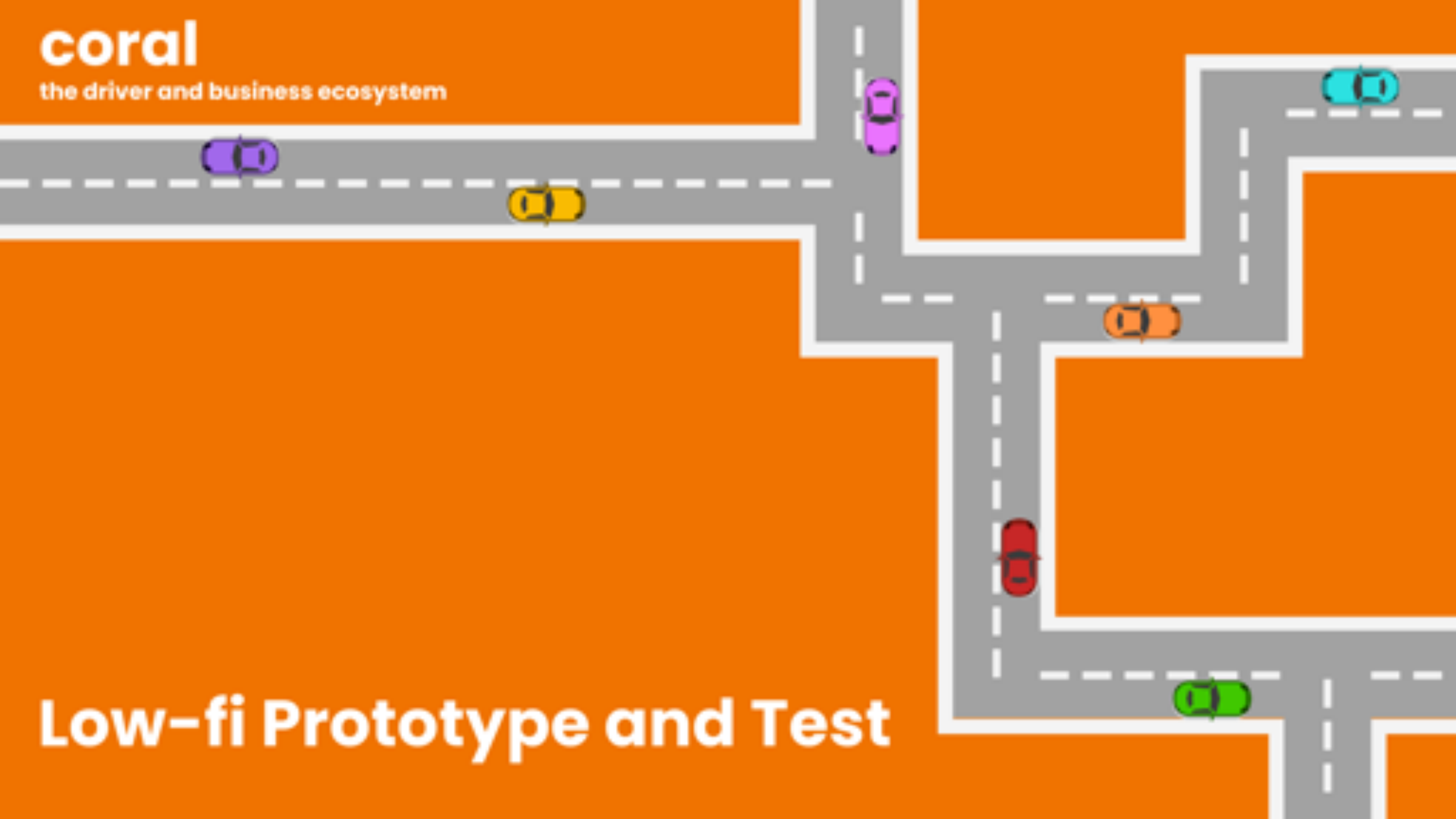
coral

the driver and business ecosystem



Low-fi Prototype and Test

coral

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Gig-economy drivers have great difficulty finding amenities
(bathrooms, showers, parking, etc.) while working in highly populated areas.

Mission Statement:

Our goal is to help drivers find the resources they need while driving while also empowering businesses with a new way to increase foot traffic through their facilities.

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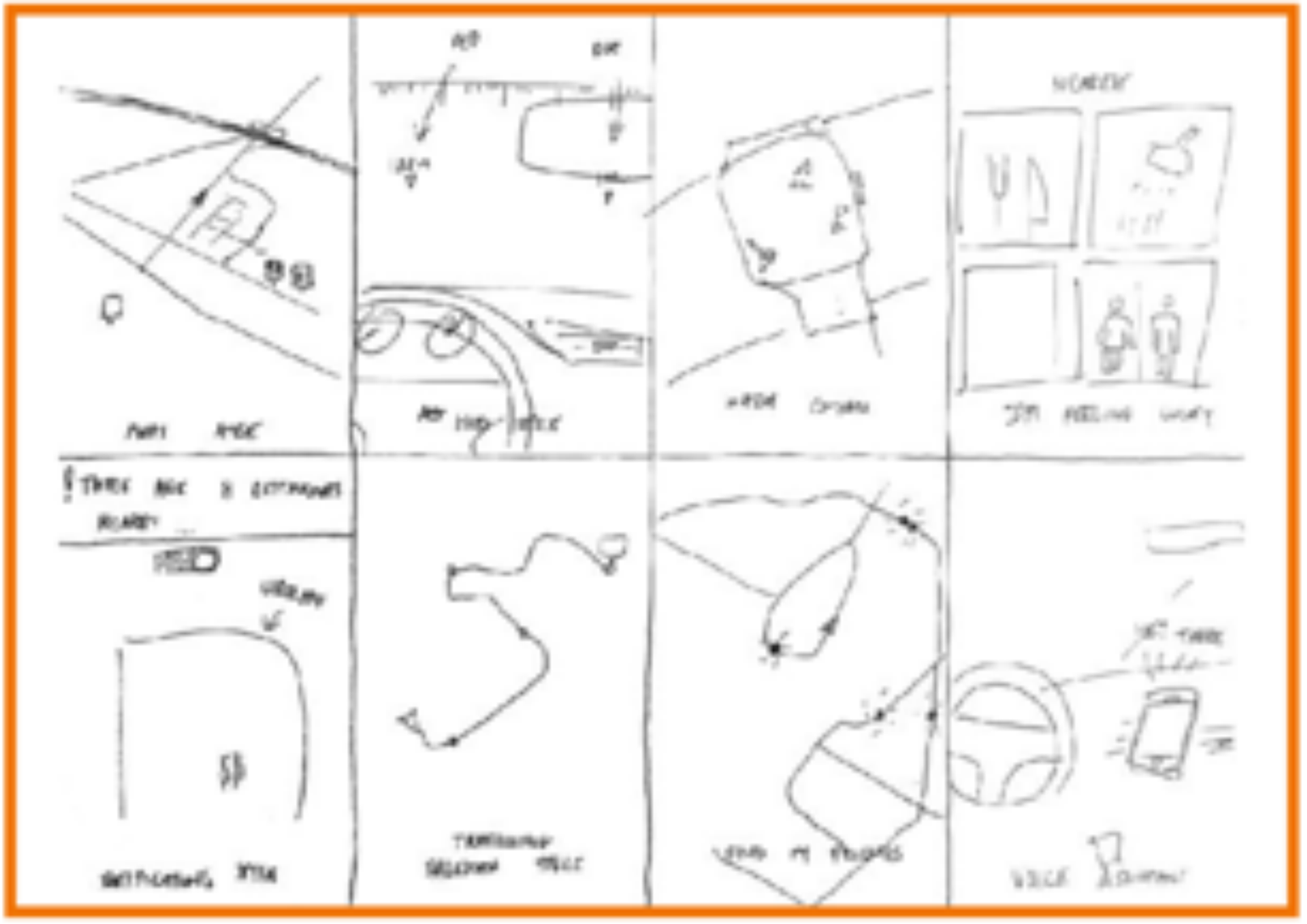
Our goal is to help drivers find the resources they need while driving while also empowering businesses with a new way to increase foot traffic through their facilities.

