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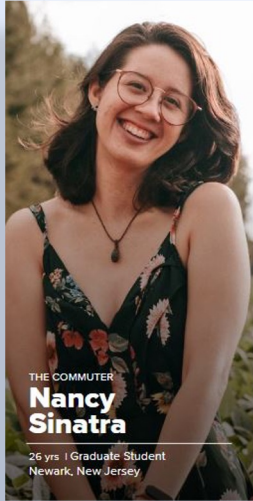
Our Idea

- MTA based navigation app
- Priority to accessibility, including language
- Different user needs for New New Yorkers and Native New Yorkers
- Community enhanced data
- Personalized alerts
- Hard-coded maps (For underground travel)
- Skill dependant directions

Core Tasks



Personas



THE COMMUTER
Nancy Sinatra

26 yrs | Graduate Student
Newark, New Jersey

GOALS

- Get around the city without stressing about being on time.
- To experience minimally stressed subway rides.
- To board the correct train.

FRUSTRATIONS

- How to pay for MTA services and what are the best options.
- Notifications about things that don't really affect her.
- Information overload.

“Will I get to classes on time?”

USER PROFILE

Nancy is living in Boston with her family. She is currently studying at New York University and occasionally travels back home on weekends to spend time with the family. Sometimes her university requires her to be on different campuses which are in multiple parts of the New York City.

MOTIVATIONS

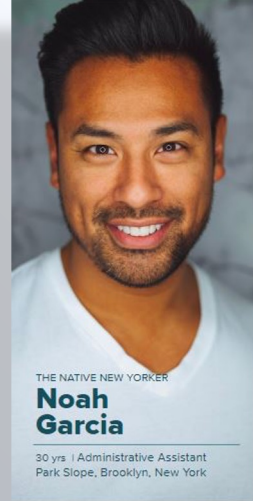
- To explore New York City.
- Visiting college to meet friends and for networking opportunities.
- Commute with ease.

FREQUENTLY USED APPS



PERSONALITY

- Outgoing
- Hard working
- Punctual



THE NATIVE NEW YORKER
Noah Garcia

30 yrs | Administrative Assistant
Park Slope, Brooklyn, New York

GOALS

- A habituating app to help him traverse New York City easily and will fit his busy life.

FRUSTRATIONS

- Lack of usability of the MyMTA app
- Unannounced delays
- Lack of transparency on which stations are and are not accessible.

“Work hard play harder.”

USER PROFILE

A stereotypical New Yorker who lives in an expensive studio apartment and has a business degree at Baruch CUNY. He enjoys visiting his friends who live across the five boroughs and has the latest smartphone. Noah is very punctual and has a type A personality. He wants to be on top of the latest train delays and reroutes to stay on time and needs an app to help them do that. Noah has glaucoma and needs an accessible app and train stations to assist him in navigating the concrete jungle called New York City.

