

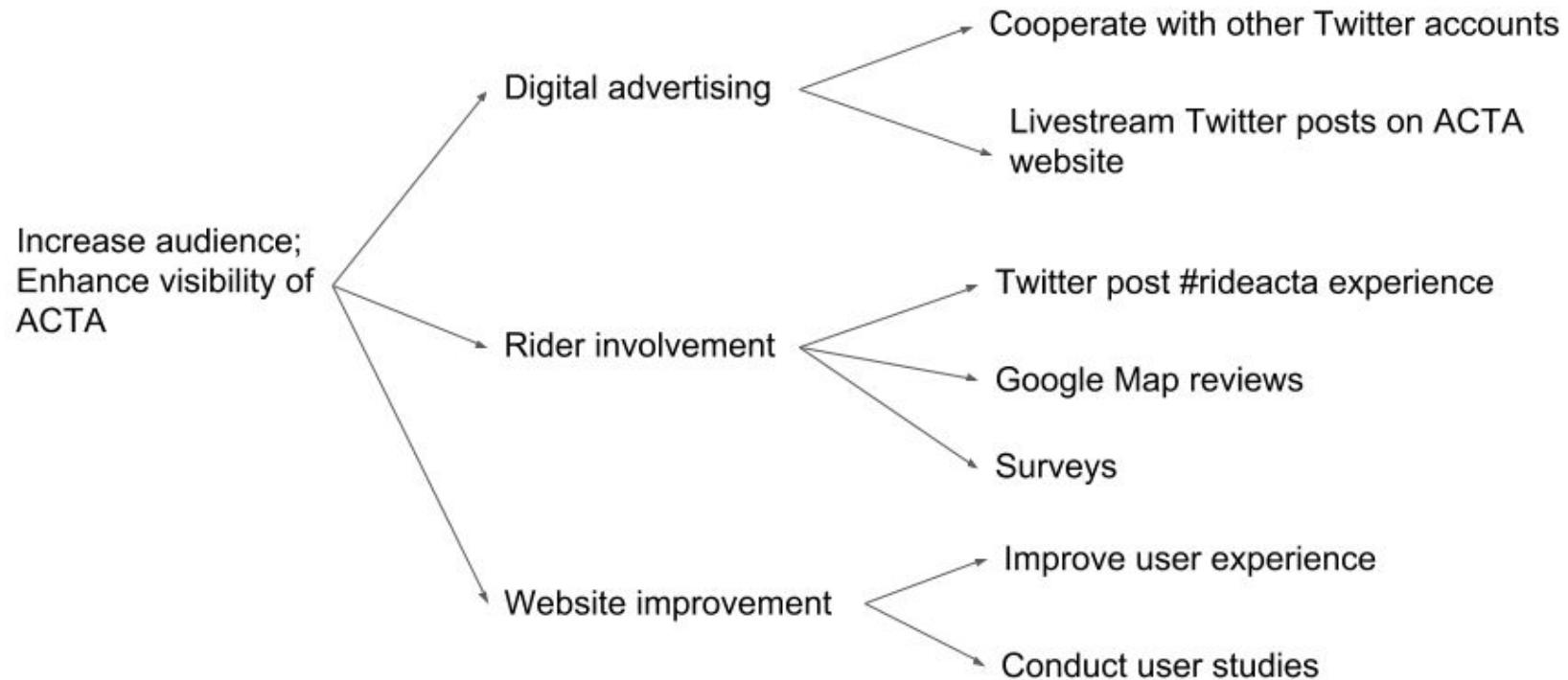
ACTA Mobile Website Design

Laura Ding

Project Overview

This project is for a consulting course. I work as the project manager and designer in the team. The design part is done by me individually. Our client is Airport Corridor Transportation Association (ACTA). They are a non-profit organization that provides shuttle services around the airport area. The shuttle service they provide is called RideACTA. ACTA is currently facing the problems of visibility, public awareness and marketing. To increase awareness of the RideACTA service and help ACTA gain more exposure and ridership, we have decided to use digital means to increase visibility of ACTA. Essentially, we are developing a mobile website that incorporates a list of events that riders could participate in. During their rides, riders could use their phones to participate in the different events and provide feedback. Because we directly work with the client, the client and advisor's inputs weigh a lot in this project.

Project Vision



Background Research

The heart of this project is rider involvement. From our research, we find that ACTA has a Twitter account but it has very few followers. One of the board of directors in ACTA is a manager of Pittsburgh Port Authority's Twitter account which has many followers. Therefore, we decide to host giveaways on ACTA's Twitter account and ask other popular Twitter accounts to advertise for us. Another problem is that the Google Maps rating of ACTA is very low. However, only a few people left reviews so we see lots of space for improving. Therefore, we encourage riders to leave reviews on Google Maps by offering them a free ride in return. Moreover, ACTA wants to get feedback from the riders, but in the past years they did the surveys on paper. We have included the survey part in our website design to make it digital and easier to manage.

