

1. Intro

Title: University - App

Team members: Yeo Myeong Ahn, Sanem, Hyeondong Ryu

We wanted to focus on the bus function of our app and how we could improve on it.

Here is a list of problems a user could have when using a bus function for an app, and its subsequent solutions:

Problems/ goals of the user	solutions
want to see the bus schedule quickly	We can make it easy to access, only one or two clicks to the bus schedule
want to know how to access it	can make it obvious by placing the bus function on the front page
wants to see the departure and destination points	can show the exact location of the bus stops, maybe a picture will also help?
wants to see the entire schedule of the buses	can show a list of the departure times of the buses for each bus station

2. Tasks and storyboard

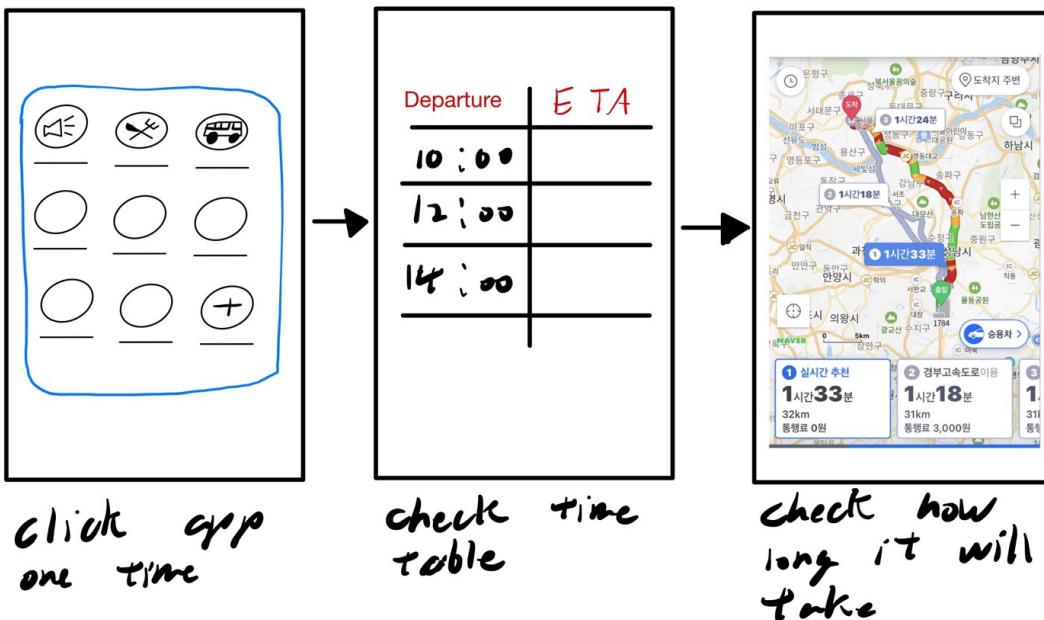
I'm Hyeondong, 24 years old, majoring in electronic engineering in skk University at Suwon campus. Today I have to go to 서울 campus because of meeting my best friends living at 혜화. So I need a bus schedule, not any other information.

I want to use the university app and click just one time to see the shuttle bus timetable. It would be comfortable because I can search the bus timetable quickly without any confusion.

On the top, I want to see the destination and departure point. On the bottom, I want to see the timetable of the bus. I want to see a timetable because it is comfortable and I want to check how long it will take to get from one destination to another.

simple	Check when the bus is leaving
Moderate	Check departure point of the bus/ the bus stop locations
Complex	Check how long the bus will take from one location to the other.

