



Carpooling & Ride-Share for Communities

Our team

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Problem Overview

- Overcrowded buses during rush hour and heavy traffic.
- Many people drive in their cars with empty car seats while at the same time, others rely on the overcrowded buses, often having to stand (which is dangerous!).
- Alleviate this issue by creating an interface that'll allow people to find people who they can commute with.
- This application will be divided into 2 students and a section for non-UB students.



Domain of Interest

Theme: mobility

- Making Belmopan transportation more accessible by giving people a new option
 - Making commuting for both students and workers alike
 - Reducing the amount of people who stand in buses, making Belmopan overall a safer place for everyone
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Needfinding Methodology

Interviewees

Jose Teck

Jose Teck, a former UB student who commuted from Armenia village to Belmopan City

Interviewee 2

Anonymous interviewee, a middle-aged woman who travels to Belmopan everyday to sell ideals and juice.

Interviewee 3

Anonymous interviewee, a teacher in her late 30s who commutes to Belmopan everyday to teach at a highscool.

Note: Interviewee 2 and 3 have chosen to stay anonymous. The 2nd interviewer was interviewed in Spanish and was roughly translated to English.

Questions Asked

1. Can you tell me a bit about yourself and your daily routine?
 2. How do you usually travel to and from Belmopan (or within the city)?
 3. Why do you choose that method over others?
 4. How often do you commute into or around Belmopan?
 5. How long does your usual commute take?
 6. How much do you typically spend on transportation in a day or week?
 7. What do you find most frustrating about commuting in Belmopan?
 8. Can you describe a time when commuting was especially difficult or stressful?
 9. How do you feel about the costs of transportation here?
 10. What's most important to you when choosing how to travel (e.g., cost, speed, safety, comfort, convenience)?
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Questions Asked

11. How do you feel about sharing rides with others? (friends, classmates, strangers)
 12. What would make you feel unsafe or hesitant about ride-sharing?
 13. If there was a carpooling app for Belmopan, what would make you want to use it?
 14. What features would be most important to you (e.g., trusted drivers, cheap fares, flexible routes, student-only option)?
 15. What concerns would you have about using such an app?
 16. Would you prefer to ride with people you know (like UB students) or anyone in Belmopan? Why?
 17. What would make the app trustworthy in your eyes (ratings, verification, safety checks, etc.)
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Interview Results

Interview Results

1. Jose and Interviewee 2 rely on busitos/buses because they lack cars.
2. Interviewee 3 prefers driving but has experienced delays when forced to use public transport.
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4. This shows that public transport is unreliable
5. Jose and Interviewee 2 spend \$4–\$8 daily,
6. Interviewee 3 spends \$80–\$100 weekly on gas
7. All three are hesitant about riding with strangers:
Jose worries about unsafe drivers, Interviewee 2 fears robbery or assault, Interviewee 3 distrusts strangers entirely



Interview Results

- 8. Jose is open and optimistic, seeing it as a way to avoid traffic and lateness.
- 9. Interviewee 2 is unsure and would only use it if she personally knew the driver.
- 10. Interviewee 3 dislikes the idea of having strangers in her car

What do we need?

- 11. Jose: trusted drivers, safety checks, verification.
 - 12. Interviewee 2: simplicity and ease of use.
 - 13. Interviewee 3: visible profiles, reviews, identity verification.
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Analysis



What do they say?

"The price of gasoline is too high."

"Trusted drivers are important, I don't want to get kidnapped by some random guy."

"It would be great if there's already someone heading there—it's like hitchhiking, except not embarrassing."

"I had to pay for a taxi so I wouldn't be late to school."

"I don't have another choice, I don't have a car."

"As long as it can take me where I need to go."

"Safety and speed are most important."

"I missed my class due to the fact that I didn't get a chance to get on the van."

"It was stressful waiting for hours just to try and get a seat."

"It becomes difficult during the mornings and evenings, especially since I'm carrying my stuff with me."



What do they think?

Convenience is key—being able to travel anytime matters.

Some fear being tricked or set up by strangers pretending to offer rides.

A tech-based solution must feel secure to be accepted.

The system favors those who push or fight for seats.

Overcrowding is unsafe, especially standing on buses.

Walking is worth it if it saves money.

Gas prices are unfairly high and strain commuters who drive.

Safety is more important than cost.

Public transportation is unreliable and overcrowded.

Carpooling could reduce lateness and stress.



How do they feel?

Eager for alternatives that bring safety, trust, and reliability.

Relieved when they manage to get a seat on time.

Overwhelmed during rush hours when demand exceeds supply.

Discouraged when delays make them late for important events.

Anxious about carrying goods while fighting for seats.

Hopeful that a carpooling app could reduce stress.

Annoyed at rising gas and transportation costs.

Embarrassed when asking strangers for rides.

Helpless when vans are too full and options are limited.

Stressed when they miss classes or work due to delays.

Frustrated by long waits and crowded buses.

Worried about unsafe drivers.

Spends 20–30 minutes commuting one way almost daily.

Takes the big bus if vans are full.

Resorts to taxis when buses/vans fail.

Sometimes hitchhikes with relatives or friends if schedules align.

Fills gas tanks twice a week (for drivers).

Walks from terminal to UB to save money.

Tries to leave earlier in the morning to avoid rush hour.

Waits long periods at the terminal for busitos or big buses.

Carries heavy loads (e.g., buckets of ideals/juice) on the bus and around the city.

Depends on friends to hold bus seats when carrying goods.

Chooses busito over big buses when possible for faster trips.



What do they do?

Needs & Insights

Initial Assessment of Needs

- Reliable and on-time transportation to avoid lateness and missed opportunities.
- Affordable options for students, vendors, and commuters.
- Convenient and flexible rides that match daily schedules.
- Assurance of safety and trust (verified drivers, reliable passengers).
- Community-based travel with familiar or like-minded people.

Initial Assessment of Insights

- Overcrowding at peak hours creates stress, lateness, and lost productivity.
 - Trust is the main barrier to adopting ride-sharing apps; verification and safety features are critical. People are very cautious of the idea of riding with strangers
 - Car owners see ride-sharing as a backup, not a primary choice—apps should focus first on students and non-car owners.
 - Unexpected rides from friends bring a sense of relief and emotional comfort, showing carpooling has mental as well as practical benefits.
 - People are more willing to adopt ride-sharing if it feels community-driven (e.g., student-only or verified local groups).
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Summary

- Interface for UB students and non-UB students
 - Interface must be easy to use
 - Interfaces that make it easy to see if someone is trustworthy or not (verification, face pics, ratings by other users)
 - Upfront display of fares to ensure trips are cheaper or at least competitive with buses/busitos.
 - Both rider and driver modes, so car owners (like Interviewee 3) can choose whether to offer rides or not.
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Thanks for listening!

