

# Explore. Discover. Share

---

Team :

Manali Gortekar  
Sijie Yang  
Yizhou Pan

# The Challenge

---

“ Improve the commuting experience of iGoladera  
and reduce the number of vehicles on road. “

# Informal interview quotes

---

iGOLADERA.COM

“Commuting is a mundane activity. It’s frustrating to wait.”

– Female, 24, student

“ I am fine with it. It is something that you have to do.”

– Female, 25, dancer

“It pretty much depends on the company that I commute with.”

– Male, 20 , student

“I don’t carpool .. I don’t really know someone and I live too far from the campus.”

– Male, 52 , professor

# Insights

---

iGOLADERA.COM

1. People are willing to participate in a group commute activity.
2. Not all of them are aware of the alternate mode of transportation.
3. Most people associate commuting to a mundane activity in their daily life.

# Core

---

iGOLADERA.COM

## DESIGN CORE :

To motivate people to engage in an accessible commuting experience.

## SYSTEM CORE :

To facilitate accessibility of the alternate modes of transportation among people and make it more collaborative.

# Concept highlights

---

iGOLADERA.COM

## 1. QR code

To increase the accessibility among people and let them know of their alternate modes of transportation.

\* QR code is a rich media experience.

(<http://www.mobile-marketing-platform.com/en/cross-media-mobile-marketing/qr-code-opt-in>)

## 2. Collaboration via images

To encourage and inspire people to opt for different mode of transportation.

\* Images are becoming dominant way of conveying information.

([http://www.uie.com/events/virtual\\_seminars/icons\\_images/](http://www.uie.com/events/virtual_seminars/icons_images/) )



Amy

- single young lady
- first year in job
- live in suburban community
- commute to work daily
- likes bicycling on weekends

# Amy's situation

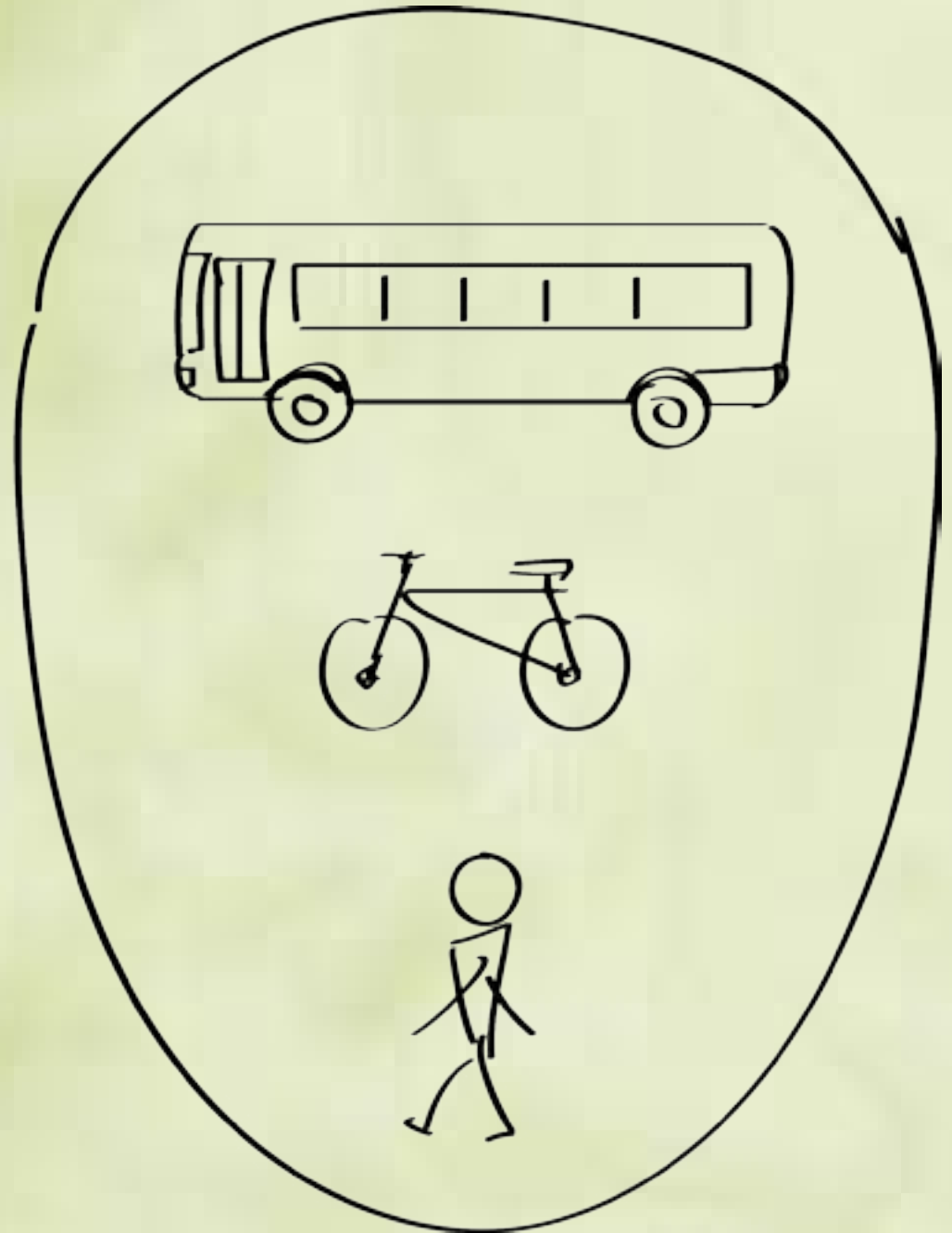
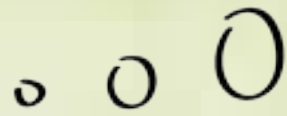
- nearest bus stop: 1.5 miles
- work place: 28 miles







Amy



Research

Insights

Core

Concept

**Story/Prototype**

Strategy

Too far and tiring...



