

SCAD BEELINE TRANSPORTATION APP

beeline



RASHMI
MA in Design Management

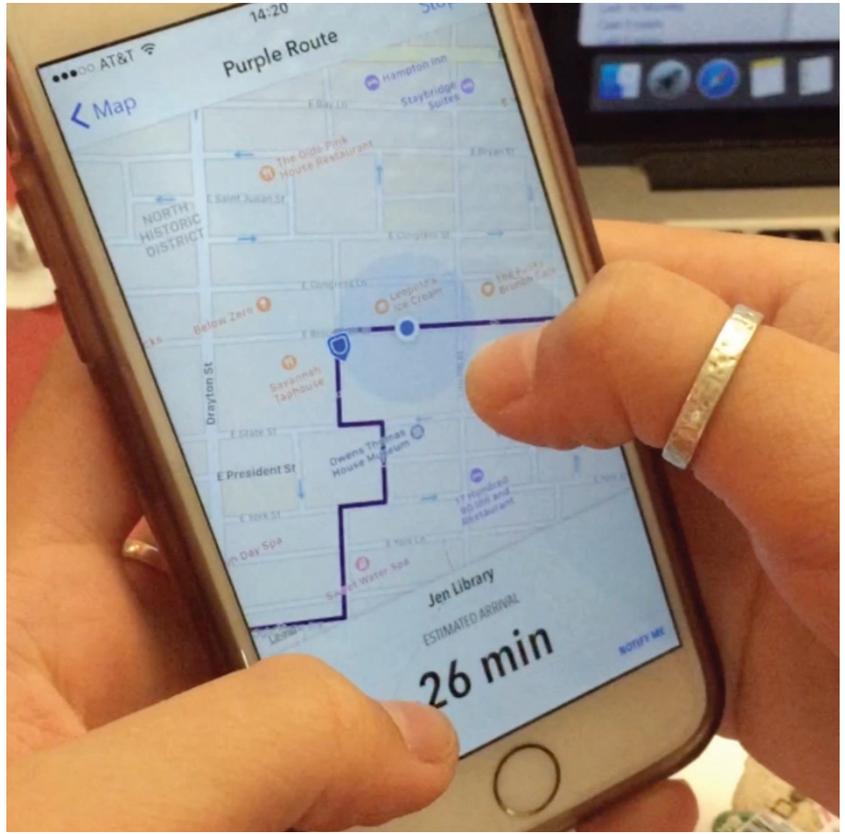
MUSTAFA
MFA in Graphic Design

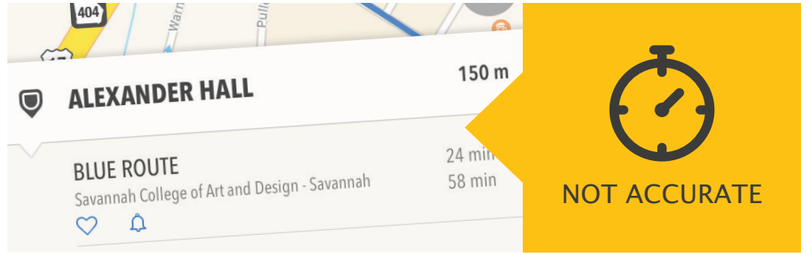
SCAD RIDER APP INTERVIEW

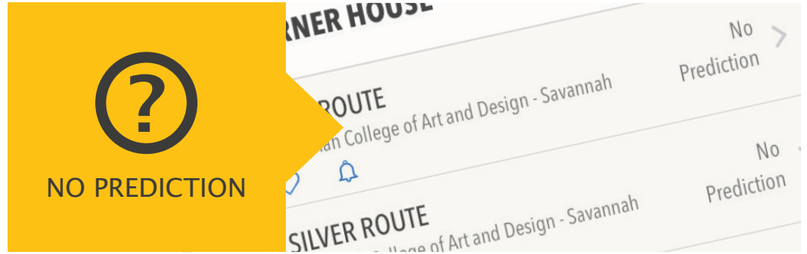
We did one-on-one interview at SCAD bus stop with students to understand the issue with Rider app and bus schedules.

STUDENTS FEEDBACK -

- Bus doesn't come on time
- Not accurate
- Heavy app, it takes long time to load
- Need to know before if its out of service bus
- No prediction
- No bus schedule on app
- No call or text option
- Google style app would have been better
- Map dots are too small to touch
- No bus stop announcement in the bus
- Gave up! Just wait… don't care
- Some are used to it, so no issues









TOWN WATCHING & SHADOWING

We went to all SCAD bus stops and watched students taking busses, what they do, how long they wait, are they finding any difficulties in getting busses.

We did observe the bus stop layout design and the bus design to know how comfortable it is for students.

INSIGHTS -

1. Many students were waiting for the bus for longer time because bus app doesn't show proper timings
2. Red line was very crowded, students had to wait for next bus because very few busses were running
3. No bus stop to stand or sit in the shade
4. Students had to run to the front to see which bus line it is, as bus name has not written on the backside of the bus
5. Students face expression was showing that they are already late for the class



SCAD BUS DESIGN

We noticed few issues with busses

PAIN POINTS –

1. Bus name is on front and right hand side only
2. Bus name is not on the backside
3. No bus stop announcement

INSIGHTS –

To solve this issue, we are planning to come up with improved bus design and have bus stop announcement in the bus and with our mobile application as well.





APP SURVEY

We took survey with SCAD students.

QUESTIONS -

1. How long have you been using Rider app?
2. Please rate the Rider app.
3. Please check the boxes below

- ☐ Useful
- ☐ Simple
- ☐ Fast
- ☐ Easy to use
- ☐ Good user interface
- ☐ I am happy with...
- ☐ Need to be re-designed
- ☐ Complex
- ☐ Slow
- ☐ I may need intructions
- ☐ Bad user Interface
- ☐ I am NOT happy with...





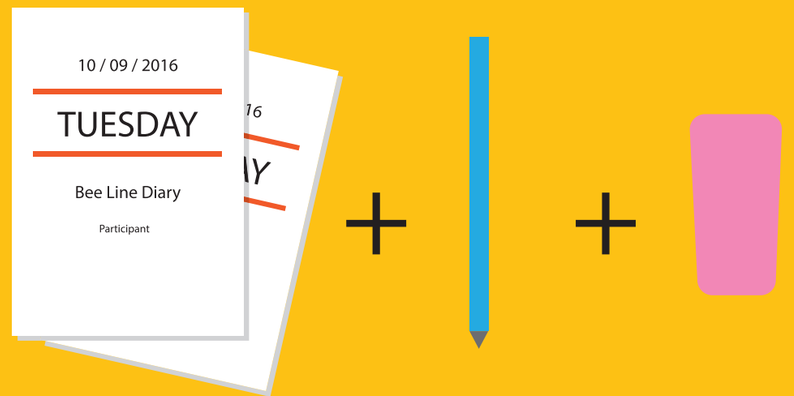
70%



30%

CULTURAL PROBES

We provided diaries to two SCAD students who use SCAD bus everyday.





