

# Case Study: Daily Transportation



**Presented by**

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## D2 : Interviews & Observations



### Krishna

Safety issue in public transport

Affordability of public transport to students

Fewer public transport at night

### Matt

Quicker the commute the better

People seek a comfortable environment

Skeptical about safety at night

### Pravallika

Walking regularly to the college

Rental cars are expensive

Bad weather conditions



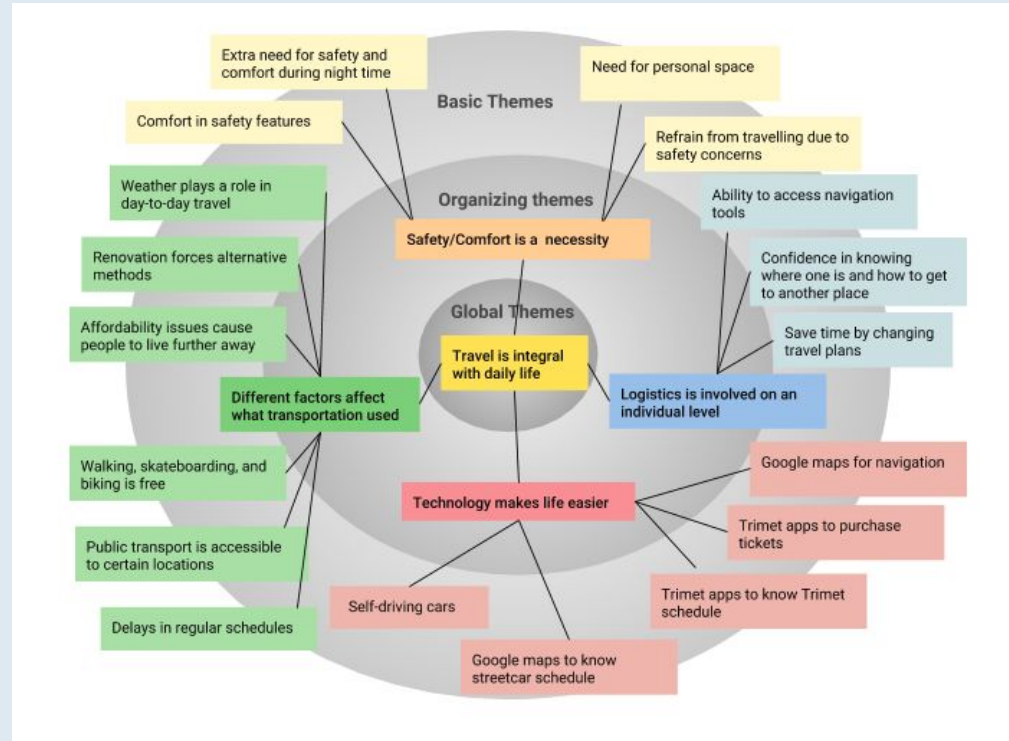
## D3: Data analysis and Problem Identification

