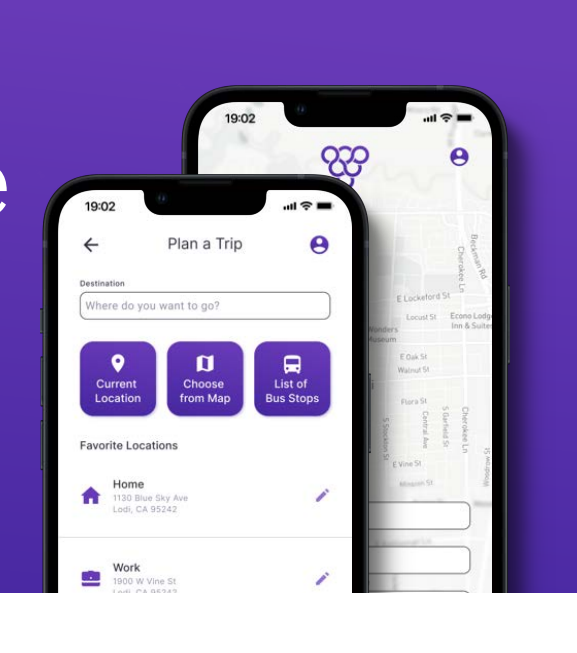
UI/UX Case Study

Grapeline Transit App

Mobile App | Figma | Adobe Illustrator



Design Challenge

Public transportation has a bad wrap in the United States. Overall, people do not view it as a valuable or well-run service. So let's create an improved digital experience for our local transportation network in Lodi and Woodbridge, California.

Project Timeline

Research
Research Study | Personas | Solution Ideation
Week 1 to Week 4

Design
Information Architecture | Wireframes | Visual Design
Week 3 to Week 6

Delivery
Design Proposal | Stakeholder Updates | Usability Testing | Prototyping
Week 1 to Week 6

Research

Research Methodology | Key Finding | Competitive Analysis | S.W.O.T. Analysis

Research Methodology

Online Survey

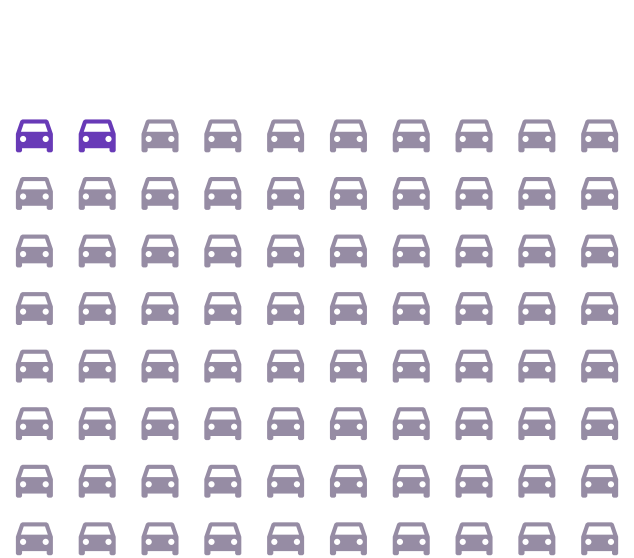
- An online survey with 129 responses from current residents of Lodi and Woodbridge who use and do not use the GrapeLine.

Local Trasit Plans

- City of Lodi 2030 Transit Survey and Report
- San Joaquin County Transit Master Plan

Interviews

- Seven interviews with current riders of the GrapeLine.
- Four interviews with Lodi residents who do not use the GrapeLine.
- One interview with Lodi city leader responsible for the management of the GrapeLine.



98%
of Grape Line riders do not own a car.

Solution Ideation

Key Insights | Problem Statement | User Personas | Solution Statement | M.V.P.

Key Insights

Users

Most Lodi residents ride the Grape Line out of necessity instead of personal choice. It is the only affordable option to get around town.

Information

Riders must play detective to gather the data needed to ride the Grape Line by scouring multiple segmented information sources.

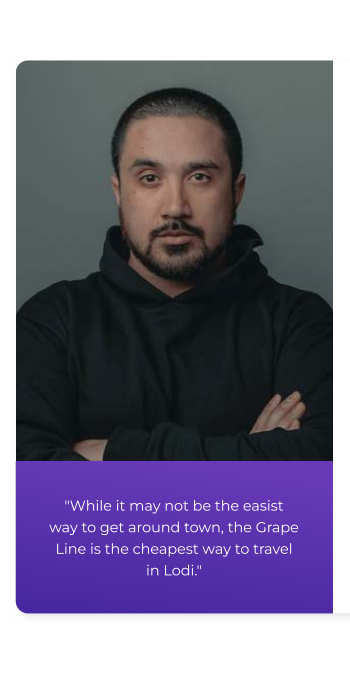
Experience

Confusing bureaucratic rules frustrate current riders, deters new users, and hampers creating a positive customer experience.

Problem Statement

Many riders do not feel valued by the Lodi Grape Line because of the lack of a cohesive digital resource and overly complex user experience. If available, they would choose an alternative form of transportation if affordable and easy to navigate.

User Personas



"While it may not be the easist way to get around town, the Grape Line is the cheapest way to travel in Lodi."