User Research

From ACTA's description, the typical riders of their service are in their twenties and have low-paying jobs around the airport area. We have interviewed 6 potential users (in their twenties, uses public transportation, does not have a lot of money to spend). From our interview, we find that users are more willing to participate in a giveaway if the chance of winning is high. It is a little surprising that users weigh chance of winning more than value of gifts. Moreover, when presented with a QR code and a short link, users prefer to use QR code because it is quicker. However, because QR code is not prevalent in the US, we need to provide instructions on how to scan it. We also need to provide a short link as an alternative.

User Stories

Priority Level	As a(n)...	...I want to...	...so that I can...
Essential	Rider	Post my experience with RideACTA on social media	Let my friends know of this service
Essential	Rider	Write reviews about my experience with RideACTA	Let other people know how I think of this service
Essential	Administrator	To learn about the riders' opinions about RideACTA	Provide better service to suit their needs
Essential	Administrator	Reach more potential riders of RideACTA	Market to them and increase our user base

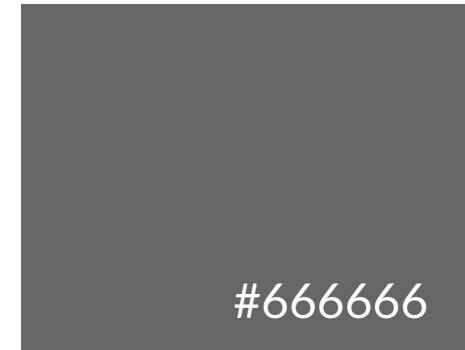
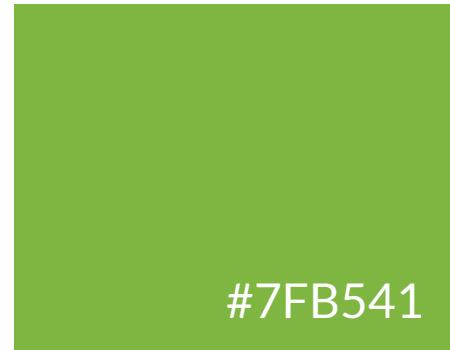
Style Guide

Because the client has a website (actapgh.org) and they want us to incorporate our mobile website into their current one, the design of the mobile website needs to conform to their website. Therefore, I used their color scheme and fonts directly.

Heading: Kulturista

Body: Nimbus Sans

Color: #333333



Screen Designs

First Iteration

The website mainly has four pages: Home, Free Ride (for Google Maps review), Giveaways (for Twitter), and Survey. Because of the limited space, only some parts of the design are shown.

 About ACTA Contact Us

acta airport corridor transportation association

ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

Hi,

Thank you for being a valued customer of RideACTA. Since ACTA was first established, we have been aiming to provide convenient and affordable transportation in Robinson Township. We are still a growing organization, and we will appreciate your help in spreading the word for us. As an appreciation for your time and participation, we have prepared some gifts for you. See below for different options to participate and win gifts. We would love to hear from you!

Monthly Giveaways



We host giveaways on Twitter every month. Follow our Twitter account @actapgh and share your RideACTA experience...

Free Ride



How about a ride on us? Sounds good? All you have to do is to leave a review on...

 About ACTA Contact Us

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Free Ride

How about a ride on us? Sounds good? All you have to do is to leave a review on Google Maps and get a free ticket sent to your email address. Next time, just show the driver your free ticket and enjoy your ride! See how to participate below.

Note: As per Google's policy, each account can only review the same service once, so this offer is only valid to your first time review.

1

Click here to open Google Maps and leave your review. Remember to take a screenshot when you are done.

2

Click here to enter your email address and upload a screenshot of your review for confirmation.

 About ACTA Contact Us

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Monthly Giveaways

We host giveaways on Twitter every month. Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta to enter our pool! It's as easy as that. Winners are announced in @actapgh on the 1st of each month. Prizes may change every month, so keep tuned!

Current prize is: **\$20 Amazon Gift Card**.

Winner will be announced on: **April 1st, 2019**.

Sounds interesting? See how you can participate below!

1

Click here to open Twitter and write your post! Don't forget to use #rideacta in your post and follow @actapgh.

2

And you are done! Isn't that easy? Keep an eye for the winner announcement on @actapgh. Thank you for your participation!

