



LOCAWAY

The background features a grid of 15 rounded square icons, each containing a white silhouette of a different mode of transport. The icons are arranged in three rows: top row (car, bus, car), middle row (train, plane, sailboat), and bottom row (truck, bicycle, train). The colors of the icons vary by row: grey, orange, light blue.

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Overall Problem

- Countries often have local transportation options that are unknown to tourists.
- People have different priorities when it comes to picking forms of transportation.
- The lack of Wi-Fi and/or cellular data access in foreign countries can make it difficult to find transportation on the spot.

Finding transportation in a foreign country can be tricky!

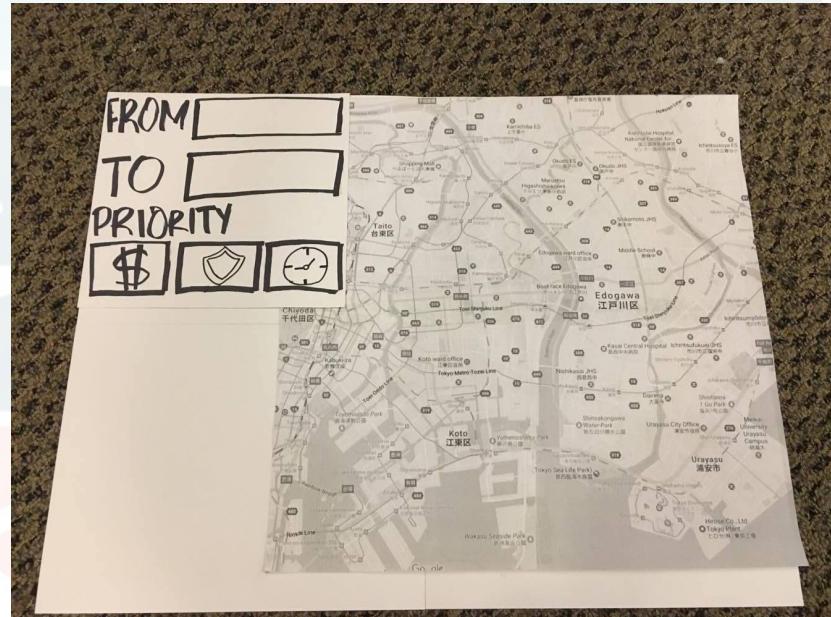
Tasks

- **Task 1:** Find and filter transportation options from one place to another based on priority(i.e. safety, price, etc.)
- **Task 2:** Rate transportation options based on the user's own experiences and provide feedback

