

DIH Rideshare



Here starts our presentation

The Team

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**DATA
INSIGHT
HUB**

Problem domain

- For UB students, commuting to Belmopan is frustrating.
- Overcrowded buses and heavy traffic makes traveling stressful, unreliable, and sometimes unsafe.
- This creates inefficiency, safety concerns, and added stress for students trying to get to class on time.
- People in private vehicles drive to UB with empty seats

The purpose of this application is to provide a UB student-only carpooling platform that connects students who need rides with classmates who have available seats. This ensures safer, more affordable, and more reliable transportation while building a stronger UB community.

Initial Point of View

- UB students need an alternative to crowded, stressful buses.
- Many students drive alone with empty seats; with rising gas costs, sharing rides benefits both drivers and riders.
- Students are wary of riding with strangers and need strong safety and trust measures.
- A carpooling app must be simple and user-friendly to encourage adoption.

Additional needfinding results

Abner Tun

Former University Student who commutes with the Benque Bus

Zack Spain

University Student in IT who carpools with a friend

Anonymous Interviewee #1

UB student who commutes everyday by car

Anonymous Interviewee #2

UB student who commutes everyday by car

What do they Say?

"The bus is the cheapest option, but it's crowded and rough."

Carpooling with my friend is more convenient and saves my friend money

"I feel safest driving my own car."

"I'd carpool if it saves gas and lets me meet new people."

Personal cars = safest and most independent.

"A car would be ideal over busses, more freedom"

"An app with profiles, verification, and reviews would make me trust strangers more."

Carpooling = potential balance between safety, cost-saving, and convenience.

Trust is a major barrier with strangers (need verification, profiles, reviews).

Technology (apps) could make carpooling more organized and appealing.

UB involvement (endorsement or verification) would increase adoption.

Safety concerns, desire for better and more affordable ways of commuting, but open to the idea if trust is built

Anon #2: Feels cautious yet intrigued, values safety and affordability

Anon #1: Feels safest and most comfortable when alone, he is wary of strangers.

Zack: Feels positive and optimistic about carpooling

Took the bus daily, would consider carpooling with incentives.

Abner: Feels cautious, values saving money, but frustrated by crowded buses.

Already carpools with a friend; would adopt an app if reliable as he doesn't always gets the chance to carpool

Drives alone daily, unlikely to carpool unless safety is guaranteed

Drives alone but willing to try carpooling if costs and safety are addressed.

What do they think?

What do they fear?

Revised POVs

We met students who are open to carpooling **who need** assurance of safety and trust **because** they may not fully trust drivers or riders they don't know.

It would be game changing if the app had verified profiles, reviews, and university backing to make people feel safe.

Revised POVs

We met students who are overwhelmed by complicated apps or logistics **who need** a simple way to find drivers or riders **because** complicated route-matching could discourage them from using the app.

It would be game changing if the interface was clean, easy, and intuitive so students could match rides in just a few clicks.

Revised POVs

We met students who are cost-conscious commuters **who need** transparent prices and easy communication with drivers/riders **because** uncertainty about costs and coordination creates frustration.

It would be game changing if the app had upfront pricing and built-in chat features for smooth coordination.

