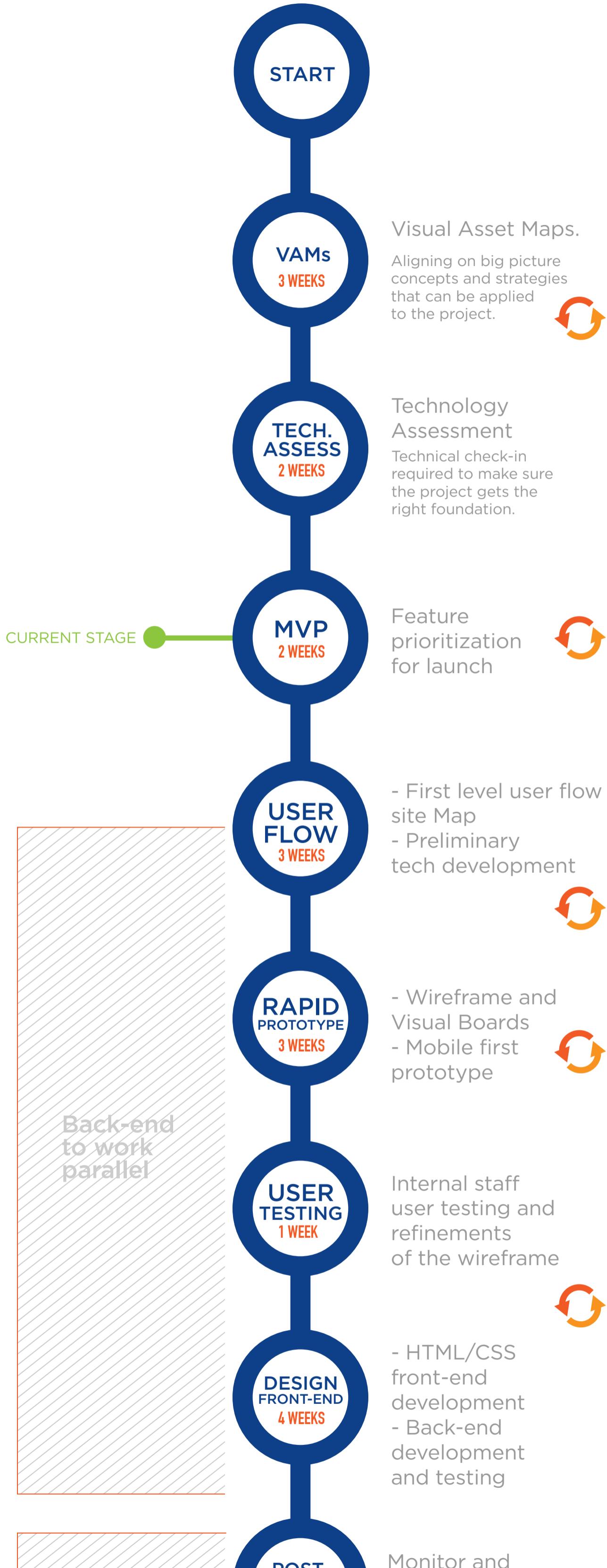


511NYRideshare

SYRACUSE WEBSITE
MVP DISCUSSION

PRODUCTION TIMELINE



Rewrites between ICF and client

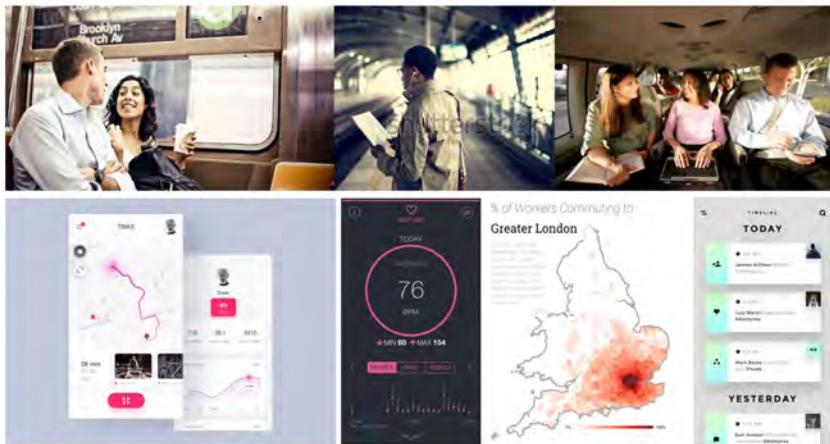
Timeline contingent on approvals

VISUAL ASSET MAPS

PERSONALIZATION

Commuters are a varied bunch. While most are looking for the shortest and most efficient way to get to work, others may be using transportation to catch up, so the extra couple of minutes may not be a bad thing. Imagine a system that can understand your patterns and ping you automatically when you are ready to step out the door.

SMART SYSTEM - AI TECHNOLOGY, FLEXIBLE/SCALABLE
TRACKS PAST PERFORMANCE

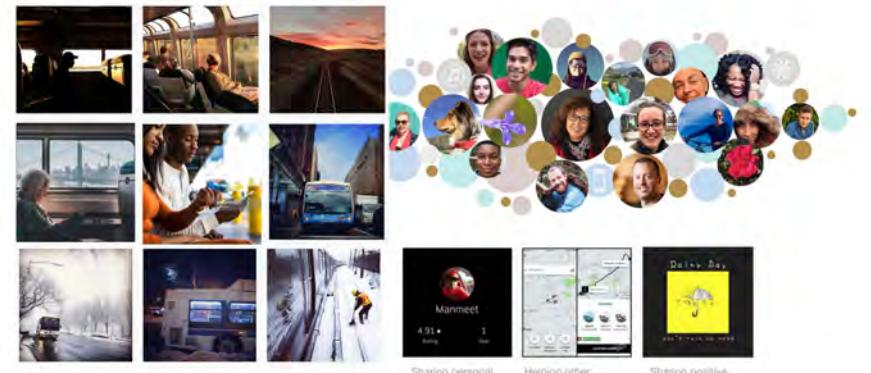


<https://icfi.invisionapp.com/boards/R93CDLXXBW73D/>

COMMUTER COMMUNITIES

For example, Starbucks - crowd-sourced content

BRAND TONE AND MOOD - It's all about PEOPLE HELPING PEOPLE TRAVEL BETTER.
Keeping it positive, encouraging and honest.
Playing on simple sensibilities, not complex solutions:
Potential Gamification, Affinity Loyalty Model,
Construction/Events



<https://icfi.invisionapp.com/boards/XT3C3O46FWVAS/>

COMMUTER SOLUTIONS ENHANCED VERSION OF EXISTING

(Point A to Point B) Simple, stress-free and cost-effective solution

TOOLS TO ORGANIZE
FITBIT-LIKE ELEMENTS

DESIGN SHOULD BE:
SIMPLE
SMART
INTUITIVE



HELPFUL LINKS
<https://enterprise.google.com/maps/government/demo/#/health/demo/>
<https://enterprise.google.com/maps/customers/harley-davidson.html>

