Find Scotty

Gamification of Transportation Education & Onboarding

PROBLEM

The main design goal we focused on was improving the way people are first exposed to and educated about transportation options at Carnegie Mellon University. We found that there are many challenges and barriers during the onboarding process such as overly complicated learning, low confidence and lack of trustworthiness towards the information.
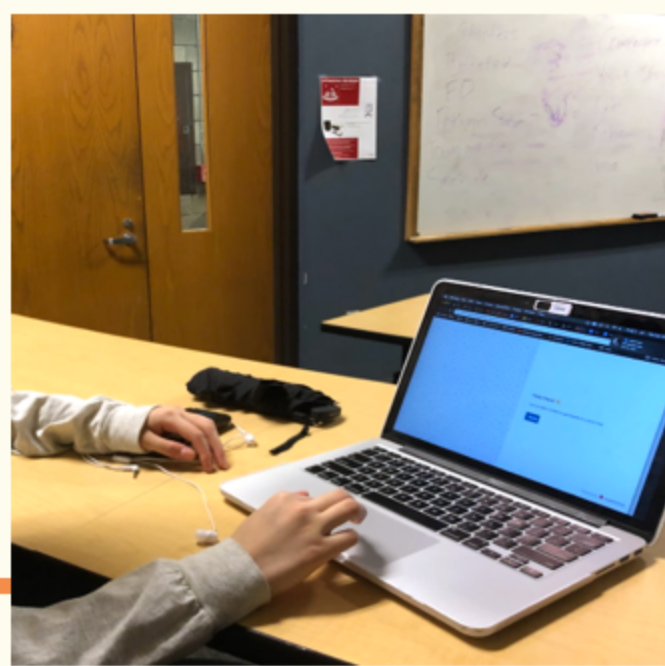
RESEARCH

We used generative research methods such as contextual inquiry and survey for gather initial information on students' current behavior towards learning transportation. Then, we conducted more evaluative methods such as Speed Dating and Experience Prototype Test to validate our design.
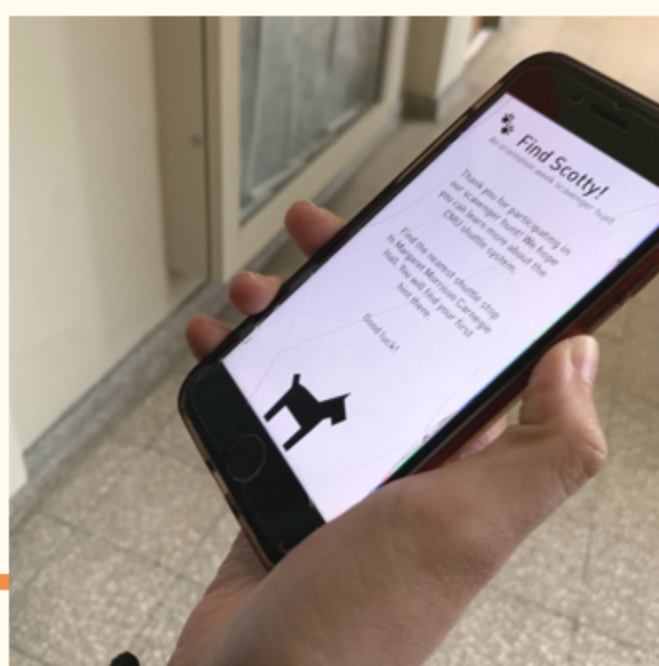
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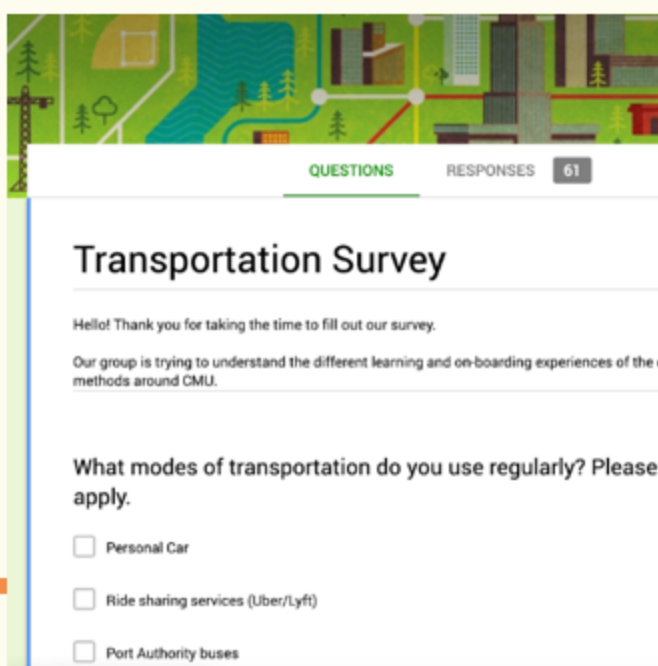
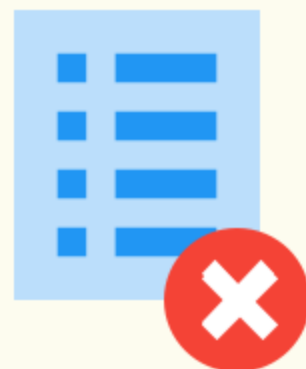**Survey**