Hector Rodriguez

Profile

Age:	38
Family:	Married Father of Four
Languages:	Spanish
Occupation:	Factory Line Worker
Annual Income:	$39,000

Riding Habits

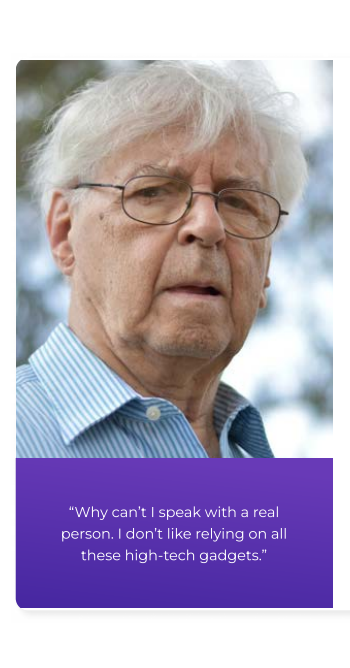
Grape Line Services:	
Weekly Trips	8
Travel Purpose:	
Tickets:	
Owns a Car:	☒

Motivations

- Working hard to provide a good life for his wife and children.
- Saving every penny, especially on his transportation costs.

Frustrations

- Having to navigate multiple apps and websites to ride the Grapeline.
- Infomation on the Grapeline is not always available in Spanish.



"Why can't I speak with a real person. I don't like relying on all these high-tech gadgets."

Don Walters

Profile

Age:	79
Family:	Married Grandfather
Languages:	English
Occupation:	Retired Farmer
Annual Income:	$68,000

Riding Habits

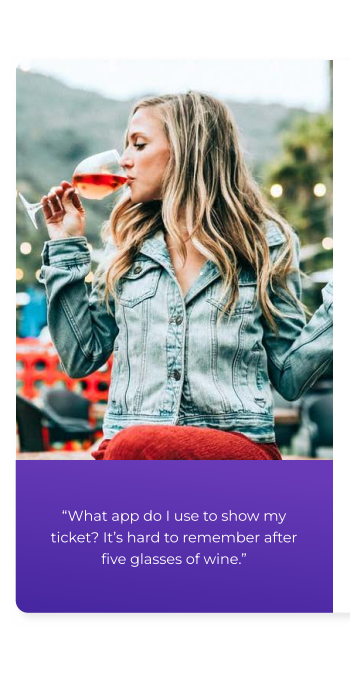
Grape Line Services:	
Weekly Trips	3
Travel Purpose:	
Tickets:	
Owns a Car:	☒

Motivations

- Staying active and healthy to spend time with his grandkids.
- Making it to his weekly bridge gamewith his old buddies at the Lodi Senior Center.

Frustrations

- Having to use the Grapeline websites to get info when he just wants to speak with a real person.
- The inflexibility of Dial-a-Ride scheduling when his doctor appointments change at the last minute.



"What app do I use to show my ticket? It's hard to remember after five glasses of wine."

Kelsey Koverman

Profile

Age:	31
Family:	Married Mother of One
Languages:	English
Occupation:	Bio-Tech Engineer
Annual Income:	$235,000

Riding Habits

Grape Line Services:	
Weekly Trips	6
Travel Purpose:	
Tickets:	
Owns a Car:	✓

Motivations

- Having a fun and safe trip with her girlfriends to visit wine country.
- Saving money on transportation costs to spend more on wine.

Frustrations

- Having to use multiple apps to manage her bus trips to get around all the Lodi Wineries.
- Wasting time when they could be drinking wine by not knowing when the next bus will arrive.

Solution Statement

How might the Grape Line improve its rider's experience by centralizing all information in a single resource and reducing the systems complex rules and procedures?

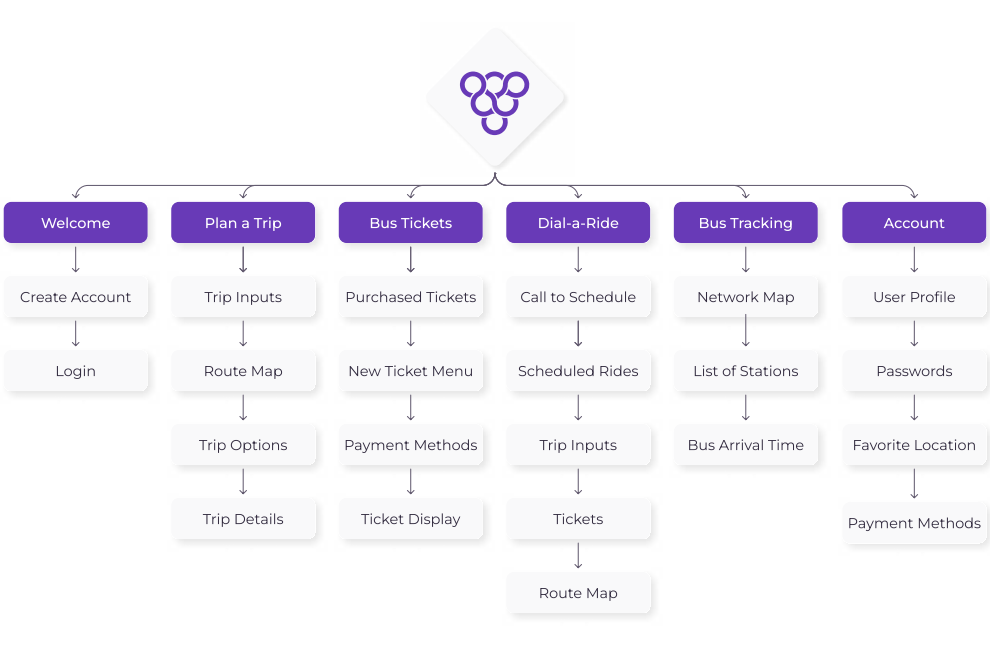
Minimum Viable Product

Many riders do not feel valued by the Lodi Grape Line because of the lack of a cohesive digital resource and overly complex user experience. If available, they would choose an alternative form of transportation if affordable and easy to navigate.