Tim Shen
Tuesday 9th, October

1 Did you encounter a problem while taking the bus?

Too many people

2 Where are you going? Tell us your trip. How many busses and routes are you going to use?

Gulfstream Center

3 What would be better or make your trip easier?

4 How often did you use the App, Transloc Rider, today?

Different colors make me confused due to how it come about like this:

5 After the trip, what is yoir final feelings about your trip?

Happy ☐ Thankful ☐
Annoyed ☒ Angry ☐

6 Do you have any ideas to improve your experience?

Show me how to go to certain place.

7 Please take notes here if you see any interesting thing(s) to share with us..

Security belt?

NOTES



Anaïs Cipriano
Tuesday 9th, October

1 Did you encounter a problem while taking the bus?

Too slow, too many usless loop Yellow Line 15 min

2 Where are you going? Tell us your trip. How many busses and routes are you going to use?

Yellow - Boundary to Gulfstream
Red- Turner to Arrnold

3 What would be better or make your trip easier?

NO AC because I am freezing

4 How often did you use the App, Transloc Rider, today?

The App is or early or late compare to the bus location I use it everyday

5 After the trip, what is yoir final feelings about your trip?

Happy [X] Freezing
Thankful [ ]
Annoyed [ ]
Angry [ ]

6 Do you have any ideas to improve your experience?

Buse drivers more nice and smiling. less AC SCAD club advertisings in the advertising spot.

It's cool they have a really good wifi

7 Please take notes here if you see any interesting thing(s) to share with us..

Twive the bus driver told me Gulfstream was not the teeminus so I have to wait for the next one but at the last minute he changes his mind and go to Gulfstream... :o

NOTES

INSIGHTS

We understand the thought of students who use bus app everyday through this cultural probes.

IMPROVEMENTS –

1. Add "trip planner" search option on app
2. Increase bus frequency to avoid crowd
3. Improve the location map
4. Having more direct busses

AFFINITY DIAGRAM

We have collected all the problems related to SCAD bus app and bus stop design with these sticky notes.

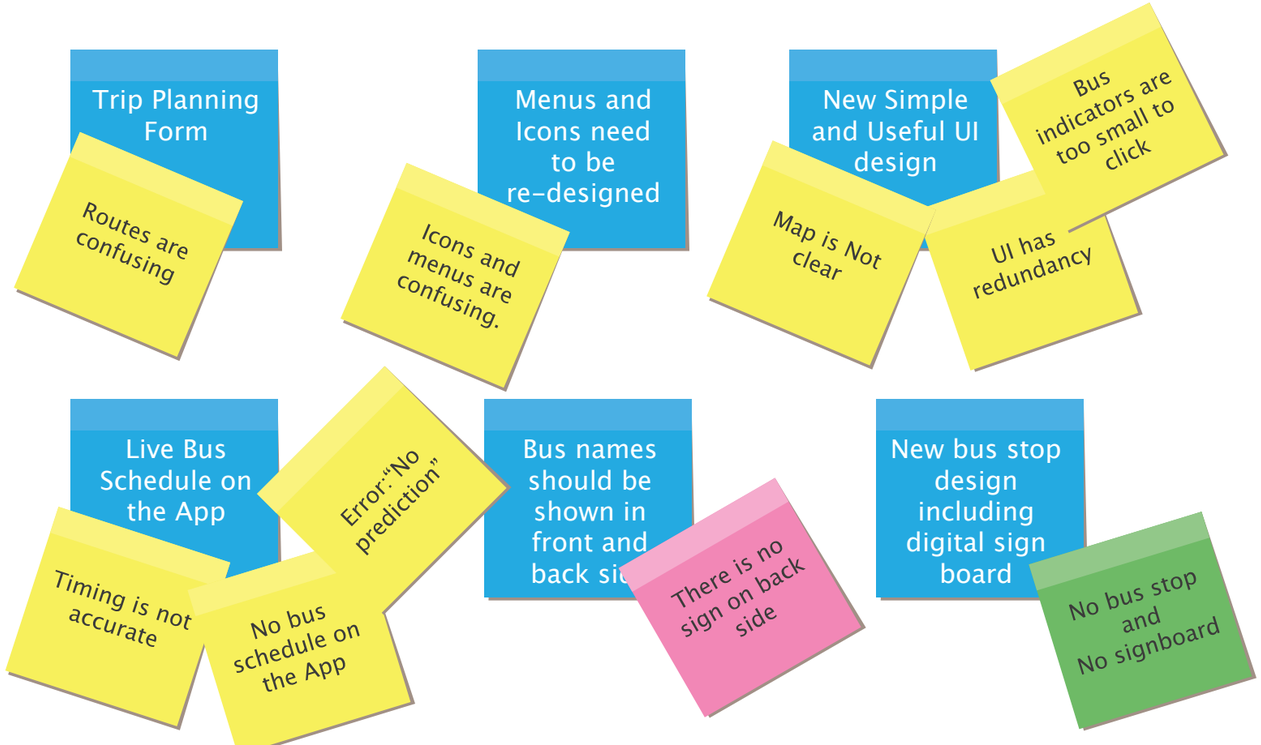




PROBLEMS - APP | BUS | ENVIRONMENT

- Out of service should be seen
- Icons and Menus are confusing.
- Routes are Confusing
- No anouncements
- No proper bus stop
- Map is Not clear
- UI has redundancy
- Bus indicators are too small to click
- There is no sign on back and right side
- No signboard
- No bus schedule on the App
- Timing is not accurate
- iPhone has better UI than Android
- Freezing cold in the bus

SOLUTIONS



5WHYS

“It is hard to know how to go to library from Gulfstream.”	WHY?
“I cannot arrange my trip easily.”	WHY?
“Routes and buildings are confusing on the map.”	WHY?
“I am not able to know which busses and transfer points I am going to use.”	WHY?
“The App does not provide a form combining routes.”	WHY?

