



LOCAWAY

The background features a grid of 12 rounded square icons, each containing a white silhouette of a different mode of transport. The icons are arranged in three rows and four columns. The top row contains a car, a building, an airplane, and a bus. The middle row contains a boat, a person walking, a bicycle, and a train. The bottom row contains a truck, a person running, a car, and a bus.

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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!

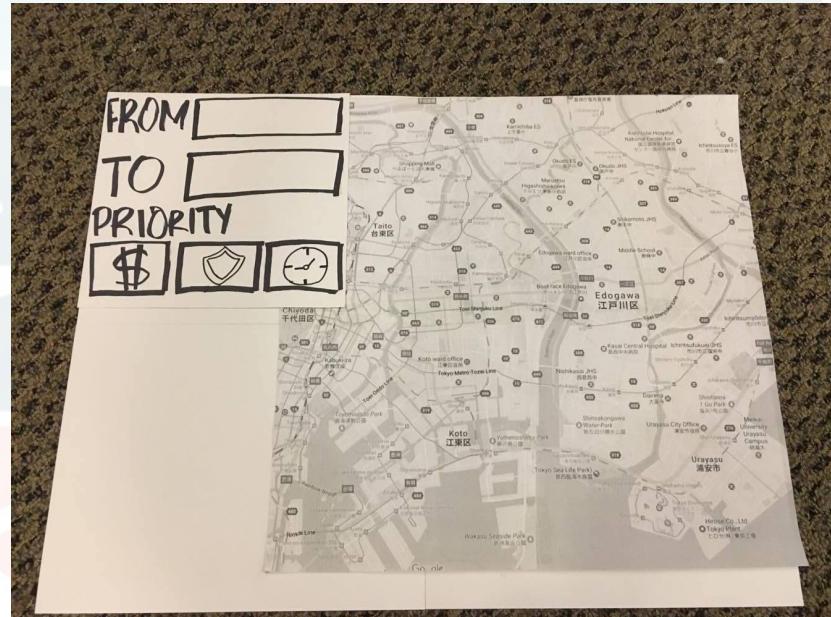
Tasks

- **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

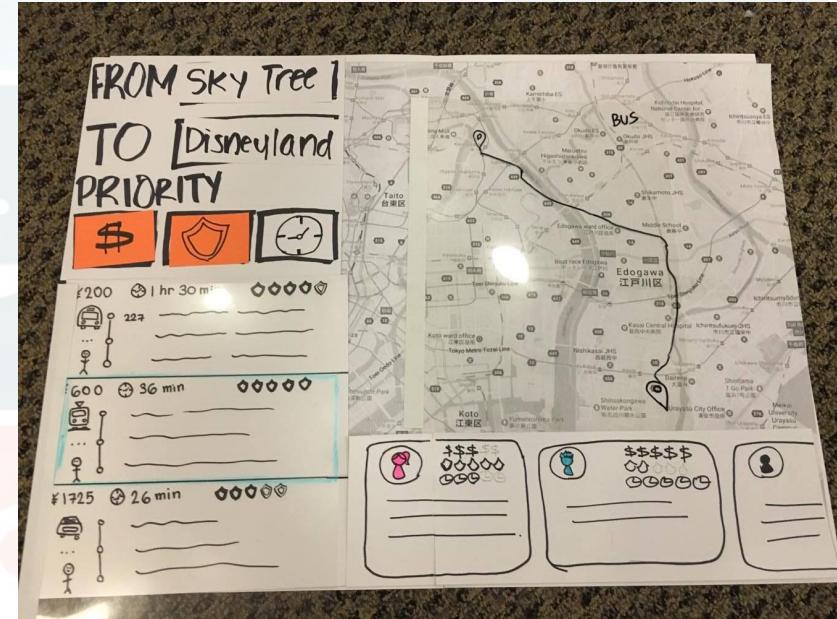
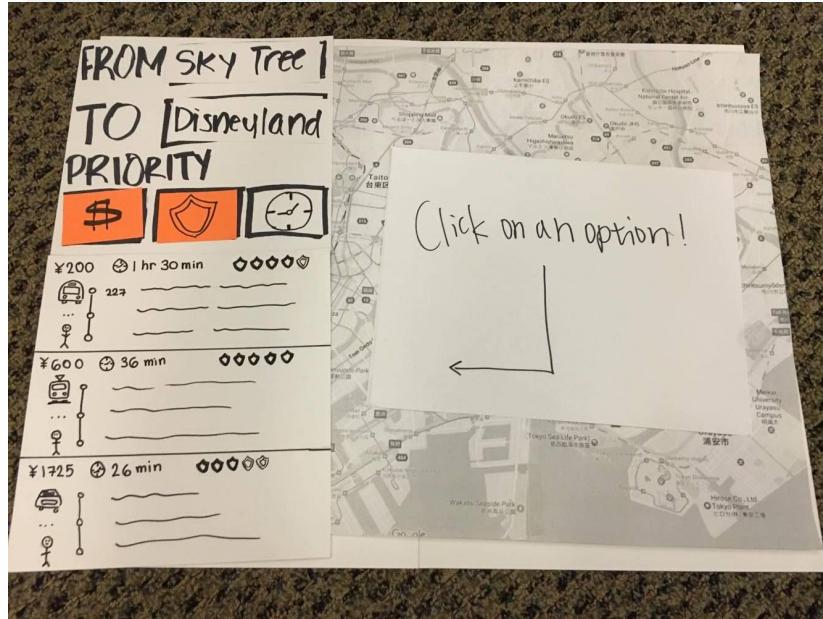
Initial Paper Prototype