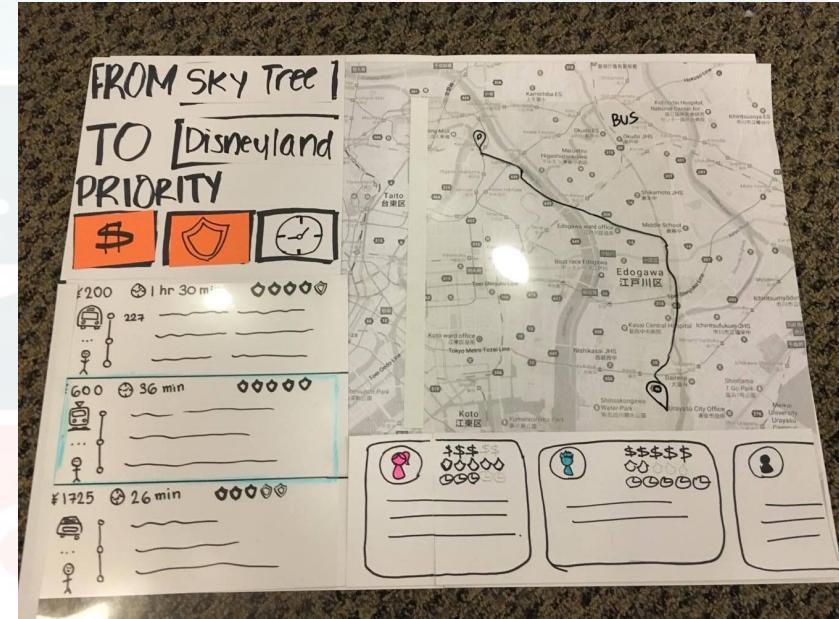
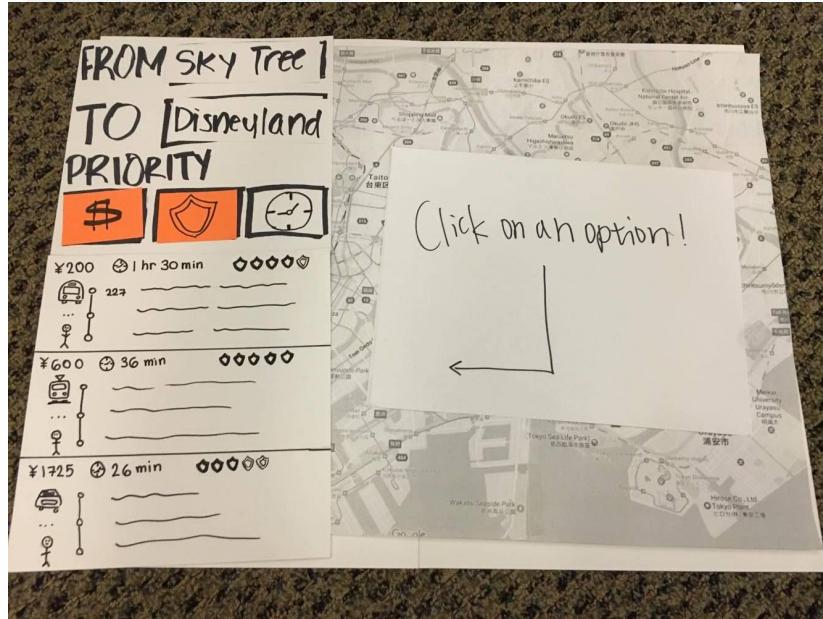
Initial Paper Prototype



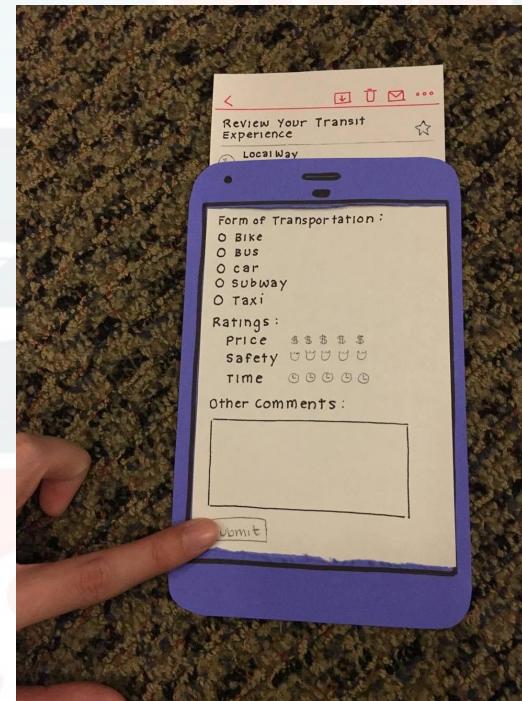
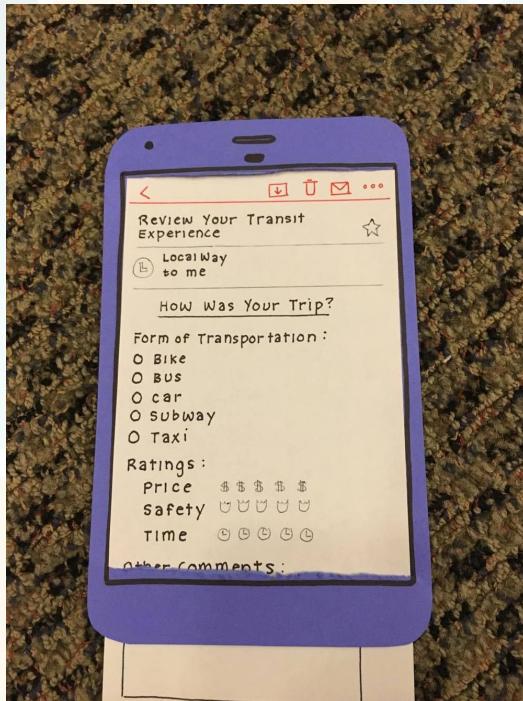
Initial Paper Prototype - Task 1