“Trip planning form has to be designed”

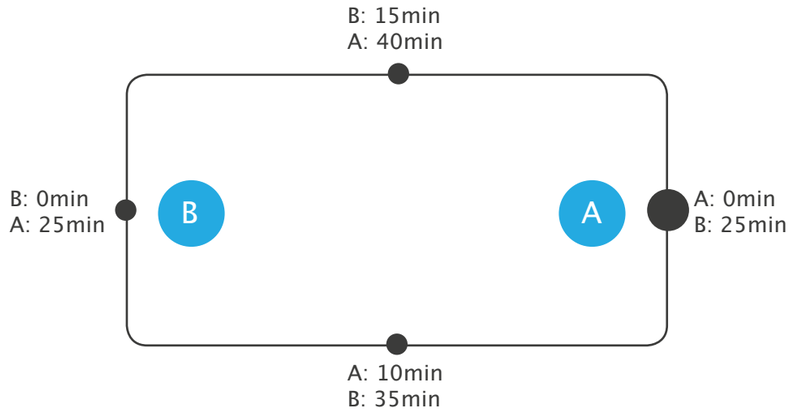
HMW – HOW MIGHT WE

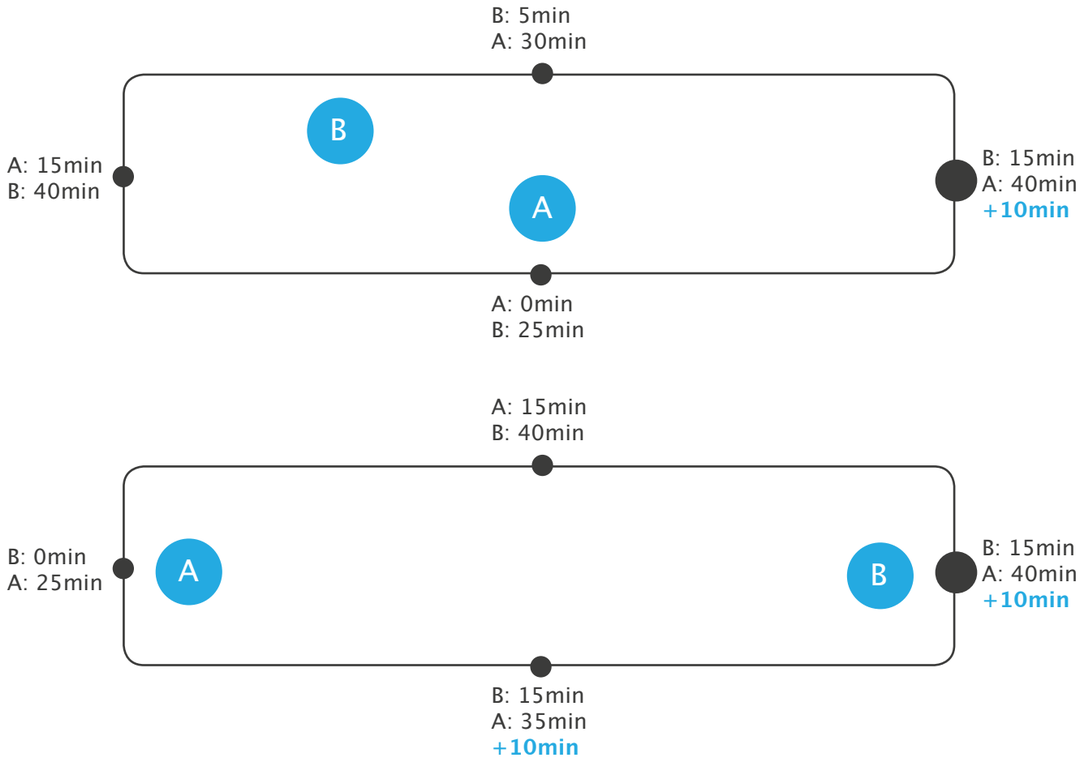
Simple	Accurate	Easy to Use	Good Layout
HMW?	HMW?	HMW?	HMW?
New Icons	Fixed Schedule	Trip Planner Function	More Space
Remove Redundancy	Eliminate Out of Service		Function Arrangements
Simple Map			Less Color

HMW? → Remove Unnecessary Places | Make Important Areas Bigger | Show Other SCAD Buildings

HMW

Eliminate
OUT OF SERVICE





PERSONAS

Andrew Clark

AGE 30
STATUS Single
OCCUPATION Graduate Student
LOCATION Savannah, GA

Friendly | Relax attitude



"Thoughts become things"

TECHNOLOGY

Mobile App

Social Network

Internet

BIO

Andrew is SCAD graduate student, he has started attending masters from fall 2016, and he is attending MA in design management.

He don't drive, so he is taking bus to the school everyday. He enjoy sketching, he usually sketch in the bus stop and while traveling in the bus. He is very active in social media, he use lot of different apps everyday.

PAIN-POINTS

- Newly joined SCAD, do not know where the buildings are located
- Hard time understanding the bus app
- Wasting time on waiting for busses

GOALS

- Spend less time on waiting for busses
- Need user friendly bus app design
- Wish to have good bus stop where he can sit and do sketching while waiting for bus

PHONE BRAND

Apple Iphone 6

Chen Zhang

AGE 22
STATUS Single
OCCUPATION Freshman Student
LOCATION Savannah, GA

Friendly | Hard Working



"You can never be overdressed or overeducated"

TECHNOLOGY

Mobile App

Social Network

Internet

BIO

Chen is SCAD freshman student, she is from China, she is studying Fashion Designing.

She is staying off campus, she use SCAD bus transporation, she prefer going by bus to the school as its safer than driving. She use bicycle sometime when bus app shows "no prediction" and bus doesnt arrive on time.

PAIN-POINTS

- She is staying far from the school and wasting more time in travelling and waiting for the bus
- She is worried of reaching late to school
- Hard to carry her design projects by bus

GOALS

- She would like to have bus schedule added on app
- She is looking forawrd to have more busses, like every 15 minutes
- She wants better bus stop with bus location map

PHONE BRAND

samsung galaxy s7

Amanda Taylor

AGE 20
STATUS Single
OCCUPATION Freshman Student
LOCATION Savannah, GA

Extravert | Easy-Going



"Stage is the way how I live and love."

TECHNOLOGY

Mobile App

Social Network

Internet

BIO

Amanda is student at SCAD, She just moved to Savannah from Cleveland, Ohio. She is living in midtown with 2 other roommates. She has car and she prefers driving to go to school. However, the fact that finding parking lots and parking fees are exhausting in her daily life, She is seeking new ways for transportation. She likes riding bicycle, busses, and driving. Her classes are 40 min walking away from her house. And one of bee line bus stops is 3 min walking from her house.

