Transportation app : Go Route

UX/UI Research

User research:

Target audience:

- Younger users of different modes of transportation.
- Mid-age users of different modes of transportation.
- Older-age users of different modes of transportation.

Common questions asked by us regarding all age groups for research:

1. How often do you utilize local transportation in Germany?

2. Out of all the local transportation options, which do you use most frequently—such as local buses, rental cars, local trains, flix or trams?

3. What are the major justifications for utilizing local transportation?

4. What difficulties or problems do you encounter when using local transportation or apps that are related?

5. What resources do you currently use to locate and obtain details about nearby transportation choices and routes?

Some more specific questions:-

- For younger users (young adults and adolescents):

1. Are you familiar with the bike- and scooter-sharing programs offered in Germany?

2. Have you ever used a rental transportation app? If so, how have you found them to be?

3. What functions or features would you anticipate from a rental vehicle app geared at younger users?

4. How significant is cost when evaluating rental transportation options?

- Users in their mid-twenties:

1. Are you familiar with Germany's rental transportation options, such as car- and bike-sharing?

2. Have you ever used any rental vehicle apps? If so, what was your experience like?

3. What are the most important things you take into account when selecting a rental transport service or app?

4. How would you like to pay for transportation services while renting a vehicle?

- Senior users:

1. How at ease are you utilizing smartphone apps for public transportation or car-sharing services?

2. In a mobile app for local transportation or rental transportation, what features or functions do you find to be most useful or significant?

3. Do you avoid using rental transportation services or apps that are associated because of any particular worries or obstacles?

4. How do you want to be supported or helped when utilizing rental transportation apps?

According to user responses:-

- State of Local Transport in Germany:

Germany's municipal transportation network, which includes trains, buses, trams, and subways, is well-known for its dependability and coverage. Public transportation is widely used and preferred for travel both within and between regions, and cycling is encouraged with special lanes and facilities in many German cities.

- Transport Services for Rent:

In Germany, users have the choice of renting cars, scooters, or bicycles. Users particularly value the convenience and adaptability offered by bike-sharing services such as Blablacar, Nextbike, Call a Bike, and Donkey Republic, car-sharing services such as SHARE NOW (formerly car2go and DriveNow), and scooter-sharing services such as Coup, emmy, and Tier.

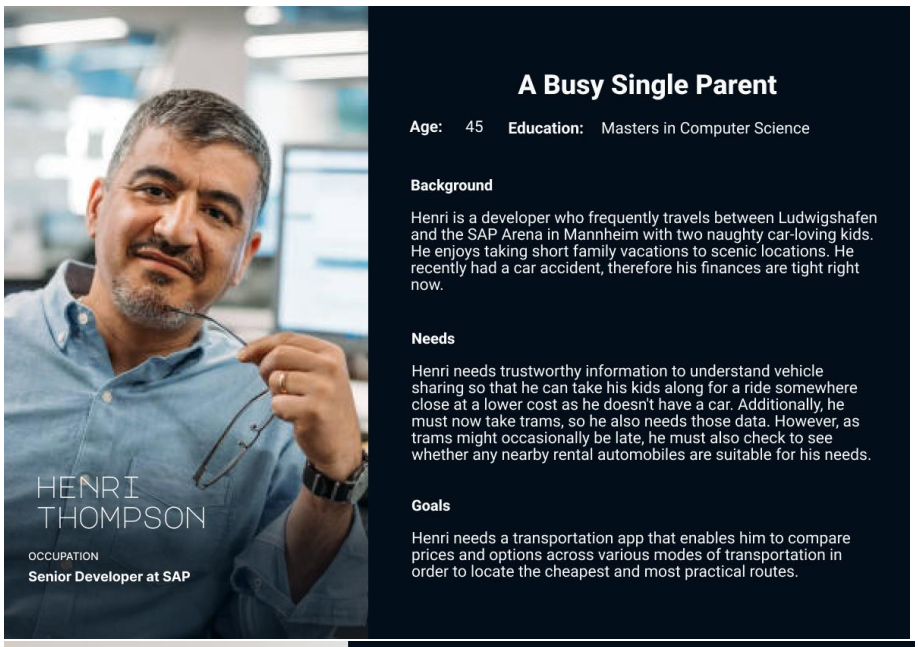
- Leading platforms and apps:

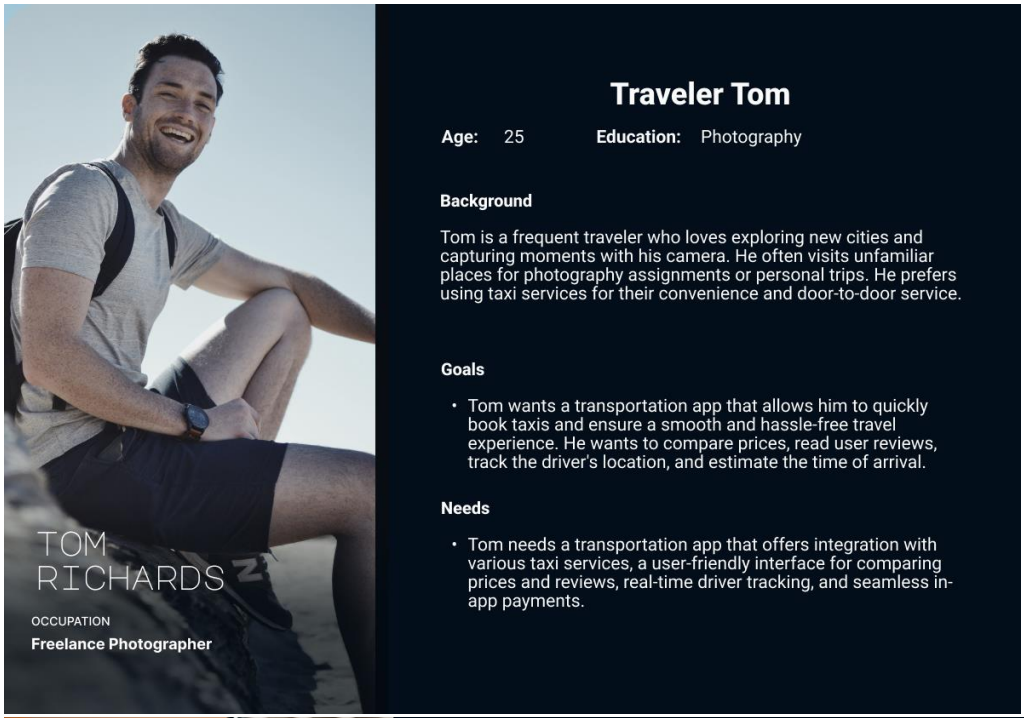
In Germany, users frequently use well-known ride-sharing and car-rental platforms and apps like Flix(Bus, Car & train), SHARE NOW, Flinkster, Nextbike, Lime, and Tier, while regional firms like Rhein-Neckar-Verkehr and Deutsche Bahn AG play a significant role in local transportation by providing services like national railways, eco-friendly cars, and bike-sharing.