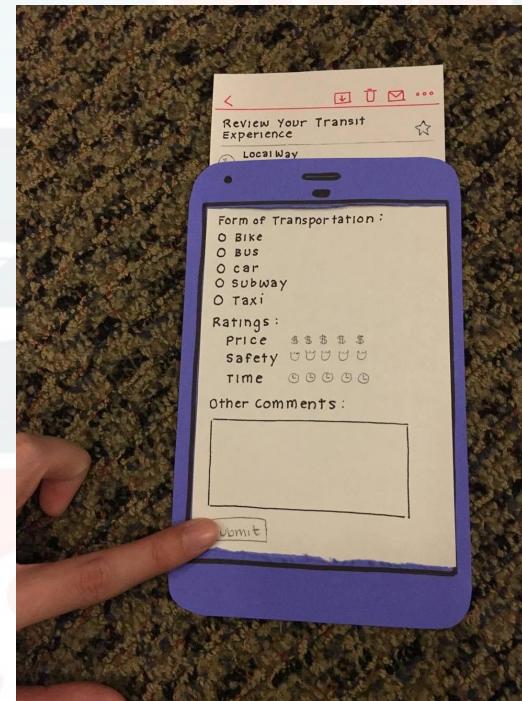
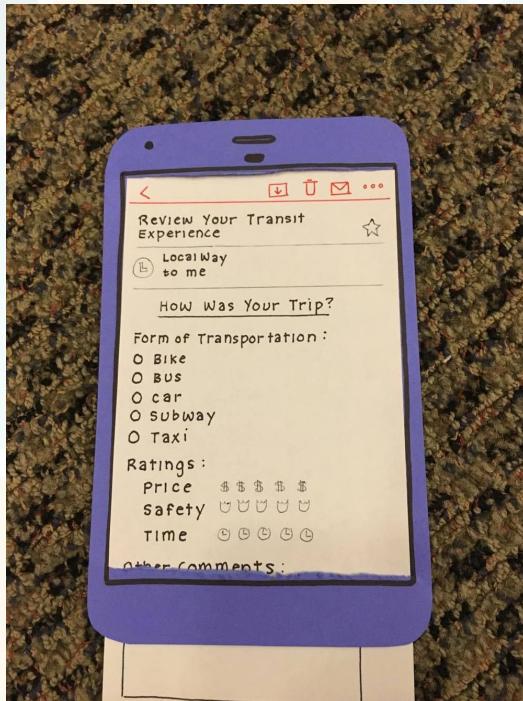
Initial Paper Prototype - Task 1