PAIN-POINTS

- Finding Parking Lots
- Parking Fees
- Traffic jam at the rush hours

GOALS

- Finding alternative ways to go to school.
- Trying to BeeLine for a week see how it goes.
- Buying a bicycle

PHONE BRAND

Apple Iphone 7

JOURNEY MAP

DIFFERENT PATTERNS OF TRANSPORTATION

Andrew Clark
Male, 30, Moscow

HOME

- Check the busses through the App
- Walking to the bus stop
- He misses the bus due to inaccuracy
- Taking the Bus
- Standing long time bus is crowded
- Arrives

Chen Zhang
Female, 22, Beijing

HOME

- Bus
- App shows no prediction
- Bicycle
- Start riding to school
- She had to stop because of the rain
- She starts riding again
- Arrives

Amanda Taylor
Female, 20, Cleveland

HOME

- Bus
- Check the busses through the App
- Waiting infront of the doorm
- After taking the bus she get down in wrong stop because no announcement in the bus
- Walking to school
- Arrives
- Car
- Start driving to school
- Stop at Gas Station
- Looking for parking lot
- Arrives

ARNOLD HALL

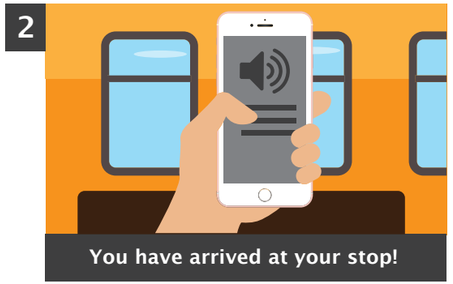
TIME

7:00 AM | 7:10 AM | 7:20 AM | 7:30 AM | 7:40 AM | 7:50 AM | 8:00 AM

SCENARIOS

Scenario 1 – SCAD Bus Stop Announcement







Scenario 2 - SCAD Bus Stop

1



Oh! It's raining!

2



Happy with the shelter at bus stop!

3



I dont know which bus to take!

4



Yay! This bus route map is very helpful!

5



Happy! I arrived to school on time!

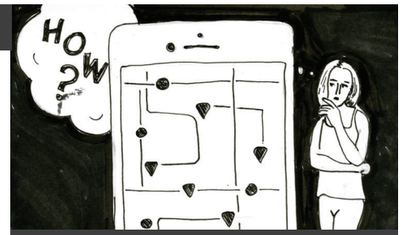
Scenario 3 - SCAD Bus Trip Planner

1



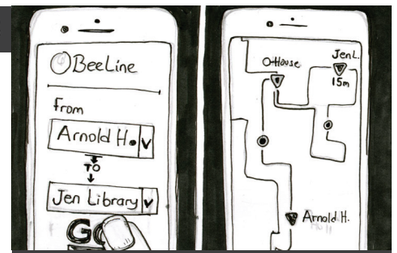
I need to go to Jen Library

2



Where is the library, It's confusing!

3



Oh, I can find my route here!

4



Here is my bus!

Scenario 4 - SCAD Bus Schedule

1



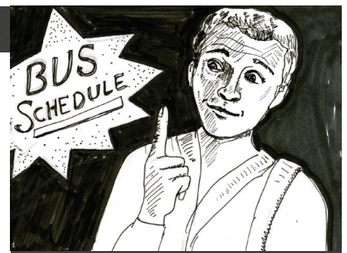
Oh! Bus is coming in 30 min

2



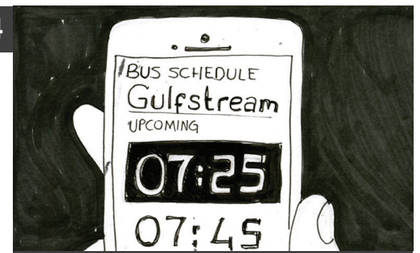
What! Are you kidding me!

