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**Project Write Up and Reflection**

1. **Project Overview**

In our project, we created an app that allows users to input their location to find the nearest MBTA station and whether the MBTA station is wheelchair accessible. In our app, we changed the fonts and colors of the texts to make it look more aesthetically pleasing to the users.

1. **Project Reflection**
2. **What went well**

From a process point of view, the project was appropriately scoped and planned accordingly. We efficiently used the discussion time given in class to set our project plan (see exhibit 1). We spent the 1st day building the skeletons of the projects, including the 2 API requests (MBTA and MapQuest), URL formatting, and a list of pages including the welcome page. On the 2nd day, we incorporated other features such as the error page and debugged a few formatting issues. Additionally, we spent the last 30 minutes on font size, background color, and final testing.

1. **Challenges we faced and how we solved them**

One of the challenges we faced was finding the error in the program that was causing the page to fail if you submit an address then want to submit another address. It popped up an internal server error. We solved this mainly through trial and error. We focused on solving one error at a time then working to test new ideas of what the failure could be caused by and eliminate possibilities until we fixed all errors. Currently if the person enters an incorrect address they face an error page we created that tells them the address they entered was invalid. We were unable to solve the problem of if they put more than one space between words in the time we had.

Another issue we faced was deploying it to the cloud. We had an extra package that needed to be added to the requirements document, which was confusing to figure out. We eventually found out due to the error code in the web launching site. We also struggled with getting only the first page to load then after submission it gave an internal server error. The problem turned out to be that we had a hard coded link to a local file that should not have been there. We fixed it by deleting the local reference.

1. **What could we improve**

If we had more time to complete this project, my group would have loved to implement the “How might we” method, putting ourselves in users’ shoes. For example, we could add google maps on our app. Although users would know where the closest MBTA station is in proximity to them, they may be wondering how to walk to the station. We would have liked to implement google maps to allow users to get directions to their closest MBTA stations. Also, we would like to add a signup and login page, so that we can receive data from our users. We would like to add a history page, so that users can see their previous searches. Lastly, we would like to add a feature where users can personalize their profile characters. They would be able to see their profile characters while using google maps. We would promote our app to students attending colleges in the Boston area first, because students tend to be price- sensitive and will use the mbta to save money. Also, a lot of college students in Boston come from out of state and may need to use our app to navigate the Boston area. We would get more people to use the app by having a referral system. When users refer people, they would be able to accumulate points in order to purchase exclusive, customizable, profile characters. Also, users that leave a review on the apple or android store for our app would be able to gain points. With more reviews in the app stores, our app’s ranking will increase. This will allow our app to be seen more in the app store, which will increase awareness and drive potentially more downloads.

**III. Market Plan**

If we continue this project and run it as a business, there are several aspects that we may consider improving. First of all, we can implement the “How might we” methodology as our overarching product approach. Specifically, we can use the metrics that measure and evaluate the Desirability (human), Viability (business), and Feasibility (technical) of the the current and future project plans. For example, we can observe the patterns in aspects such as user preferences, user profile, active time periods, most searched stops, etc. After we compile enough data from our beta-testers, for example, college students, we can start calculating the conversion rate optimization and processing feedbacks we received. After sorting the feedbacks, we will be able to better understand the behavioral psychology, eventually generating UI & UX improvements, in addition to creative & technical marketing campaigns accordingly.

**Exhibit 1**

