

alSubte: tools for users with a particular environment

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Executive Summary

I have always been interested in exploring solutions in developing an app that helps users in their commuting time. To do this, I interviewed 5 transportation users about their needs and how they use transportation on a daily basis.

Key Finding

Daily users usually use traditional radios or TV to find out about the status of metro, train or bus means. as well as the weather or events such as protests that could affect arrival at your workplace.

The current options only publish data and have limited functionality only to display information, when it should be a service to help the user even without being asked.

What did we want to learn?

We want to learn the experience with current apps and how they know the status of the subway. How do you find out what's new on your daily commute?

Key Research Questions

What apps do you use to know the status of the subway?

Do you use any other news media to stay informed?

Did you have any problems? how did you solve it?

Participants

	frequency of use per week	Use radio / tv / news	Currents apps
Participant 1	5 days	Radio	Google maps. BA Subte
Participant 2	6 days	News / Radio	BA Subte
Participant 3	3 days	News / tv	-
Participant 4	5 days	News / Radio	Google maps
Participant 5	3 days	Radio	BA Subte

Key finding #1

Users know the status of the subway with the apps but are kept informed of different events that could affect it through radio, TV or streaming.

They really have to stay on top of the news to know if there will be something that affects the service.

Recommendation #1

They don't like using apps. They prefer to be informed if anything will affect them during the times they use it.

Key finding #2

There are no great apps on the market

Recommendation #2

It has to be a modern and attractive app that notifies the user of problems in the service.

Next Steps

Validate needs with surveys.

Conduct foundational studies on how users use means of transportation.

Run and test demo design.

Appendix

Affinity diagram