Storyboard:



Strengths	Weaknesses
Can allow students to see their bus schedules easily	cannot show if there is a lot of delays/ traffic on the road
Can help students plan ahead by giving them a time table so that they can know when they will arrive at their location	May sometimes go down/ have an error on the app because the servers are down/ people will not be able to access the schedule, will miss the bus

3. Modalities exploration

Two modalities considered:
computer:

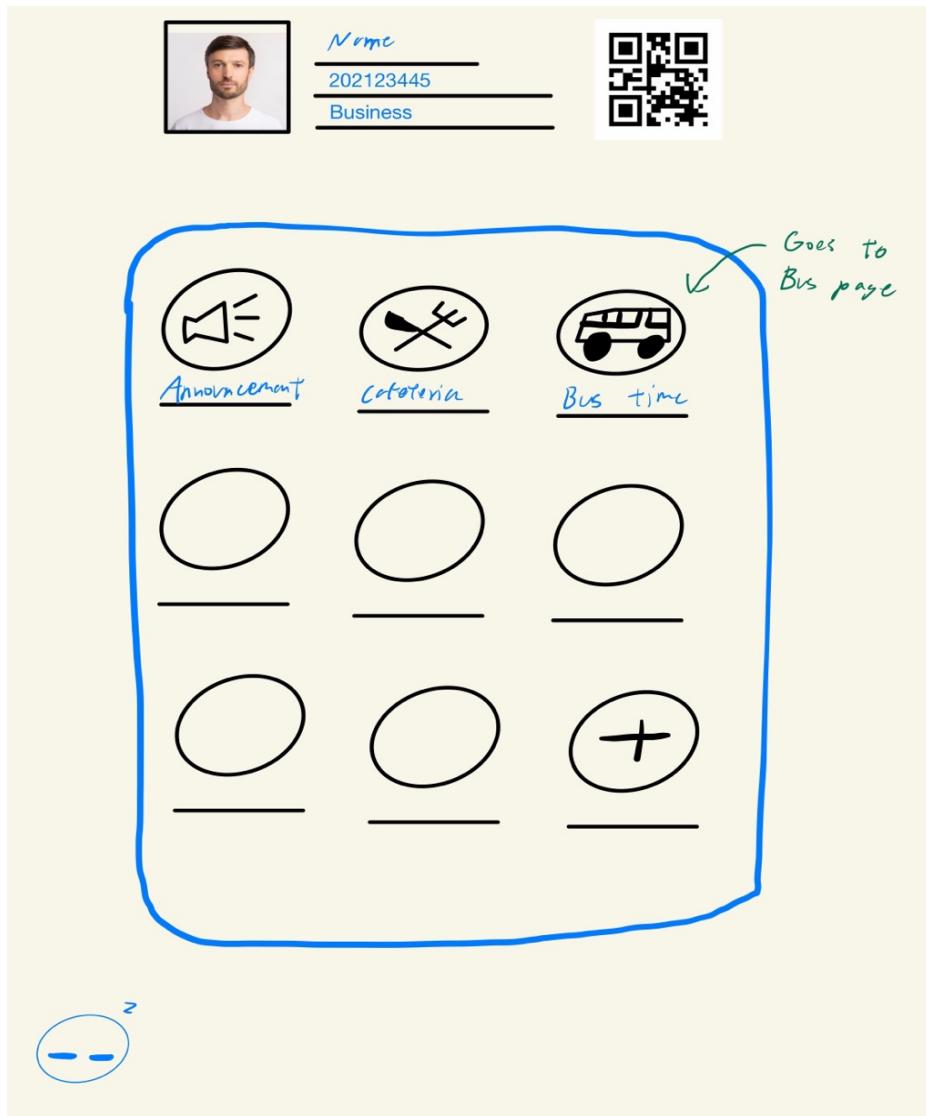
Bus schedule/time table

<ul style="list-style-type: none"> — Bus time table — Information on The buses — Q&A — Announcement — Contact us 	<p>Humanities and Social Sciences Campus</p> <p>승차 가능 정류장 : 정차소(농구장) - 학생회관 - 정문 - 혜화역 4 번 출구 - 맥도날드 앞 - 정문 - 600주년기념관</p>  <p>Bus locations <u>Estimated time on arrival</u></p> <p>Schedule of the bus departures</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">time</th> <th style="text-align: left;">ETC</th> <th style="text-align: left;">time</th> <th style="text-align: left;">ETC</th> </tr> </thead> <tbody> <tr><td>07:00</td><td></td><td>07:00</td><td></td></tr> <tr><td>08:00</td><td></td><td>08:00</td><td></td></tr> <tr><td>10:00</td><td></td><td>10:30</td><td></td></tr> <tr><td>12:00</td><td></td><td>12:00</td><td></td></tr> <tr><td>15:00</td><td></td><td>13:30</td><td></td></tr> <tr><td>16:30</td><td></td><td>15:00</td><td></td></tr> <tr><td