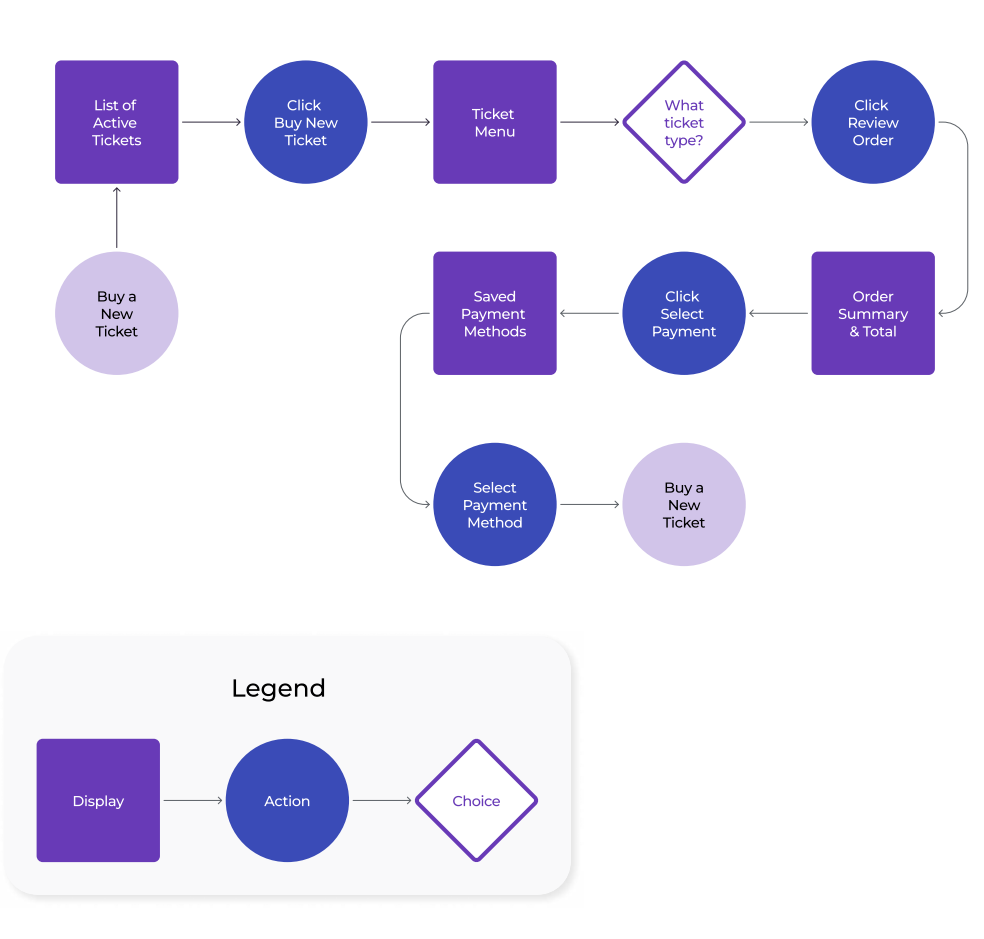
Information Architecture

Site Map | Sample User Flow

Site Map



Sample User Flow



Style Guide

Typography | Colors | Logos | Iconography

Typeography

Inter

Inter is a variable font family carefully crafted & designed for computer screens. It features a tall x-height to aid in its readability of mixed-case and lower-case text.

Aa.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heading 1
mobile: regular | 22px | 28px line height
display: medium | 96px | 112px line height

Heading 2
mobile: medium | 16px | 24px line height
display: medium | 64px | 80px line height

Heading 3
mobile: medium | 16px | 20px line height
display: regular | 48px | 60px line height

Heading 4
mobile: medium | 14px | 14px line height
display: regular | 32px | 40px line height

Heading 5
mobile: medium | 12px | 16px line height
display: regular | 28px | 36px line height

Heading 6
mobile: medium | 11px | 16px line height
display: regular | 24px | 32px line height

Paragraph 1
mobile: regular | 14px | 20px line height
display: regular | 16px | 24px line height

Colors

CMYK 43, 68, 0, 28
RGB 104, 58, 183
HEX #683AB7
Pantone 2090 C

CMYK 20, 31, 0, 75
RGB 52, 45, 65
HEX #342D41
Pantone 19-3811 TCX

CMYK 0, 0, 0, 2
RGB 249, 249, 250
HEX #F9F9FA
Pantone 11-0601 TPG

Primary Colors

Lodi, California, is the Zinfandel capital of the world due to the cultivation of the Tokay Grape. Our primary colors celebrate this vital resource that has built this community.

CMYK 0, 68, 25, 28
RGB 183, 58, 137
HEX #B73A89
Pantone 2395 XGC

CMYK 68, 59, 0, 28
RGB 58, 75, 183
HEX #3A4BB7
Pantone 2369 C

CMYK 0, 43, 68, 28
RGB 183, 104, 58
HEX #B7683A
Pantone P 31-7 C

CMYK 9, 68, 0, 28
RGB 166, 58, 183
HEX #A63AB7
Pantone 2069 C

CMYK 25, 0, 68, 28
RGB 137, 183, 58
HEX #89B73A
Pantone 2294 U

CMYK 0, 24, 82, 2
RGB 1251, 192, 45
HEX #FBC02D
Pantone 14-0957 TPG

Secondary Colors

Our secondary colors add bursts of energy and derive their colors from the various agricultural crops grown in the region.