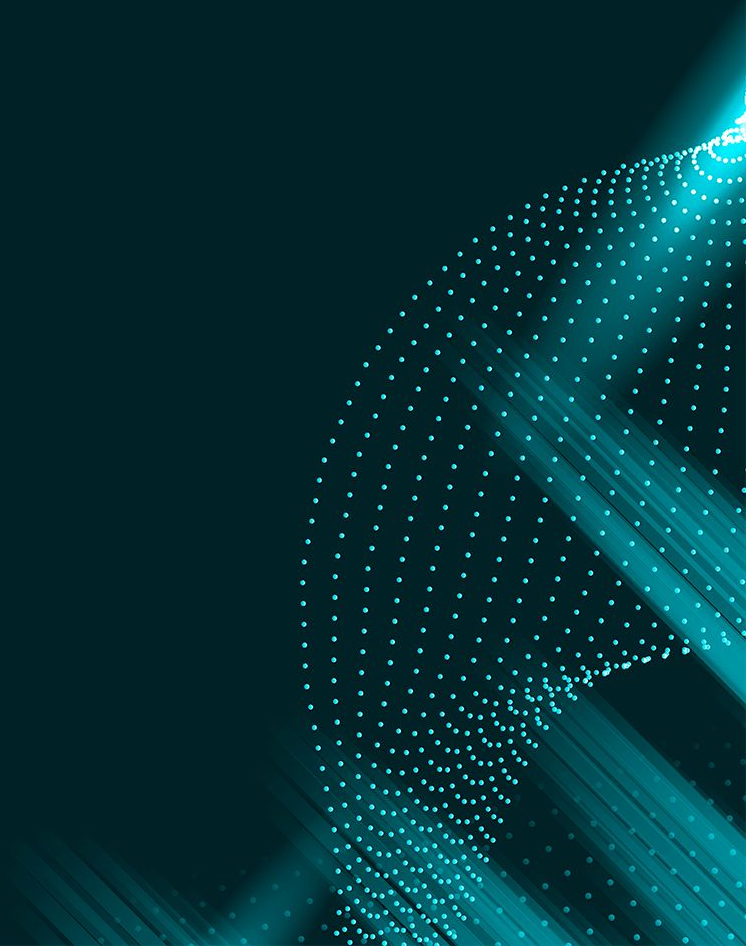
How Might We

**Make ratings, reviews, and trust
signals easy to understand at a
glance?**



How Might We

**Design an interface that feels as
easy as ordering food?**



How Might We

Help riders and drivers communicate expectations (music, punctuality, stops) beforehand to avoid conflict?



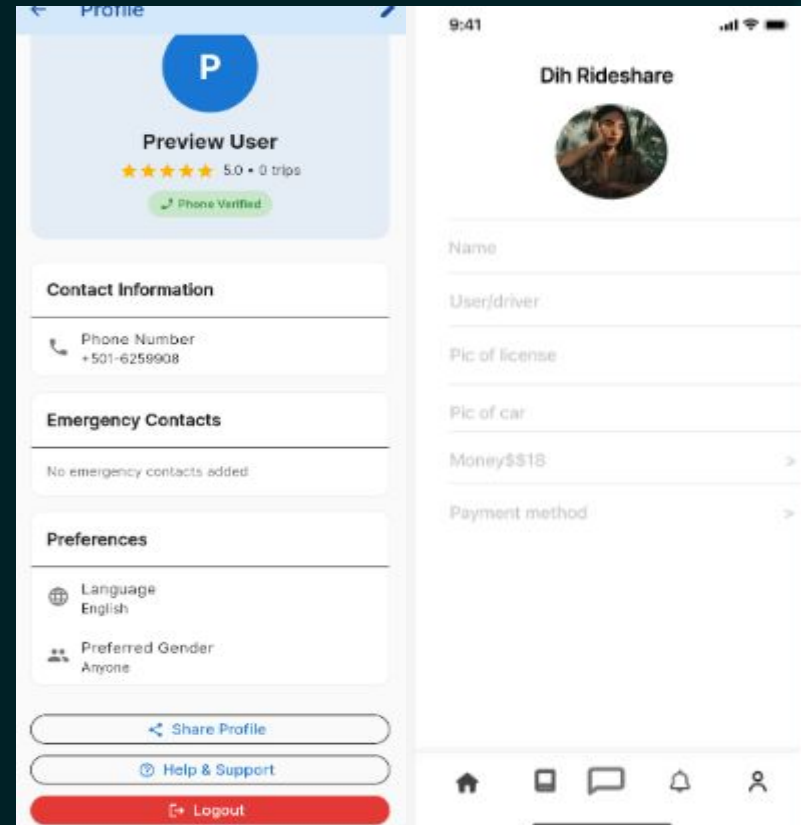
How to build trust.

This is the user profile which will display user information. To build trust between users.

What worked and what didn't?

They disliked the second one because it felt basic.

They really liked that it had a profile picture and also a rating.