<https://icfi.invisionapp.com/boards/H43CDLSEF8RVP/>

TECHNICAL
ASSESSMENT

Feature	Description	Level of Technical Effort (High/Medium/Low)	Priority Level (1 = nice to have, 5 = must have)	Tech Notes	Additional links/Reference	Design Notes
Photo gallery	A gallery of photos that would open up a full screen version of a photo when clicked. Users can also scroll through the gallery without scrolling down the page (i.e. the gallery would have it's own scroll bar).	Low	4	There is already a Carousel portlet for Liferay, and I believe several other JavaScript approaches that have been added to various pages in the past. This is something content editors typically do. The effort should be low, unless there are very specific requirements that would not allow the use of existing capabilities.		We can utilize this component, but is it possible if it didn't have to open in a full screen (I am going to assume lightbox style). Instead it will display the gallery within the assigned space and for smaller viewports, will the controls work with swipe gestures?
Instagram Feed	A feed with Instagram posts that are based on a specific hashtag, NOT on the Rideshare account.	Low/Medium	4	Requires JavaScript programming. Also requires registering our application (and therefore creating a developer account) in order to access the API. This could be a low effort, but past experience tells me things don't always go smoothly when trying to access APIs.	https://www.instagram.com	Can we make sure that this feed is responsive?
Rideshare app feed	a feed that would show whenever users share their trips tracked through the rideshare app.	Medium/High	3	This feature needs more clarification. I believe what is being asked for is to capture every time a user shares the trips (through the mobile app share capability for any social platform), and "echo" that to a centralized place where it could be displayed. Depending on if the "place" needs to be created (as opposed to echoing to some existing service), this would range from medium to high. regardless of the approach, both the iOS and Android apps would need modifications. And if the "place" that the information goes to has to be created there is backend work needed to accept, store, and make them available for display.		Can we see some analytics to see how much content is currently shared? What sort of data is captured? Routes? Timing? Accident Reports? If it's highly utilized, this is a perfect feed to put upfront and center, since it aligns with the community concept.
Heat map of member locations	a heat map that would show concentrations of members. This would give people a really good idea of where the best start/end locations are and perhaps they would be more likely to join knowing that there are lots of people in the system that live near them.	Low/Medium	5	This could be a low level of effort depending on the requirements. There is a Leaflet plugin that seems to be very easy to use. So, if supplied with the latitude of each member's start/end it should produce a heatmap easily. However, it will be difficult to show the relationship of start and end on a heatmap, so two different maps for start and end may better show the data, but in that case as well the relationship between the start heatmap and end heatmap wouldn't be evident. In other words, the user could see a lot of members starting in the area around their start, and a lot ending around their end, but in reality there may be very few starting from their start AND ending at their end. Just something to think about. But it would be a great visual - and would be great to see what the hotspots are state-wide.	https://github.com/Leaflet/Leaflet.heat Demo: http://leaflet.github.io/Leaflet.heat/demo/	This is also a good feature that can be highly utilized. We will need to know if this map can be updated real time or not. This will determine the importance and reliance of the component.
Commuter toolkit interactive map	The map would be partially interactive. SO users can zoom in and out of the map, and there would be icons placed on the map that users can click or hover over to get more information. This won't be a very detailed map, but it would give a user a quick snapshot of what kinds of services are available to them. So if someone zoomed into the Hudson Valley, the most popular train station and bus route would have an icon that the user could then hover/click and a modal window (or bubble) would appear that would provide more info and possible link to agency/provider. (See image right).	High	4	As illustrated, this would be very difficult, requiring a lot of custom code. Mapping tools generally stay "within their canvas" as they control the visuals. So to produce something like the graphic would require a great deal of work. Drawing the map is straight forward. Drawing the items around the map is as well. Drawing a line between them is a very difficult problem, as the map can be panned, scrolled, etc. (I assume), and therefore the markers are on the map (from a canvas perspective) is difficult to work through. There may be a tool or plugin that can do this, but it would have to be researched. Additionally, the description describes highlighting specific things on the map based on an attribute, such as "most popular train station" and "bus route". That implies identifying the sources of data, how to access them, and creating the back-end capability to maintain a "ranked list".		I think this feature can be merged with the HeatMap feature.
Weather widget	A widget that shows the weather forecast for the day.	Low	5	There are a number of widgets available. Embedding widgets is something content editors typically do. The effort should be low, unless there are some integration points that would require Tech team assistance.		How much styling are we going to be able to do? Can we get this feed from places like weather.com and have it be real time and location base by city?
Savings calculator widget	This widget/tool would calculate savings when someone chooses carpooling vs. transit vs. biking, etc.	Low	5	Based on a recent email chain, I believe something like this already exists. If it meets the needs, then the effort is low.		In addition can we make this automated based on patterns? Meaning if car is the usual method of transportation, send an automated email, or text to a link that will provide savings. Maybe even comparing with other methods of transportation with the same route and the ability to change the method of transportation, if the users decided to so.
Transit apps widget	a widget showing a list of transit apps for the NY region.	Medium	2	I doubt there is an actual widget available for this. If there is then the effort is likely low like the other widget efforts. However I suspect that won't be the case, so we'd have to build out something. This could, however, be as easy as a list maintained in the Liferay CMS. However, it begs the questions of: who will gather the data, how will it be maintained (add new ones, remove old ones, etc.), what information would be provided (ratings?, popularity?) and where would that information come from (and would it need to be "blessed"?).		
"Good reads" widget	a widget with a list of the top rated books, from Good Reads.	Medium	1	Could be easy, but more research would need to be done. There is a widget for displaying a user's book lists, and many lists of highest rated books, so the challenge would be to define which list(s) and investigate how they could be accessed. I'm rating this a medium, as the site does not seem to have a published API, and because the feature needs to be better defined (what "top rated" would be, as there doesn't seem to be a single "top rated" list).		Can we add recommendations from local users?
News widget	News, breaking stories, top stories - can be customized for members	Low/Medium	2	News widgets are plentiful, and should not present any issues for content editors to add. however, the "can be customized for members" statement in the description may make this a medium effort depending on how that would need to work. If a UI needs to be created for the user to define interests, and those interests stored, then it's a larger effort. If the news site does that instead then it's likely a low effort.		Can we add recommendations from local users?
Spotify widget	A "quick play" widget that would allow someone to play music straight from the page.	Low	1	The Spotify widget is similar to the typical iframe widget content editors add to sites now. I don't see any reason this wouldn't be an easy thing to add.	https://developer.spotify.com	Can we add recommendations from local users?
Game widget	a widget showing a list of top rated game apps.	Low	1	I would assume there is a widget available that can easily be embedded. The effort should be low, unless no suitable widget can be found, or if there are some integration points that would require Tech team assistance.		Can we add recommendations from local users?