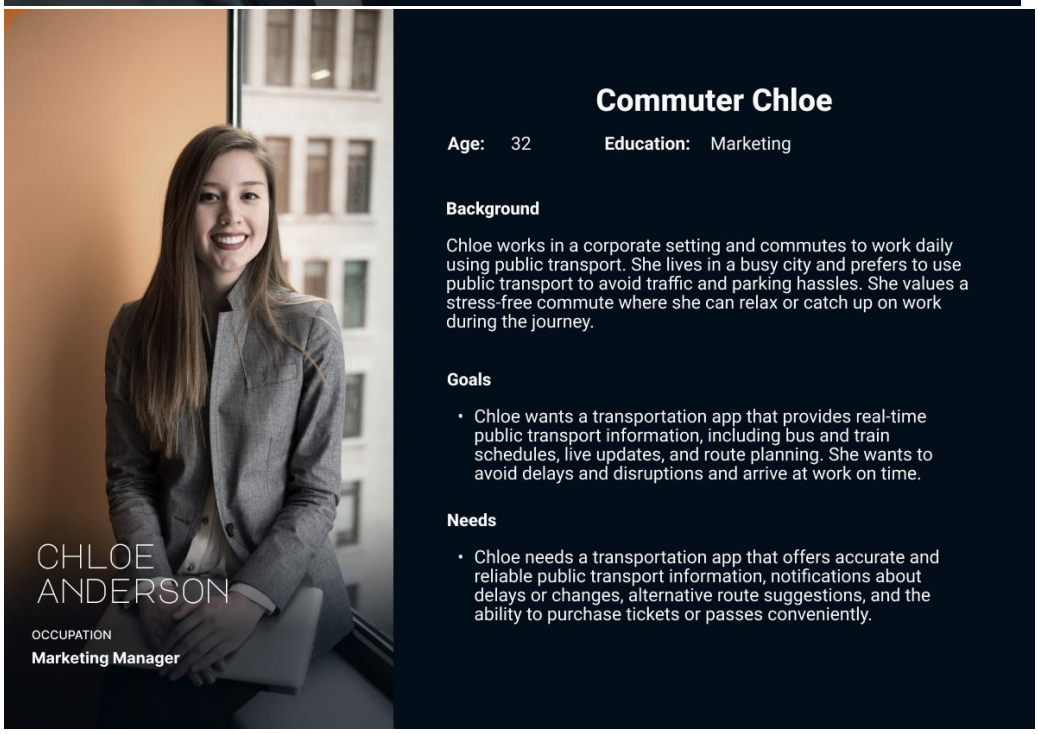
To summarize:-

Insights and best practices for the German market can be gained by studying the success stories of international transportation apps like Uber, Lyft, and Grab. User feedback also identifies areas for improvement, such as vehicle availability, app usability, pricing transparency, and cleanliness. Users value the flexibility and convenience of rental transportation apps, especially for quick trips or when there are few other options for public transportation.

Personas:-







User Stories:-

User Story: Commuter Chloe - Real-time Public Transport Information

As Chloe, a 32-year-old marketing professional who commutes daily using public transport, I want a transportation app that provides me with accurate and

reliable real-time information about bus and train schedules, live updates, and route planning. I value a stress-free commute where I can avoid delays and disruptions, ensuring that I arrive at work on time. Additionally, I need the app to notify me about any delays or changes to my planned route and offer alternative route suggestions if needed. It would be convenient if the app also allows me to purchase tickets or passes directly, eliminating the need for physical tickets or passes.

User Story: Eco-Conscious Emma - Sustainable Car Sharing

As Emma, a 38-year-old environmental science enthusiast, I am passionate about reducing my carbon footprint and using sustainable transportation options. I want a transportation app that allows me to find and book car sharing services that offer eco-friendly vehicle options, such as electric or hybrid cars. It's important to me that the app integrates with reputable car sharing services, displaying real-time availability information so that I can easily find and book a vehicle when needed. I value a seamless booking process that is user-friendly and efficient. Additionally, I would appreciate rewards or incentives within the app for choosing eco-friendly transportation options, as it encourages and reinforces my commitment to sustainability.

User Story: Busy Single Parent Henri - Affordable and Convenient Transportation

As Henri, a 45-year-old single parent and developer, I frequently travel between Ludwigshafen and the SAP Arena in Mannheim with my two car-loving kids. Since I recently had a car accident, I need a trustworthy transportation app that provides reliable information about vehicle sharing options. I want to take my kids on short family trips to nearby scenic locations without breaking the bank.

I also rely on trams for my daily commute, so the app should provide accurate tram schedules and updates since they can occasionally be delayed. In case of tram delays or other circumstances, I need the app to suggest nearby rental vehicles that are suitable for my needs.

My goal is to find the cheapest and most practical routes by comparing prices and options across various modes of transportation. This will help me navigate my tight finances and ensure that I can still provide enjoyable experiences for my kids despite not having a car of my own.

