



Metro Bruin: Empowering UCLA Students to Explore LA via Public Transit

Joyce Chen
joycechen721@g.ucla.edu

Yash Goyal
yashgoyal@g.ucla.edu

Lauren Stevens
laurenstevens@g.ucla.edu

Anika Balakrishnan
anikabala@g.ucla.edu

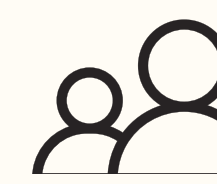


Survey

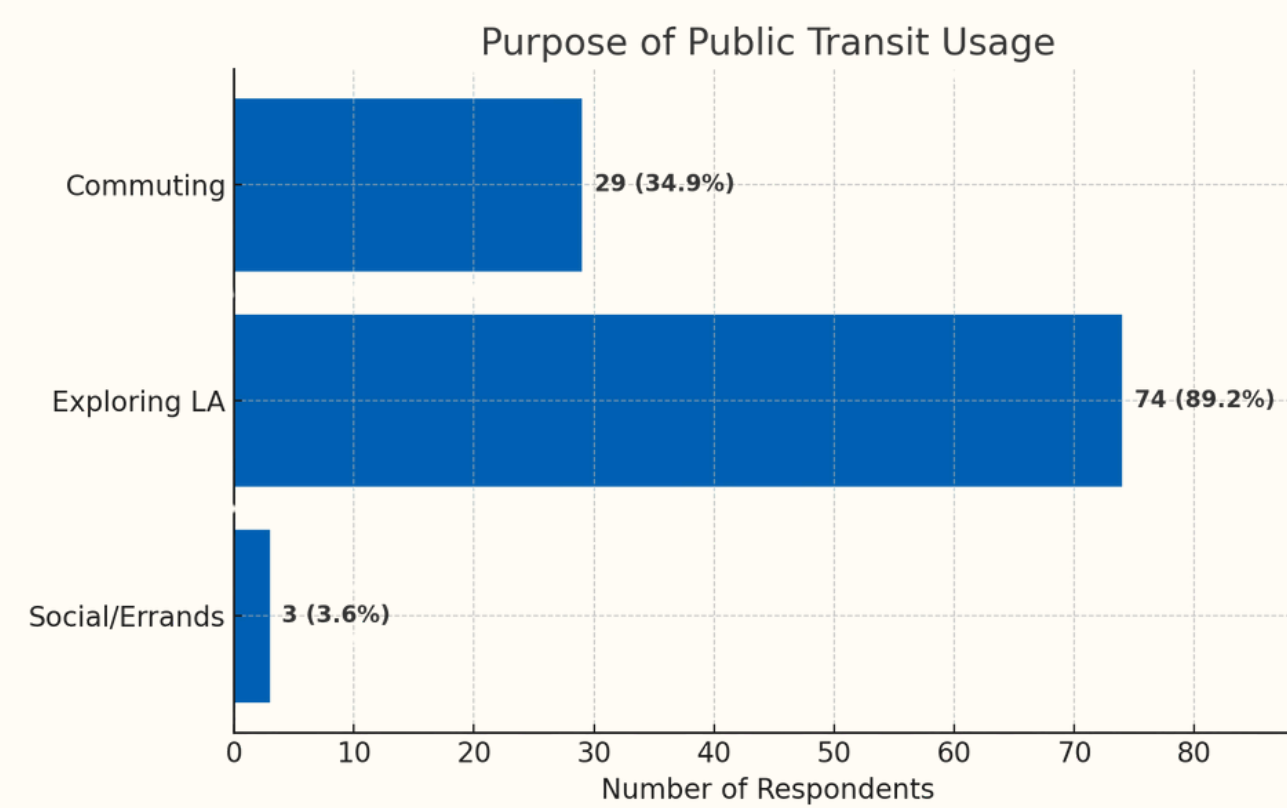


We created a survey to determine common pain points for UCLA students when using public transit, as well as intention and purpose of travel. The survey was successful and received 83 responses.

Main User Group



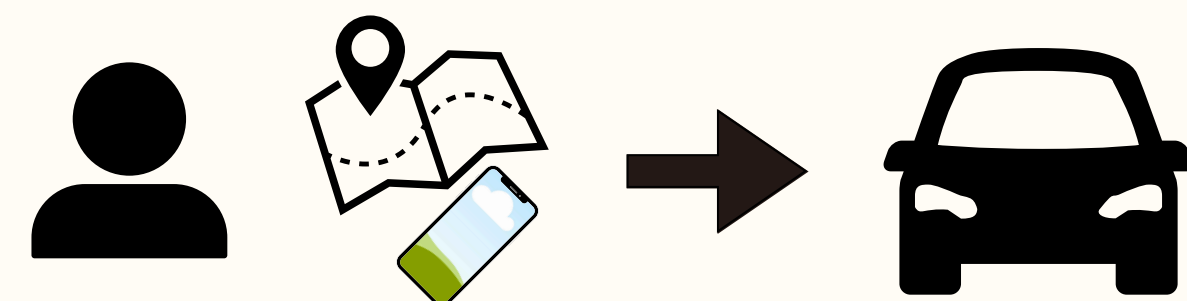
UCLA students **without cars** who travel for **leisure**, and care about **time** and **convenience** when getting around.



