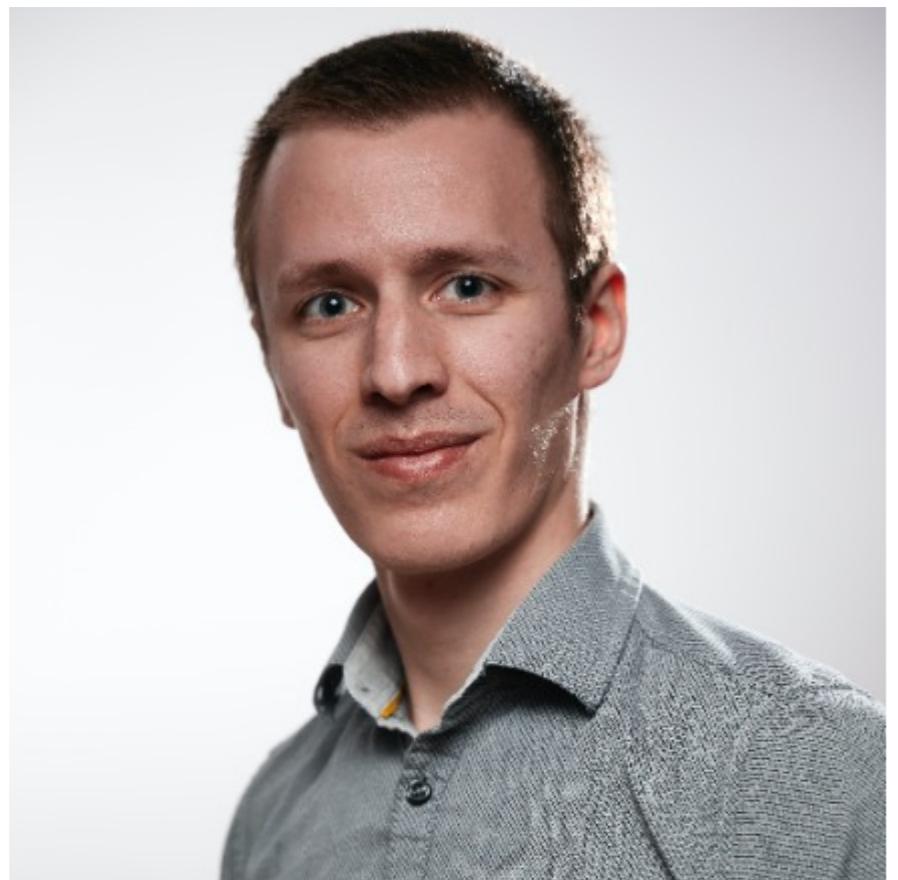


# Carpooling project

<p>Client</p> <ul style="list-style-type: none"> <li>• <a href="https://greentech.training/">https://greentech.training/</a></li> </ul>	<p>Client goals</p> <ul style="list-style-type: none"> <li>• to reduce usage of transport/cars while commuting to the conferences so that it has less impact on the environment</li> </ul>	<p>Users goals</p> <ul style="list-style-type: none"> <li>• to get to the conference in a convenient way</li> <li>• to get to the conference with less impact on the environment</li> <li>• to build a network while commuting to the venue</li> </ul>
<p>Target audience</p> <ul style="list-style-type: none"> <li>• people who care about the environment</li> <li>• people who visit eco conferences/meetups</li> </ul>	<p>Target audience problems</p> <ul style="list-style-type: none"> <li>• it is not always convenient to get to the venue on public transport</li> <li>• it is not eco-friendly to get to the venue by car</li> <li>• there is not always enough time on the conference to get to know people</li> </ul>	<p>Traffic streams</p> <ul style="list-style-type: none"> <li>• Events website</li> <li>• Social media</li> </ul>
<p>Main sections and features</p> <ul style="list-style-type: none"> <li>• Request a ride</li> <li>• Post a ride</li> <li>• View list of events</li> <li>• Search/filter events</li> <li>• View event details</li> <li>• Add an event</li> <li>• View ride history</li> <li>• Cancel a ride</li> <li>• Message a driver/passenger</li> </ul>	<p>Metrics</p> <ul style="list-style-type: none"> <li>• Number of registered users ↑</li> <li>• Number of events ↑</li> <li>• Number of rides ↑</li> </ul>	<p>Requirements for visuals</p> <ul style="list-style-type: none"> <li>• </li> </ul>



# Hans Schmidt

Age: **40 y.o.**

Profession: **Ecologist, Eco activist**

Hobbies: **Birdwatching, hiking**

## STORY

Hans do care about the environment. Being eco — his lifestyle. Hans loves his job because he believes that what he does helps to save our planet for us and for future generations. As an ecologist Hans participates in different kind of conferences, eco events, projects. These activities take part in various places that can be even way far away from his place of living. Every time when he needs to drive or get to the venue by public transport he thinks about other hundreds of people going to the same venue as he does. This makes him feel frustrated as this is not an eco-friendly approach.