Initial Paper Prototype - Task 1



Initial Paper Prototype - Task 2



Testing Process

Heuristic
Evaluation

5 Usability
Tests



Heuristic Evaluation

Testing Results - Changes for Task 1

Icon Labels

Before

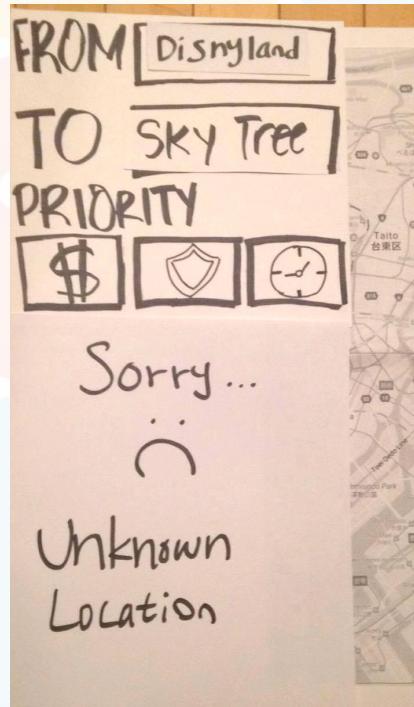


After



Testing Results - Changes for Task 1

Unknown Location & Route Not Found



5 Usability Tests

Testing Results - Changes for Task 1

Added Language Option



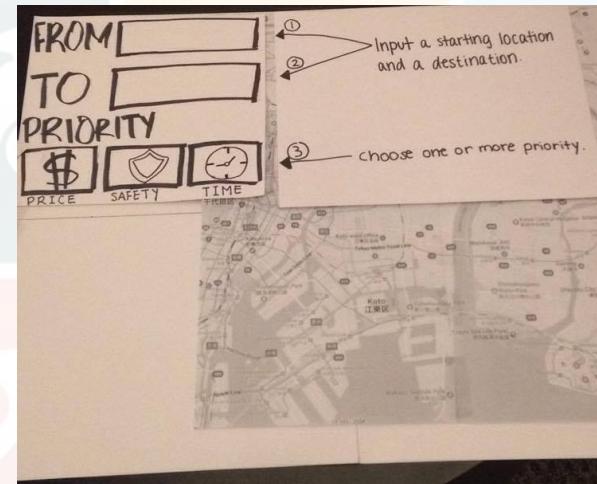
Testing Results - Changes for Task 1

Step-by-Step Initial Instructions