Features/Functions Available to Portals

Quick Match

Weekend Ride Home

Trip Logging

Incentive Management/Access

Transit Info: External Agency Info

Transit Info: 511NY Trip - trip planner

Transit Info: timetables

Transit Info: Paratransit connection - wheelchair accessible

Commute Ridematch: Recurring

Event Ridematch: occasional

Ridematch: guidance if no match

Park and Ride: Location/Amenities/Services - part of the map

Park and Ride: Real time space availability

Vanpool formation - long term. Employer involvement

Vanpool Management/Administration

Cost Calculator: Dollars, emissions, etc. - combine with trip planner

Emergency Ride

Guaranteed Ride: Access/request

Partner Portal: Bikesare, Carshare, TNC, Transit Agency

Bike Info: Map - part of the map

Bike Info: Routing via OTP

"How to" "Why to" info/messaging

Clean Air Alerts - updates on air quality. Possibly Social Media

Registration/Connect via social media/single sign on - added level of

Localized content: Destinations, activities, airports

HOV Map - part of the map

Camera API display - part of the map

FEATURE PRIORITIZATION AND MVP LIST (MINIMAL VIABLE PRODUCT)

WHY IS IT IMPORTANT TO PRIORITIZE?

- Focus on what adds value to the **user's experience**.
- Remember, it's much easier to **extend existing behaviors** than to force people into a completely new way of doing something.
- Focusing on what the **majority of users** are trying to do is important. Don't get distracted by people who say you have to meet every single edge case ... because you don't.

PRIORITIZATION METHOD: 2x2 MATRIX

- Most common type of feature prioritization. (Also related: scatterplot charts, SWOT analysis)
- Choose the sorting criteria carefully. Some options: effort vs. impact, bang vs. buck, UX value vs. tech value, meets user goals vs. meets business goals, desirability vs. feasibility, expected vs. unexpected

