



CONNECTR

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*Making public transit easier
through connection*

MARKET RESEARCH

CityMapper

- Allows you to see all bus/train stations in your area
 - Easy for exploration/new places
- Multiple different considered modes of transportation

Transit

- Social feature where you see how your tracking has helped other people
- Shows bikeshare options and nearby lines
- connected to Uber/Lyft

Google/Apple Maps

- live updates
- transportation overview
- shows multiple transportation options
- best integrated with Google search

Yikyak

- Location based posts
- Community engagement
- Clean, fun UI

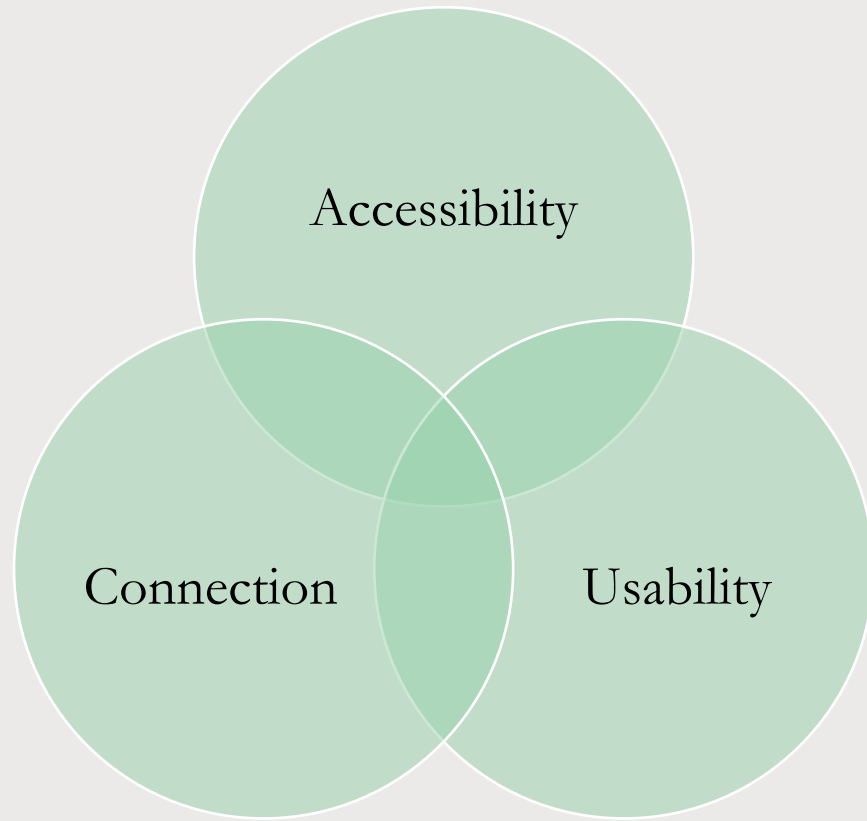
TASKS

Chatbot Support

Interaction with Other Riders

Direct Messaging

Media Sharing



VALUES IN DESIGN

Accessible design

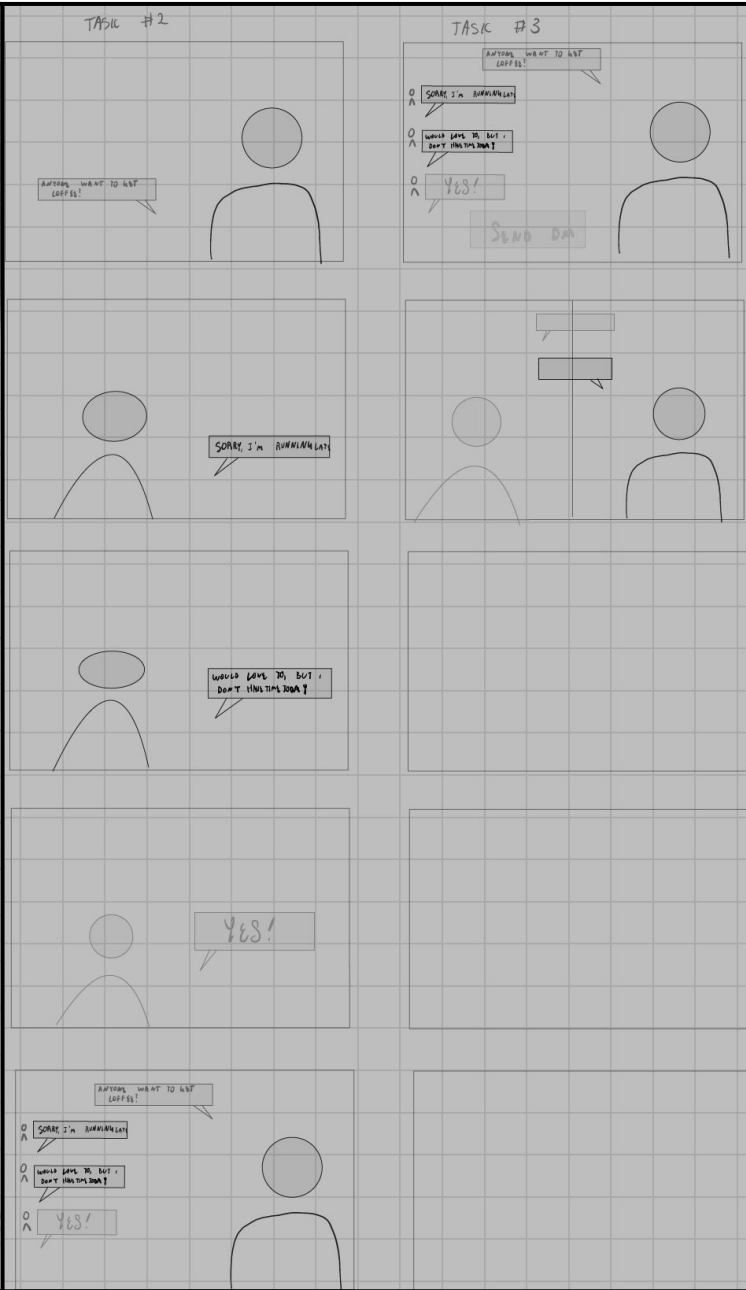
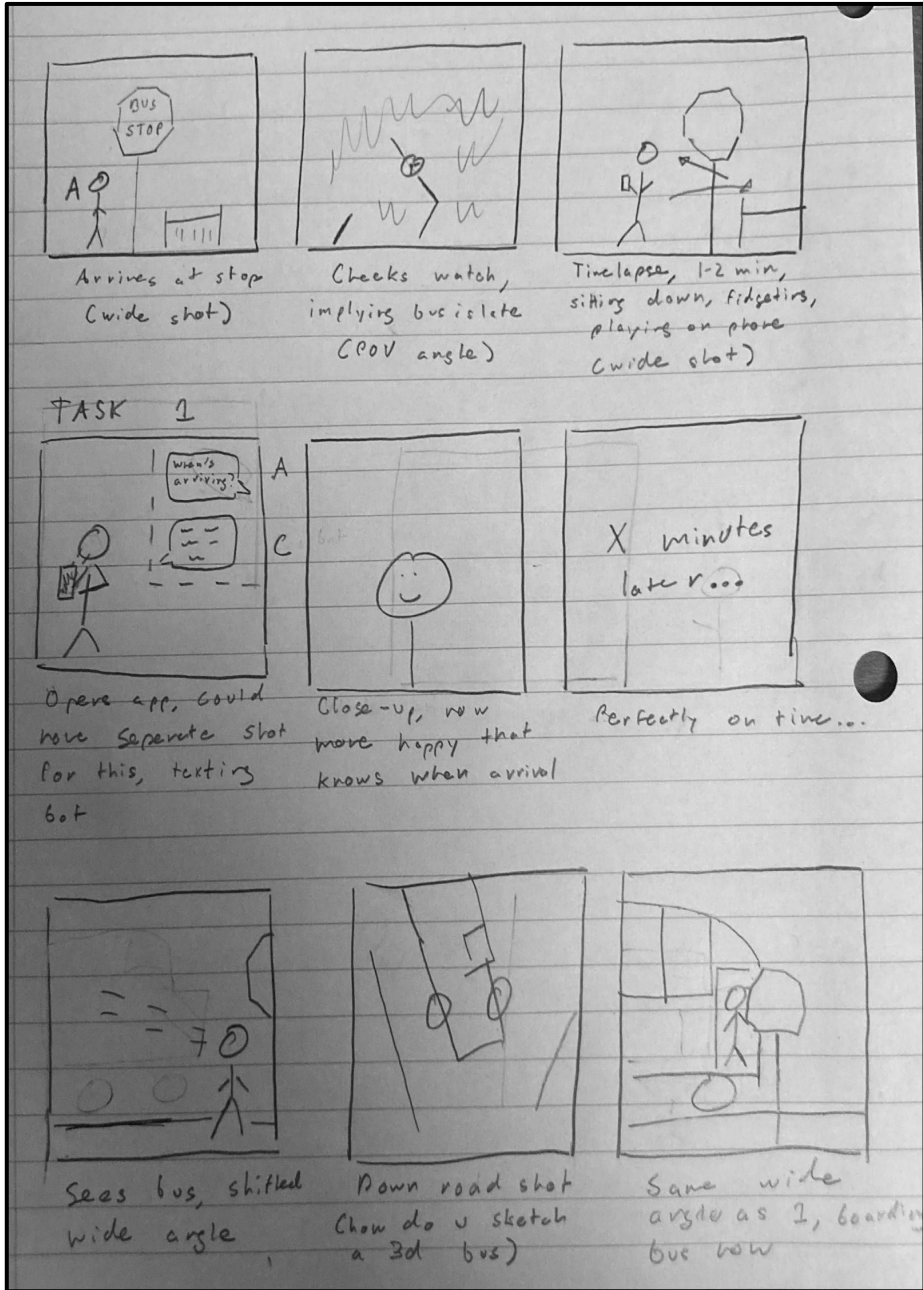
- clean and uncrowded design
- disclaimers about accessibility of trains and buses

Connected design:

- Safeguards to prevent harassment
- Encourage users to interact with each other

Usability

- Make transit visualization uncomplicated



ASA'S STORYBOARD