Logo

Icon

As the Zinfandel capital of the world due to the cultivation of the Tokay Grape, our icon celebrate this vital resource that has built this community.

Iconography

Icons 8 Material Design Icon Pack

The Grapeline App uses the Material Design icon pack from Icons 8, which offers various themes and categories while following Google's Material Design guidelines.-

Filled Icons
mobile: sizes: 24px/48px/96px | color: #683AB7
display: sizes: 48px/96px/192px | color: #683AB7

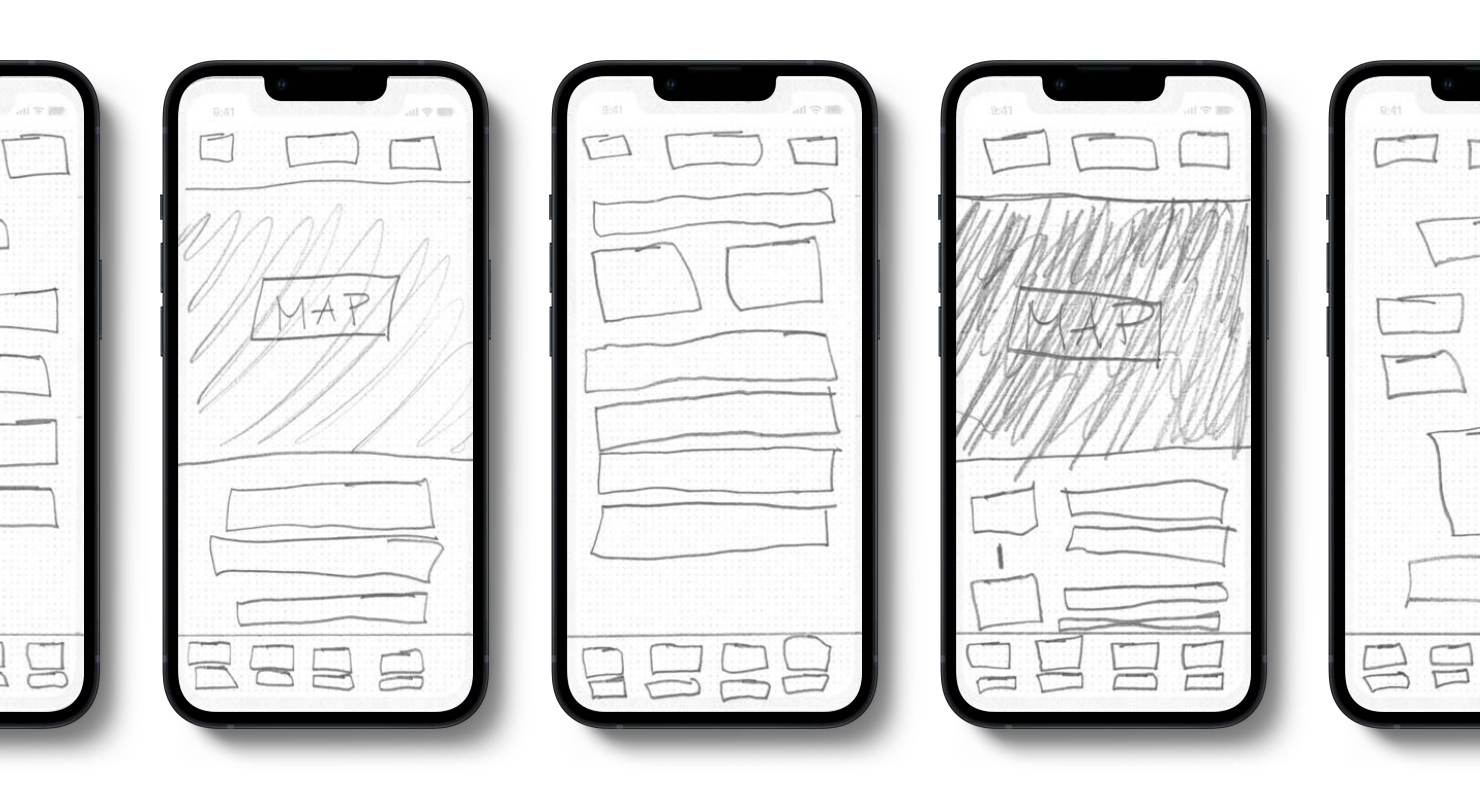
Unfilled Icons
mobile: sizes: 24px/48px/96px | color: #342D41
display: sizes: 48px/96px/192px | color: #342D41--

