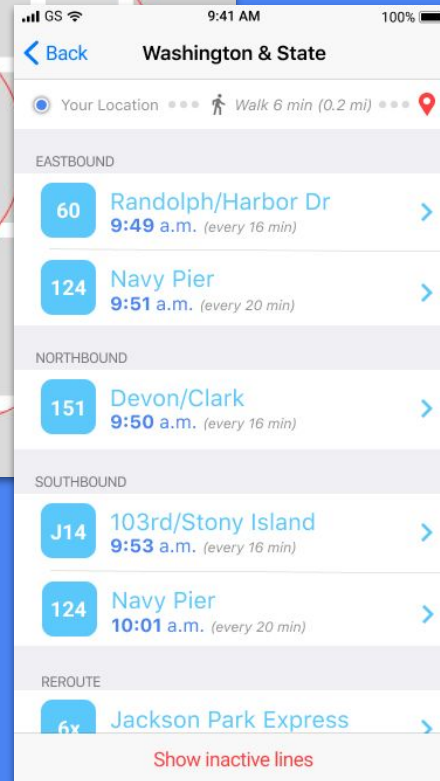
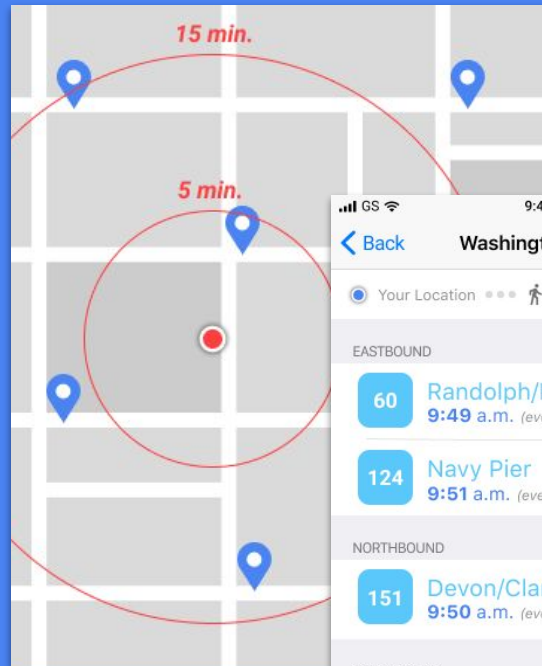


BusyBus App

How the design & creation of BusyBus came to be

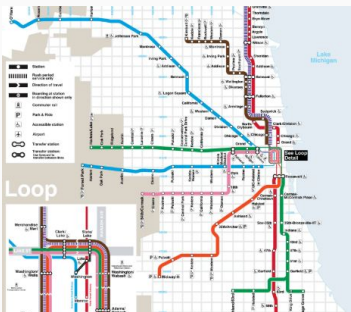
By Priscilla Vu



The Problem

Too many routes!

Numerous bus routes recently added, many of those routes stopping at the same bus stop.



When's the next bus?

Riders want to know what the next arriving bus is.

Downtown Terminal (Departure)	Middlesex Hospital	Stop & Shop Plaza	Summerhill Apartments	Middlesex Community College	Saybrook Rd / Reservoir Rd	Saybrook Road Medical Centers	Main St Ext / East Main St	CVH / Silver St.	Walnut St / Maple St	Downtown Terminal (Arrival)
1	2	3	4	5	6	7	8	9	10	1
6:00	6:03	6:08	6:15	6:19	6:21	—	6:26	—	6:33	6:35
6:45	6:48	6:53	6:57	7:01	7:06	—	7:11	—	7:18	7:20
7:35	7:38	7:43	7:47	7:51	7:56	8:03	8:13	—	8:20	8:22
8:25	8:28	8:33	8:37	8:41	8:45	8:52	9:02	9:06	9:09	9:11
9:15	9:18	9:23	9:27	9:31	9:35	9:42	9:52	9:56	9:59	10:01
10:05	10:08	10:13	10:17	10:21	10:25	10:32	10:42	10:46	10:49	10:51
10:55	10:58	11:03	11:07	11:11	11:15	11:22	11:32	—	11:39	11:41
11:45	11:48	11:53	11:57	12:01	12:05	12:12	12:22	—	12:29	12:31
12:35	12:38	12:43	12:47	12:51	12:55	1:02	1:12	1:16	1:19	1:21

How much time left?