Research

Insights

Core

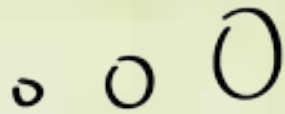
Concept

Story/Prototype

Strategy



Amy



Research

Insights

Core

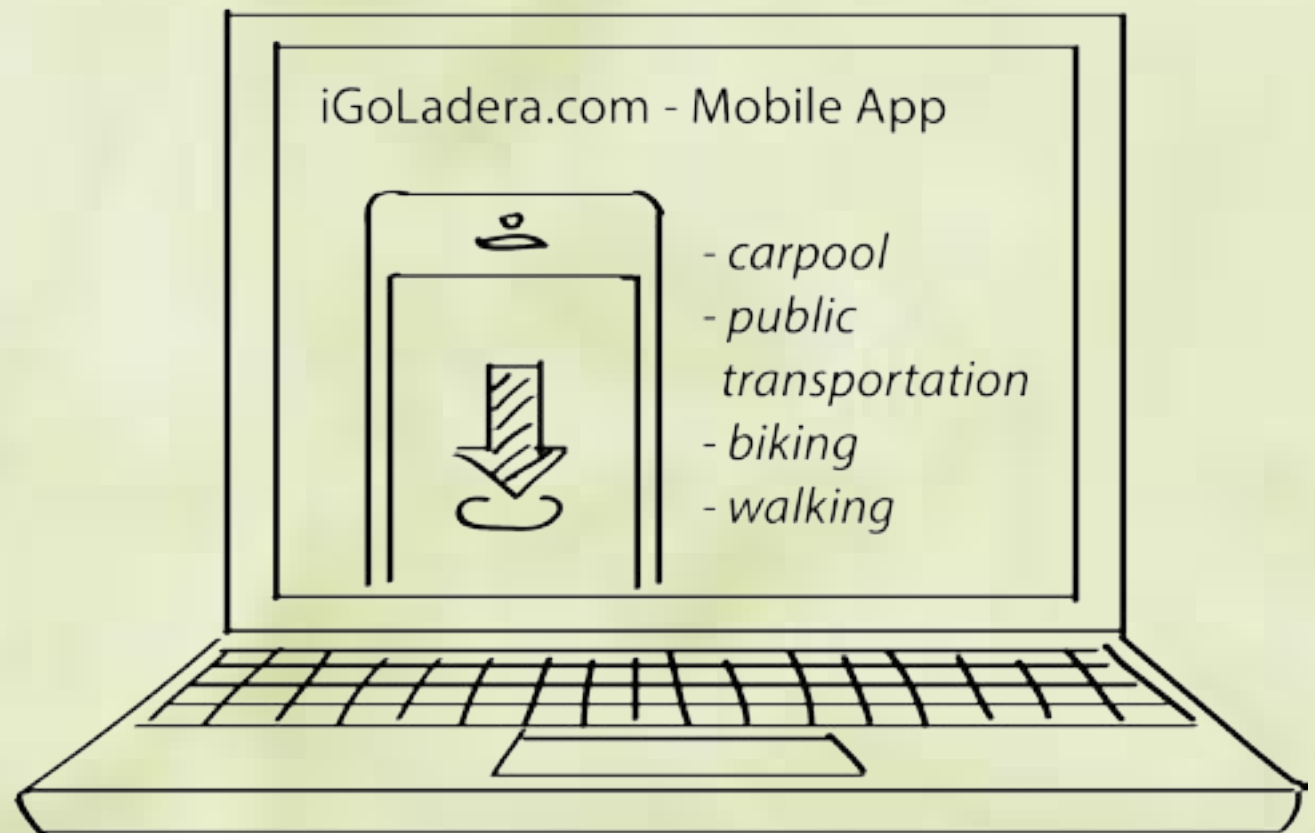
Concept

Story/Prototype

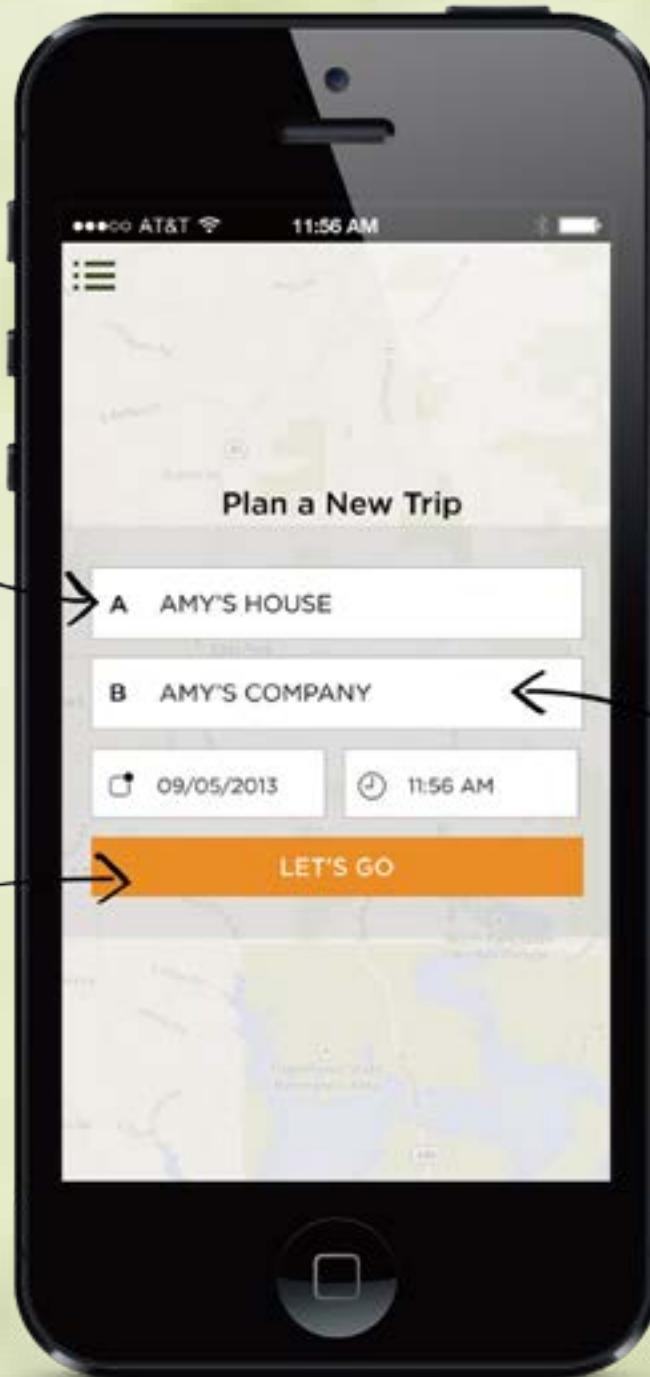
Strategy

Um ... carpool.

How is it like? How to find one?



