

CITYBUDDY

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**Born from the frustration towards current
navigation apps**

**CityBuddy is our new New York City MTA
navigation application**

What are some user pain points we want to tackle?

—
Lack of consideration for users requiring accessibility on existing navigation apps

—
Absence of clearly visible alerts or notification

—
Maps not loading on the subway

—
Inadequacy of personalized directions

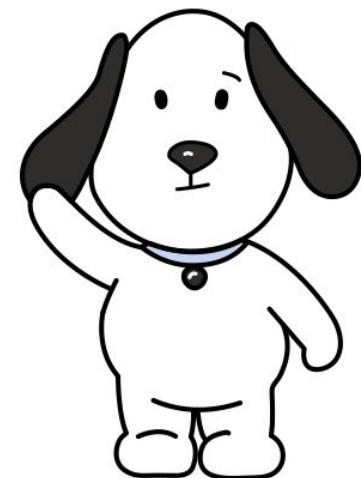
...and here's how we plan on tackling those

- Public transport navigation application with priority to accessibility.

- Hard-coded maps

- Community enhanced data & personalized alerts

- Skill dependant directions



Jobs To Be Done Framework

As a commuter I want to	increase	my knowledge	about my commute	when I am traveling to avoid being stressed
CUSTOMER SELF IDENTIFIER	DIRECTION OF IMPROVEMENT	PRODUCT OR PROCESS	PERSON OR THING USING THE PRODUCT OR PROCESS	CONTEXTUAL CLARIFIER

User Personas



Noah, 30

THE NATIVE NEW YORKER

FRUSTRATIONS: Lack of usability of the MyMTA app, Unannounced delays, Lack of transparency on which stations are and are not accessible.

GOALS: A habituating app to help him traverse New York City easily and will fit his busy life.



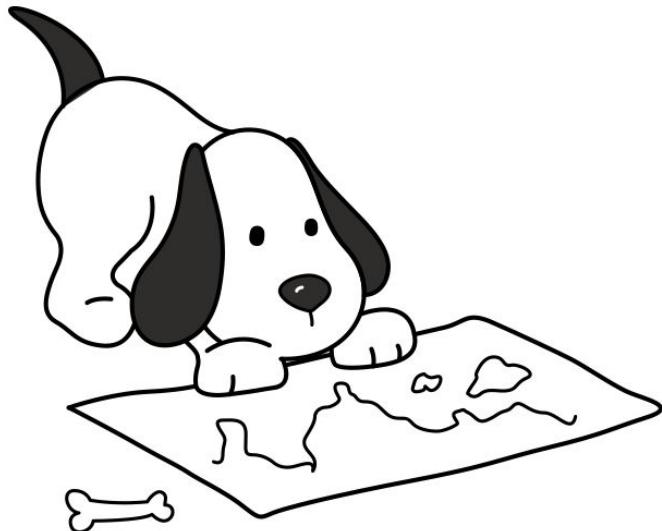
Nancy, 26

THE COMMUTER

FRUSTRATIONS: How to pay for MTA services and what are the best options, Notifications about things that don't really affect her, Information overload.

GOALS: To get around the city without stressing about being on time, To board the correct train.

