

# POOL'R

A smarter way to carpool

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# The Problem

- Parents can't always be there to drive their children
- Concerns about children walking or taking the bus alone



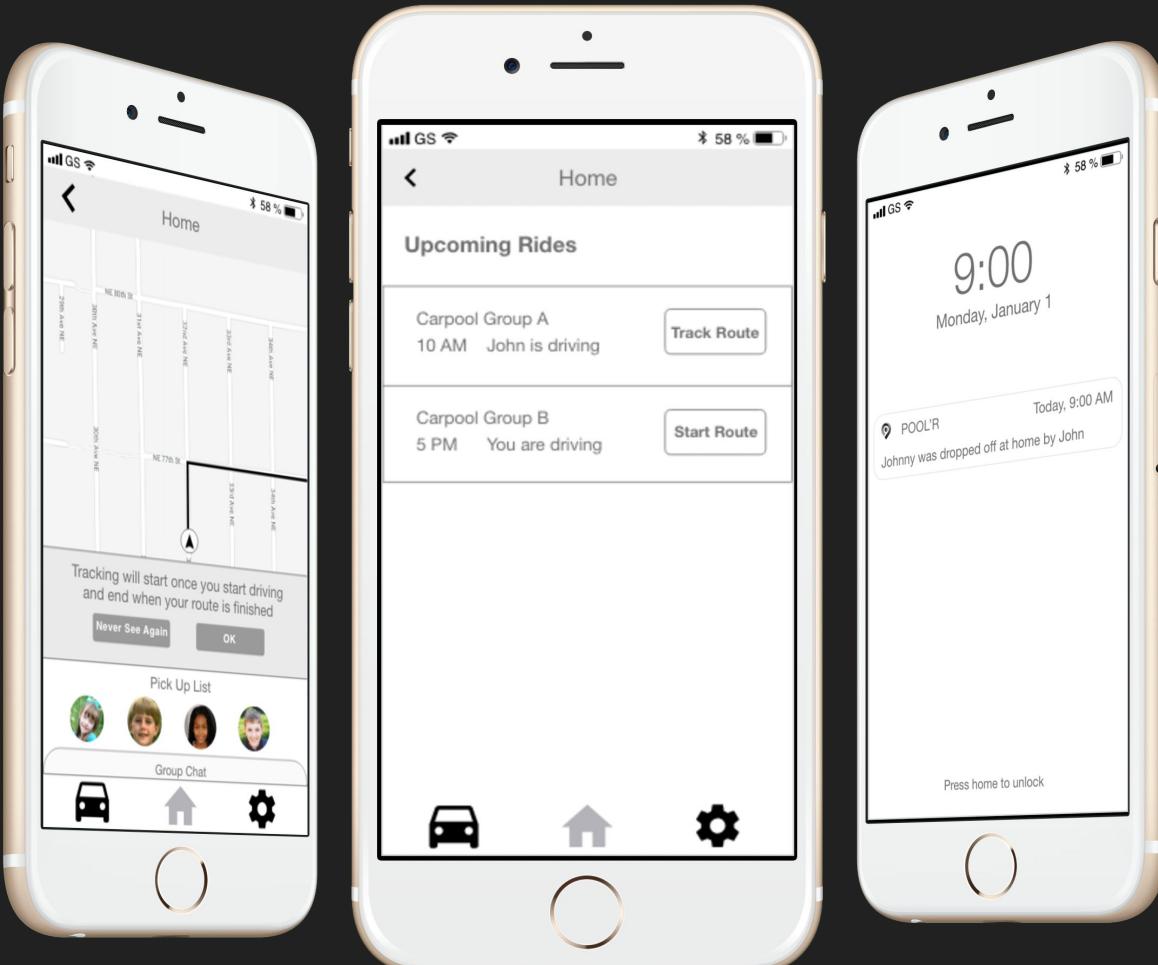
# User Research

- Concerns about crosswalks, wildlife
- Chaperoning or walking with friends is common
- Parents want to trust kids' judgment
- Pivot: wearable tracker → carpool app