User Story: Traveler Tom - Seamless Taxi Booking

As Tom, a 25-year-old photographer and frequent traveler, I love exploring new cities and capturing moments with my camera. Whether it's for photography assignments or personal trips, I often find myself in unfamiliar places. For my transportation needs, I prefer using taxi services due to their convenience and door-to-door service.

I need a transportation app that allows me to quickly book taxis and ensures a smooth and hassle-free travel experience. It should offer integration with various taxi services, allowing me to compare prices and read user reviews to make informed decisions. Real-time driver tracking is crucial for me, as it helps me estimate the time of arrival and plan accordingly.

Additionally, I value a user-friendly interface that simplifies the booking process and allows for seamless in-app payments. This way, I can focus on my photography and enjoy my travels without worrying about transportation logistics.

Requirements:-

- ✓ Options for sharing, local and rental bikes, cars, buses, trams and trains with user-friendly applications and clear pricing.
- ✓ Clear price information and intuitive applications with real-time data availability.
- ✓ Respect with local laws on data protection, privacy, and safety.
- ✓ Increased availability of vehicles, app dependability, and quick customer service.
- ✓ Options that prioritize sustainability include electric cars and bike-sharing schemes.
- ✓ Integrated platforms or applications for simple ticketing.

Stakeholders:

- First-tier Stakeholders:

Users, development team, product owner and transport providers.

- Second-tier Stakeholders:

Research and analytics firms, local transport authorities, city administrators, environmental organizations, tourism industry, payment service providers, insurance providers, public safety organizations, communities and residents.

Stakeholder analysis:-

-Users:

Interests: Convenient and trustworthy rental transportation alternatives, nimble applications, open pricing, and helpful customer service.

Influence: Since users are the main clients, the success of rental transport services rests on matching their wants and preferences.

-Team for Development:

Building and maintaining dependable and user-friendly rental transportation applications, assuring app dependability, and offering new features based on user input are among my areas of interest.

Influence: In charge of the technical implementation and ongoing app enhancement, which helps to keep users happy and engaged.

-The product owner:

Interests: Establishing the vision and plan for the development and expansion of the mobile fitness application, making sure it is in line with the requirements of the target market.

Influence: Directs the development team with advice and direction, making choices that determine the general course of the mobile fitness app.

-Transport companies:

Interests: Providing rental transportation alternatives that meet customer needs, working with app developers to provide visibility and integration, and assuring fleet availability.

Influence: You may have a big impact on the performance of the app and the availability of automobiles by offering the actual rental transportation services.

-Local transportation agencies

Interests: Working with rental transportation providers to guarantee compliance while enforcing rules for sustainability, fair competition, and safety.

Regulate and manage the rental transportation sector, influencing regulations and licensing standards.

-Municipal officials

Interests: Advancing environmentally friendly transportation solutions, easing traffic, and enhancing mobility in the city as a whole.

Influence: Work with rental transportation providers to include them into the city's transportation system and to decide issues that have an influence on transportation regulations.

-Environmental non-profits:

Interests: Promoting eco-friendly rental automobile alternatives, supporting sustainable mobility strategies, and lowering carbon emissions.

Encourage and encourage the use of environmentally friendly rental transportation services, influencing public opinion and legislative choices.

-Providers of payment services:

Interests: Ensuring user convenience and confidence by facilitating secure and smooth financial transactions for rental transportation services.

Influence: By providing necessary payment infrastructure, you may affect how simple it is to integrate payments into rental transportation apps.

-Insurance companies

Interests: Providing insurance protection for riders and rental cars, reducing risks, and assuring safety.

Influence: Increase user safety and confidence by offering the appropriate insurance alternatives and criteria for rental transportation services.

-Analytics and Research Companies:

Interests: Market research, offering perceptions on consumer preferences, market trends, and rivalry analyses for wise decision-making.

Influence: Provide insightful data and analysis that can direct the creation and enhancement of rental transportation services and mobile applications.

Task Analysis :

Functional:

1. User Registration: Users should be able to register for an account on the rental transportation app and enter the relevant personal data.
2. Vehicle Selection and Booking: Through the app, users should be able to explore the fleet of vehicles, view information about them (such as kind, location, and availability), and reserve them for a set period of time.
3. Real-time vehicle tracking should be offered by the app, enabling customers to keep track of the rental car's location and anticipated arrival time.
4. Secure Payment Integration: The app should include options for several payment methods as well as a secure payment gateway to enable quick and secure transactions for rental fees.
5. User Feedback and Ratings: Users should be able to comment on and rate the quality of rented cars and services in general, which will help make the rental process better.
6. Notifications and Alerts: The app should notify users of booking confirmations, updates to the status of their rentals, and any pertinent news or special offers.
7. Customer support should be accessible within the app, enabling customers to report problems, ask for help, and receive prompt responses.
8. Booking History and Receipts: Users should have access to their booking histories as well as the ability to get invoices or receipts related to their rental transactions.
9. Integration with Other Services: To improve the user experience, the app should support integration with additional services like payment gateways, navigational apps, or loyalty programs.
10. Support for several Languages: To accommodate users from various regions and promote improved communication, the software should support several languages.

Non-Functional :

11. Performance: The rental transport software should have quick reaction times, little latency, and be able to effectively manage numerous concurrent users.
12. Reliability: To maintain continuous service availability, the app should be extremely dependable, ensuring less downtime and system faults.