## GOALS AND DESIRES

- to find more eco-friendly way to get to the venue of an event
- to build network during the ride with other passengers
- to get faster to the venue

## PROBLEMS

- need to use public transport to get to the venue which is not always convenient and fast
- not enough time on the conference to build the network
- if all event participants go there by car – it is very harmful for the environment

## HOW HANS GETS TO THE VENUE NOW

- asks his friends and colleagues in different messengers if they go to the venue by car and if they have a spare sit
- if no spare sit in the car Hans searches for the public transportation options on the internet

- Hans buys tickets to the public transport (sometimes he has several stops)
- in some cases Hans need to overnight at the hotel in the place of stop



# Emma Weber

Age: **37** y.o.

Profession: **Event organizer**

Hobbies: **Music, hiking, dancing**

## STORY

Emma has more than 5 years experience in organising different kind of events, conferences, meet-ups. Nowadays she is more into organising the events for discussing environmental problems as she believes that more discussions – more awareness – more chances to save our planet. Emma wants to promote the events to more and more people.

## GOALS AND DESIRES

- to make the events about environment eco-friendlier
- to minimise the impact on the environment when participants commute to the venue
- to make the way to venue for participants easier

## PROBLEMS

- organising events about environment causes negative impact on the environment when participants commute to the venue
- some people decide not to go to the event because of the logistics

