Creative Brief

Project Summary

      This project is about creating a ridesharing app for UC Davis students that want to carpool to and from Davis. The inspiration behind this came from the Facebook group, "UC Davis Ridesharing," which currently has 17,000+ users, but is extremely frustrating and inefficient to use. The proposed app would provide students with a much easier way to post and find rides that are tailored to their needs by being its own standalone platform and having a great user interface (UI) and user experience (UX).

Audience Profile

      Ethan is an 18-22 year old student at UC Davis who loves to travel, meet new people, and spend time with his family. Ethan is constantly going out of town and realizes that all of the driving is costing him a lot of money. He thinks that a better way to utilize his time and money would be to carpool with other students that are interested in going to same areas as he is. By doing this he would accomplish a couple of his main interests: traveling, saving money, and spending time with friends and family. Ethan will be able to use this app to post/search for rides to the locations he's going to and save money by splitting the cost with other students looking to travel to the same area.

Perception/Positioning

      The general perception of this app would be that it is a much more user friendly way for students to rideshare. The message/impact would show that a standalone platform can greatly improve efficiency and usability because of the ability to tailor it to the user's needs. To do this, the app will include a very clean/minimalistic UI that will compliment the straightforward navigation and

logic throughout the app – giving users the features they need with no more, no less. One challenge that has been foreseen is developing a database to store the information that will constantly be added to the application.

Communication Strategy

The single most important message would be that the students should know that there is a more efficient and user-friendly way to rideshare with their peers.

Look and Feel

The UI of the app would be clean and minimal. This is very important because of the fact that there will be such a large amount of information displayed throughout the different screens. Finding a way to convey this information in the most logical and legible way possible is crucial to it's success. Things like color, typography, and interaction will be subtle, but integral. Visually engaging buttons and layouts will be used to help the users skim through the different screens.

Target Message

"The better, easier way to rideshare."