3



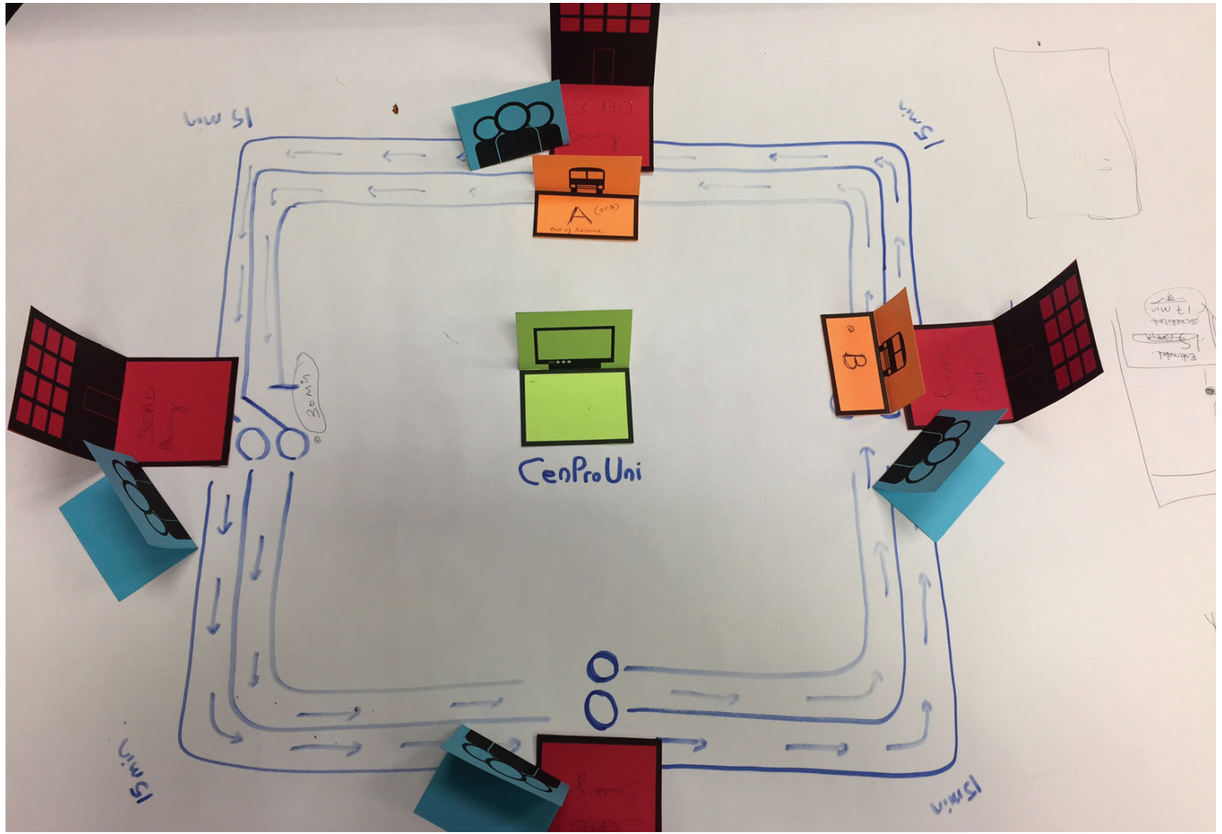
Oh, Let me check the schedule

4

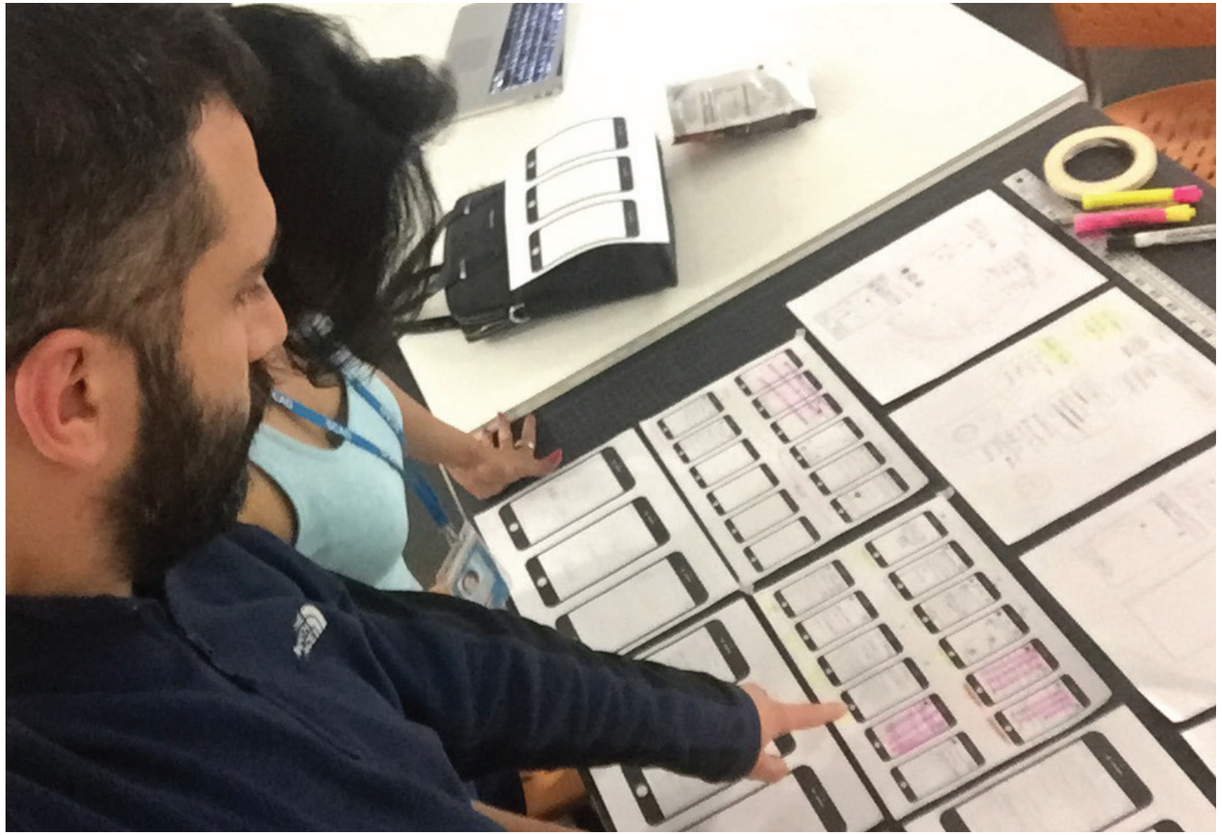


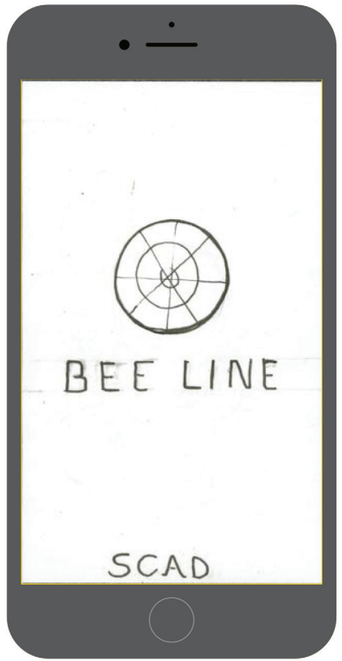
Here it is! It's coming within 5 min

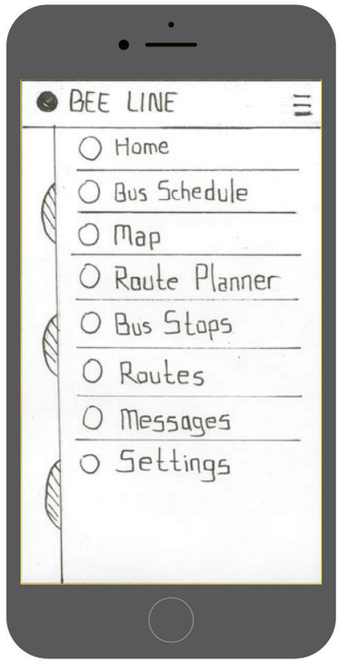
ORIGAMI

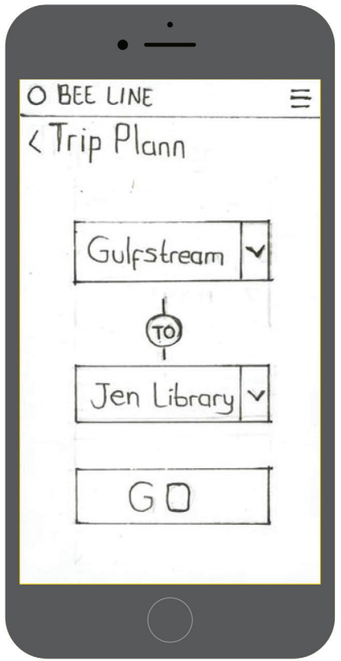


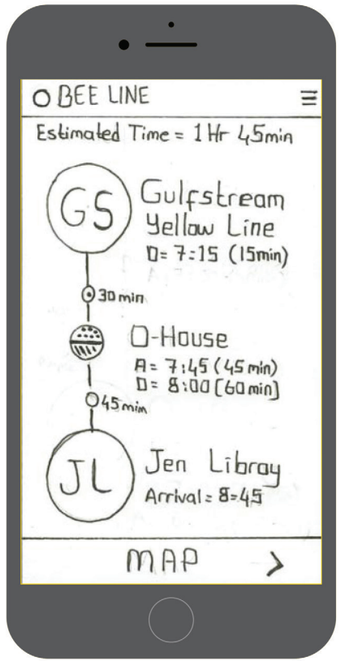
SKETCH

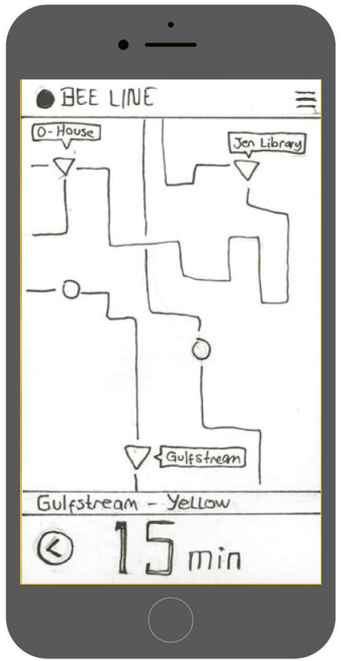


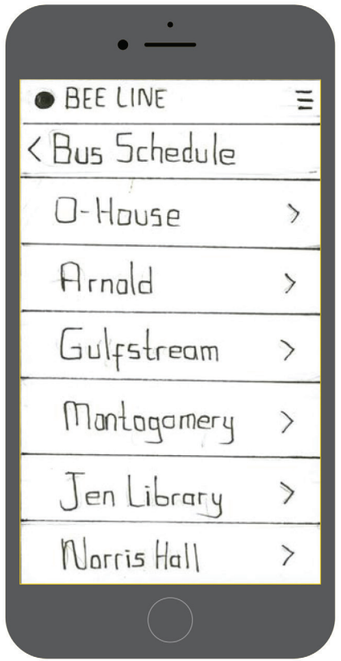

BEE LINE
SCAD

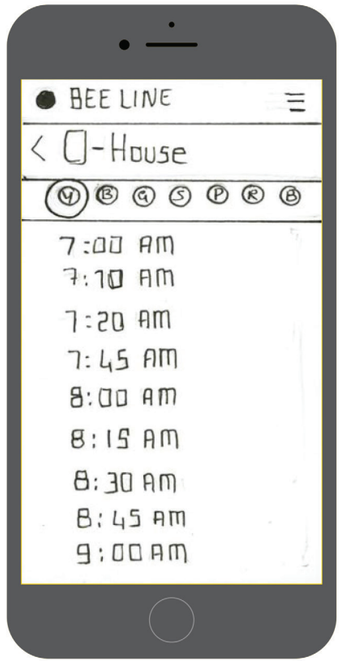

BEE LINE
Home
Bus Schedule
Map
Route Planner
Bus Stops
Routes
Messages
Settings

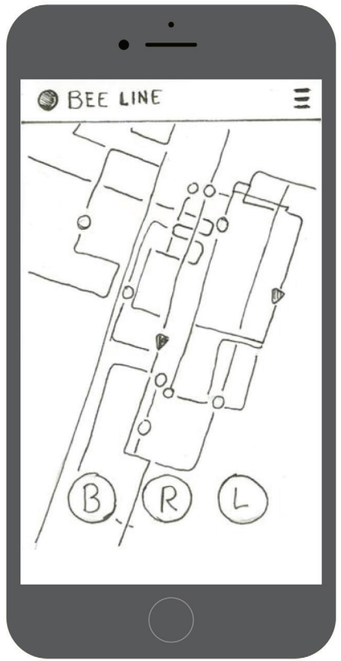

BEE LINE
Trip Plann
Gulfstream
TO
Jen Library
GO

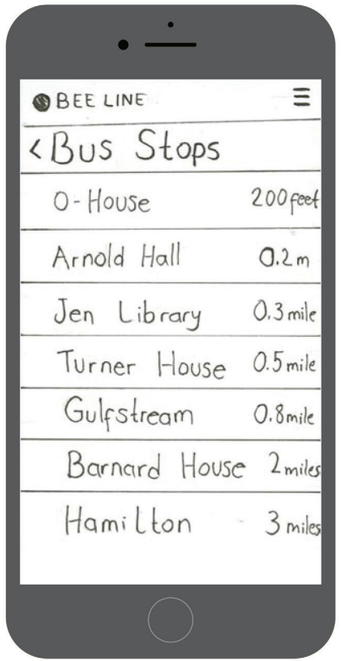