Riders want to know how much time they have to get to the bus stop



The Solution

Too many routes!

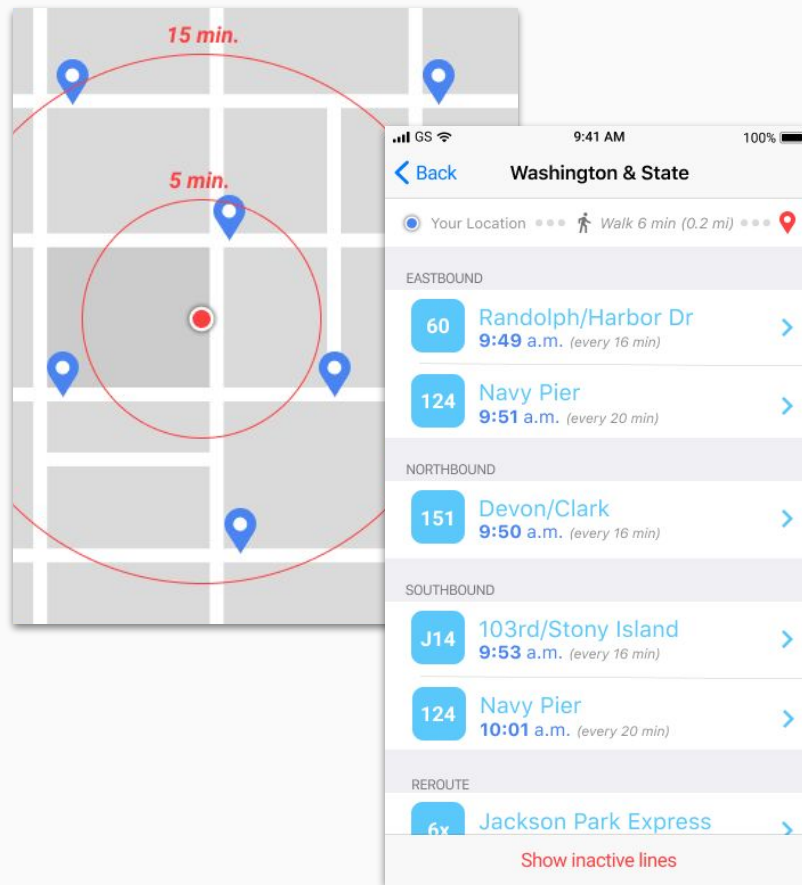
Users will choose a route before given the bus times.

When's the next bus?

Users will be given the next bus time for their selected bus stop & route.

How much time left?

Users will know how much time is remaining to get to the bus stop.





Discovery & Research

User Survey

To understand the **needs** of bus riders.

Competitive Analysis

To explore our **competitors** and see what they're doing right and wrong.

User Stories

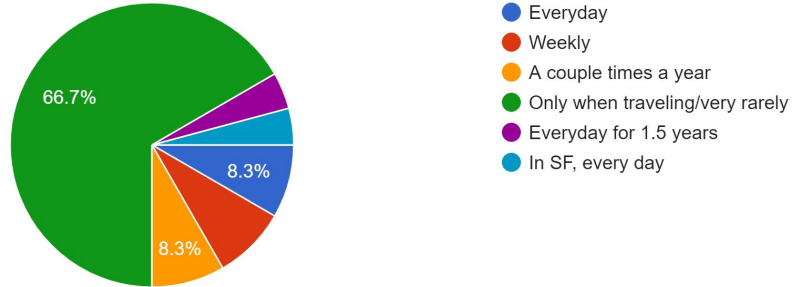
To identify **tasks** that must be accounted for in the app.

User Survey

Because my survey took place in Southern California where public transit is not very popular, most of the participants who have used the bus only do so when they're traveling in a new city. Therefore, the majority of bus riders in this survey do not use the bus regularly.