## HOW EMMA ORGANISES THE EVENTS NOW

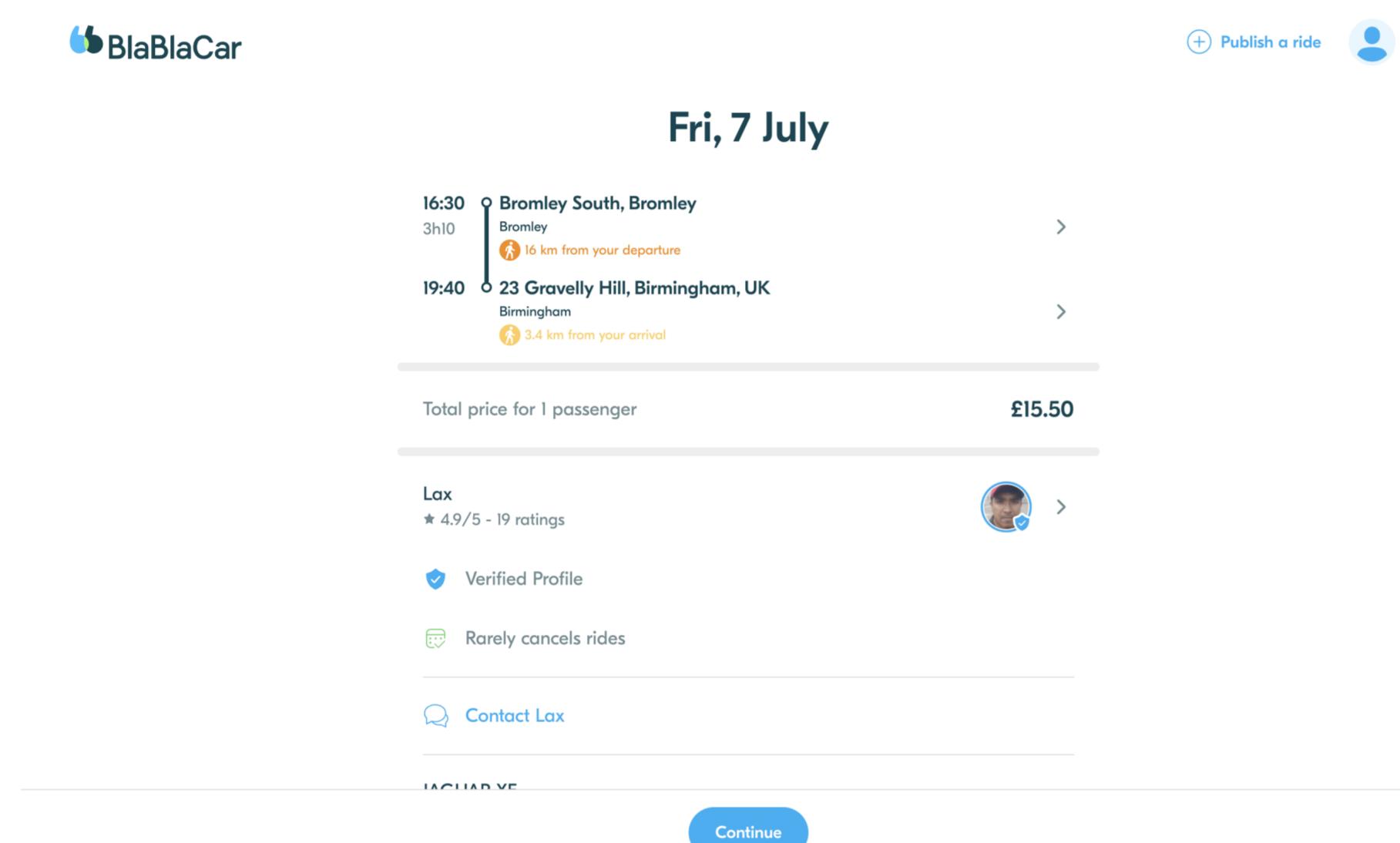
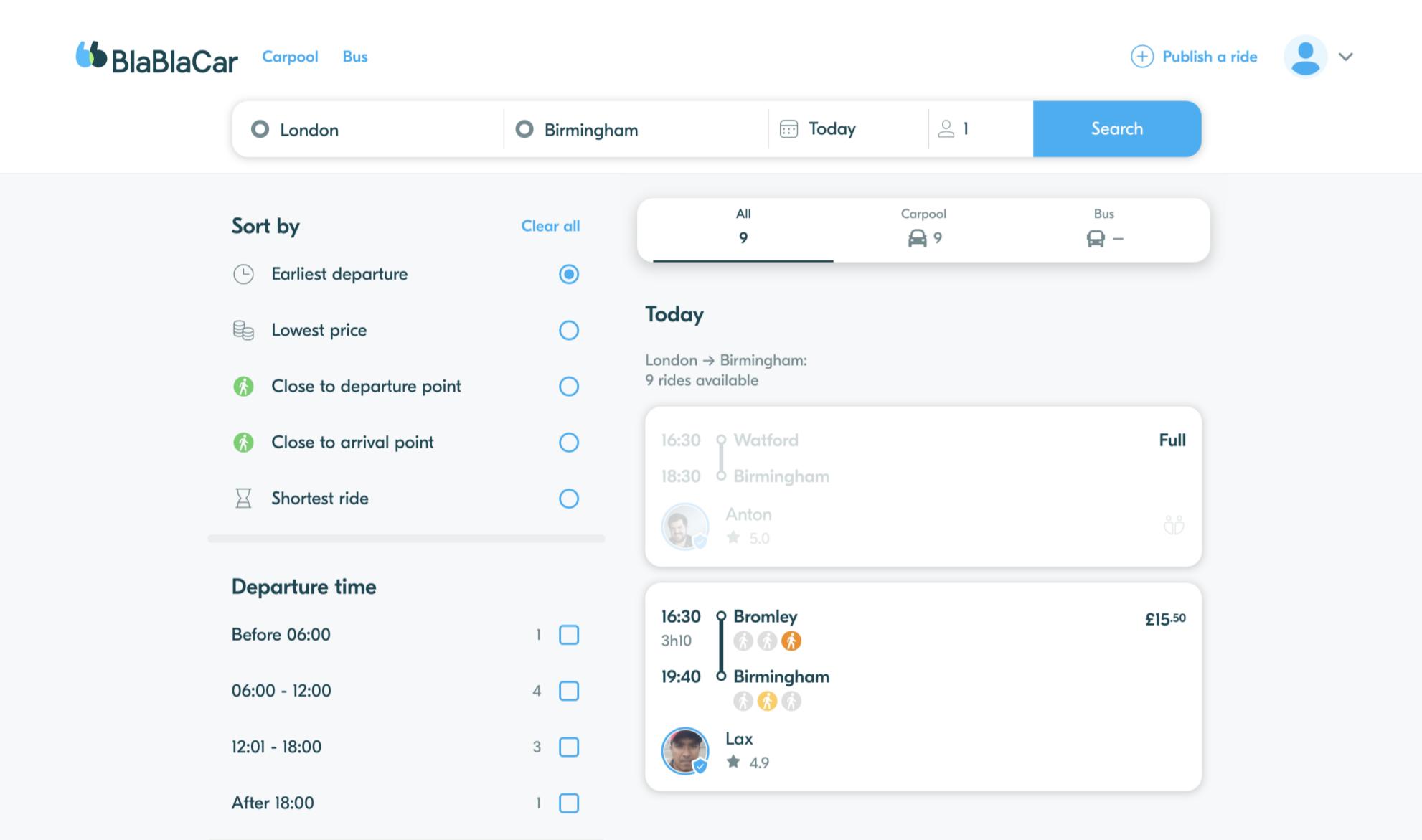