BEE LINE
Estimated Time = 1 Hr 45min
GS
Gulfstream
Yellow Line
D= 7:15 (15min)
30 min
O-House
A= 7:45 (45 min)
D= 8:00 (60 min)
45 min
JL
Jen Libray
Arrival = 8:45
MAP

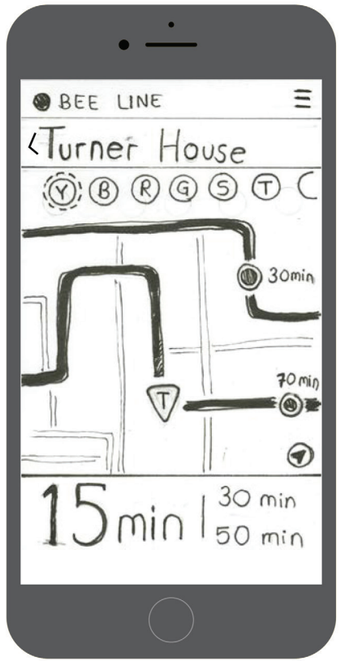

BEE LINE
O-House
Jen Library
Gulfstream
Gulfstream - Yellow
15 min

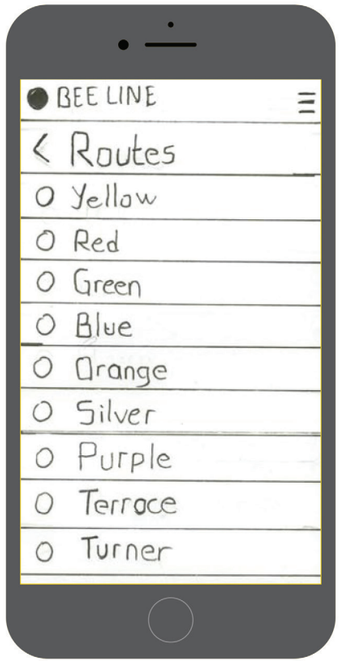

BEE LINE
Bus Schedule
O-House
Arnold
Gulfstream
Montogomery
Jen Library
Norris Hall


BEE LINE
< O-House
7:00 AM
7:10 AM
7:20 AM
7:45 AM
8:00 AM
8:15 AM
8:30 AM
8:45 AM
9:00 AM


BEE LINE
B
R
L


BEE LINE
< Bus Stops
O-House 200 feet
Arnold Hall 0.2 m
Jen Library 0.3 mile
Turner House 0.5 mile
Gulfstream 0.8 mile
Barnard House 2 miles
Hamilton 3 miles