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

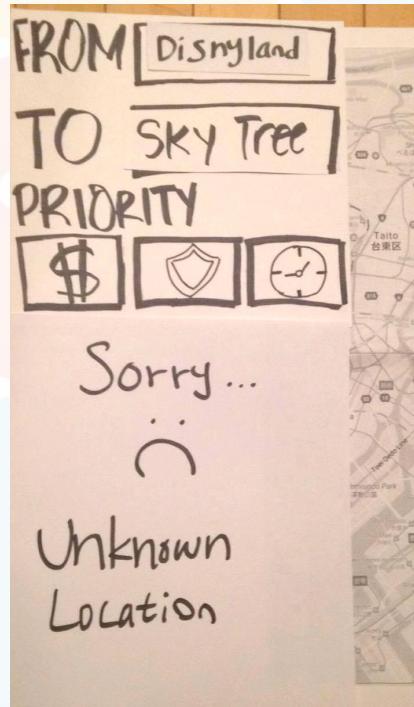


After



Testing Results - Changes for Task 1

Unknown Location & Route Not Found



5 Usability Tests

Testing Results - Changes for Task 1

Added Language Option



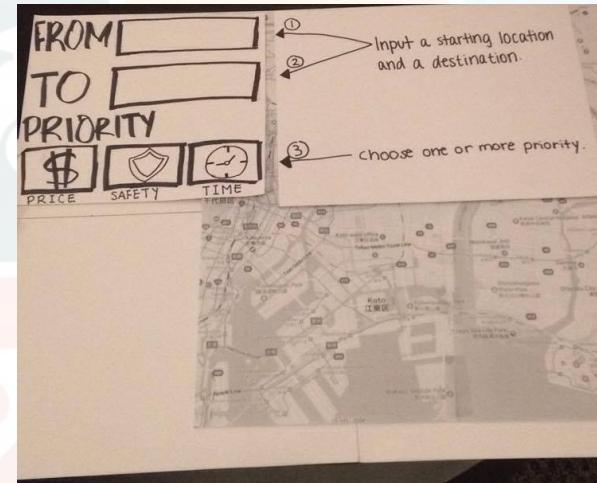
