Jeepney Maps

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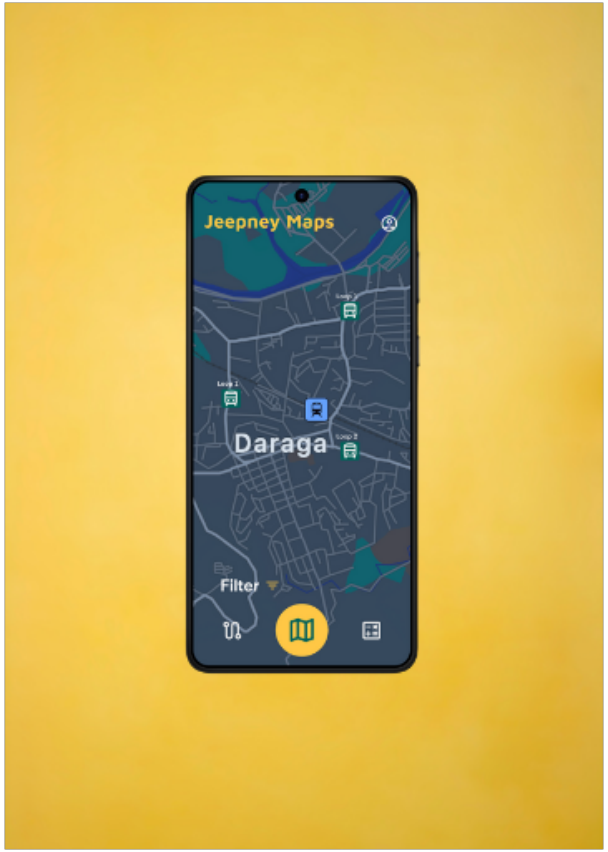
Project overview

The product:

A real-time tracking app designed to help commuters in Legazpi City, Philippines, easily locate nearby jeepneys and plan their routes efficiently.

Project duration:

December 2024 - February 2025



Google

Project overview

The problem:

The app addresses common challenges commuters face, such as long waiting times, uncertainty about jeepney routes, and inconsistent schedules. By offering accurate, up-to-date route information, Jeepney Maps helps users plan their trips more efficiently and reduces the stress of commuting.

The goal:

Jeepney Maps aims to reduce waiting times, improve daily travel experiences, and provide accessible, accurate route information for all users in Legazpi City. This approach focuses on enhancing public transportation convenience and supporting a more organized commuting system.

Project overview

My role:

Lead UX Designer and Researcher

Responsibilities:

Managing all aspects of the design process, from user research and wire-framing to prototyping and usability testing.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

In this project, I focused on designing Jeepney Maps to improve the commuting experience in Legazpi City. Initially, I assumed that providing real-time tracking alone would meet users' needs. However, through the creation of user personas, I discovered deeper insights into commuter behaviors and pain points, such as the need for clear route information and easy access to frequently used features. These findings shaped my approach, leading me to prioritize features that enhance route discoverability, improve navigation flow, and provide real-time updates, ultimately creating a more intuitive and reliable app for diverse commuting needs.

User research: pain points

1

Pain point

Commuters often face uncertainty about jeepney arrival times and routes, leading to long waiting periods and inefficient travel planning.

2

Pain point

Many commuters struggle with understanding jeepney routes, especially those unfamiliar with specific areas. This confusion leads to missed stops, inefficient transfers, and extended travel times.

3

Pain point

Jeepney schedules are often unpredictable, making it difficult for commuters to plan their trips effectively. Without reliable information, users face delays, overcrowded rides, and inconsistent travel experiences.

4

Pain point

Commuters frequently board overcrowded jeepneys due to the lack of real-time updates on vehicle capacity. This results in discomfort during peak hours and frustration when trying to find available seating.

Persona: **Emily**

Problem statement:

Maria is a daily commuter in Legazpi City who needs a reliable and easy way to track jeepney locations in real-time because unpredictable jeepney schedules and unclear routes often cause delays, making her daily commute stressful and time-consuming.