 About ACTA Contact Us

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Some parts of Home, Free Ride, and Giveaways

Screen Designs

Second Iteration

Our advisor provided feedback for the first design. He mentioned that the step numbers were too prominent and created unnecessary noise in the page. He also suggested to move the texts to the bottom or the middle. Therefore, I created some different home screen designs for the client to choose from.

ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

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Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

Different home screen design for client to choose from



About ACTA Contact Us

Free Ride

How about a ride on us? Sounds good? All you have to do is to leave a review on Google Maps and get a free ticket sent to your email address. Next time, just show the driver your free ticket and enjoy your ride! See how to participate below.

Note: As per Google's policy, each account can only review the same service once, so this offer is only valid to your first time review.



[Open Google Maps](#)



Leave a review and take a screenshot.



Some parts of Free Ride, Giveaways, and Survey



About ACTA Contact Us

Giveaways

We host giveaways on Twitter every month. Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta to enter our pool! It's as easy as that. Winners are announced in @actapgh on the 1st of each month.



[Open Twitter](#)



Follow @actapgh and post using #rideacta



About ACTA Contact Us

Take a Survey

We are striving to provide best experience to our riders. Let us know how we are doing by taking a short survey. The purpose of the survey is for us to improve our service. Therefore, it is completely anonymous and we appreciate your honest feedback.

[Access the survey here](#)



Screen Designs

Third Iteration

During our meeting, the client described the elements of their ideal design: texts on the top, color blocks, and gray background. Because our advisor preferred texts in the middle, we decided to do a user testing. Moreover, in this iteration, more detailed steps for each event are provided.



ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.

ACTA aims to provide convenient and affordable transportation in the Airport Corridor. We appreciate your feedback and are offering some free gifts as a reward. We look forward to hearing from you!

Free Ride

Write a review on Google Maps to get a free ride.



Giveaways

Post on Twitter to get a



Help ACTA

ACTA aims to provide convenient and affordable transportation in the Airport Corridor. We appreciate your feedback and are offering some free gifts as a reward. We look forward to hearing from you!

Giveaways

Post on Twitter to get a giveaway.



ACTA needs your help!

Help ACTA spread the word and receive a **free gift** from us.



Free Ride

Write a review on Google Maps to get a free ride.



Giveaways

We host giveaways on Twitter every month. **Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta** to enter our pool! It's as easy as that. Winners are announced in @actapgh on the 1st of each month. Prizes may change every month, so stay tuned!

This month's prize is: **\$20 Amazon Gift Card.**

Winner will be announced on: **April 1st, 2019.**

Sounds interesting? See how you can participate below!

Step 1:

Open Twitter

Step 4: Fill in your information and a ticket will be sent to your inbox in 24 hours

abc@example.com

IMG_8300.jpg

Submit



Some parts of Home, Giveaways, and Free Ride

Screen Designs

Fourth Iteration

In this iteration, I mainly changed the steps of the Free Ride page. Originally, users needed to take a screenshot of their review and upload to our website. This might be troublesome so we decided to ask them to enter their name on Google.

ACTA
airport corridor transportation association

Free Ride

How about a ride on us? Sounds good? All you have to do is to **leave a review on Google Maps**. We'll send you a **free ride ticket to your email address**. Just show the driver your free ticket and enjoy your next ride on us! See how to participate below.

Step 1: Open Google Maps

Step 2: Go to ACTA's page

ACTA
2.2 ★★★★ (5)
Non-Profit Organization · 31 min
Open · Closes 17:00

+ Follow

OVERVIEW REVIEWS PHOTOS

DIRECTIONS START CALL SAVE

2 Robinson Plaza #420, Pittsburgh, PA 15205

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Free Ride

(Please enter the email address you wish to receive the ticket. Each user can only enter one email address)

John Doe

(Please enter your Google Maps on-screen name that you used for the review)

Submitted!

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.

Submit

ride ACTA

ACTA
airport corridor transportation association

Take a Survey

We are striving to provide the best experience to our riders. Let us know how we are doing by taking a short survey. The purpose of the survey is to **help us improve our service**. It is **completely anonymous** and we appreciate your honest feedback.

Access the survey here

ride ACTA

Some parts of Free Ride and Survey

First User Testing Overview

6 users participated in the user testing. We asked users to complete four tasks:

- Choose a home screen design (one with texts on the top, the other with texts in the middle)
- Leave a review on Google Maps to get a free ride
- Participate in a Twitter giveaway
- Take the survey

We also specifically asked them to tell us what was the first thing they saw on each screen.

First User Testing Results

Home: 4 users preferred texts on the top because they liked that all buttons were together. The gray color was not prominent enough.