Core Tasks



1

Traveling from location A
to location B

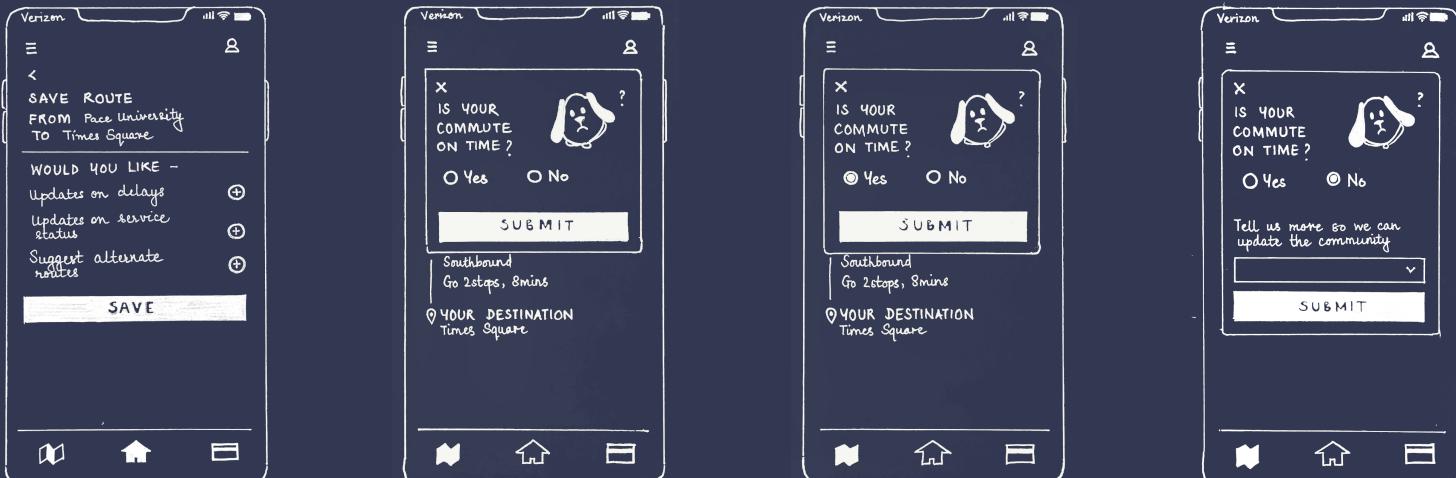
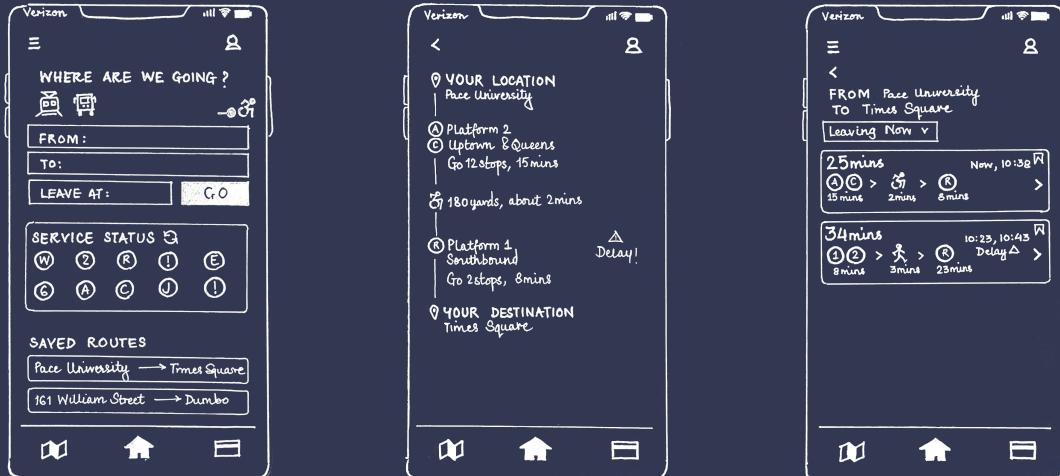
2

Save trips and turn on alerts for delays
and other updates on those routes.

3

Update the system with delays on the route
with exact reasons (from the community to
the community updates)

Paper Prototypes



Feedback on paper prototypes

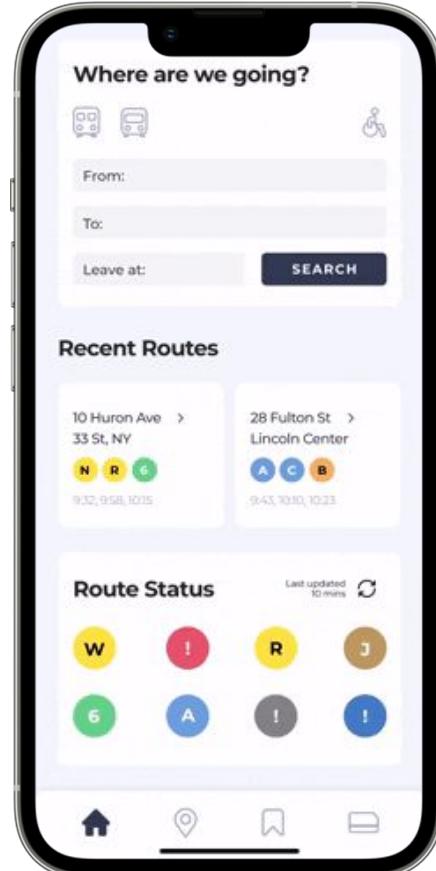
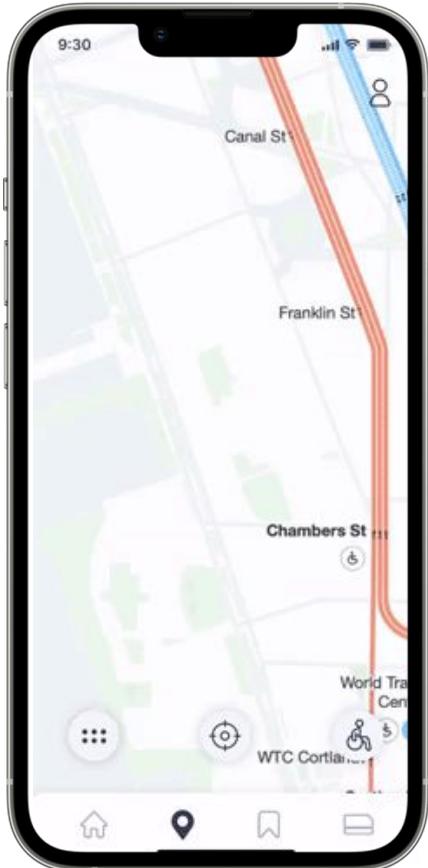
Users expected to see the recent routes higher on the homepage.