Testing Results - Changes for Task 1

Step-by-Step Initial Instructions

Before



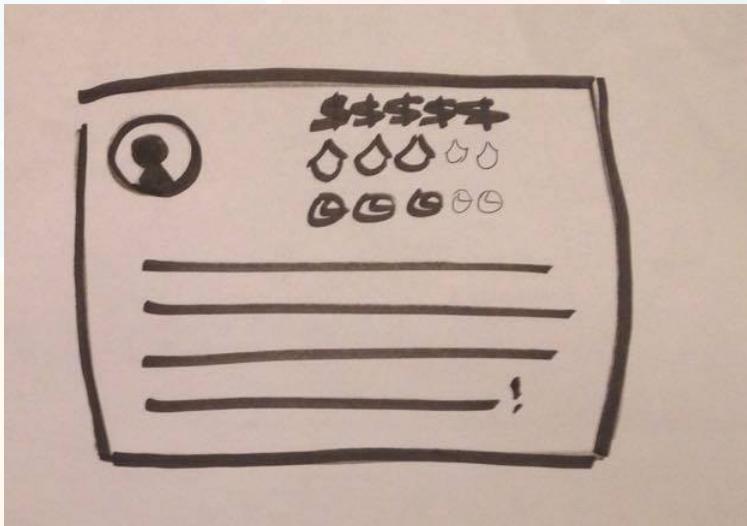
After



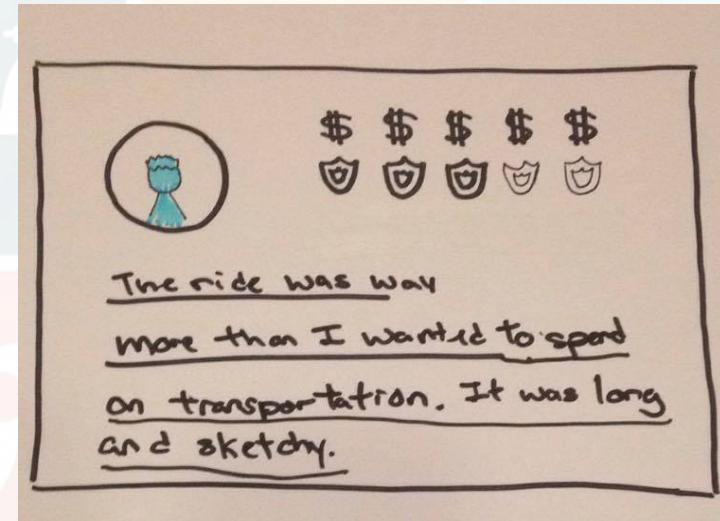
Testing Results - Changes for Task 1

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	

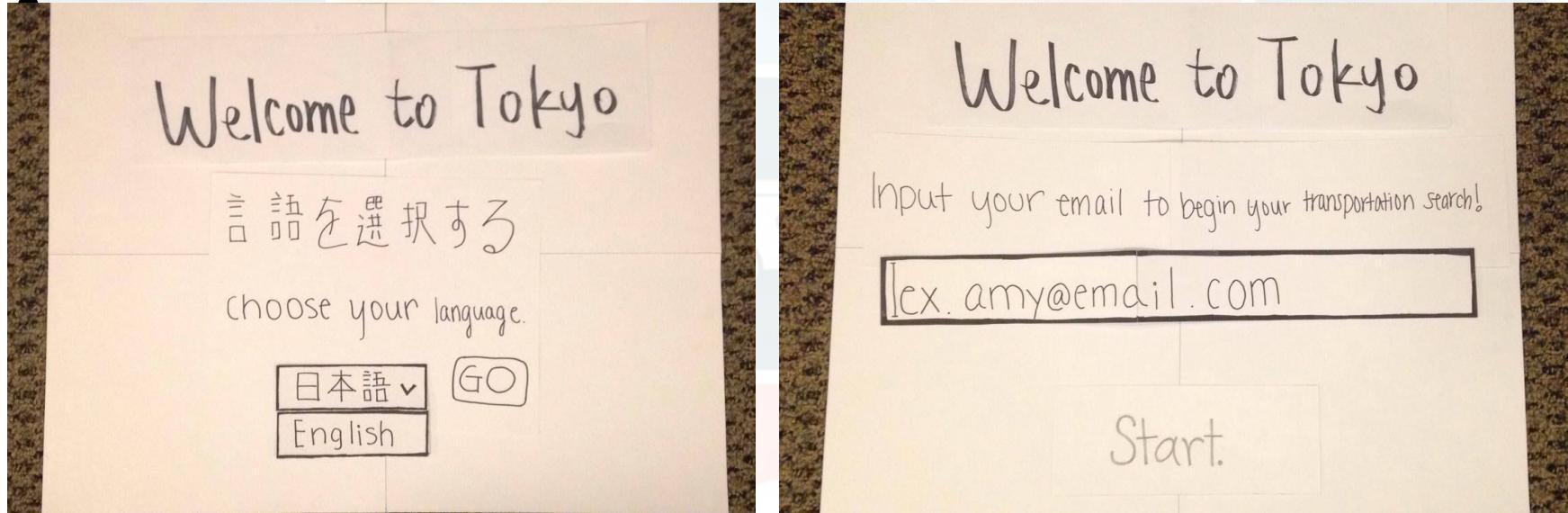
Other Comments :