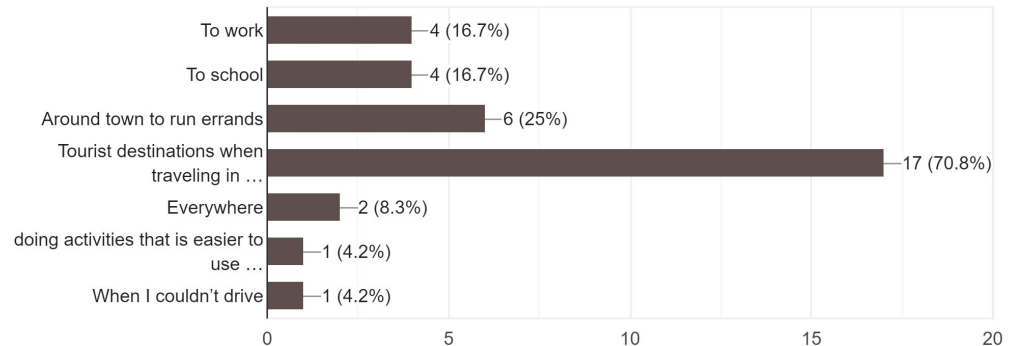
How often do you take the bus?

24 responses



Where do you go when using the bus?

24 responses





Competitive Analysis: Citymapper



Citymapper:

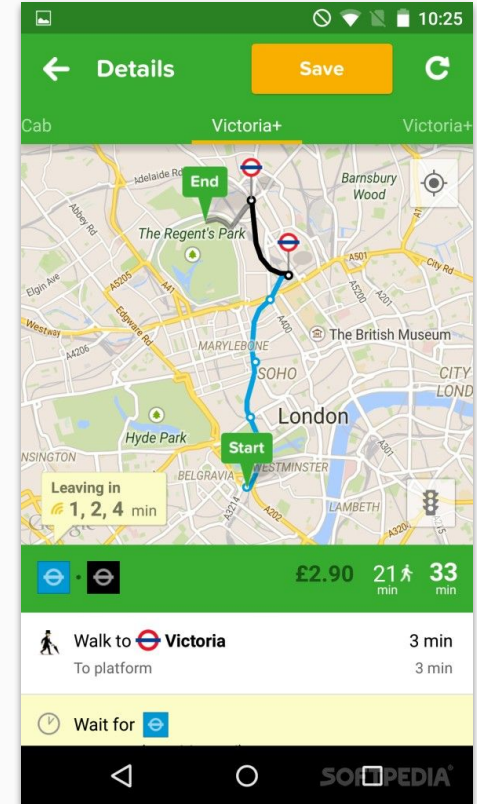
- “The Ultimate Transport App”
- “Making Cities Usable”

Initial Release Date: 2011

Positioning: Citymapper is a public transit app and mapping service that makes “cities usable” by suggesting several different modes of transportation to get from Point A to Point B.

Differentiators: Citymapper’s edge is that it has integrated a wide variety of modes and vehicles over several cities. The ability to choose which mode from the get go, instead of waiting for suggestions, is simple and straightforward.

Primary Audience: public transit users, travelers, bikers





Competitive Analysis: Transit



Transit:

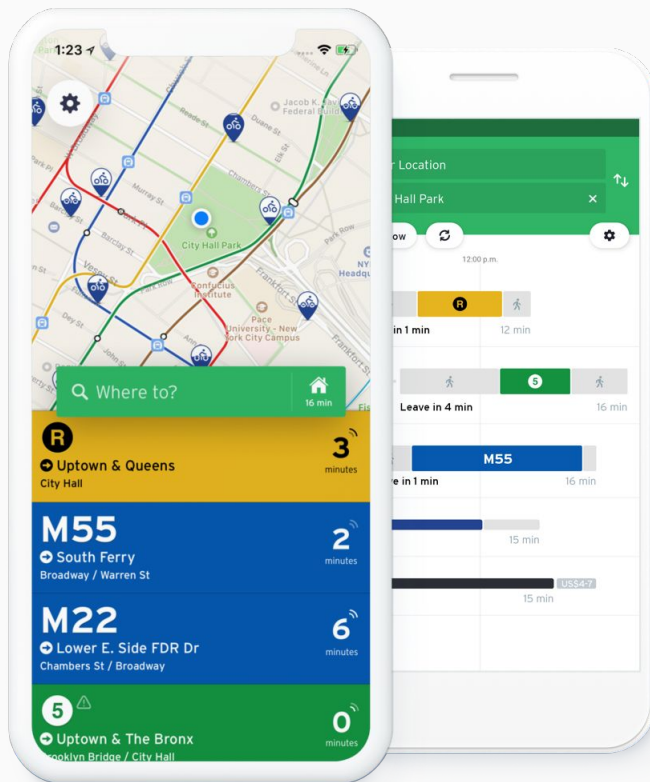
- “Go your own way”
- “Simple, reliable and oh-so-pretty.”