Contextual Inquiry

Evaluative

Speed dating

Experience Prototype test

INSIGHTS

Lack of Onboarding Instructions

Group Setting Motivates Learning
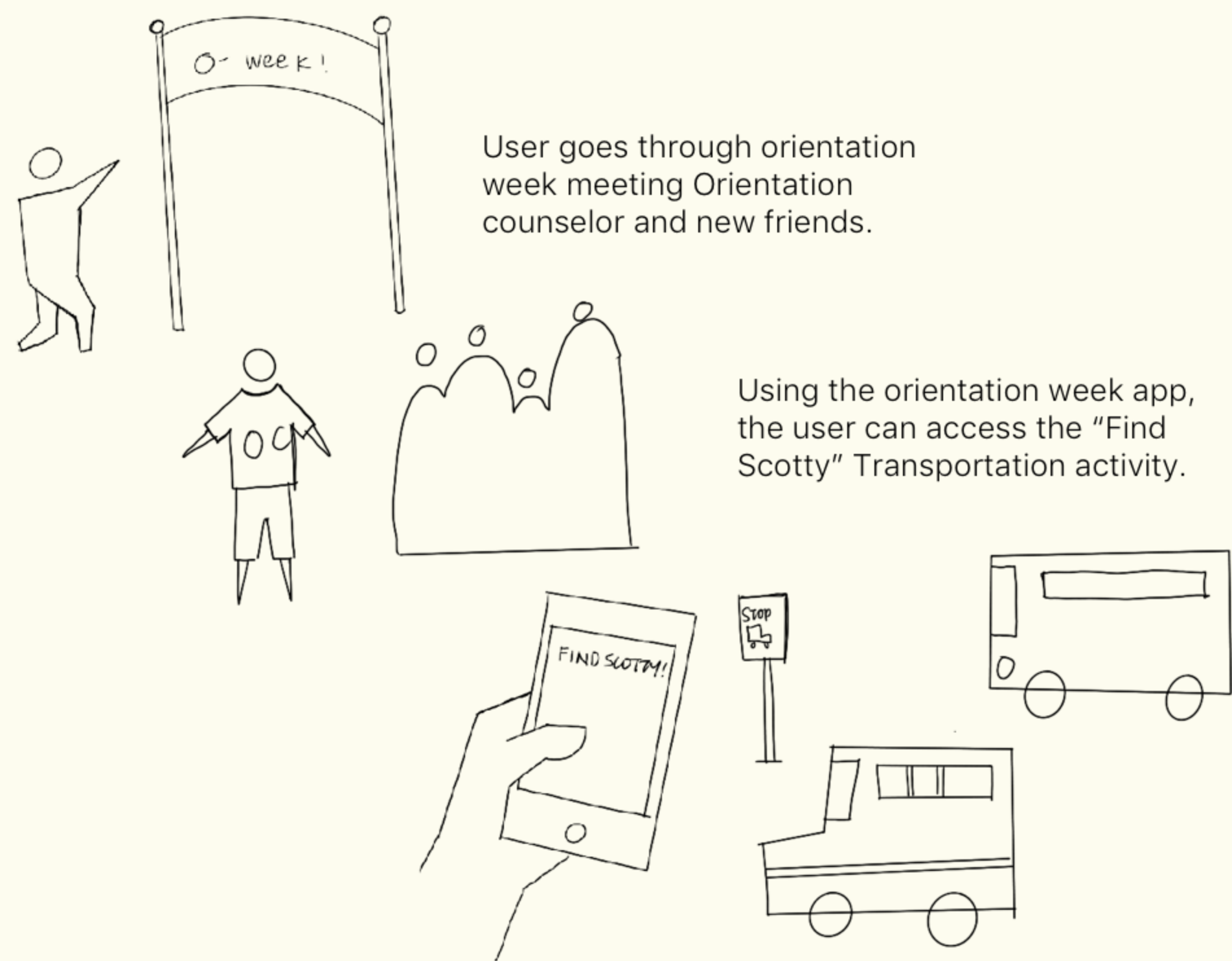

Lack of Outer Stimulus for Learning

Online Information is Overwhelming to Learn

Lack of Confidence to Try out New Services

SOLUTION

According to our research, We envision that a gamified activity for onboarding the more complex transportation methods(such as shuttle service) will lower the initial barrier of the first attempt and motivate acts of learning within a group setting. The activity we designed as an example will be a scavenger hunt took place during new student orientation. Students can participate in the hunt and won prices by completing different tasks by taking and learning about the shuttle service.

User goes through orientation week meeting Orientation counselor and new friends.

Using the orientation week app, the user can access the "Find Scotty" Transportation activity.

User learns about transportation options on campus with orientation group in the form of a scavenger hunt!

User then completes the tasks in order to win a prize and successfully learn how to utilize the shuttle.

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