Start  
Address

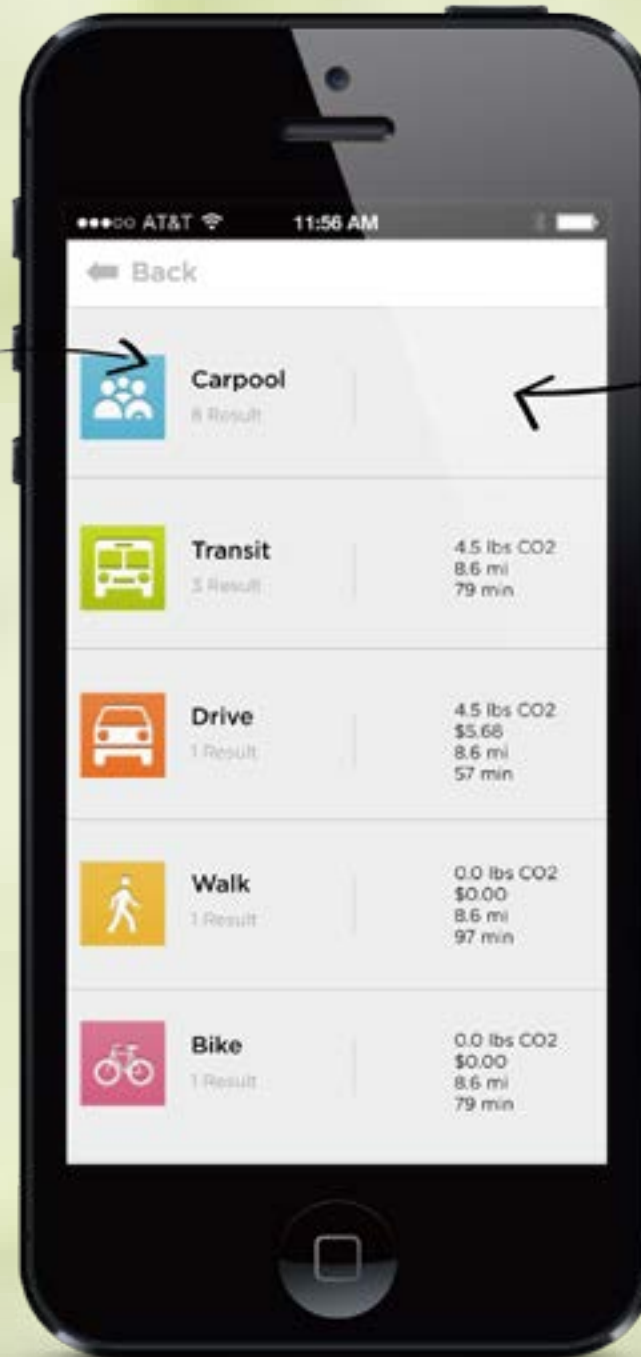


Destination  
Address

Search



Search  
Results



Swipe  
to  
See  
Shared  
Pictures

Swipe  
Back  
to  
See  
Search  
Results



Tap to View  
Pictures

Tap  
to  
View  
Next



Tap  
to  
Close

Looks interesting!