# POOL'R

An app for creating and managing carpools

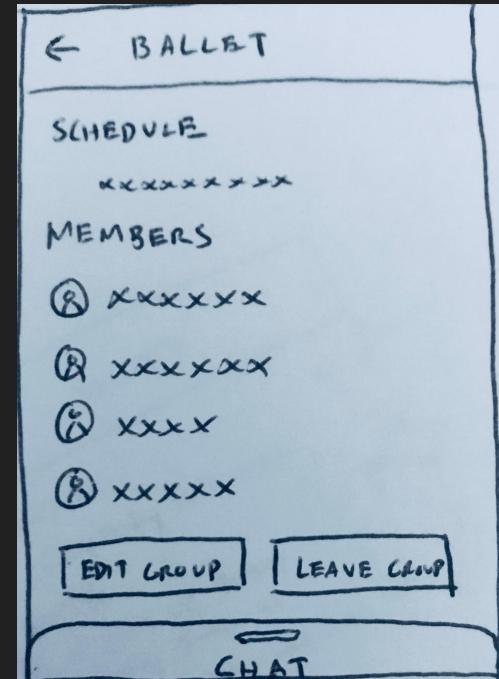
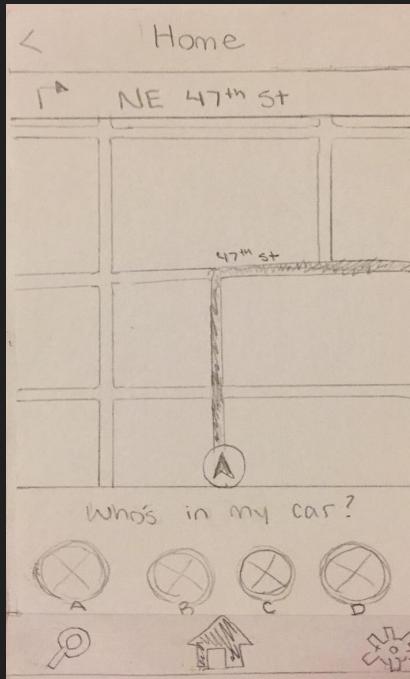
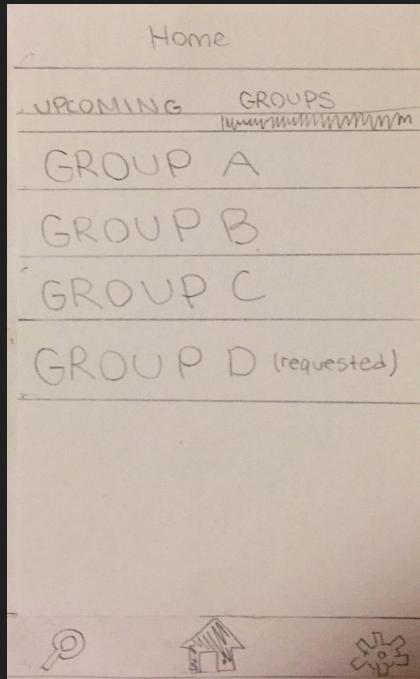
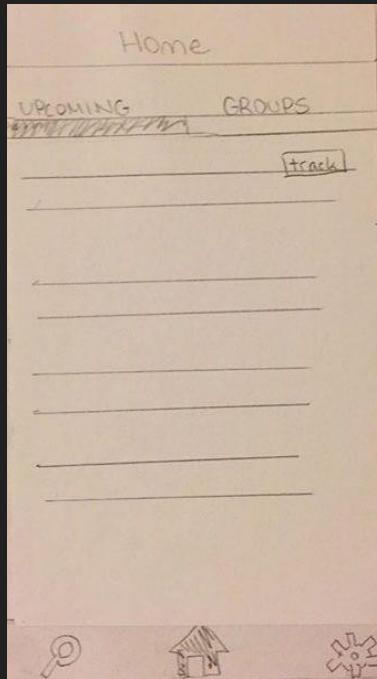


