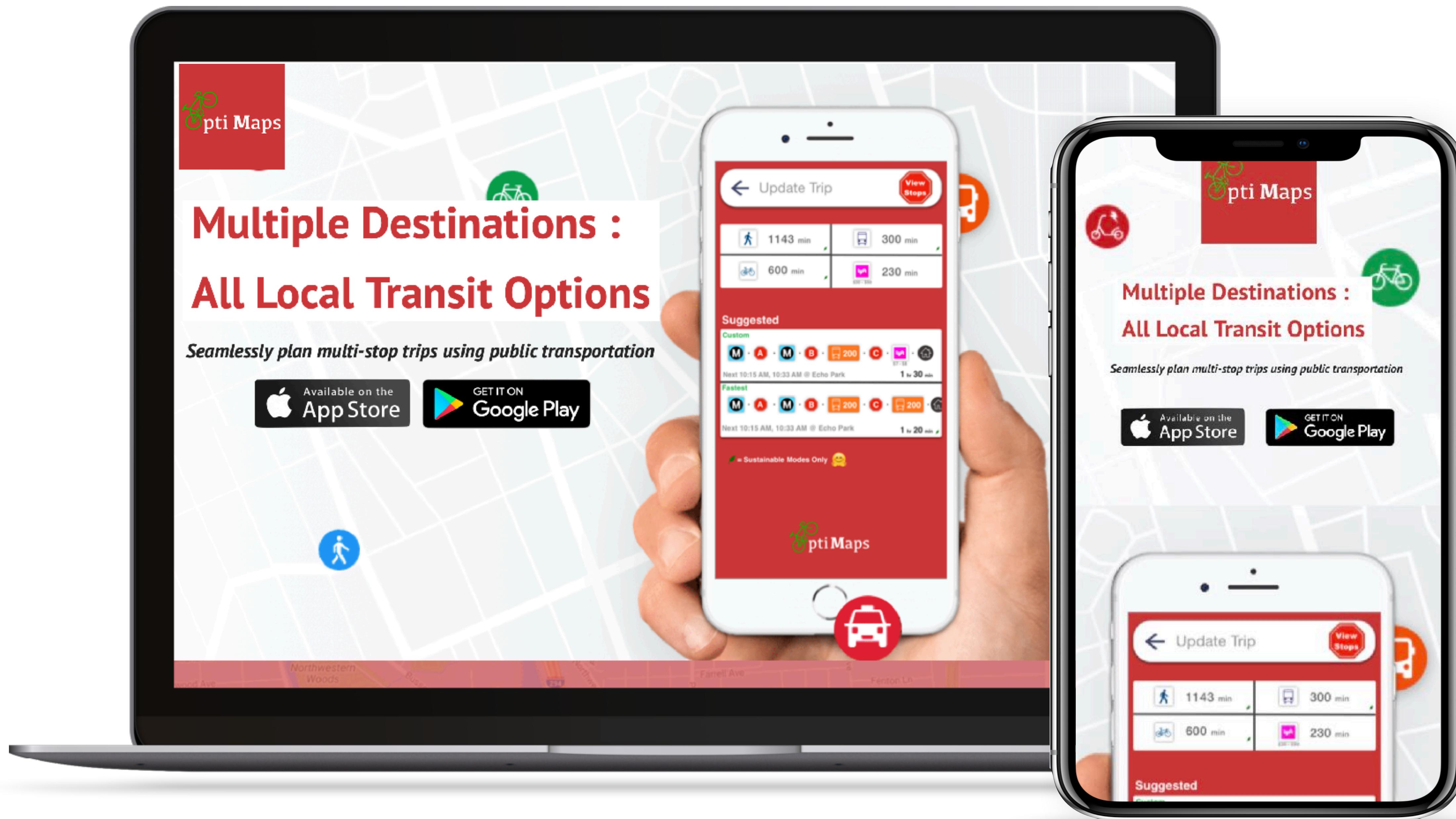
View available routes

Select customized route

Start trip



LANDING PAGE EXPERIMENT



AD CAMPAIGNS: OVERVIEW

People Who Match

Interests: Vacations, Ecotourism, IT, Smart Technologies
Behaviors: Frequent travelers, commuters

First Campaign

Solution Ad

Ages 20s - 30s

Los Angeles (+15mi)

8 clicks

Second Campaign

Solution Ad

Ages 20s - 40s

East LA vs. West LA

2 clicks (West)

3 clicks (East)

Third Campaign

Problem Ad

Ages 20s - 40s

East LA vs. West LA

30 clicks (West)