Amy





Research

Insights

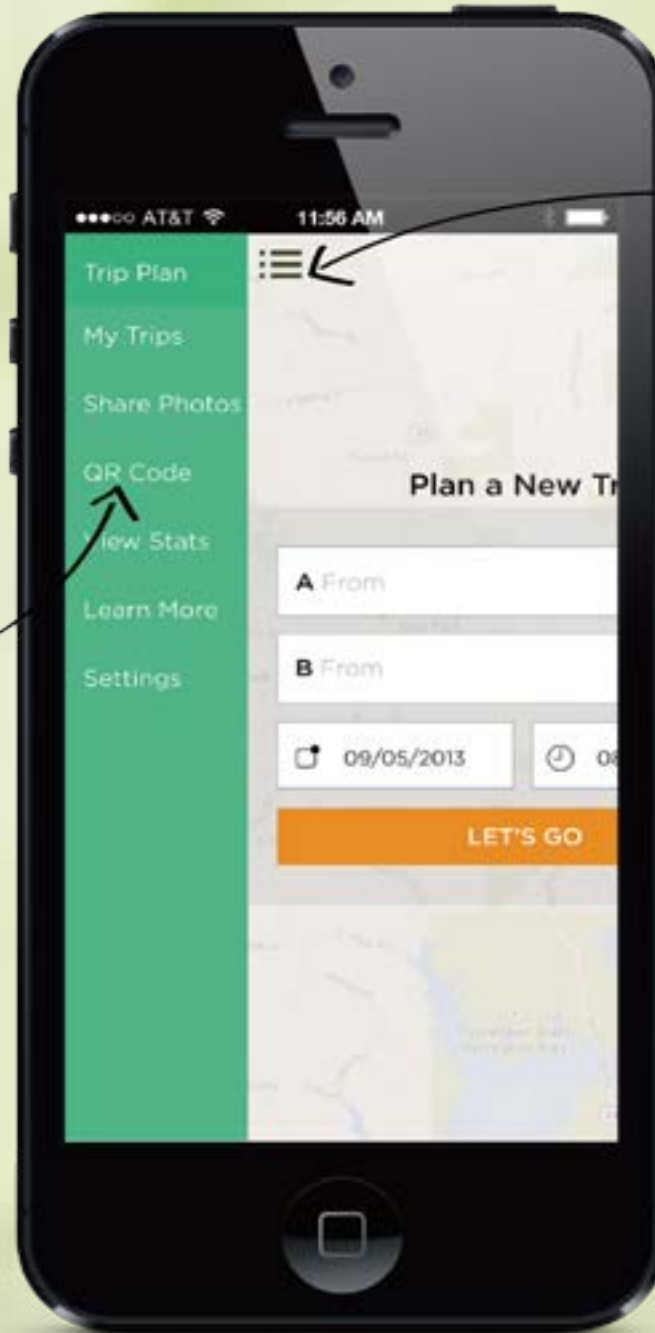
Core

Concept

Story/Prototype

Strategy

Tap  
to  
Scan  
QR Code



Tap  
to  
View  
Menu





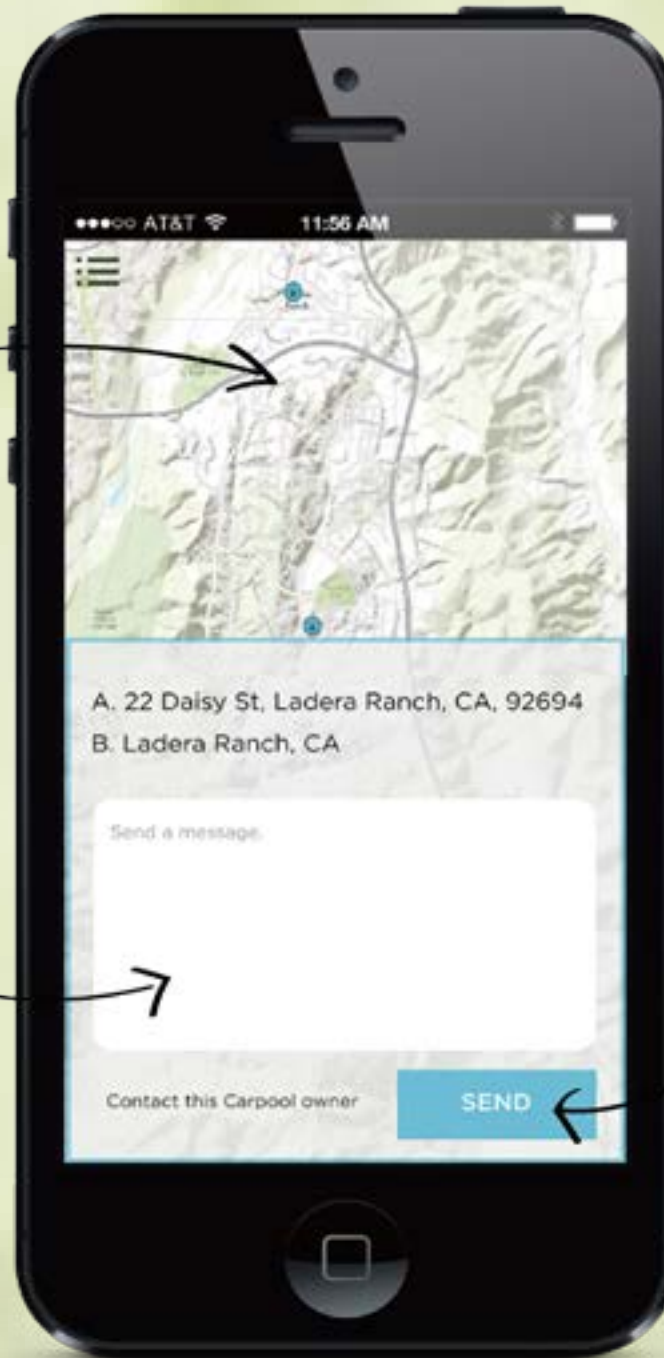
Focus  
and  
Scan  
QR Code



Map  
and  
Carpool  
Route

Type  
a Message

Tap  
to  
Contact  
the  
Car Owner



This is it!



