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My research points after understanding the scope

Process Step 2 :

- Employees daily transport problem
- Safety problem
- Sound pollution problem
- Time management problem

Define

Solution:

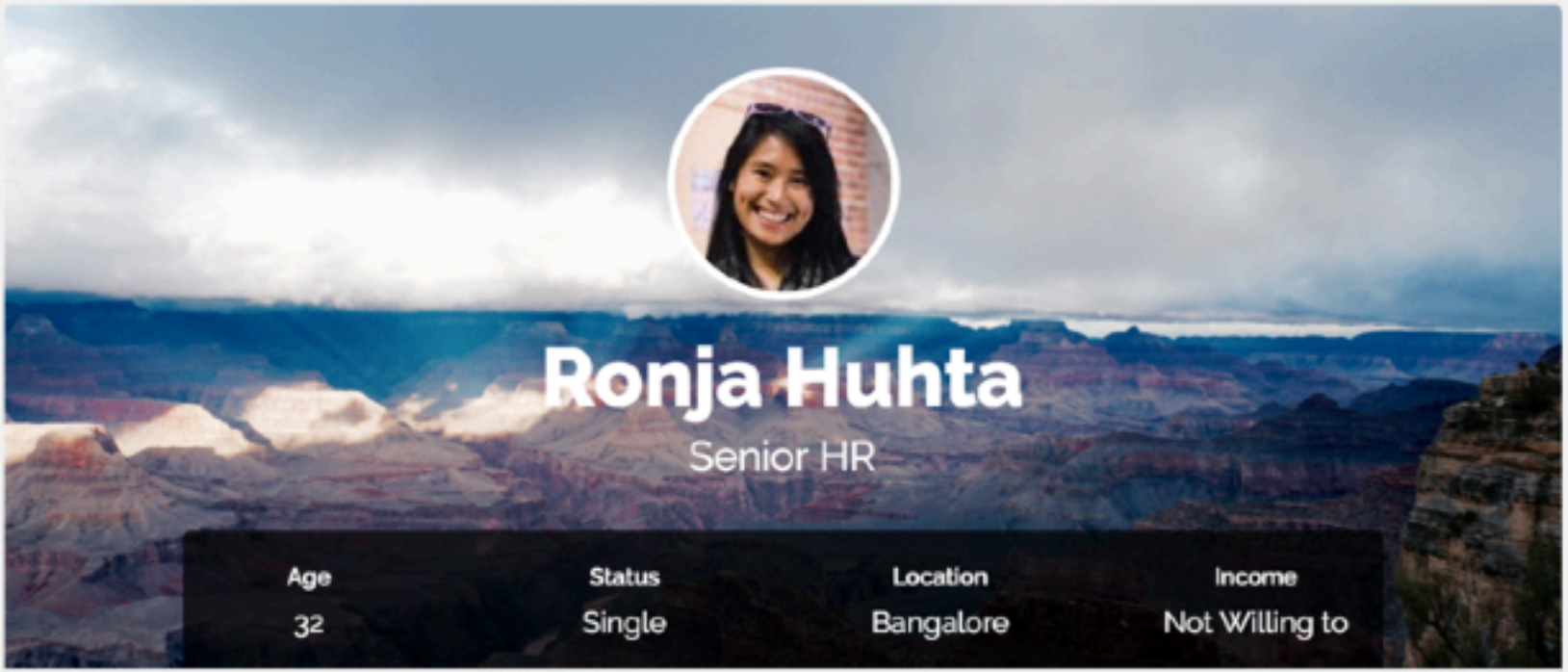
- Carpooling can solve all major problem
- There should be a mobile app to access for commute
- App can be accessed by internal employees only
- Company can track their employees (for safety)

Selected **Personas**

3 User Groups

3 Personas for each group

- HR
- Developers
- Sr/Jr Manager



Ronja Huhta

Senior HR

Age	Status	Location	Income
32	Single	Bangalore	Not Willing to

Day Activities

- Recruit people
- HR Interviews
- Prepare offer letters
- Track employee projects
- Conduct New hire programmes
- Track associate tasks

Fustration

- Daily commute to office on time
- Commute via public transport
- Maintain change (currency)
- Heavy Crouded
- Weather circumstances

Ideate

Initial sketching

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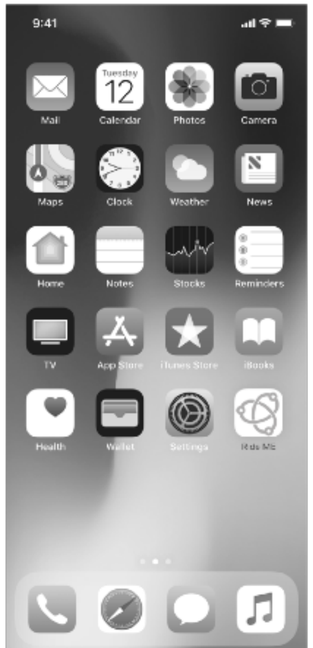

Ride ME

Domain

ID

Password

Sign in

By continuing you agree to our terms and privacy policy

Forgot your password? **Reset**

Powered by Synechron

Ride ME

Welcome Back...

Right now you are at **Whitefields**

Where you want a ride

Vehicle type

Driver gender

Ride type

Search

Powered by Synechron

Ride ME

Welcome Back...

Right now you are at **Whitefields**

Bellandur

Any Vehicle

Both

Now

Search

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Ride ME

Results are like this...

Srivasthav Setty

Shravya Suman

Satyanarayana Ra..

Deepak Menon

Sreevalli

Jyoti Pandey

Sumit Sharma

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Ride ME

Results are like this...

Srivasthav Setty

Shravya Suman

Satyanarayana Ra..

Deepak Menon

Sreevalli

Jyoti Pandey

Sumit Sharma

Powered by Synechron

Ride Me Notification

Komal is requesting a ride to Bellandur

Cancel | Accept

Wireframes