Rideshare

Take the stress out of getting home

Background.

In our research we found that people want to be more environmentally aware and are thankful to have services that make it easier to be more environmentally aware. Ride sharing services are a great way to be more environmentally aware and save money. Ride sharing services are a growing market, and 70,000 people, drive a car alone, but in all cases for one, or two people. Ride sharing services are a great way to be more environmentally aware.

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When it comes to going home or meeting friends to a show, students express a lot of stress, extreme inexperience and needs a service that is reliable and trustworthy.

Design Brief.

Design a mobile platform that allows users to easily find and post rideshares according to their needs. Users should be able to see rideshares that are available to them, and be given a notification when one has been posted to their area, also posted/found/taken, the number of seats available and how far or post their ride.

My Design Process.

User Research.

To gather data about my users for research I used three research methods:

- A quick user survey (made on Google Forms) to gather 70 people's preferences.
- 3 one on one interviews with frequent ridesharing users.

Interviewing is an excellent way to manage information about people, their behaviors, and their opinions. Interviewing is a fundamental method used by most qualitative research approaches.

Interviewing is a conversation and a social interaction between the interviewer and the participant. The interviewer is the instrument of the research. The success of the research depends on the interviewer's ability to establish a rapport with the participant.

What I learned from the survey

Key Parts of the Research

Affinity Mapping from Survey and one on one interviews

Storyboarding

Each scenario from a user flow for reference

Personas.

Market Research.

Observed main competitors Facebook and Reddit to see what people are saying about ride sharing and how it works.

Facebook ride sharing
Looking for a ride from Toronto to Waterloo in exchange for gas money. Thanks!