MOTIVATIONS

- Wants a promotion from being punctual.
- Keeping up with NYC trends

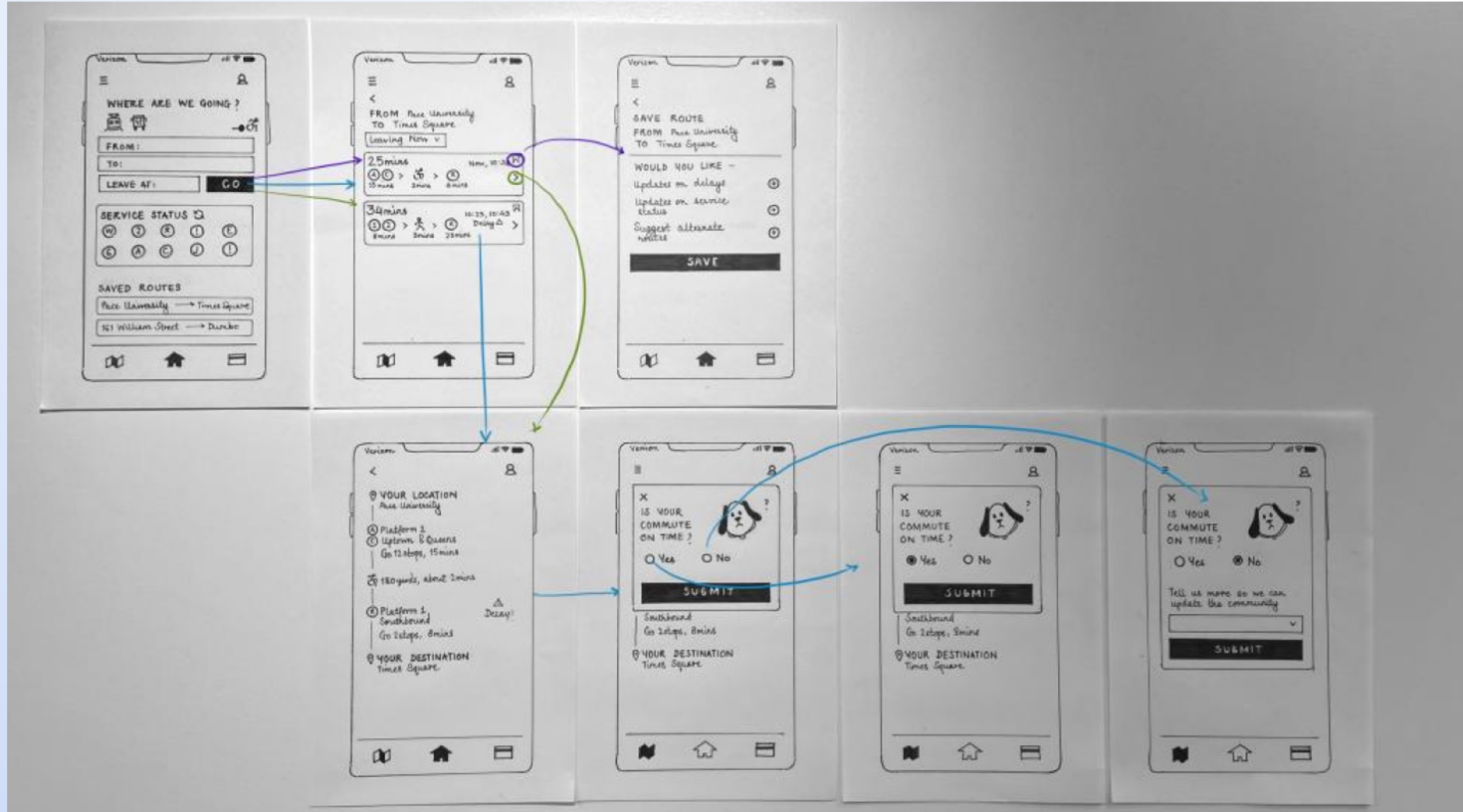
FREQUENTLY USED APPS



PERSONALITY

- Outgoing
- Hard working
- Social butterfly
- Keeping up with the latest trends