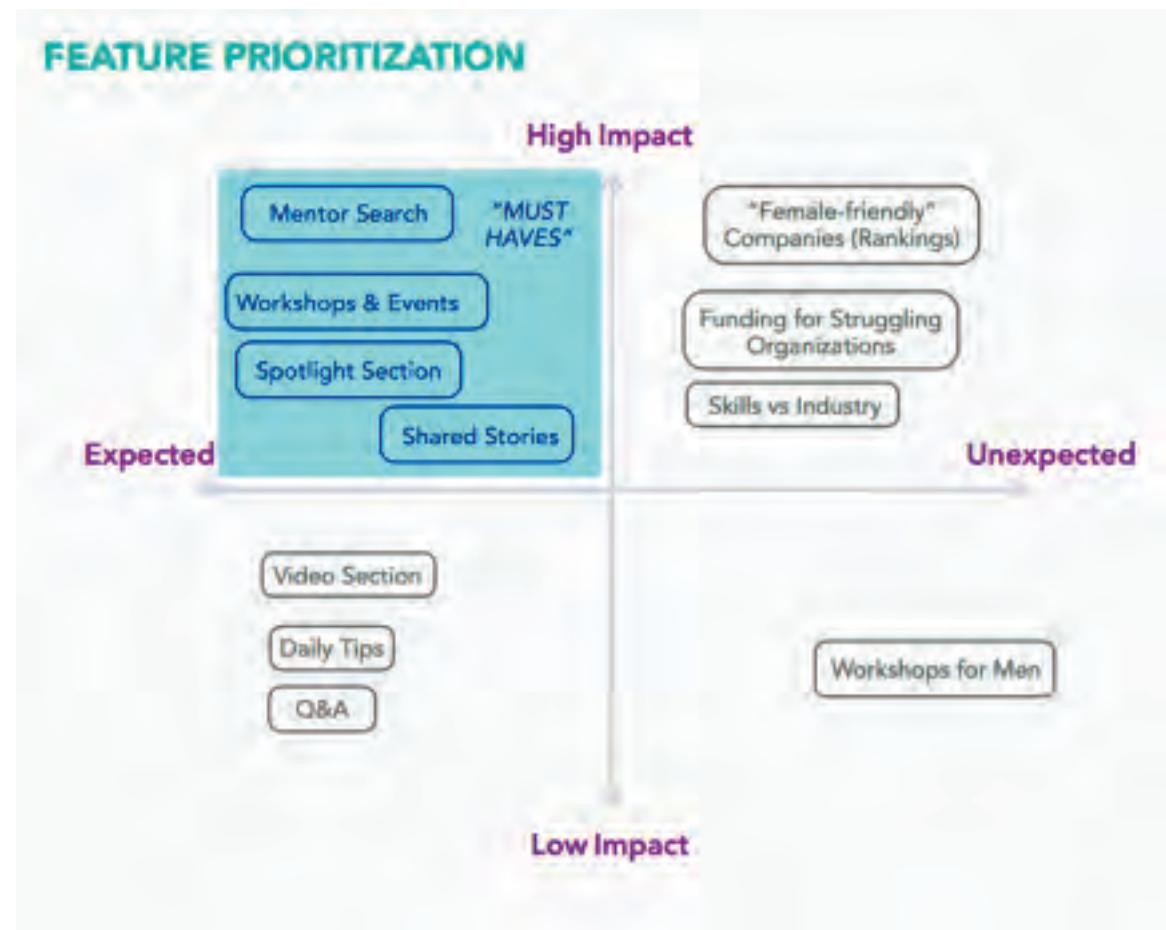


Photo gallery	Instagram Feed	Rideshare app feed	Heat map of member locations	Commuter toolkit interactive map	Weather widget	Savings calculator widget	Transit apps widget	"Good reads" widget	News widget	Spotify widget	Game widget
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Features/Functions Available to Portals