Value Proposition:

The driver and business ecosystem

Sketches

NEAR YOU
NEAR YOU
Food Mix
Toilet
Shavers
Crown Food



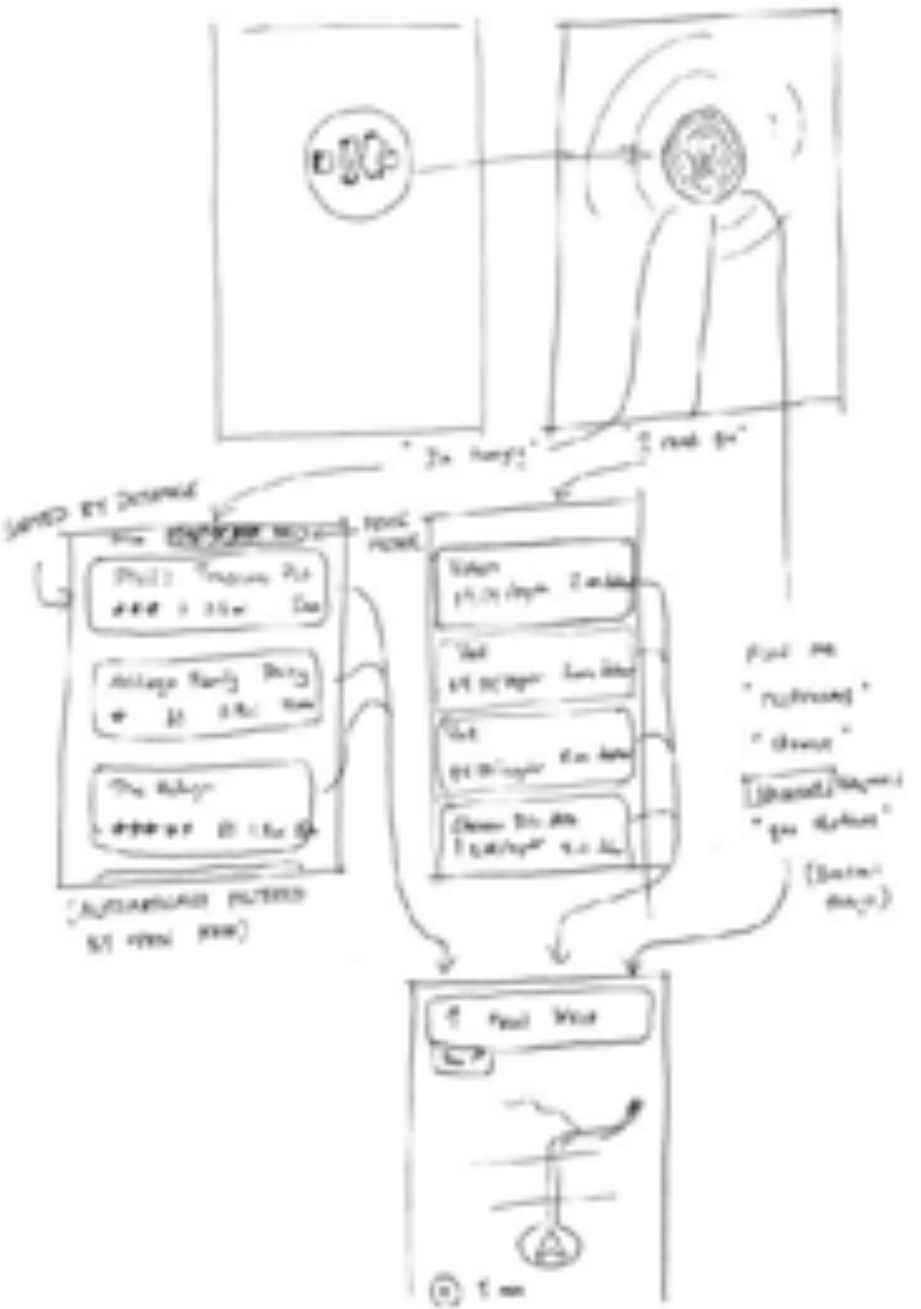
Image

Selected Interface & Rationale

Voice Control Interface

Pros

- minimal friction
- direct voice command
- use more quickly
- focus more on driving