Diagram 1:  
Affinity Diagram

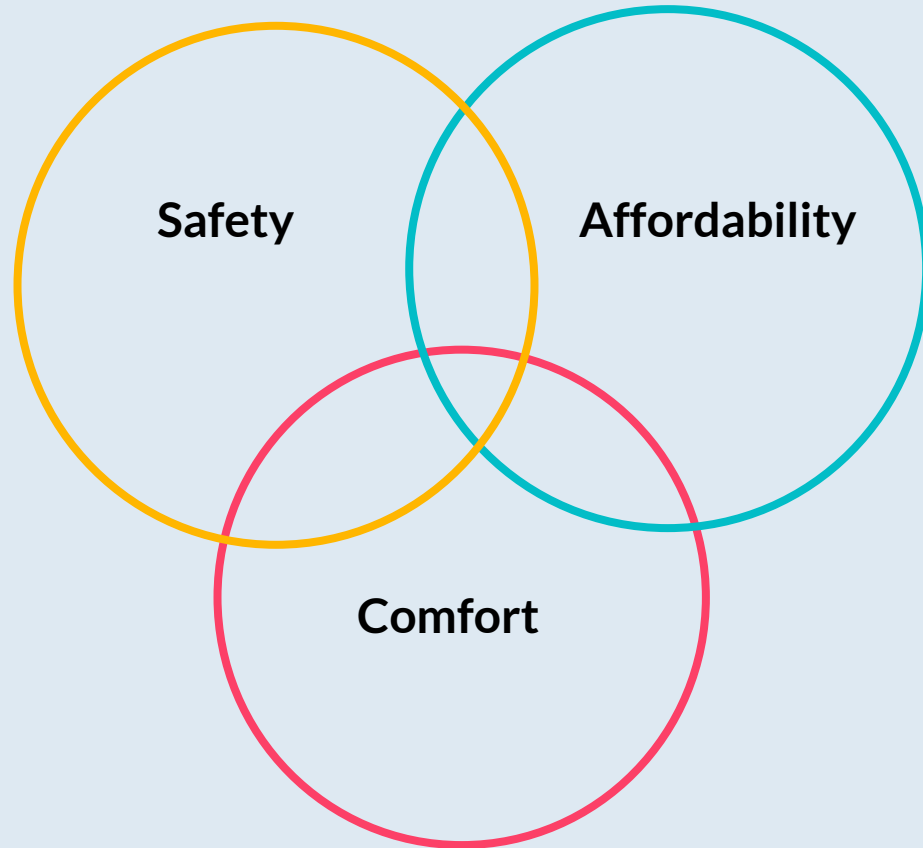


## Diagram 2: Thematic Networks

Global Theme: Travel is integral with daily life



D3: Integrating  
formative  
research findings



“



*The complications of daily travel - affordability, safety, and comfort - are significant in the life of a commuter.*



# Persona



- PSU Student
- Spends 4 hours travelling for work and school daily
- Seeks reliability in transportation
  - Quick transit time for public
  - Good weather for biking



# D4: Brainstorming

Brainstorming  
Session  
1

Brainstorming  
Session  
2

Brainstorming  
Session  
3

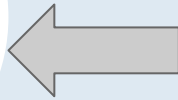


# D4: Brainstorming

Brainstorming  
Session  
1

Brainstorming  
Session  
2

Brainstorming  
Session  
3



# D4: Brainstorming

Brainstorming  
Session  
1

Brainstorming  
Session  
2

Brainstorming  
Session  
3

10



# D4: Brainstorming

Brainstorming  
Session  
1

Brainstorming  
Session  
2

Brainstorming  
Session  
3

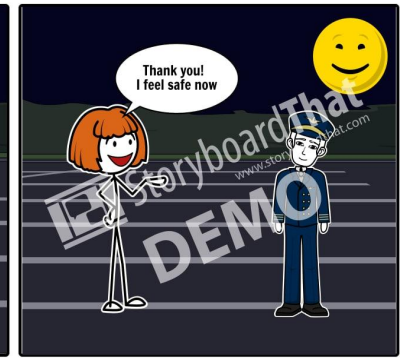
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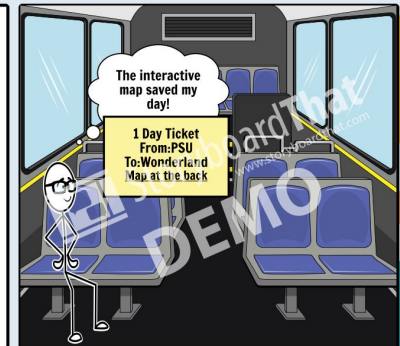
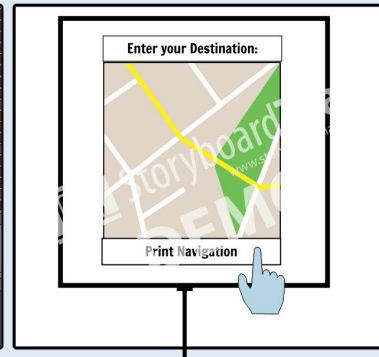
# Design Alternatives



## Safety Checkpoints with cameras & emergency button



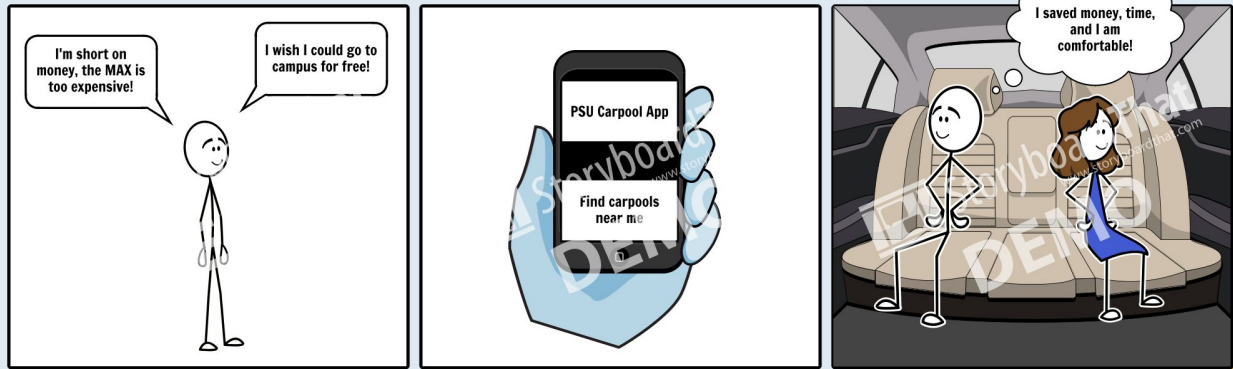
## Redesign Ticket stations



# Design Alternatives



## PSU Carpooling App



## *How might we...?*

### D4: Design Choice

... make public  
transport affordable to  
students?