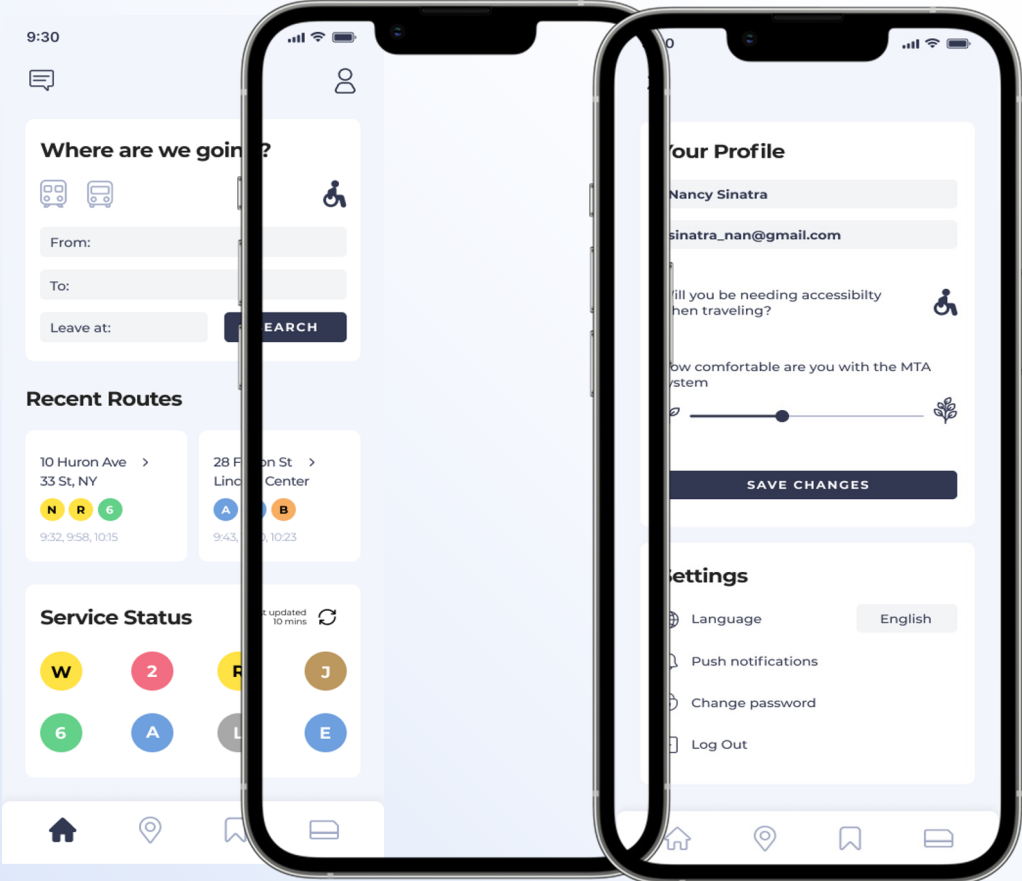
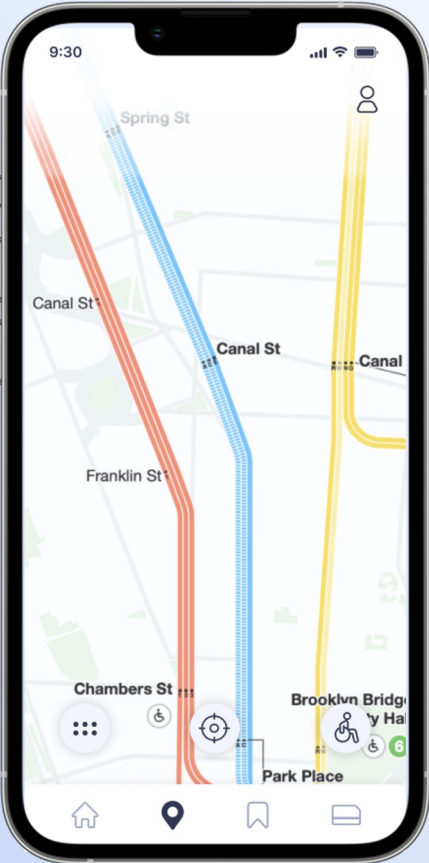
Paper Prototype



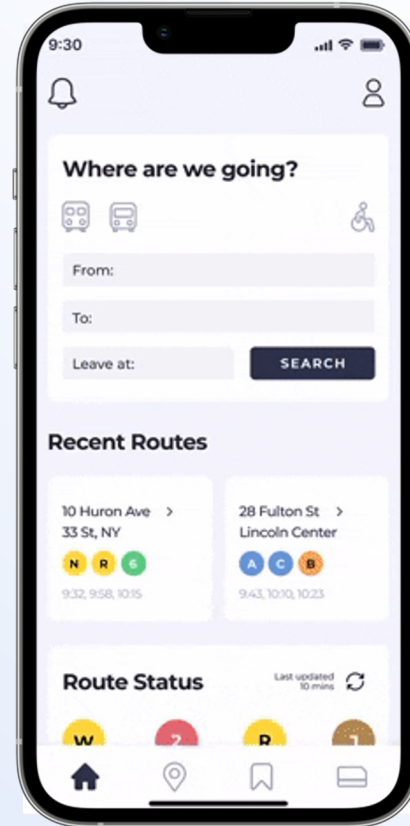
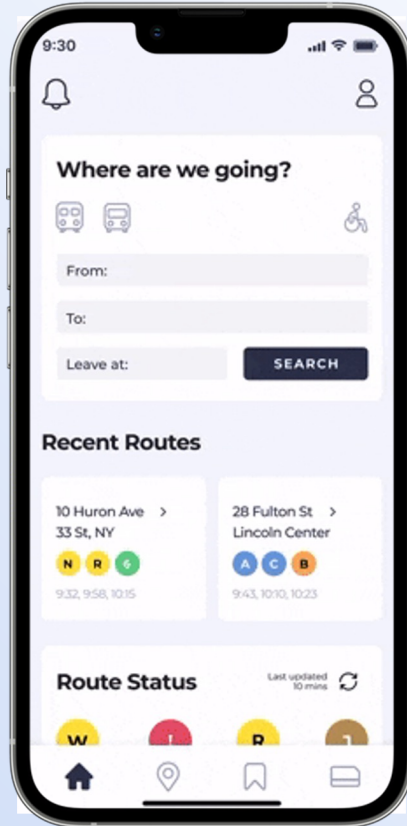
Research - Paper Prototype