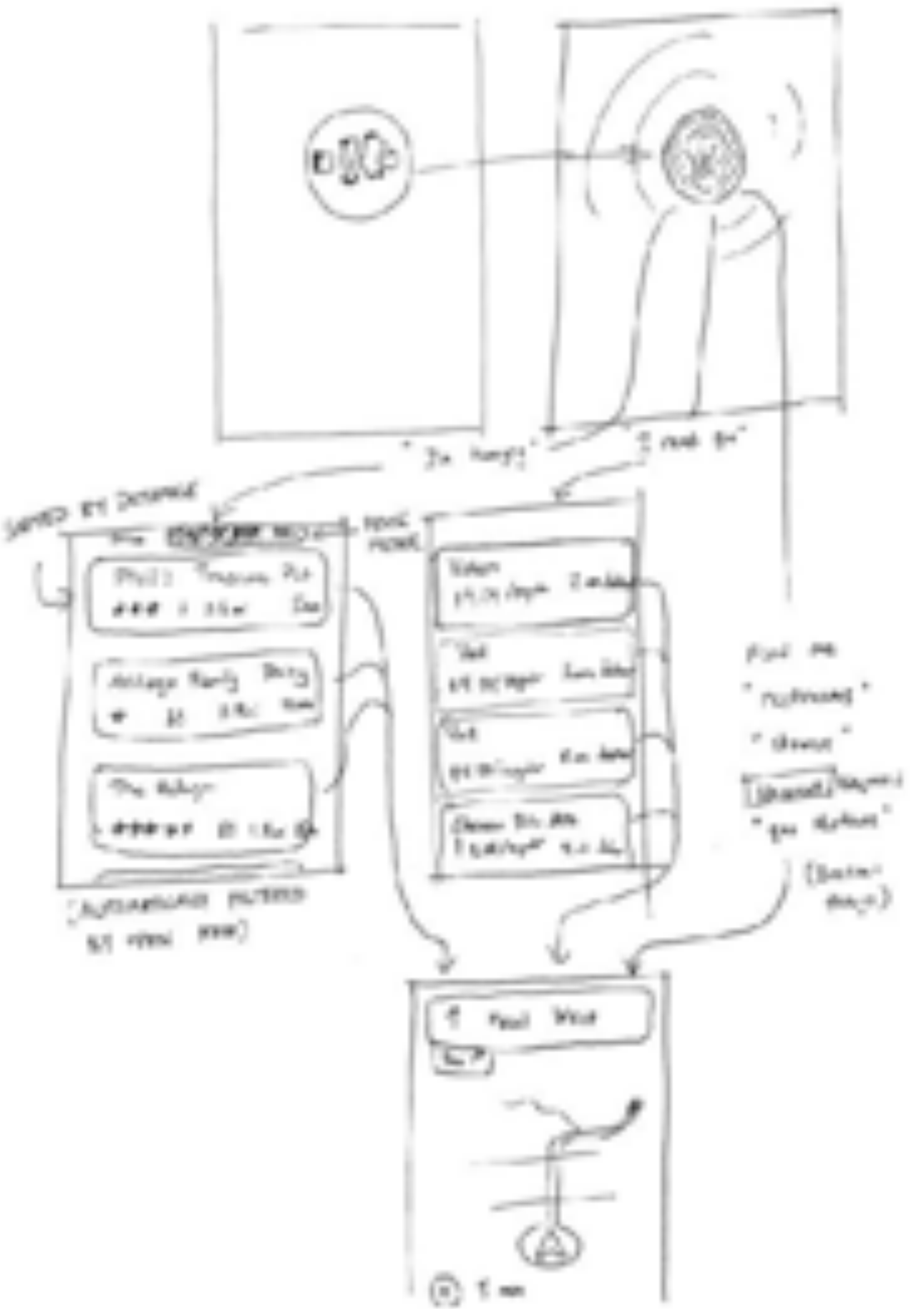
Voice Control Interface

Pros

- minimal friction
- direct voice command
- use more quickly
- focus more on driving

Cons

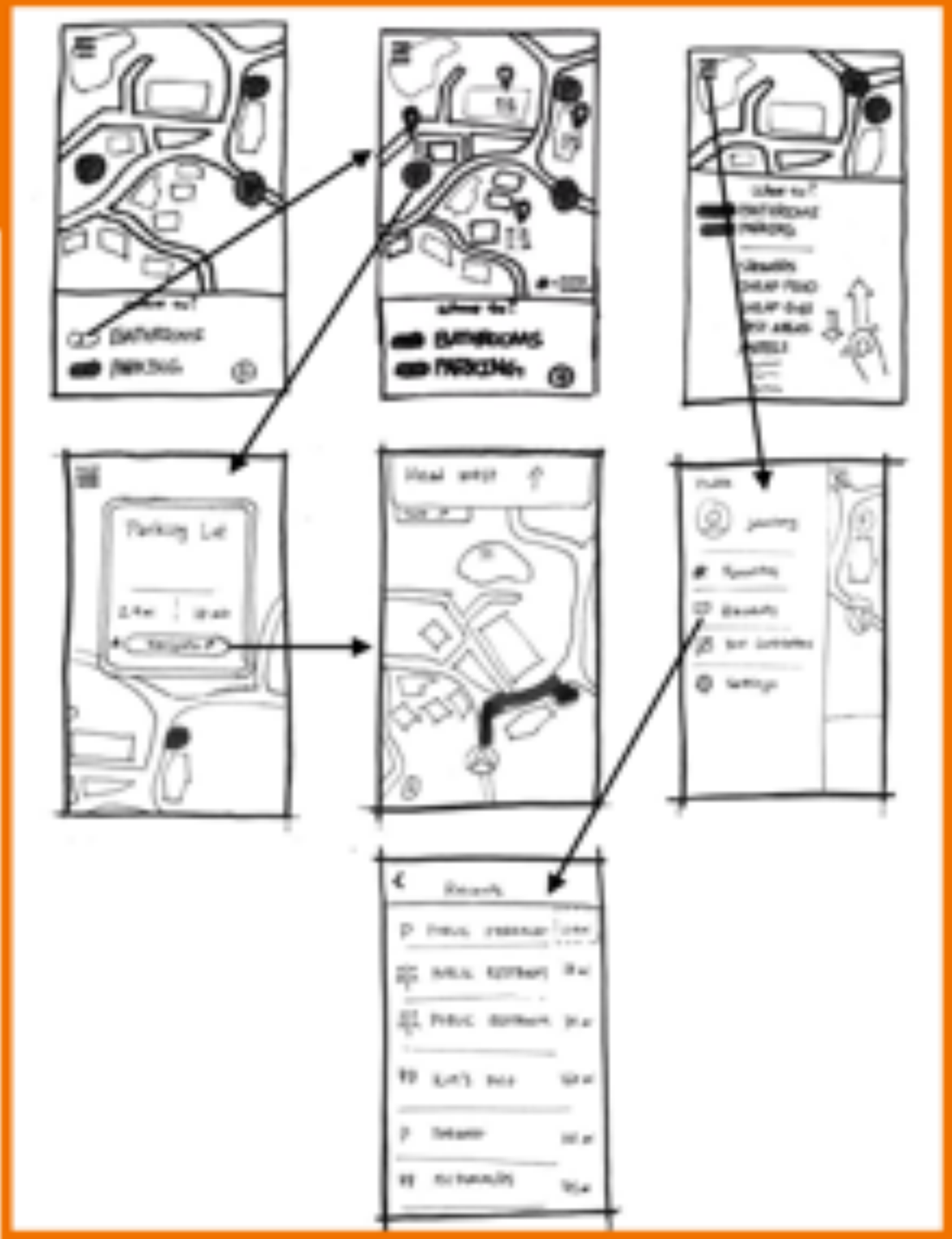
- bad voice recognition
- lack of autonomy
- no immediate visual representation
- not intuitive for complicated tasks