UI Design Process

Sketches | Low-Fidelity | Mid-Fidelity | High-Fidelity

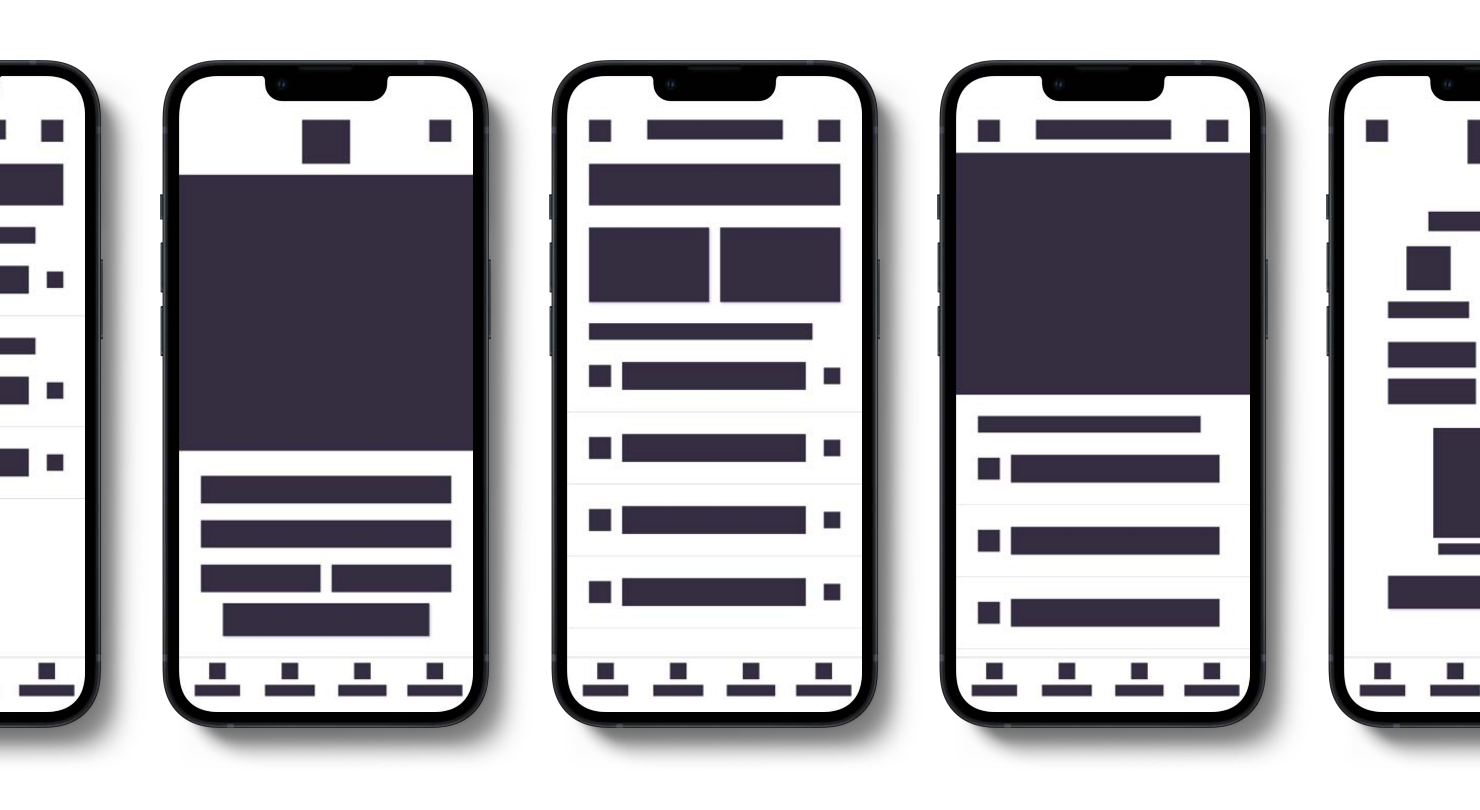
Sketches

Basic layouts on paper with multiple design iterations.