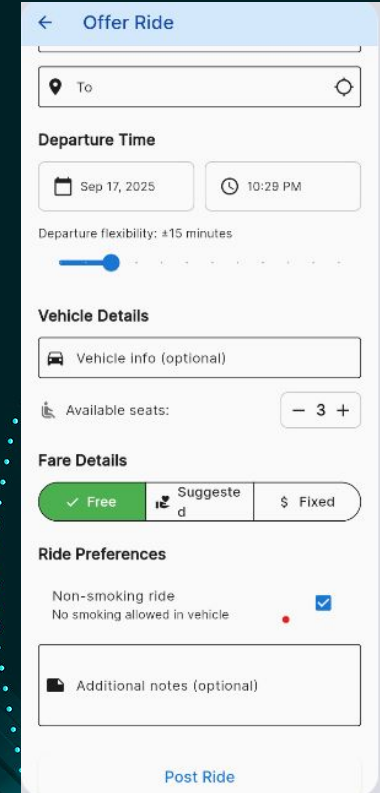
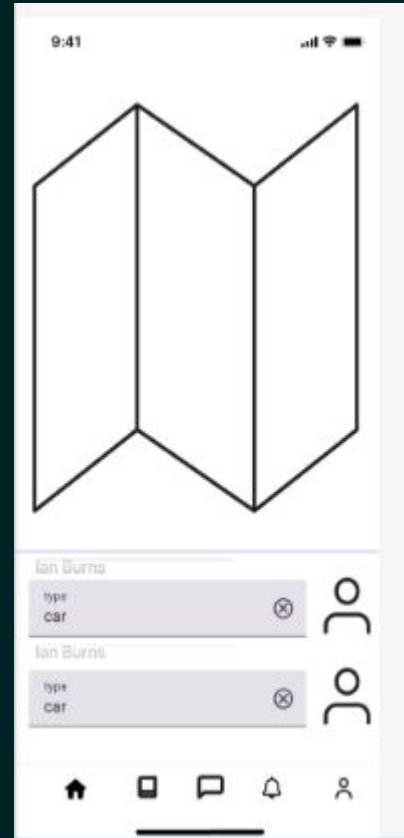
Easy ride booking

Makes the process to get a ride or create on easy.

What worked and what didn't?

They liked it had a map and had drivers below to make booking easy.

Felt easy to create a ride.



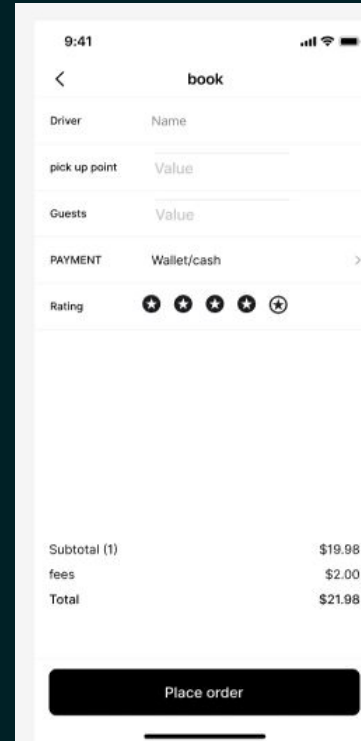
Communication and prices

Chats and booking details

What worked and what didn't?

They hated that when booking a ride they saw prices when booking rather than before.

What happen to the time?



9:41

< book

Driver Name

pick up point Value

Guests Value

PAYMENT Wallet/cash >

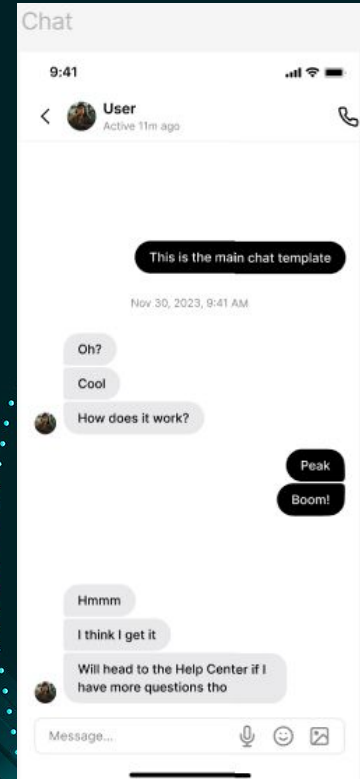
Rating ★ ★ ★ ★ ☆

Subtotal (1) \$19.98

fees \$2.00

Total \$21.98

Place order



Chat

9:41

< User Active 11m ago

This is the main chat template

Nov 30, 2023, 9:41 AM

Oh?

Cool

How does it work?

Peak

Boom!