Initial Release Date: 2012

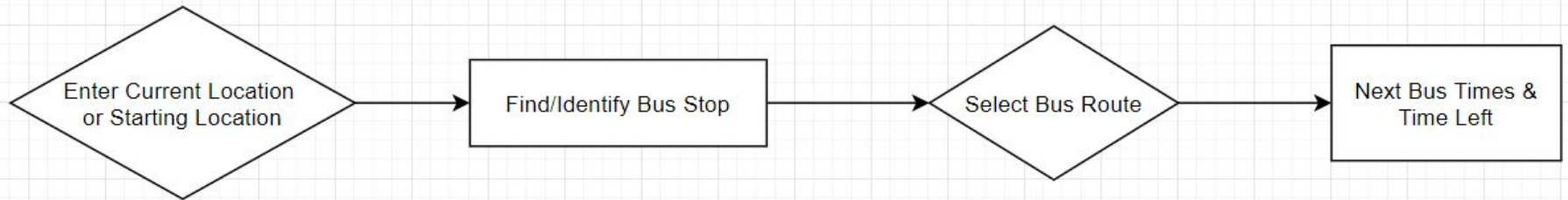
Positioning: Transit’s position is being the simple and reliable transit app, or *the* transit app since its name is simply “Transit.” They’re selling it by having a sleek, modern design and the “best layout” for planning trips.

Differentiators: Transit is different from its competitors because it sells itself of being the “simple” and “oh-so-pretty” app that is just called “Transit.” Its minimalistic design is aesthetically pleasing and functions like most mapping apps except for public transit.

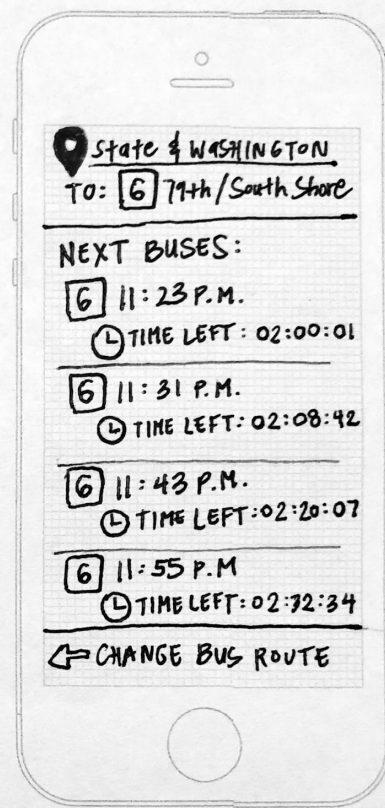
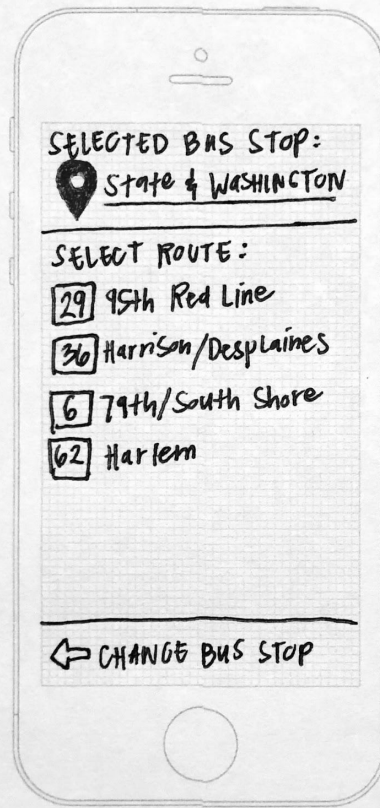
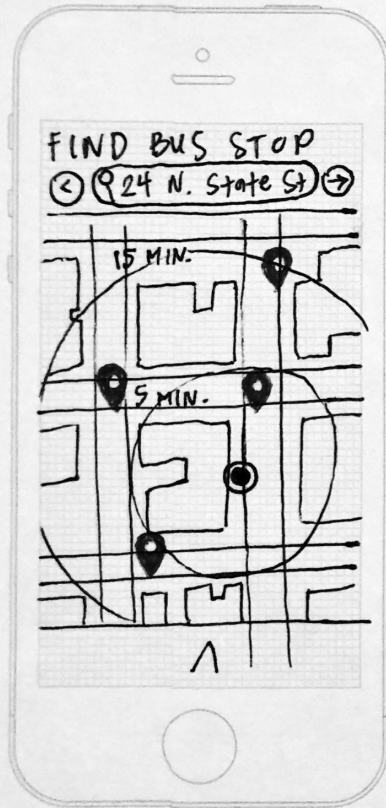
Primary Audience: public transit users, commuters, travelers