Scenarios and Analysis

Pain Point: Time

User checks the route to their destination on Google Maps. It shows that driving takes 20 minutes, whereas bus takes 40. User chooses to take an Uber.



Pain Point: Convenience

Users have to precisely time their travel, factoring in walking to the bus stop and coordinating transfers. Navigating routes and directions on their phone adds friction, making it easier to call an Uber instead.

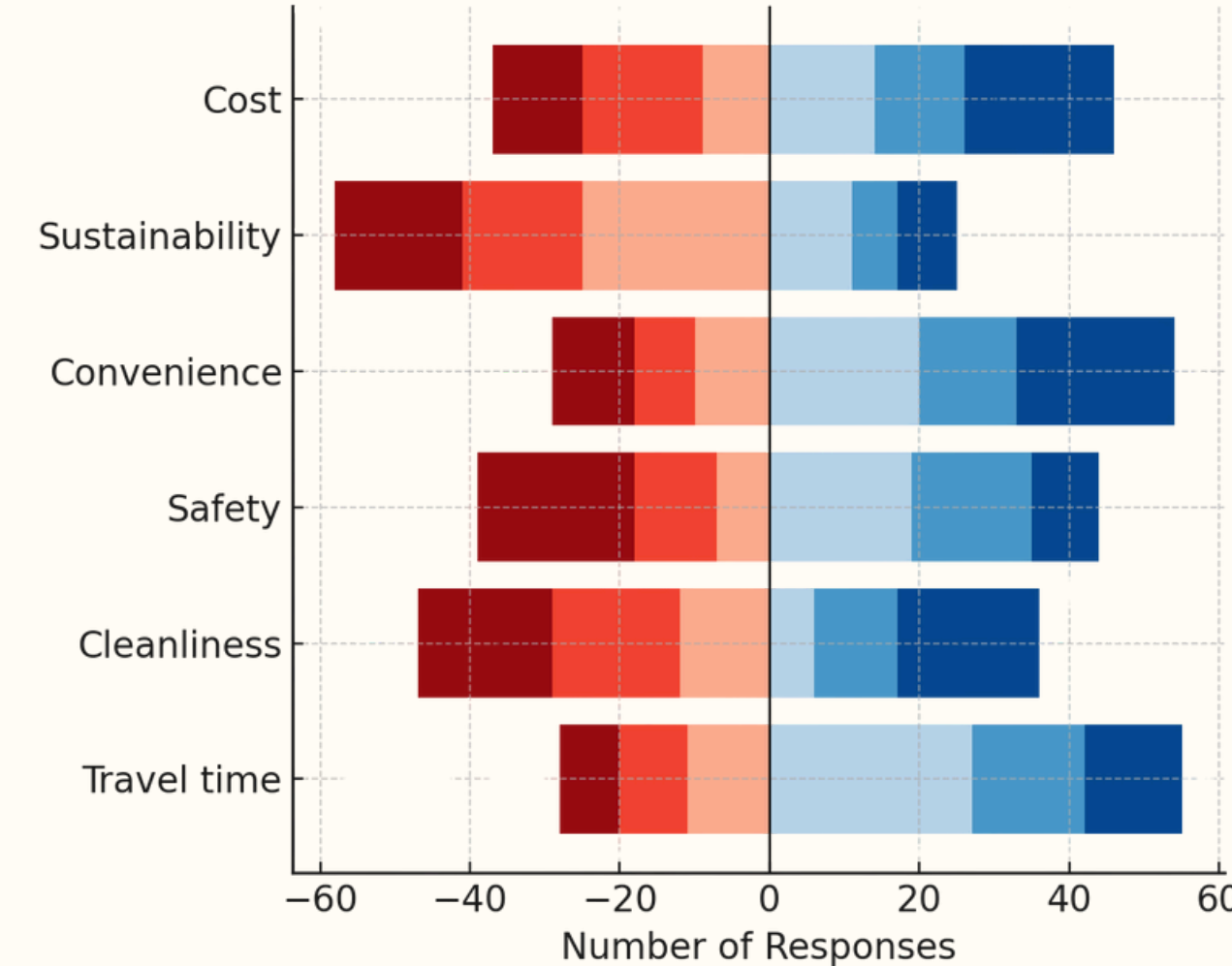


User Research

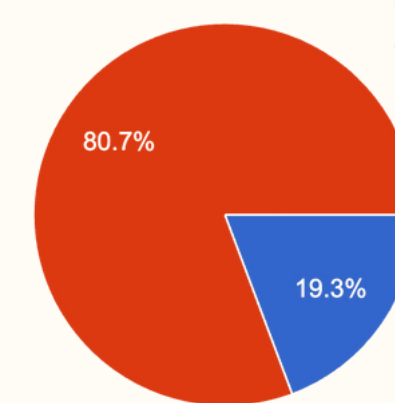


12 UCLA students, 3 professionals
Christina Blackston (Project Lead, *Transit App*)
Jacob Wasserman (Research Manager, ITS)
Samuel Speroni (PhD Student, ITS)
ITS: Institute of Transportation Studies