Before



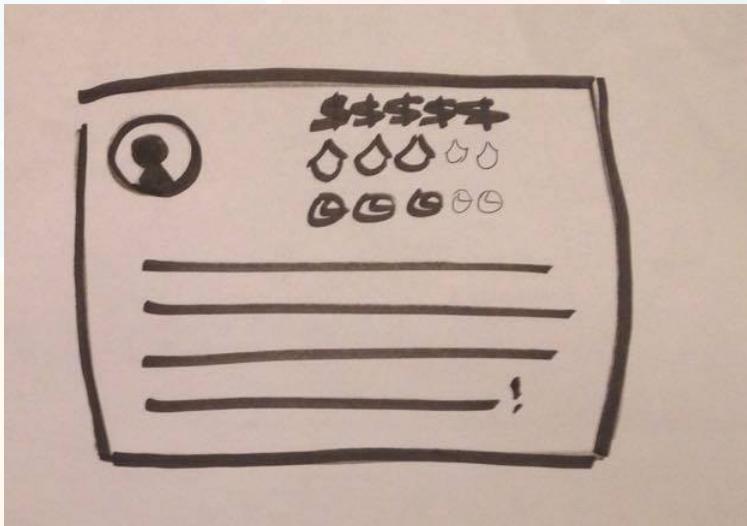
After



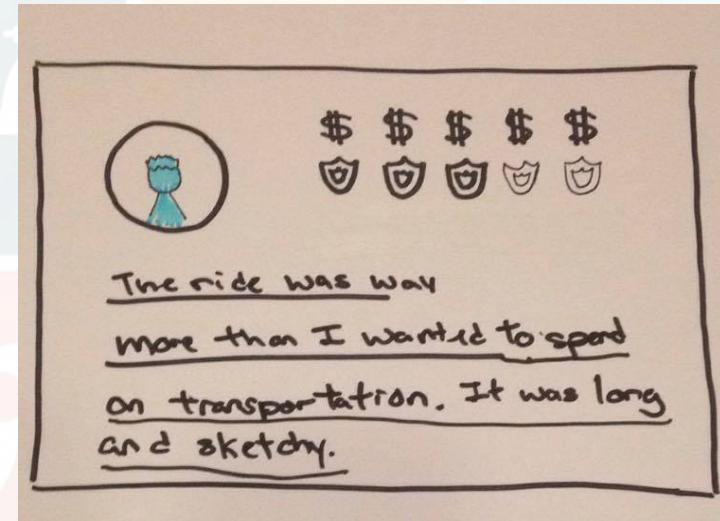
Testing Results - Changes for Task 1

Removed Time Rating

Before



After



Testing Results - Changes for Task 2

Tooltip for Rating System

Before

Form of Transportation :

- Bike
- Bus
- car
- subway
- Taxi

Ratings :

Price	\$ \$ \$ \$ \$
Safety	○ ○ ○ ○ ○
Time	○ ○ ○ ○ ○

Other Comments :

After

Ratings :

Price	?	\$ \$ \$ \$ \$
Safety	?	○ ○ ○ ○ ○

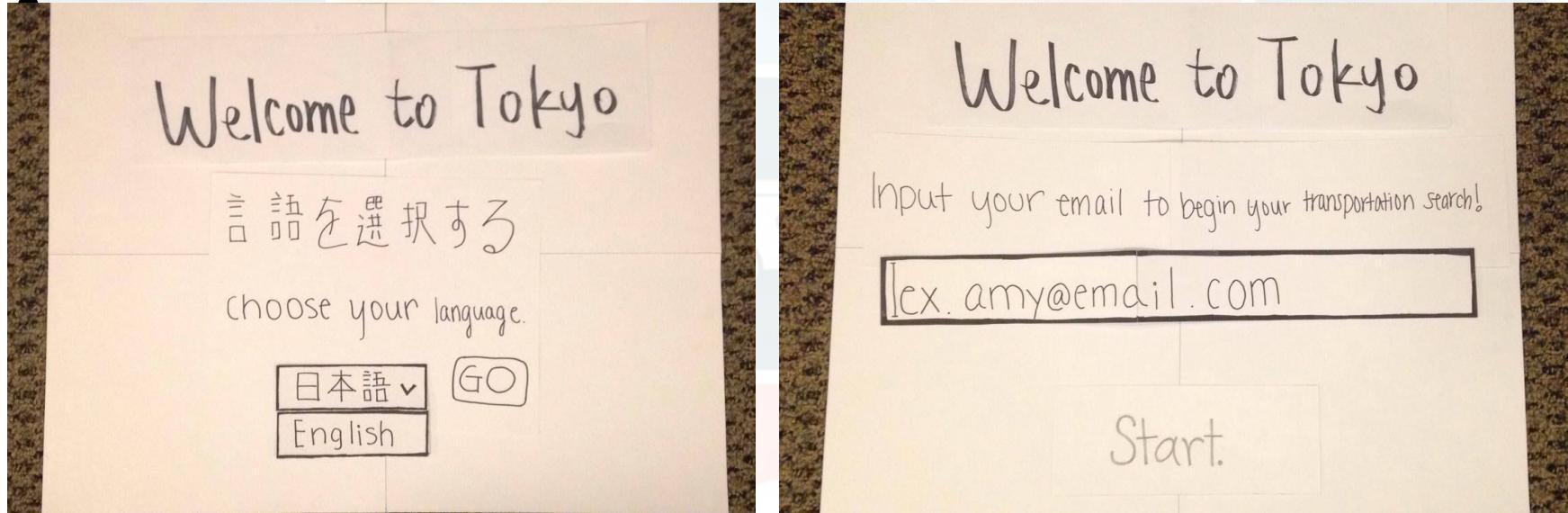
Other Comments :