- Users were unsatisfied with the location of saved routes on our home page
- Nowhere to check community data unless you're actively in a trip
- Location of the "home" button isn't familiar to users
- Should be a page to see and edit saved routes
- Finalize metrocard page and profile page

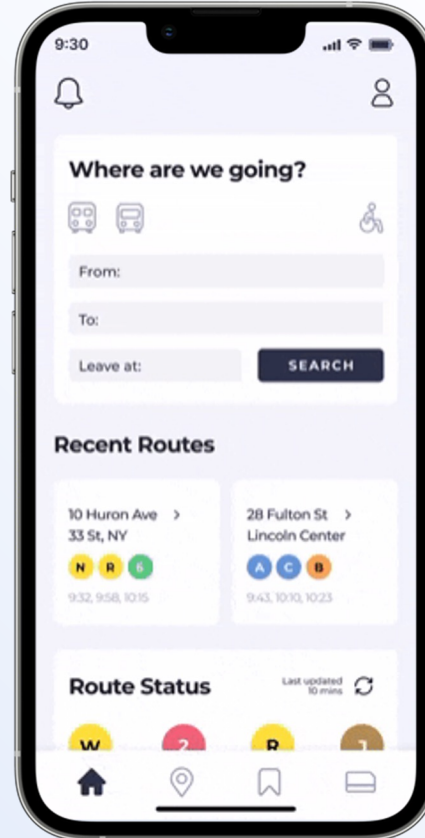
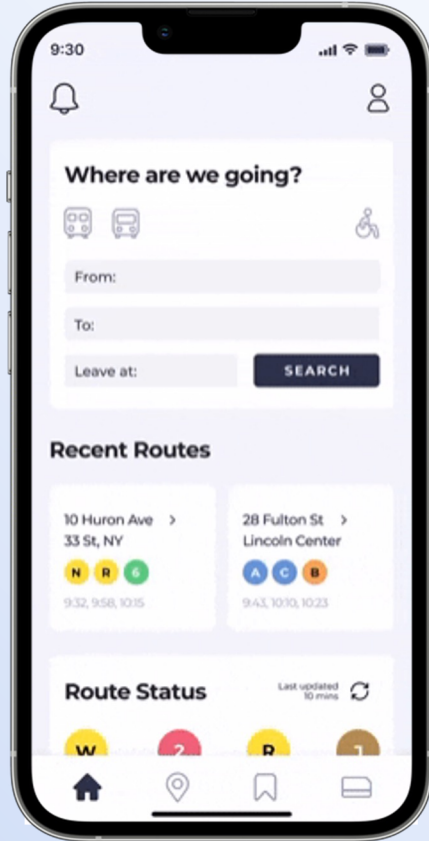
Figma Prototype