Location of the home button isn't familiar to the users.

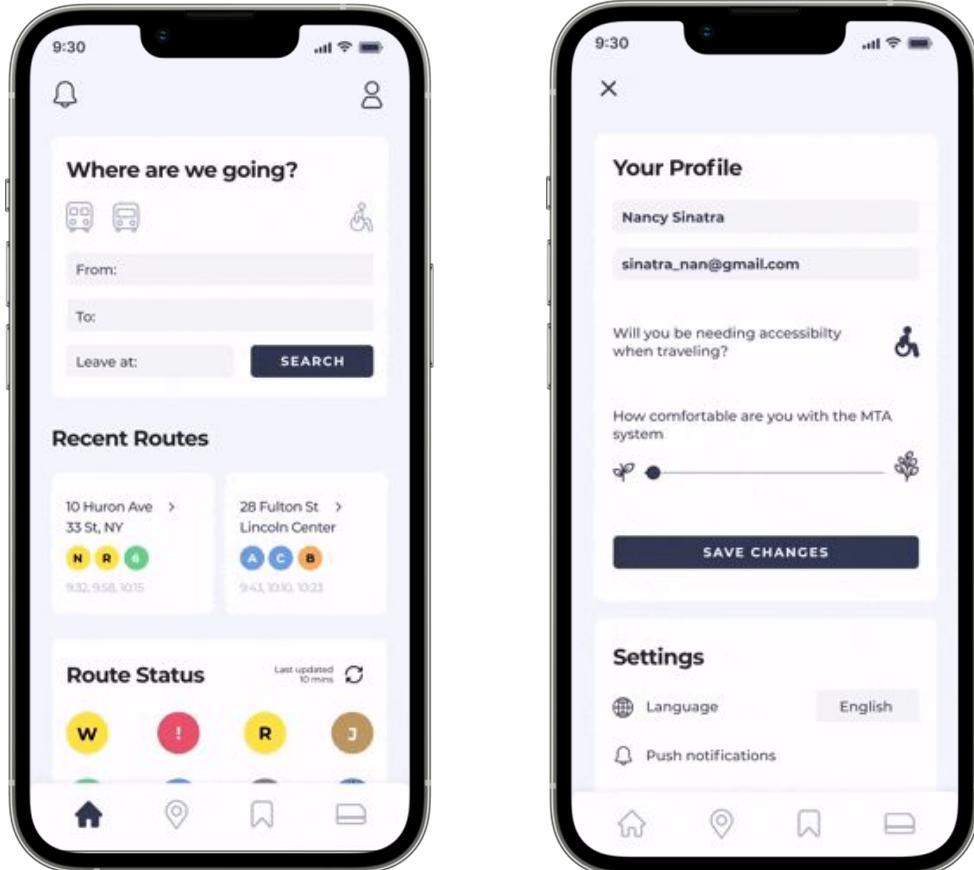
User needed separate page to see and edit saved routes.