Hmmm

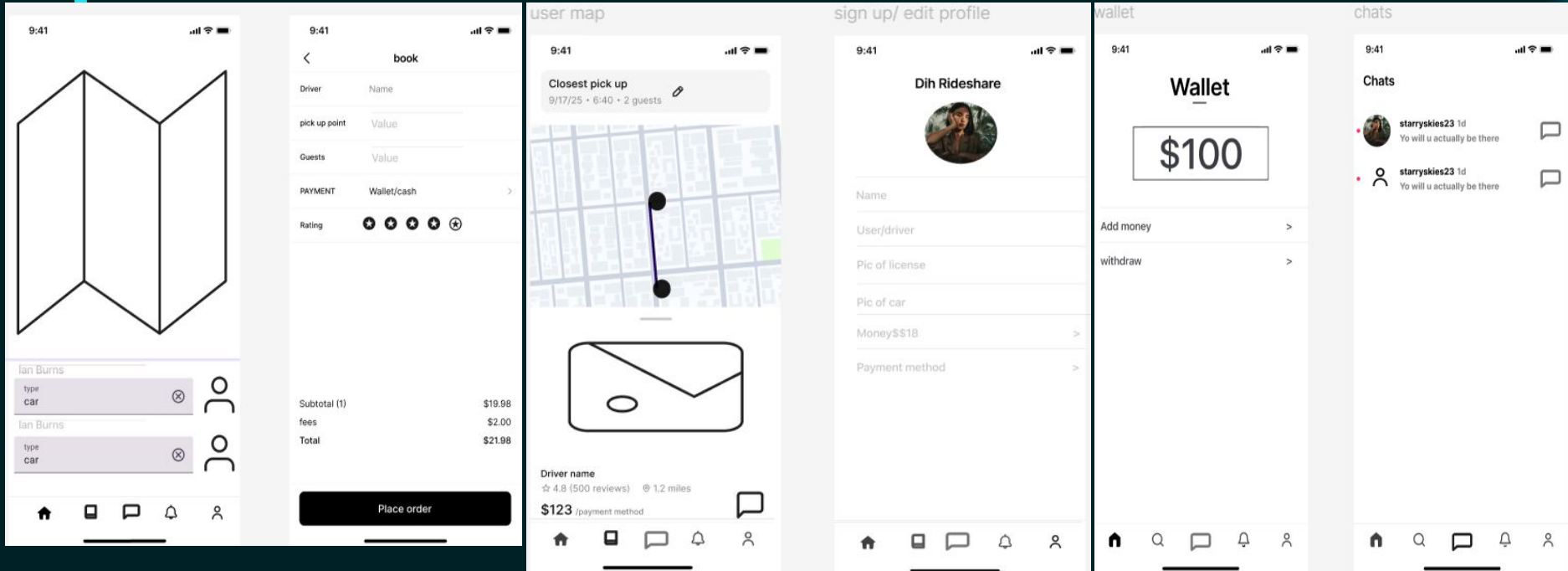
I think I get it

Will head to the Help Center if I have more questions tho

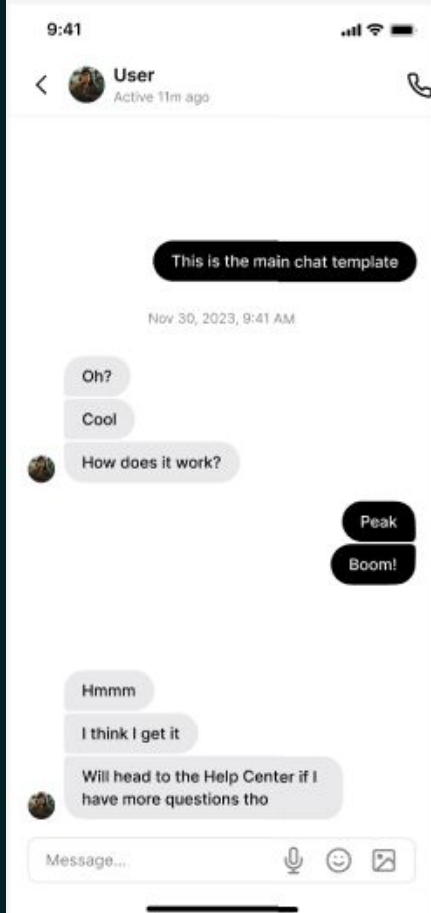
Message...