Map Main Interface

Pros

- clear visual representation
- familiar interface
- complete complex tasks



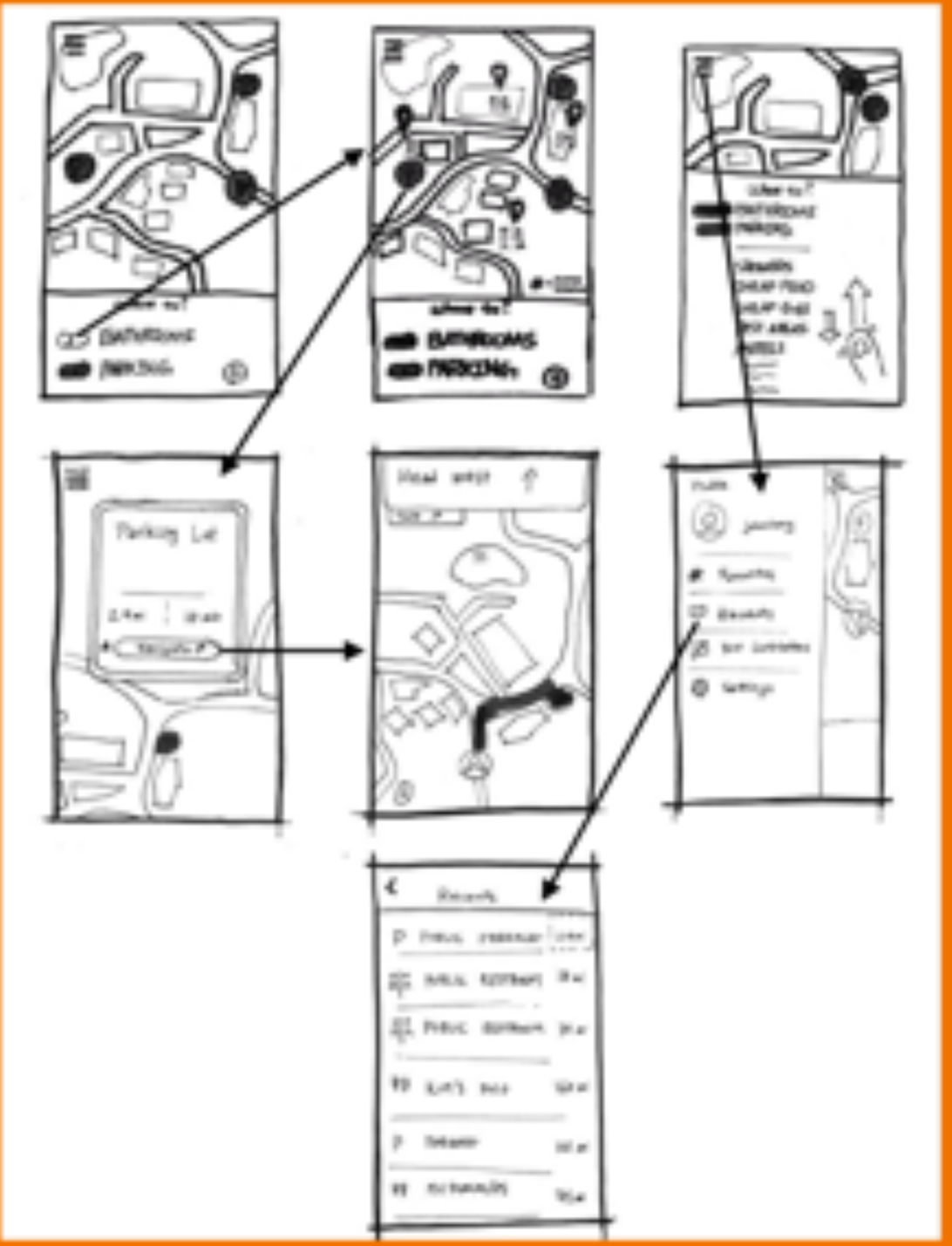
Map Main Interface

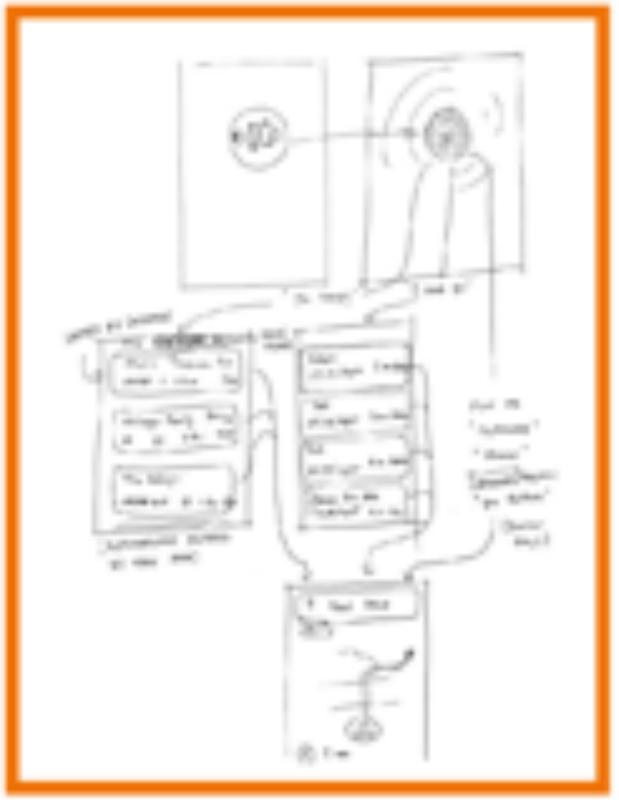
Pros

- clear visual representation
- familiar interface
- complete complex tasks

Cons