Users suggested having a Metrocard page to the application a one stop solution

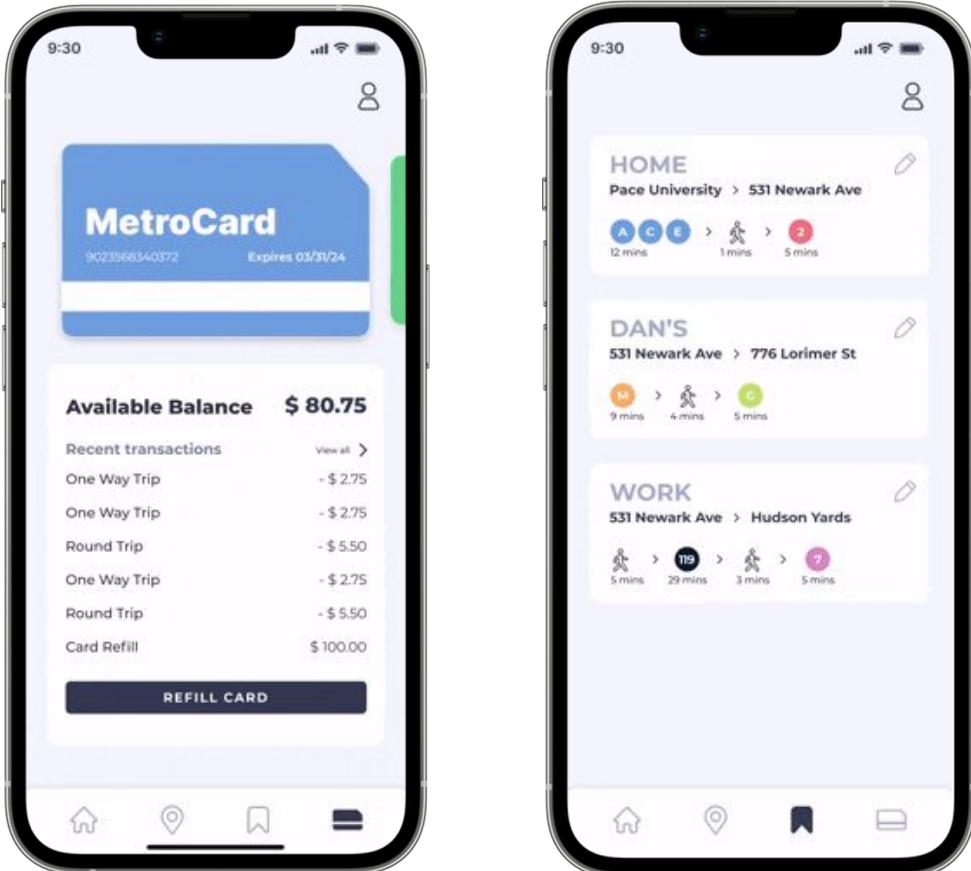
Figma Prototypes



Figma Prototypes



Figma Prototypes



Research objectives for usability testing

Primary objective:

Can users successfully personalize their experience on the application?

Secondary objectives:

To determine how comfortably the user interacts with the application features

Traveling from location A to location B.

Traveling from location A to location B with accessibility.