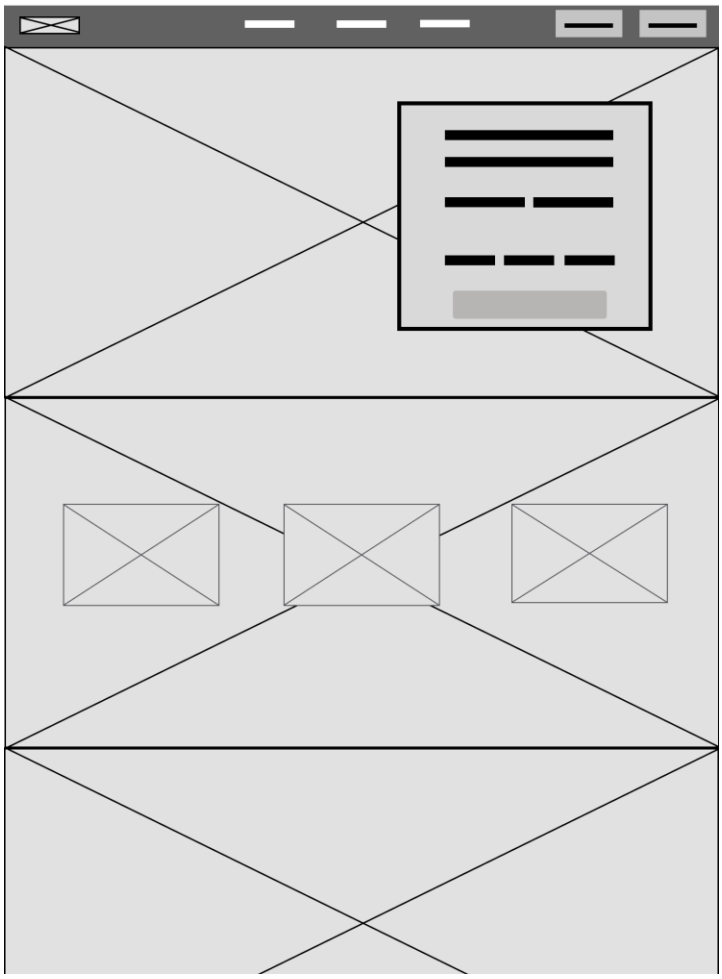
13. Security: To protect user data, the app should use strong security methods, such as encryption of sensitive data and secure data transmission.
14. Usability: The app's interface should be simple and straightforward to use, making it simple for users to navigate, reserve cars, and find pertinent information.
15. Scalability: To enable scalability and performance optimization, the app should be built to handle rising user demand and support future growth.
16. Compatibility: The app should be compatible with a range of mobile devices and operating systems to ensure a consistent user experience.
17. Accessibility: The app should follow accessibility guidelines and include features and allowances for users who have special needs or disabilities.

18. Data Privacy: The app must adhere to data protection laws, guarantee user privacy, and obtain the necessary consents before collecting and using any user data.
19. Integration: To enable seamless cooperation with payment gateways, mapping services, and other third-party platforms, the app should provide integration with external systems and APIs.

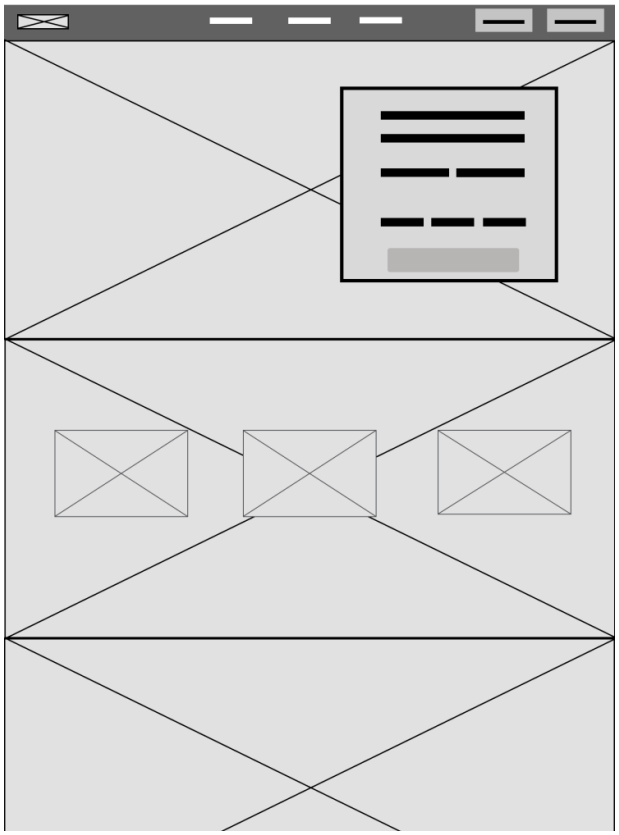
Requirement Prioritization :-

MOSCOW:

Low-fi : Home-



Service page:-



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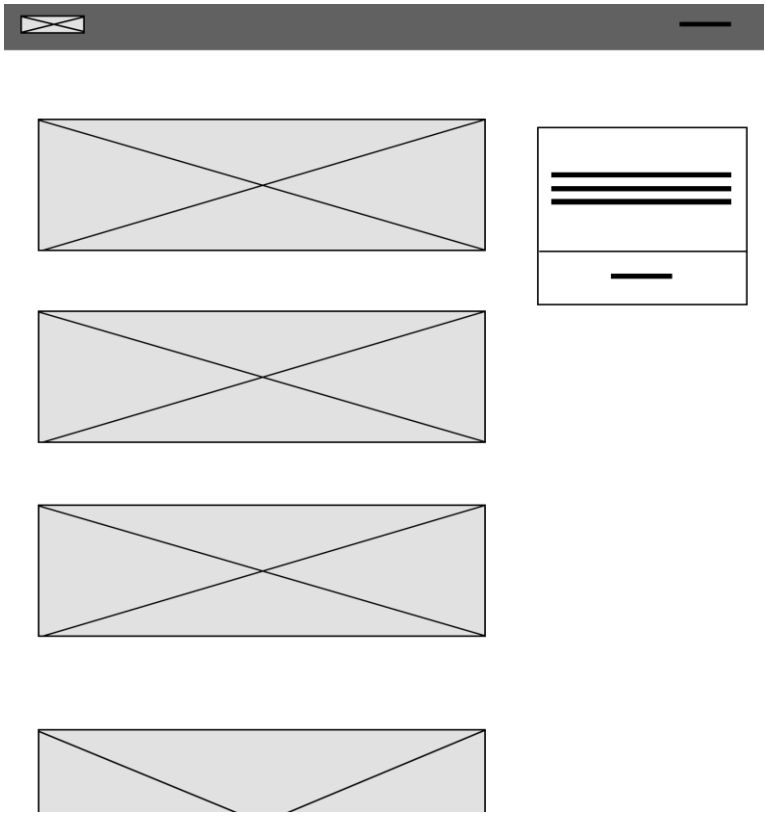