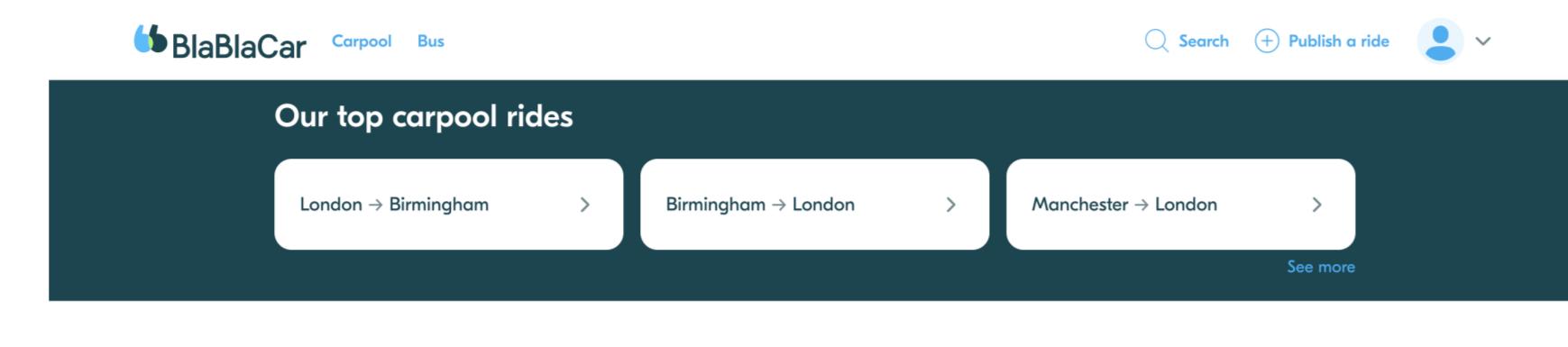
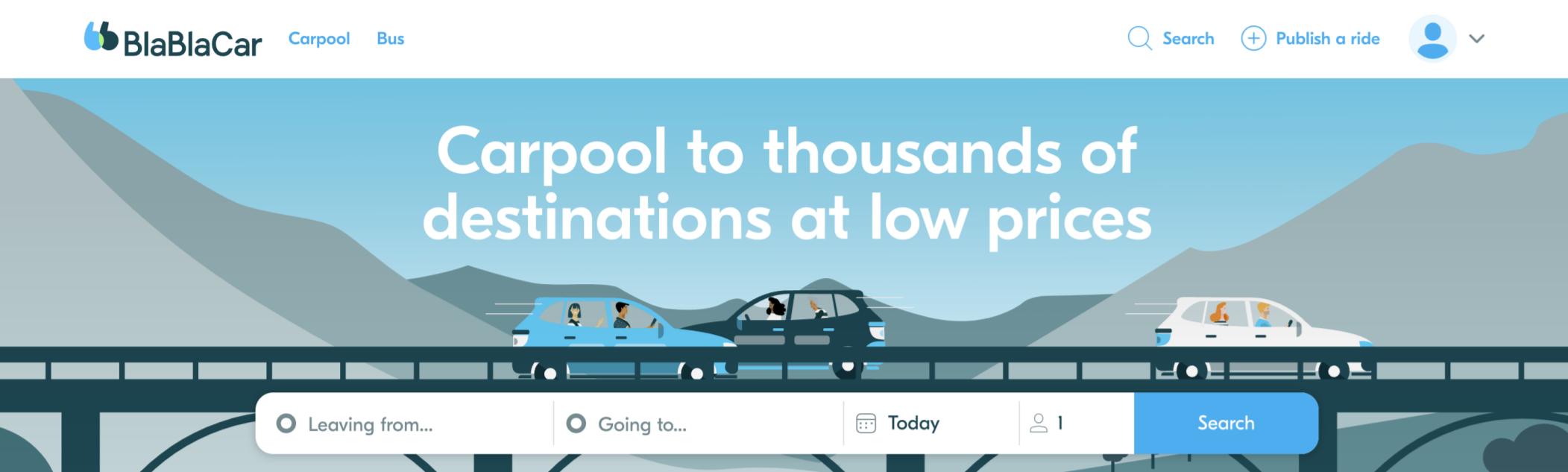
- tries to organise the events in large cities only so that it is easy to commute for participants
- suggests participants to use bikes when going to the venue in the city