Maria Santos

"Time is gold, especially when you're juggling work and family."

Goals

- Arrive at work on time without stress.
- Ensure her children can reach school safely and on time.
- Save money by choosing the most cost-efficient jeepney routes.
- Minimize waiting times to maximize family and personal time.

Fustrations

- Inconsistent Jeepney Schedules: Struggles with long wait times, especially during rush hours.
- Overcrowding: Prefers to avoid overly full jeepneys, especially when traveling with children.
- Unreliable Information: Finds it difficult to predict jeepney arrivals and departures.

Age: 33

Education: High school graduate

Hometown: Legazpi City, Philippines

Family: Married with two children

Occupation: Sales clerk at a department store in the city center

Maria, a 34-year-old sales clerk and mother of two, begins her day early to prepare breakfast and get her children ready for school. She leaves the house hoping to catch a jeepney quickly but often faces long waits or overcrowded rides, causing delays. By the time she drops her kids off and arrives at work, she's already stressed and exhausted. Maria wishes for a reliable way to track jeepney locations in real time, which would help her plan better, save time, and make her daily commute less frustrating.

User journey map

Experiencing first-hand transportation in the area gave me a new perspective on the journey of a daily commuter.

User Journey - Maria Santos

Goal: Reach work on time while minimizing wait times and stress.

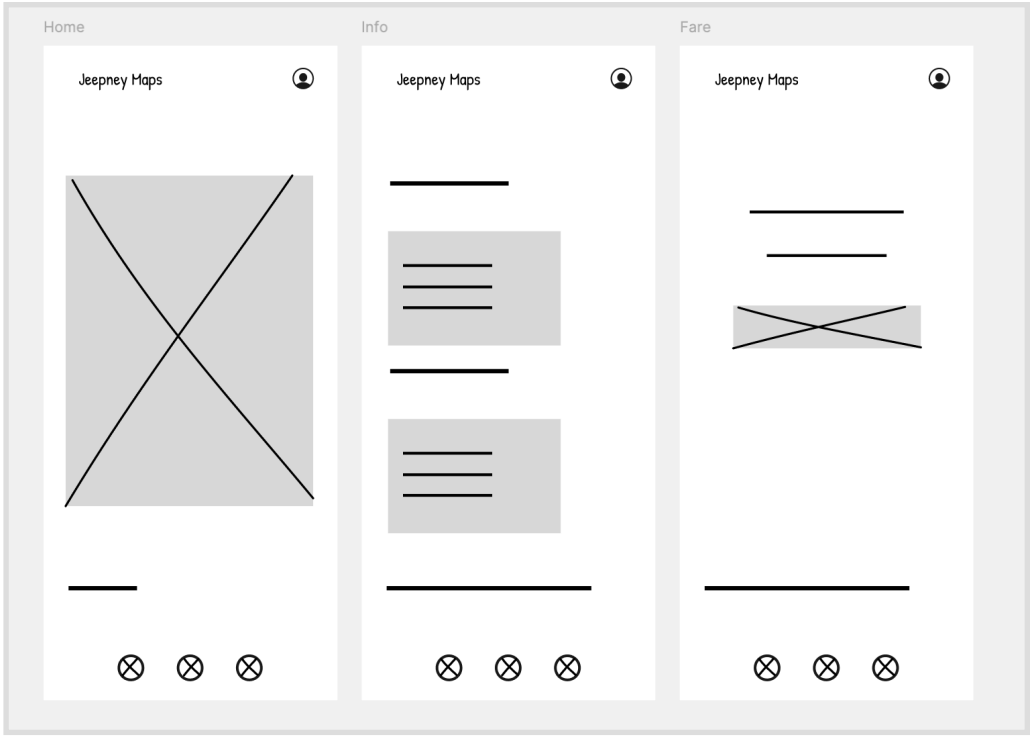
Action	Preparing for commute	Walking to the jeepney stop	Waiting for a jeepney	Riding the jeepney	Arriving at work
Task List	A. Check the time. B. Plan the route (if unfamiliar). C. Prepare her children for school.	A. Head out of the house. B. Walk to the stop. C. Ensure she has fare ready.	A. Look for available jeepneys. B. Monitor jeepneys passing by. C. Decide which jeepney to take.	A. Find a comfortable seat. B. Pay the driver. C. Monitor stops to avoid missing hers.	A. Clock in for work. B. Prepare for the workday. C. Reflect on the journey experience.
Feeling Objective	"I hope I'm not running late already."	"I need to hurry, but I think I'll make it."	"Why is it taking so long? I'm going to be late!"	"At least I'm on my way now."	"Finally made it, but I'm already tired."
Improvement Opportunities	Offer real-time jeepney tracking to save time.	Show the closest jeepney stops.	Provide ETA and jeepney capacity info.	Improve route visibility inside the app.	Provide insights on commute time and delays.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