- distract driving
- information and options can be overwhelming
- may take a little longer





Voice Control Interface

Map Main Interface

Rationale

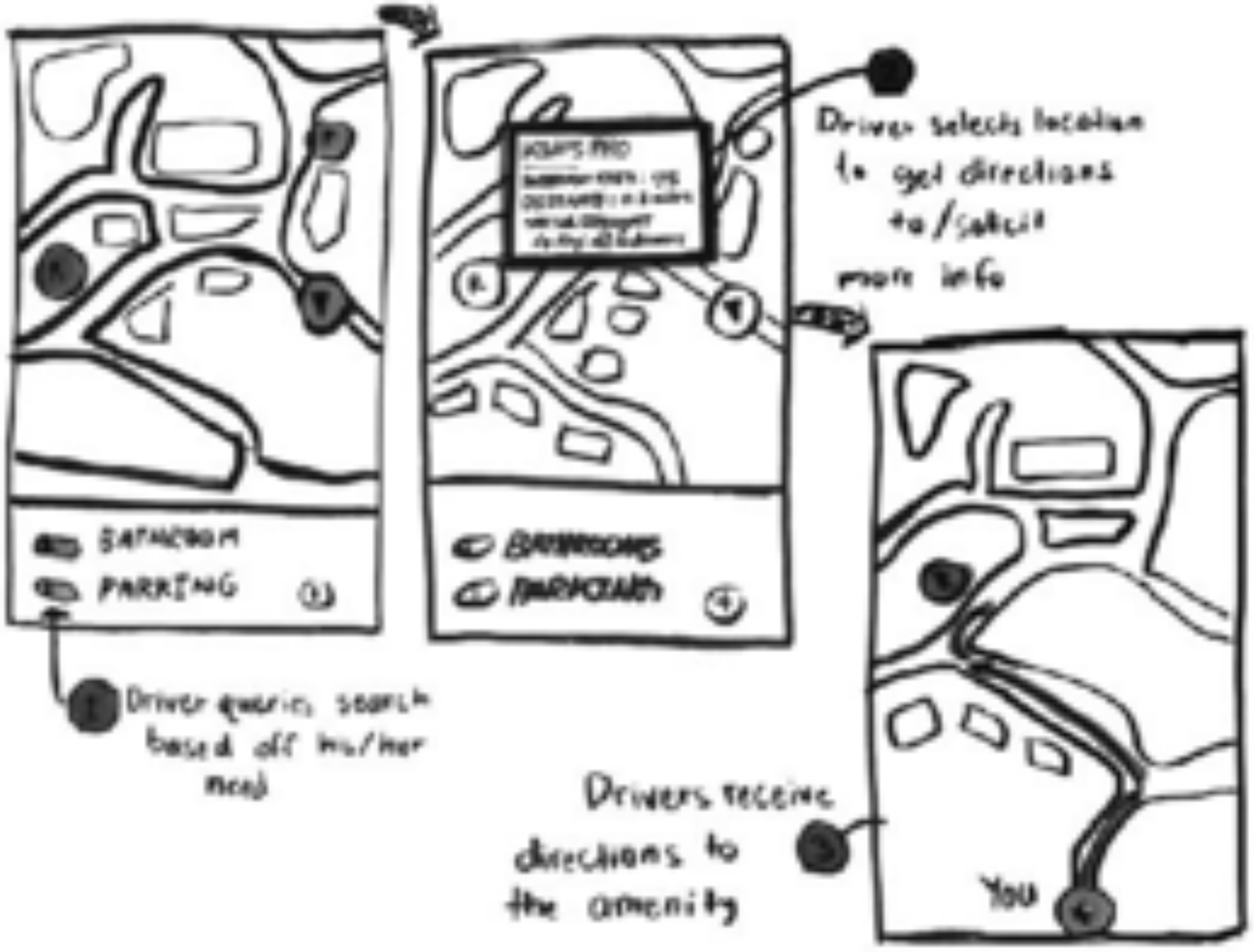
- more intuitive
- provides most options
- easy transition across apps
- can strategically plan out routes