\$ \$ \$ \$ \$ = cheap
\$ \$ \$ \$ \$ = expensive

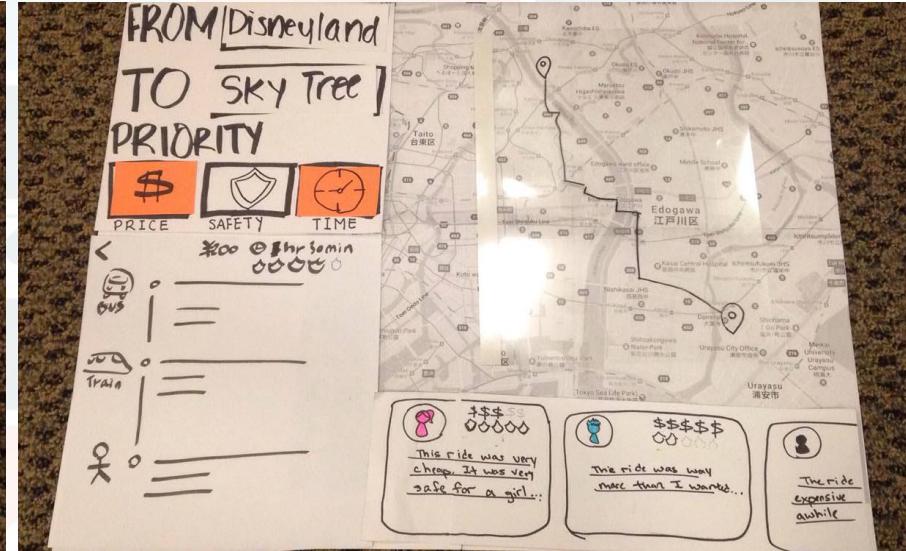
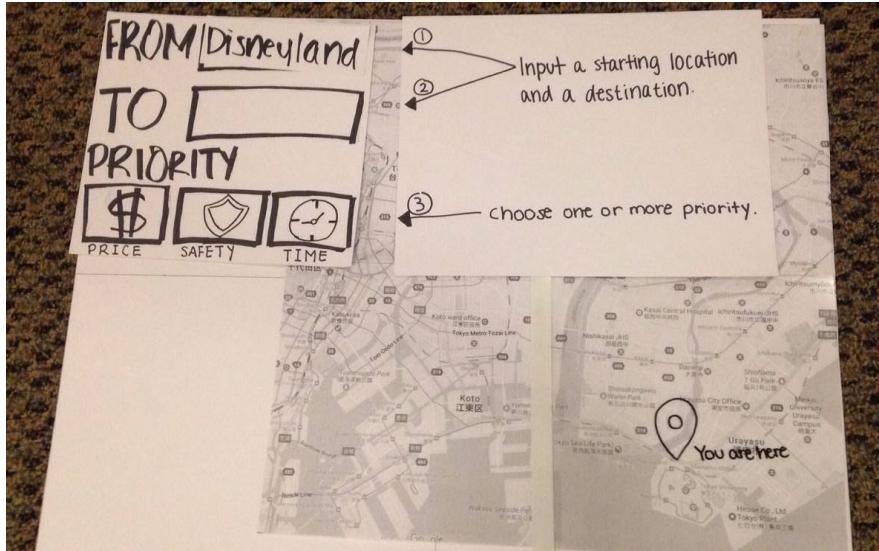
Final Paper Prototype



Final Paper Prototype - Task 1



Final Paper Prototype - Task 1



Final Paper Prototype - Task 2

Review Your Transit Experience

LocalWay to me

How Was Your Trip?

Form of Transportation:

- Bus
- Subway
- Taxi
- Train
- Other: _____

Ratings:

Price \$ \$ \$ \$ \$

Safety ⚠⚠⚠⚠⚠

Gender Identity (optional)

Female

Male

Other

Submit

Review Your Transit Experience

LocalWay to me

How Was Your Trip?