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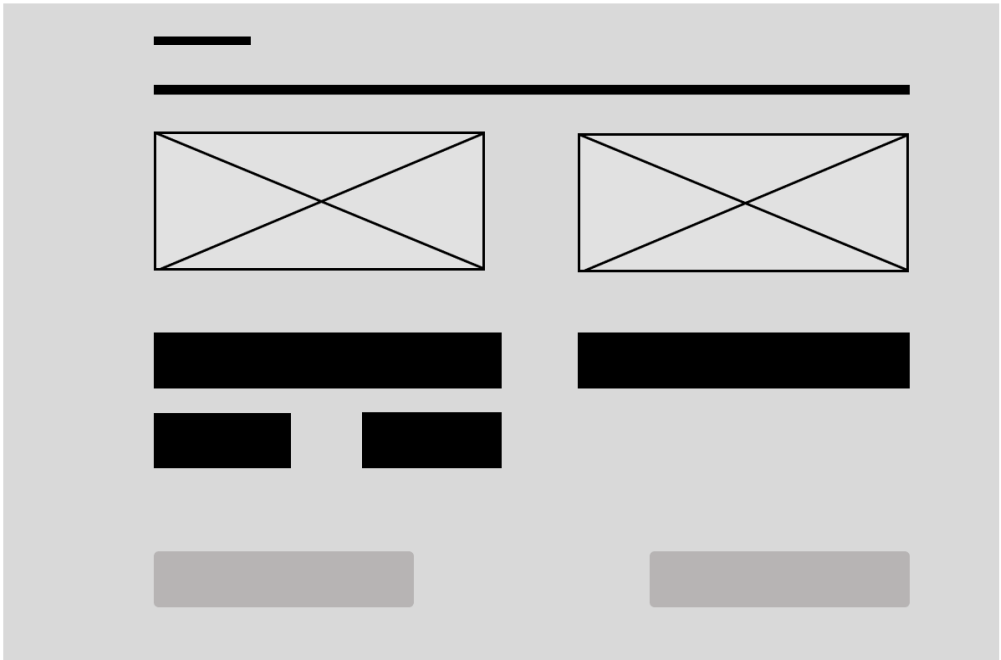

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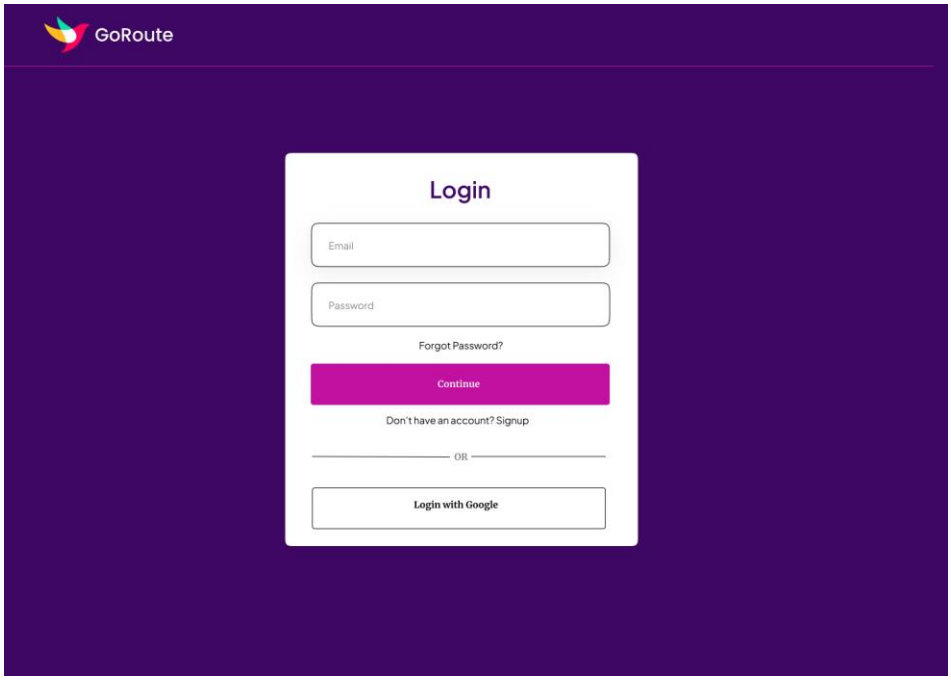
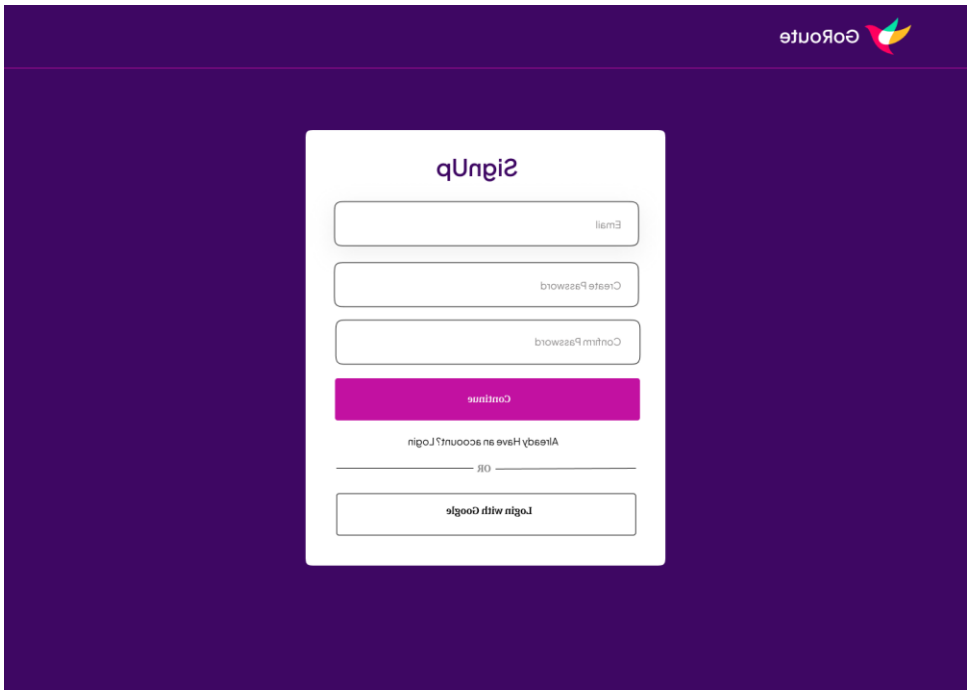
Login In:-



Sign Up:



Main Landing:-

GoRoute

Home Services Blog About us Register Login

EXPLORE, PLAN, AND TRAVEL WITH EASE

Unleash the Possibilities of Seamless Travel-

WHERE WOULD YOU LIKE TO TRAVEL TODAY ?