Map Main Interface

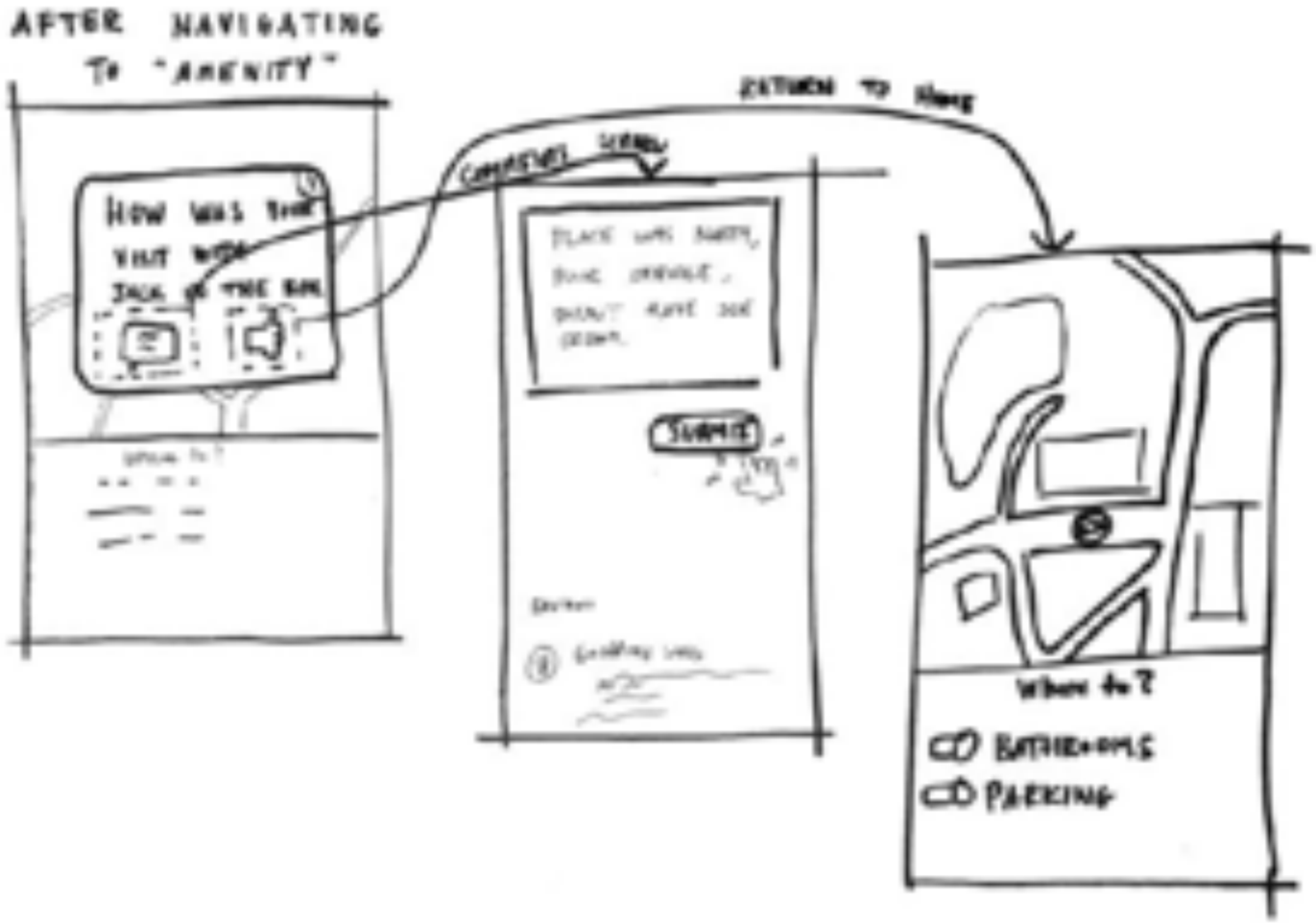
3 Tasks & Taskflows

Simple Task: upload the location of amenity

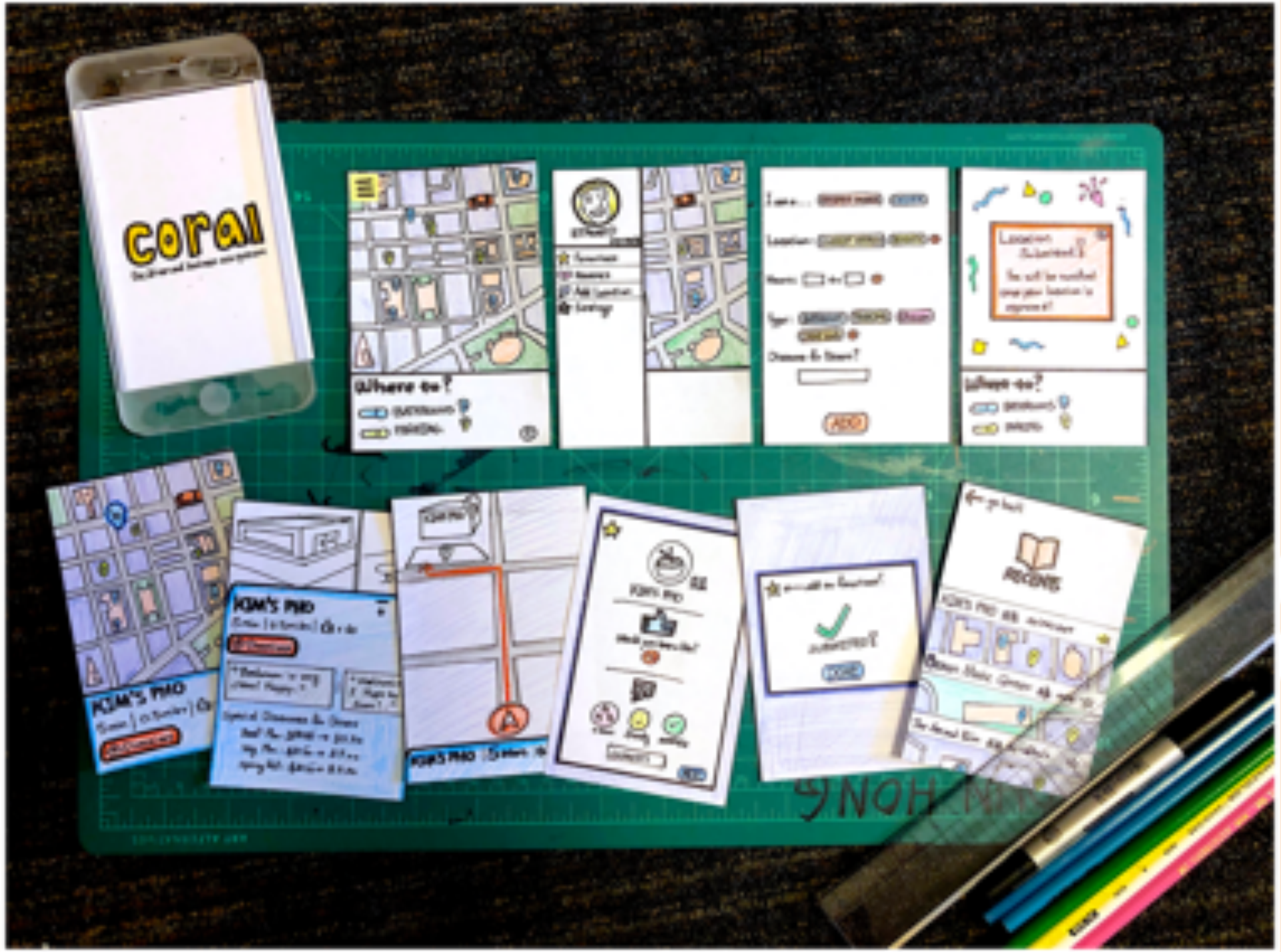
Medium Task: find and route to an amenity



Complex Task: submit a review of an amenity/facility



Prototype


coral
Where to?
KIM'S PAD
KIM'S PAD
KIM'S PAD
RECIPE

coral

Where to?