Form of Transportation:

\$ \$ \$ \$ \$ = cheap

\$ \$ \$ \$ \$ = expensive

Ratings:

Price \$ \$ \$ \$ \$

Safety ⚠⚠⚠⚠⚠

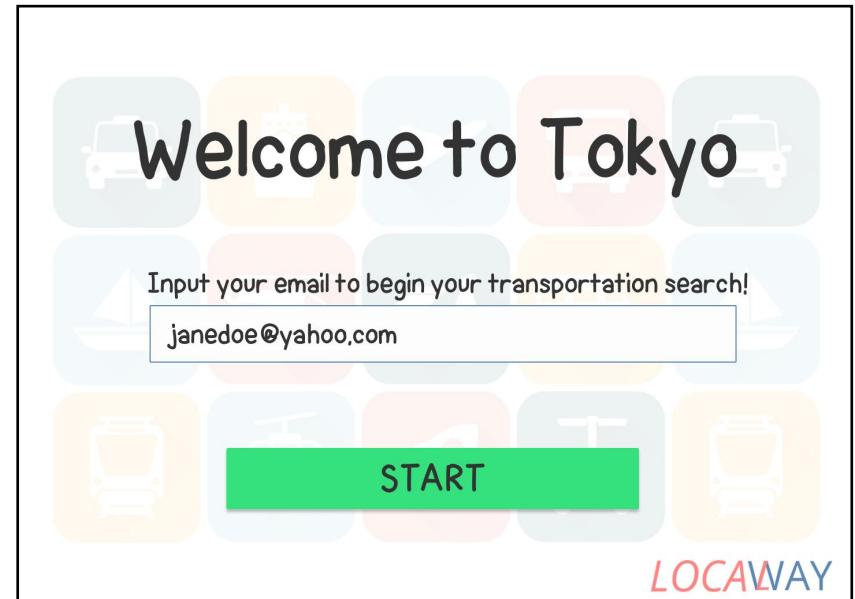
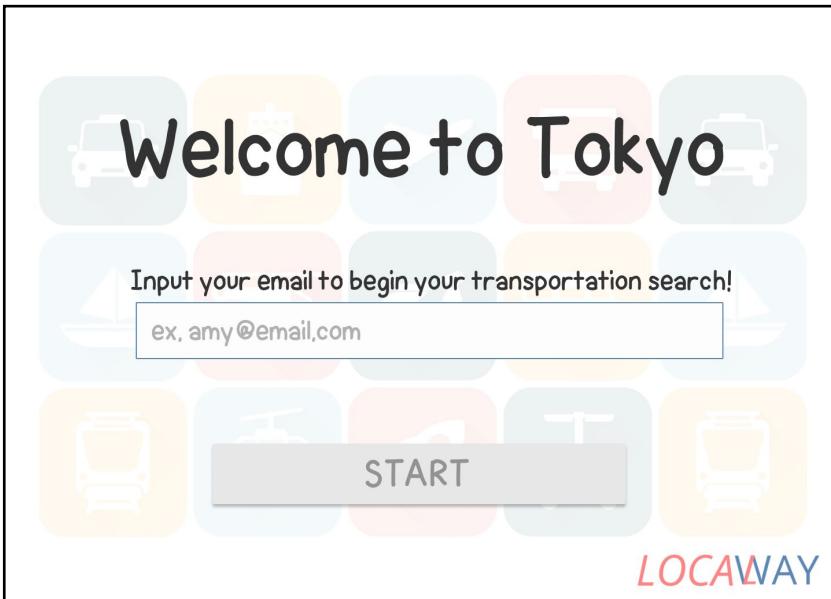
Digital Mockup



Digital Mockup



Digital Mockup - Task 1



Digital Mockup - Task 1

FROM Disneyland

TO []

PRIORITY

\$ PRICE 🛡 SAFETY ⏳ TIME

1. Input a starting location
2. Input a destination
3. Choose one or more priorities

Tokyo Disneyland Bus Terminal Annex 東京ディズニーランド バス・ターミナル
Space Mountain スペース・マウンテン
Amusement Park トゥモローランド ホール 騒音掩蔽場所
Cinderella Castle シンデレラ城
Big Thunder Mountain ビッグサンダー・マウンテン
Jungle Cruise ジャングルクルーズ
Boiler Room Bites ボイラールーム・バイツ
It's A Small World イッツ・ア スモール・ワールド
Tokyo Disney Resort 東京ディズニーリゾート
Mickey's House and Meet Mickey ミッキーの家とミッキーニュース