From

To

Date & Time

No Of Person

SEARCH

Common Featured Services

LOCAL TRANSPORTATION

CAB SERVICES

RIDE SHARING

We Have Local Public Transportation Service, Users Can Book Bus, Local Trains , And We Are Also Providing Cab Service And Ride Sharing Facility User Can Choose Best Of There Interest. IT Provide An Intuitive Journey Planner Tool That Allows Users To Enter Their Starting Point And Destination To Find The Best Routes, Schedules, And Estimated Travel Times. Include Options For Different Modes Of Public Transport (Bus, Train, Subway, Etc.), As Well As Any Interconnections Or Transfers Required.

What Services We Offer's You

GoRoute

TRANSPORT

"Goroute: Your Urban Mobility Companion. Discover The Ease And Convenience Of Public Transportation In Our City. Seamlessly Plan Your Journeys, Access Real-Time Updates, And Enjoy Hassle-Free Travel On Buses, Trains, Subways, And Trams. Embrace The Freedom Of Exploring The City With GoRoute."

- Personalized Journey Recommendations
- Eco-Travel Tracker
- Virtual Travel Assistant
- Social Commute Groups
- Seamless Integration With Smart City Services
- Instant Language Translation
- Rewards And Exclusive Benefits

What Our Customer Say's

Customer Name -

As A Valued Customer, Enjoy Exclusive Benefits, Rewards, And Discounts With Our Partner Establishments. Unlock Special Offers At Local Restaurants, Shops,

★★★★★

Customer Name -

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ABOUT US

2.5K+ Happy Customers

10+ Serving City's

24/7 Customer Support

800+ Profession Drivers

Rewards And Exclusive Benefits: As A Valued Customer, Enjoy Exclusive Benefits, Rewards, And Discounts With Our Partner Establishments. Unlock Special Offers At Local Restaurants, Shops, Entertainment Venues, And More, Simply By Using Our Public Transport Services.