# Two Tasks

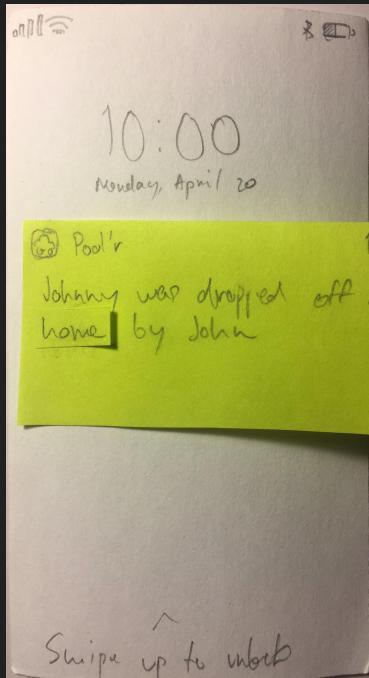
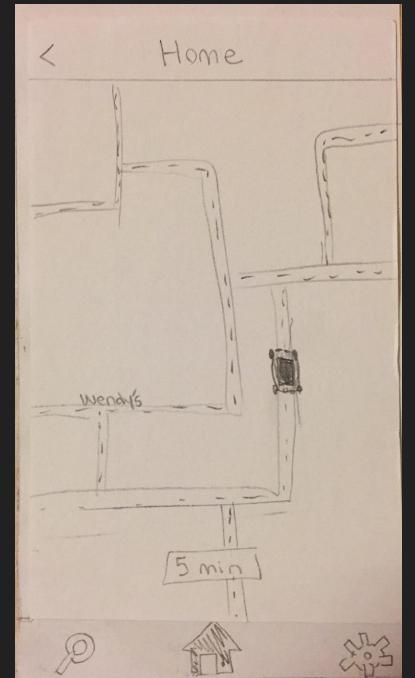
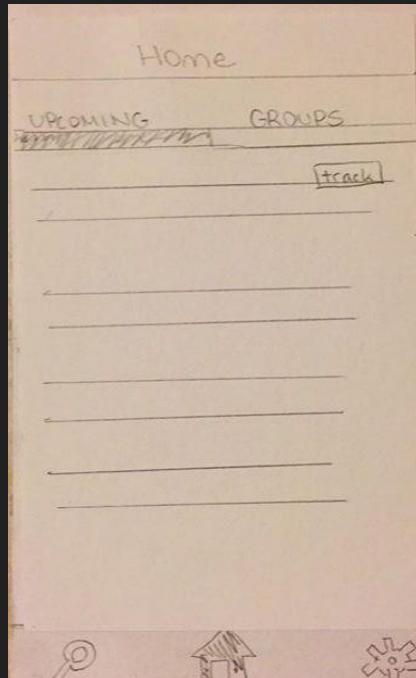
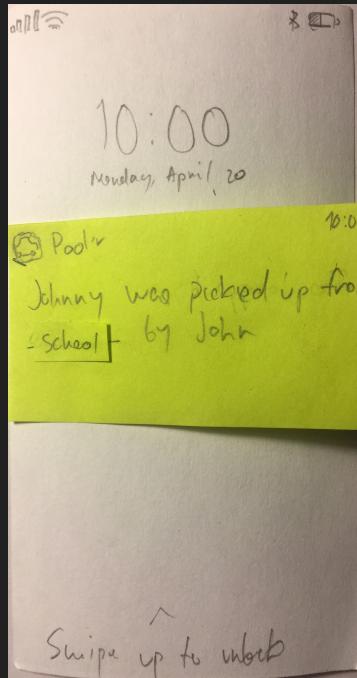
- Parents need to see if their children were picked up and dropped off
- On days they drive, they need to know which route to take, who to pick up, and when to leave