Experience Prototype:

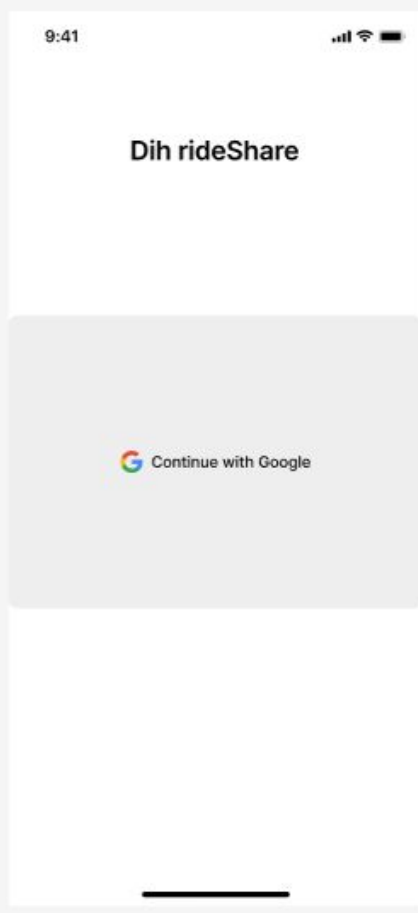
1



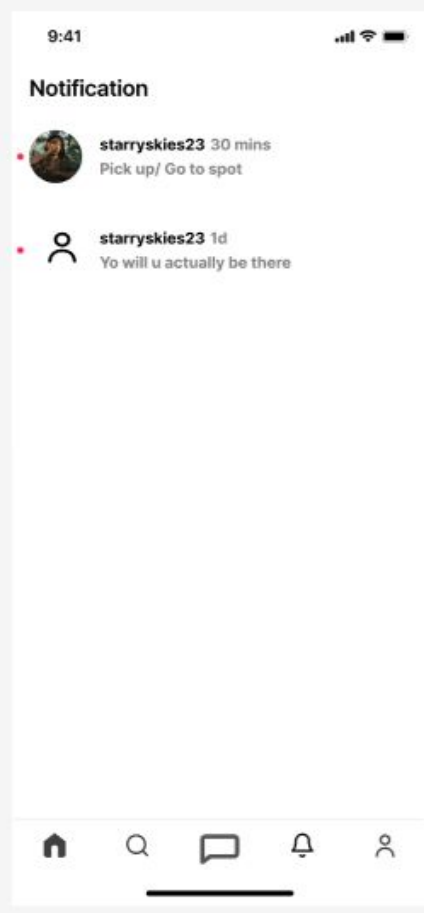
Chat



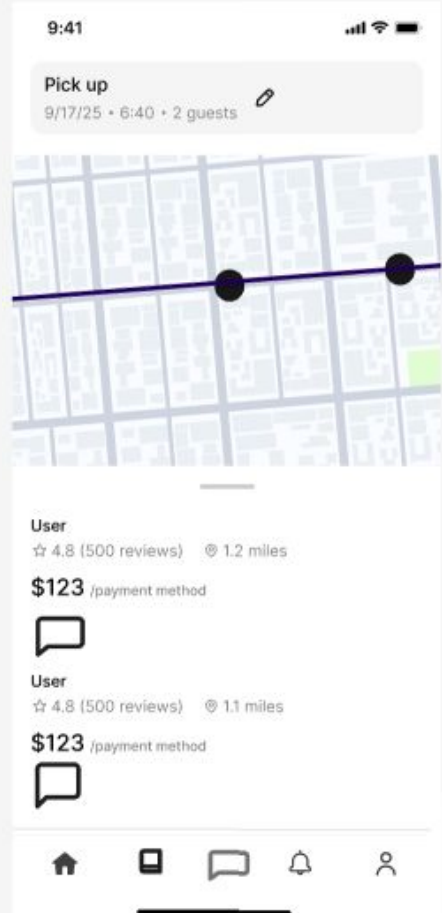
Sign In



notif




driver map



Experience Prototype:

2

✓ E ES




Dih Ride share


Safe rides for Belize

Welcome to Dih Ride share

Phone Number
6259908

Continue

 Your safety is our priority



Verify Phone

We sent a 6-digit code to
+501-6259908


Test OTP: 651448

6 5 1 4 4 8

Verify Phone

Resend Code

By continuing, you agree to our Terms of Service and Privacy Policy



Complete Your Profile

Help others know who they're riding with

Full Name
Preview User

University of Belize Student ☐

Ride Preferences

Preferred to ride with
Anyone

Non-smoking rides only
Prefer rides where smoking is not allowed ☐

Share location during trips
For safety and coordination ☒

Emergency Contact

* Emergency Phone

Complete Profile

Open Community UB Community P

Hi, Preview!
Open Community
★ 5.0 • 0 trips


Find Ride
Find available rides near you

Offer Ride
Share your journey with others

My Trips

Profile

Emergency SOS

 Your safety is our priority

<

Find Ride

From

To

Sep 17

10:29 PM

Seats needed:

-

1

+

Search Rides

Find your next ride

Enter your pickup and destination to get started

< Offer Ride

To

Departure Time

Sep 17, 2025

10:29 PM

Departure flexibility: ±15 minutes

Vehicle Details

Vehicle info (optional)

Available seats:

- 3 +

Fare Details

✓ Free

Suggested

\$ Fixed

Ride Preferences

No-smoking ride

No smoking allowed in vehicle

Additional notes (optional)

Post Ride

The image is a screenshot of a mobile application interface for ride-sharing. At the top, there is a header bar with a back arrow on the left and the text "My Trips" in the center. Below the header, there are three tabs: "My Rides" (which is underlined in blue), "As Passenger", and "Requests". The main content area of the screen is light gray and contains a large, faint car icon in the center. Below the icon, the text "No rides posted" is displayed in a bold, dark font. Underneath this, a smaller line of text reads "Share your journey with others and help reduce traffic". At the bottom of the screen, there is a rounded rectangular button with the text "Post a Ride" in blue.

Profile

P

Preview User

★★★★★

5.0 • 0 trips

Phone Verified

Contact Information

Phone Number
+501-6259908

Emergency Contacts

No emergency contacts added

Preferences

Language
English

Preferred Gender
Anyone

Share Profile

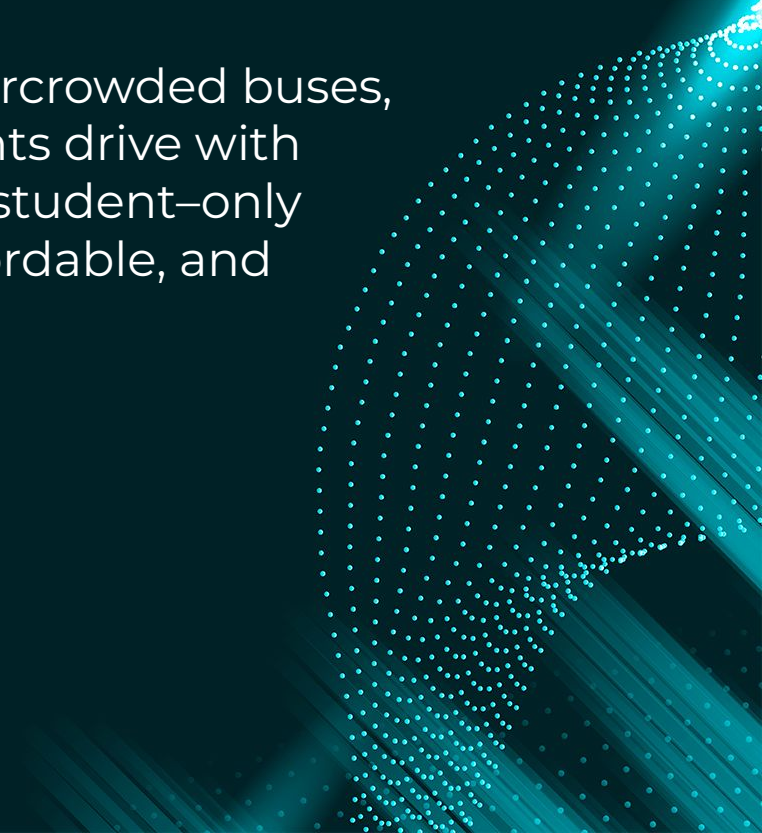
Help & Support

Logout

A screenshot of the Uber app's main menu. At the top, it says "Hi, Preview!" and "Open Community". Below that, there are three main options: "Find Ride" (with a magnifying glass icon), "Offer Ride" (with a plus icon in a green circle), and "Emergency" (with a red star icon). The "Emergency" option is highlighted with a red background. Below "Emergency", there are three sub-options: "Call 911" (with a red phone icon), "Call Emergency Contact" (with an orange icon of two people), and "Send SOS Alert" (with a blue location pin icon). Each sub-option has a right-pointing arrow. At the bottom of the screen, there is a "Cancel" button.

Summary

Commuting to UB is stressful due to overcrowded buses, traffic, and safety concerns. Many students drive with empty seats, creating inefficiency. A UB student-only carpooling app can offer safer, more affordable, and reliable rides while building community.



THANKS!

Do you have any
questions?