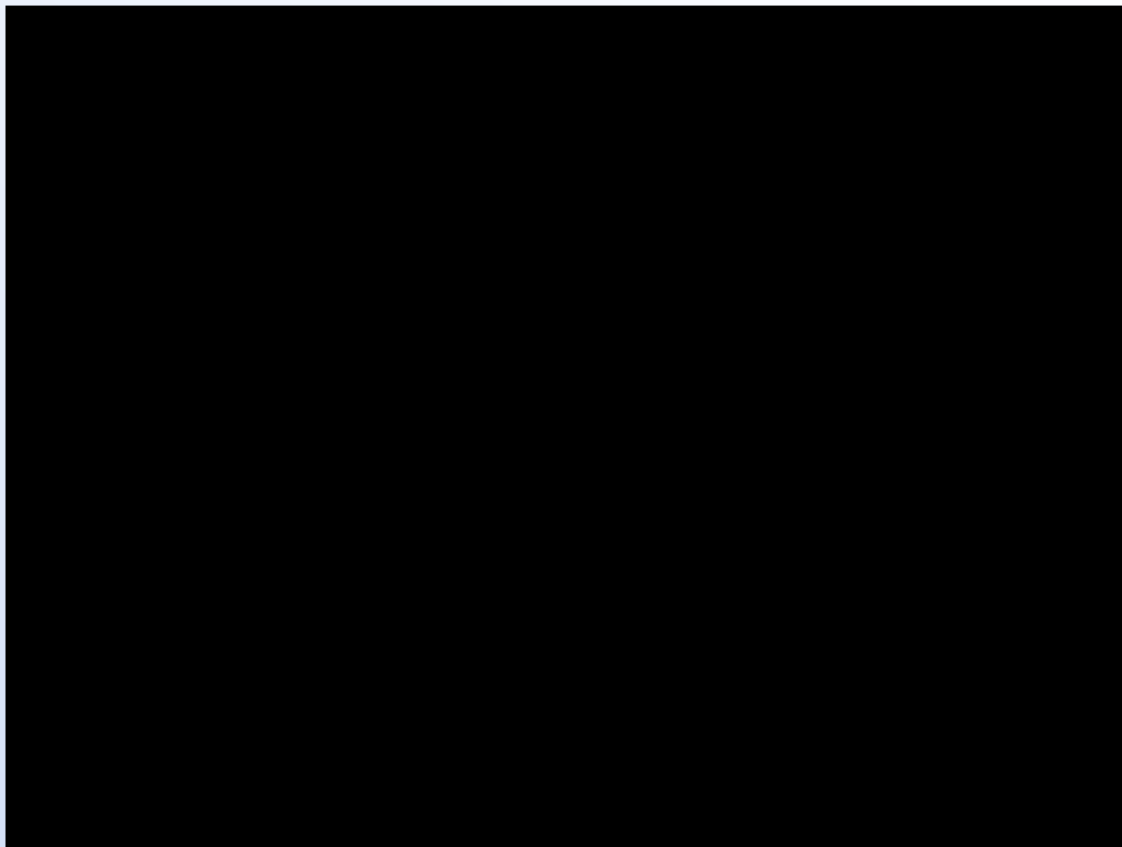
Figma Prototype



Figma Prototype Contd.



Figma Prototype



Research - Figma Prototype

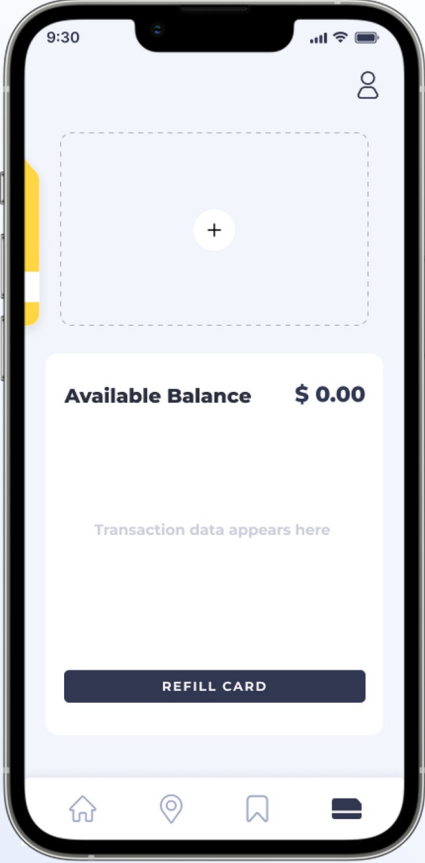
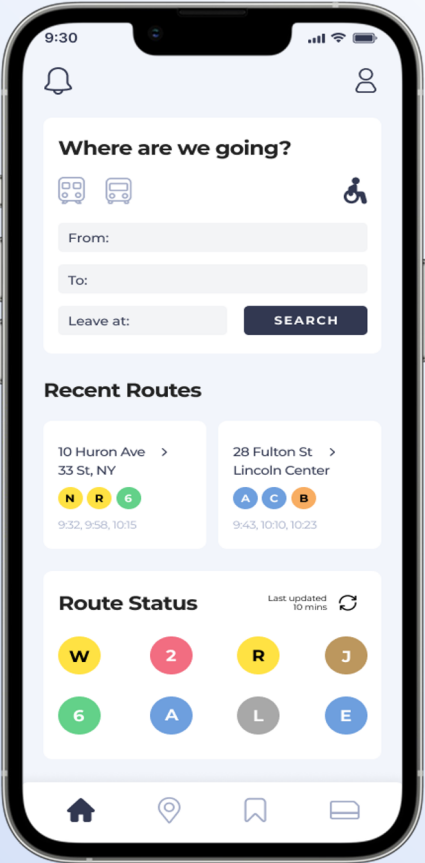
Primary objective:

- Can users successfully personalize their experience on the application?

Secondary objectives:

- To determine how comfortably the user interacts with the application features
- Traveling from location A to location B
- Traveling from location A to location B with accessibility

Results



Q&A

Thank you!