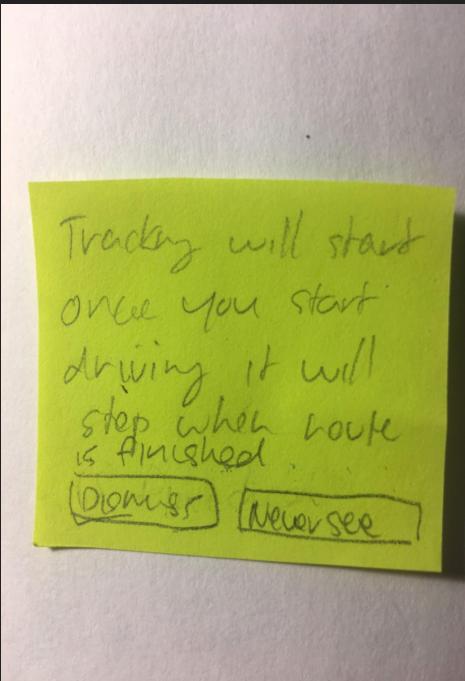
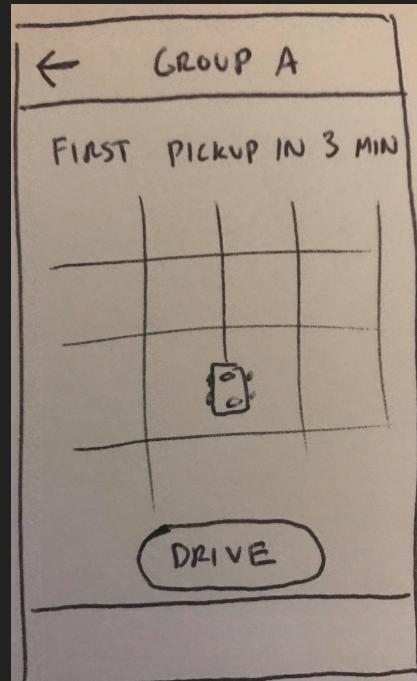
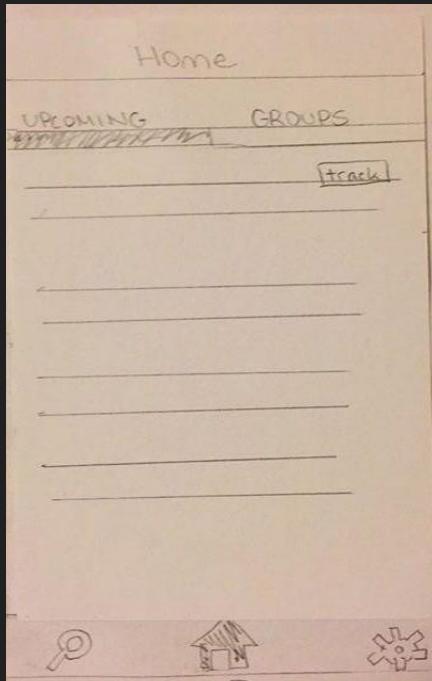
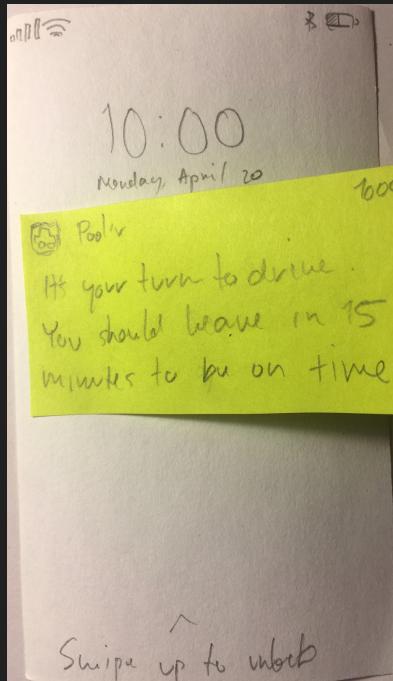
# The Initial Paper Prototype



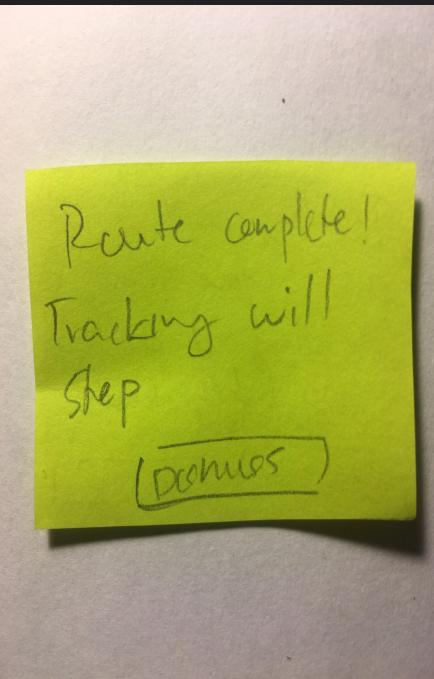
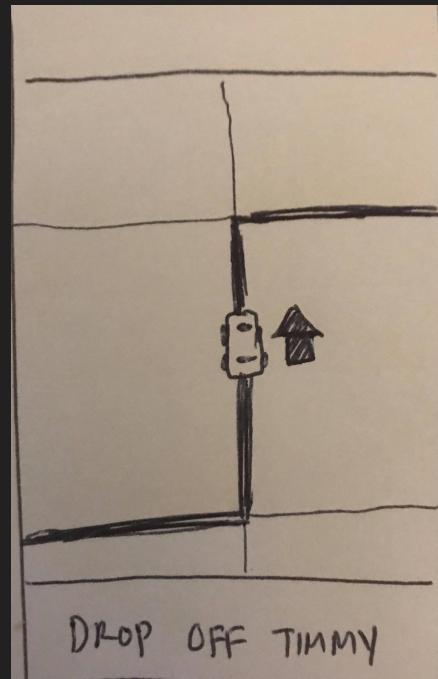
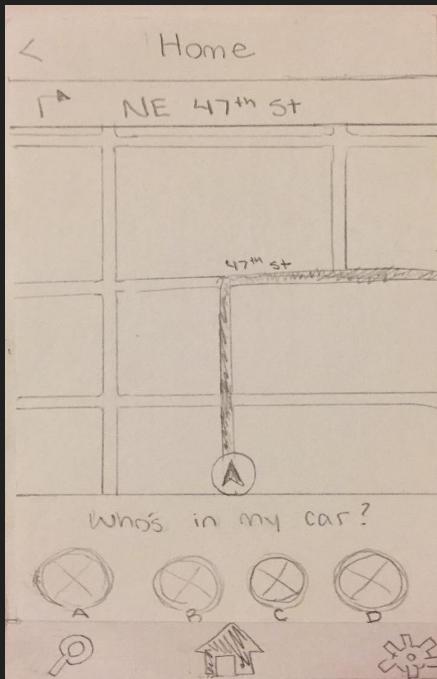
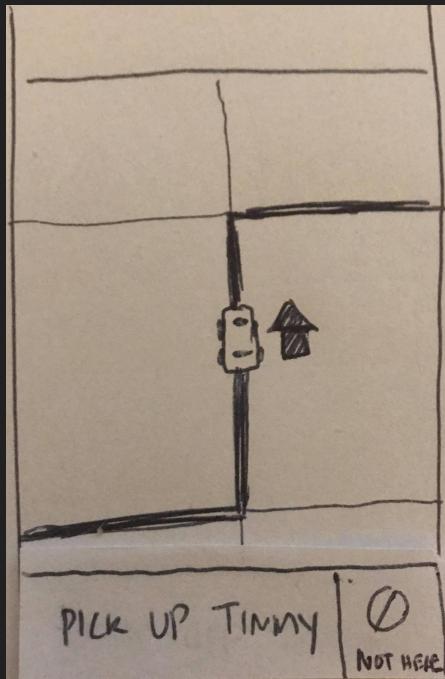
# Task 1: Tracking