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

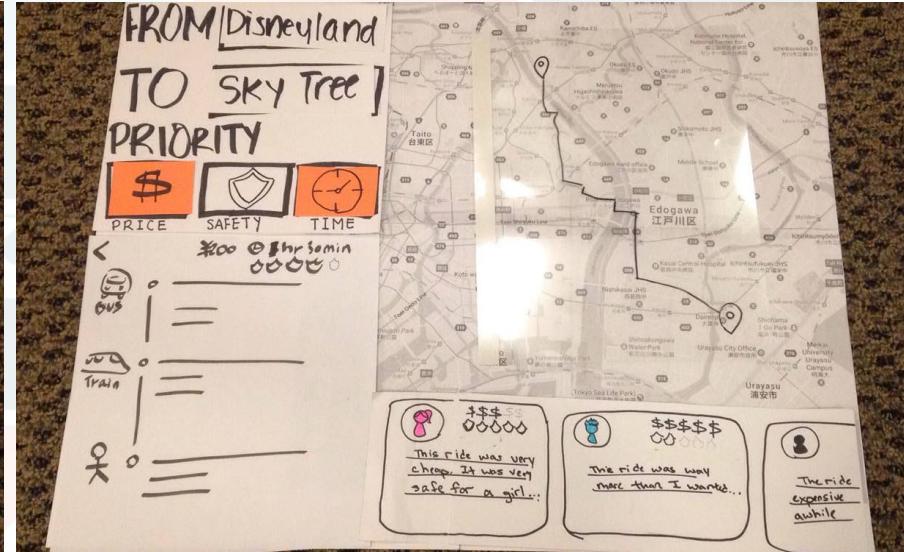
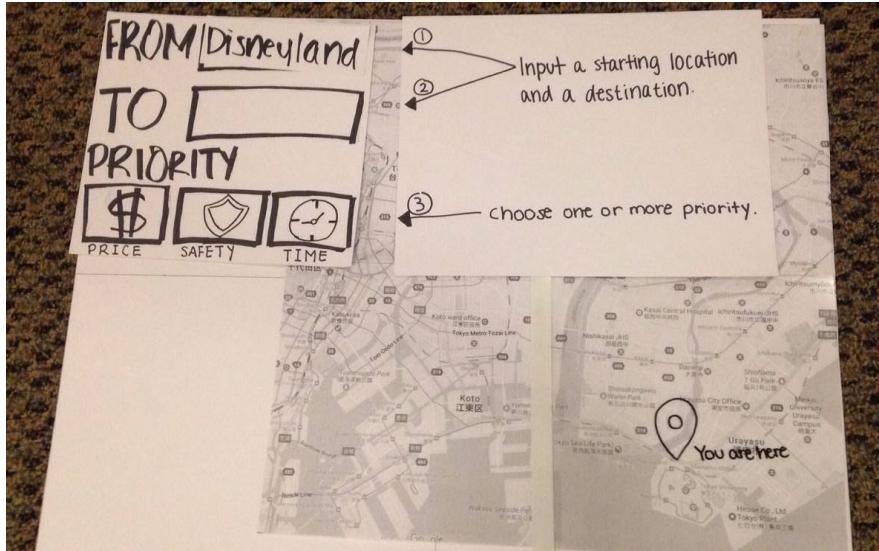
Final Paper Prototype



