



MBT A CONNECT

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Problem Statement

Problem:

- *Challenges* in urban commuting
- *Lack* of community
- *Need* for a unified and accessible platform

Statement:

- How can we *enhance* the commuting experience in Boston's MBTA through a *unified* mobile platform?

Introducing MBTA Connect



Vibration-guided
navigation



Real-time
schedules



Social gaming and
chatting platform



CharlieCard
credit earnings

Target Audience



Tourists needing intuitive navigation



MBTA Commuters seeking efficient travel



Socially active users looking for community engagement



Inspiration



Google Maps for navigation



Discord for community gaming platform



P2E (Play-To-Earn) games for earning credits



Project Development Process



**VISITED MBTA FOR
INSIGHTS**



**BRAINSTORMED APP
CONCEPT**



**HAND-DREW IPAD
SKETCHES FOR
LAYOUT**



**CREATED THE
PROTOTYPE IN FIGMA**

Interaction Scenarios

IMAGINE

- A **new commuter** smoothly navigating the subway with **vibration-guided paths**.
- A **tourist** exploring Boston with **real-time** transit updates and community **recommendations**.
- A **regular commuter** enjoying their journey by **connecting** with fellow gamers or **chat** groups, making every trip an **engaging experience**.



Figma Prototype

Core functionalities showcased in [Figma](#) prototype.

PASSWORD: mbta_connect

How To Navigate:

- ***Storyboard:*** Run the prototype to view the sequence.
- ***Welcome Page:*** App loading screen and app logo.
- ***Navigation Page:*** Everything navigation (vibrations, directions, and pop-ups).
- ***Games Page:*** Game center with chat and win/tie/loss screens.
- ***Credits Page:*** Credit Receipt and redemption.

Future Work

User Accounts and CharlieCard Integration

Create personal user accounts

Directly link CharlieCard to accounts for credit earning

Auto-Reload CharlieCard Feature

Integrate auto-reload feature in credits section for seamless transactions

Augmented Reality for Navigation

Implement AR for immersive, real-time navigation assistance

Gaming Profile Addition

Introduce gaming profiles for enhanced social and gaming experiences