# Task 2: Driving



# Task 2: Driving

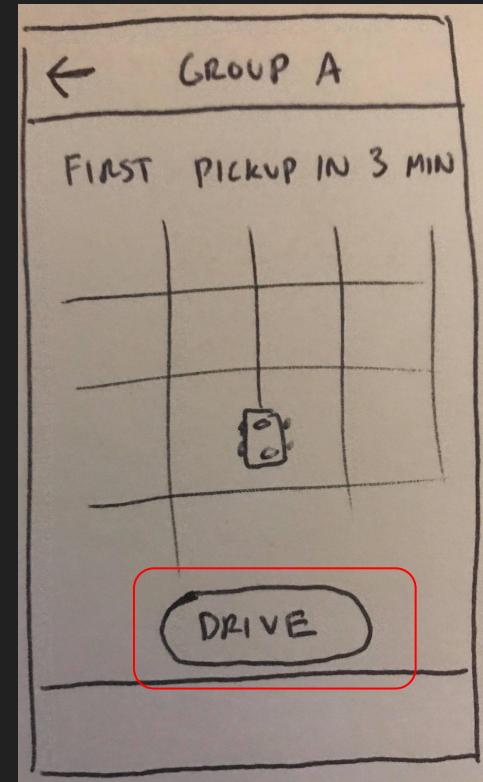
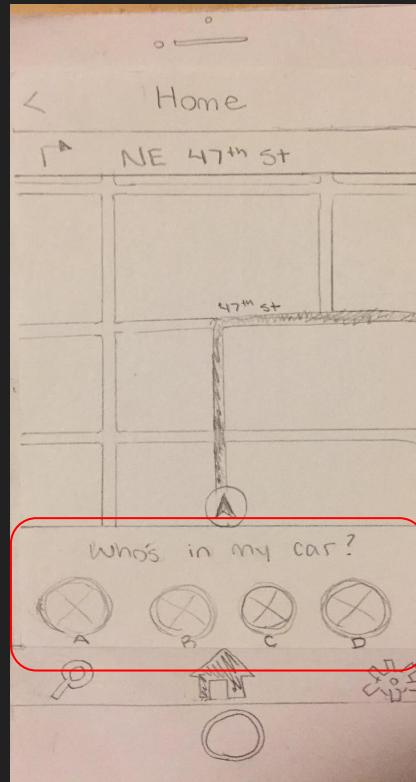


# Testing

- Heuristic Evaluations
  - More descriptive buttons
  - “Groups” vs. “carpools”
- Usability Testing
  - Testers: 59 and 48 year old parents, 22 year old college student
  - Notification when car is close
  - More descriptive route view for drivers