My goal was to create quick, thoughtful sketches. Occasionally I switch between hand drawn and electronic sketches.



Digital wireframes

Live map will give the app its main function, meanwhile having other feature easily accessible.

Digital wireframes

App serves as two versions to accommodate either the passenger or driver.

Options for either driver or passenger.

Low-fidelity prototype

A basic layout for my app. Click here to access the prototype.

Usability study: findings

I conducted two rounds of usability studies to identify any issues users faced and to improve the overall user experience of the Jeepney Maps app. Each round focused on testing core features such as real-time jeepney tracking, route navigation, and the ease of accessing key functions like live updates and estimated arrival times.

Round 1 findings

1. Many users felt that the real-time tracking feature needed clearer visual such as bigger icons, as this caused confusion when planning routes.
2. Users wanted additional details for signing up, such as creating an account with google.
3. Some users struggled to find important features, like favorite routes option, which impacted their ability to navigate the app effectively.

Round 2 findings

1. After adding clearer visual indicators to the real-time tracking feature, based on feedback, users felt more confident in understanding the location of the jeepney.
2. Displaying more sign up options increased user satisfaction, as they could quickly enter details without additional clicks.
3. With improved icons and prompts for features like the favorite routes, users found it easier to navigate the app and access key functions more efficiently.

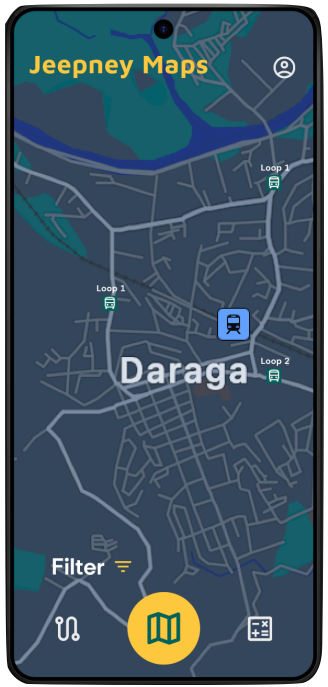
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

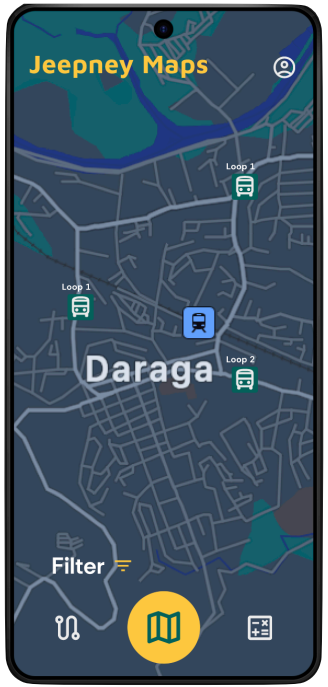
Mockups

Bigger icons for jeepneys.

Before usability study



After usability study



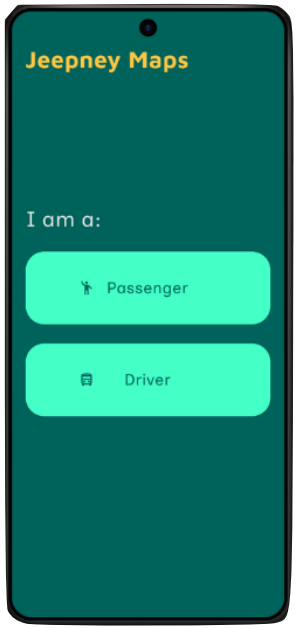
Mockups

Added more sign in / register options.