BEE LINE
< Turner House
30 min
70 min
15 min | 30 min
50 min

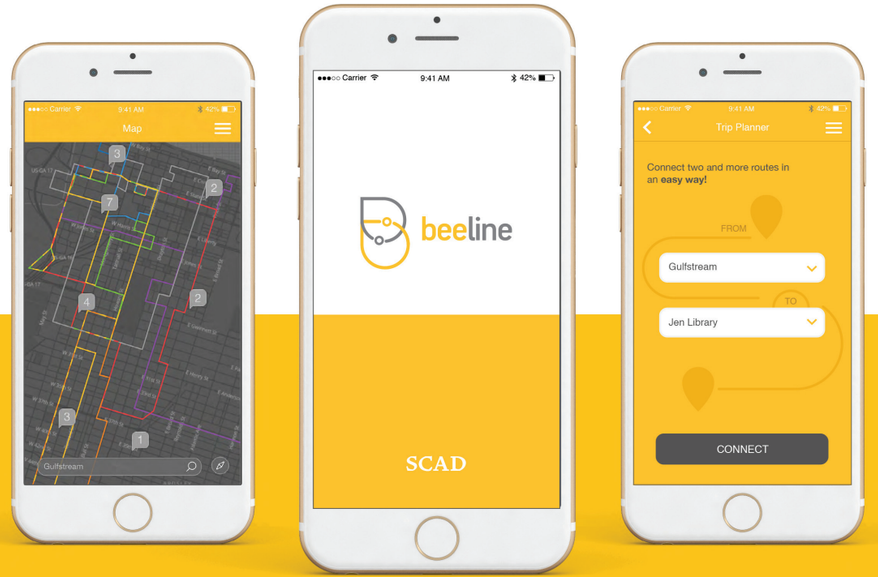

BEE LINE
< Routes
Yellow
Red
Green
Blue
Orange
Silver
Purple
Terrace
Turner

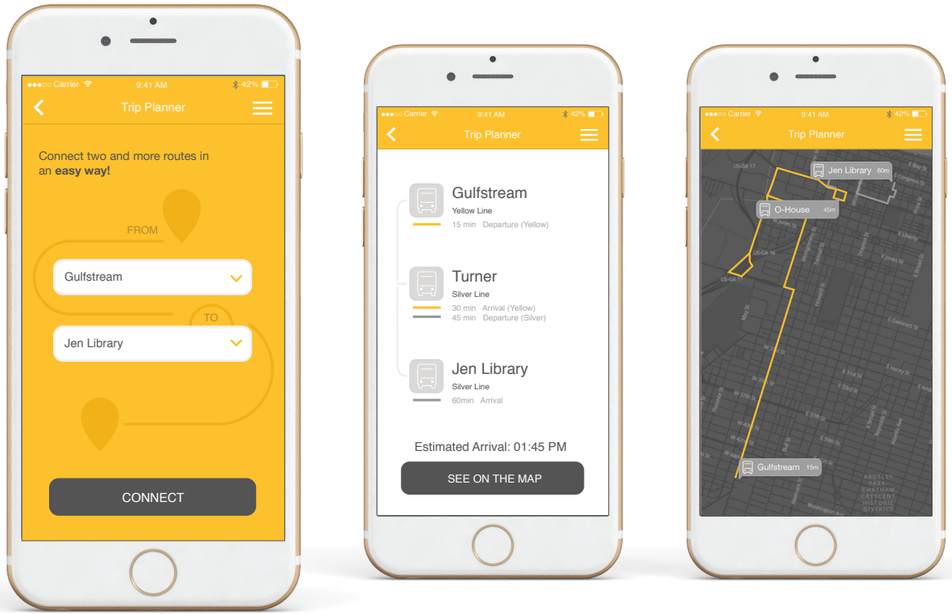

BEE LINE
Allert Title
Lorem ipsum dolor sit amet purd..
Read More

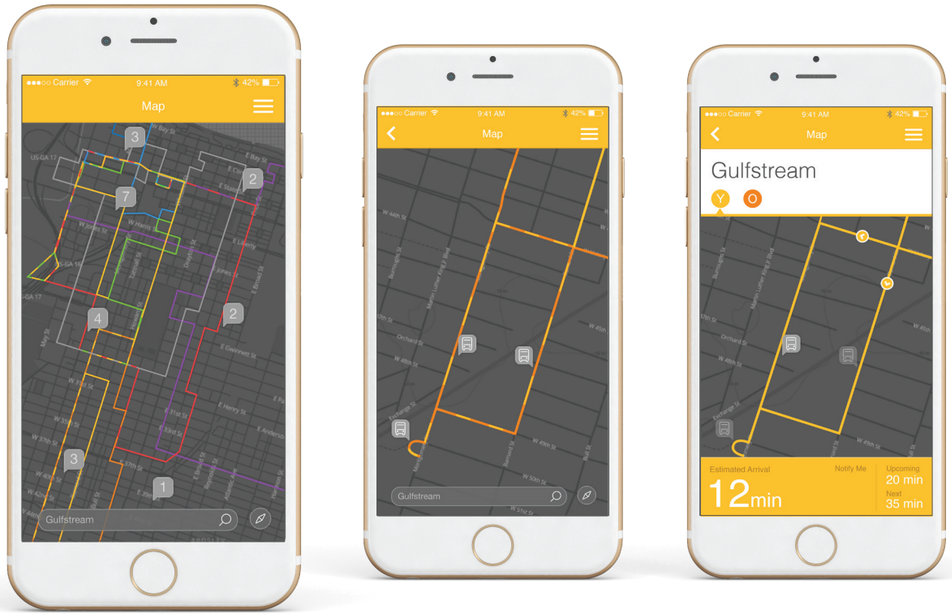
PROTOTYPE

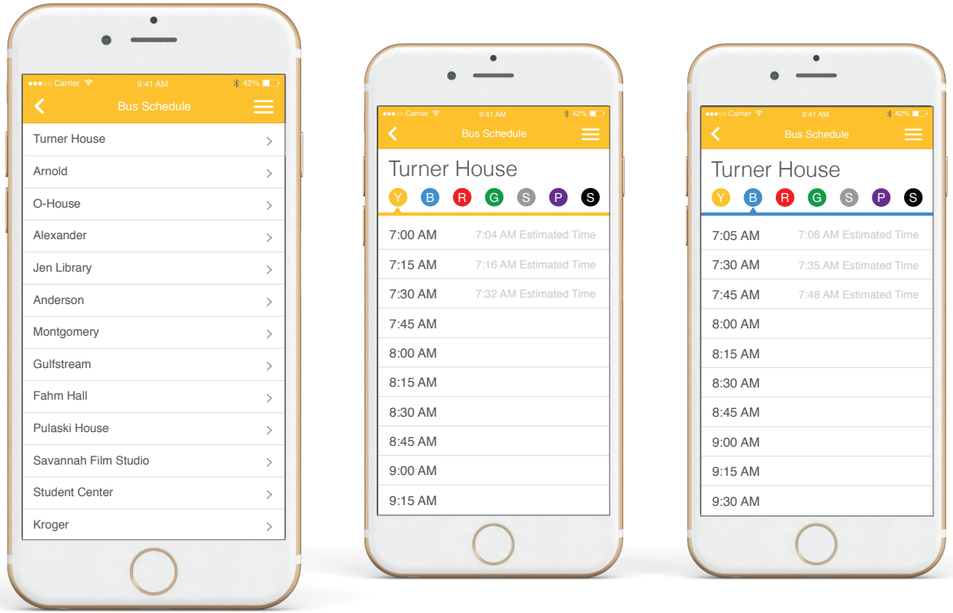
Link to all app pages
https://xd.adobe.com/view/8c543cc2-8ea4-4543-b519-89150c10e978/