# Design Revisions

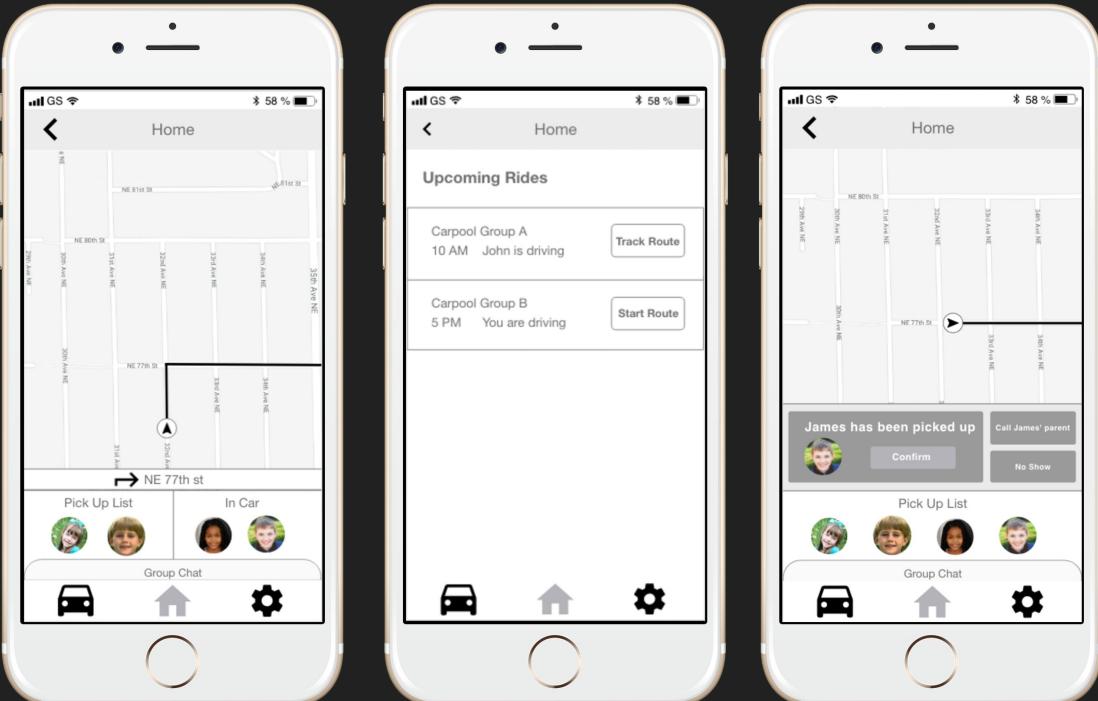
- Making “Who is in my car?” feature more intuitive
- A problem of mapping: changing “Drive” button to “Start Route”



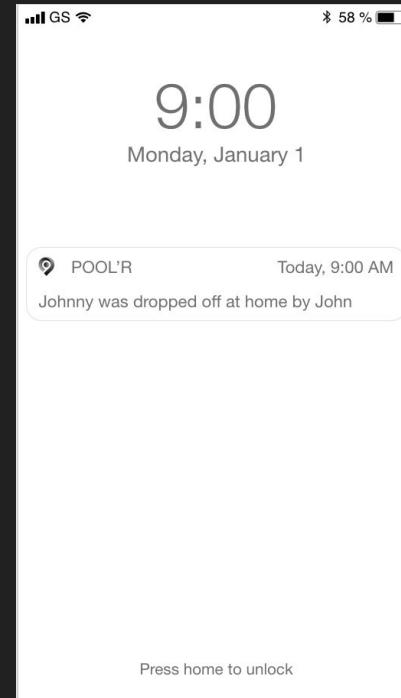
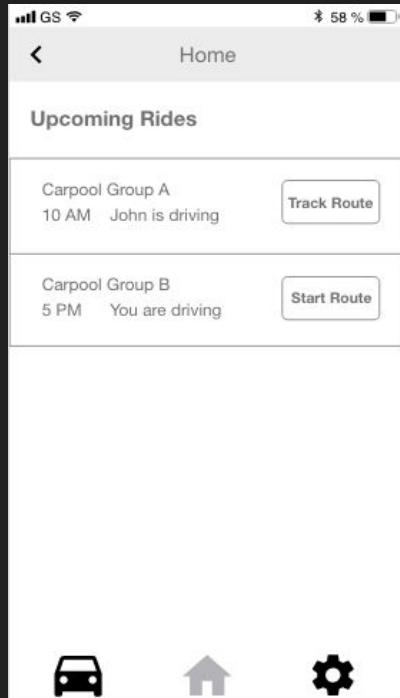
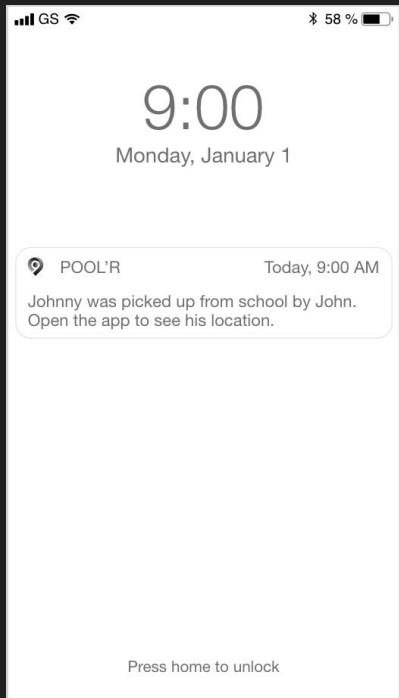
# The Digital Mockup