# BlaBlaCar

## About

Caroster is an easy and free app to organize group carpooling for an event, a party, a seminar, a sports event, a camp, a ski trip.

## Visuals



## Features

- Find rides specifying from/to/date/number of passengers
- View FAQ
- View top rides
- Download mobile app
- Publish a ride
- Log in/Sign up
- View the profile
- Specify preferences
- Chat with driver
- Add a car in the profile
- Pay online
- Rides filtration



- Pleasant UI
- Great UX

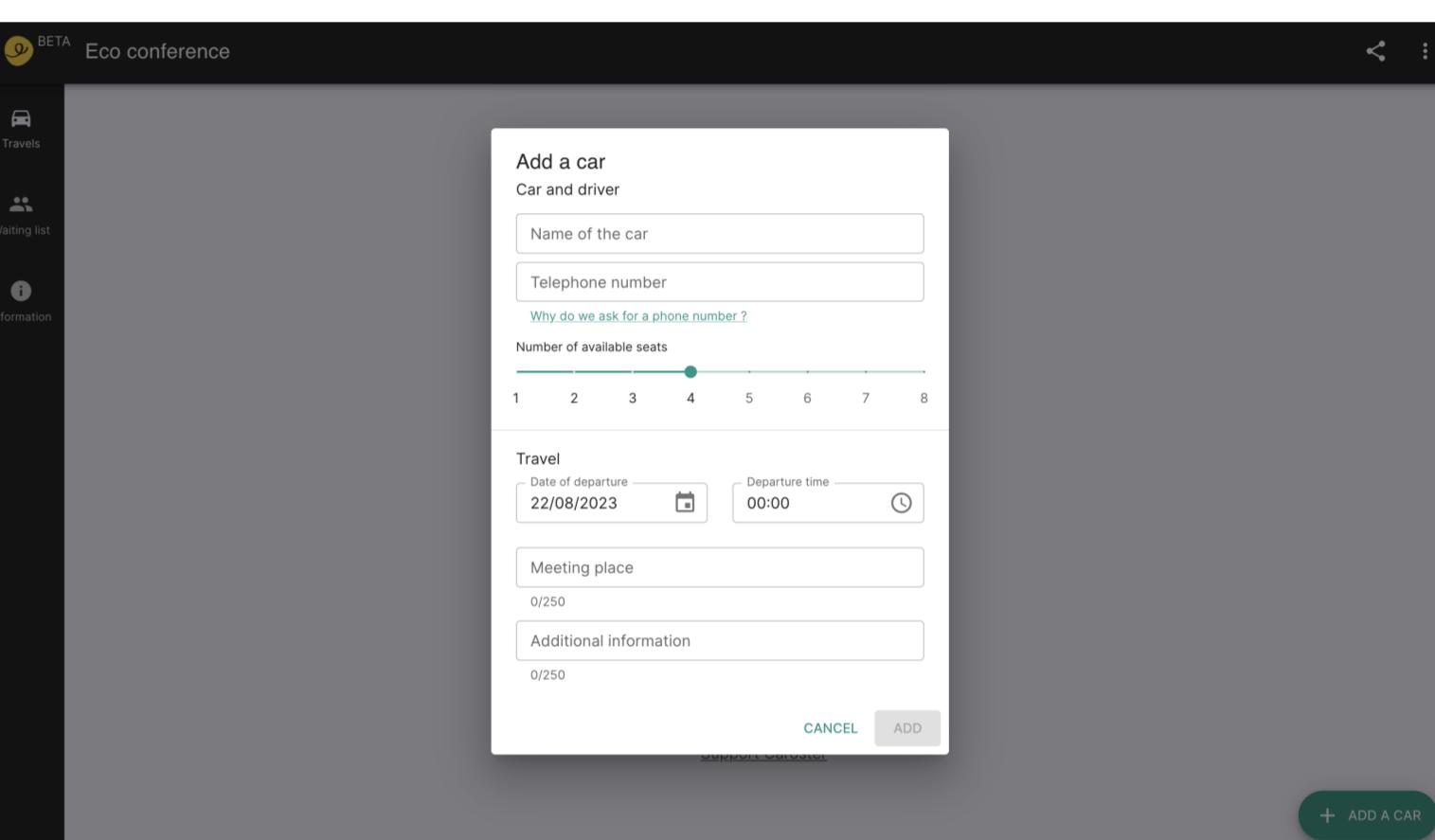
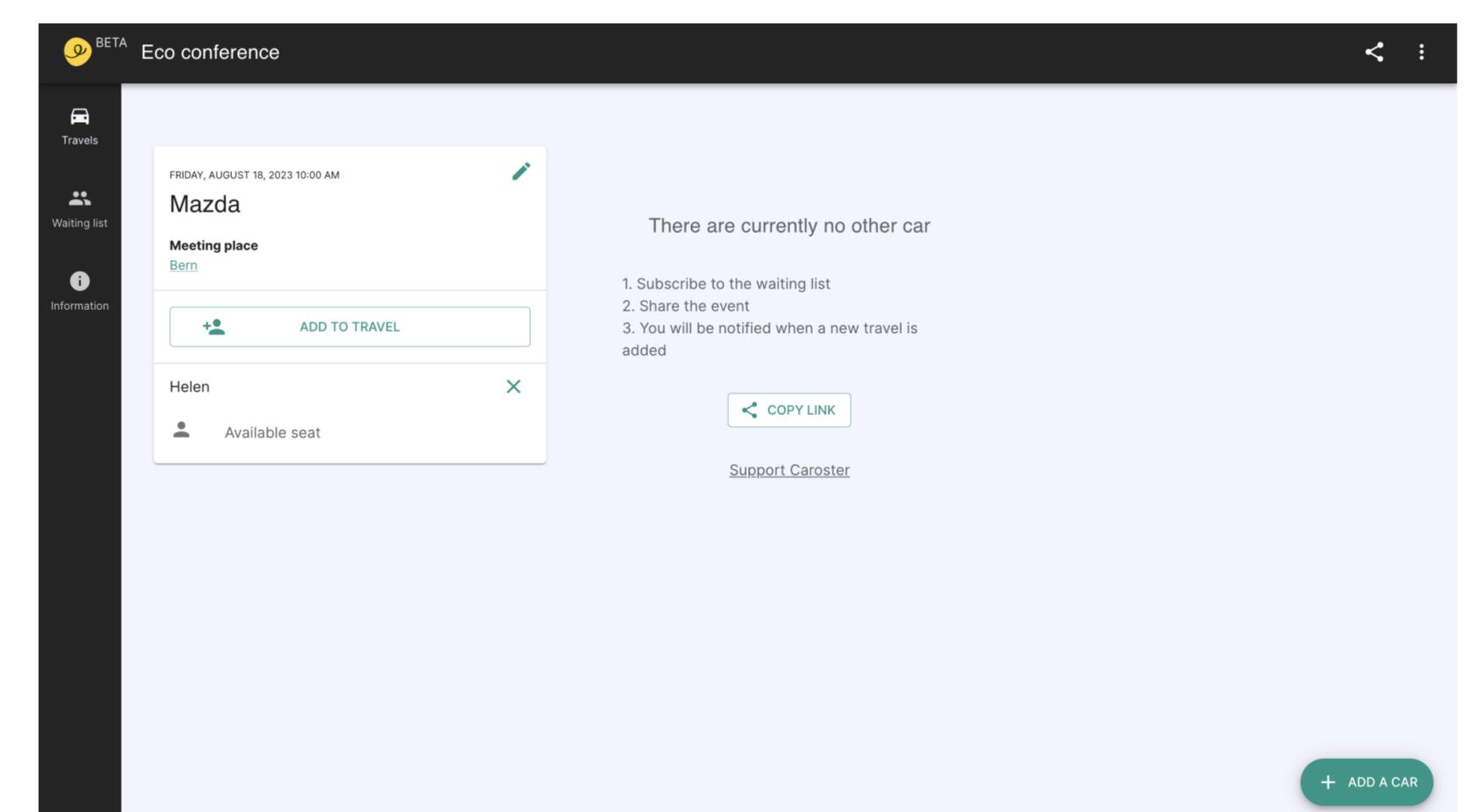
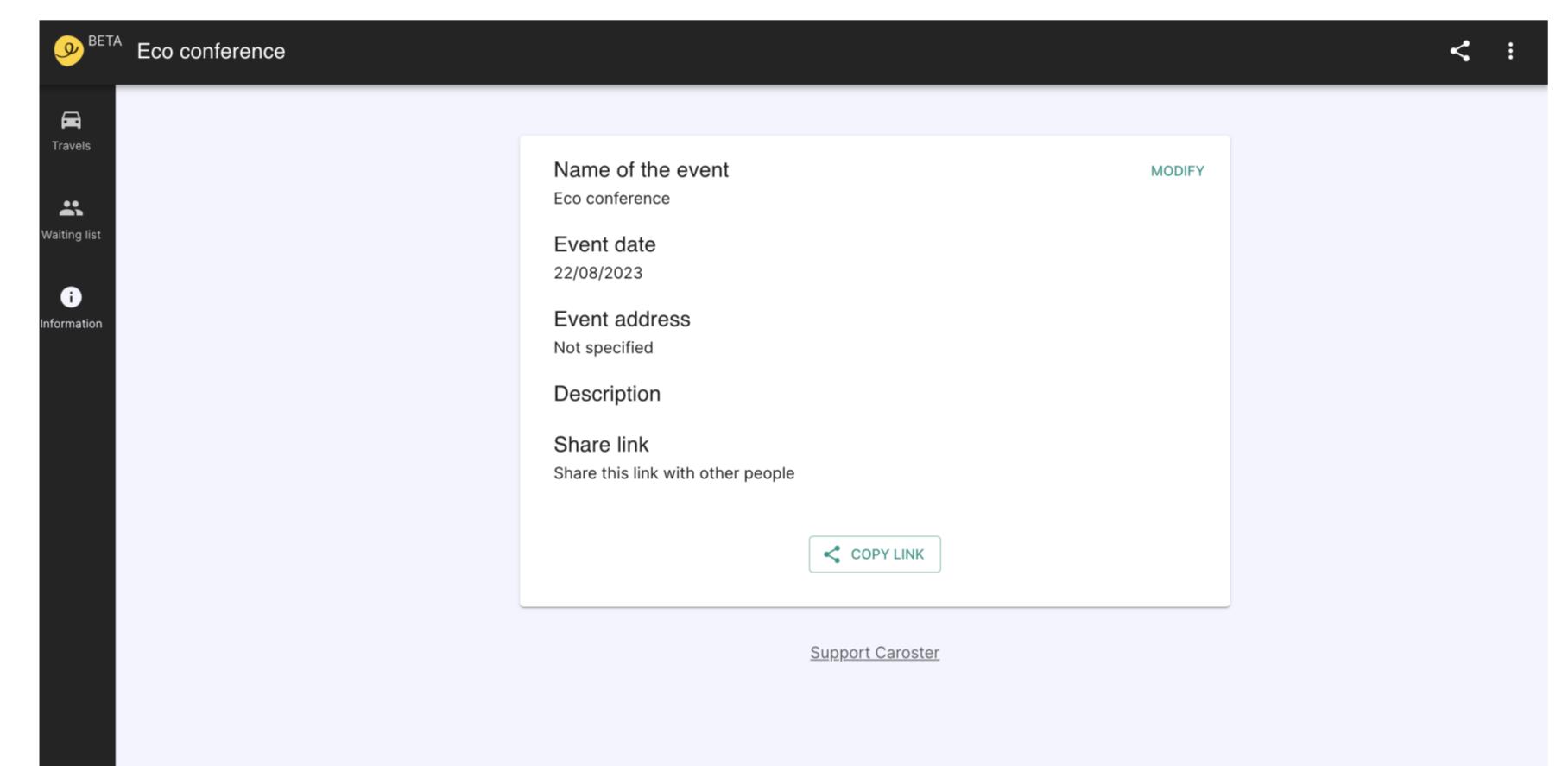
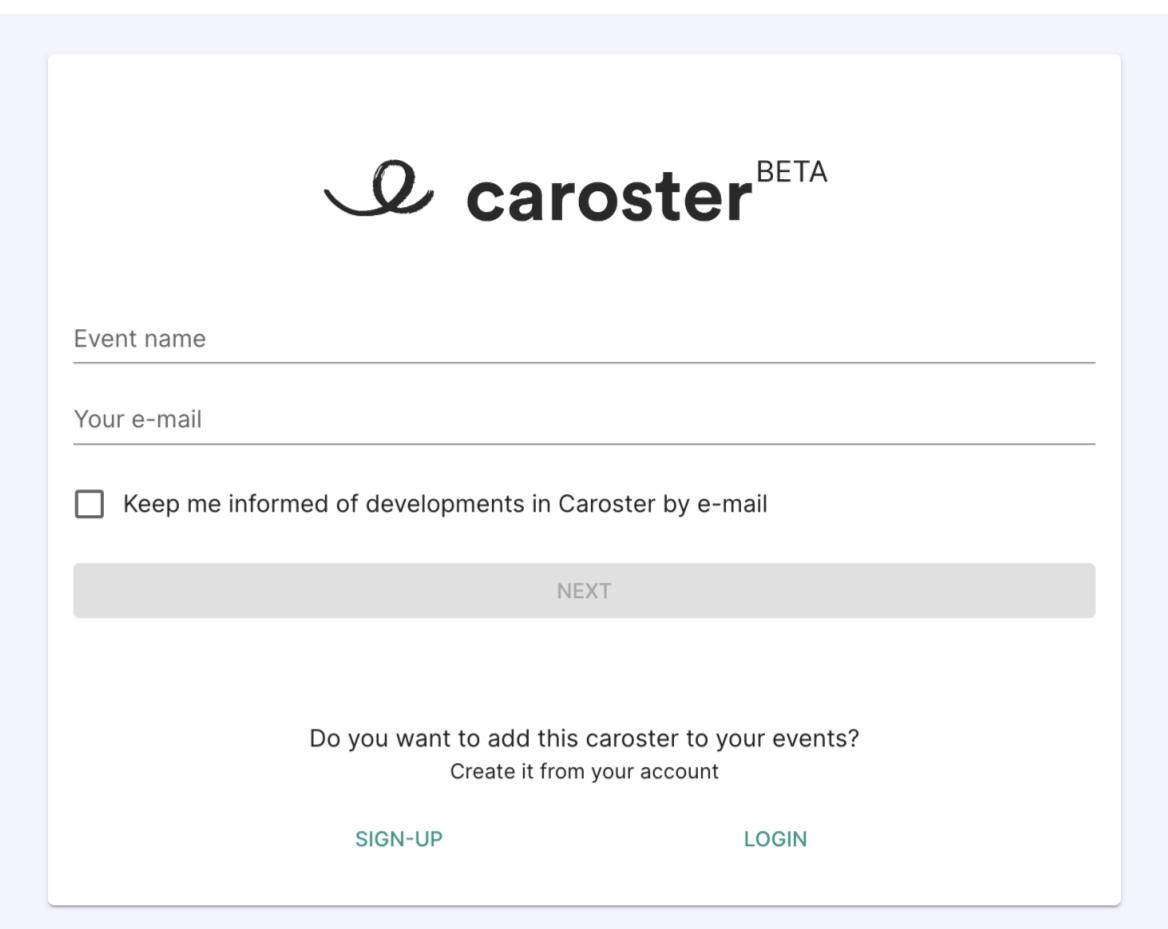


- N/A

## About

Caroster is an easy and free app to organize group carpooling for an event, a party, a seminar, a sports event, a camp, a ski trip.

## Visuals



## Features

- Create event
- Modify event
- Add car
- Add passenger to the waiting list
- Add passengers to the car
- Share the event
- Assign passenger from the waiting list to the car



- Good presentation of key features on the landing page
- No registration needed. Registration may scare the users



- Poor UX: not clear user flow
- It is beta version of the app so it is hard to evaluate