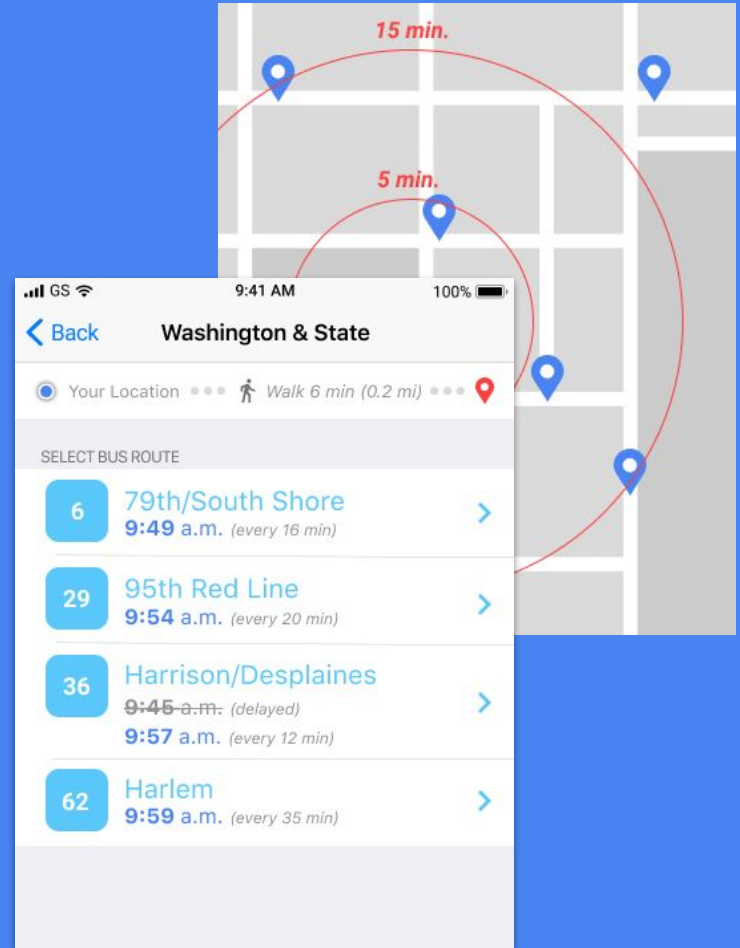
BusyBus: User Flow



The Prototype & Usability Testing



Visual Design

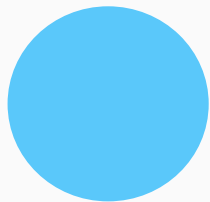


The Colors & Typeface



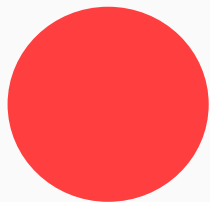