style="background-color: orange;">18:00</td><td></td><td>16:30</td><td></td></tr> <tr><td>19:00</td><td></td><td style="background-color: orange;">18:00</td><td></td></tr> </tbody> </table>	time	ETC	time	ETC	07:00		07:00		08:00		08:00		10:00		10:30		12:00		12:00		15:00		13:30		16:30		15:00		18:00		16:30		19:00		18:00	
time	ETC	time	ETC																																		
07:00		07:00																																			
08:00		08:00																																			
10:00		10:30																																			
12:00		12:00																																			
15:00		13:30																																			
16:30		15:00																																			
18:00		16:30																																			
19:00		18:00																																			



Strengths	Weaknesses
Can allow students to see their bus schedules easily	only accessible via computer which is difficult to access sometimes
students can see a lot of information and can access new ones easily	may hold too much information, confusing to use

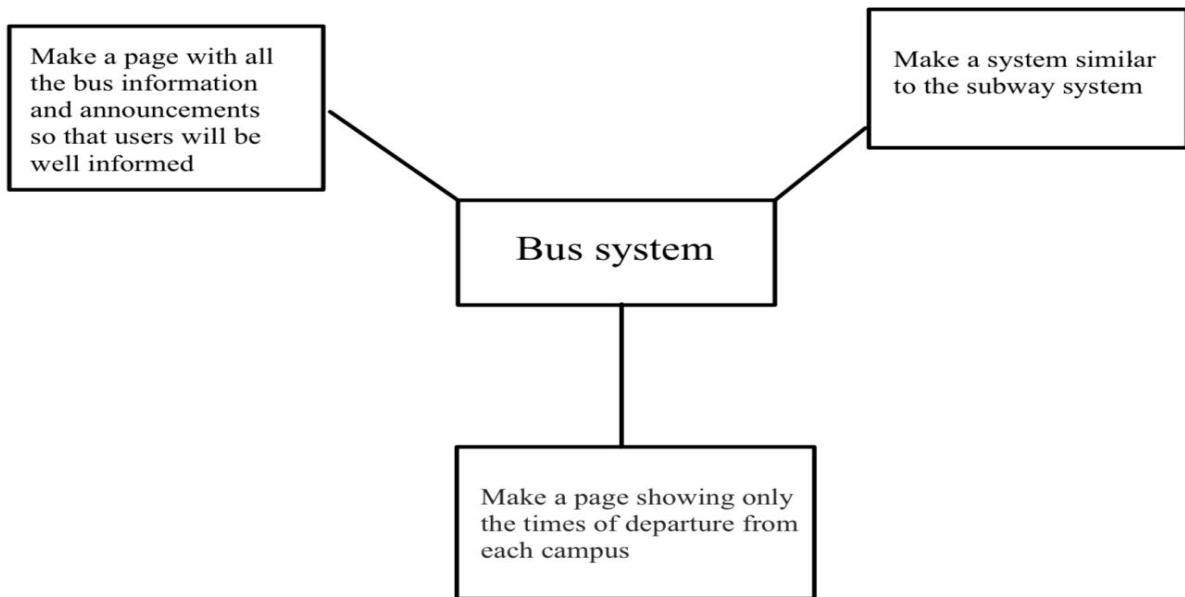
Mobile phone:



Strengths	Weaknesses
easy access to the app/ portable	people without phones cannot access it
people can access it anywhere, even on the streets as long as they have a phone and data/wifi	

The **Mobile phone** was selected for our app because all students would have a phone and **they carry it around with them**, therefore the app is easier to access for all students. a **phone is portable**, a laptop is less portable. Moreover, many students may have **data on their phone** so can check the website easier, whereas a laptop will require some form of wifi, which may not be available everywhere they are/go

Brain storm

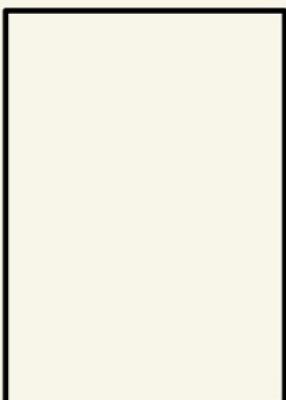


② Make paper prototypes

①



Bus



Information about the use of
buses and its stops

Bus time [Link]

Picture of
Current Head-of
transportation

Announcement +

•
•
•
•
•



②



Bus Time



ETA:

seoul campus



ETA:

suwon campus



③



Bus Time

Seoul → Suwon

Time Delays

Suwon → Seoul

Time Delays

Announcements?

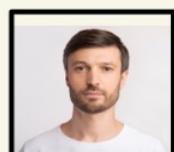
-
-
-



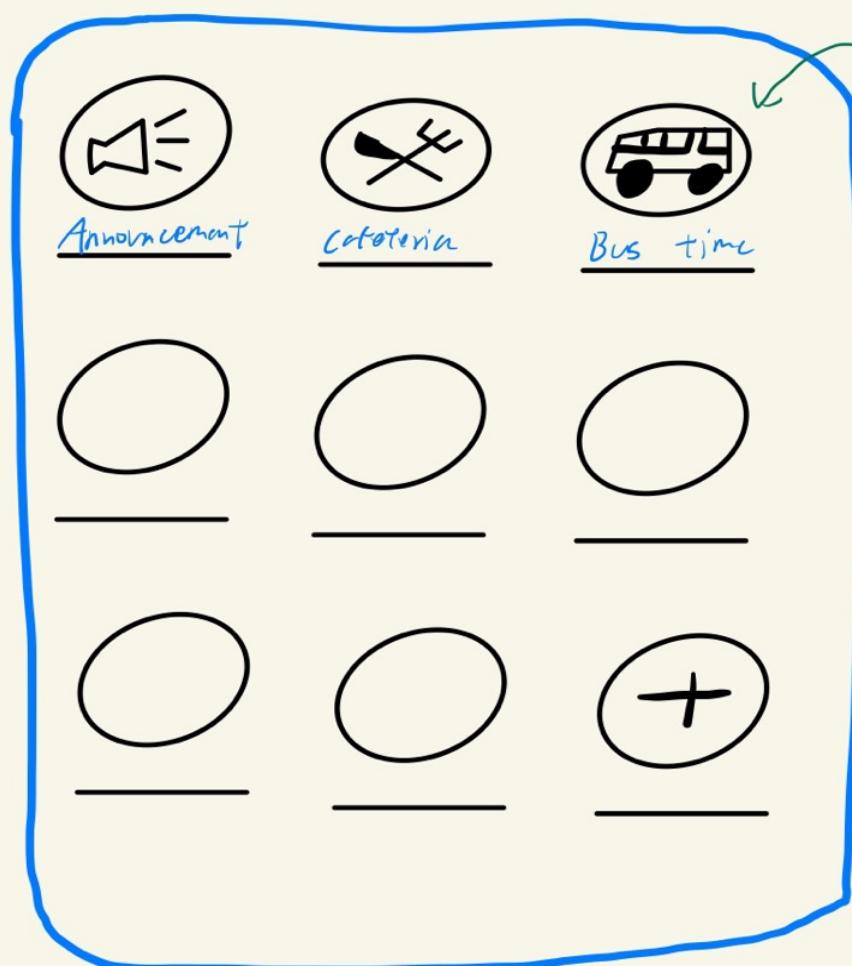
4. Paper prototype #1

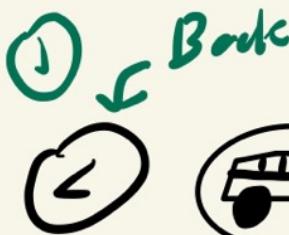
③ Make High lvl flow diagrams

High - prototype 1



Name
202123445
Business





Bus information



Head-of-
transportation:
Jung Min Sung

Current model:

How many buses available

Price per ride; 2000

[Bus time \[link\]](#)



Have To
click this
to
actually see
the bus
schedules

Announcement





Back to prev page [not main menu]

Bus Time

Humanities and Social Sciences Campus

승차 가능 정류장 : 정차소(농구장) - 학생회관 - 정문 - 혜화역 4 번 출구 - 맥도날드 앞 - 정문 - 600주년기념관



Pros:	Cons:
Lots of info for the user to see	Too much information
Can check announcements if there are any	Announcements for buses will be few, so the announcements function is just taking up space
	Have to click twice to actually get to the bus schedule
	Will also have to click twice to get back to the main menu

5. Paper prototype #2

③ Make High lvl flow diagrams

High-prototype 2

The image shows a hand-drawn paper prototype of a mobile application interface. At the top left is a placeholder for a user profile picture. To its right are three input fields: 'Name' (with the value '202123445'), '202123445', and 'Business'. Next to these is a QR code. Below this section is a large rounded rectangle containing a grid of icons. The