Available LINKS

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Abcdefg@Goroute.Com

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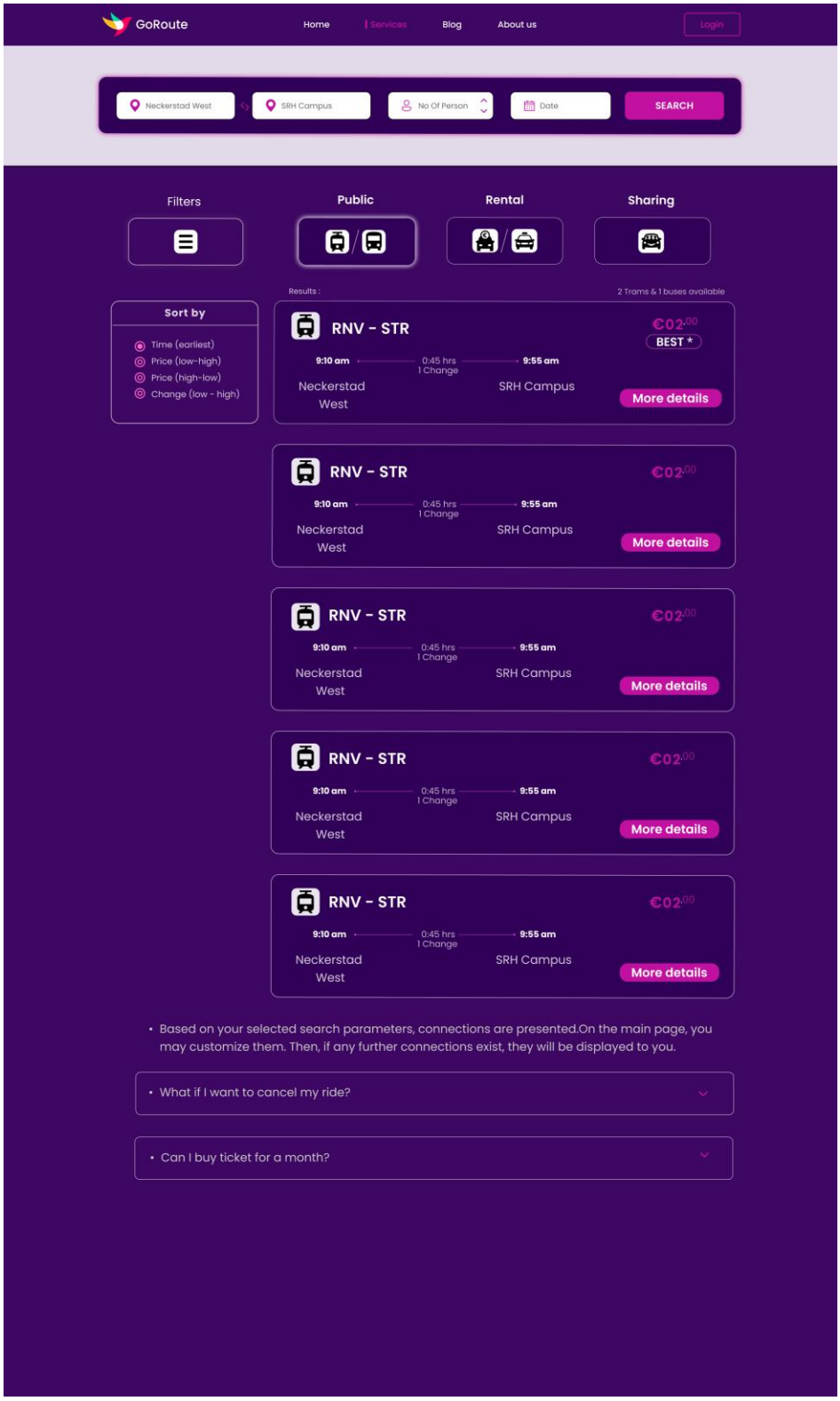
Services:-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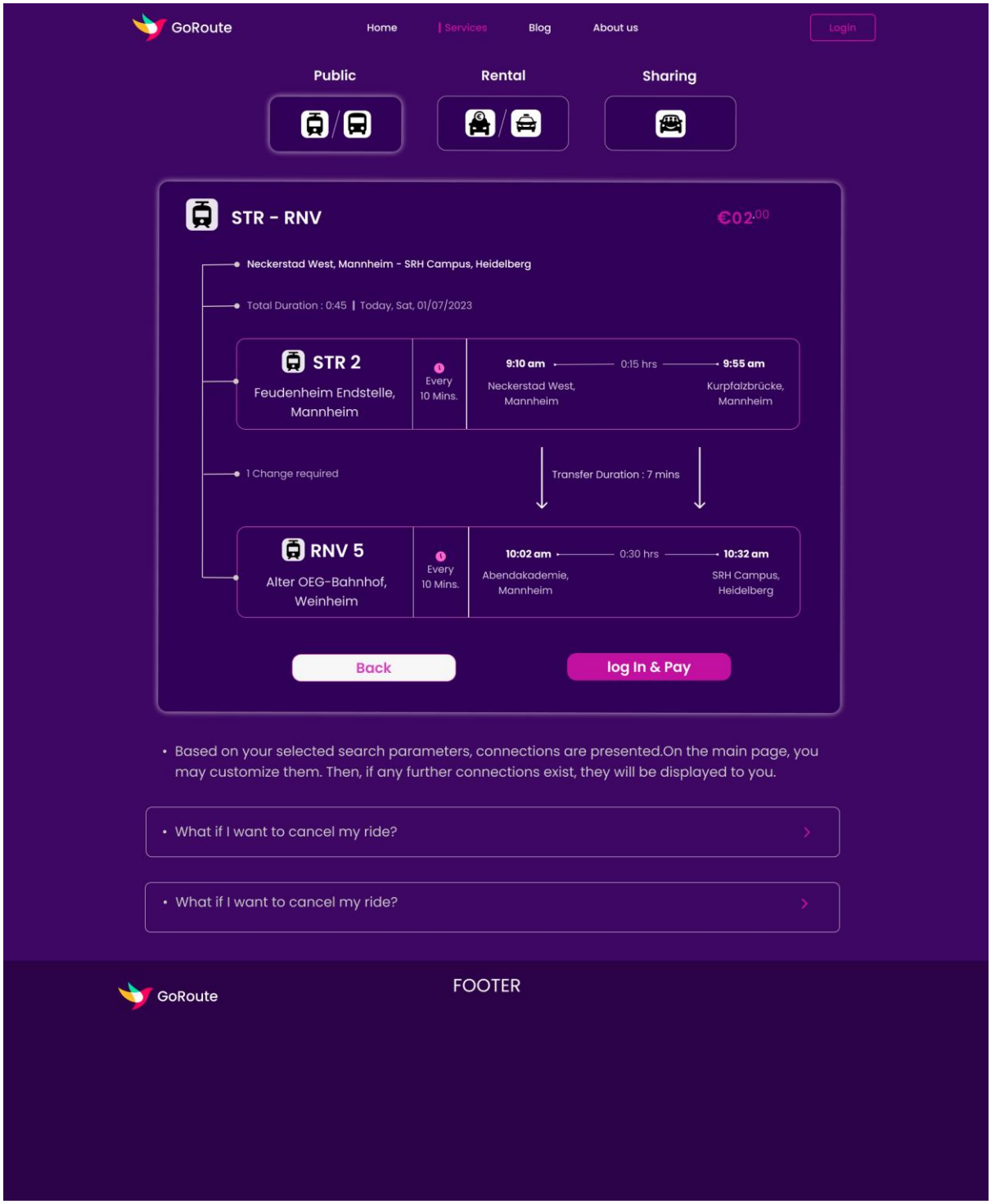
More details
• Based on your selected search parameters, connections are presented.On the main page, you may customize them. Then, if any further connections exist, they will be displayed to you.
• What if I want to cancel my ride?
• Can I buy ticket for a month?

More Details:-



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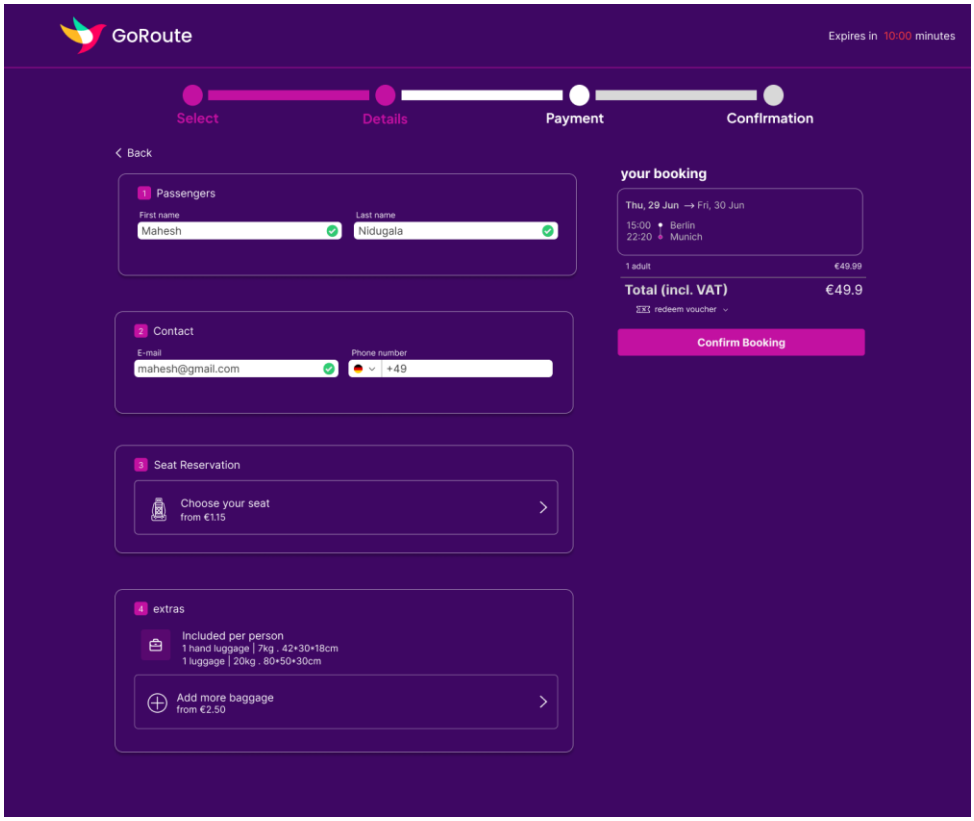