Weekend Ride Home	Incentive Management/Access	Trip Logging	Quick Match	Transit Info: External Agency Info	Transit Info: 511NY Trip	Transit Info: timetables	Transit Info: Paratransit connection	Ridematch: Recurring
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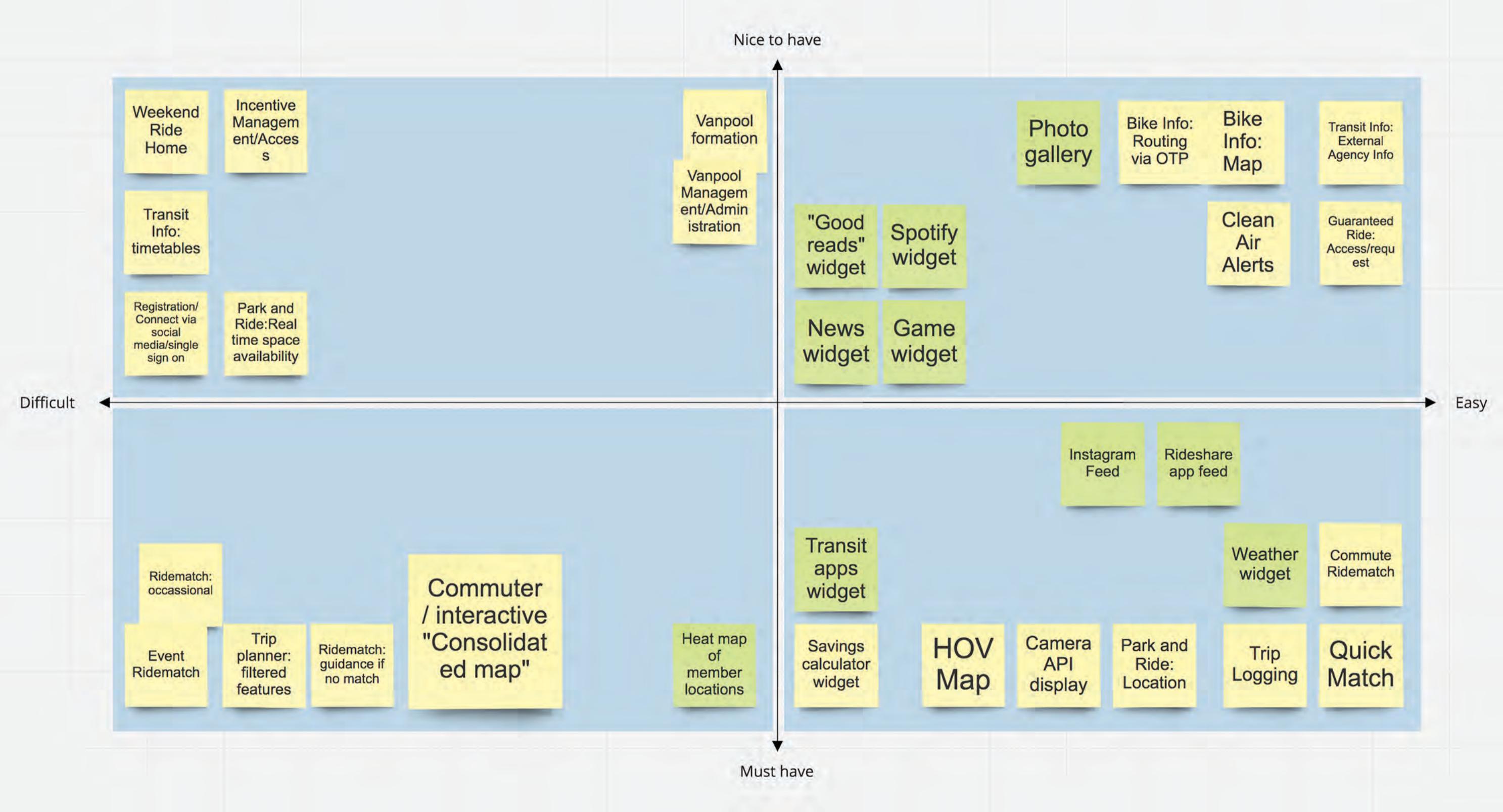
Ridematch: occassional	Ridematch: guidance if no match	Park and Ride: Location/Amenities/Services	Park and Ride: Real time space availability	Vanpool formation	Vanpool Management/Administration	Cost Calculator: Dollars, emissions, etc.	Emergency Ride	Guaranteed Ride: Access/request
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Partner Portal: Bikesare, Carshare, TNC, Transit Agency	Bike Info: Map	Bike Info: Routing via OTP	"How to" "Why to" info/messaging	Clean Air Alerts	Registration/Connect via social media/single sign on	Localized content: Destinations, activities, airports	HOV Map	Camera API display
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Points of Entry/Access to content