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 ⚒ ⚒ ⚒ ⚒ ⚒

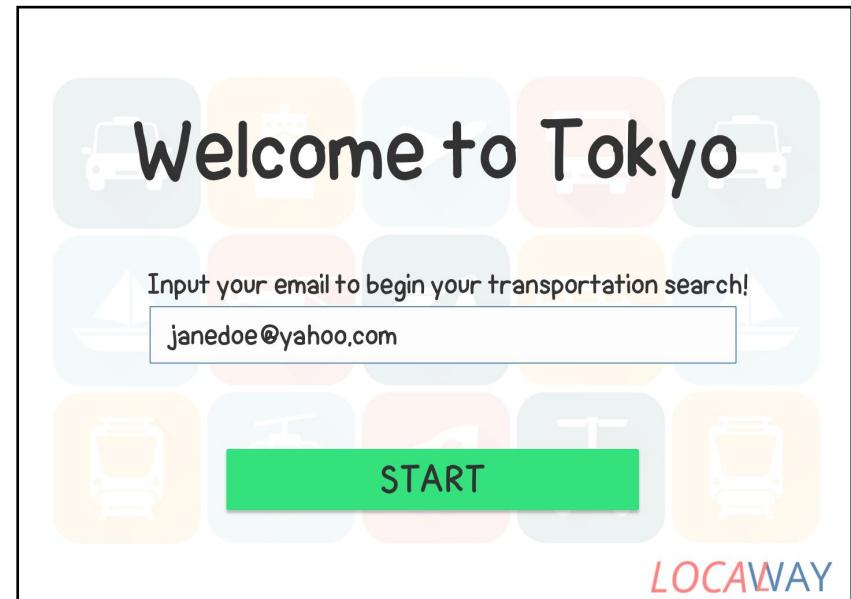
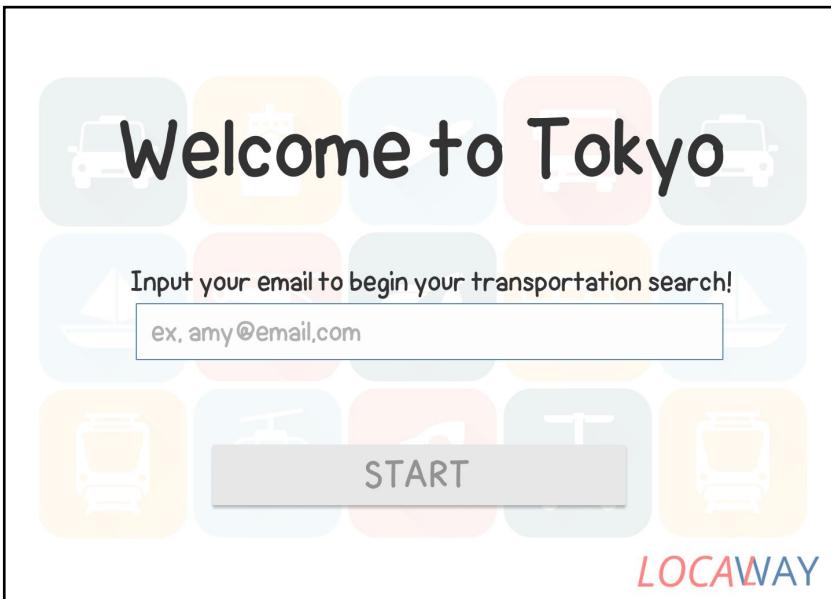
Digital Mockup



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

FROM Disneyland

TO Skytree

PRIORITY

\$ PRICE 🛡 SAFETY ⏳ TIME

Option	Price	Time	Priorities
BUS	¥ 200	1 h 30 m	4 shields
SUBWAY	¥ 600	36 m	5 shields
TAXI	¥ 1725	16 m	3 shields

Choose an option

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

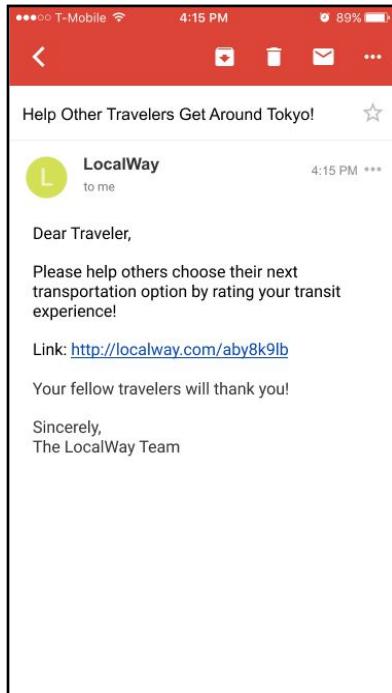
(\$) \$ \$ \$ \$

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

(\$) \$ \$ \$ \$

The ride

Digital Mockup - Task 2



A digital mockup of a mobile survey form titled "How was your trip?". The top navigation bar shows the URL "localway.com" and the time "4:16 PM". The form asks for "Form of Transportation" with options: Bus (selected), Subway, Taxi, Train, and Other (with a text input field). It includes "Ratings" for Price (5 stars) and Safety (5 shields). There is a section for "Other Comments (optional)" with a large text input field. At the bottom, there is a "Gender Identity (optional)" section with options: Male, Female (selected), and Prefer not to answer. A "SUBMIT" button is at the very bottom.

A digital mockup of the same mobile survey form, but with user interactions. The "Form of Transportation" section now shows "Bus" as the unselected option. The "Ratings" section shows a higher price rating (6 stars) and a safety rating (6 shields). The "Other Comments" section contains the text "I felt really safe riding the bus in Tokyo!". The "Gender Identity" section shows "Female" as the selected option. The "SUBMIT" button is highlighted in 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

