MB TA C UNNECT

Presented by Celine Semaan

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



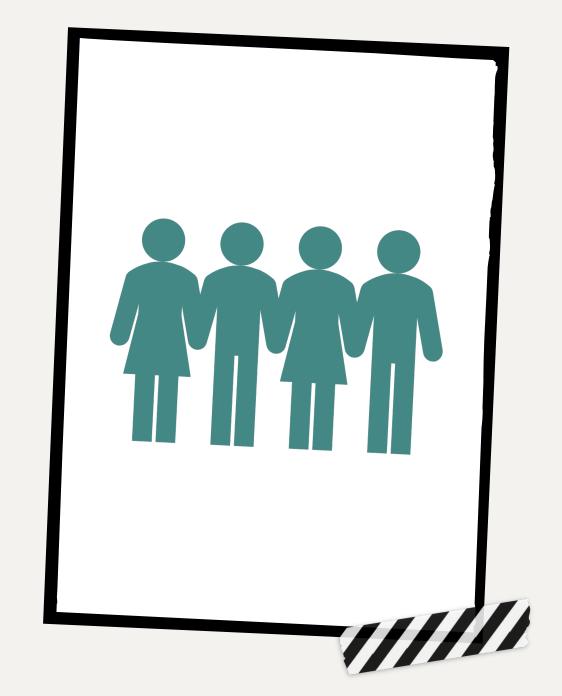
Tourists needing intuitive navigation



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 autoreload feature in credits section for seamless transactions

Augmented Reality for Navigation

Implement AR for immersive, realtime navigation assistance

Gaming Profile Addition

Introduce gaming profiles for enhanced social and gaming experiences