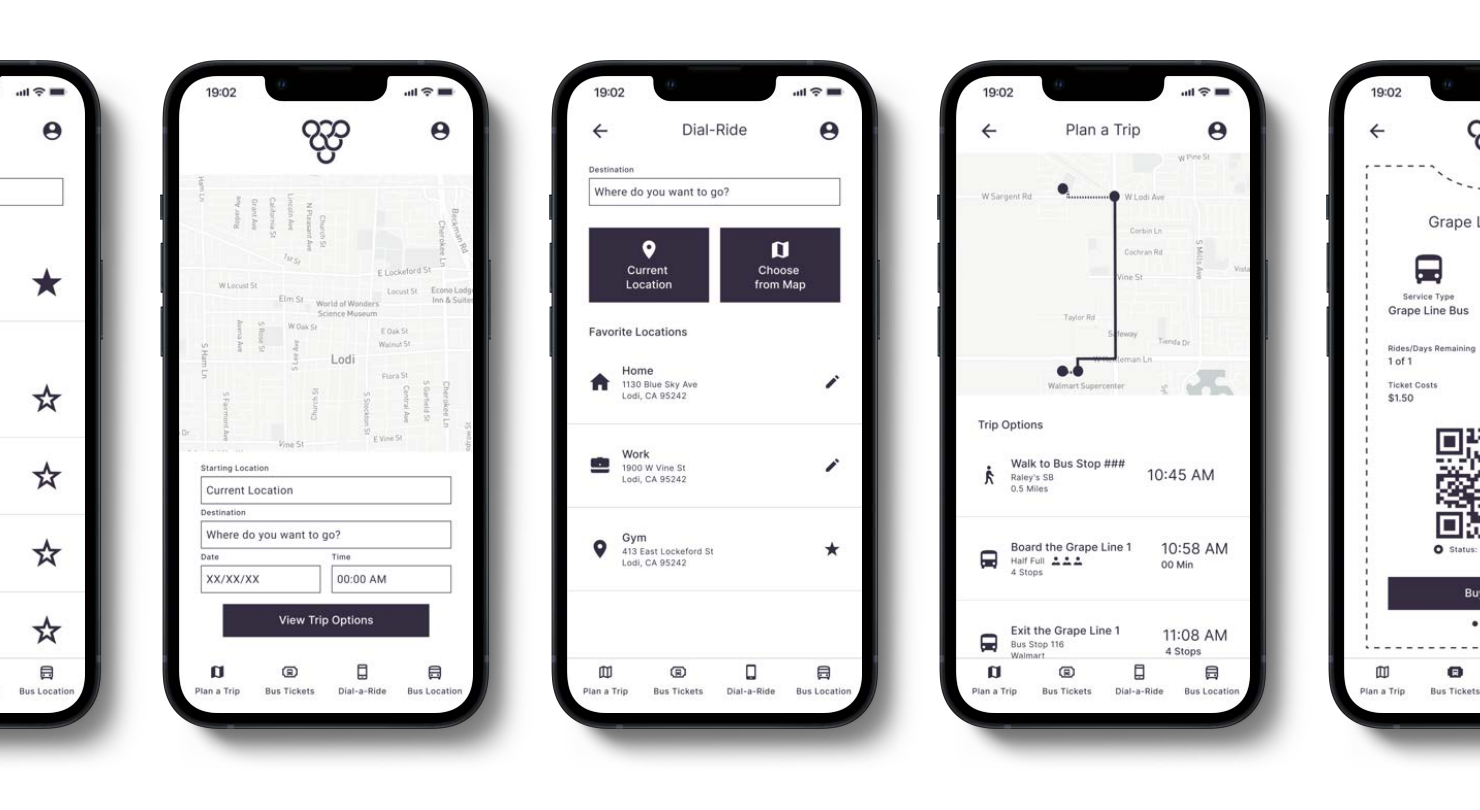
Low-Fidelity

Wireframes are laid out in Figma with basic shapes using sketches as a guide.



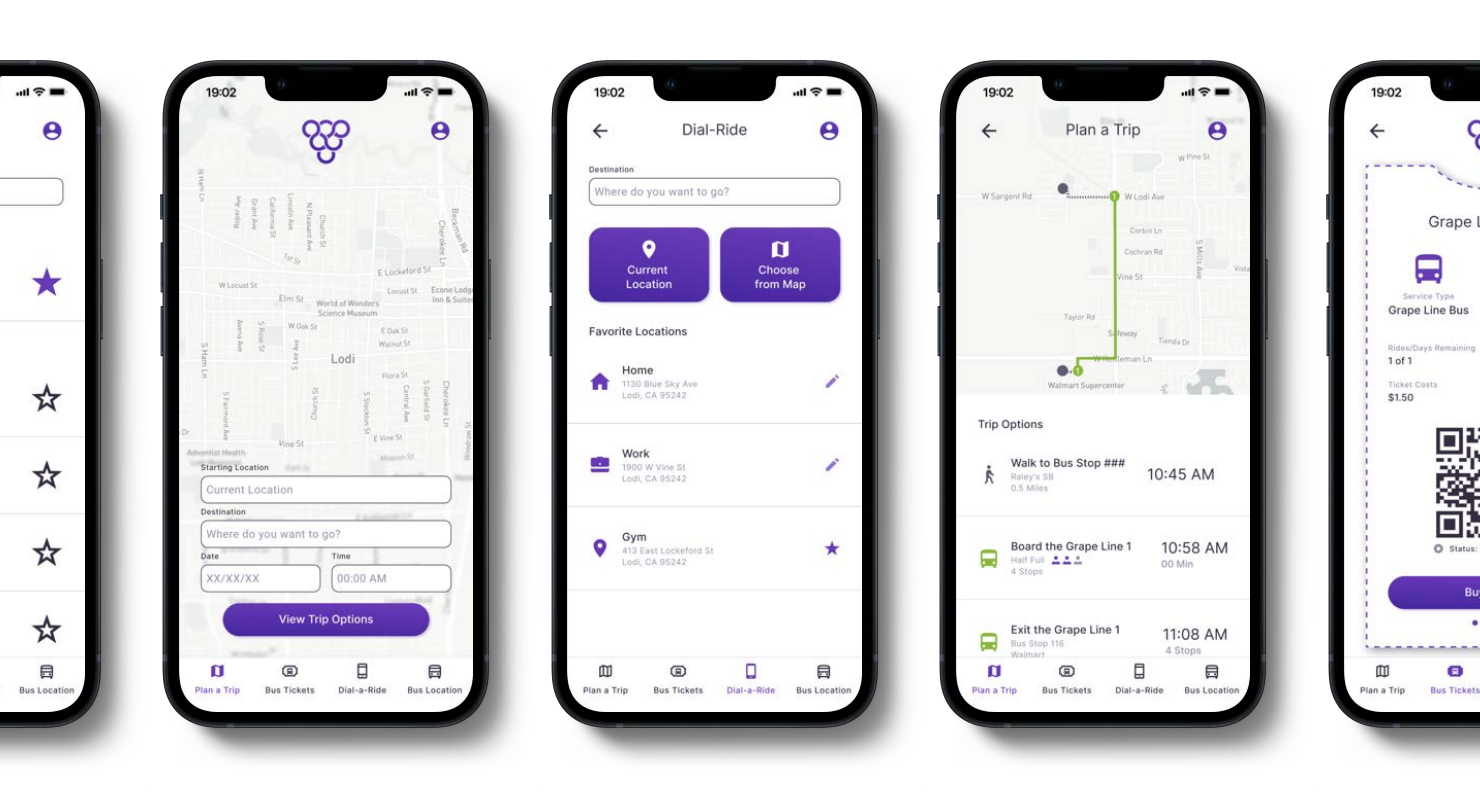
Mid-Fidelity

Added additional design elements in grayscale.