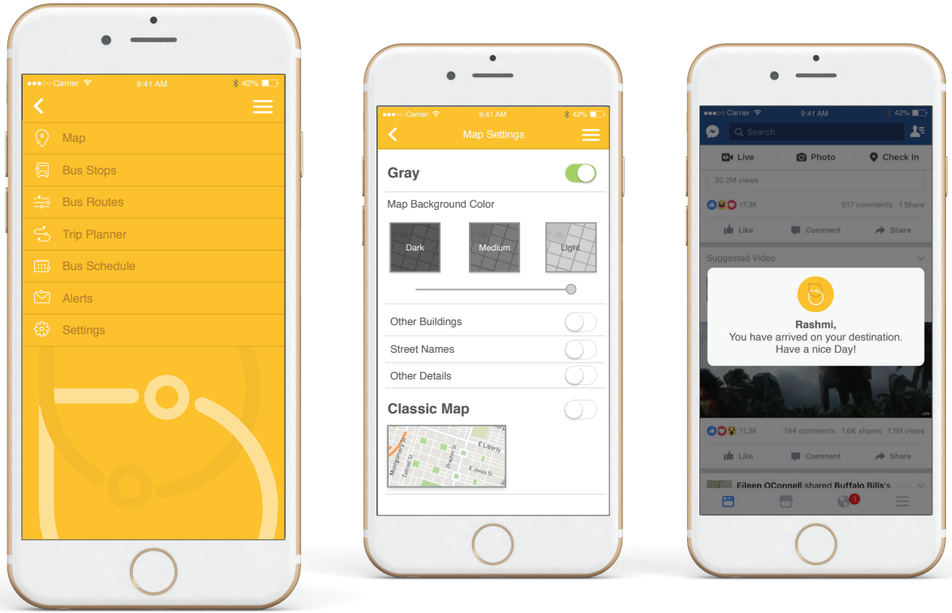
beeline




Carrier 9:41 AM 42%
Trip Planner
Connect two and more routes in an easy way!
FROM
Gulfstream
TO
Jen Library
CONNECT
Trip Planner
Gulfstream
Yellow Line
15 min Departure (Yellow)
Turner
Silver Line
30 min Arrival (Yellow)
45 min Departure (Silver)
Jen Library
Silver Line
60min Arrival
Estimated Arrival: 01:45 PM
SEE ON THE MAP
Trip Planner
Jen Library 60m
O-House 45m
Gulfstream 15m

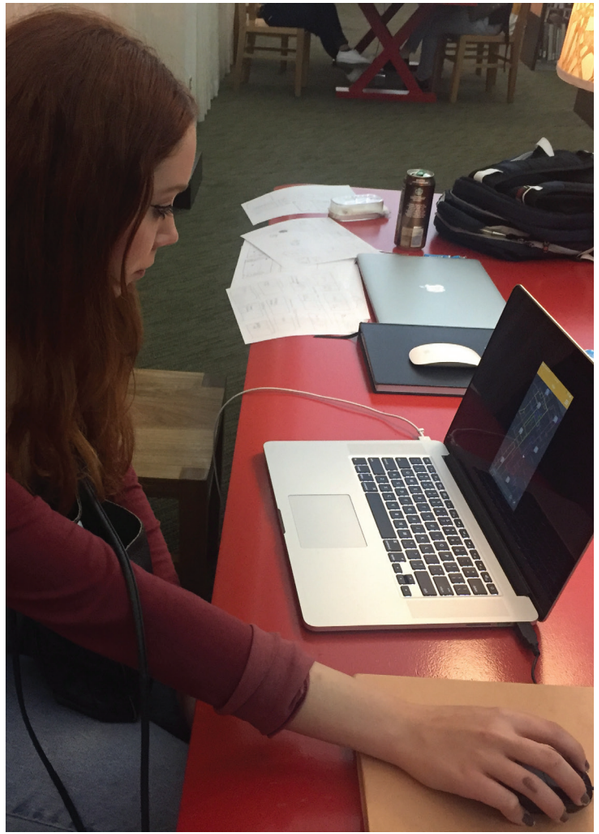

Carrier 9:41 AM 42%
Map
Gulfstream
Map
Gulfstream
Map
Gulfstream
Estimated Arrival
12min
Notify Me
Upcoming
20 min
Next
35 min


Carrier 9:41 AM 42%
Bus Schedule
Turner House
Arnold
O-House
Alexander
Jen Library
Anderson
Montgomery
Gulfstream
Fahm Hall
Pulaski House
Savannah Film Studio
Student Center
Kroger
Bus Schedule
Turner House
Y B R G S P S
7:00 AM 7:04 AM Estimated Time
7:15 AM 7:16 AM Estimated Time
7:30 AM 7:32 AM Estimated Time
7:45 AM
8:00 AM
8:15 AM
8:30 AM
8:45 AM
9:00 AM
9:15 AM
Bus Schedule
Turner House
Y B R G S P S
7:05 AM 7:08 AM Estimated Time
7:30 AM 7:35 AM Estimated Time
7:45 AM 7:48 AM Estimated Time
8:00 AM
8:15 AM
8:30 AM
8:45 AM
9:00 AM
9:15 AM
9:30 AM


Carrier 9:41 AM 42%
Map
Bus Stops
Bus Routes
Trip Planner
Bus Schedule
Alerts
Settings
Map Settings
Gray
Map Background Color
Dark
Medium
Light
Other Buildings
Street Names
Other Details
Classic Map
Live
Photo
Check In
Like
Comment
Share
Rashmi,
You have arrived on your destination.
Have a nice Day!

USABILITY TEST

Few SCAD Student were asked to use the high fidelity prototype. We asked some questions and gave them tasks to complete on the app. Also participants shared their feelings and opinions about prototype.





BEELINE DIGITAL BOARD

We came up with digital board design including bus arriving time and the map which can hang in-front of all the SCAD buildings.



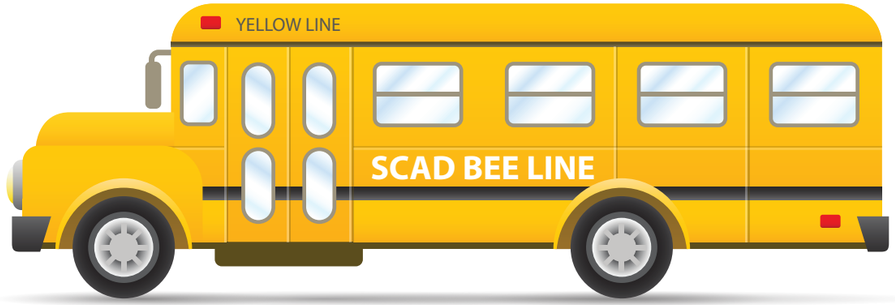


IMPROVED BUS NAME PLATE

This improved bus design is very user friendly, it has “bus name“ on the front, back and right hand side.

BENEFITS –

1. Students can see the bus stop name from front, side and back.
2. Incase if student miss the bus, he/she should be able to see the bus name from behind.









beeline