Simple Task: upload the location of amenity

Tap on hamburger icon

Tap on "Add Location"

Fill in form and tap on "Add"

Tap anywhere to get rid of msg

Medium Task: find and route to an amenity

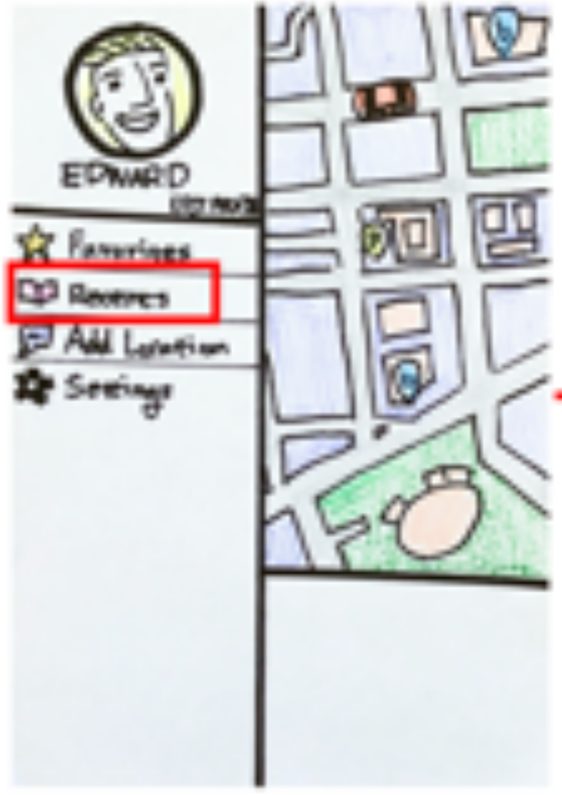
Tap on bathroom icon on map

Swipe up on bottom tab

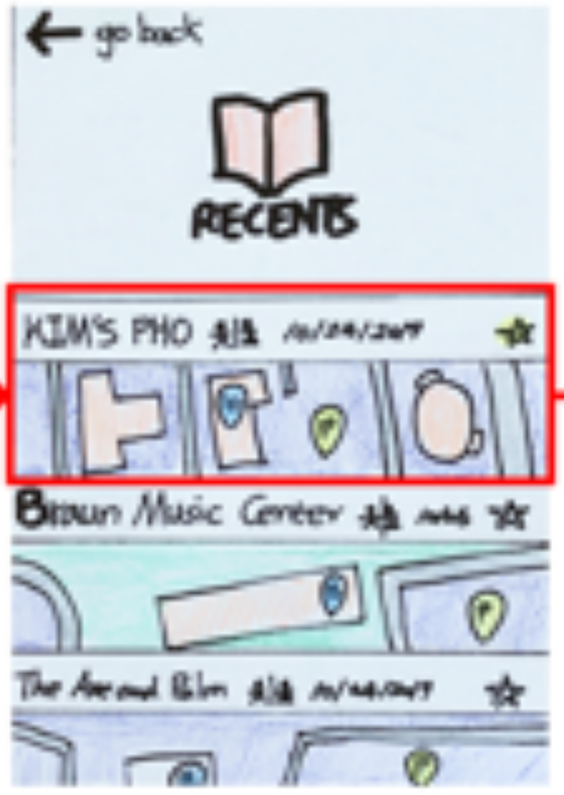
Tap on "Directions"

Follow route to destiantion

Complex Task: submit a review of an amenity/facility



Tap on "Recent"



Tap on chosen location

Fill out Review and tap "Next"

Tap on "Done" to go home

Experiments

Experimental Method

1. Order ride

2. Brief explanation of the app purpose

3. Ask for and recieve consent

4. Ask them to perform each task sequentially

5. Debrief with the subject on purpose and their thoughts on the app

Previous CoHo Employee: Simple Task

upload the location of amenity

- tap plus icon

(maybe means additional purpose)

- tap hamburger bc all else fails
- tap add location right away
- mention missing back button
- photo option/upload?
- description option?

* not the person in this picture

Uber Driver: Medium Task

find and route to an amenity

- drag car icon towards destination
- tap different icon to navigate to the first icon
- difficulty finding button that would navigate driver to destination
- didn't think she could cancel navigation to bathroom

LYFT Driver: Complex Task

submit a review of an amenity/facility

- tap on bathroom location icon as first step
- tap on bathroom location icon again to get more information of location

---

- tap settings first to find location for reviewing
- tap on bigger recent icon , not location
- refer No button as dislike button
- select preset comments then like button

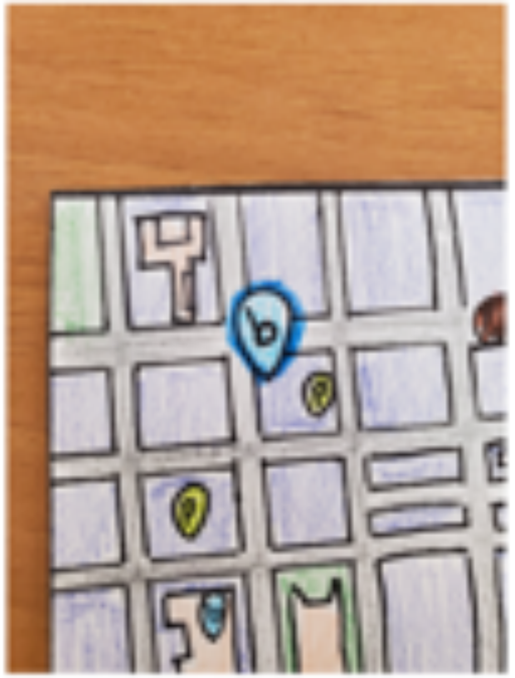
Key Takeaways (results)