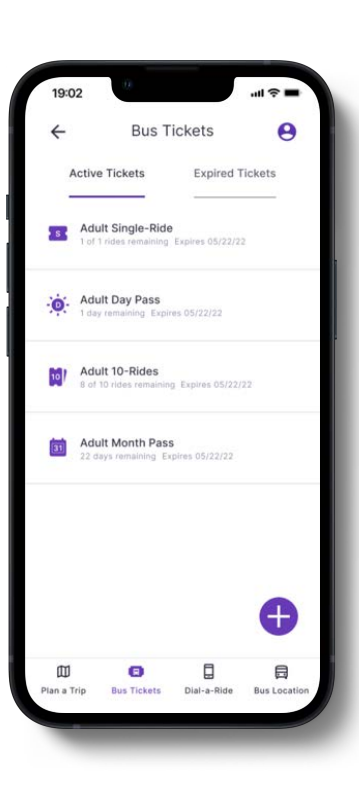
High-Fidelity

Added visual design elements, including images, colors, and effects.



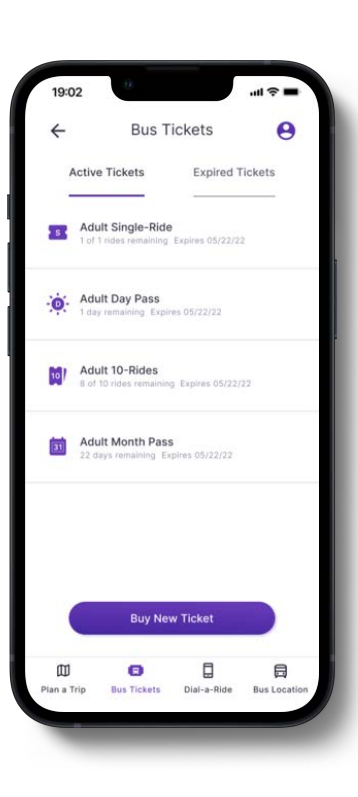
Usability Testing

Two potential users provided feedback on the design and layout throughout the design process. Their feedback provided new ideas for design iterations, resulting in a more straightforward user experience and an improved user interface.



Original Design

Users reported the original button to add a ticket was not clear enough with just a plus button. Some thought it was to buy a new ticket. However, others thought it was to plan a trip.



Revised Design

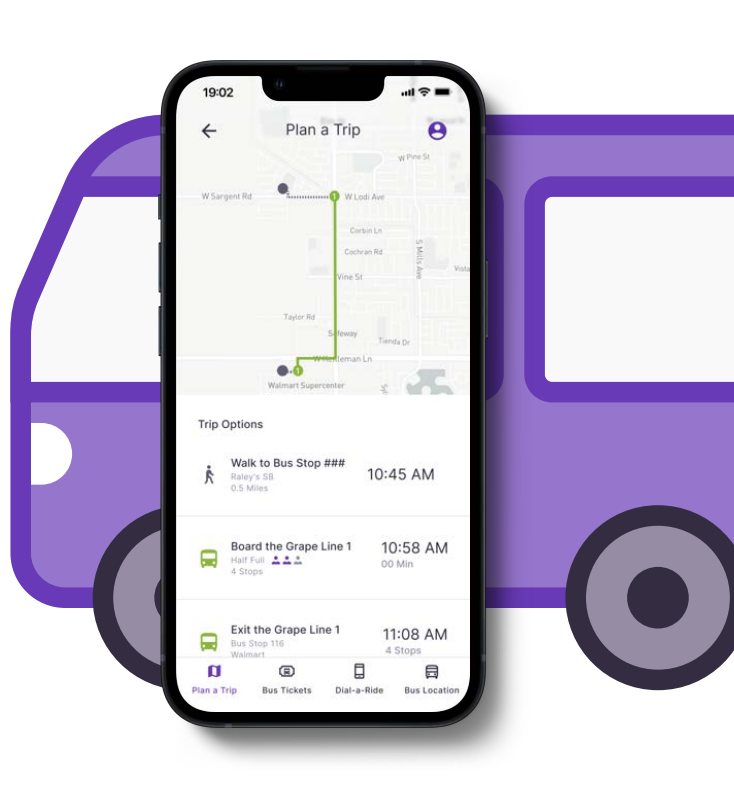
After user feedback, the Buy a New Ticket button added language to make it more explicit about the action the button triggered.

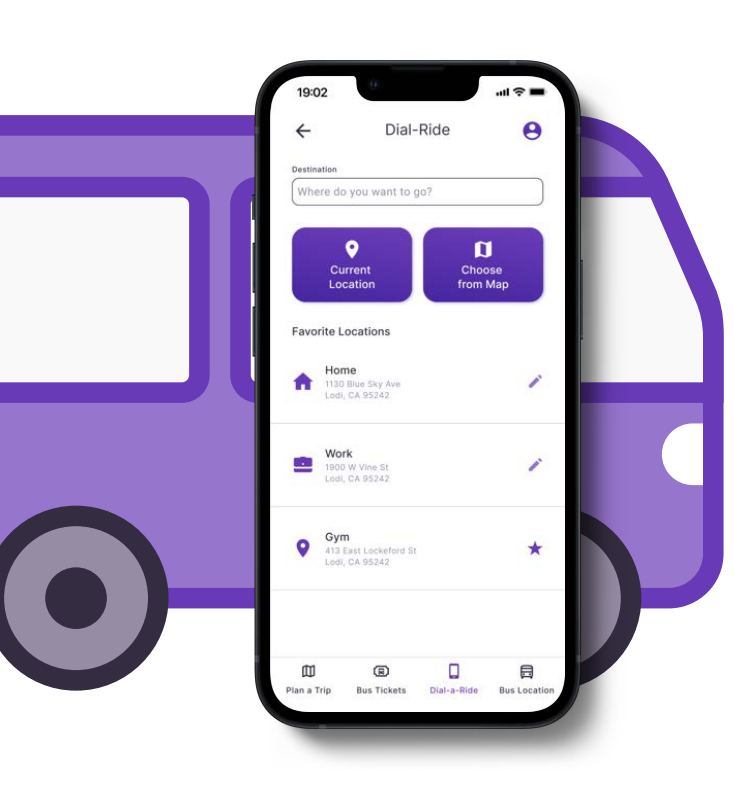
Final Product

Core Features | Prototype

Trip Planning

Planning tools to preview routes, estimated travel time, walking requirements, and forecast of bus capacity.