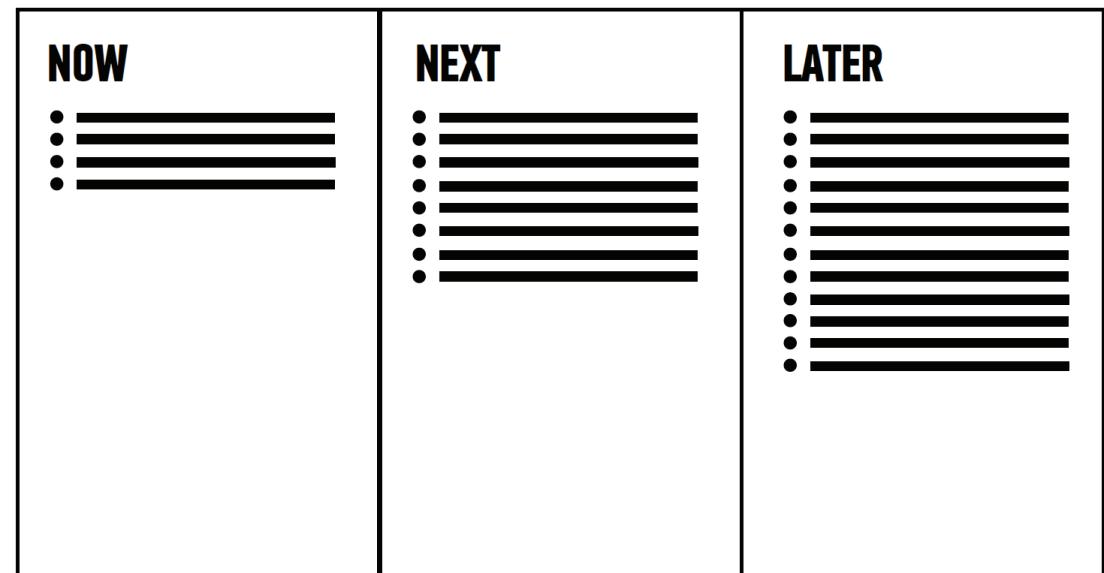
511NY.org rideshare menu option	Statewide landing page (Regional Map based)	Incident/Event custom URLs (Penn, Sprain, etc.)	Downstate Landing (https://511nyrideshare.org/web/511ny-rideshare-downstate)	Hosted Regional Portals (Broome-Tioga, Southern Tier, Syracuse)	Supported regional portals - hosted elsewhere (iPool, GO Buffalo, etc.)	Employer Portals: local/single site	Employer Portals: Regional/Statewide multi-site (State Employee portal)	Directly marketed subpages (Clean Air NY)
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Community/Neighborhood (GoSmart, City of Rochester, Downtown Ithaca, etc.)	Localized landing pages (Regional, County, community, corridor, etc.)	Mobile App(s)						
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Prioritization List: In Easy Achievable Chunks

- Helps tie everything together and define the roadmap.
- Based on the high-level objectives for the project and the target audience.
- Features that map user goals and answer how this differ from competitors and what pain points are addressed.



NOW

Interactive Map

- Quick Match
- Trip logging
- Park & Ride: Location
- HOV map
- Bike info: Map & Routing via OTP
- Transit info: Paratransit

Ridematch System

- Quick Match
- Guidance if no match
- Guaranteed Ride

Widgets

- Savings calculator
- Weather

Building Commuter Communities

- Social media feed

NEXT

Interactive Map

- Heat map
- Camera API
- Transit info: External agency info
- Transit info: Trip planner
- Transit info: Timetables

Ridematch System

- Weekend Ride Home
- Event Ridematch (Occasional)

Widgets

- Transit apps widget

Photo Gallery

Clean Air Alerts

LATER

Interactive Map

- TBD

Widgets

- "Good reads" widget
- Spotify widget
- Game widget
- News widget

Rideshare app feed

Registration & sign on

Park & Ride : Real time space availability

THANK YOU /
NEXT STEPS

RESOURCES FOR DISCUSSION

Bike App Screen Shots - <https://app.box.com/s/7f6klsqfpjci-af8tdjjlkp2a7bbu97r>

https://www.carfreeatoz.com/planner?-from=4301%2013th%20St%20NW%20Washington%2C%20DC%2020011&to=2100%20Wilson%20Blvd%2C%20Arlington%2C%20VA&modes=BUS%20TRAIN%20BICYCLE%20CAR&start_time=7&end_time=9&days=M%20E%2080%2094F