grid has 3 columns and 5 rows. The first row contains three icons: a speaker (labeled 'Announcement'), crossed cutlery (labeled 'Catereria'), and a bus (labeled 'Bus time'). A green arrow points from the text 'Goes straight To Bus schedule' to the 'Bus time' icon. The second and third rows each contain three empty circles with horizontal lines underneath them. The fourth and fifth rows each contain two empty circles with horizontal lines underneath them. In the bottom left corner, there is a small icon of a face with dashed lines for eyes and a question mark above it.

Name
202123445
Business

QR code

Announcement Catereria Bus time

Goes straight To Bus schedule

- - ?

Back [to Front page]



Bus timing

- Departure from Humanities and Social Sciences Campus
In front of 600th Anniversary Hall

- Departure from Natural Sciences Campus
Between Engineering1 - Library

↳ Shows location of bus stop

time	ETC	time	ETC
07:00		07:00	
08:00		08:00	
10:00		10:30	
12:00		12:00	
15:00		13:30	
16:30		15:00	
18:00		16:30	
19:00		18:00	



Time of departure



Any delays are shown here



Help function to explain how to use this page if needed



Pros:

Simple to use, can immediately check the times of buses, can also check if there are any delays.

Is easy to understand so new people will immediately be able to understand it when using it

Also has the bus stop locations so people will understand where to go

Cons:

Cannot check how far the next bus is

Cannot check how long the trip will take

Additional features to be added?

Maybe an announcement section, to see if there will be any changes to the bus schedule?

6. Selection rationale

We chose **High-prototype 2** because it is far easier to access and has all the most needed information displayed only. **High-prototype 1** is good because it has a lot of information, however, it has too much information, many of which is redundant and wont change for long periods of time. We also have to click twice for us to see the actual schedule of the bus. Therefore, **High-prototype 1** was chosen due to its simplicity and ease of use.

If we were to improve on the design, there may be a starting tutorial explanation of how to use the bus app and understand it. Moreover, we could also add an announcement board, at the bottom of the page in case there are any announcements.

Fin~