

User Goals

How will your audience understand the content of the project?

The content of the project will be straightforward and understandable. Seeing that many of the users will be migrating from an existing system that essentially does the same thing, they will have a clear idea of what to do and how to use it.

How will your users understand the primary objectives?

The app has one primary goal and that is to help UC Davis students rideshare. Within the app there will be two major sections: one for the drivers to post a ride and one for the riders to search for rides. Going into the app the users should know which one of those two they are looking for and that is how they'll understand and utilize the objectives.

What content and features do your users need, and in what form do they need it?

They need a way to specify whether they are driving or riding, and a way to choose/search for a location, date, time for that action. This should be a mobile or web app that acts as a standalone platform.

How do your users think your interactive projects should work and what are their experience levels with the type of media you or your team is creating?

As mentioned before, many of the users will have experience using similar systems. Since this will be a dedicated platform for that goal, the users will probably expect it to be much better than what they've used before since it is specifically tailored to that idea.