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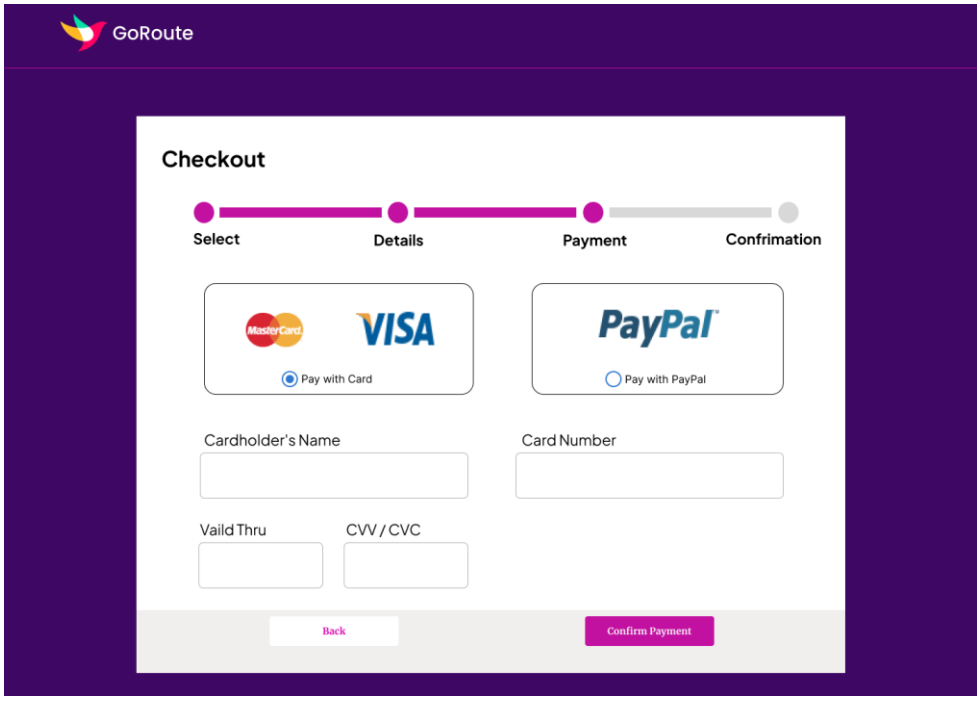

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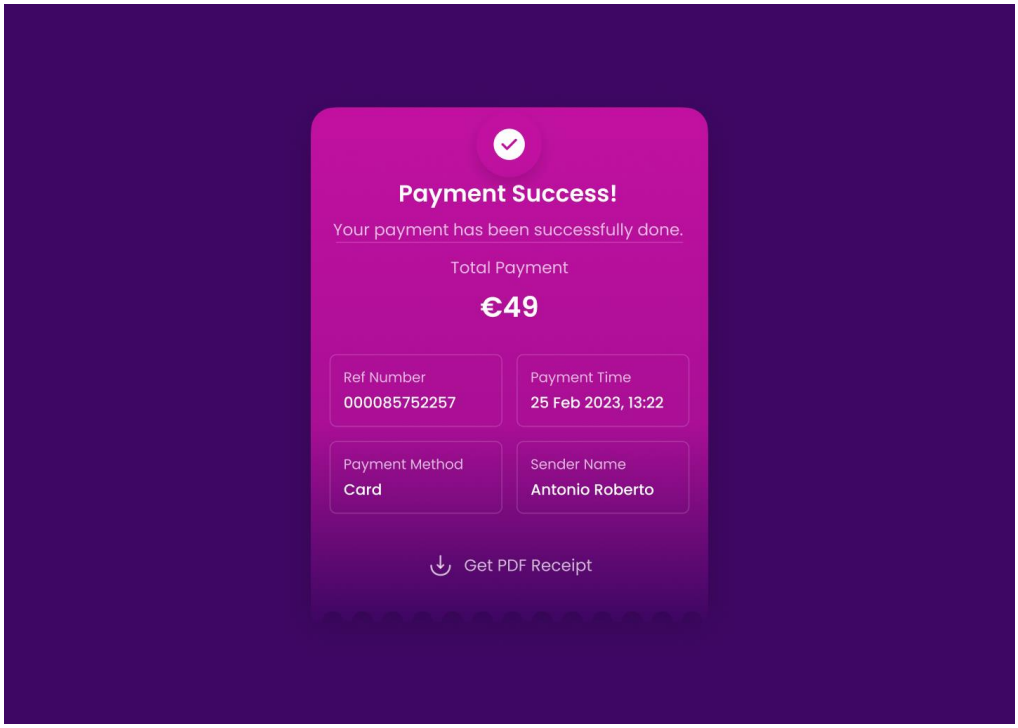

Note*- We have taken following references to take a overview and to club most features in a single app.

References:-

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