Research

Insights

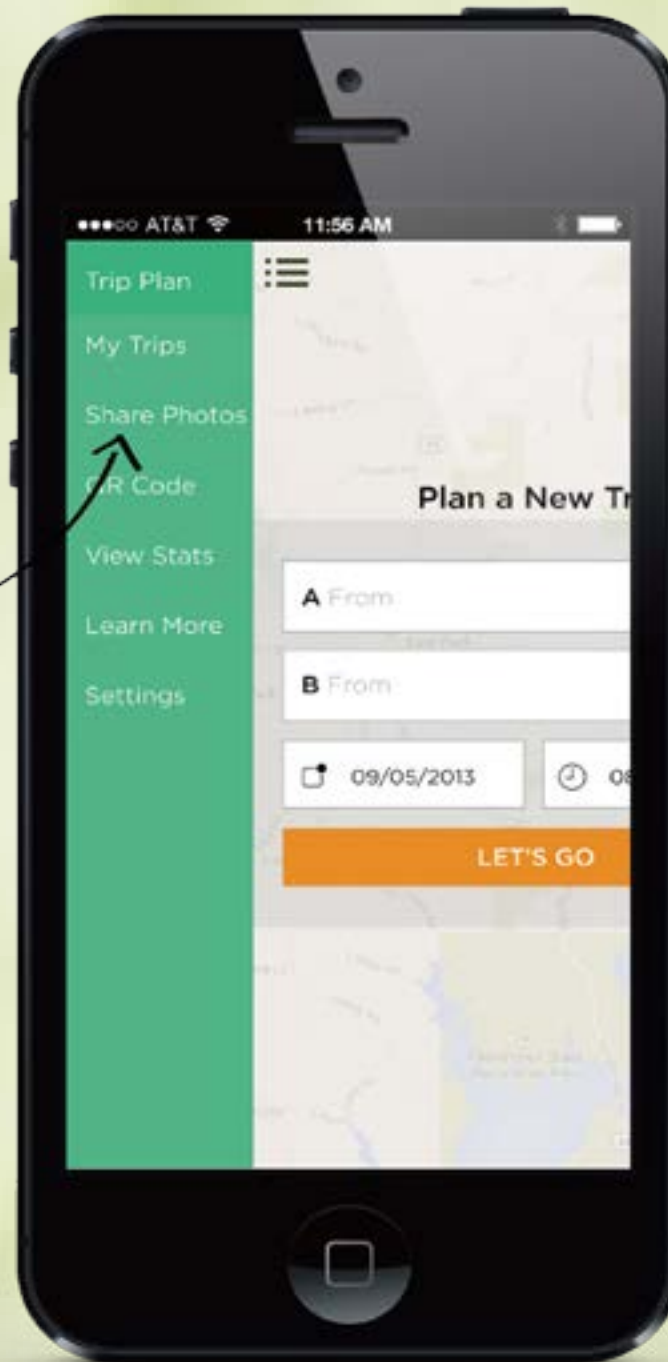
Core

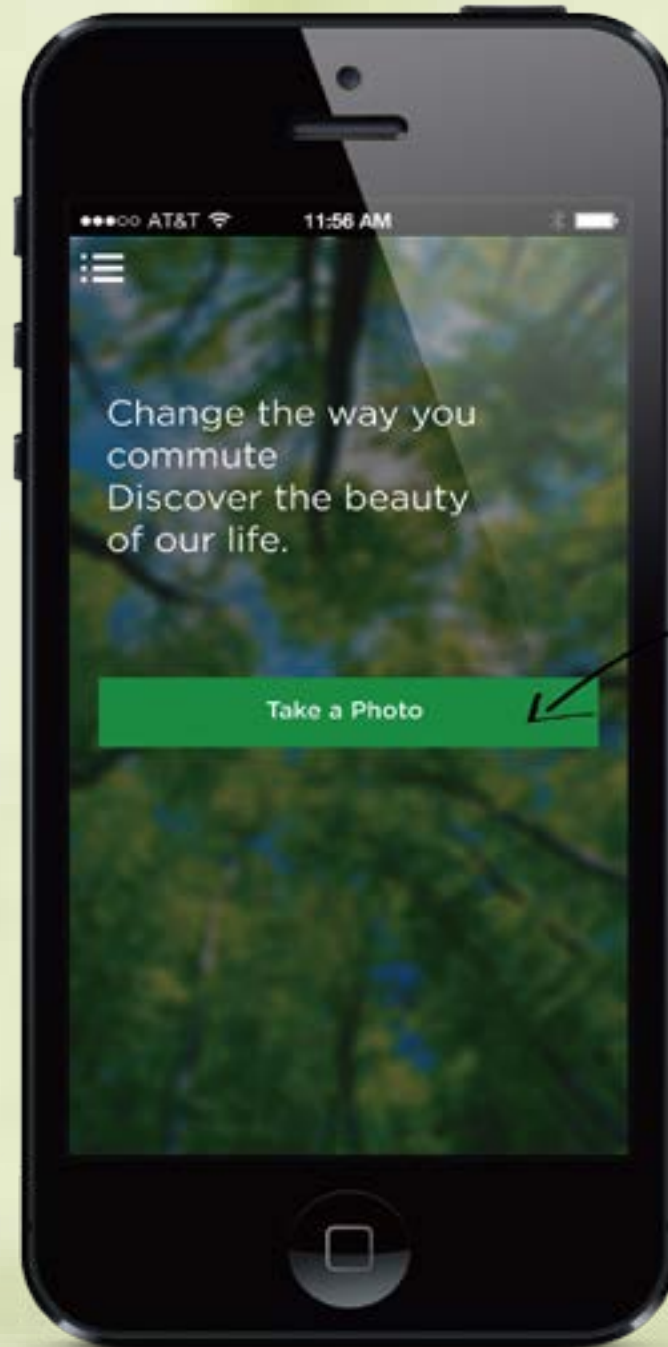
Concept

**Story/Prototype**

Strategy

Tap  
to  
Open  
Camera





Tap  
to  
Take  
Photos

Tap  
to  
Select  
Transportation  
Mode



Tap  
to  
Upload  
and  
Share  
Photos



Amy's  
Commuting  
Timeline



Photos  
and  
Locations

# Future Strategy

---

iGOLADERA.COM

1. Incentive on image sharing.
2. Weather forecast while planning a trip.
3. Activities recommended for long duration carpooling trips.
4. Additional group walks and group biking activities.



# The Quote

---

iGOLADERA.COM

“ Giving yourself permission to open up and let the world in – even if just a crack – even if the situation isn’t perfect – is a key step in bringing new people and experiences into your life”

– Senora Roy

([http://www.searchquotes.com/quotation/Giving\\_yourself\\_permission\\_to\\_open\\_up\\_and\\_let\\_the\\_world\\_in\\_-even\\_if\\_just\\_a\\_crack\\_-\\_even\\_if\\_the\\_situa/538135/](http://www.searchquotes.com/quotation/Giving_yourself_permission_to_open_up_and_let_the_world_in_-even_if_just_a_crack_-_even_if_the_situa/538135/) )