# Small Changes

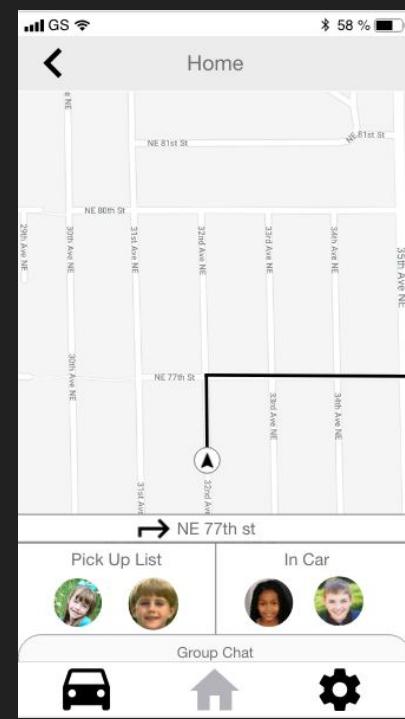
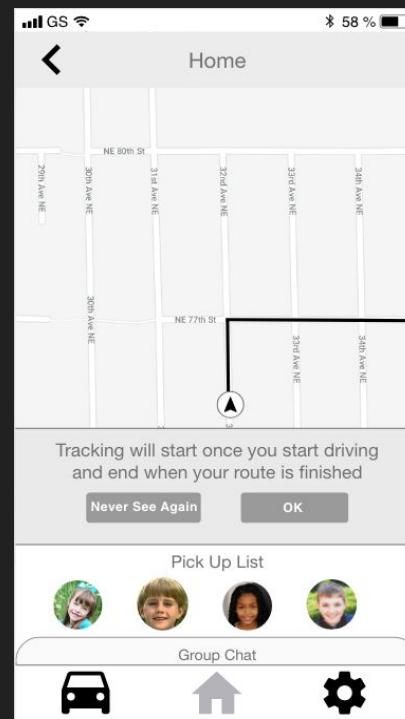
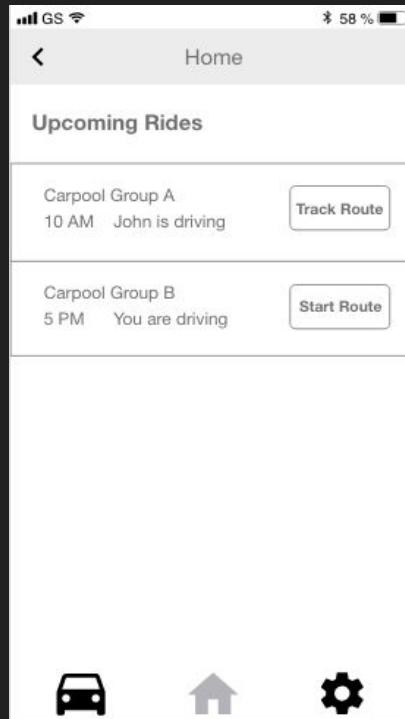
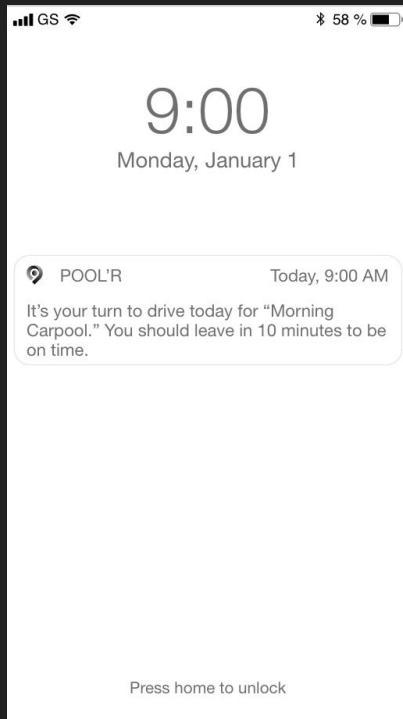
- Imposed constraints on actions
- Removed functionality and visual clutter