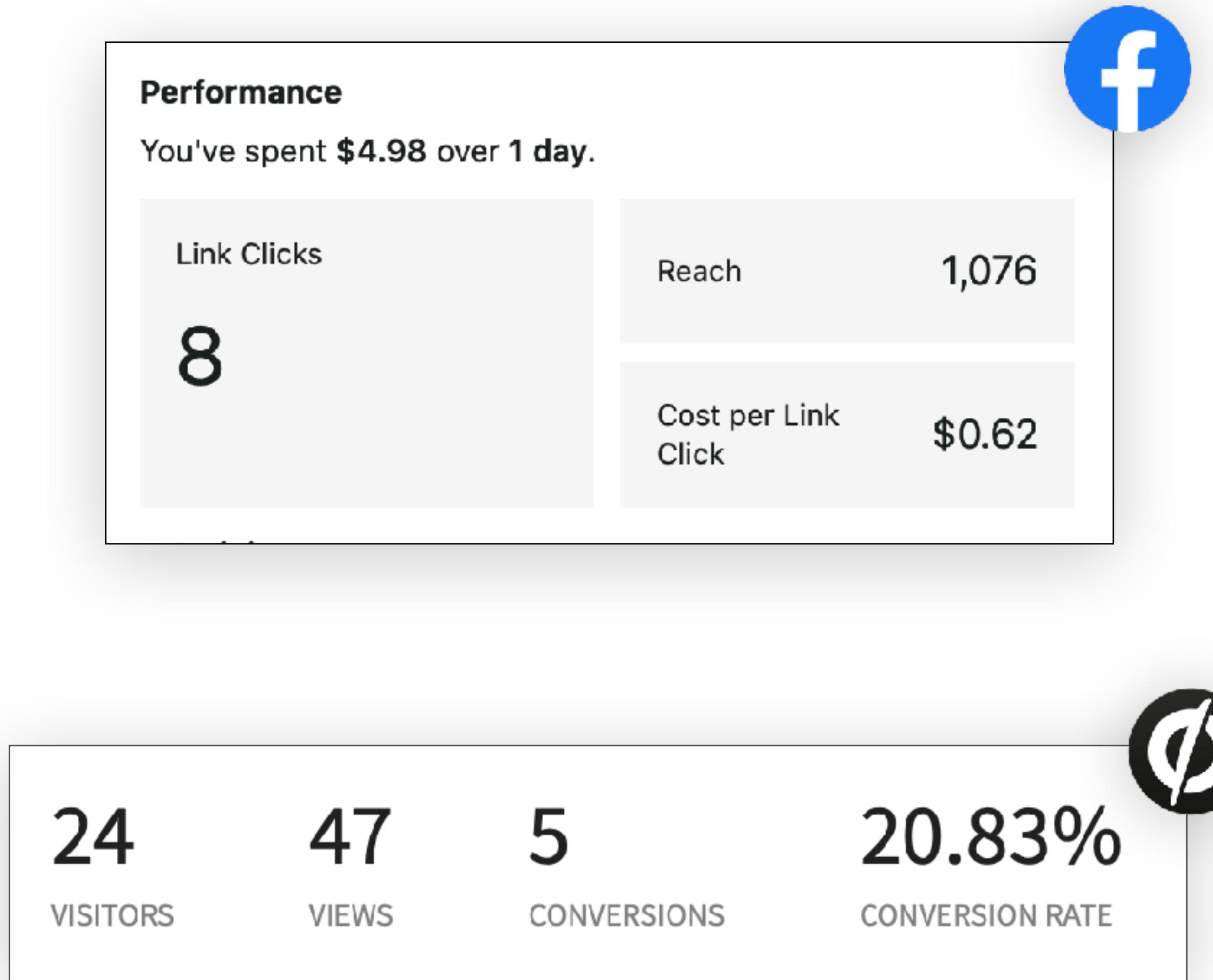
18 clicks (East)

Intro to Facebook Ads

Controlled Experiment

Controlled Experiment

FIRST AD CAMPAIGN RESULTS



OptiMaps
Sponsored · [...
Route your multi-stop trip around LA using
public transit and save time navigating the
system by letting us do the work for you.

OPTIMAPS.WORLD
Multi-Stop+Public Transit

LEARN MORE

Like Comment Share](#)

SOLUTION AD

CONTROLLED AD CAMPAIGN: INTRO

Experiment

Running the **same** solution/problem **ad** at **two** different **locations** in Los Angeles that **differ** in ways such as it's adaptation to **micro-mobility**, amount of parking **regulations**, and the traffic **congestion** by using the **number of clicks** are the measurement and using the same landing page.

Control

Exact same segment — individuals in the age group of 20-40 who are interested or work in new tech, traveling, or spending time outdoors. Same solution/problem ad and landing page.