Thank you !

# Appendix

---

## 1. Primary research

### Informal interview

- a. Describe your current commuting experience.
- b. How often you travel by different modes of transportation ?

## 2. Secondary research

- a. Sharing images enhances experience.

([http://learning.blogs.nytimes.com/2012/04/24/why-do-you-share-photos/?\\_r=0](http://learning.blogs.nytimes.com/2012/04/24/why-do-you-share-photos/?_r=0))

- b. Timeline in the form of effective short visual biography.

(<http://www.targetinternet.com/digital-marketing-news-facebook-timeline-now-available-for-brands/>)

# Appendix

## c. Escapist Engagement

When a person pays to join in an activity, he escapes temporarily for his normal, daily reality. The person is interested in the activity because it is not always available in his daily life.

([http://link.springer.com/chapter/10.1007%2F978-3-642-02806-9\\_5#page-1](http://link.springer.com/chapter/10.1007%2F978-3-642-02806-9_5#page-1))

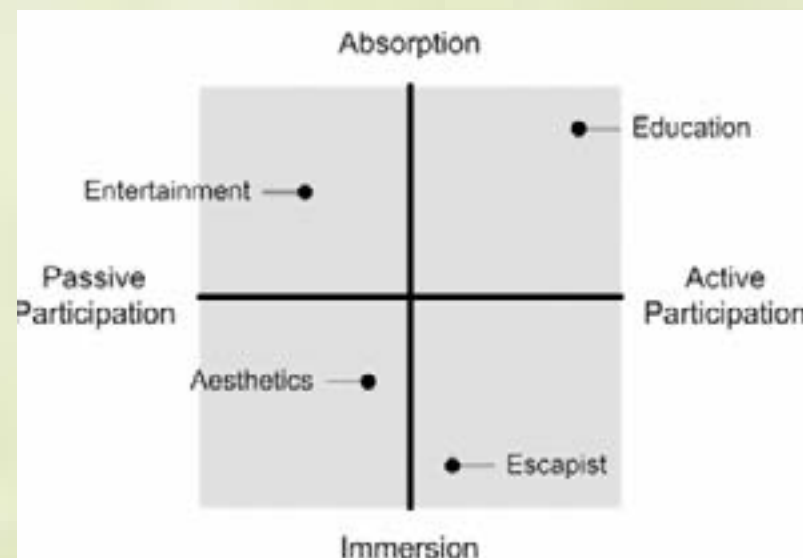


Fig. 1. The experience realms [1]