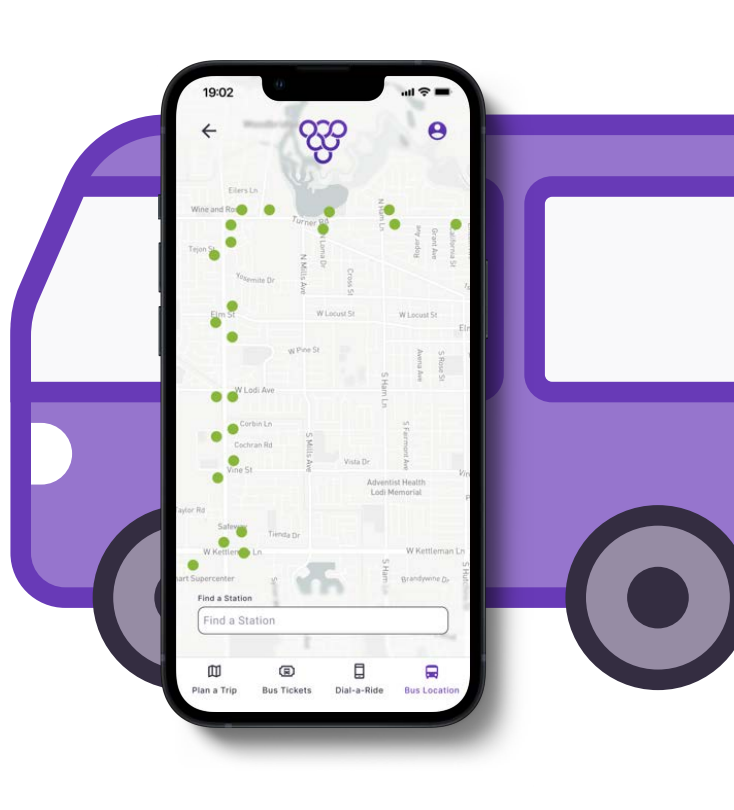


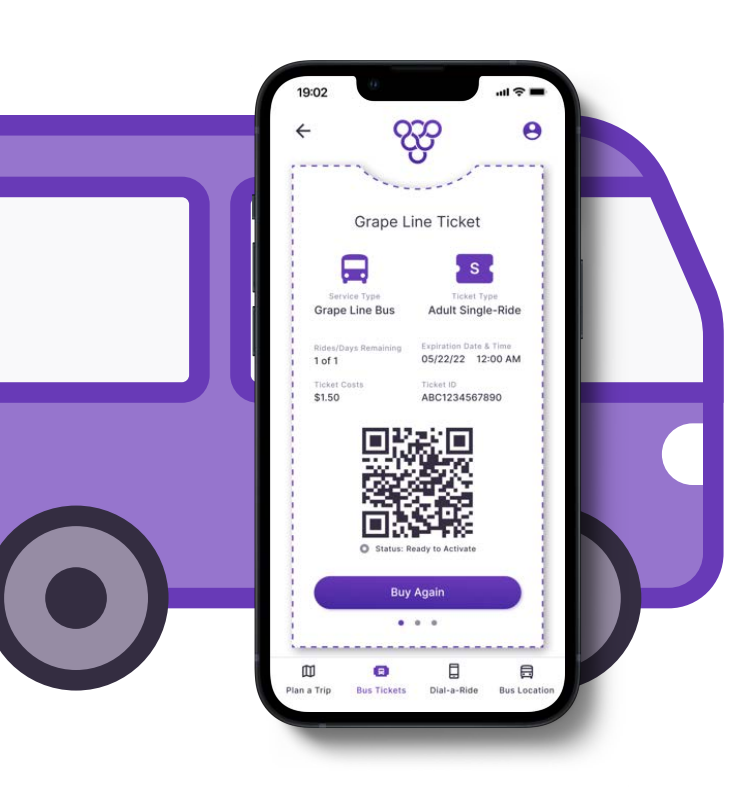
Dial-a-Ride Scheduling

Multiple options to schedule and edit Dial-a-Ride trips.

Bus Tracking

Real-time bus tracking to see when the next bus arrives at your station.





Ticket Sales

Ticket purchasing, tracking, and display for bus and dial-a-ride service.

Prototype

Axiel started with a simple problem that affects 20% of the population; people with dyslexia struggle with reading. So, we wanted to design a tool to help them improve their reading comprehension skills.

Our mobile application provides students and adults with dyslexia with a simple, fun, and rewarding tool to practice and improve their reading comprehension skills.

The Grape Line

Meet the Team

Jeff Ordway

UX Research | UI Design

After 14 years of creating recreational programs and events for my local community, I transitioned to the digital world to design user experiences and interfaces. Whatever the medium, I believe the best designs disappear into the background of a successful user experience.

Whether with a basketball or a new mobile application, I get excited when I can identify a user's problem and develop an innovative solution. I have experience working on projects for personal finance, public transit, multi-sensory reading, and more.