... improve comfort in  
daily transportation?

... enable alternative  
methods of travel due to  
factors such as weather  
conditions?

... make people less skeptical  
about safety at night?





...Carpooling!

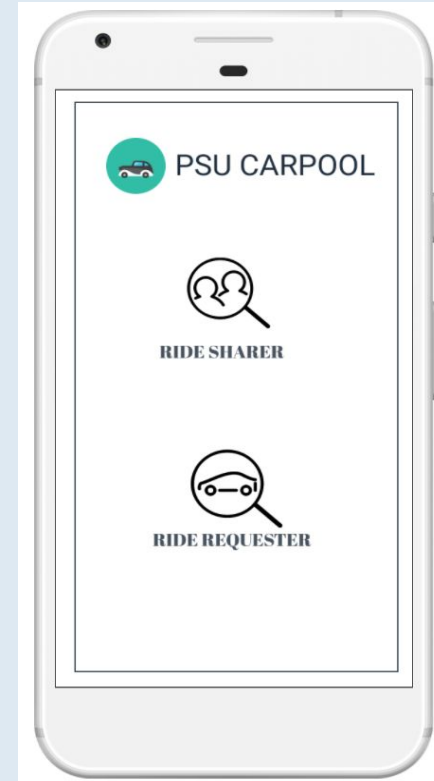




## D5: Prototype

For two types of users

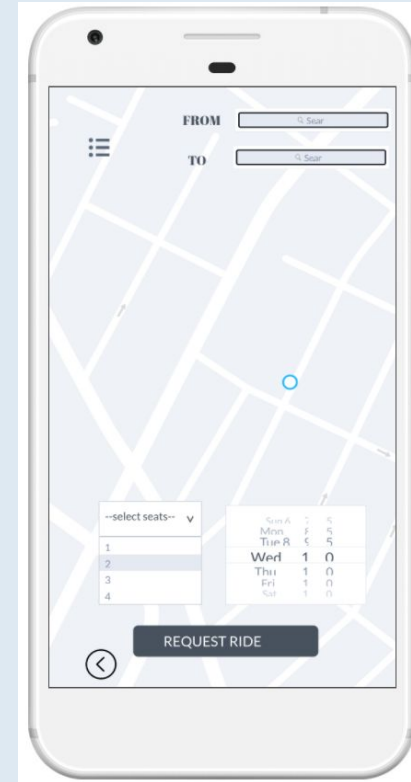
- Ride “sharers”
- Ride “requesters”