# Appendix

## d. QR codes are catching on !

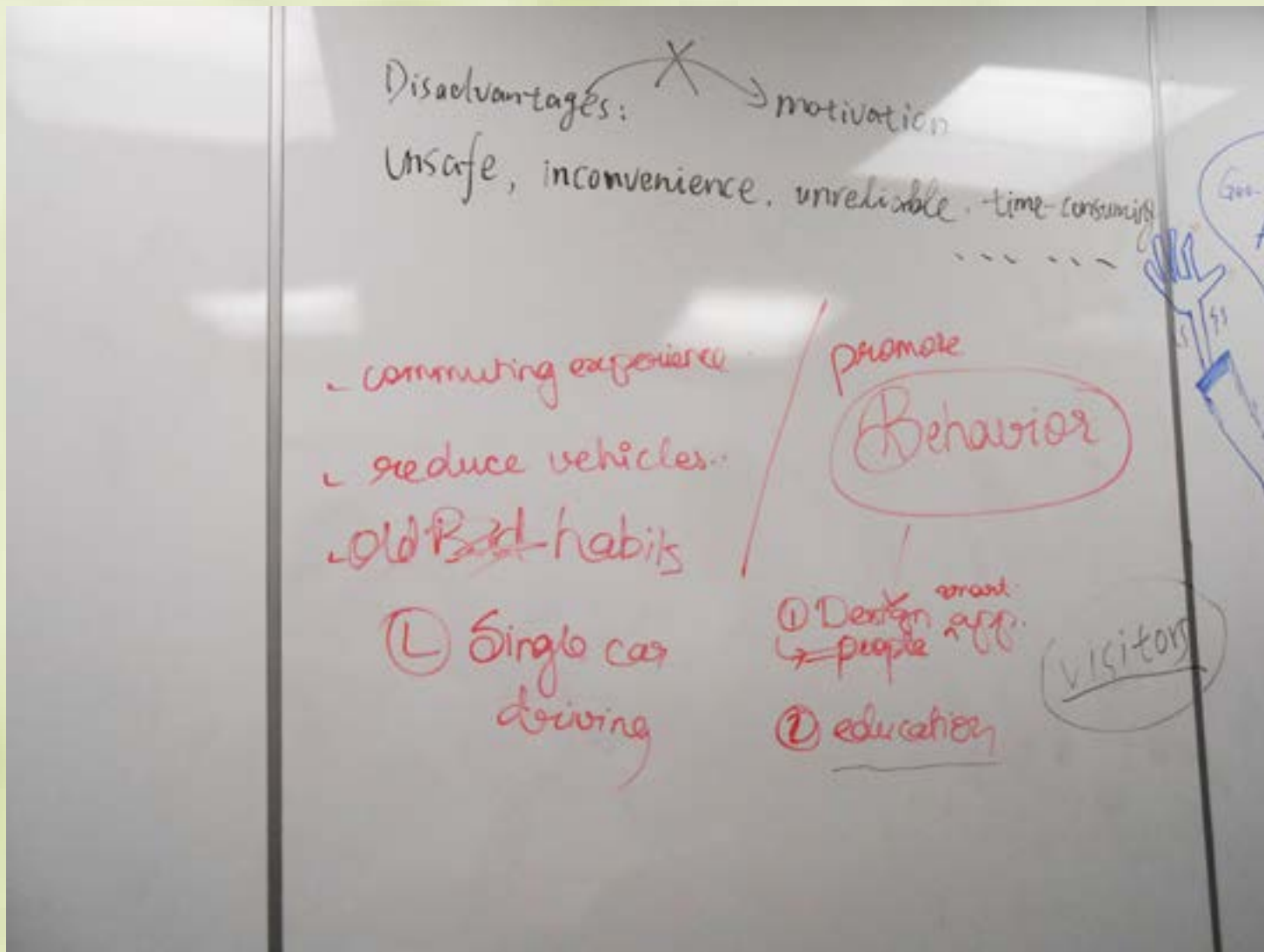
(<http://www.fulcrumtech.net/resources/qr-codes-and-email-marketing/>)

### QR Codes Are Catching On!

Check out these mobile quick response code scanning statistics from two recent studies by [comScore](#) and [queaar.com](#), as reported in [Digital Buzz](#):

- Scanning of QR codes increased by 4,549% between the first quarters of 2010 and 2011.
- 14 million people scanned QR codes in the United States during June 2011.
- More than 36% of people scanning QR codes make more than \$100,000 annually.
- Just over 60% of QR code users were male.
- More than 50% of all people scanning QR codes were between the ages of 18 and 34.
- Printed magazines or newspapers and product packaging were the popular sources of scanned QR codes.
- Nearly 60% of QR codes were scanned at home.
- Most QR code users expect to get a coupon or a deal
- 11 out 50 Fortune companies are using QR codes in their marketing efforts.