Diverging Stacked Bar Chart of Importance Ratings



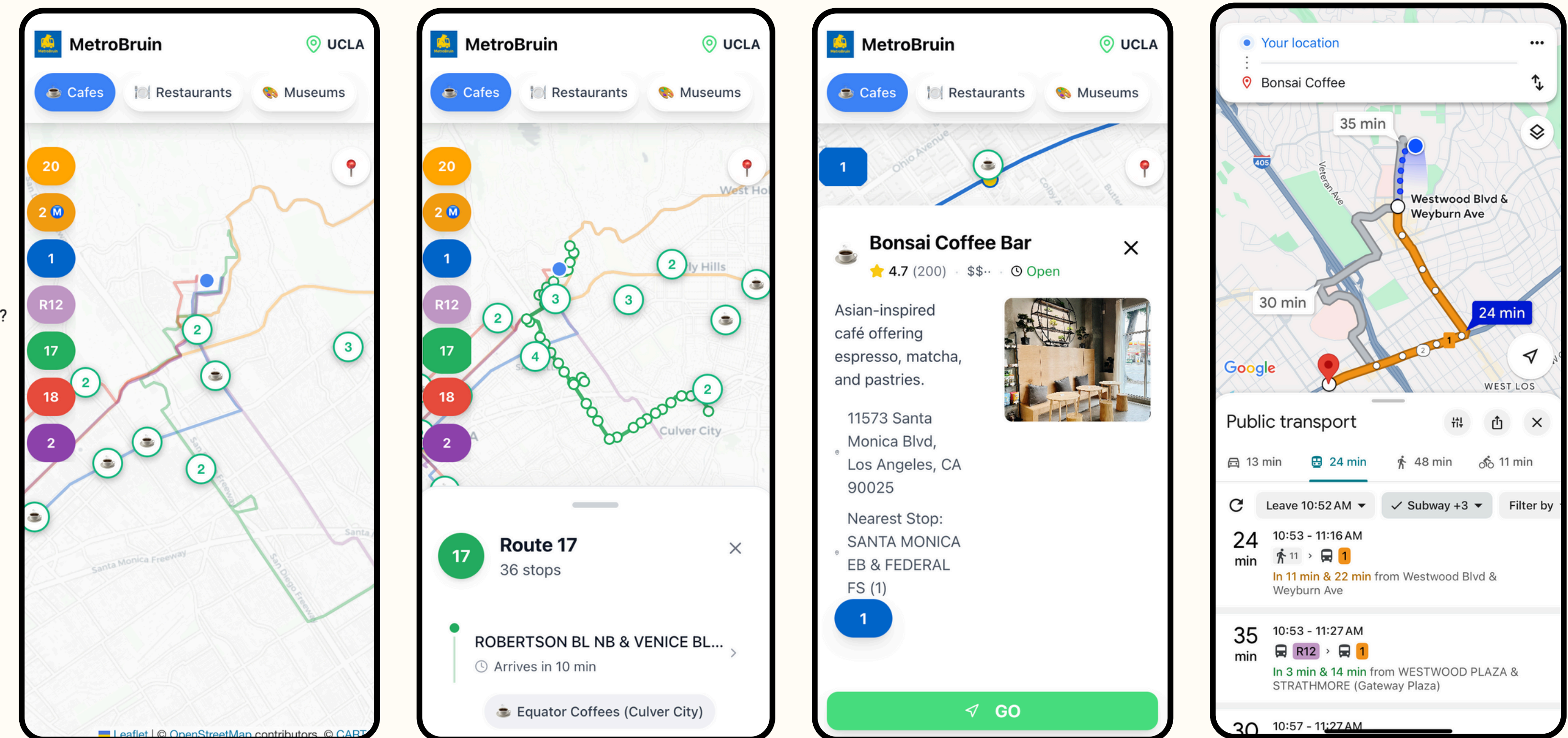
Do you own or have access to a car?



Interviews

System Overview & Approach

MetroBruin helps students discover Los Angeles by highlighting destinations along transit lines. Its interactive map, centered on transit corridors, lets users plan low-stakes trips to nearby restaurants, attractions, and neighborhoods—building trust in the system and countering negative stigmas. By encouraging ridership, MetroBruin aims to create a positive feedback loop that improves LA transit overall.



Evaluation & Future

We piloted our application with 12 users.



What Went Well

- Condensed bus and transit information is **easy-to-digest** due to the overlay, visually directing users to accessible locations.
- Relatively thorough **starter database** of various coffee shops and restaurants.
- Simplified location discovery** by allowing users to filter for easy-to-travel-to locations.
- Less noisy** and **more intuitive** user interface compared to popular applications, while still providing the basic pre-existing functionality.

Moving Forward...

- More Real-Time Data**
Users wanted access to total trip time, walk time, bus headways based on the time of day in app to help aid in their decision making process.
- Customizability and Filters**
Users wanted to narrow down their options by preferences like “ride within 20 minutes” or “vegetarian-friendly” spots.
- Community Elements**
Users wanted to see community ratings and reviews inside the app, similar to Yelp and Beli.