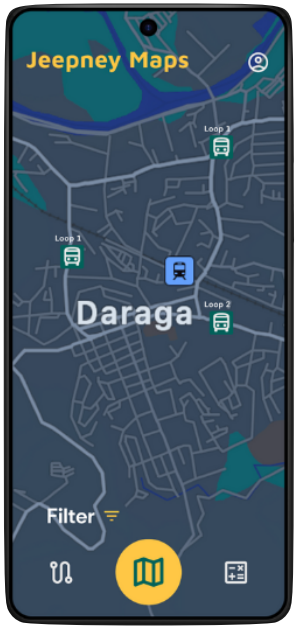
Before usability study

After usability study

Mockups


Jeepney Maps
I am a:
Passenger
Driver

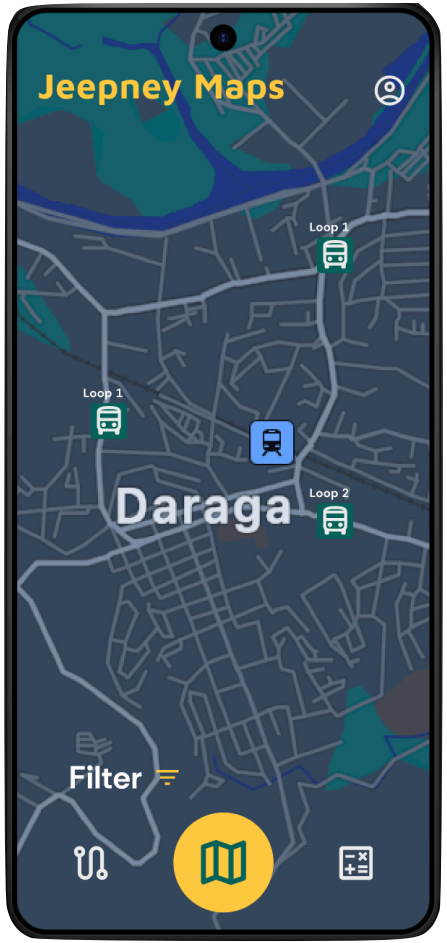

Jeepney Maps
back
Passenger
Email
Password
Sign in
Or register
Continue as guest


Jeepney Maps
Loop 3
Loop 1
Daraga
Loop 2
Filter


Jeepney Maps
Daraga
Legazpi
Calculate
15 pesos
Current minimum fare - 13 pesos

High-fidelity prototype

Fully working hi-fi prototype. Get a demo by clicking here



Accessibility considerations

1

To improve readability and accessibility, we implemented a high-contrast color scheme featuring deep blues and bright whites. This design choice ensures that text and key elements are clear and easily distinguishable, particularly for users with visual impairments or color blindness.

2

Key buttons and notifications are designed using a combination of color and icons (like checkmarks or exclamation points) to communicate information effectively. This approach ensures that users who struggle with color differentiation can still navigate and interact with the app seamlessly.

3

I prioritized readability by using clean, sans-serif fonts with appropriate font sizes and generous line spacing. This design choice enhances text clarity, particularly for users with visual impairments or dyslexia.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

I learned sometimes during our life, experiencing other cultures or lifestyles grants us a new view on our way of thinking.

What I learned:

I learned the best way to empathize with a user is to not only analyzing their feedback, but if possible follow and experience their path.

Next steps

1

I'll conduct more user studies, and keep updating based on the given feedback.

2

Insights gained will be used for future projects, while improving upon what went wrong.

3

I will continue to stay up-to-date with technologies and industry standards.

Let’s connect!

You can visit my portfolio website at joseuxui.com, or LinkedIn be clicking here.

Contact me directly by email at jhernandez11@protonmail.com, or mobile phone upon request.

Thank you!