- because the UI is similar to Google Maps and Uber/Lyft, the user immediately thought the workflow were the same
- confusion with all three users as to how to leave a review
- general confusion about the location of the back button and the distinction between different amenities on the map
- one of the users felt that it was confusing that there was a distinction between a business owner and a driver

Suggested UI Changes

Suggested Changes

- selection clears other bubbles from map
- locations that offer multiple amenities condensed into one pin



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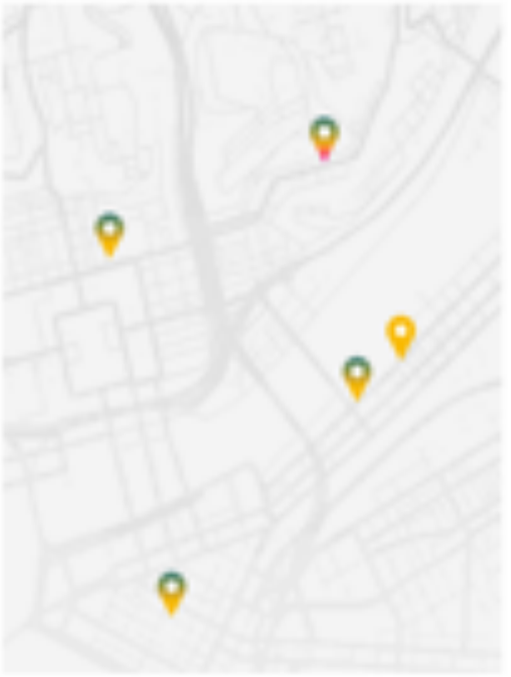
Suggested Changes

map less colorful
- so the points of interest stand out

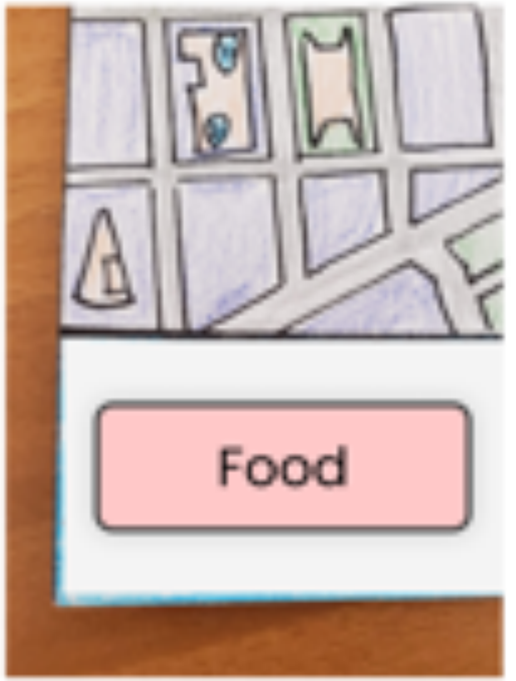
→



Suggested Changes

possibly simplify the easy task to one button
should do more research if our users care about choice

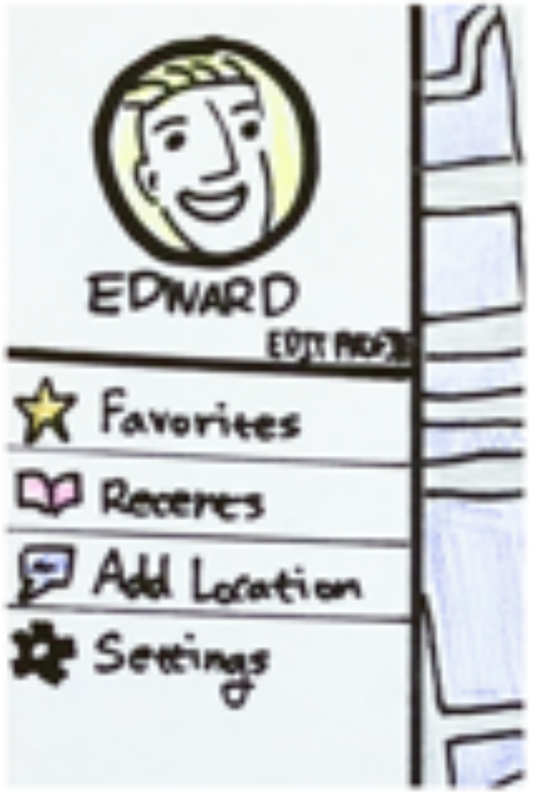
→



maybe in their settings page they determine price limits etc.

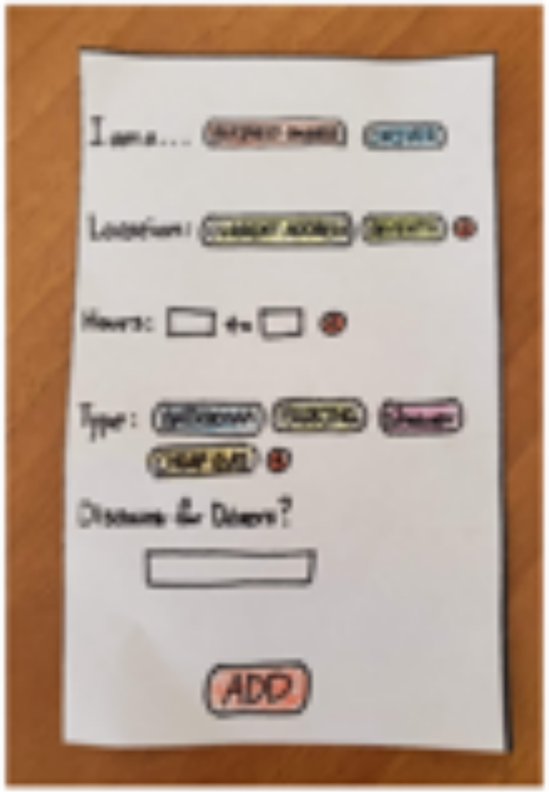
Suggested Changes

- hamburger menu is larger and easier to read



Suggested Changes

- split add location menu into multiple, easier to digest frames



Summary

Questions?