Blueberry

#4A83F2



Maya Blue

#4A83F2



Coral Red

#4A83F2

San Francisco

Aa Qq Rr

Aa Qq Rr

a

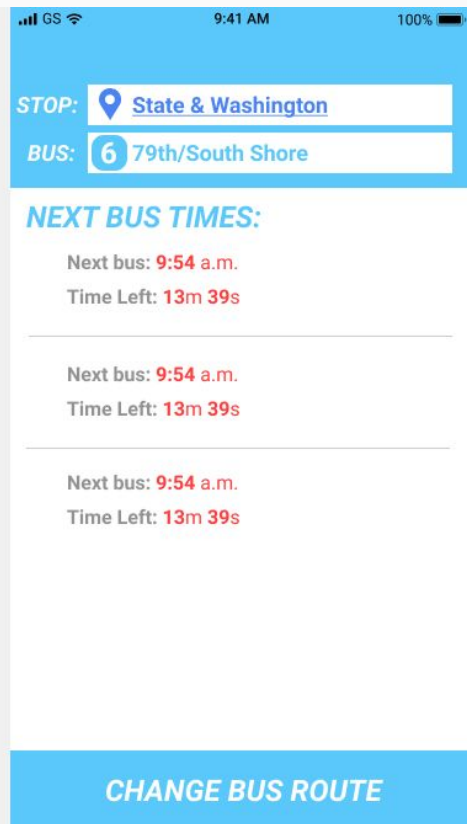
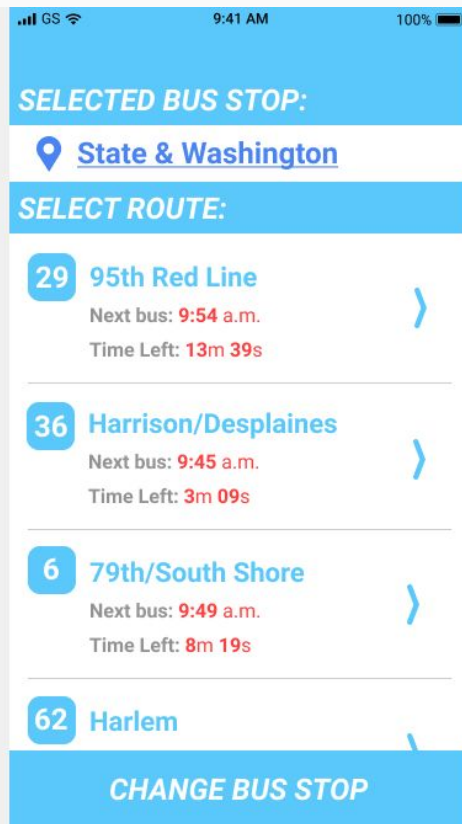
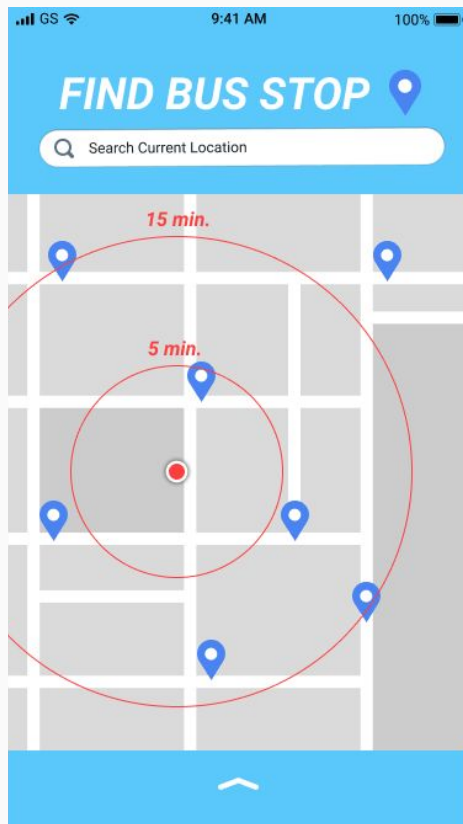
Redux