Research Findings

Accessibility Icon toggle feature

Bookmark Icon was clear

Noticed the Route Status Alert feature

Liked the customisation feature in saved routes

Users appreciated the language feature

Users appreciated the map feature

Problem Areas

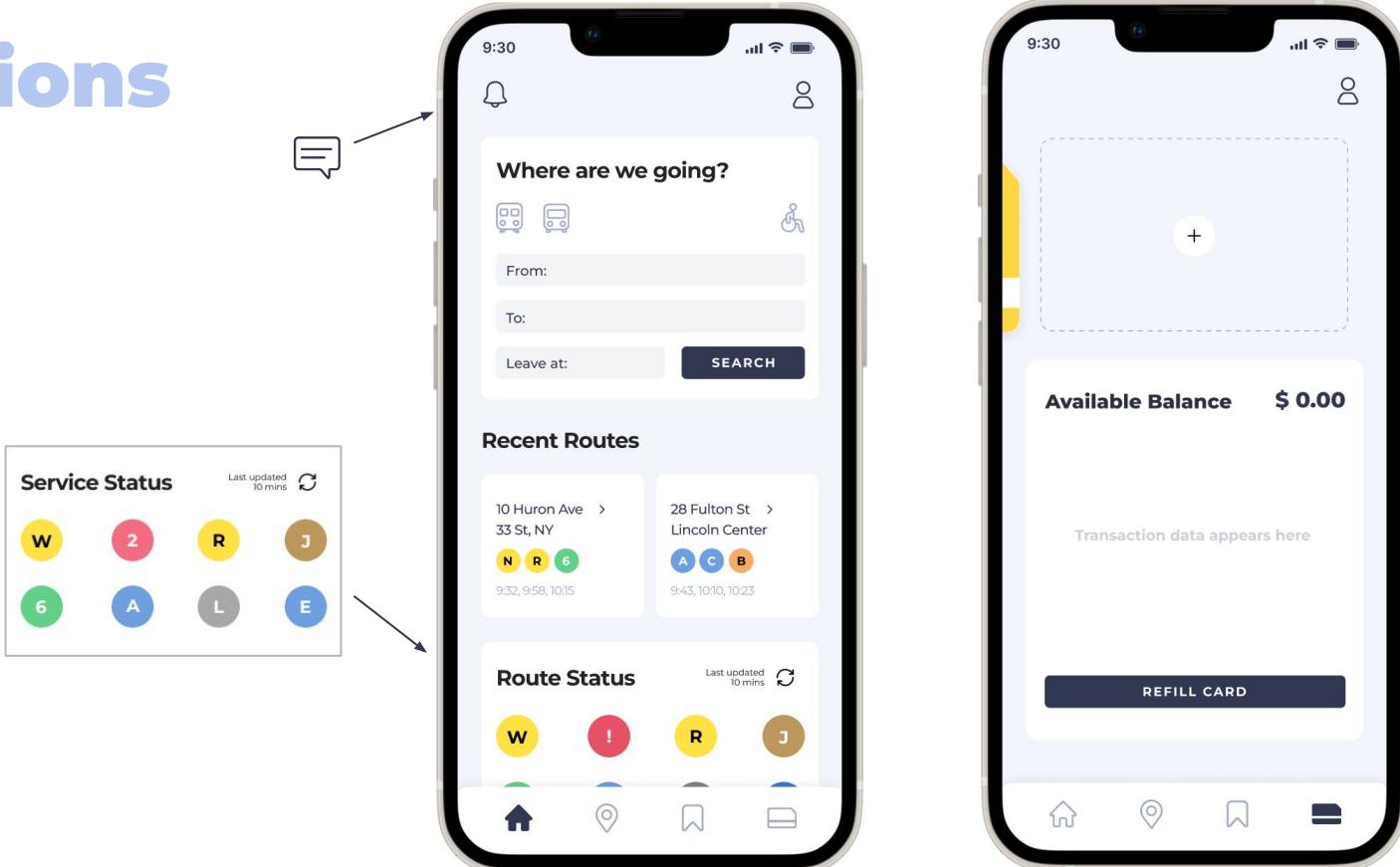
Did not recognize the community alerts icon.

Non-New Yorkers did not understand what "Service Status" meant.

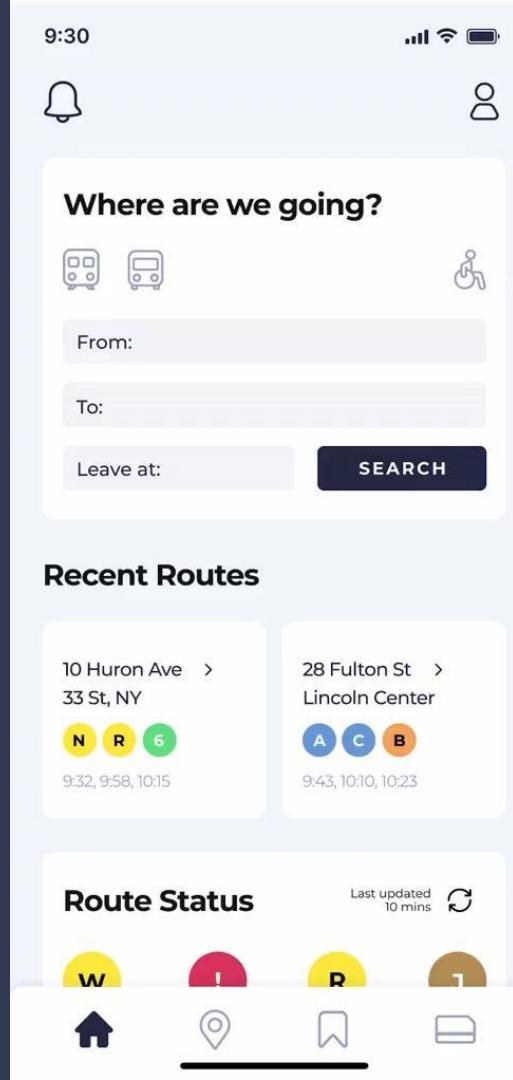
Users expressed interest in adding other kinds of cards.



Iterations



Core Task Flow



**We are now open for any questions
that you'll may have..**

Thank you for listening.

Happy Holidays!

-Bud