FROM Disneyland

TO Skytree

PRIORITY

\$ PRICE 🛡 SAFETY ⏳ TIME

PRICE	TIME	SAFETY
¥ 200	1 h 30 m	█ █ █ █ █ █
BUS		
¥ 600	36 m	█ █ █ █ █
SUBWAY		
¥ 1725	16 m	█ █ █ █ █
TAXI		

Choose an option

Omura Higashi Azuma Higashimizumoto Hiraizumi Kameidojuku Boat race Edo River Toei Shinjuku Line Toei Shinjuku Line Kasai Central Hospital Nishikasai JHS Nishikasai Primary School Kasai Rinkai Park Tsurumisaka Park Urayasu City Office Wakanusaki Park Wakanusaki Beach Park Wakanusaki Seaside Park Mahama Station Hirose Co., Ltd. Tokyo Plant

Digital Mockup - Task 1

FROM

TO

PRIORITY

\$

🛡

⌚

PRICE

SAFETY

TIME

⌚ 1 h 30 m

🛡

BUS

¥200

277/278/279/255

BUS

¥0

Tokyo Skytree Bus

Walking

The map displays the Arakawa River and surrounding areas in Koto and Edogawa wards. It highlights several bus routes (e.g., 277, 278, 279, 255) and the Tokyo Skytree Bus route. Walking paths are also indicated. Key landmarks include Omurai, Hirai, Kameidosujin, Toei Shinjuku Line, Higashi-Ojima, Arakawa River, Nishikasai JHS, Shinsakongawa Water Park, Urayasu City Office, Shiohama 1 Go Park, Tokyo Sea Life Park, Tokyo Disneyland, Tokyo Disneysea, and Bayside. A red line on the map shows the recommended route.

Cheap
Expensive

Unsafe
Safe

The ride was great! It was in a good price range.

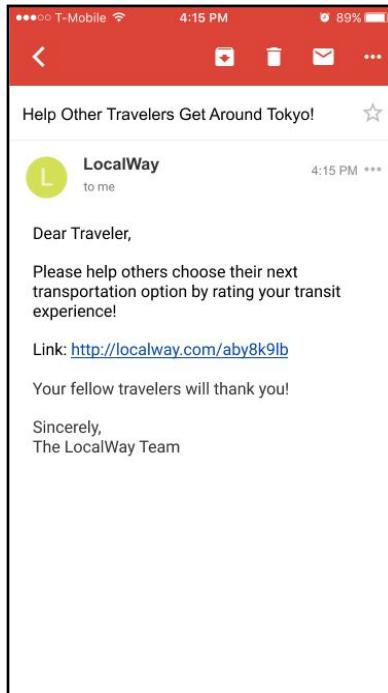
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The ride was good. As a girl I felt pretty safe.

The ride

Digital Mockup - Task 2



A screenshot of a mobile browser on an iPhone showing a survey page for LocalWay. The title "LOCAWAY" is at the top. The first section asks "How was your trip?". Below it, "Form of Transportation:" has radio buttons for Bus, Subway, Taxi, Train, and Other, with "Other" being selected. The "Ratings:" section shows a price scale from 1 to 5 and a safety scale from 1 to 5, both with the highest ratings selected. The "Other Comments (optional):" field is empty. At the bottom, "Gender Identity (optional):" lists Male, Female, Other, and Prefer not to answer, with Female selected. A grey "SUBMIT" button is at the bottom center.



A screenshot of the same survey page after changes have been made. The "Form of Transportation:" section now has "Taxi" selected. The "Ratings:" section shows the price scale at 1 and the safety scale at 5. The "Other Comments (optional):" field contains the text "I felt really safe riding the taxi in Tokyo!". The "Gender Identity (optional):" section remains the same with "Female" selected. The "SUBMIT" button is now green.

Summary

- Without user testing, it is hard to find all the details we were lacking in our design.
- Small changes can have a huge impact on a user's experience.
- Iconography can be confusing if not done carefully.

LOCAWAY