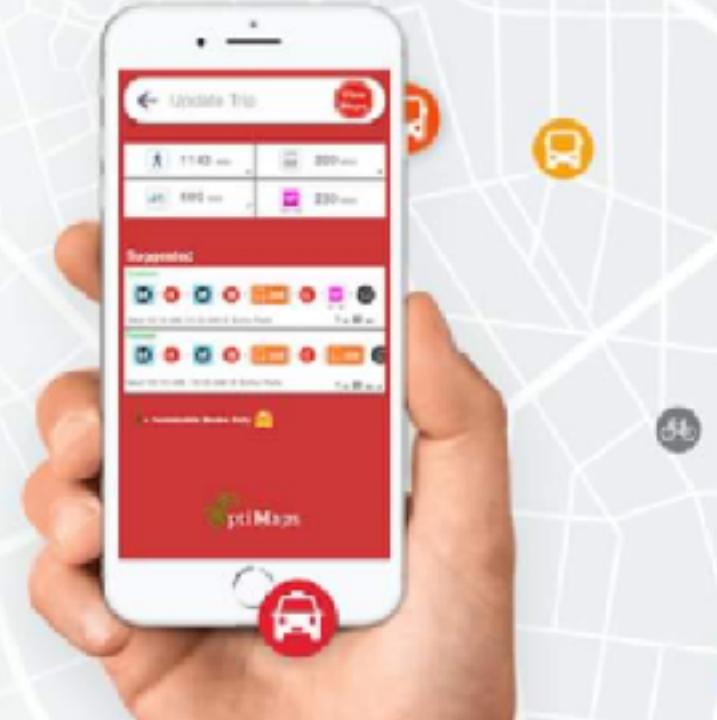
Anticipated Learning

Hoping to learn if people who live in areas that are adapting to micro-mobility **quickly**, have **too many** parking **restrictions** (making parking in multiple places in the same day inefficient), or **high** traffic **congestion** to improve my marketing strategy and my applications design/capabilities to **better suit the right audience**.

CONTROLLED AD CAMPAIGN: RESULTS

 OptiMaps
Sponsored · 

Plan your multi-stop trip using public transit and get the fastest route based off of the location of your stops using OptiMaps.



OPTIMAPS.WORLD
Multi-Stop Route Planner

[LEARN MORE](#)

 Like  Comment  Share

5 visitors 2 conversions 40.00% conversion rate



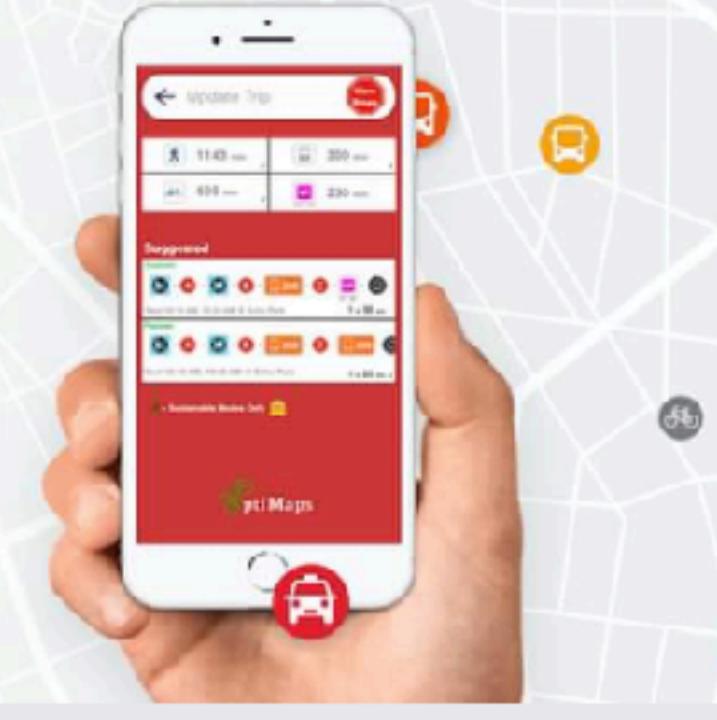
SOLUTION AD



Key	Solution	Problem
West	718	4,187
East	978	2,639
Reach	826	4,614
Impressions	1,085	2,780
Cost Per Result	\$2.80	\$0.65
	\$1.00	\$0.56
CTR	.24%	.65%
	.28%	.65%
Clicks	2	30
	3	18

 OptiMaps
Sponsored · 

Tired of missing the train while running your errands? Map your multi-stop trip with OptiMaps to get the fastest route using public transit.



OPTIMAPS.WORLD
Multi-Stop Route Planner

[LEARN MORE](#)

 Like  Comment  Share

48 visitors 9 conversions 18.75% conversion rate



PROBLEM AD

LESSONS LEARNED

I enjoyed learning the lessons that make up UX strategy via the development of OptiMaps. Through all the research, prototyping, and experiments related to UX strategy, I also got a grasp of lean start up methods while improving my user experience and design skills. This process taught me how to do things right and also how to do things differently the next time around.

I am looking forward to incorporating the skills I've gained in UX design and strategy with my data science skills at my *dream* job of being a Data Scientist at Spotify.

pti Maps