Free Ride: Google name was confusing and we needed a way to better explain it. It does not have an official term. Users would like fewer steps because they did not want to go back and forth between tabs. Some buttons did not look clickable.

Giveaways: Users wanted to access ACTA's Twitter page directly when they clicked "Open Twitter". Users also wanted a way to go back to home page.

Survey: One user suggested we could put surveys in the end of Free Ride and Giveaways pages to make more people participate.

Screen Designs

Fifth Iteration

Based on the feedback from user testing, I changed the styles of the buttons. I also added a navigation bar at the top so that users could navigate to other pages freely.

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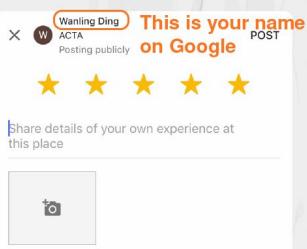
Free Ride

Home | [Free Ride](#) | Giveaways | Survey

How about a ride on us? Sounds good? All you have to do is to [leave a review on Google Maps](#). We'll send you a [free ride ticket to your email address](#). Just show the driver your free ticket and enjoy your next ride on us! See how to participate below.

Step 1: Open [Google Maps](#) 

and leave a review.



[About ACTA](#) [Contact Us](#)

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Giveaways

Home | Free Ride | [Giveaways](#) | Survey

We host giveaways on Twitter every month. [Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta](#) to enter our pool! It's as easy as that. Winners are announced in @actapgh on the 1st of each month. Prizes may change every month, so stay tuned!

This month's prize is: [\\$20 Amazon Gift Card](#). Winner will be announced on: [April 1st, 2019](#). Sounds interesting? See how you can participate below!

Step 1: Open [Twitter](#)  and follow [@actapgh](#).



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Survey

Home | Free Ride | Giveaways | [Survey](#)

We are striving to provide the best experience to our riders. Let us know how we are doing by taking a short survey. The purpose of the survey is to [help us improve our service](#). It is [completely anonymous](#) and we appreciate your honest feedback.

[Access the survey here](#)

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Some parts of Free Ride, Giveaways, and Survey

Screen Designs

Sixth Iteration

Because the users mentioned that the gray button on the home screen was not prominent enough, I provided some home screen designs with different colors for the client to choose from.



Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ride acta

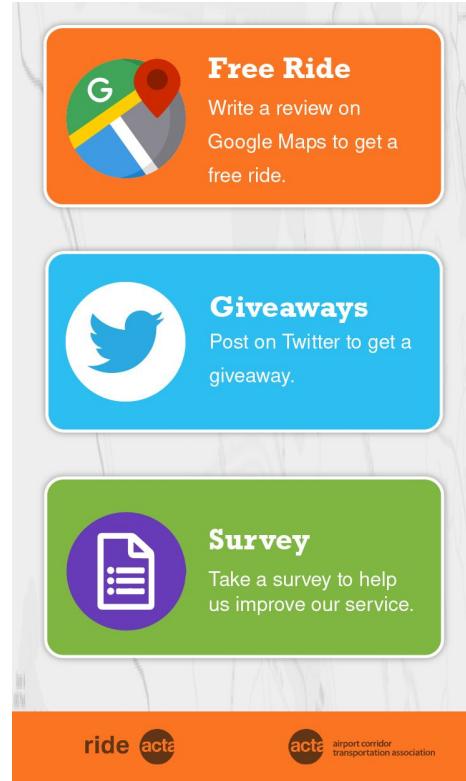


Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ride acta



Free Ride
Write a review on Google Maps to get a free ride.

Giveaways
Post on Twitter to get a giveaway.

Survey
Take a survey to help us improve our service.

ride acta

Different home screen design for client to choose from

Screen Designs

Seventh Iteration

The client chose the last design, with the Giveaways button being blue. Although our advisor did not like that one, we decided to prioritize the client's needs. I also added a contextual sensitive help button in the form in Free Ride page, to help explain what "name on Google" is.

Sound interesting? See how you can participate below! (Both steps need to be completed)

Step 1: Follow @actaphg 



Step 2: Post using #rideacta 



Please take a [5 minute survey](#) and let us know how we are doing!

Note: Winners will be contacted through Twitter. Prizes will be mailed so winners will need to provide a mailing address to receive the prize.



Step 1: Leave a review 

Step 2: Fill in the following information and a voucher will be sent to your inbox in 24 hours.

John Doe This is your name ACTA Posting publicly on Google POST

Share details of your own experience at this place

Enter your email address... (optional)

Enter your name on Google... (optional) ?

Submit

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.



Step 1: Leave a review 

Step 2: Fill in the following information and a voucher will be sent to your inbox in 24 hours.