abcdefghijklm

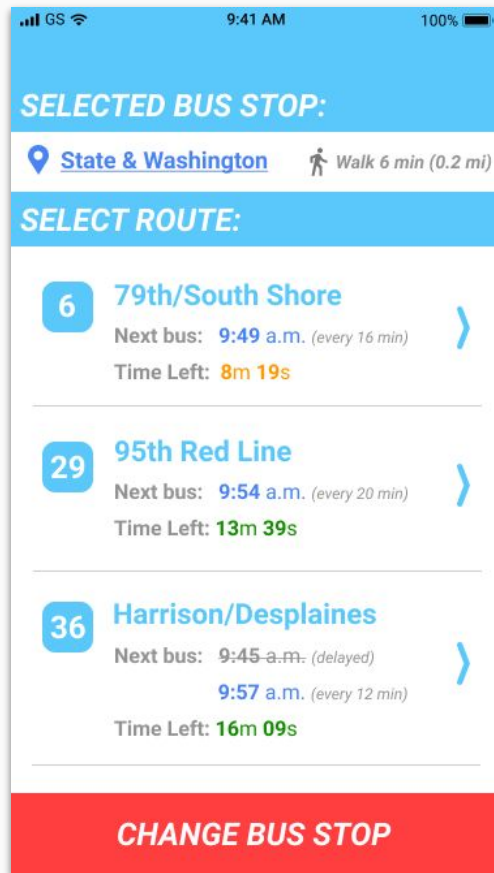
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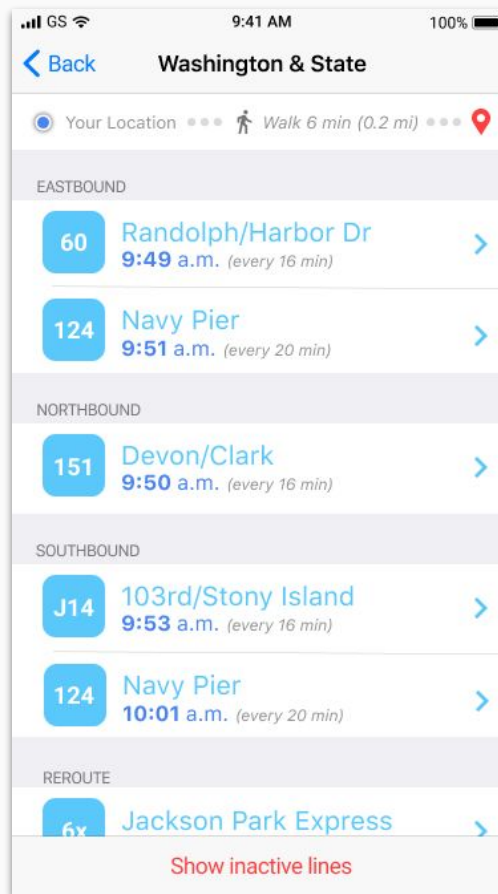
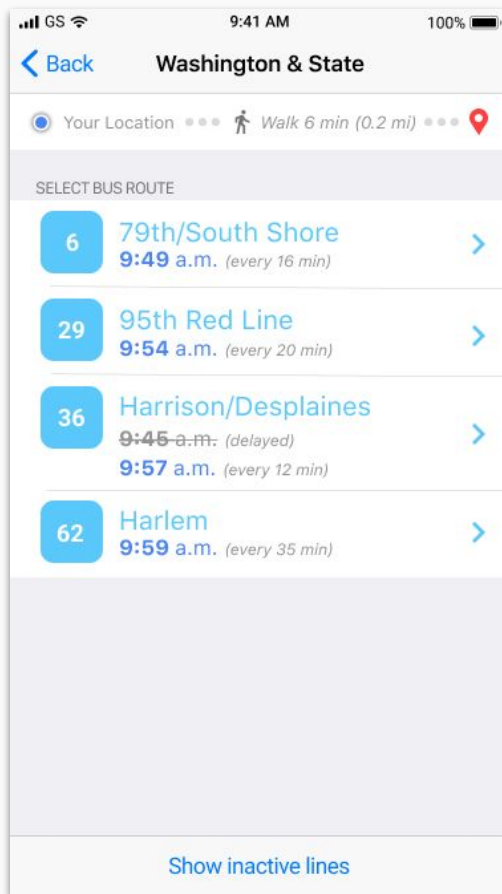
Design Mockup #1



Design Mockup #2



Design Mockup #3



Summary & Conclusion