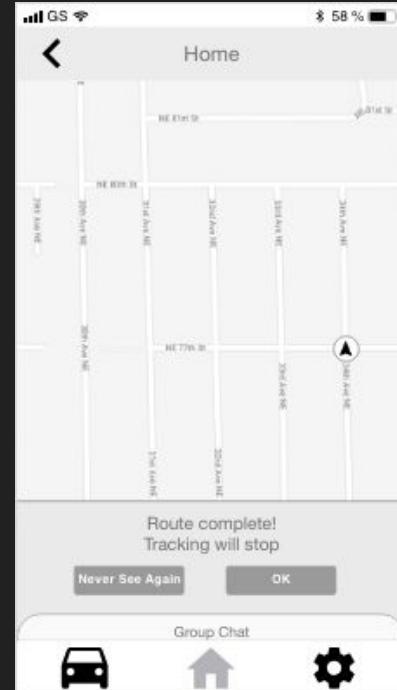
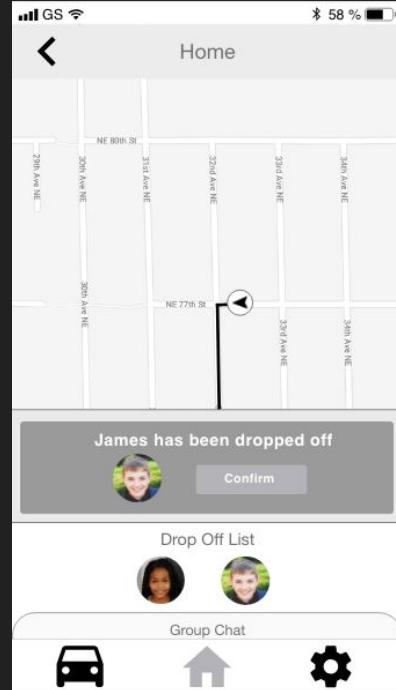
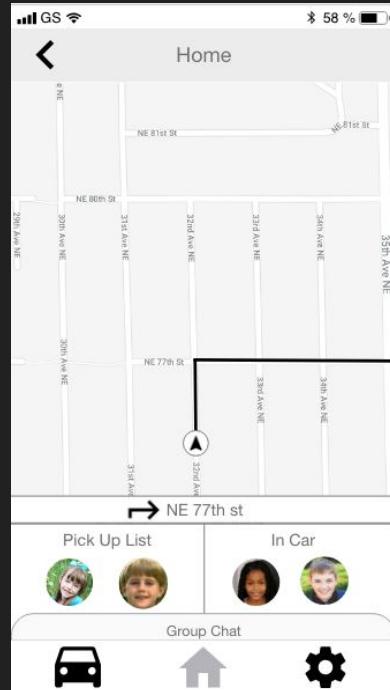
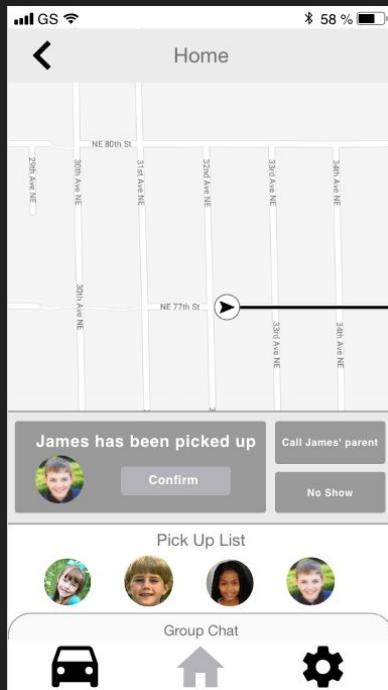
# Task 1: Tracking



# Task 2: Driving



# Task 2: Driving



# Summary

Through our design process, we realized the importance of:

- Broadening the solution space
- Choosing the right tasks
- Phrasing
- Simplifying

# Thank You!

Any Questions?

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