John Doe This is your name ACTA Posting publicly on Google POST 

Share details of your own experience at this place

Enter your email address... (optional)

Enter your name on Google... (optional) ?

Submit

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.



Some parts of Giveaways and Free Ride

Screen Designs

Eighth Iteration

In this iteration, I removed all the screenshots on the page and made them contextual sensitive help, in order to make the pages cleaner and more concise. I also changed the style of the navigation bar because our advisor said it was not prominent. Another major change is to remove the header of each page because the tab of the navigation bar already indicates the current page.

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Home Free Ride Giveaways Survey

How about a ride on us? Sounds good? All you have to do is to [leave a review on Google Maps](#) and we'll send you a [free ride voucher to your email address](#). Just show the driver your voucher and enjoy your next ride on us! See how to participate below. (Both steps need to be completed)

Step 1: [Leave a review ↗](#)

Step 2: Fill in the following information and a voucher will be sent to your inbox in 24 hours.

Enter your email address...
Enter your name on Google...
Submit

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.

ride acta **acta** airport corridor transportation association

acta airport corridor transportation association

Home Free Ride Giveaways Survey

How about a ride on us? Sounds good? All you have to do is to [leave a review on Google Maps](#) and we'll send you a [free ride voucher to your email address](#). Just show the driver your voucher and enjoy your next ride on us! See how to participate below. (Both steps need to be completed)

Step 1: [Leave a review ↗](#)

Step 2: [Post with #rideacta ↗](#)

Share details of your own experience at this place
Enter your name on Google...
Submit

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.

ride acta **acta** airport corridor transportation association

acta airport corridor transportation association

Home Free Ride Giveaways Survey

We have giveaways on Twitter every month. [Follow our Twitter account @actapgh and share your RideACTA experience with #rideacta](#) to enter our drawing! It's as easy as that. Winners are announced on @actapgh on the 1st of each month. Prizes may change every month, so stay tuned!

This month's prize is: [\\$20 Connect Card](#).

Winner will be announced on Twitter!
Sound in the comments below! (E.g. User [#rideacta](#))
[Tweet ↗](#)

Step 1: [Post with #rideacta ↗](#)

Step 2: [Post with #rideacta ↗](#)

Please take a [1 minute survey](#) and let us know how we are doing!

Note: As per Google's policy, each account can review a service only once, so this offer is valid only to your first time review.

ride acta **acta** airport corridor transportation association

acta airport corridor transportation association

Home Free Ride Giveaways Survey

We are striving to provide the best experience to our riders. Let us know how we are doing by taking a short survey. The purpose of the survey is to [help us improve rideACTA](#). It is [completely anonymous](#) and we appreciate your honest feedback.

[Access the survey ↗](#)

ride acta **acta** airport corridor transportation association

Second User Testing Overview

The client liked the idea of having four tabs (Home, Free Ride, Giveaways, Surveys) in the navigation bar. However, our advisor preferred to have only three tabs (exclude Home) and use the header as a button to back to home page. Therefore, we decide to conduct user testing. We have already created a mobile website with three tabs. We used the clickable prototype and the mobile website for user testing.

6 users participated in the user testing. We asked users to complete five tasks:

- Choose a navigation design
- Scan the QR code or use the short url to go to the website.
- Leave a review on Google Maps to get a free ride
- Participate in a Twitter giveaway
- Take the survey

Second User Testing Results

3 users preferred the four-tab navigation design and 3 users preferred the three-tab navigation design.

3 users mentioned they did not like the “Back to feedback home” header in the website with the three-tab navigation design because it was too prominent.

Overall users did not have problems completing the tasks.

Screen Designs

Final Iteration

We discussed the user testing results with our advisor. Because the result is about even split, our advisor suggested that we do the three-tab navigation design, and our client agreed to that. We changed the header to “Back to Feedback Home” to make it clear that it is clickable and leads to homepage.

Final Demo

Poster Designs

ACTA needs your help!

How to scan QR code:

iPhone users: Open Camera and scan QR code directly

Android users: You will need a QR code scanner (QR Code Reader is a free one on Play Store).



Help ACTA spread the word and receive a free gift from us. Free rides? Giveaways? Your name it! All you need to do is write a review or post a tweet! Participate now by scanning the QR code or go to the link:
lead.me/acta

Client has chosen this design

ACTA needs your help!

Help ACTA spread the word and receive a free gift from us.

Free rides? Giveaways? You name it!

All you need to do is write a review or post a tweet! Participate now by scanning the QR code or go to the link: I.lead.me/acta



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Other designs (second one is a black and white version for printing purposes)