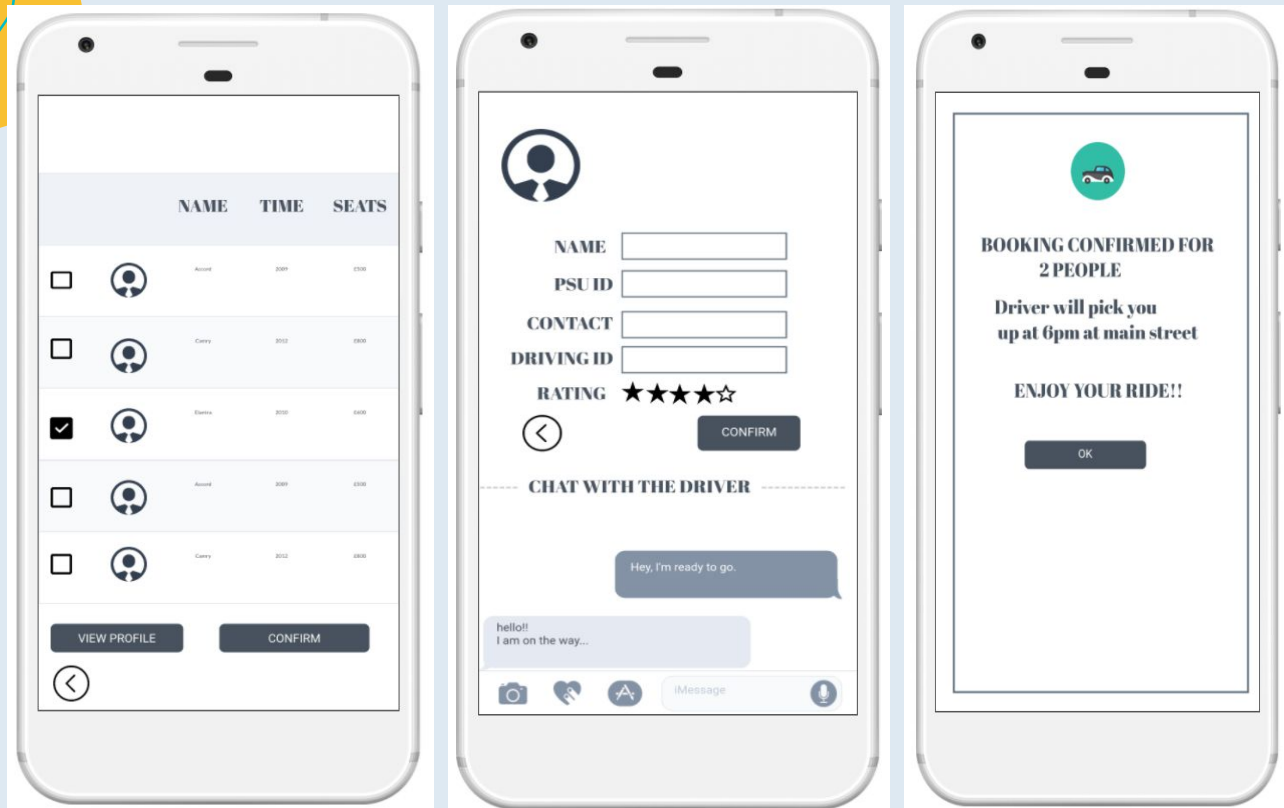
## D5: Prototype

Functioning prototype focused on ride “requesters”

- Specify time, from and to locations, number of seats



## D5: Prototype



## D5: Evaluation

### Self-reflection:

- Explored flexibility/efficiency of buttons
- Buttons are familiar, and have consistent placement

### Think-aloud exercise:

- The images in home screen were confusing
- No pre-booked rides history

# Reflection

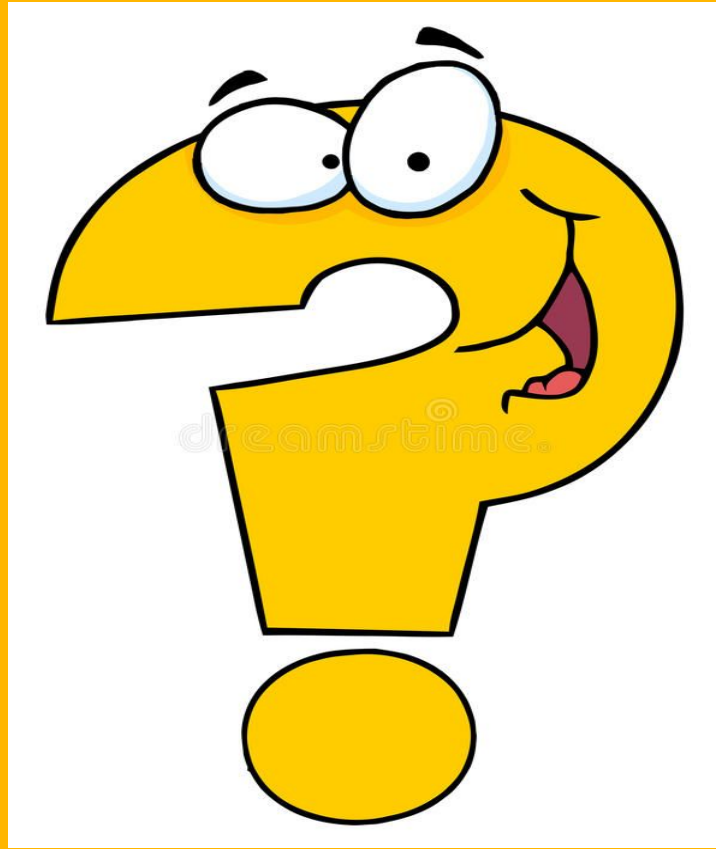
## What we learned

- The design process is a group effort
- Learned various techniques used in evaluation and design
- HCI design principles helps us to create a product with rich UX
- Benefits of field study

## What more we could do

- Explore prototyping a different design solution
- Update prototype from feedbacks.
- Conduct more on-site interviews
- Obtain feedback from a wide range of people
- Identify a design solution addressing different classes of people

# Questions



Thank you!