# Problem setting



# Exploration

iGOLADERA.COM





# Exploration

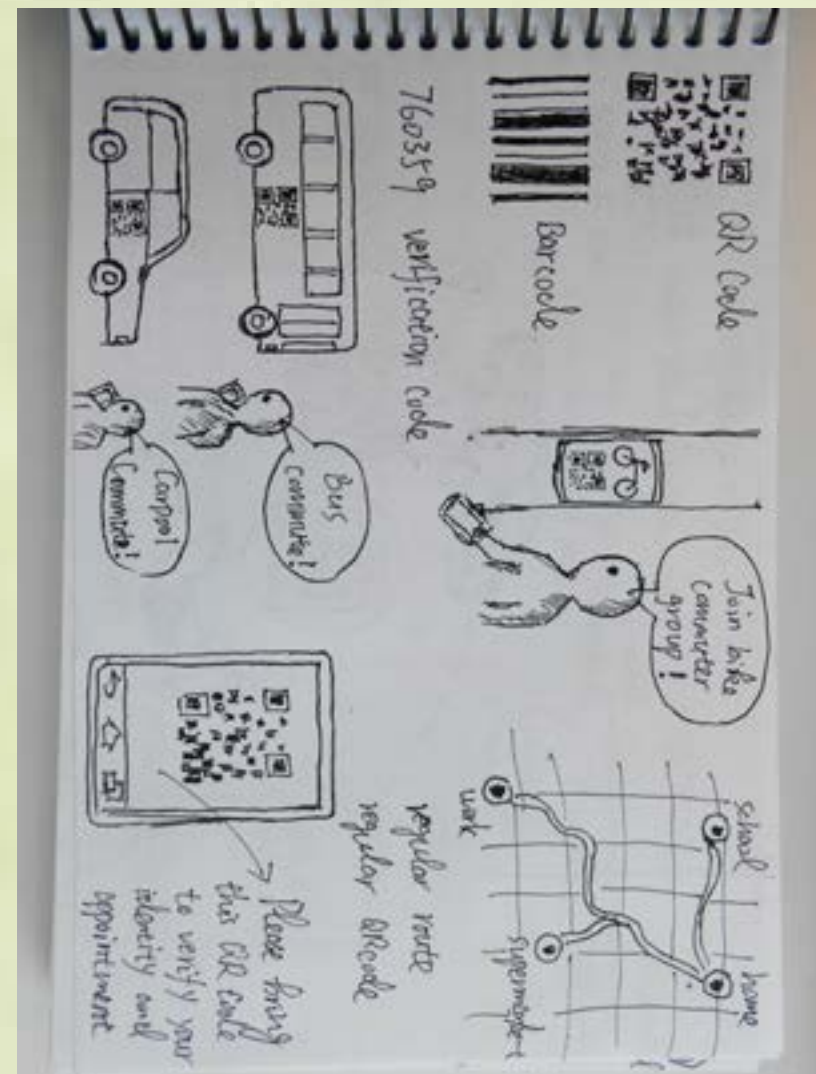
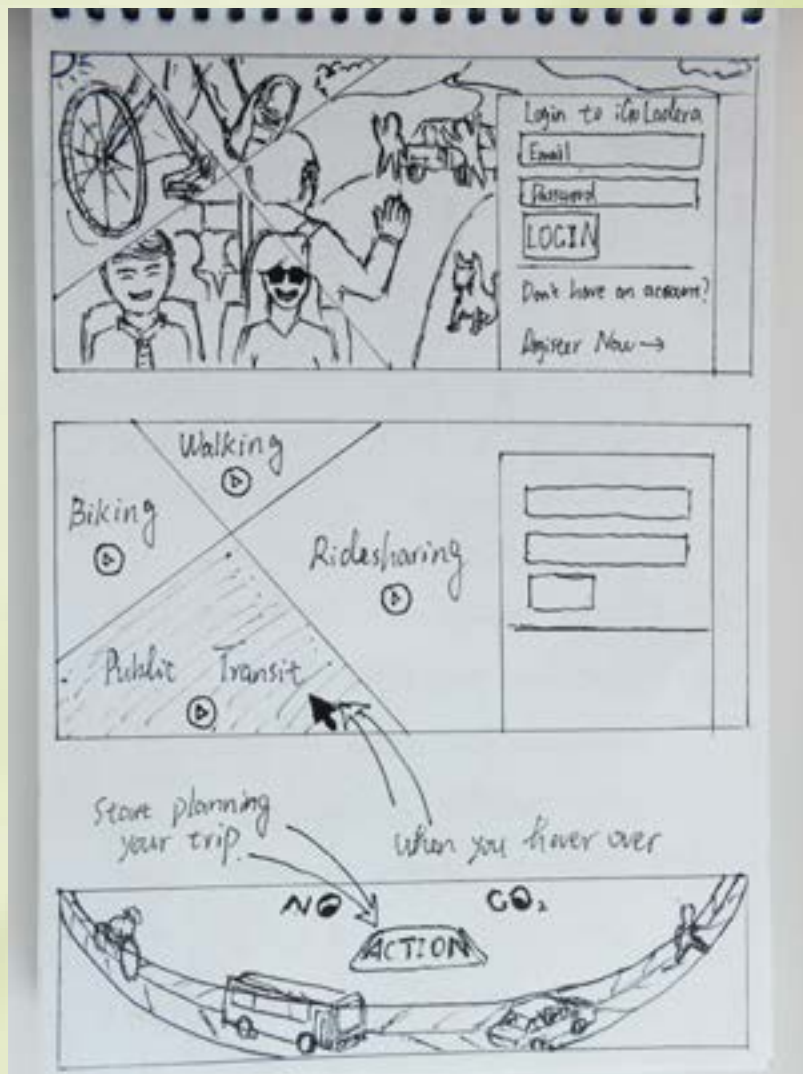
iGOLADERA.COM





# Initial sketches

iGOLADERA.COM



# Usability Testing

---

iGOLADERA.COM

## Questionnaire

1. Explore the app and tell us what you see on the screen .
2. When would you use this app.
  - a. commuting for work
  - b. commuting for grocery/shopping trips
  - c. Anywhere
3. Are you willing to try different modes of transportation ? If so, when ? (Please describe it in a scenario)
4. How often you check the QR code ads??
5. How often do you take and share photos ? Would you do it for this community to encourage people to join ?

# Usability Insights

---

iGOLADERA.COM

Subject 1: male, 20, student

a. Subject asked for a map to refer after clicking different modes of transportation.

b. He didn't understand the purpose of image sharing initially but got it after seeing other samples.

c. When asked, he was positive about trying different modes of transportation. He often carools with his friends to go to university campus and enjoys their company .

d. Subject said he would definitely use the app for outdoor shopping and grocery trips. He would use the carpooling service more during winters when the weather gets colder.



# Usability Insights

---

iGOLADERA.COM

Subject 2: Female, 25, dancer

a. Subject was more apprehensive of scanning carpooling QR codes in private spaces but not in the public spaces.

b. She didn't seem to mind sharing it to Rideamigos community.

c. Subject started analyzing the sample pictures in the app for different modes of transportation.

d. She might use the app if she is new to the city but was concerned about her security with her fellow carpool commuters. She suggested the service to be more appropriate for longer durations.

