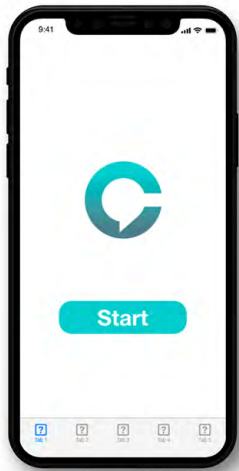# Carvis

Mobile app
UX Framework
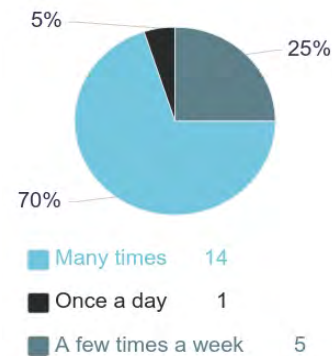
Carvis
Mobile App

About

It is a smartphone application, named Carvis , through which users will be able to rate the behaviour of other drivers on the road based on the registration plate of their vehicle. The user is expected to start the application just before they start driving, and to place their smartphone in a position where the back camera faces the road (e.g. in a GPS holder).
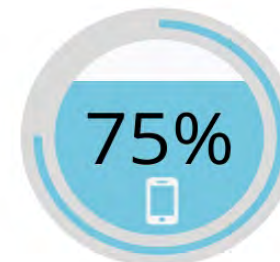
UX Research plan

I have prepared a UX research plan to identify the user needs. I conducted a survey, the results of which are presented below.

On-the-road driving experience

How often do you encounter poor/dangerous driving behaviour on the road?

5%
25%
70%

■ Many times	14
■ Once a day	1
■ A few times a week	5

How often do you encounter positive driving behaviour on the road?

35%
15%
50%

■ Many times	10
■ Once a day	3
■ A few times a week	7

45% Have a GPS holder installed in their vehicle

70% Driving on Primary roads (A and B) Smaller and slower roads
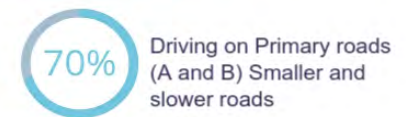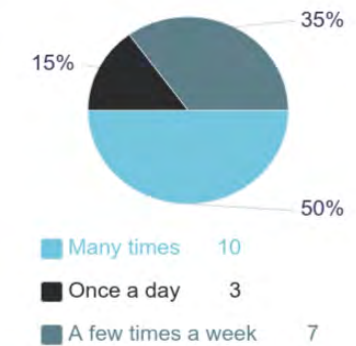
75% If you could report poor/dangerous driving behaviour to the law enforcement authorities (i.e. Police), would you do this?

User Journey map

Bio
Alice is a young professional working in a financial firm. She commutes daily by car and she is often encountering dangerous driving behaviour on the road.

Need
Contribute to safer driving

Goals
Wants to be able to report negative on-the-road experience as well as reward positive.

Phase 1

Driving

Market research, find and install the app

Create account

Launch the application and start driving

I want to send feedback and reward a driver

The app uses the built-in camera to track and read number plates

The app reads the plates and the user confirms who she wants to send feed-back to

The app records Alice's feedback and updates the other driver's rating

- Gain points
- Pain points

Vehicle license plate verification

I can't use my device while driving

The plate has not been recognised by the app

Opportunities
Peer to peer license plate verification

Opportunities
Voice control app

Opportunities
The app saves the last 30'', for future access by the user and manual rating

User flow

After user has found and understood the app, she needs to install it before she starts interacting with it. Once the application is installed the interactivity is illustrated on the user flow below:

Edit

Sign up

Sign up
Email ___
Password___
Veh.Reg.
number___

Sign up
DVLA
Veh. reg. plate
verification

★★★☆☆

App is installed

Sign in
Sign up

Sign in

Sign in
Email
Password

Carvis
Start screen

Carvis is working in the back-ground

Carvis is triggered

Carvis is reading reg. plates

Did Carvis find the plate?

Yes

Driver confirms the reg. number

Carvis send the rating feedback

No

Carvis monitors plates in 30" rolling window

User will ask Carvis to save the last 30"